

Demographics

Global population: 8 billion

US population: 332 million

1. New York City: 9 million
2. California: 40 million
3. San Francisco: 3 million

Indian population: 1.2 billion

- Population by Age
 1. 0-14 years: 25%
 2. 15-34 years: 25%
 3. 35-60 years: 25%
 4. 60+ years: 25%
- Population by Cities
 1. Mumbai: 20 million
 2. Delhi (Delhi-NCR): 18 million (45 million)
 3. Bangalore: 12 million
 4. Chennai: 10 million
 5. Hyderabad: 10 million
- Population by Language
 1. Hindi: 500 million
 2. Bengali: 100 million
 3. Telugu: 75 million
 4. Marathi: 70 million
 5. Tamil: 60 million
 6. Kannada: 50 million
 7. Gujarati: 40 million
 8. Malayalam: 30 million
- Others
 1. Internet penetration: 60%
 2. Smartphone penetration: 50%
 3. Android devices: 95%
 4. iOS devices: 5%
 5. Men: Women Ratio: 50:50
 6. Rural:Urban: 70:30
 7. The average number of people in an Indian household: 4
 8. Median household income: \$65,000
 9. Weight of an average car: 4000lbs

Generic Demographics

- Technical
 1. Amazon S3 Standard cost: \$0.023 / GB / month
 2. Average file size for a 90-min 720p movie: roughly 3.5GB
 3. Average file size for a smartphone camera picture: roughly 3-5 MB
 4. Average CTR for a search ad: 1.91%
 5. Average landing page conversion rate: 2.35%
 6. Average WiFi bandwidth: ~10Mbps
 7. Cost of iPhone 12 Pro: \$999
 8. Cost of Google Pixel 5: \$699
 9. Cost of Amazon Echo (4th Gen): \$99

- General sense of revenue (2020)
 1. Dropbox revenue: \$2B
 2. Airbnb revenue: \$3B
 3. Google revenue: \$181B
 4. Facebook revenue: \$86B
 5. Apple revenue: \$274B
 6. Amazon revenue: \$386B
 7. Netflix revenue: \$25B

- Users/subscribers
 1. Netflix (Q2 2021): 209 million subscribers
 2. Google G Suite (March 2020): 2 billion+ monthly active users
 3. Uber (Jun 2021): ~1 million drivers in the US
 4. Twitter (Q1 2018): 192 million daily active users
 5. Twitter users in India: 24 million users (approx.)
 6. Number of Americans that own a smart speaker (Jan 2020): 60 million
 7. Number of products Amazon sells: over 12 million (not including Amazon marketplace sellers, which brings the total to 350 million)