

March 11 2025  
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# Netflix UX Data Analysis



Your paragraph  
text<https://github.com/Darshan29082>  
21/Netflix UX Data Analysis

Total Users

25.00K

Total Watch Time(Hrs)

12.51M

Average Watch Time(Hrs)

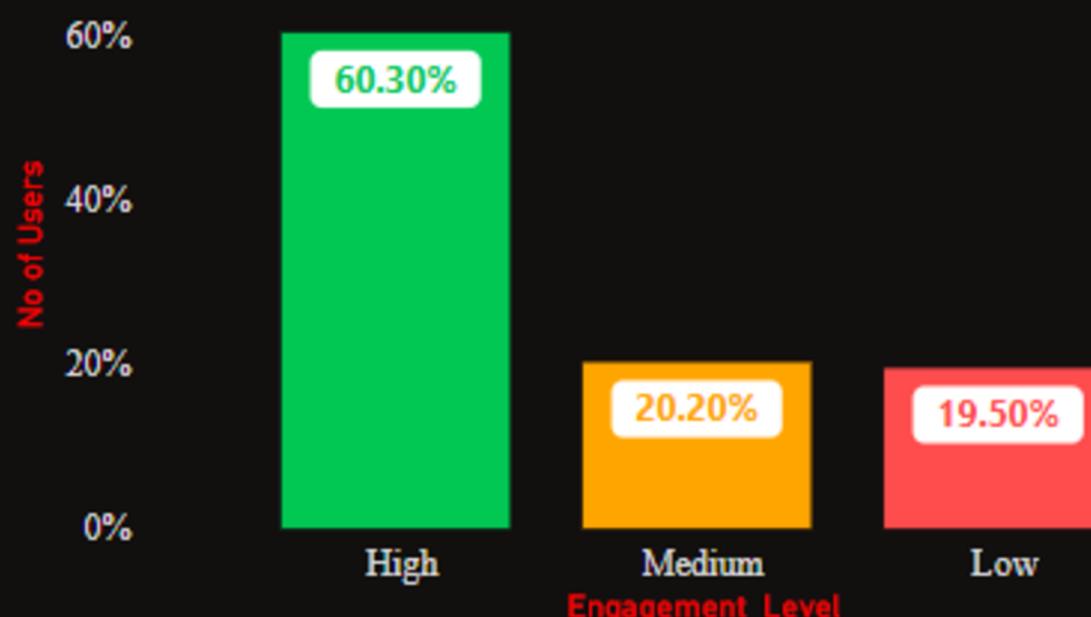
500.47

Average Rating

3.35

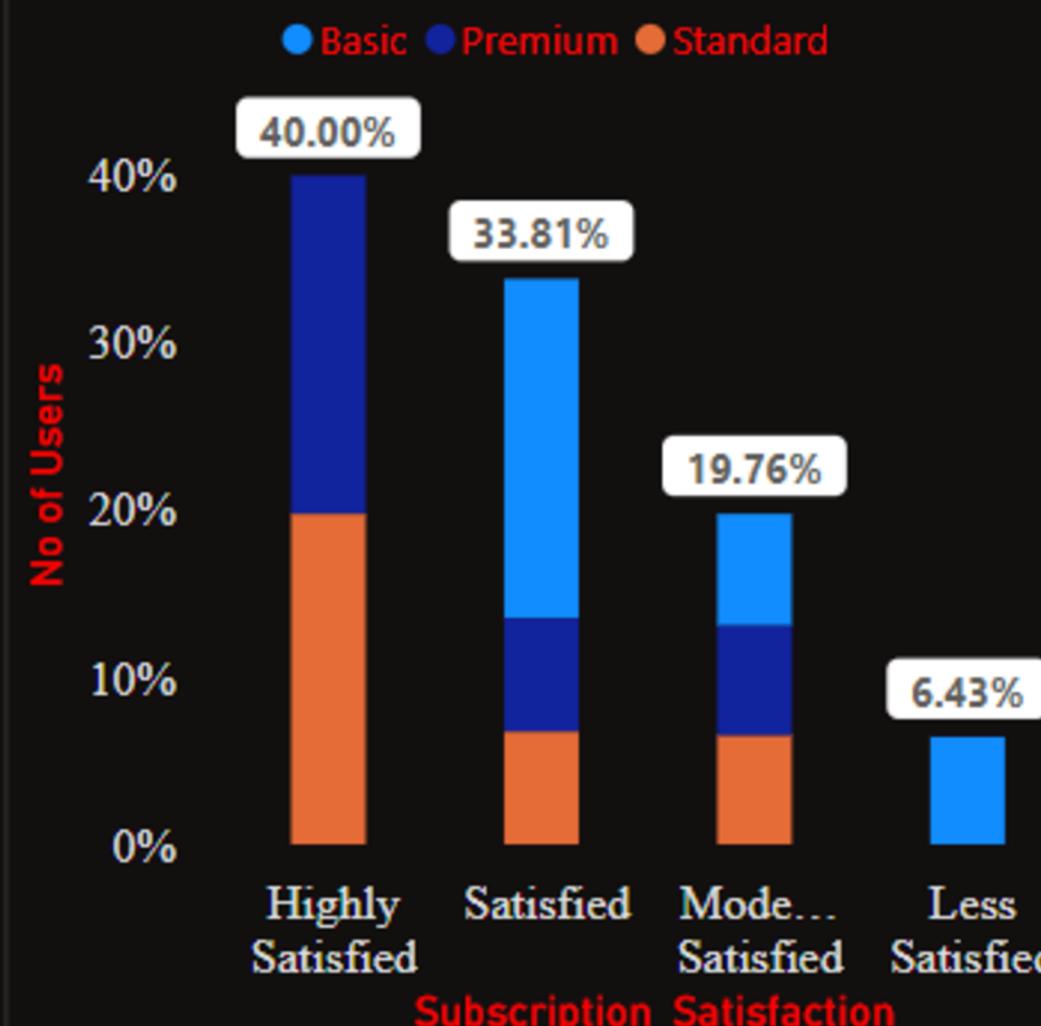


User Engagement by Watch Time

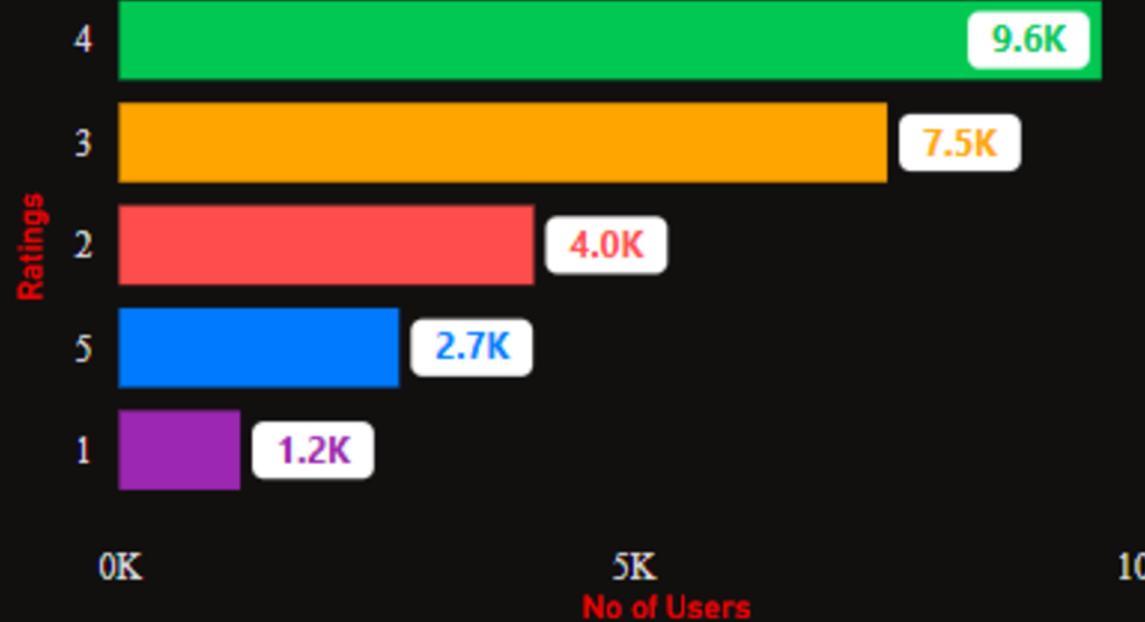


# NETFLIX

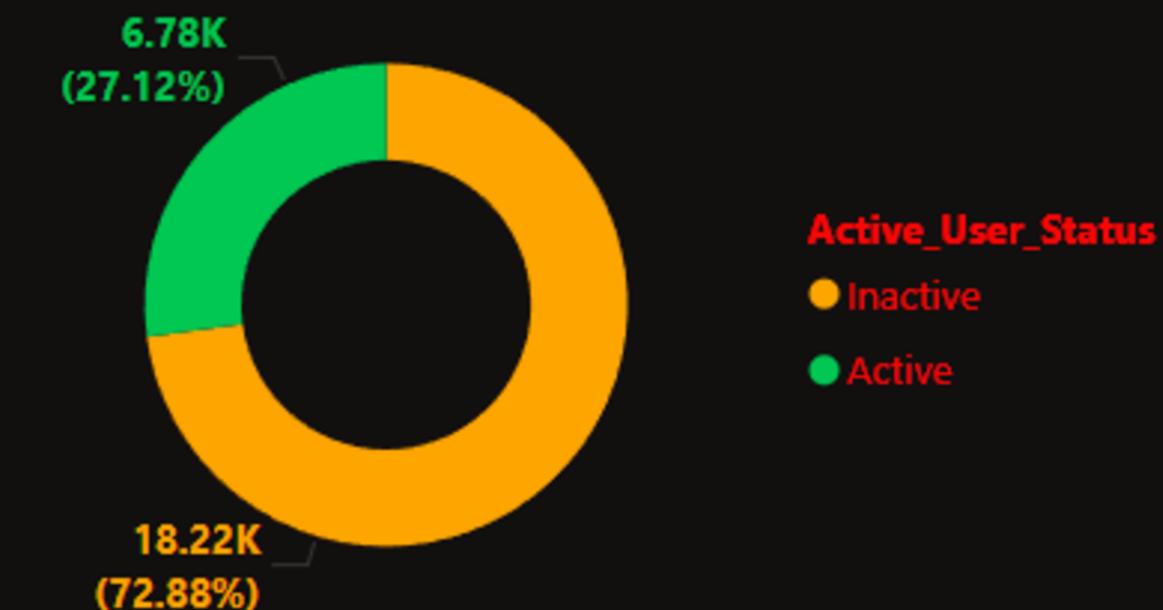
User Satisfaction by Engagement Level and Watch Time



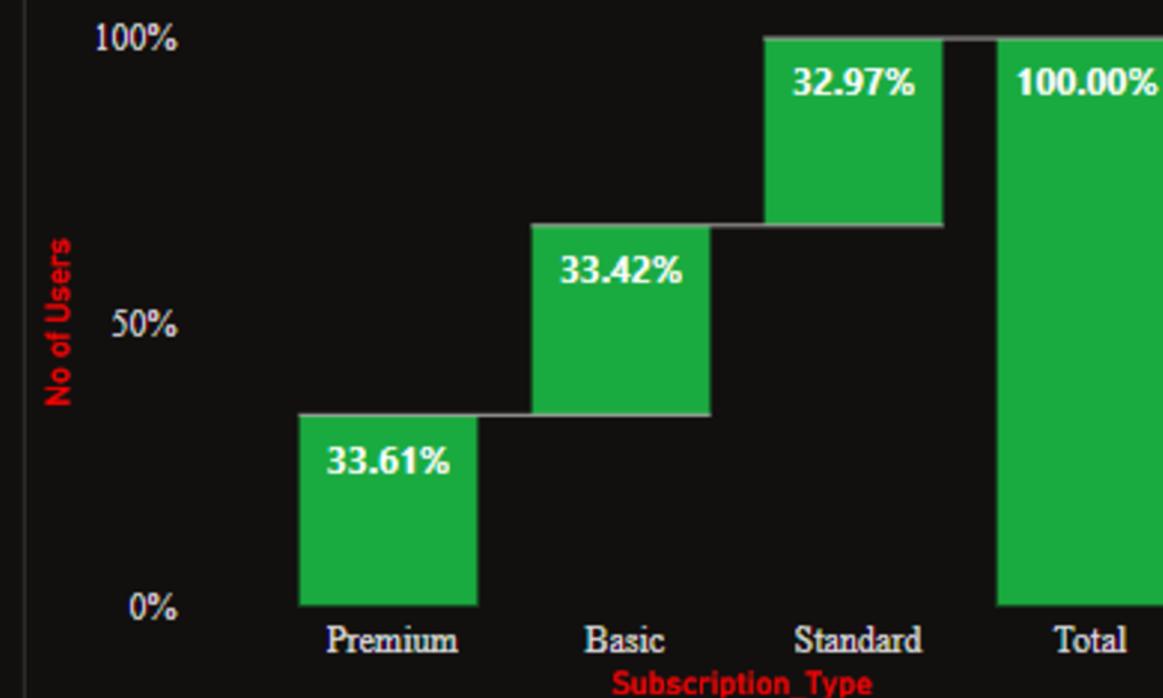
Rating by UX



User Status by Last Login Date



Subscription Type by Users





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## 1] Key Metrics

- Total Users: 25K
- Total Watch Time: 12.51M hours
- Avg Watch Time per User: 500.47 hours
- Avg Rating: 3.35

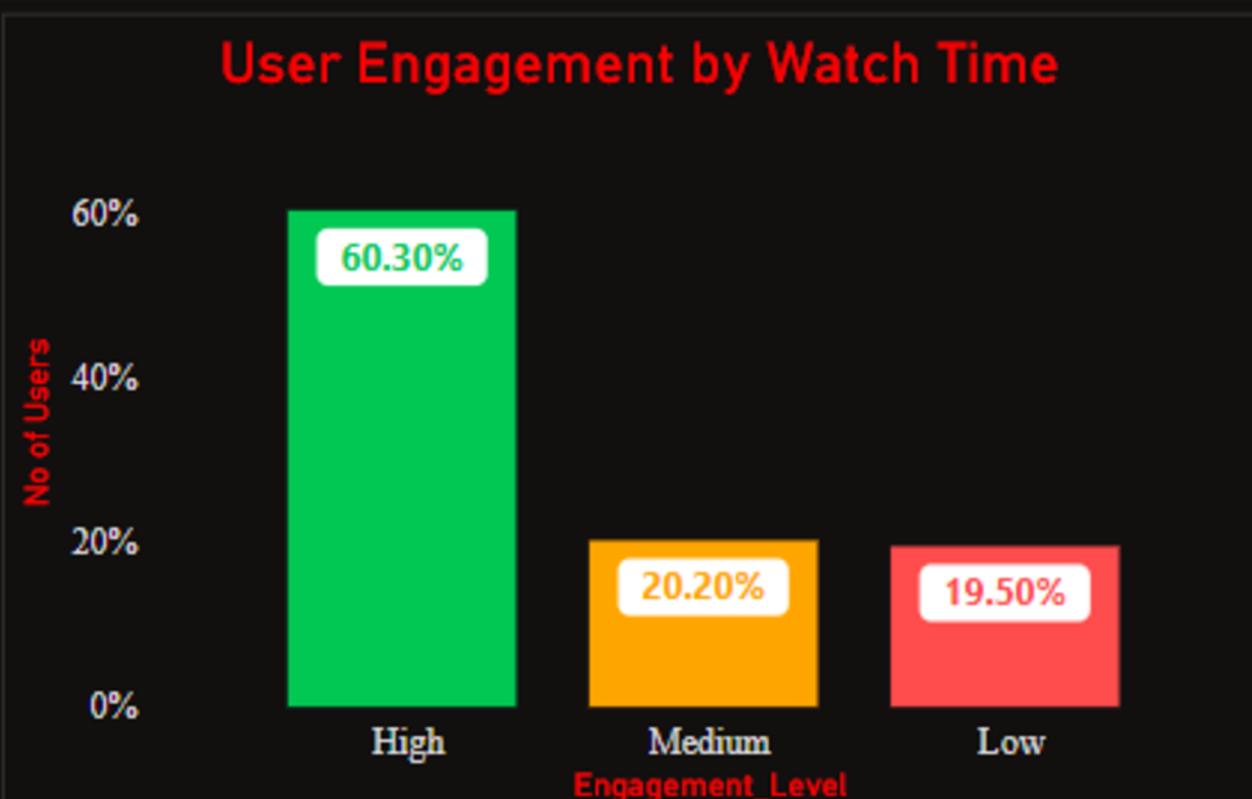
Total Users	Total Watch Time(Hrs)	Average Watch Time(Hrs)	Average Rating
25.00K	12.51M	500.47	3.35



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## 2] User Engagement Based on Watch Time

- High Engagement – Watch time  $\geq$  80% of the average watch time (60.30% of users).
- Medium Engagement – Watch time between 40% and 80% of the average watch time (20.20% of users).
- Low Engagement – Watch time  $\leq$  40% of the average watch time (19.50% of users).

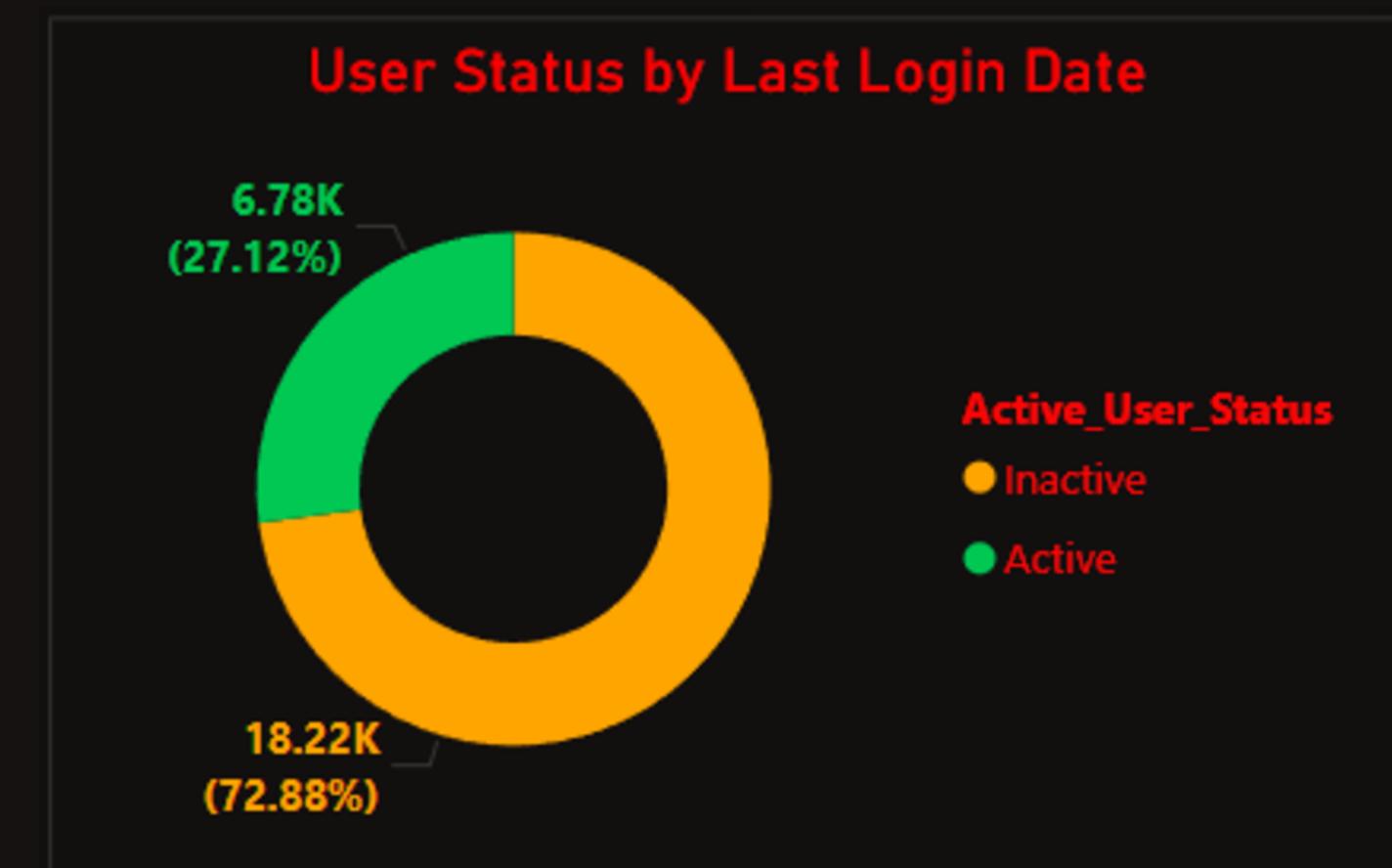




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### 3] User Status by Last Login Date

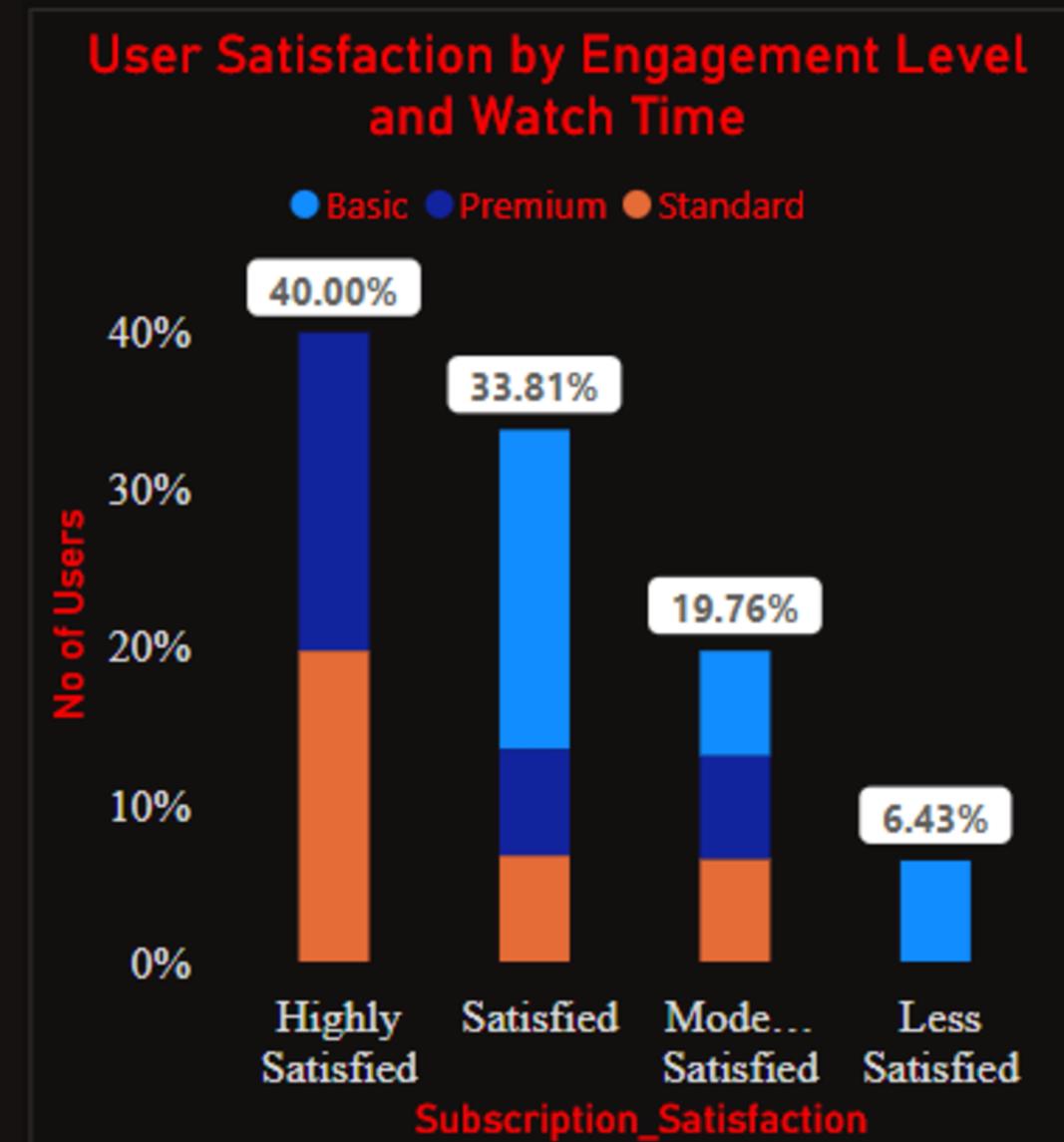
- Active Users (27.12%) – Logged in within the last 30 days from March 8 2025.
- Inactive Users (72.88%) – Haven't logged in for over 30 days before March 8 2025.





## 4] User Satisfaction Categorization Based on User Engagement and Subscription type

- 40% of users are highly satisfied (Premium & Standard users).
- 33.81% are satisfied (a mix of all subscription types).
- 19.76% are moderately satisfied.(a mix of all subscription types).
- 6.43% are less satisfied (Basic plan users).

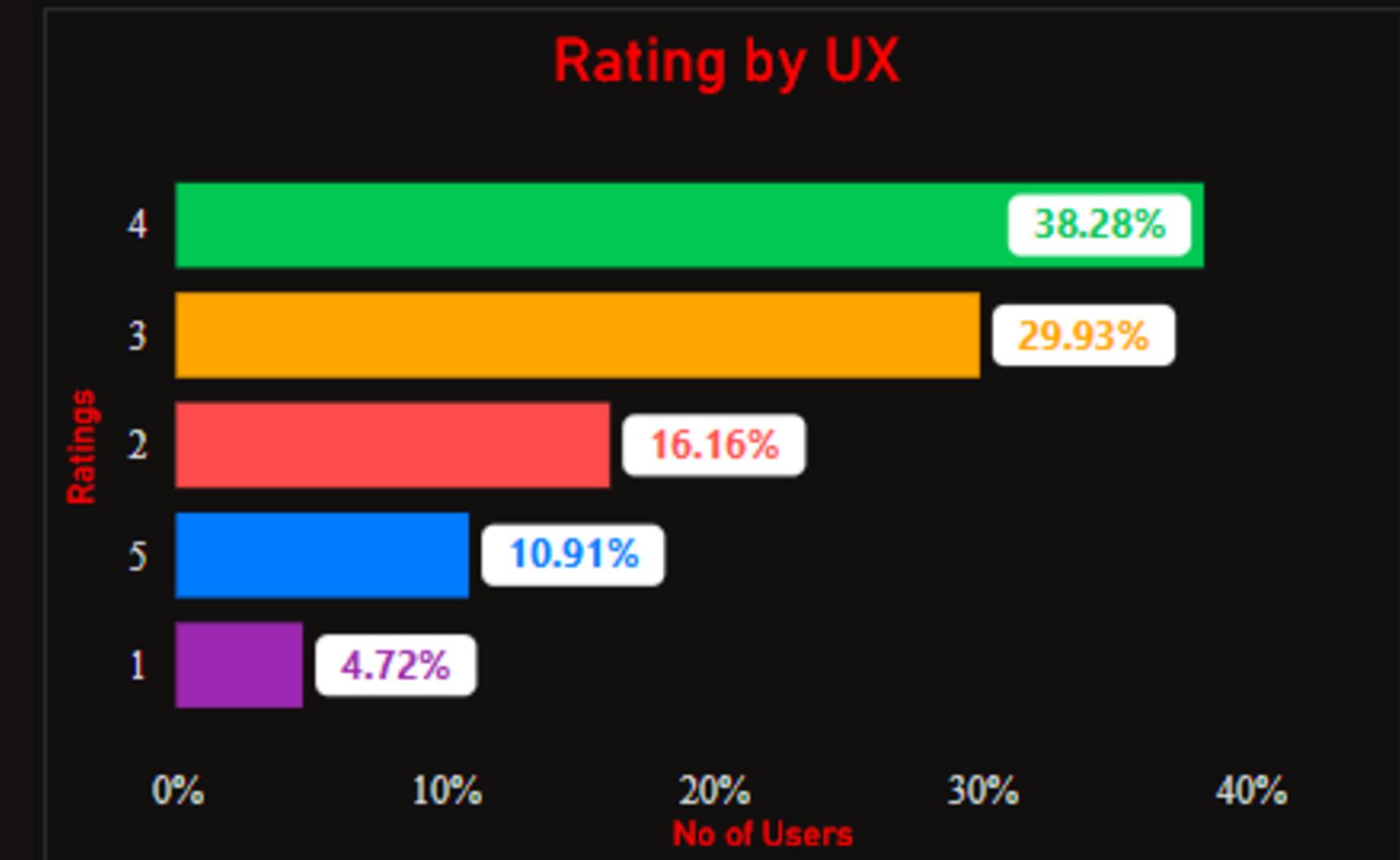




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## 5] User Ratings Breakdown

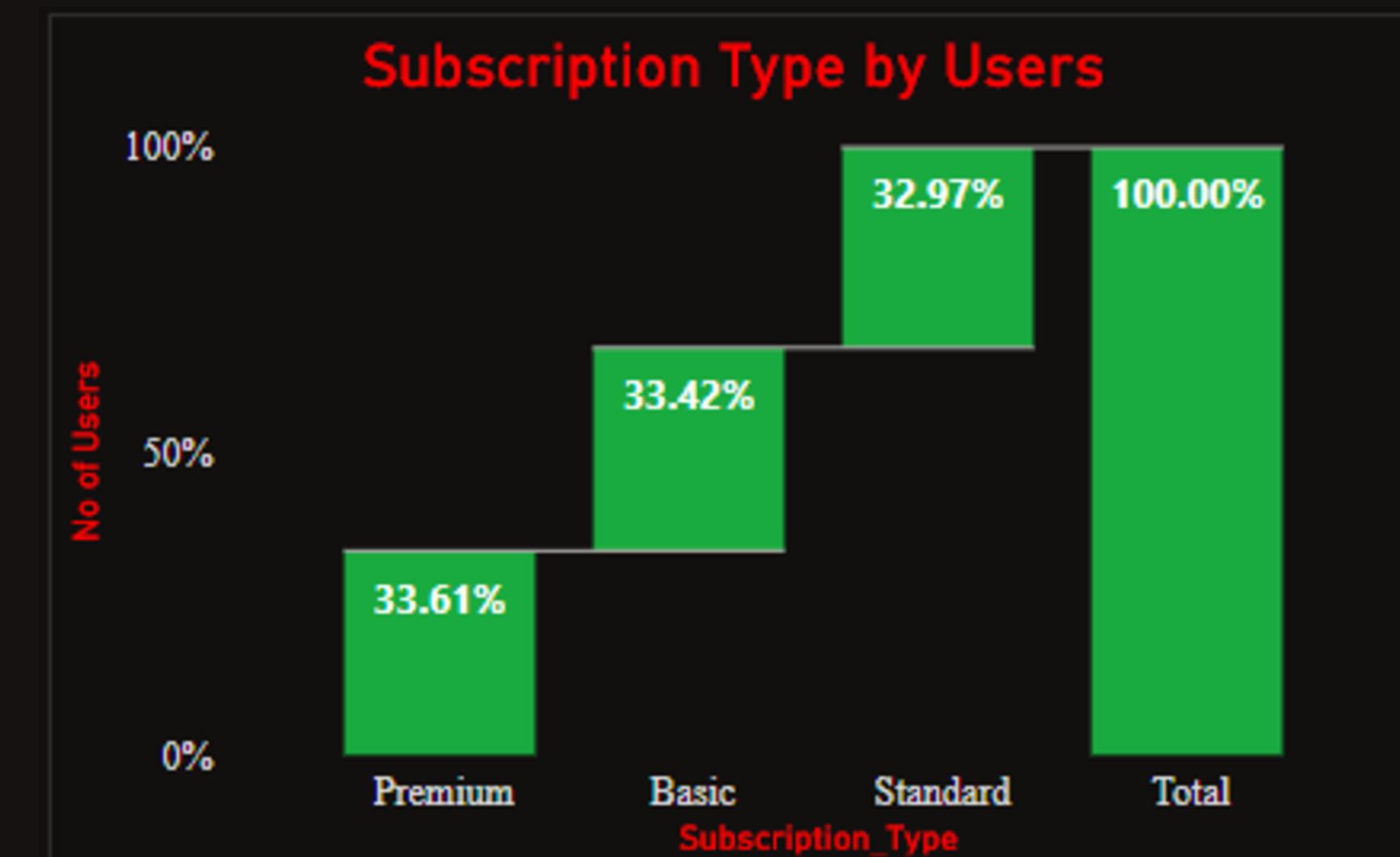
- 4 Stars: 9.6K users (38.28%)
- 3 Stars: 7.5K users (29.93%)
- 2 Stars: 4K users (16.16%)
- 5 Stars: 2.7K users (10.91%)
- 1 Star: 1.2K users (4.72%)





## 6] Subscription Type Analysis

- Premium Users: 33.61%
- Basic Users: 33.42%
- Standard Users: 32.97%
- Total Subscription Coverage: 100%





## Recommendations

- 60.3% users have high engagement but 72.88% of users have been inactive for over 30 days, suggesting that while users enjoy the content, they may not find enough reasons to return frequently thus can develop a algorithm that can pop up movie recommendations based on user choice & login time.
- User satisfaction is closely tied to subscription type, with 40% of highly satisfied users being Premium or Standard subscribers, while only 6.43% of users, mostly on the Basic plan, reported low satisfaction thus improving features on basic plan to retain them and give better experience and gradually turn them in to upgraded subscriptions for more features that enrich the user experience.
- Ratings indicate a mixed user experience, with most users giving 3 or 4 stars, while 1 and 2-star ratings from 5.2K users which highlights the areas for improvement.
- Subscription distribution is nearly equal among Premium (33.61%), Basic (33.42%), and Standard (32.97%) users.

Thank You!