



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

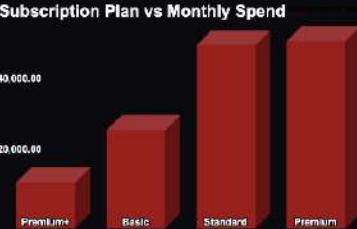


USER RETENTION

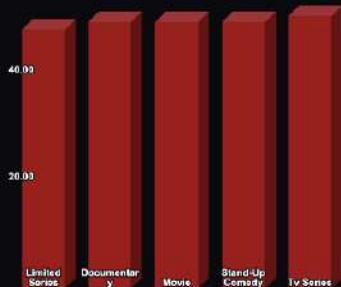
Active vs Inactive Users



REVENUE PERFORMANCE



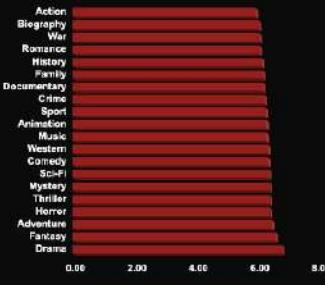
Content Type vs Completion %



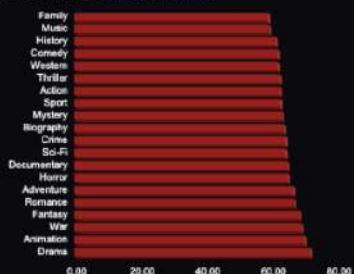
Action Distribution



Genre vs IMDb Rating



Genre vs Avg Watch Duration



Maturity Level vs Engagement



Subscription Plan vs Engagement



Netflix Original vs Engagement



Download vs genre_primary

