

# Netflix Revenue Analysis (2024)

Comprehensive analysis of Netflix's revenue distribution across different devices and demographic segments, focusing on device contributions, demographic impact, and subscription types. This analysis aims to address stakeholder inquiries about device-specific revenue contributions and opportunities for optimizing marketing strategies. Interactive Tableau dashboard can be found [here](#).

## Northstar Metrics and Dimensions

- **Device Revenue Contribution:** Total revenue generated by each device type.
- **Revenue by Age Group:** Revenue distribution across different age groups for each device.
- **Revenue by Gender:** Revenue breakdown by gender for each device type.
- **Revenue by Subscription Type:** Revenue distribution across different subscription tiers for each device.
- **Revenue by Country:** Top revenue-generating countries for each device.

## Summary of Insights

### Device Revenue

**Revenue by Device Type:** Laptops lead with a revenue of \$7810.14, followed closely by Tablets at \$7782.17. Smart TVs (\$7635.90) and Smartphones (\$7459.29) are not far behind. This relatively even distribution suggests room to optimize marketing strategies across devices with only slight adjustments needed to maximize their unique strengths.

### Revenue by Age Group

**Revenue Distribution by Age Group:** The 35-44 age group consistently drives the highest revenue across most devices, with standout figures such as \$3439.70 for Laptops and \$3167.83 for Smartphones. This group's prominent role emphasizes their importance as a key target for promotional efforts, particularly through personalized offers and age-specific content.

## Revenue by Gender

**Revenue Distribution by Gender:** Revenue distribution is balanced across genders, with Laptops generating \$4056.71 from females and \$3753.43 from males. Smart TVs also show a near balance with females slightly ahead at \$3841.45 compared to \$3794.45 for males. These close figures indicate that broad-based campaigns are effective, but minor gender-specific optimizations could further enhance engagement.

## Revenue by Subscription Type

**Revenue Distribution by Subscription Type:** Premium subscriptions are the clear leaders in revenue, particularly for Laptops (\$3523.08) and Smart TVs (\$3436.12). These figures significantly outpace Standard and Basic tiers, underscoring the value of focusing on Premium. Targeting Standard subscribers with upgrade offers could further boost these high-tier revenues.

## Revenue by Country

**Revenue Distribution by Country:** The United States and Spain are the top revenue contributors across devices, with Spain leading Smart TV revenue at \$1861.74. The U.S. holds the highest Laptop revenue at \$1830.79, showcasing strong market potential. Countries like Canada (\$1183.70 for Smartphones) and France (\$703.57 for Smart TVs) also contribute but with lower figures, suggesting targeted regional promotions could drive incremental growth.

## Recommendations/Next Steps

**Target High-Value Age Groups:** Focus marketing on the 35-44 age group, particularly for Laptops and Smartphones, which show the highest revenue contributions. Use age-tailored content and special promotions to engage this demographic more effectively.

**Enhance Premium Subscription Marketing:** Premium subscriptions drive significant revenue across all devices, particularly Laptops and Smart TVs. Intensify efforts to attract Premium subscribers through exclusive benefits and upgrade incentives for Standard and Basic users.

**Develop Regional Campaigns:** Given the strong performance in the U.S. and Spain, implement region-specific marketing strategies, particularly for Smart TVs in Spain and Laptops in the U.S. Adjust content offerings and promotions to cater to these high-performing markets.

**Refine Gender-Specific Strategies:** While gender revenue differences are minor, enhancing gender-specific marketing, especially favoring slight revenue advantages (e.g., females for Laptops), could yield modest gains.

**Leverage Subscription Insights:** Focus on boosting Premium subscriptions with targeted upsell strategies and promotions, particularly where Standard and Basic users show potential for conversion.

**Data Collection:** Continue to refine data collection efforts with a focus on regional, demographic and time series based data insights. Integrating behavioral data will enhance understanding of key drivers and help tailor marketing efforts.