

STREAMFLIX DASHBOARD

Subscription Status

Age Group

Country

Top Genre By Total Views

117.31M

Avg WatchTime per User

4.29

Who's Tuned In? Age-Wise Viewing Trends

Number of Users 0.21K 1.57K

Child (0-10) 206

Teen (11-20) 1027

Young Adult (21-30) 1053

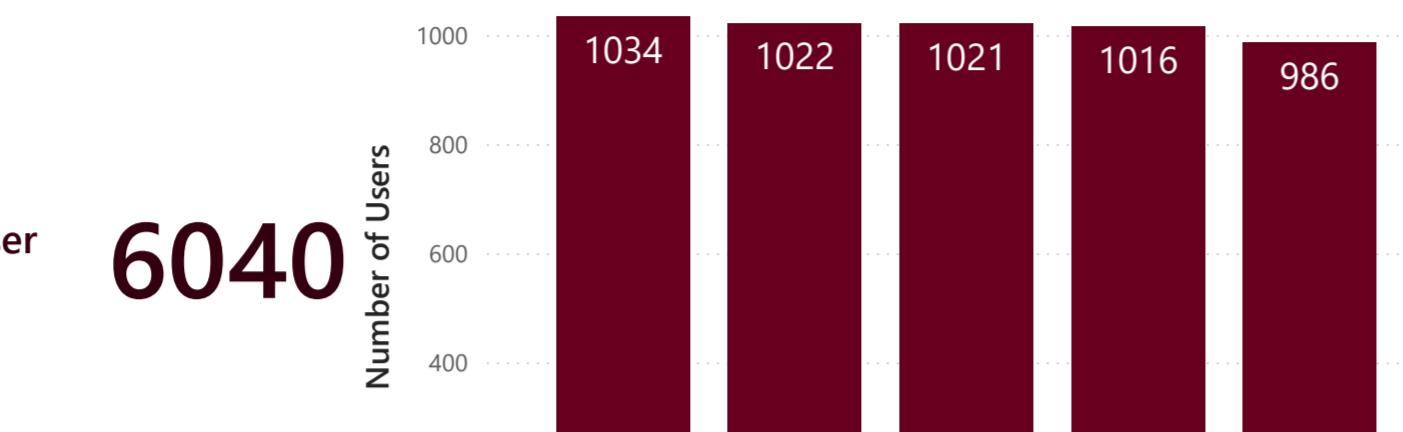
Adult (31-40) 1065

Middle Age (41-50) 1119

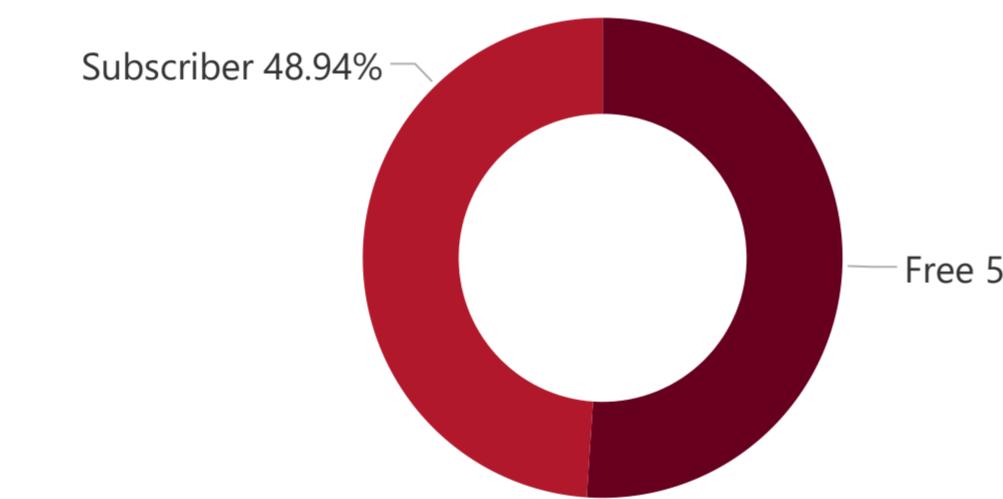
Senior (51+) 1570

Age Group

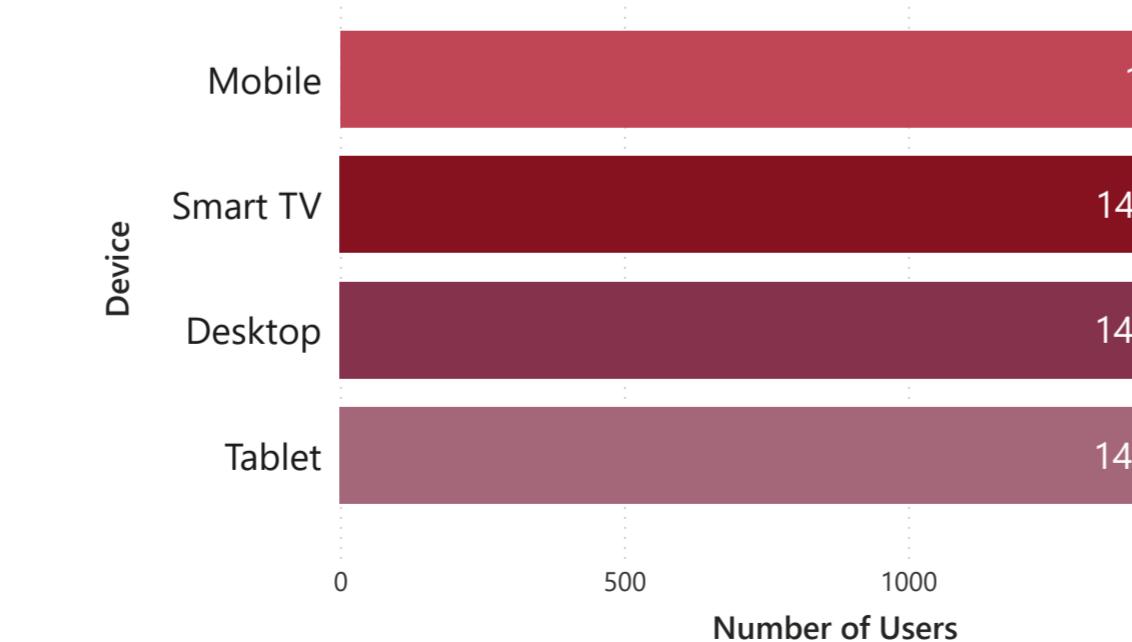
Total Users 🌎 Streaming Without Borders: Global Reach



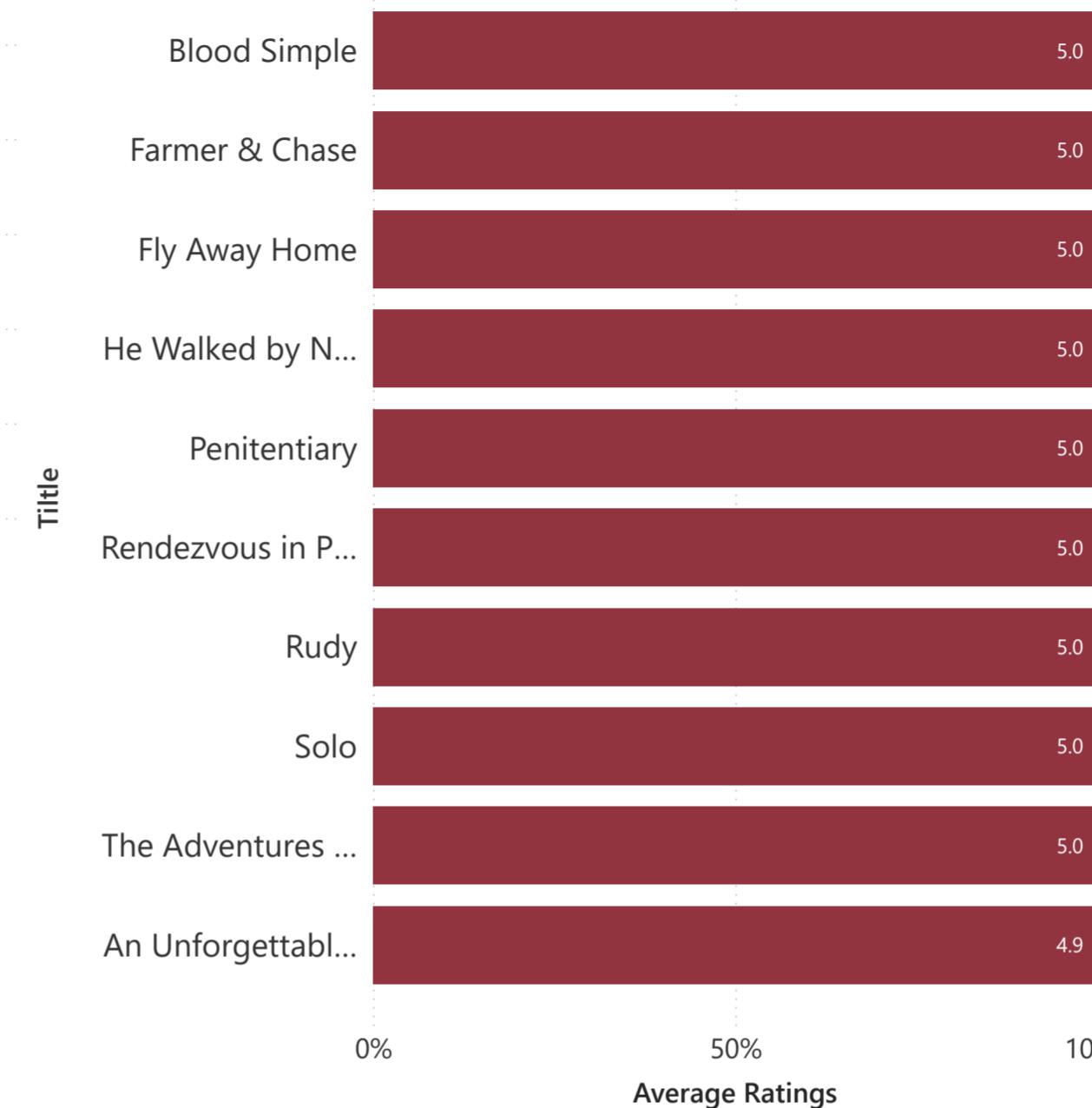
Free vs. Subscription: The Showdown



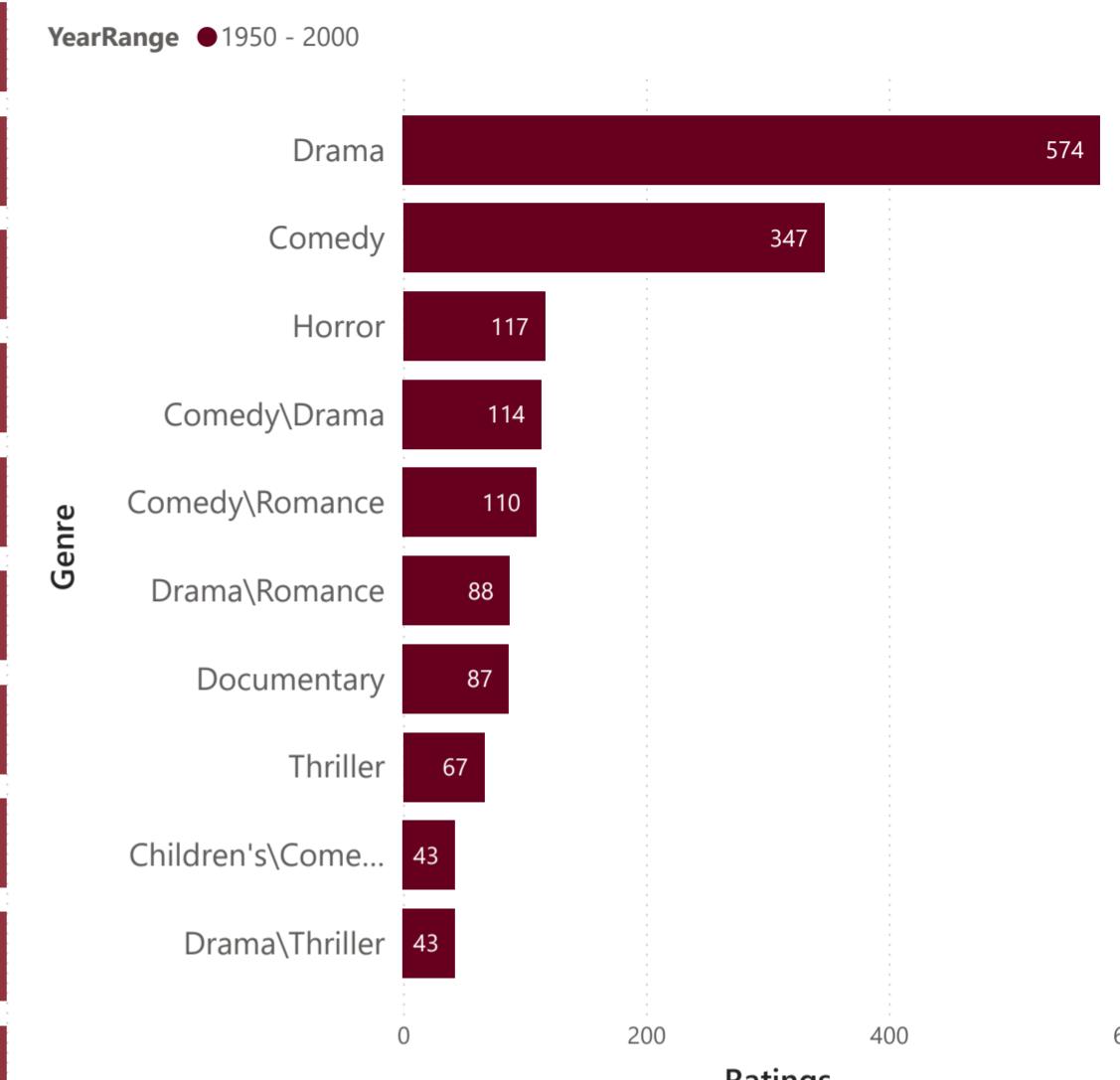
Screens of Choice: Where Users Hit Play



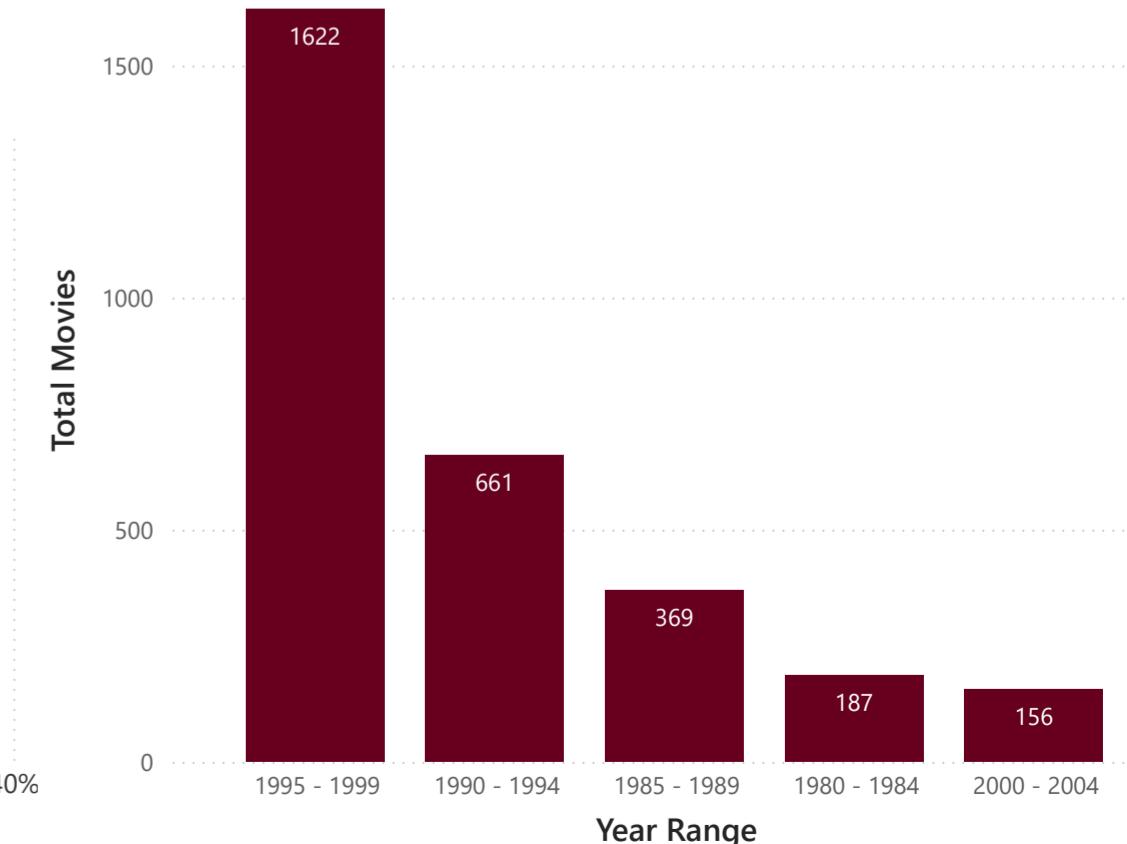
⭐ Viewers Verdict: Movies That Won Our Hearts



👩 What Women Watched: Genre Shifts Over the Last 5 Decades



⌚ Cinema After 1980: Tracking the Evolution of Modern Film



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.

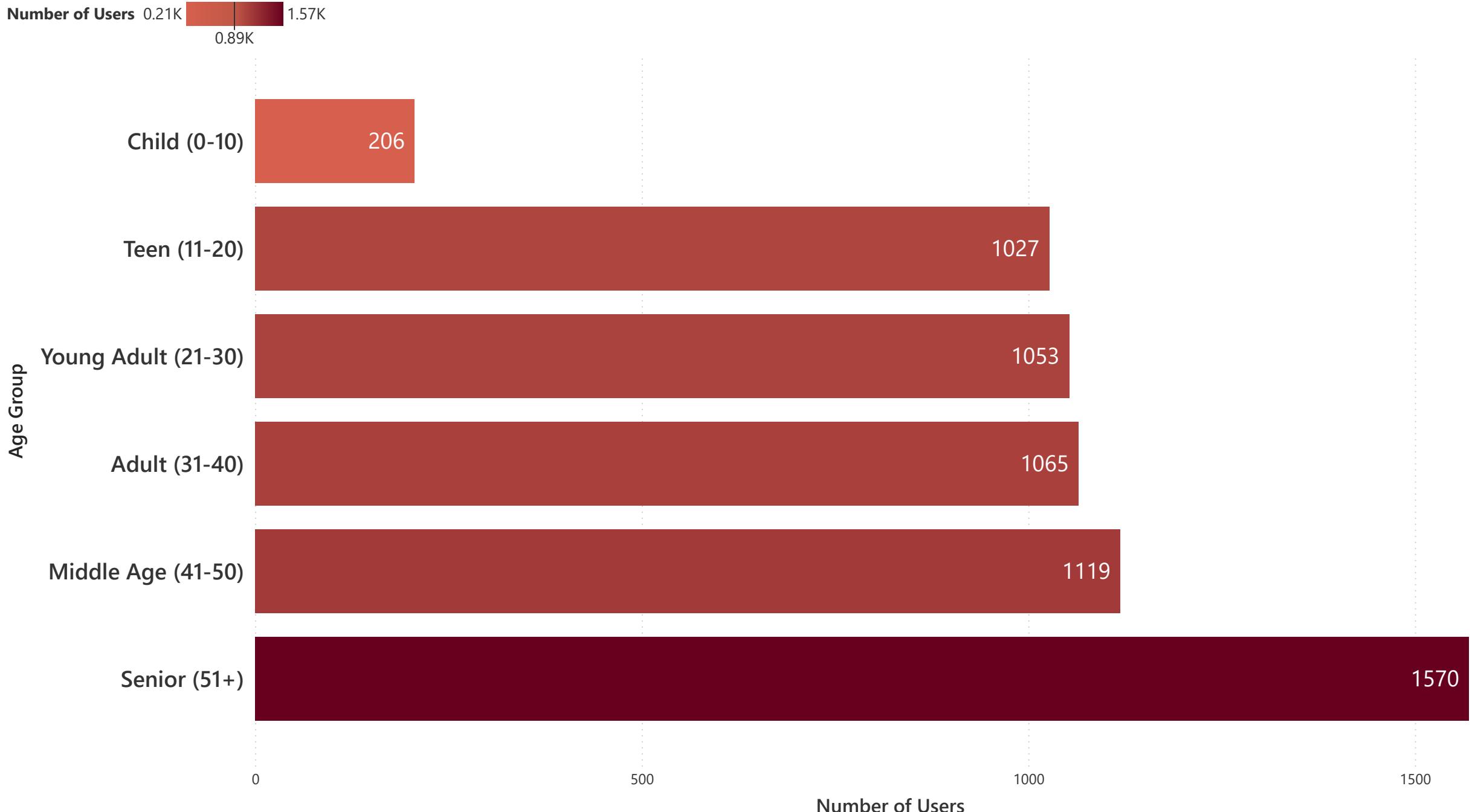
Talk to Your Core Audience

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

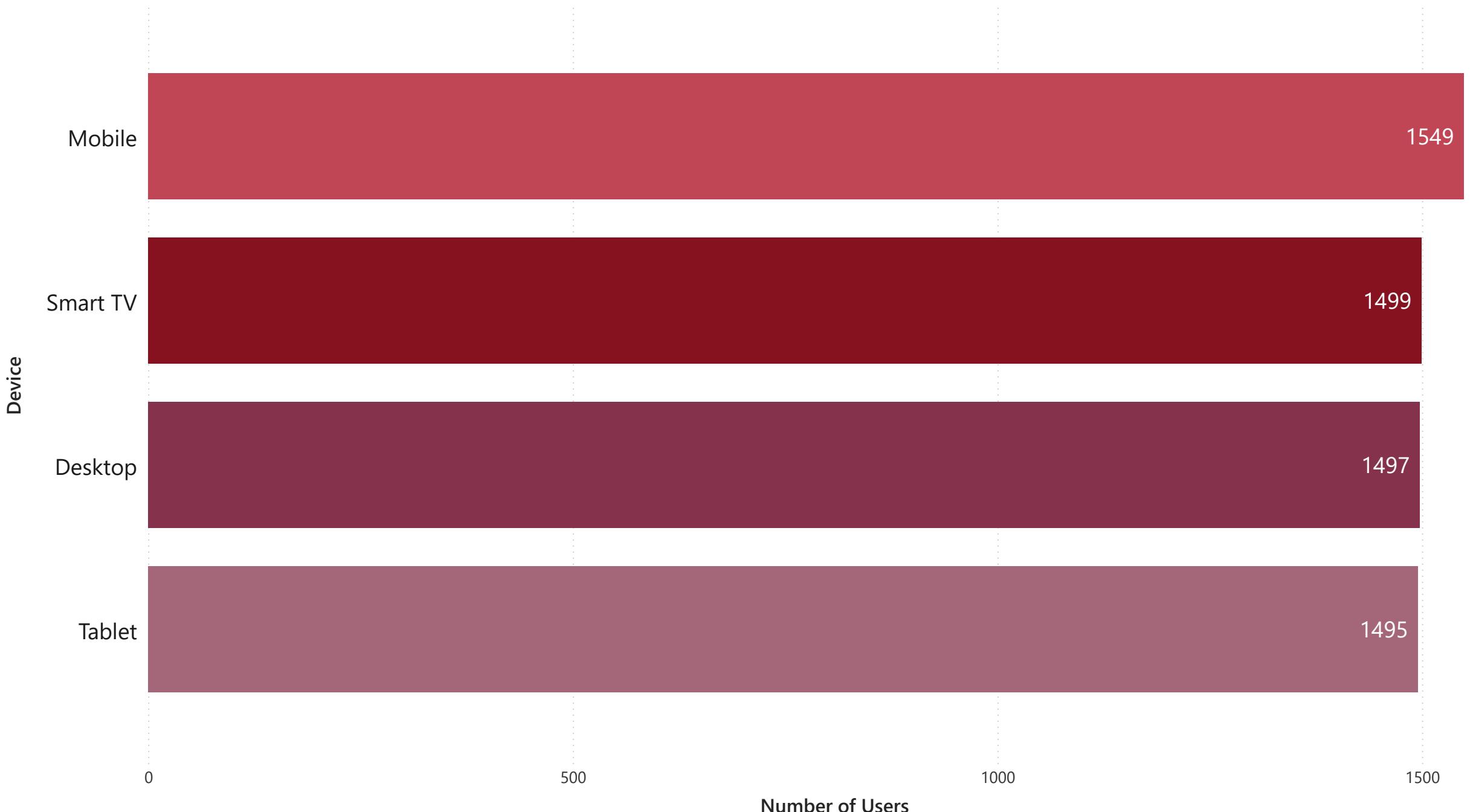
Feature top film titles in a "Top Picks" carousel or "Critically Acclaimed" section. Promote these top-rated movies in email campaigns and banners.

Who's Tuned In? Age-Wise Viewing Trends





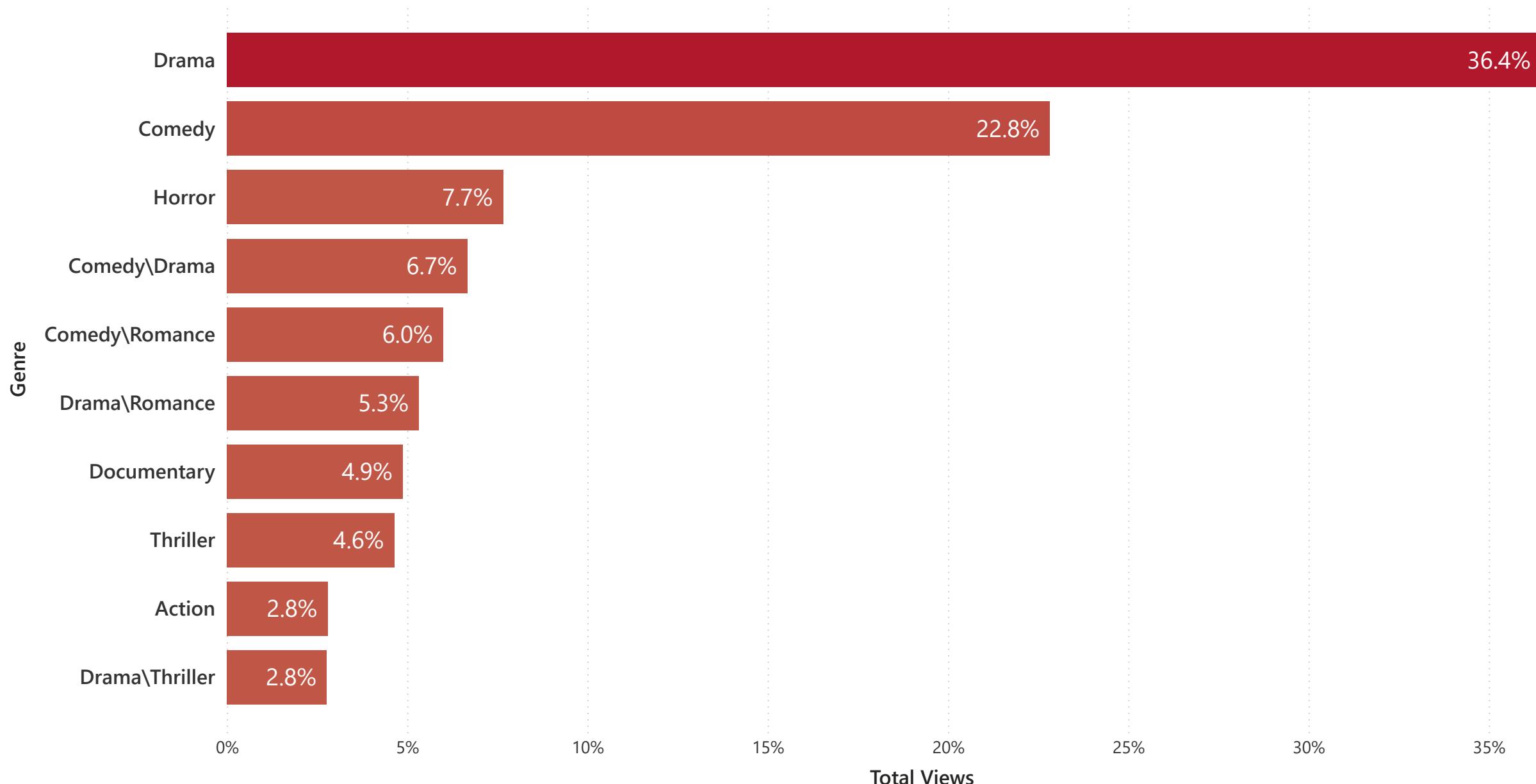
Screens of Choice: Where Users Hit Play



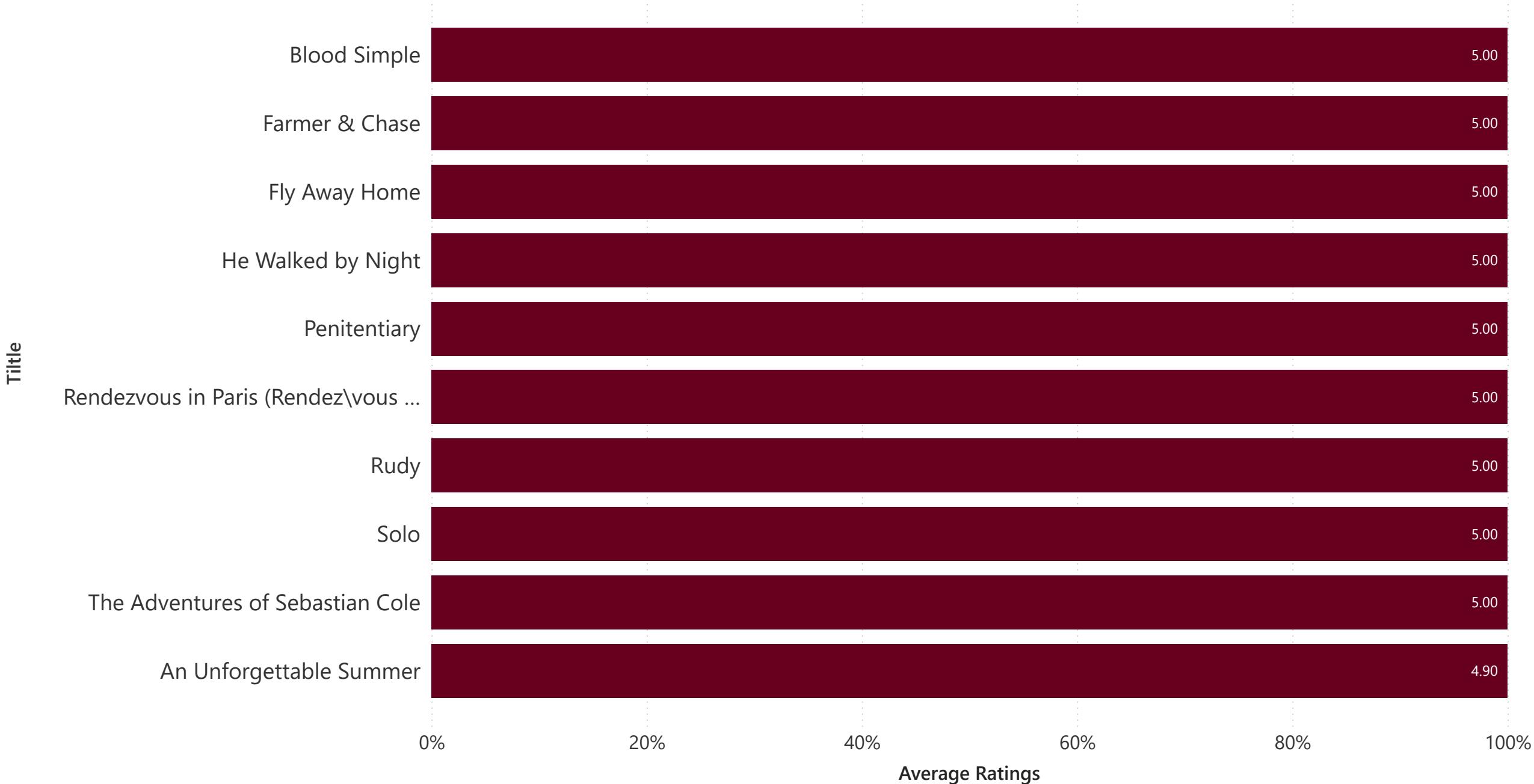


Genre Giants: The Crowd Favorites

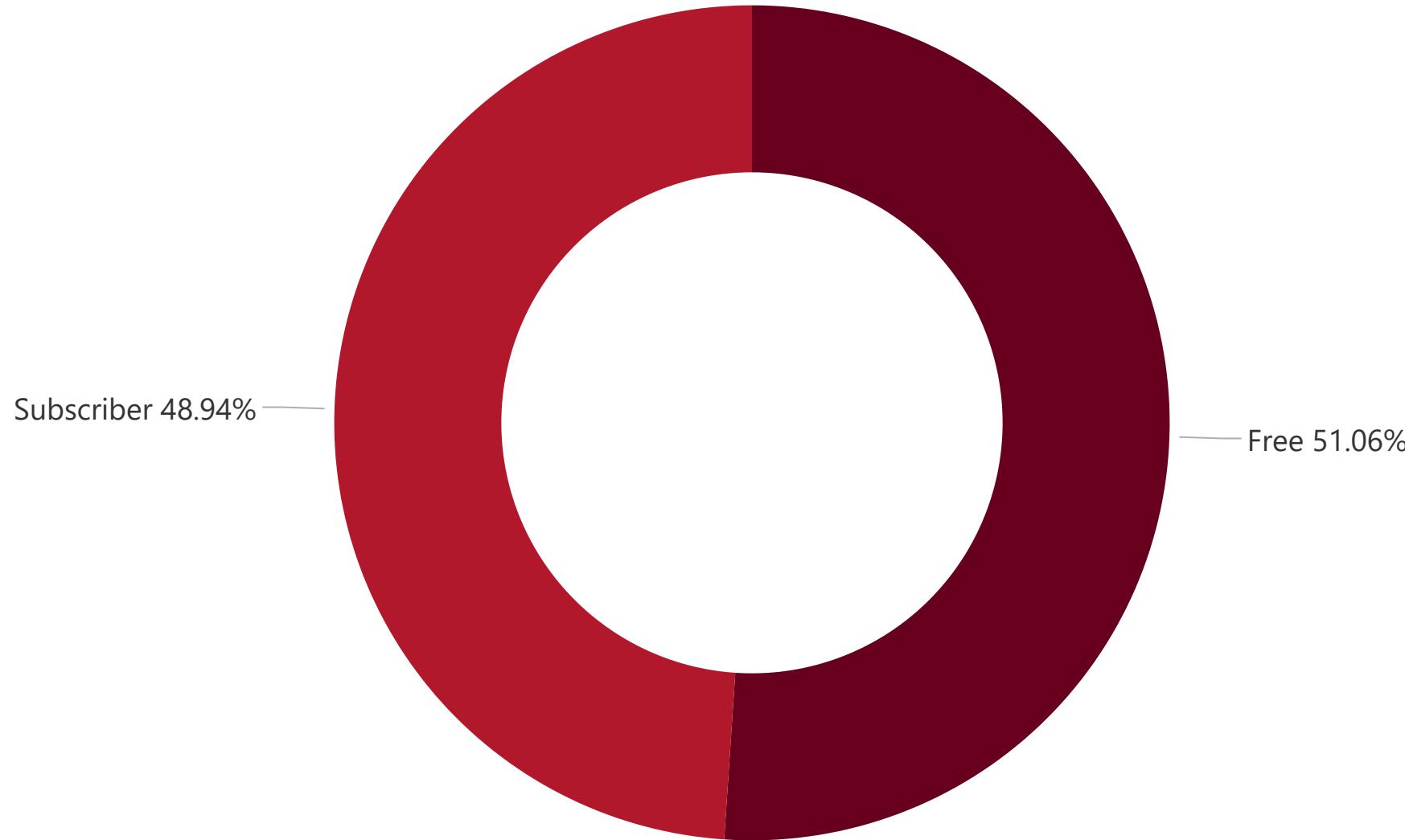
Total Views 3.25M | 42.76M
23.00M



🌟 Viewers Verdict: Movies That Won Our Hearts



💰 Free vs. Subscription: The Showdown

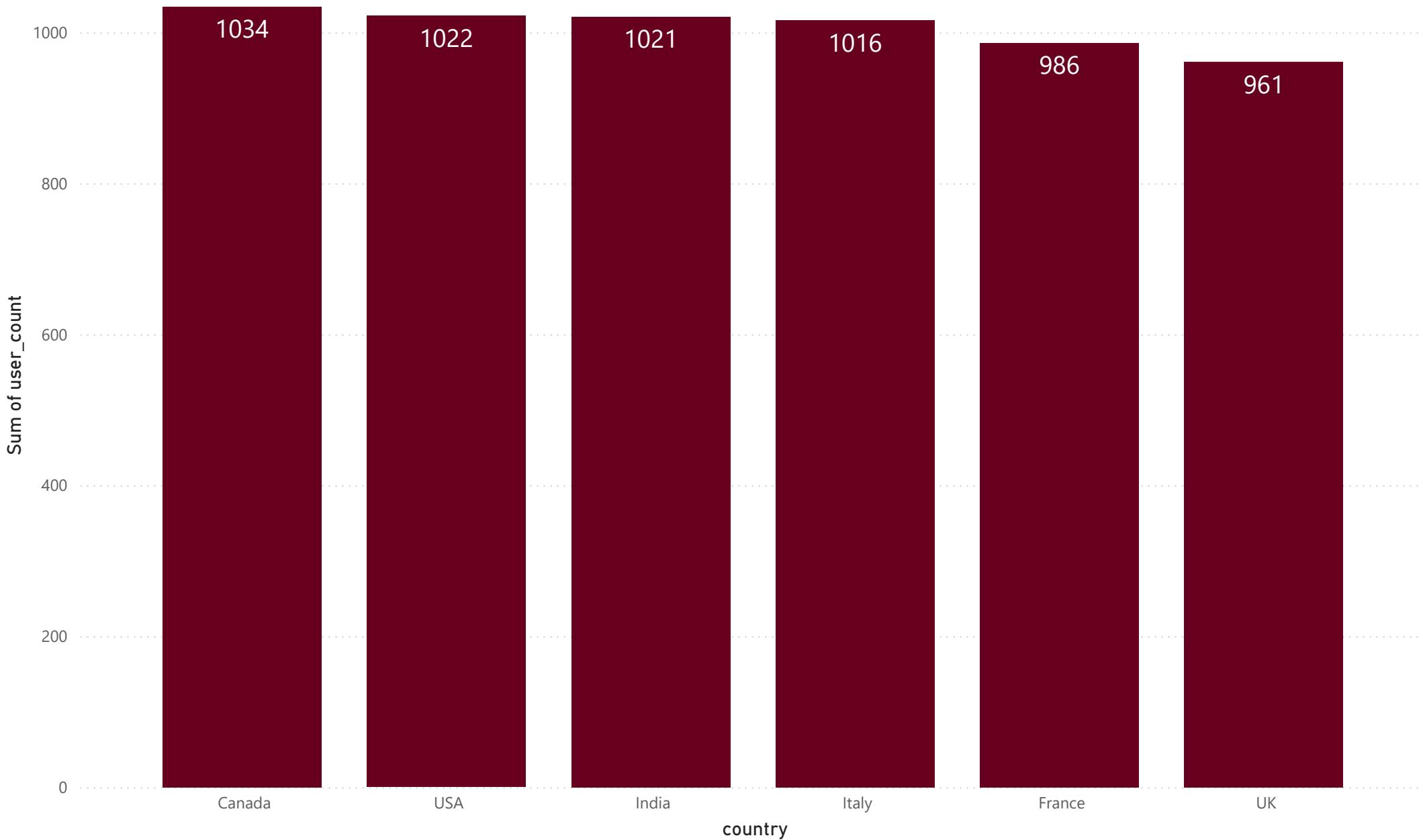


country

All

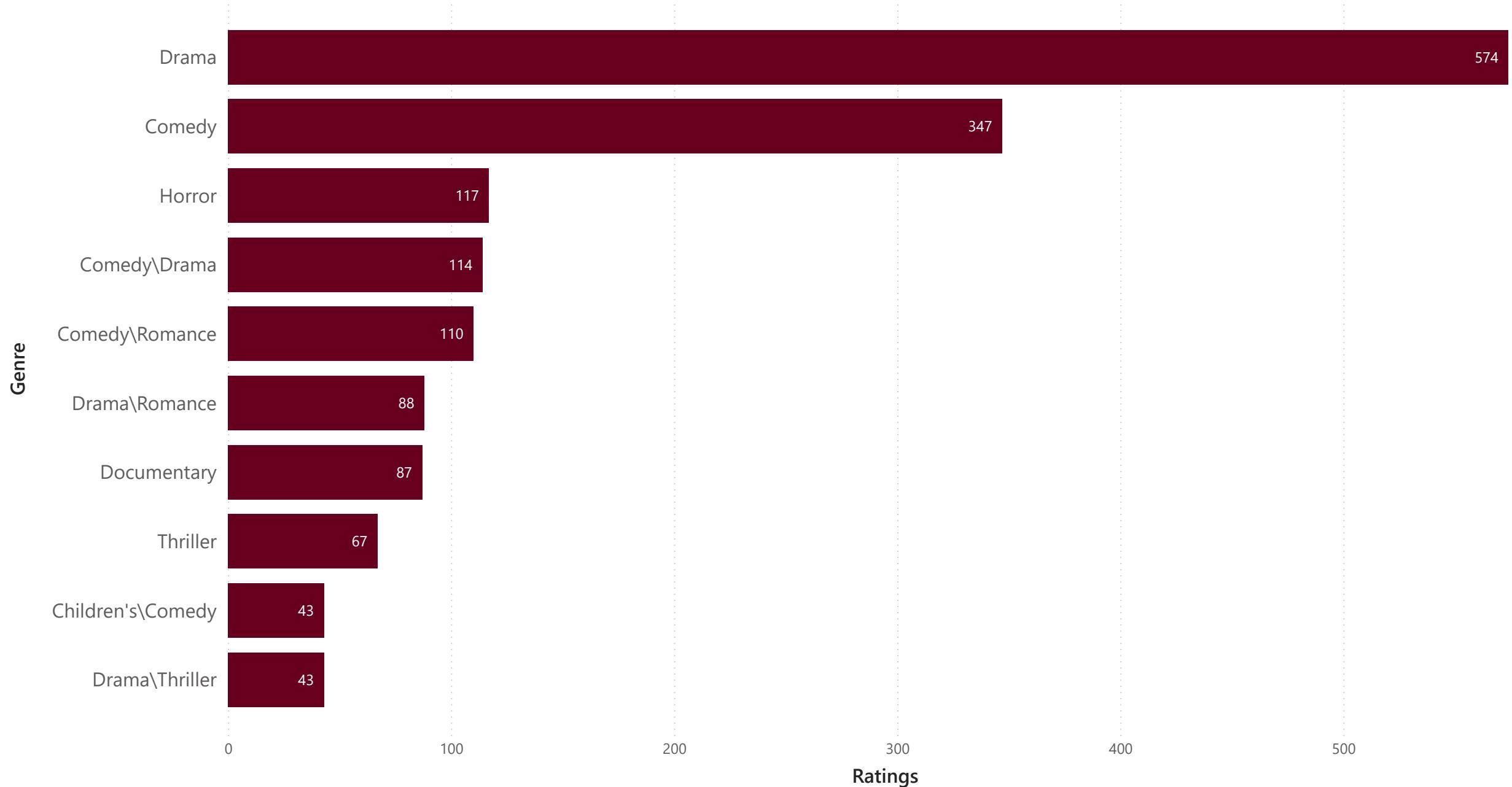


Streaming Without Borders: Global Reach



👩 What Women Watched: Genre Shifts Over the Last 5 Decades

YearRange ● 1950 - 2000



Cinema After 1980: Tracking the Evolution of Modern Film

