

# WhaleCo Streaming Analysis

83.54

Average of hours\_viewed

150.53

Average of streams\_per\_mo...

50.00K

Count of ord\_number

## 1.Customer Demographics

### Customers across different State

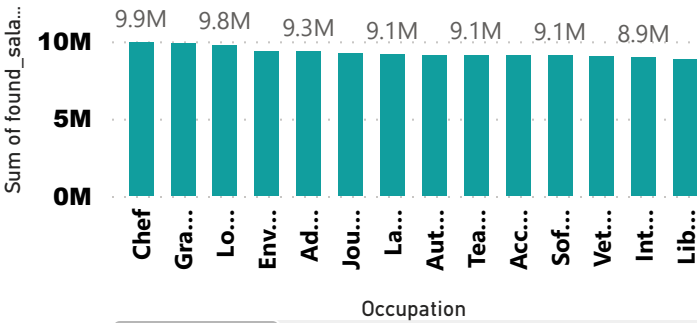
custom... ● WhaleCo100372 ● WhaleCo10...



### Customers across different Occupation

Occupation	Count of customer_id
Web Developer	113
Veterinarian	126
Urban Planner	118
Teacher	134
Software Engineer	122
Social Worker	100
Total	5976

### Customer across different Salary Range



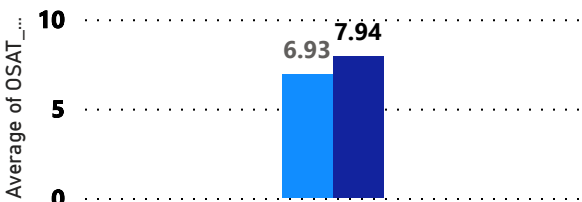
## 2.Product Performance

### Most Popular Streaming Packages

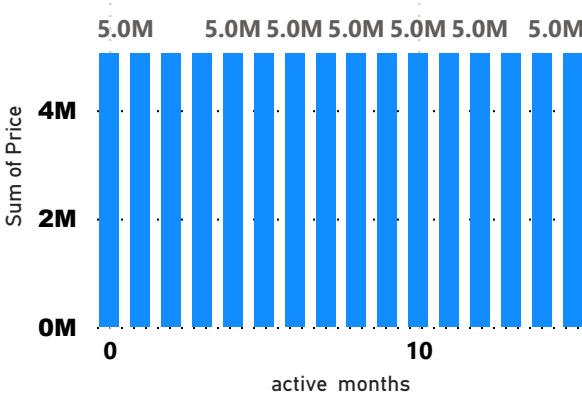
product_name	Count of customer_id
WhaleCo VIP	2066
WhaleCo Unlimited Streaming	2150
WhaleCo Sunday Ticket (NFL)	2210
Total	50000

### Customer satisfaction levels

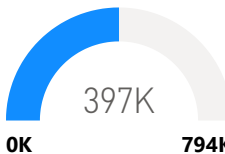
● Average of OSAT\_Score ● Average of NPS\_Score



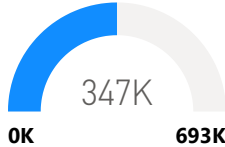
### Sum of Price by active\_months



Sum of NPS\_Score

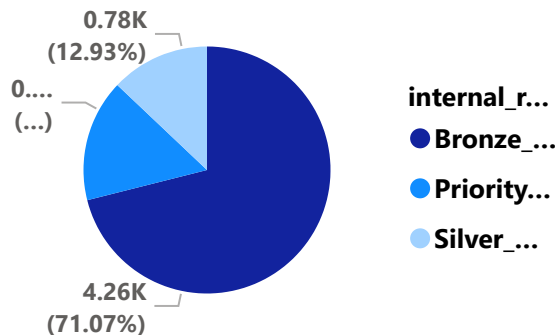


Sum of OSAT\_Score



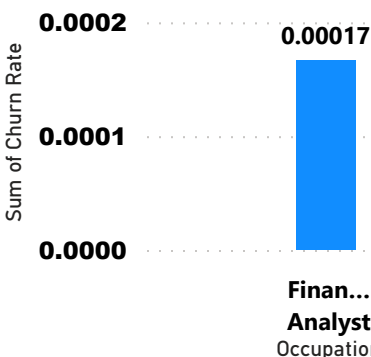
## 3.Customer Segmentation

### Customer Segmentation by Internal rank

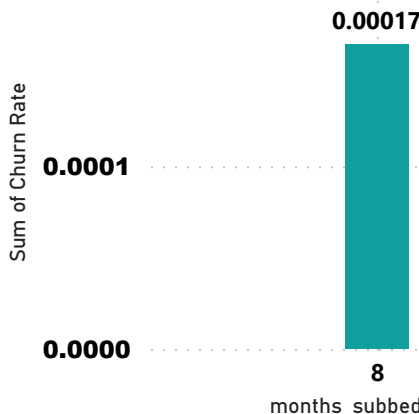


## 4.Churn Rate Analysis

### Sum of Churn Rate by Occupation



### Sum of Churn Rate by months\_subbed



### Sum of Churn Rate by found\_salary

45000