Project Definition: MS Excel Data Analysis

Project Title: Streaming Service User Analysis

Data Description:

Column Name	Description
User_ID	Unique identifier for each user.
User_Name	Name of the user (anonymized).
Join_Date	The date when the user subscribed to the service.
Last_Login	The most recent date the user accessed the platform.
Monthly_Price	The monthly subscription cost the user is paying.
Watch_Hours	Total hours the user has watched content.
Favorite_Genre	The user's preferred genre (e.g., Action, Drama, Sci-Fi).
Active_Devices	Number of devices currently linked to the account.

Profile_Count	Number of profiles created under the user's account.
Parental_Controls	Whether parental controls are enabled (True/False).
Total_Movies_Watched	Total number of movies watched by the user.
Total_Series_Watched	Total number of series watched by the user.
Country	The country of residence of the user.
Payment_Method	The payment method used (e.g., Credit Card, PayPal).
Language_Preference	The preferred language for content.
Recommended_Content_Count	Number of recommended shows/movies watched.
Average_Rating_Given	Average rating the user has given to content.
Has_Downloaded_Content	Whether the user has downloaded content (True/False).
Membership_Status	User's subscription status (Active, Cancelled, etc.).

Loyalty_Points	Points earned through engagement or subscriptions.
First_Device_Used	The first device used to access the service (e.g., Smartphone, Desktop).
Age_Group	User's age category (e.g., 18-24, 25-34, etc.).
Primary_Watch_Time	The user's most common viewing time (Morning, Evening, Late Night).

Objective:
To analyze user behavior, preferences, and engagement with the streaming platform, identifying trends that can improve user experience and business decisions.

Key Analysis Areas:

1. **Subscription & Revenue Analysis:**
   ○ Monthly revenue based on different subscription plans.
   ○ Distribution of users across different price tiers.
2. **User Engagement Metrics:**
   ○ Average watch hours per user.
   ○ Total movies vs. series watched per user.
   ○ Impact of recommended content on engagement.
3. **Demographic & Behavioral Insights:**
   ○ Preferred genres by age group.
   ○ Device usage trends.
   ○ Peak watch time trends (Morning, Evening, Late Night).
4. **Retention & Loyalty:**
   ○ Membership status (Active vs. Inactive).
   ○ Loyalty points distribution.

- ○ Frequency of logins and content downloads.
5. **Payment Preferences & Regional Trends:**
  - ○ Preferred payment methods by region.
  - ○ Subscription trends by country.
  - ○ Language preferences and their correlation with engagement.

Artifacts to be generated (For Learners):
- MS Excel File (.xlsx)
- Presentation (Slides) summarizing the project
- Artifacts generated need to be submitted in vLearn on or before the deadline.
- Create a zip file of Excel and Presentation file:
  - ○ Zip file name: <LearnerName>_CPDA_<Batch>.zip
  - ○ E.g., KartikMudaliar_CPDA_B1.zip