



Netflix Insights

Top 10 Insights (Combined View)

- 1: International Movies dominate everywhere – They consistently drive the highest views across all users, mobile users, and basic subscribers (≈30K overall, 15K mobile, 13K basic).
- 2: Movies > TV Shows – About 70% of content consumed is movies versus 30% TV shows across all segments, showing user preference for shorter, non-episodic content.
- 3: Mobile is the largest user base – Nearly 50% of users (2992 out of 6000) are mobile-only, contributing 50K views (half of total views).
- 4: Basic plan users churn the most – Basic subscribers show the highest churn rate (28.35%), compared to overall (27.8%) and mobile users (27.57%).
- 5: Churn trend is stable for overall & mobile, but rising for basic – While overall churn is declining slightly, basic plan churn keeps increasing, indicating retention issues in lower-tier pricing.
- 6: User engagement is dropping on mobile – Mobile watch time fell from 2.2M minutes in 2023–24 to 1.6M in 2025, a red flag despite their large base.

7: Laptop users gaining importance – In Basic plans, Laptop watch time increased to 0.7M in 2025, while mobile dropped, suggesting device preference shift.

8: Top Titles attract but don't retain – Shows like Red Notice and Monster High are most watched (40+ views overall, 17–19 in filters), but churn and drop-off remain high (>44%).

9: High Drop-off ($\approx 45\%$) across all segments – Engagement challenge is consistent across overall, mobile, and basic users, showing a need for better personalized recommendations.

10: Regional strength in India, USA, UK – These countries are the biggest contributors in total views across all dashboards, making them key retention focus regions.