STREAMFLIX DASHBOARD

Subscription Sta... All

Age Group All

Country All

Top Genre By Total Views

117.31M

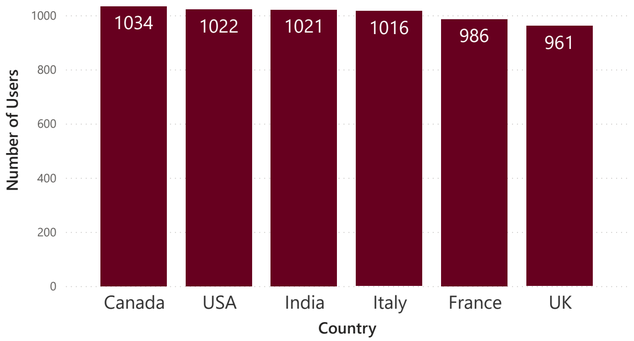
Avg WatchTine per User

4.29

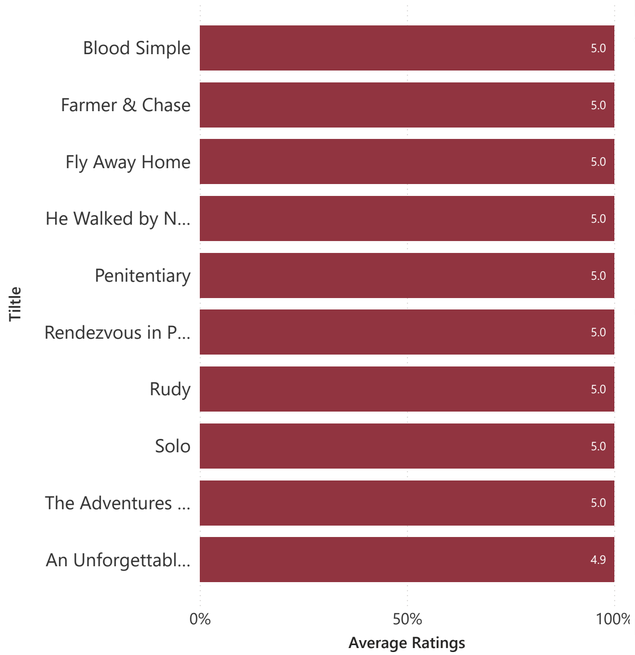
Total Users

6040

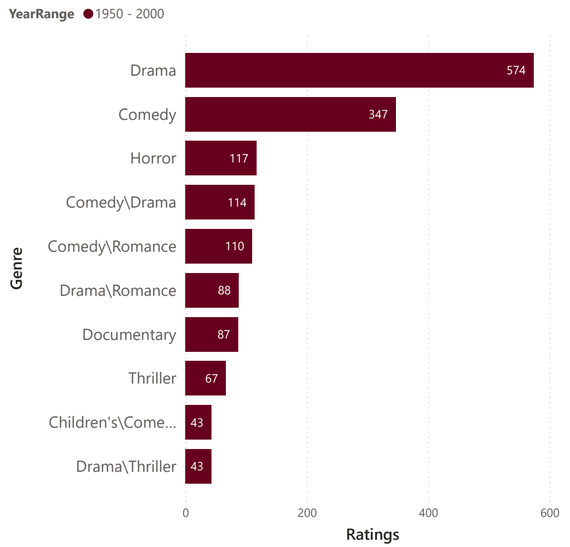
Streaming Without Borders: Global Reach



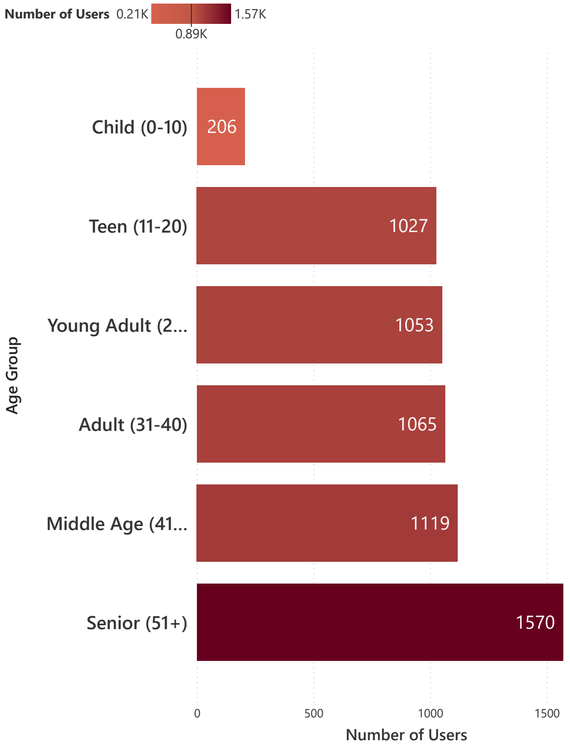
Viewers Verdict: Movies That Won Our Hearts



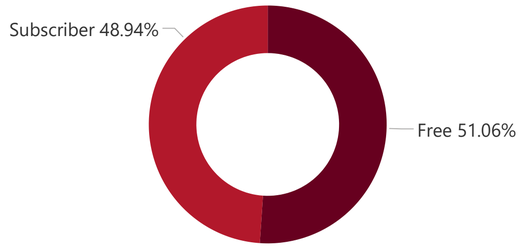
What Women Watched: Genre Shifts Over the Last 5 Decades



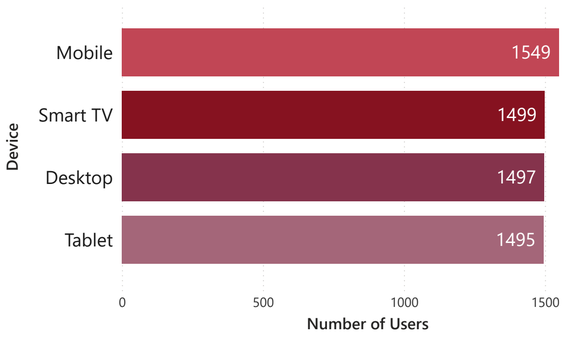
Who's Tuned In? Age-Wise Viewing Trends



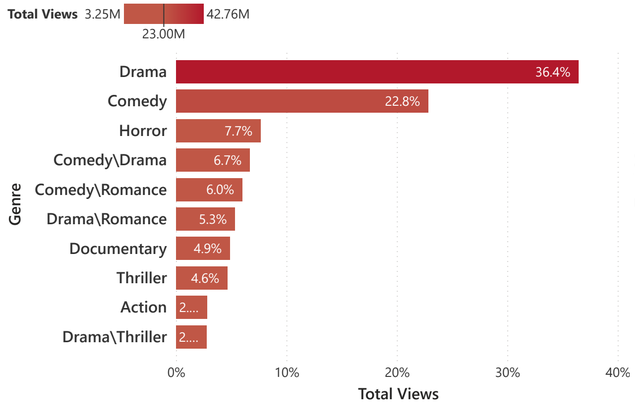
Free vs. Subscription: The Showdown



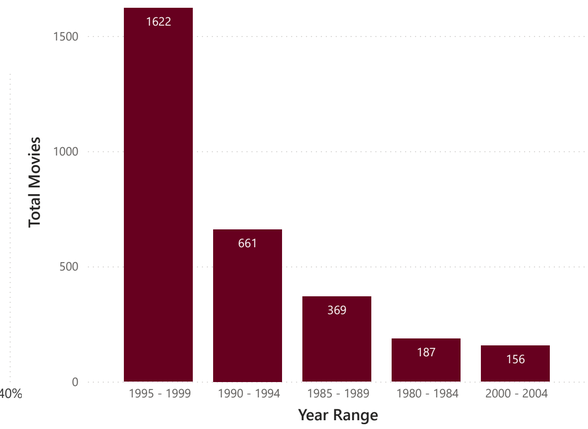
Screens of Choice: Where Users Hit Play



Genre Giants: The Crowd Favorites



Cinema After 1980: Tracking the Evolution of Modern Film



StreamFlix: Core Problem and Key Challenges

The core problem StreamFlix sought to solve was to understand detailed user engagement patterns on their current ad-supported streaming platform, in order to guide an effective transition to a subscription-based model.

The key challenges involved:

- Understanding diverse user behavior across multiple devices and content genres.
- Identifying barriers to converting free users into paying subscribers.
- Addressing demographic engagement disparities, especially for older age groups.
- Delivering actionable insights to optimize content offerings and marketing strategies.
- Enhancing user retention and satisfaction during the planned transition to a subscription model.

Insights

•Mobile is dominant, but usage is almost equally spread across all devices (Mobile, Smart TV, Desktop, Tablet). No device is drastically underused.

•Drama leads by a wide margin, followed by Comedy. Moderate interest in Horror, Romance, and Thrillers. Action and Documentaries rank lower.

•All movies have ratings close to 100% – indicating either a small number of ratings or very high satisfaction. Consistent excellence across all 10 titles.

•Fairly balanced split: 51% Free vs 49% Subscribers. High potential for converting free users.

•Canada, USA, and India lead slightly — very close race. Very even global distribution across 6 countries

• Highest user group: Senior (51+) – largest segment by far. Strong participation: 31–50 age range (Adult, Middle Age). Lowest engagement: Children (0–10) — significantly lower.

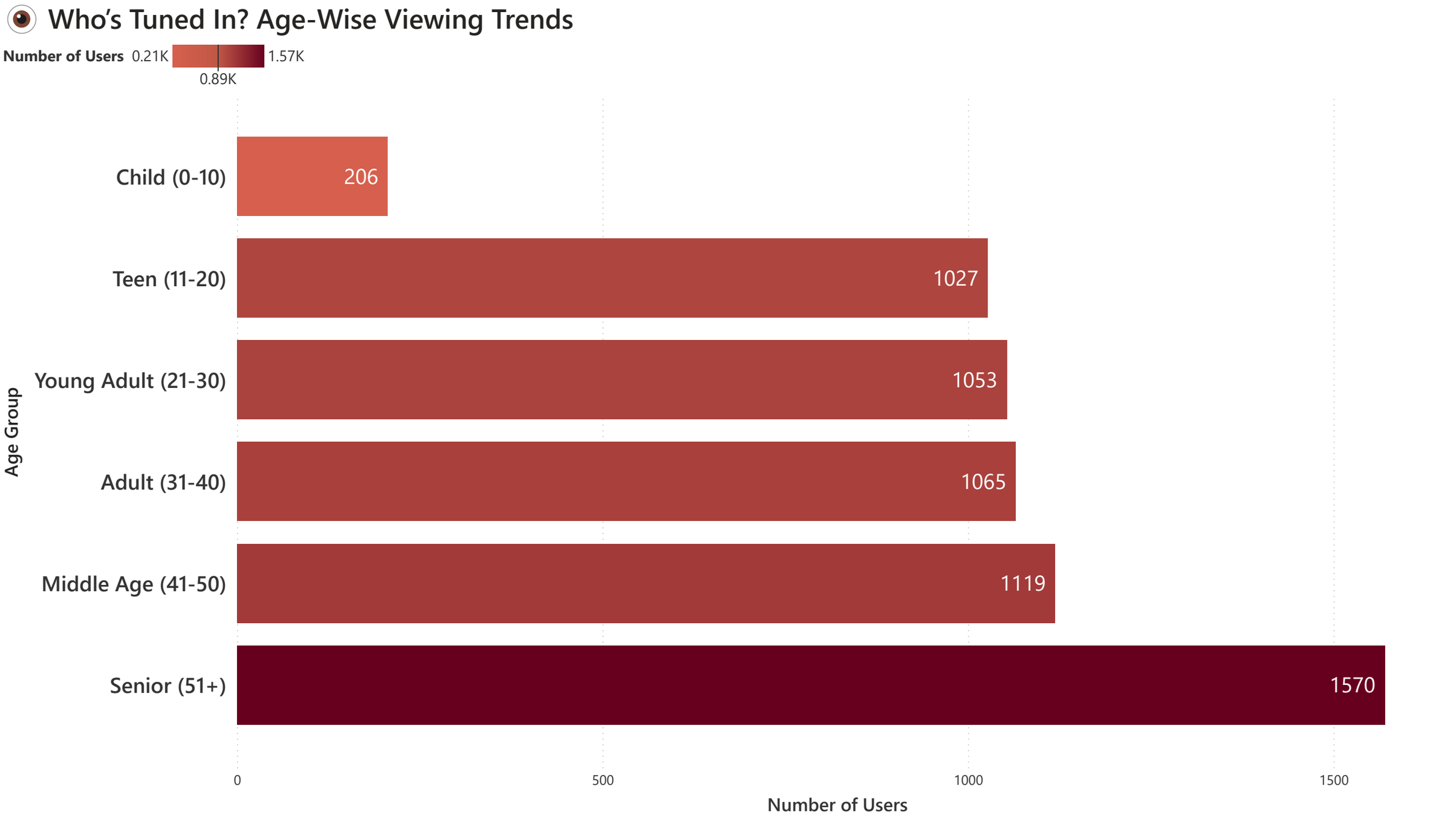
Recommendation

Double Down on What Works
Invest and Expand production/licensing of Drama and Comedy content. Promote these in-app and through email to show subscribers they’re getting access to the best content.

Turn Interest into Action
Launch tailored campaigns for free users especially those on mobile and smart TVs. Offer a free trial or a starter plan at a low cost.

Talk to Your Core Audience
Prioritize UI/UX enhancements for older demographics (e.g., accessibility features).Tailor marketing with age-targeted messaging, e.g., “Feel-good classics” or “Ageless stories.”

Keep the Momentum Going
Feature top film titles in a "Top Picks" carousel or "Critically Acclaimed" section. Promote these top-rated movies in email campaigns and banners.


Who's Tuned In? Age-Wise Viewing Trends
Number of Users
0.21K
1.57K
0.89K
Child (0-10)
206
Teen (11-20)
1027
Young Adult (21-30)
1053
Adult (31-40)
1065
Middle Age (41-50)
1119
Senior (51+)
1570
Age Group
0
500
1000
1500
Number of Users

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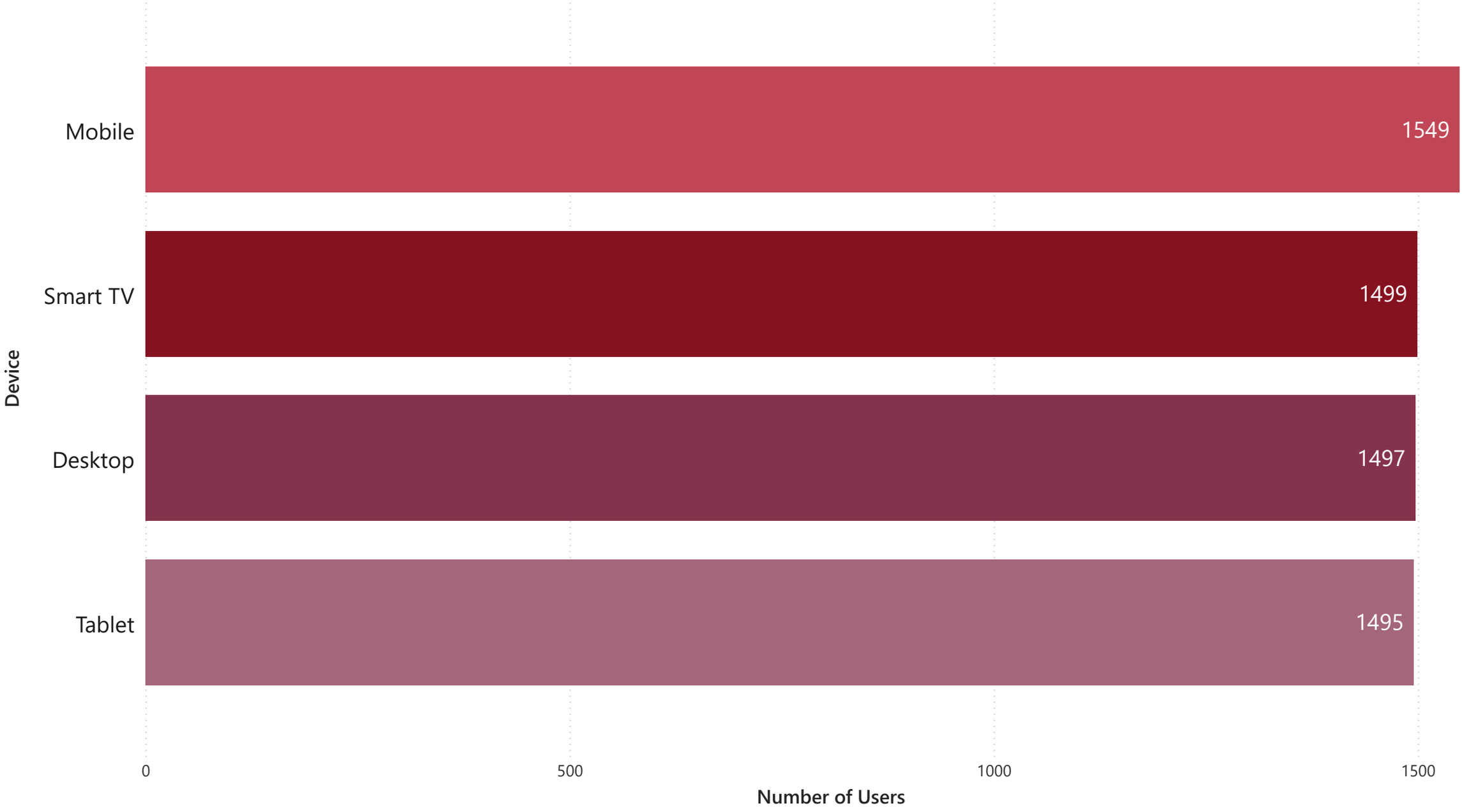

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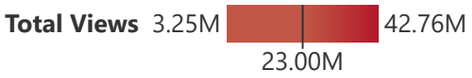

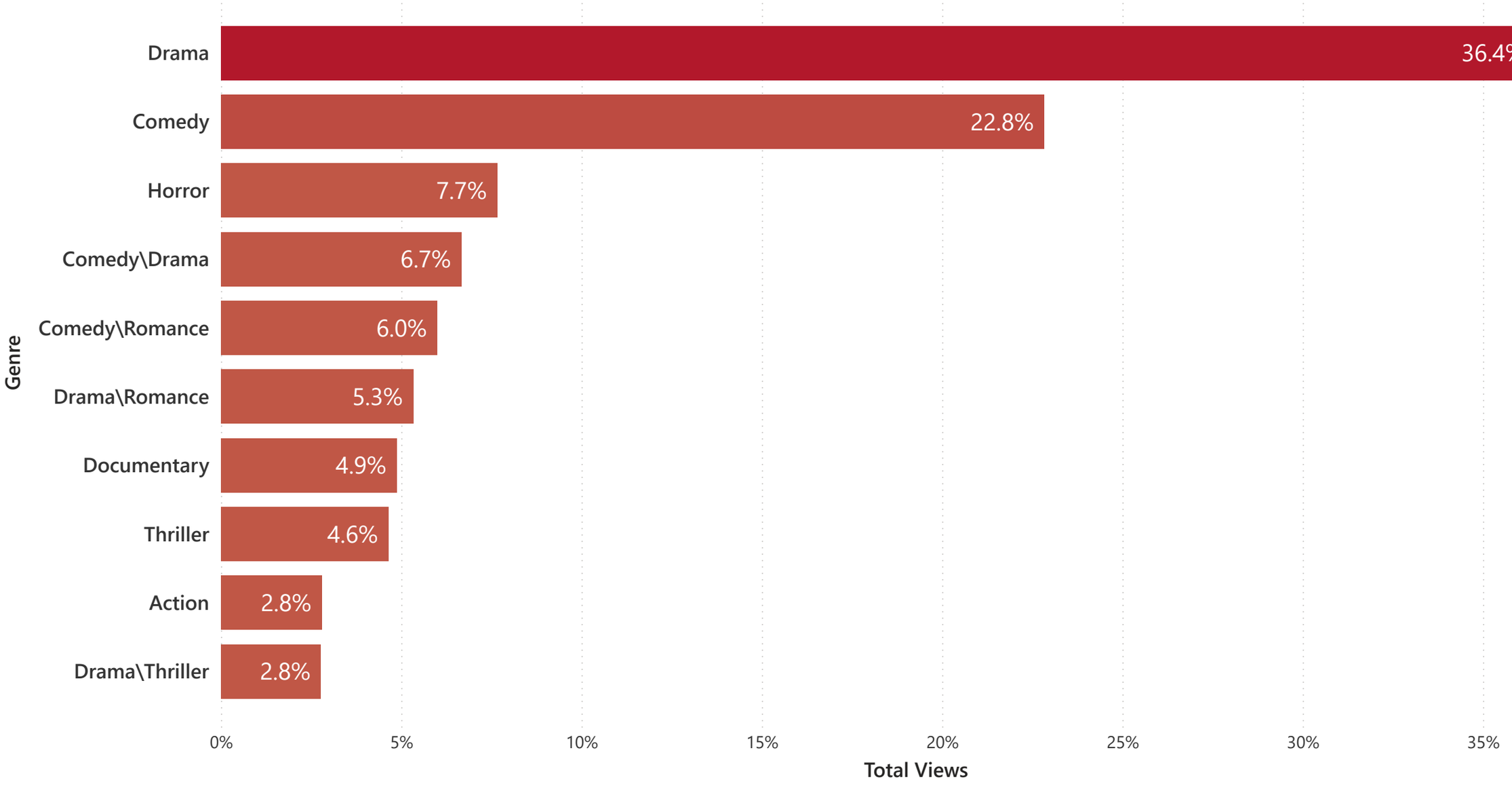

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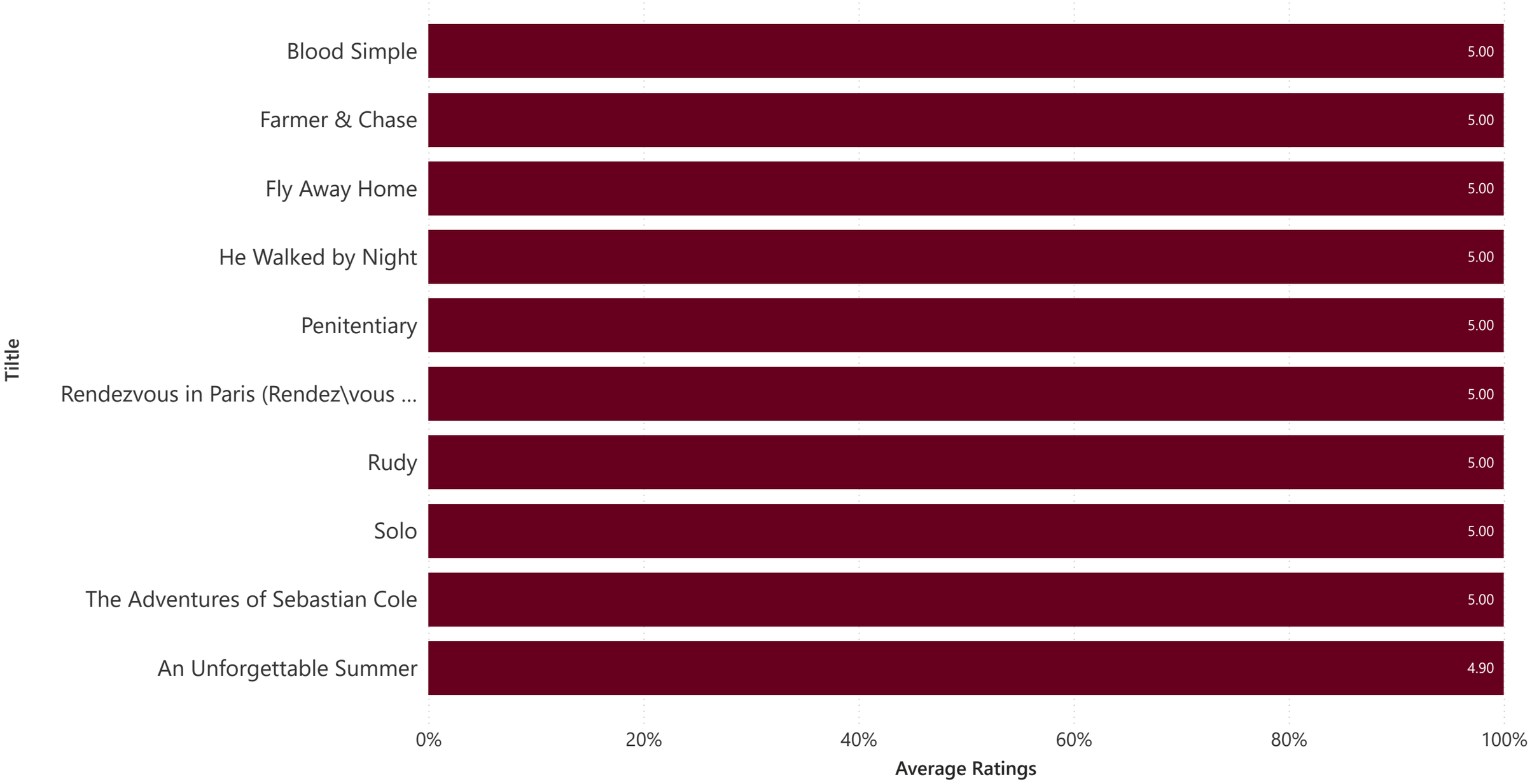

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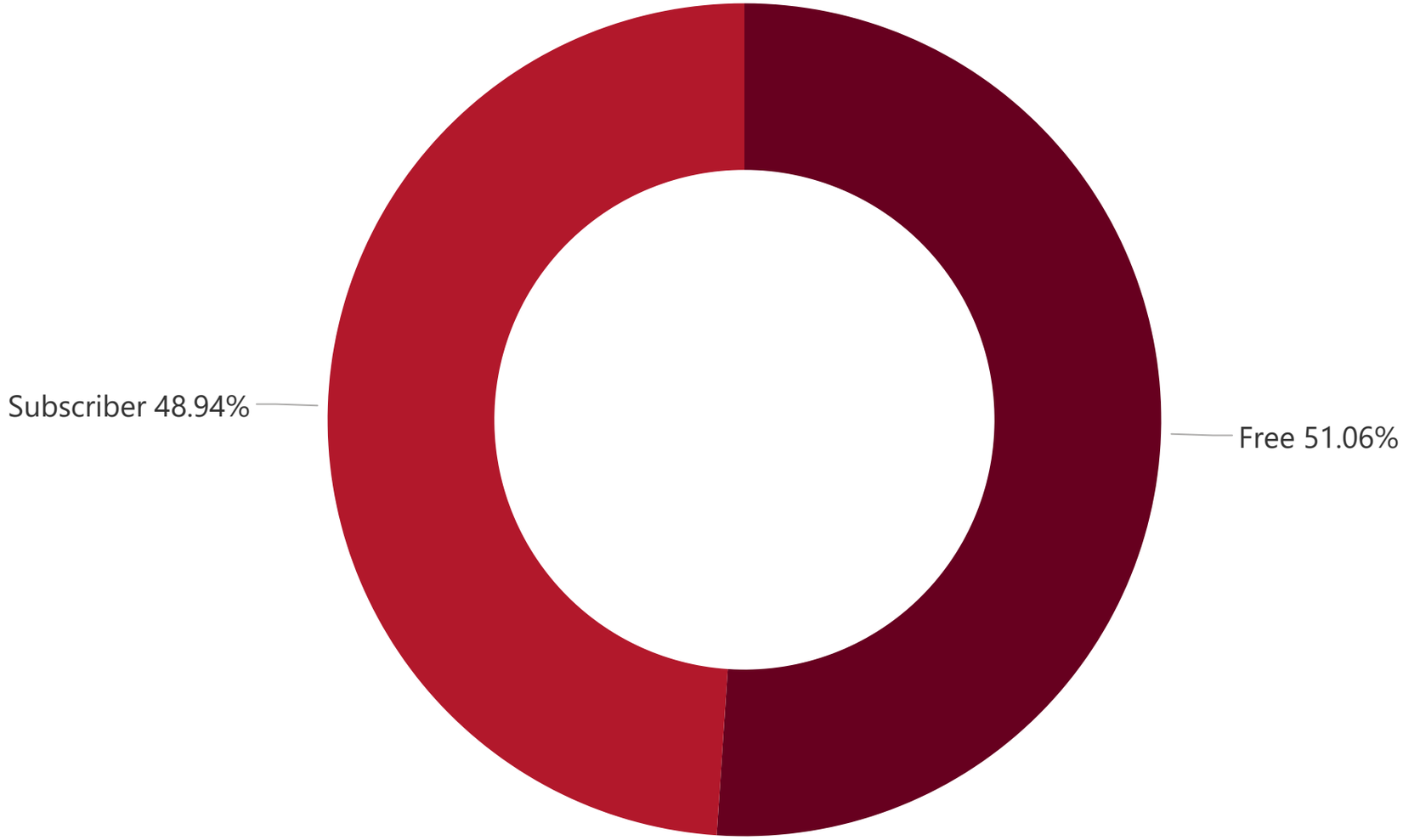
country

All



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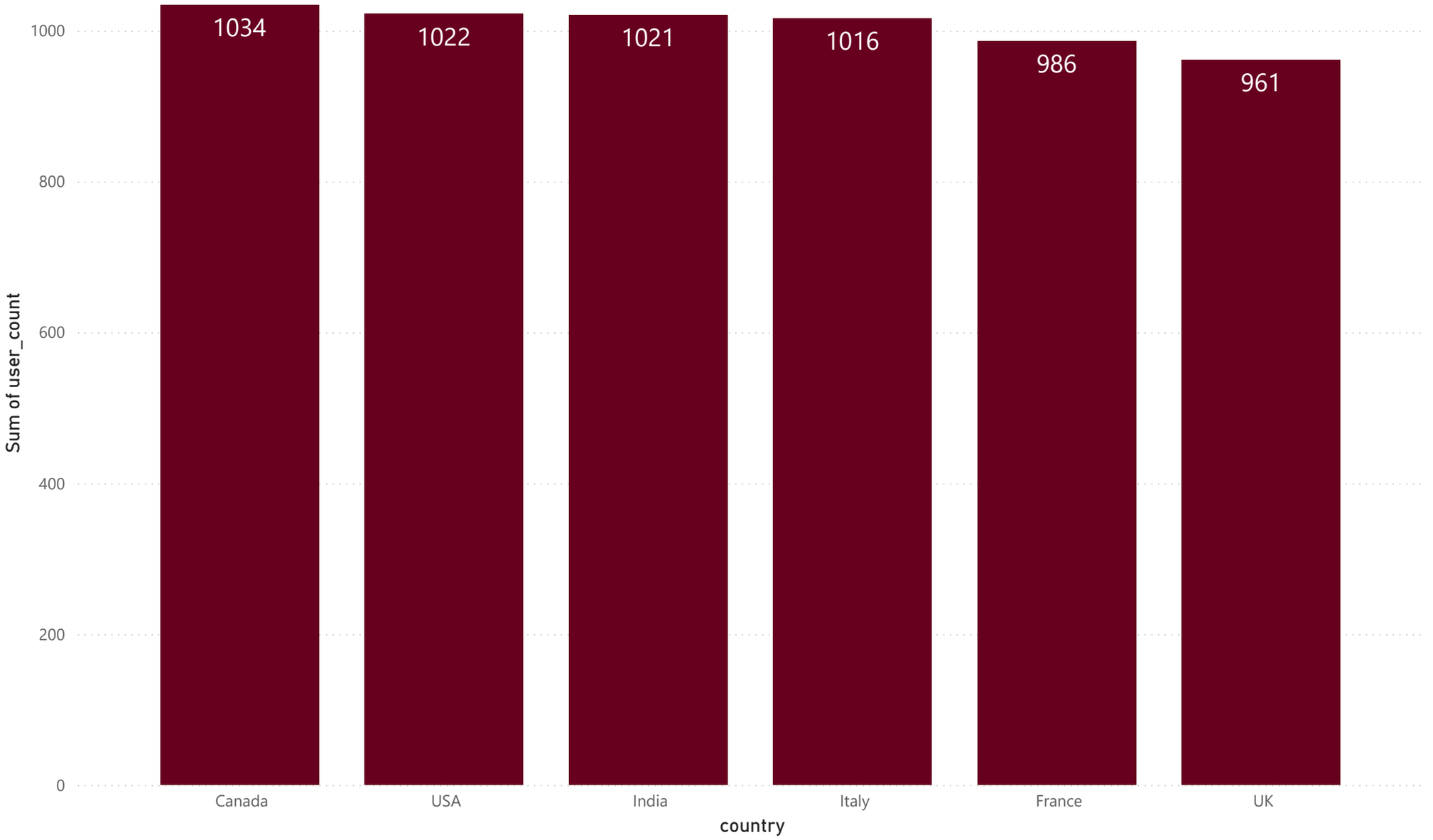

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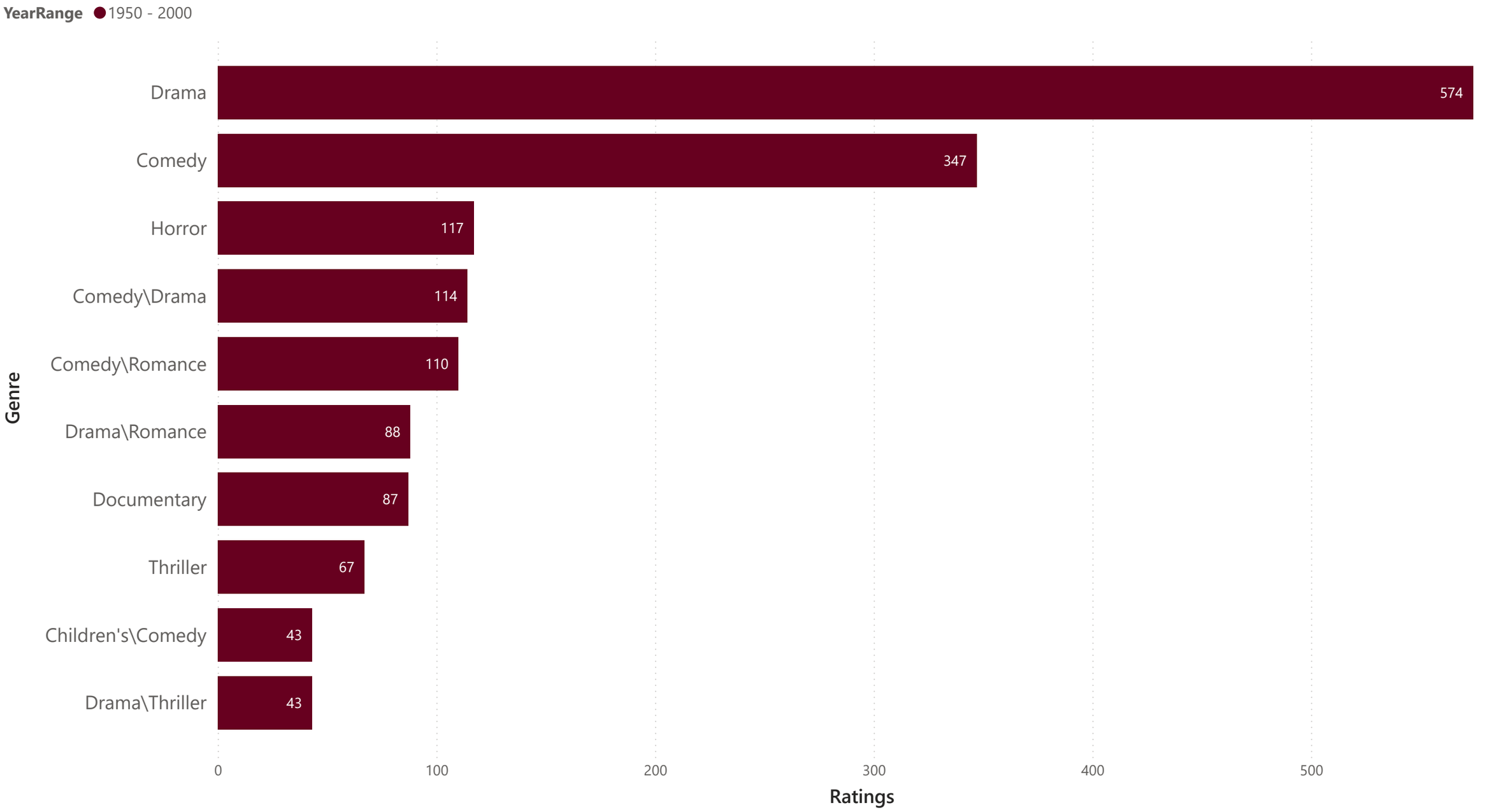
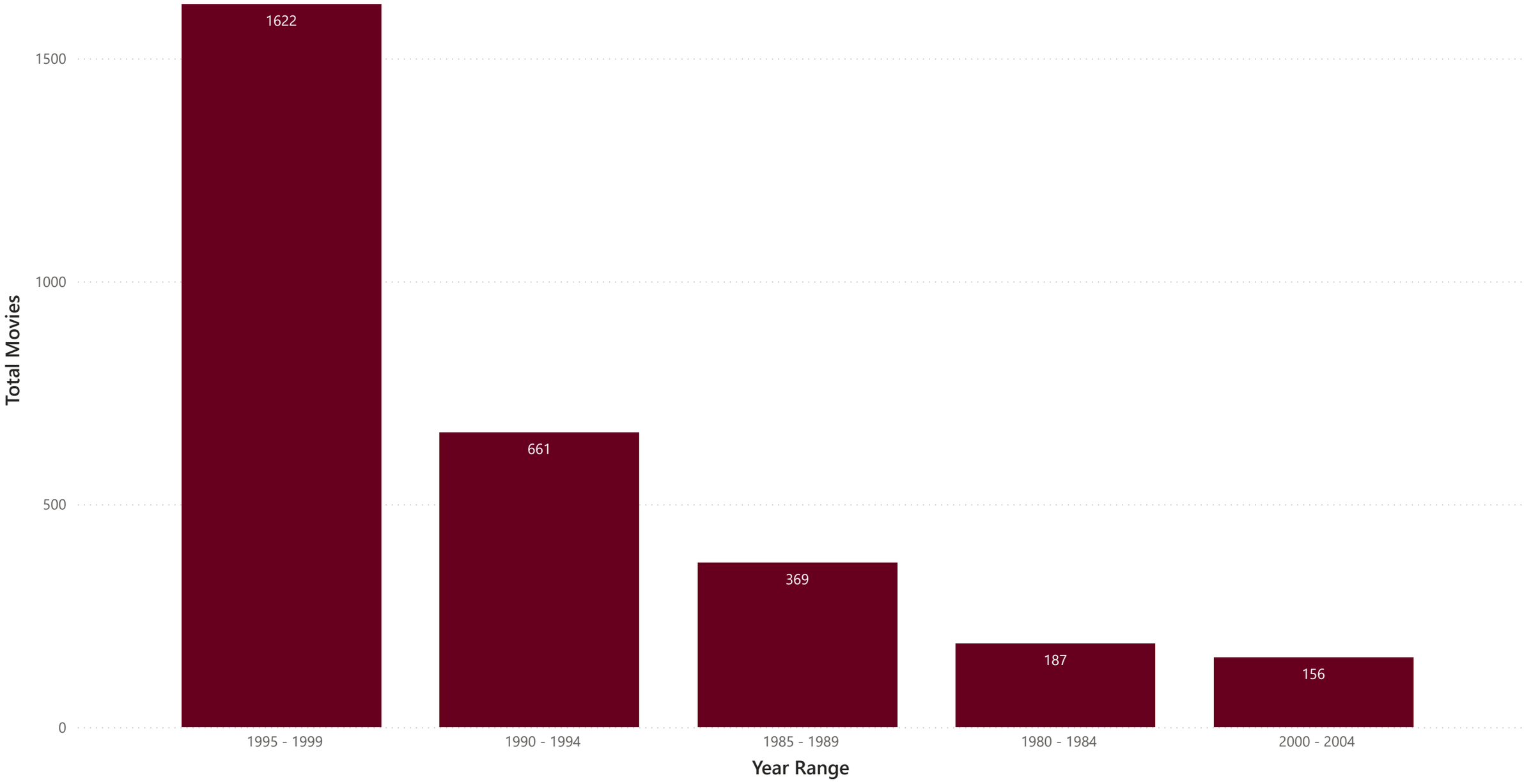
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