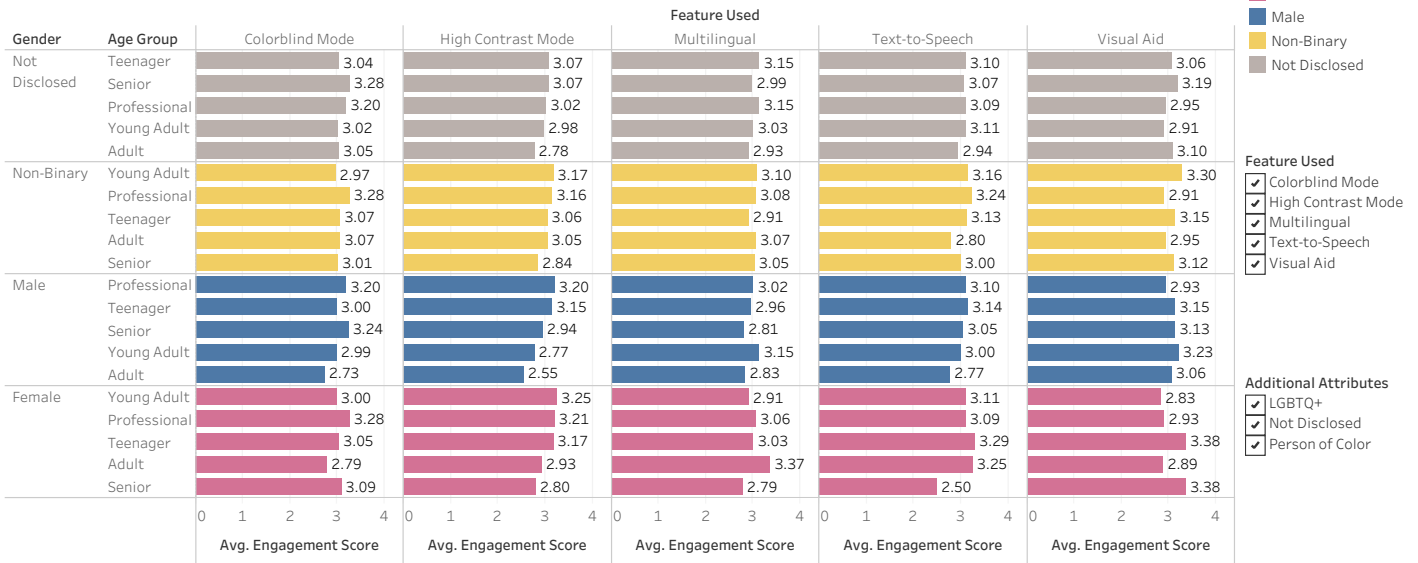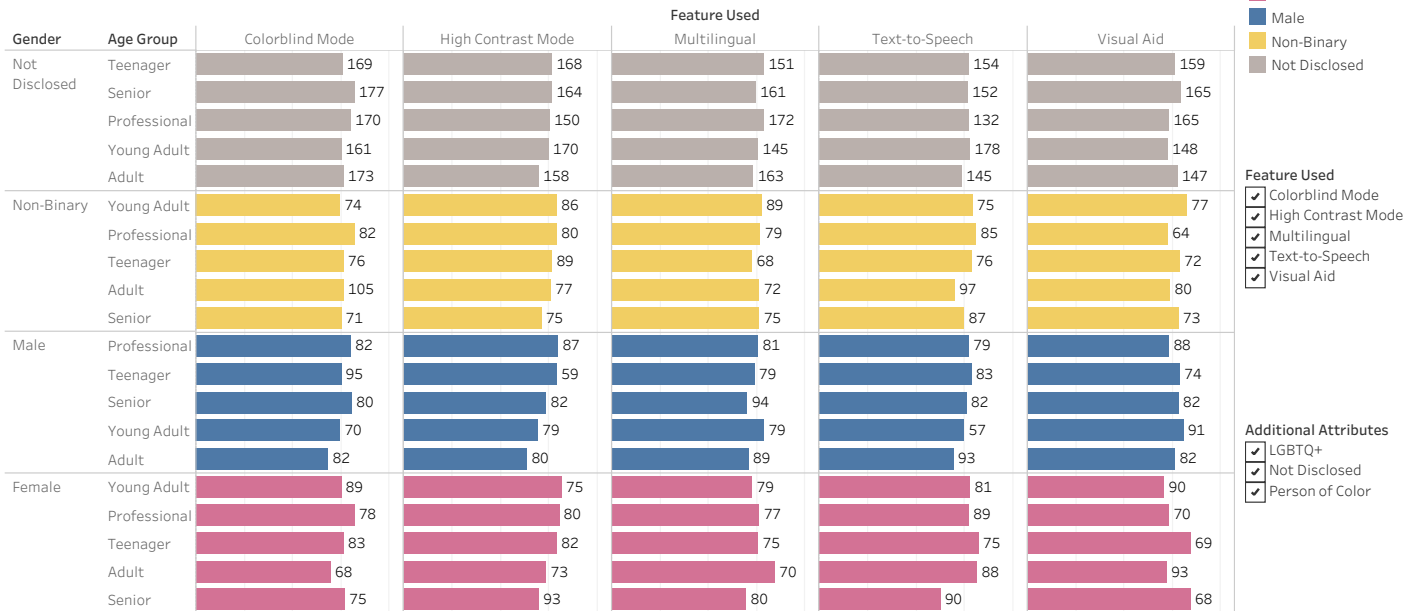# Engagement Score Analysis

Engagement and Feature Usage Insights by Gender, Age Group, and Attributes

Average Engagement Scores - by Gender, Age Group & Additional Attributes
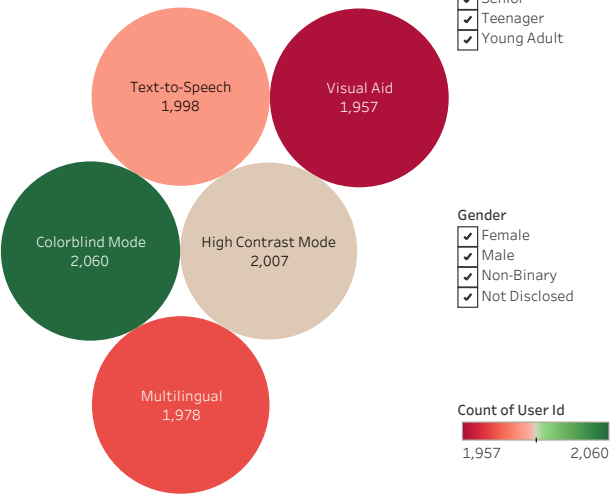
Gender

Gender	Age Group	Colorblind Mode	High Contrast Mode	Multilingual	Text-to-Speech	Visual Aid
Not Disclosed	Teenager	3.04	3.07	3.15	3.10	3.06
	Senior	3.28	3.07	2.99	3.07	3.19
	Professional	3.20	3.02	3.15	3.09	2.95
	Young Adult	3.02	2.98	3.03	3.11	2.91
	Adult	3.05	2.78	2.93	2.94	3.10
Non-Binary	Young Adult	2.97	3.17	3.10	3.16	3.30
	Professional	3.28	3.16	3.08	3.24	2.91
	Teenager	3.07	3.06	2.91	3.13	3.15
	Adult	3.07	3.05	3.07	2.80	2.95
	Senior	3.01	2.84	3.05	3.00	3.12
Male	Professional	3.20	3.20	3.02	3.10	2.93
	Teenager	3.00	3.15	2.96	3.14	3.15
	Senior	3.24	2.94	2.81	3.05	3.13
	Young Adult	2.99	2.77	3.15	3.00	3.23
	Adult	2.73	2.55	2.83	2.77	3.06
Female	Young Adult	3.00	3.25	2.91	3.11	2.83
	Professional	3.28	3.21	3.06	3.09	2.93
	Teenager	3.05	3.17	3.03	3.29	3.38
	Adult	2.79	2.93	3.37	3.25	2.89
	Senior	3.09	2.80	2.79	2.50	3.38

Avg. Engagement Score

Gender: Female, Male, Non-Binary, Not Disclosed

Feature Used: ✔ Colorblind Mode, ✔ High Contrast Mode, ✔ Multilingual, ✔ Text-to-Speech, ✔ Visual Aid

Additional Attributes: ✔ LGBTQ+, ✔ Not Disclosed, ✔ Person of Color

Feature User Counts - by Gender, Age Group & Additional Attributes

Gender	Age Group	Colorblind Mode	High Contrast Mode	Multilingual	Text-to-Speech	Visual Aid
Not Disclosed	Teenager	169	168	151	154	159
	Senior	177	164	161	152	165
	Professional	170	150	172	132	165
	Young Adult	161	170	145	178	148
	Adult	173	158	163	145	147
Non-Binary	Young Adult	74	86	89	75	77
	Professional	82	80	79	85	64
	Teenager	76	89	68	76	72
	Adult	105	77	72	97	80
	Senior	71	75	75	87	73
Male	Professional	82	87	81	79	88
	Teenager	95	59	79	83	74
	Senior	80	82	94	82	82
	Young Adult	70	79	79	57	91
	Adult	82	80	89	93	82
Female	Young Adult	89	75	79	81	90
	Professional	78	80	77	89	70
	Teenager	83	82	75	75	69
	Adult	68	73	70	88	93
	Senior	75	93	80	90	68

Gender: Female, Male, Non-Binary, Not Disclosed

Feature Used: ✔ Colorblind Mode, ✔ High Contrast Mode, ✔ Multilingual, ✔ Text-to-Speech, ✔ Visual Aid

Additional Attributes: ✔ LGBTQ+, ✔ Not Disclosed, ✔ Person of Color

Feature Usage by Demographic

Feature Usage and Engagement Across Intersectional Demographics

Feature Popularity by Engagement Counts (across age group and gender)

Text-to-Speech 1,998
Visual Aid 1,957
Colorblind Mode 2,060
High Contrast Mode 2,007
Multilingual 1,978

Age Group
- ✔ Adult
- ✔ Professional
- ✔ Senior
- ✔ Teenager
- ✔ Young Adult

Gender
- ✔ Female
- ✔ Male
- ✔ Non-Binary
- ✔ Not Disclosed

Count of User Id
1,957 — 2,060

Feature Usage Counts by Intersectional Groups

Intersectional Group	Feature Used				
	Colorblind ..	High Contr..	Multilingu..	Text-to-Sp..	Visual Aid
Adult - Female - Not Disclosed	68	73	70	88	93
Adult - Male - Not Disclosed	82	80	89	93	82
Adult - Non-Binary - Not Disclosed	105	77	72	97	80
Adult - Not Disclosed - LGBTQ+	96	76	73	80	77
Adult - Not Disclosed - Person of Color	77	82	90	65	70
Professional - Female - Not Disclosed	78	80	77	89	70
Professional - Male - Not Disclosed	82	87	81	79	88
Professional - Non-Binary - Not Disclosed	82	80	79	85	64
Professional - Not Disclosed - LGBTQ+	75	74	87	61	81
Professional - Not Disclosed - Person of Color	95	76	85	71	84
Senior - Female - Not Disclosed	75	93	80	90	68
Senior - Male - Not Disclosed	80	82	94	82	82
Senior - Non-Binary - Not Disclosed	71	75	75	87	73
Senior - Not Disclosed - LGBTQ+	96	81	82	70	82
Senior - Not Disclosed - Person of Color	81	83	79	82	83
Teenager - Female - Not Disclosed	83	82	75	75	69
Teenager - Male - Not Disclosed	95	59	79	83	74
Teenager - Non-Binary - Not Disclosed	76	89	68	76	72
Teenager - Not Disclosed - LGBTQ+	77	78	75	83	83
Teenager - Not Disclosed - Person of Color	92	90	76	71	76
Young Adult - Female - Not Disclosed	89	75	79	81	90
Young Adult - Male - Not Disclosed	70	79	79	57	91
Young Adult - Non-Binary - Not Disclosed	74	86	89	75	77
Young Adult - Not Disclosed - LGBTQ+	71	90	74	78	79
Young Adult - Not Disclosed - Person of Color	90	80	71	100	69

Feature Usage & Enagement Score by Intersectional Groups

Intersectional Group	Feature Used				
	Colorblind Mode	High Contrast Mode	Multilingual	Text-to-Speech	Visual Aid
Adult - Female - Not Disclosed	2.79	2.93	3.37	3.25	2.89
Adult - Male - Not Disclosed	2.73	2.55	2.83	2.77	3.06
Adult - Non-Binary - Not Disclosed	3.07	3.05	3.07	2.80	2.95
Adult - Not Disclosed - LGBTQ+	3.05	2.68	3.10	3.10	3.08
Adult - Not Disclosed - Person of Color	3.05	2.88	2.79	2.75	3.11
Professional - Female - Not Disclosed	3.28	3.21	3.06	3.09	2.93
Professional - Male - Not Disclosed	3.20	3.20	3.02	3.10	2.93
Professional - Non-Binary - Not Disclosed	3.28	3.16	3.08	3.24	2.91
Professional - Not Disclosed - LGBTQ+	3.07	2.89	3.13	3.05	2.84
Professional - Not Disclosed - Person of Color	3.31	3.14	3.16	3.13	3.05
Senior - Female - Not Disclosed	3.09	2.80	2.79	2.50	3.38
Senior - Male - Not Disclosed	3.24	2.94	2.81	3.05	3.13
Senior - Non-Binary - Not Disclosed	3.01	2.84	3.05	3.00	3.12
Senior - Not Disclosed - LGBTQ+	3.30	3.41	3.17	2.96	3.17
Senior - Not Disclosed - Person of Color	3.25	2.73	2.80	3.16	3.20
Teenager - Female - Not Disclosed	3.05	3.17	3.03	3.29	3.38
Teenager - Male - Not Disclosed	3.00	3.15	2.96	3.14	3.15
Teenager - Non-Binary - Not Disclosed	3.07	3.06	2.91	3.13	3.15
Teenager - Not Disclosed - LGBTQ+	3.10	3.08	3.09	3.17	3.07
Teenager - Not Disclosed - Person of Color	2.99	3.07	3.20	3.01	3.05
Young Adult - Female - Not Disclosed	3.00	3.25	2.91	3.11	2.83
Young Adult - Male - Not Disclosed	2.99	2.77	3.15	3.00	3.23
Young Adult - Non-Binary - Not Disclosed	2.97	3.17	3.10	3.16	3.30
Young Adult - Not Disclosed - LGBTQ+	2.99	2.94	3.14	2.96	2.84
Young Adult - Not Disclosed - Person of Color	3.04	3.03	2.92	3.23	2.99

Age Group
- ✔ Adult
- ✔ Professional
- ✔ Senior
- ✔ Teenager
- ✔ Young Adult

Gender
- ✔ Female
- ✔ Male
- ✔ Non-Binary
- ✔ Not Disclosed

Avg. Engagement Score
2.50 — 3.41

Average Engagement Score
2.5 to 3.407407407