

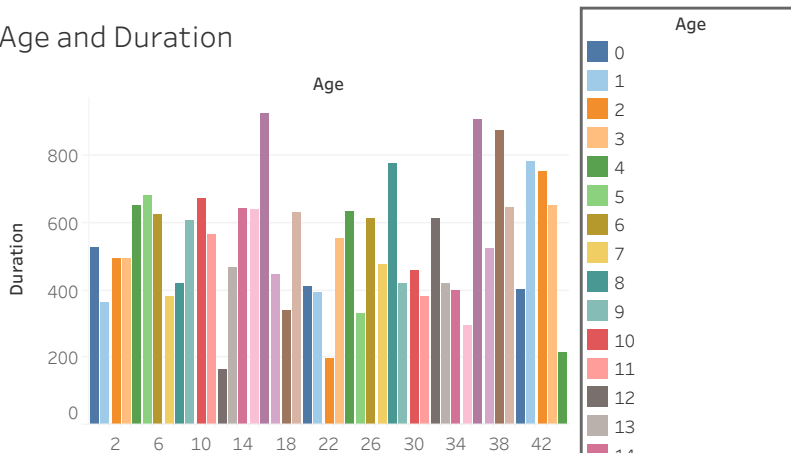
# Accenture Data Project Visualizations

Examining the relationship between:

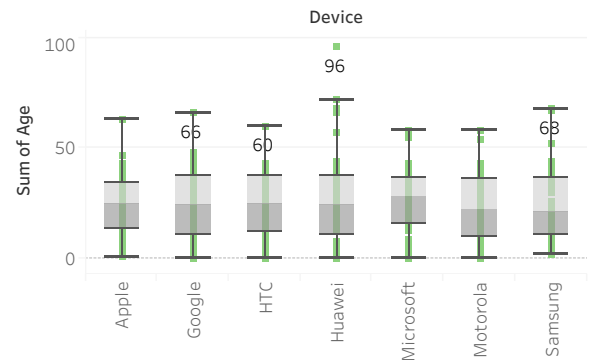
- Age of the user and Duration spent on the site
- Age of the user and the Device Type used to view the site

The goal is to identify common areas in the company's demographic to help identify effective marketing strategies.

Age and Duration



Device Type and Target Age



## Conclusion

### Age and Duration

The top two ages with the longest duration on the site are **16** and **36**.

**Advise:** Target lower engagement duration: ages **12** and **22**.

### Age and Device

The user's device type is broad with an elongated focus on device type: **Huawei**.

**Advise:** Target the campaign to device types: **Huawei**, **Samsung**, and **Google**.