



# NETFLIX USER ANALYTICS DASHBOARD

Engagement • Retention • Revenue Insights



FILTERS Subscription\_Plan All Genre\_Primary All Device\_Type All Action All Maturity\_Level All Content\_Type All

Total Sessions  
**6684**

Active Users  
**5719**

Total Watch Time  
**432,018.20**

Active User %  
**85.56%**

Average Watch Duration  
**64.63**

Completion Rate  
**24.90%**

Premium Plan %  
**35.20%**

Average Monthly Spend  
**21.74**

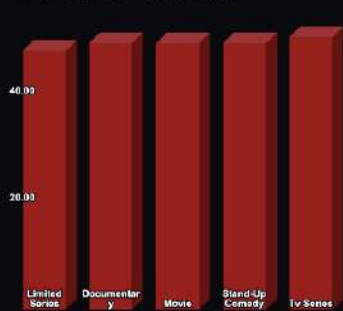
Total Revenue  
**145,280.27**

## USER ENGAGEMENT

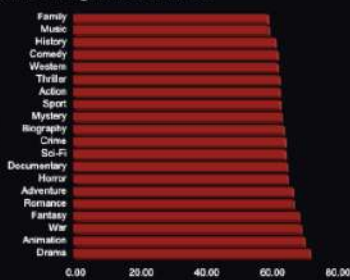
Device Type vs Total Watch Time



Content Type vs Completion %



Genre vs Avg Watch Duration



Netflix Original vs Engagement



## USER RETENTION

Active vs Inactive Users



Action Distribution



Maturity Level vs Engagement

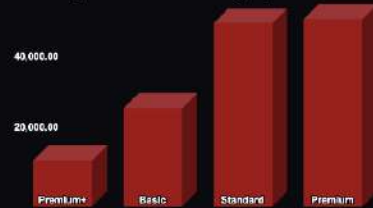


Download vs Watch Time

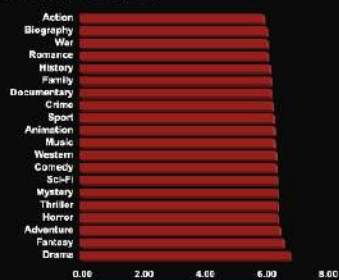


## REVENUE PERFORMANCE

Subscription Plan vs Monthly Spend



Genre vs IMDb Rating



Subscription Plan vs Engagement



Download vs genre\_primary

