

Netflix User Behavior & Subscription Dashboard (1)

Gender

All



Country

All



Age

All



824

Total Subscriptions

31.34

Avg Sub Age

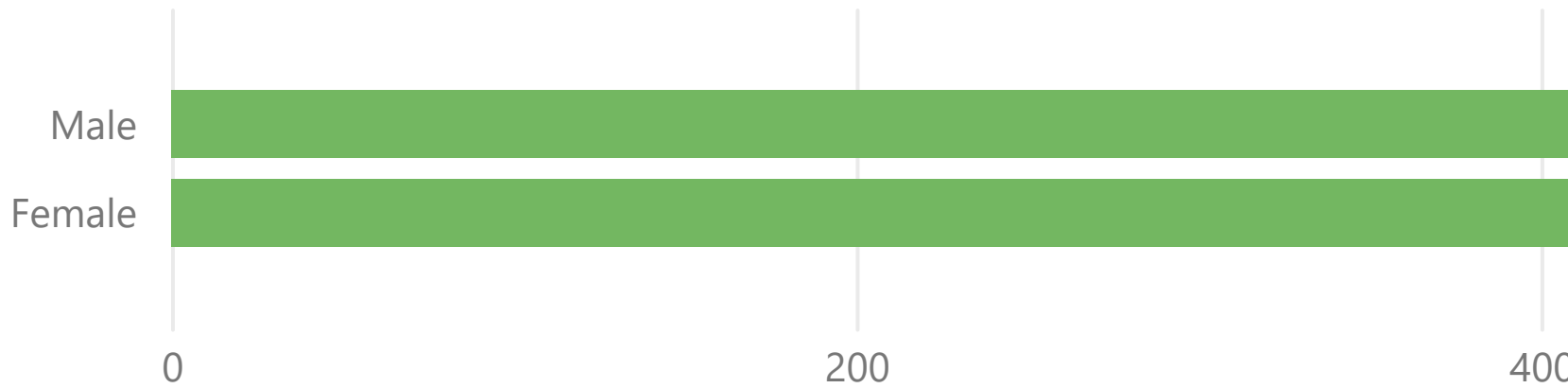
2.41K

Avg Monthly Income

1.00

Overall Retention %

Genre Popularity by Gender



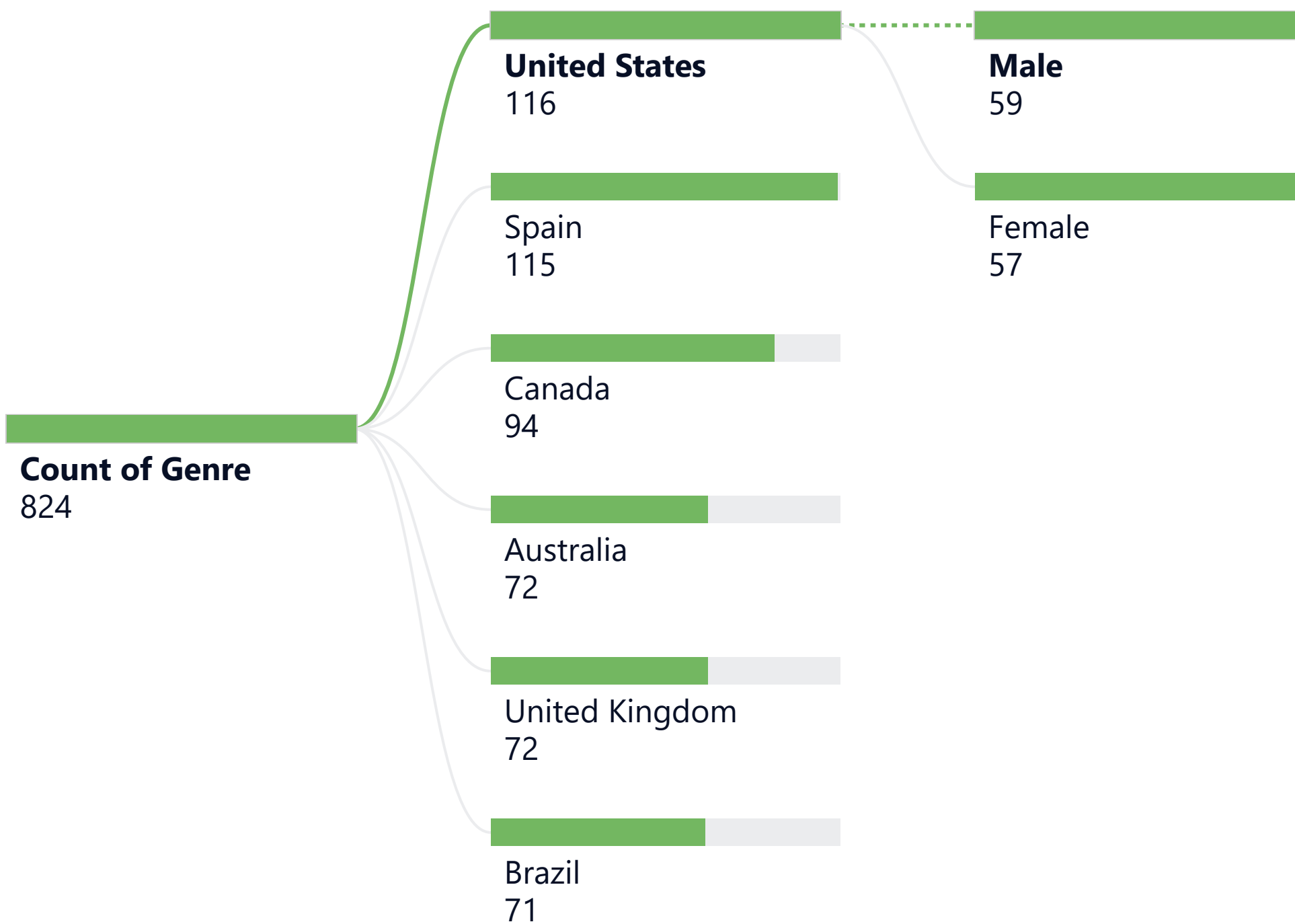
Country



United States

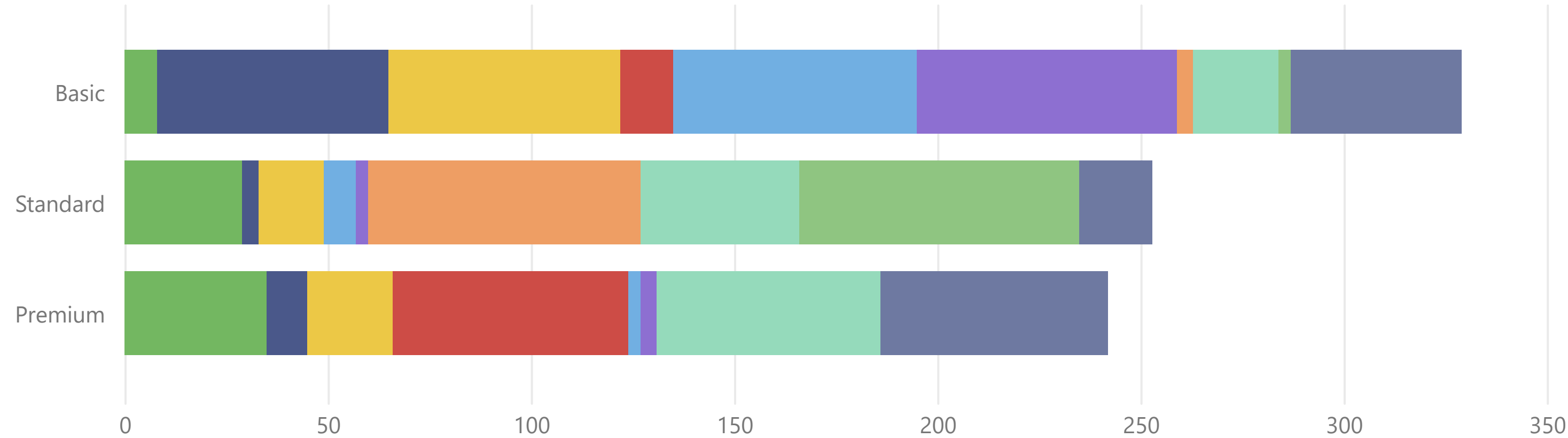


Gender

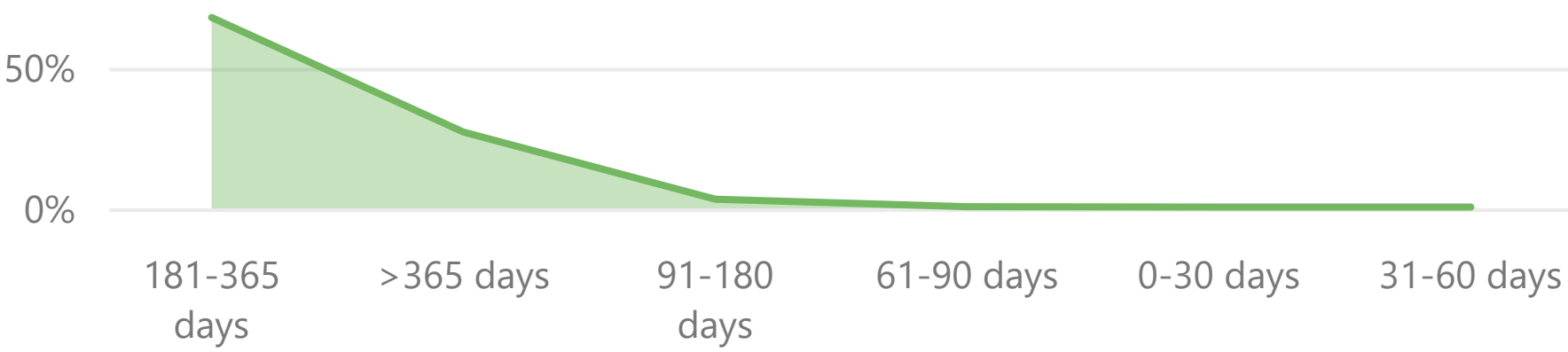


Count of Subscription Method by Subscription Method and Country

Country ● Australia ● Brazil ● Canada ● France ● Germany ● Italy ● Mexico ● Spain ● United Kingdom ● United States



Retention Curve: Tracking Users Over ...



Device Insights

Select all

Laptop

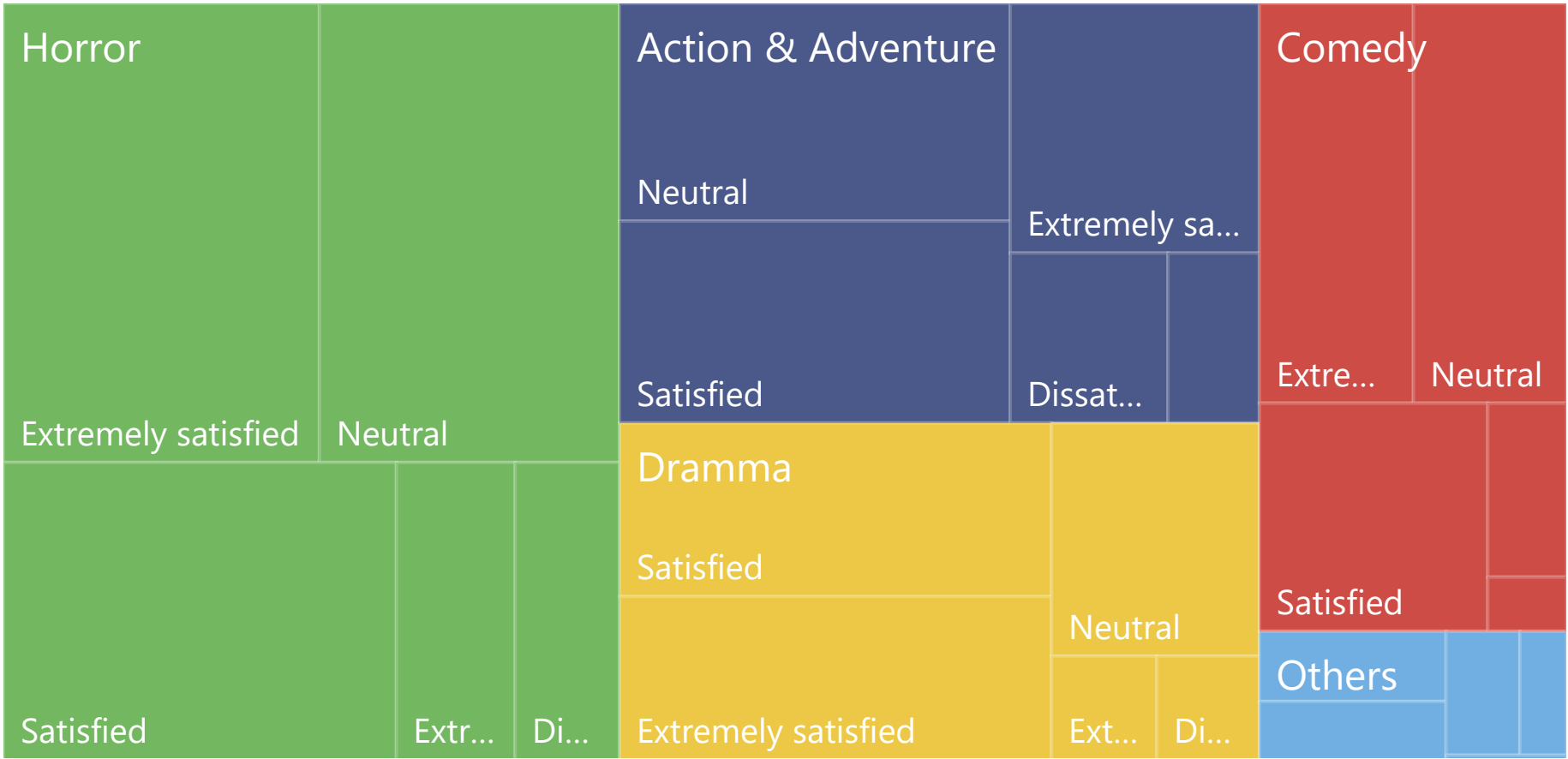
Smart TV

Smartph...

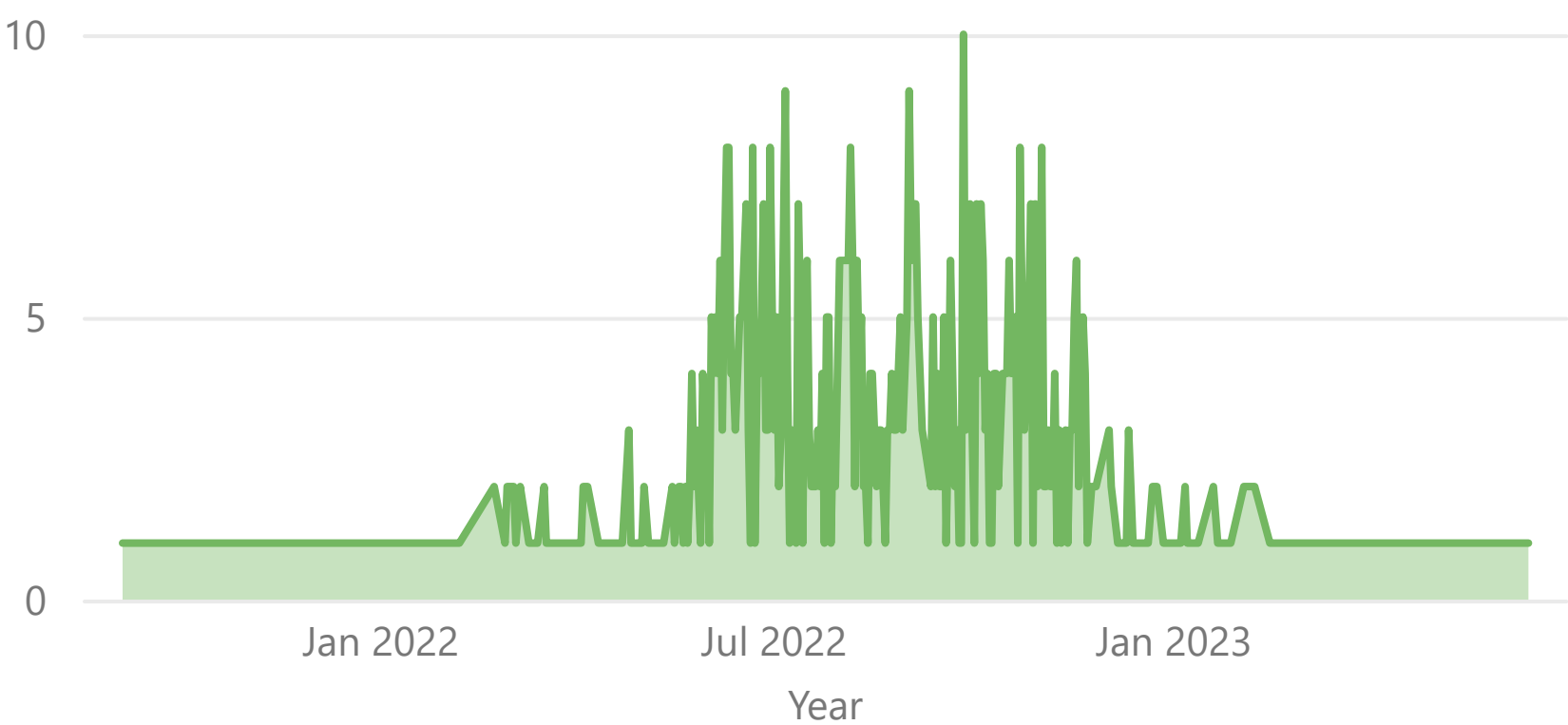
Tablet

Netflix User Behavior & Subscription Dashboard (2)

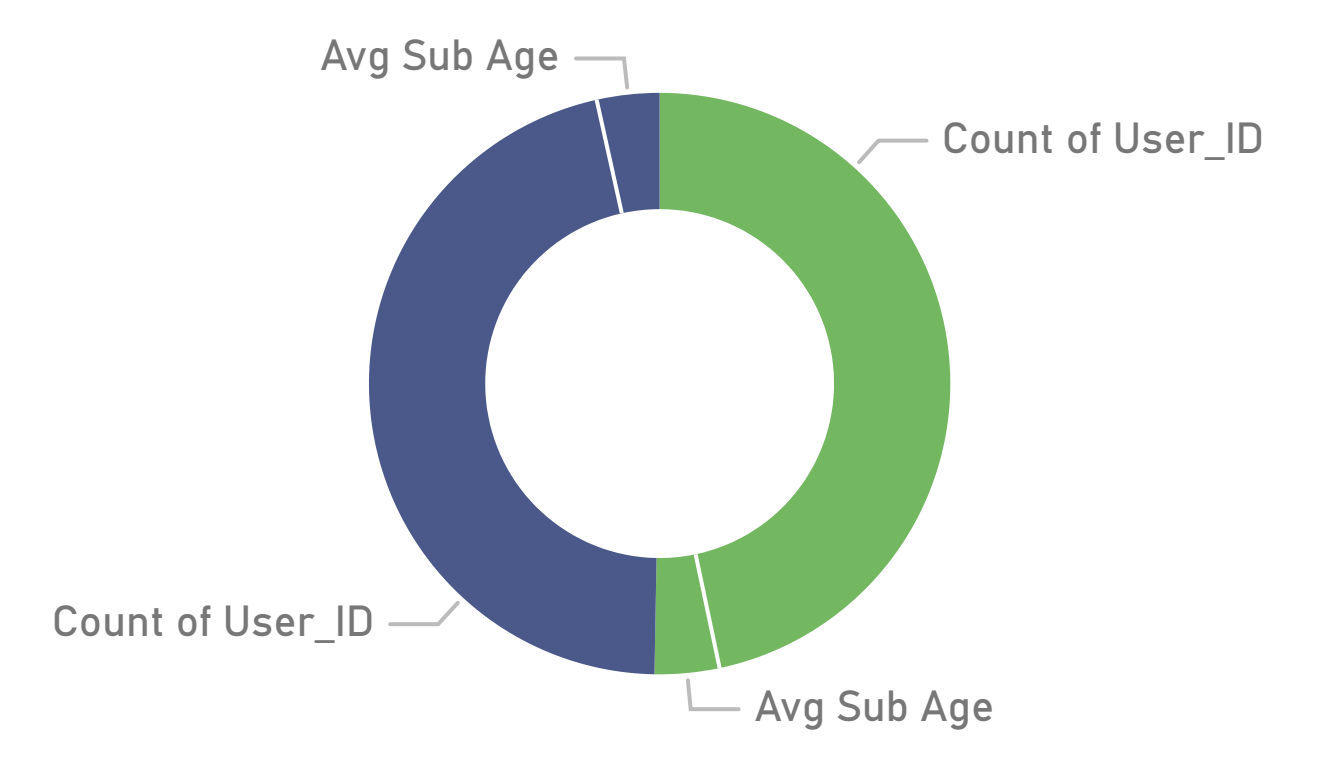
Weekly Viewing Time by Genre and S...



User Joins Over Time



Gender Breakdown By Use...



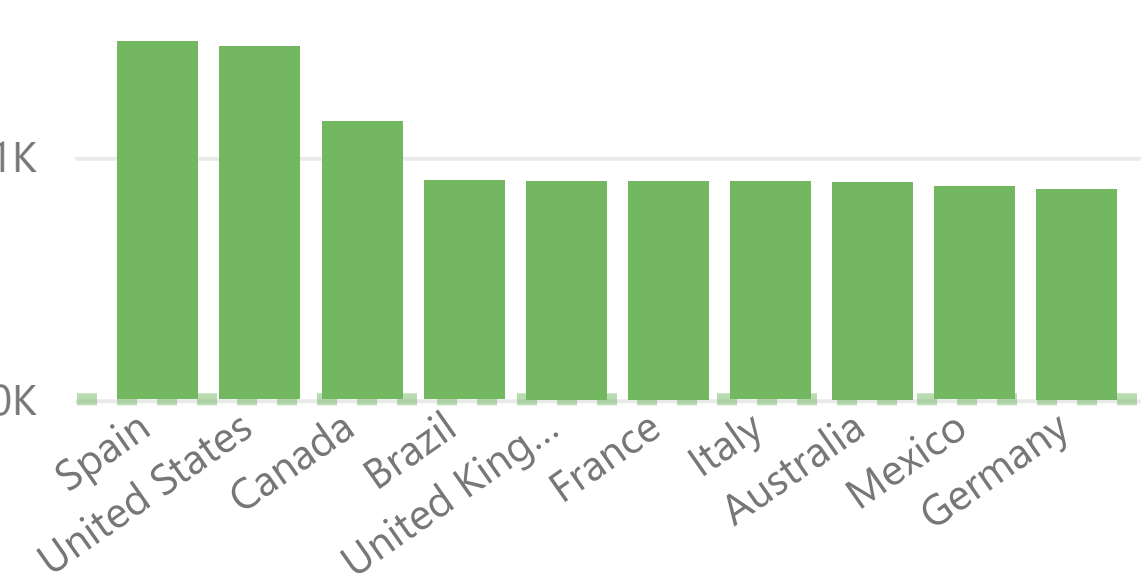
Dissatisfied Extremely dissatisfi... Extremely satisfied

Sum o...
313

Sum o...
219

Sum o...
1K

Total Revenue by Coun...



Subscription_Method

Basic

Premium

Standard

Key influencers Top segments

What influences Subscription_Method to be Basic Basic ?

When...

...the likelihood of
Subscription_Method being
Basic increases by

Country is Italy

2.56x

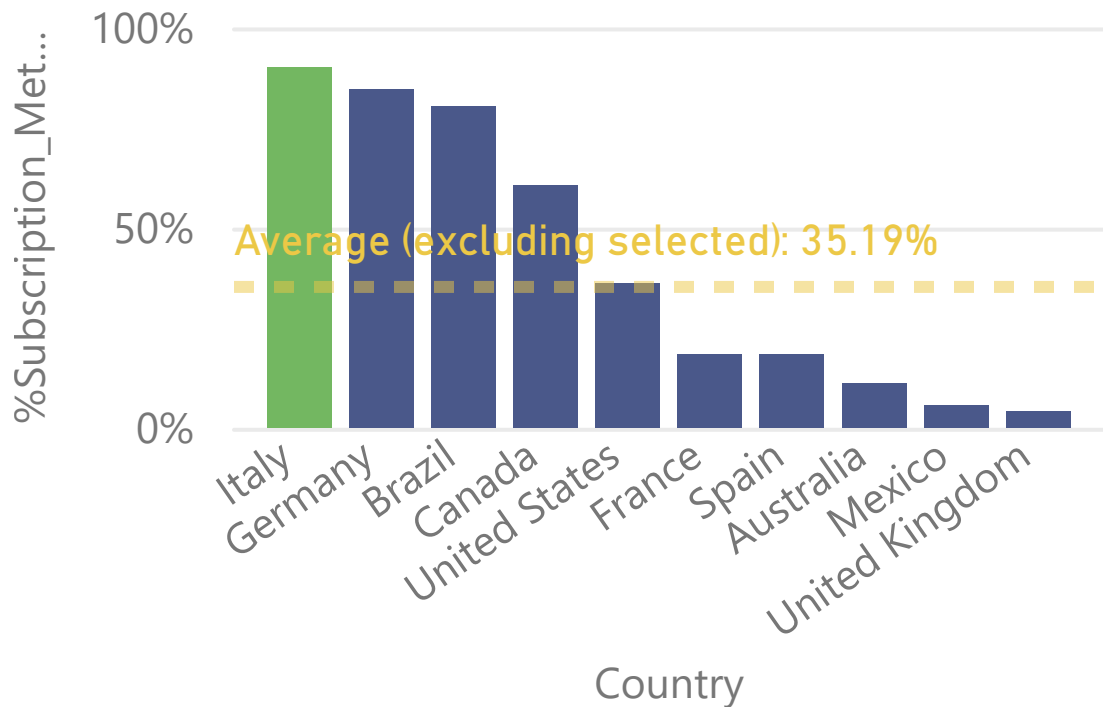
Country is Germany

2.37x

Country is Brazil

2.22x

← Subscription_Method is more likely to be Basic
when Country is Italy than otherwise (on average).



☐ Only show values that are influencers