STREAMFLIX

DATA ANALYSIS & STRATEGIC INSIGHTS

Improving User Engagement & Business Growth

G5 PRODUCTIONS

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KEY PROJECTS:

EXECUTIVE SUMMARY

PROJECT OBJECTIVES

SPRINT REPORTS

FINAL OUTCOMES

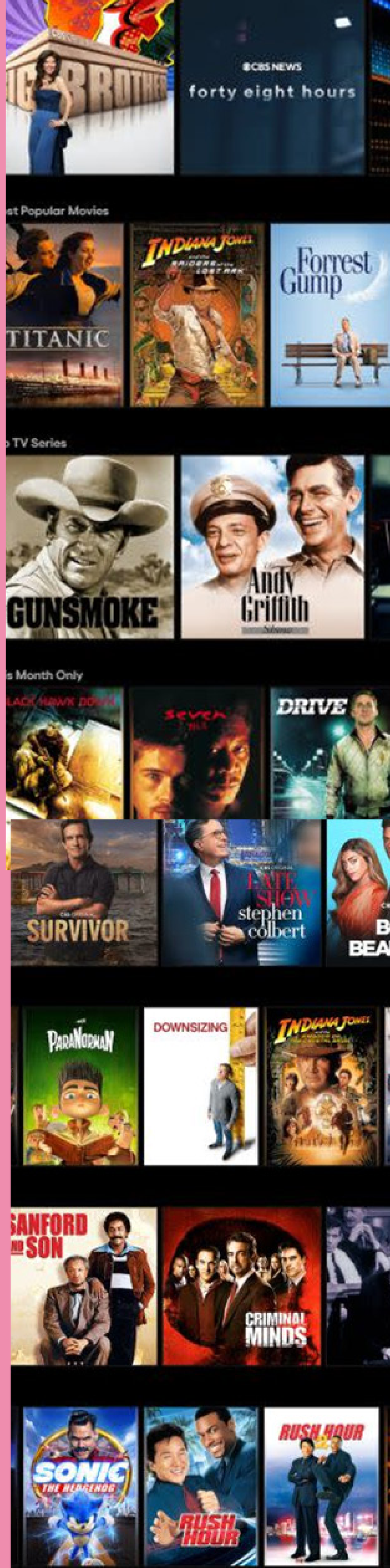
EXECUTIVE SUMMARY

This report presents a project analysis of StreamFlix strategic transformation from a free model to a paid subscription-based model. The objective of this project is to assess the feasibility, impact, and potential outcomes of this business shift, focusing on user behavior, content engagement, and platform performance

The analysis includes a review of current platform performance, market trends, and comparable industry case studies. Key performance indicators such as user retention, engagement rates, and potential subscription revenue were modelled to estimate the effects of the transition.

Findings suggest that while the move to a paid model may initially reduce the user base, it has the potential to significantly increase average revenue per user (ARPU), improve content quality, and attract a more loyal customer base. However, success is dependent on factors such as pricing strategy, exclusive content offerings, and a well-executed user migration plan.

The report concludes with actionable recommendations to guide the implementation strategy, emphasizing the importance of phased rollouts, tiered subscription plans, and transparent communication with users.



PROJECT OBJECTIVES

The primary objective of this project was to generate actionable insights that support StreamFlix's transition from a free service to a successful paid subscription model.

To achieve this, our analysis focused on the following key areas:

1 Identify High-Value User Segments Understanding Streamflix's demographics.

2. Analyze Free Plan Dependency Evaluate users on the free promotional plan to identify the best strategies for converting them into paying subscribers.

3. Assess Content Perception and Quality Investigate why some users rate content poorly to inform content improvements that would justify a paid subscription.

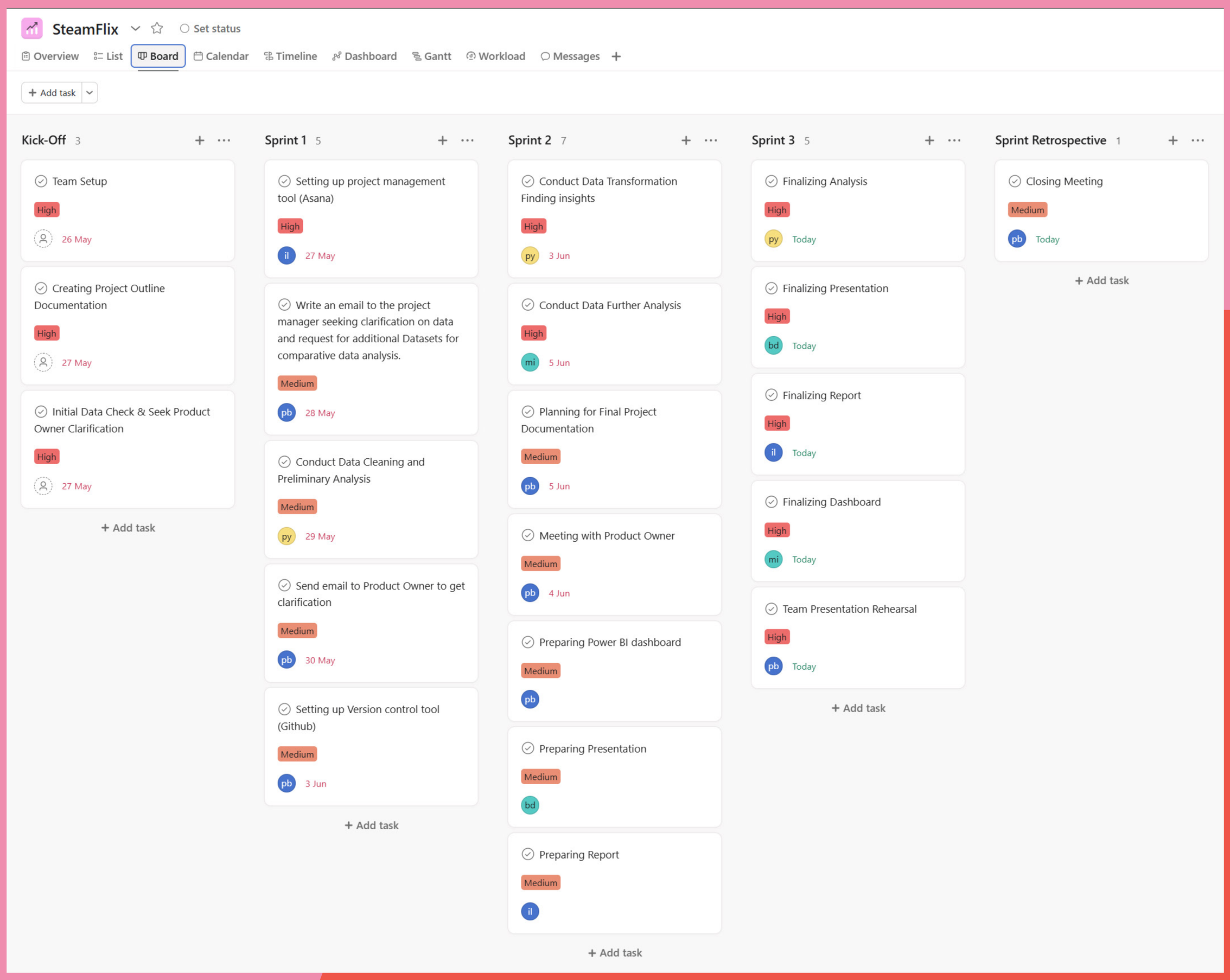
4. Evaluate Device Usage for Platform Optimization Leverage the evenly split cross-device usage to ensure a premium, consistent experience across all platforms—critical for retaining paid users.

5. Unlock Youth Segment Potential Explore opportunities to engage younger users (under 18 and 18–25) through discounted plans and targeted content to expand the paying user base.

6. Increase User Engagement and Feedback Address the 18% of "silent viewers" who don't engage with rating features. These insights were aimed at helping StreamFlix position its service as valuable enough to convert free users, retain them, and build a sustainable subscription-based business model.

STREAMFLIX PROJECT DASHBOARD

We are leveraging Asana as our project management tool to delegate tasks, assign responsibilities, and track progress. It provides a clear overview of task statuses, helping the team stay organized and aligned throughout the sprint.



SPRINT REPORTS

SPRINT REPORT

Team Name: StreamFlix Development Team
Total Sprints: 3
Project Duration: May 26th – June 9th 2025
Tools:

- Asana – Managed project tasks, workflows, and responsibilities.
- GitHub – Controlled versioning of documentations.
- Adobe Express – Facilitated presentation and report design
- Slack – Facilitated quick and organized communication, keeping discussions accessible and ensuring timely updates.
- Teams – For conducted Sprint meetings

Team Structure:

1. **Pradeepan Bhardwaj** – Scrum Master: Responsible for facilitating sprint meetings, removing blockers, and ensuring agile best practices.
2. **Ilmi Setia** – Development Team 1: Set up the team environment and maintained project documentations, ensuring effective traceability.
3. **Poojitha Yadlapalli** – Development Team 2: Performed data cleaning, data integration, and transformation to prepare structured datasets.
4. **Michelle Guan** – Development Team 3: Conducted in-depth data analysis and developed Power BI dashboards for reporting.
5. **Bint-al-huda Al Darraj** – Development Team 4: Created data visualizations and final presentation of key findings and recommendations.

This report summarizes the progress and key outcomes of each sprint in the SteamFlix's transformation from a free model to a paid subscription-based service. The team worked in three agile sprints, with clear goals set for each phase. While each team member had defined responsibilities, all members actively supported one another to streamline tasks and ensure smooth progress. Each sprint section includes details on tasks, accomplishments, challenges/blockers, and areas for improvement.

sprint 1 | Sprint 2 | Sprint 3 | Retro spective

SPRINT 1

SPRINT DURATION
26 may – 28 May 2025
SPRINT GOAL
To gain a clear understanding of the dataset and eliminate confusion early in the project.

PLANNED TASKS
- Set up the team collaboration environment using Asana
- Begin setting up version control using GitHub
- Conduct preliminary analysis of the dataset
- Identify and list data-related issues for clarification to project owner

CHALLENGES
- Difficulty understanding the initial dataset due to incomplete or unclear structure
- Some key data issues required clarification from the project owner.

WORK COMPLETED
- Team environment established in Asana
- Initial dataset cleaned and reviewed
- Partial clarification received from the project owner.

WORK NOT COMPLETED
GitHub version control setup deferred to Sprint 2, as no data changes occurred during this sprint.
Pending Clarification:
- Clarify the relationship between "Language" and "Country" fields.
- Explain how "Total Views" is calculated.
- Clarify the logic behind genre categorization.
- Confirm the unit used for "Total Watch Time" (sec/min/hours).
- Validate the presence of 57 users under the age of 18.
- Specify the time period that "Watch Time" (daily/weekly/monthly)

Plan Tasks

Challenges

Work Completed

Work Not Completed

SPRINT 2

SPRINT DURATIONS
3 June – 5 June 2025
SPRINT GOAL
Conduct an in-depth analysis of the provided data to uncover valuable insights and deliver actionable recommendations to the client.

PLANNED TASKS

- Creating project database in SQL
- Conduct data transformation and further analysis (using Excel, Power BI, and Python)
- Preparing documents for final submission (Presentation, Power BI dashboard, and Report)

CHALLENGES

- Some data remains unclear and requires further clarification.
- The diverse insights identified by teams during the analytics process need a standardized framework or guidelines to ensure consistency.
- Balancing project priorities while assisting non-project team members seeking support.

WORK COMPLETED

- Database has been created
- Extracted valuable insights from the dataset through detailed analysis.
- Created insightful visualizations to effectively present descriptive data in Power BI.

WORK NOT COMPLETED
Final documents are incomplete and require further refinement. This will be finalized in the Sprint 3.

Plan Tasks

Challenges

Work Completed

Work Not Completed

SPRINT 3

SPRINT 3
SPRINT DURATIONS
10 June – 11 June 2025
SPRINT GOAL
Finalize all pending tasks, complete project documentation, and prepare for the final client presentation.

PLANNED TASKS

- Finalize analysis
- Finalize Power BI dashboard
- Finalize Report
- Conduct team presentation rehearsal

CHALLENGES
The team encountered varying insights and approaches after conducting deeper analysis on movie genres. Through collaboration and data-driven decision-making, team successfully determined the best practices and most effective analytical methods to present findings while ensuring accuracy and clarity.

WORK COMPLETED
Presentation Slide, Power BI dashboard, and Report has been completed on time.

WORK NOT COMPLETED
All documents have been completed prior to Final client meeting

Plan Tasks

Challenges

Work Completed

Work Not Completed

SPRINT RETROSPECTIVE

WHAT WENT WELL

- The project successfully met the deadline.
- All analyses were completed using three different tools—Excel, Power BI, and Python—providing diverse perspectives and deeper insights.
- Collaboration and problem-solving were strong throughout the sprint.
- Team members shared their strengths and best practices, supporting each other's growth and skill development.
- Differences in analytical approaches were openly discussed, allowing the team to learn new methods and improve collectively.
- Team members worked collaboratively to prepare a cohesive and professional client presentation.

CHALLENGES

- Some data remained unclear, with several questions still pending clarification.
- Diverse insights identified during the analytics process lacked a standardized framework or guidelines, leading to inconsistencies in interpretation.
- Limited time for active collaboration, with only 2–3 days effectively available for focused work during the sprint.

SUGGESTIONS FOR IMPROVEMENT

Tool Utilization Improvement

Current tool usage has been somewhat limited and presents opportunities for enhancement.

- Asana was mainly used for listing projects and assigning tasks. While it served as a helpful reminder tool, we could leverage more of its project tracking and workflow management features to improve visibility and collaboration.
- GitHub functioned as a file storage rather than a version control tool, missed opportunities for collaboration through branching, commits, and pull requests
- Microsoft Teams was utilized for sprint meetings, but there is potential to integrate it more closely with our other tools to streamline discussions and planning.

What Went Well

Challenges

Suggestion for Improvement

Action Items

SPRINT RETROSPECTIVE

ACTION ITEMS

- **Clarify Data Early:** Assign a team member to gather missing information and clarify data points at the beginning of each sprint to avoid delays.

- **Standardize Analysis Framework:** Develop and implement a simple, shared framework or set of guidelines for data analysis to ensure consistency across team insights.

- **Improve Time Management:** Reassess sprint planning to allocate more dedicated collaboration time, especially during critical analysis phases.

- **Enhance Asana Usage:** Explore and implement features such as timeline views, task dependencies, and progress tracking to improve workflow visibility.

- **Utilize GitHub Effectively:** Provide a brief refresher or mini-session on version control best practices (e.g., using branches, commits, and pull requests) to promote collaboration and traceability.

- I**ntegrate Microsoft Teams:** Link Asana or other tools with Teams to streamline communication, updates, and file sharing during sprint execution.

- **Continue Knowledge Sharing:** Encourage team members to regularly share analytical techniques and tool-specific tips in team discussions or a shared knowledge base.

What Went Well

Challenges

Suggestion for Improvement

Action Items

FINAL OUTCOMES

INSIGHTS

VIEWER BASE SYNOPSIS

6040
TOTAL VIEWERS

195.6M
TOTAL VIEWS

3883
UNIQUE MOVIES

18
UNIQUE GENRES

This is a high-level overview of StreamFlix's current audience engagement metrics, serving as a foundational reference as the platform prepares to transition from a free service to a paid subscription model.

Key highlights include:

- 6,040 total viewers, representing the platform's active user base.
- 195.6 million total views, demonstrating strong content engagement and sustained interest from users.
- 3,883 unique movies available in the catalog, offering a wide range of viewing options.
- 18 unique genres, highlighting the platform's diverse content offerings that cater to various audience preferences.

These figures emphasize the platform's broad reach and strong viewer interaction, indicating a promising baseline for analyzing potential subscription conversion rates and guiding monetization strategies.

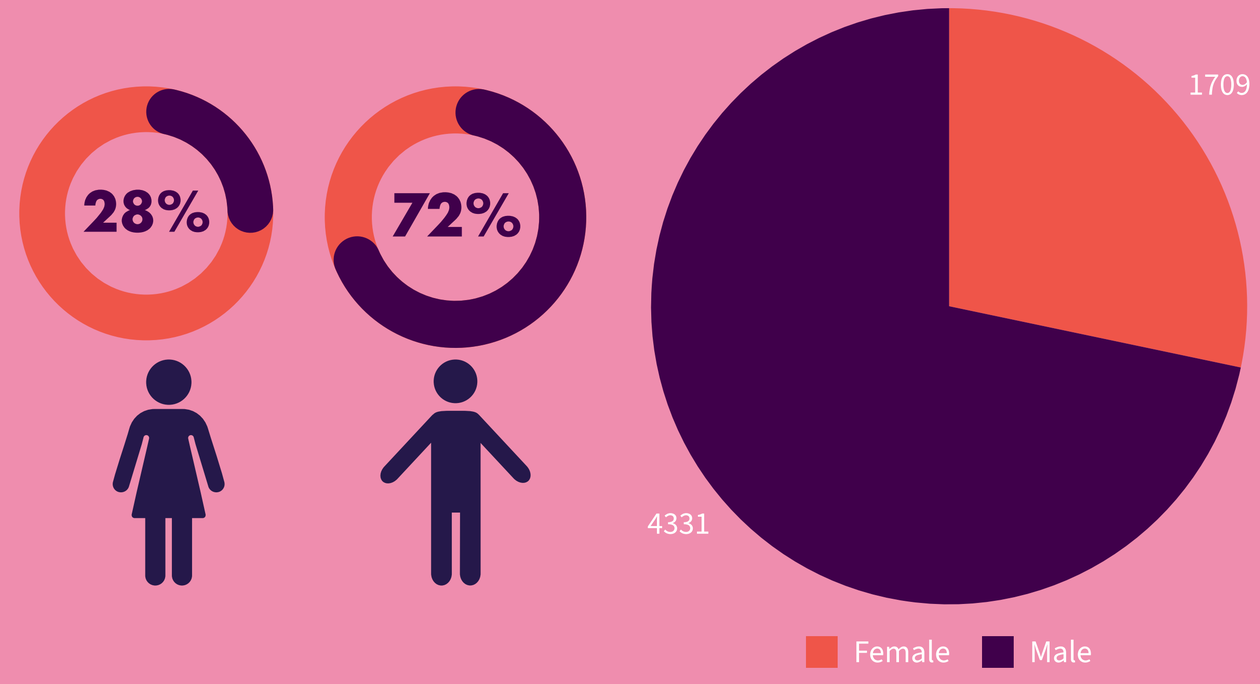
INSIGHTS

AUDIENCE DEMOGRAPHICS

The current viewer demographic breakdown provides valuable insights to inform StreamFlix's growth strategy and subscription model refinement.

Gender Distribution

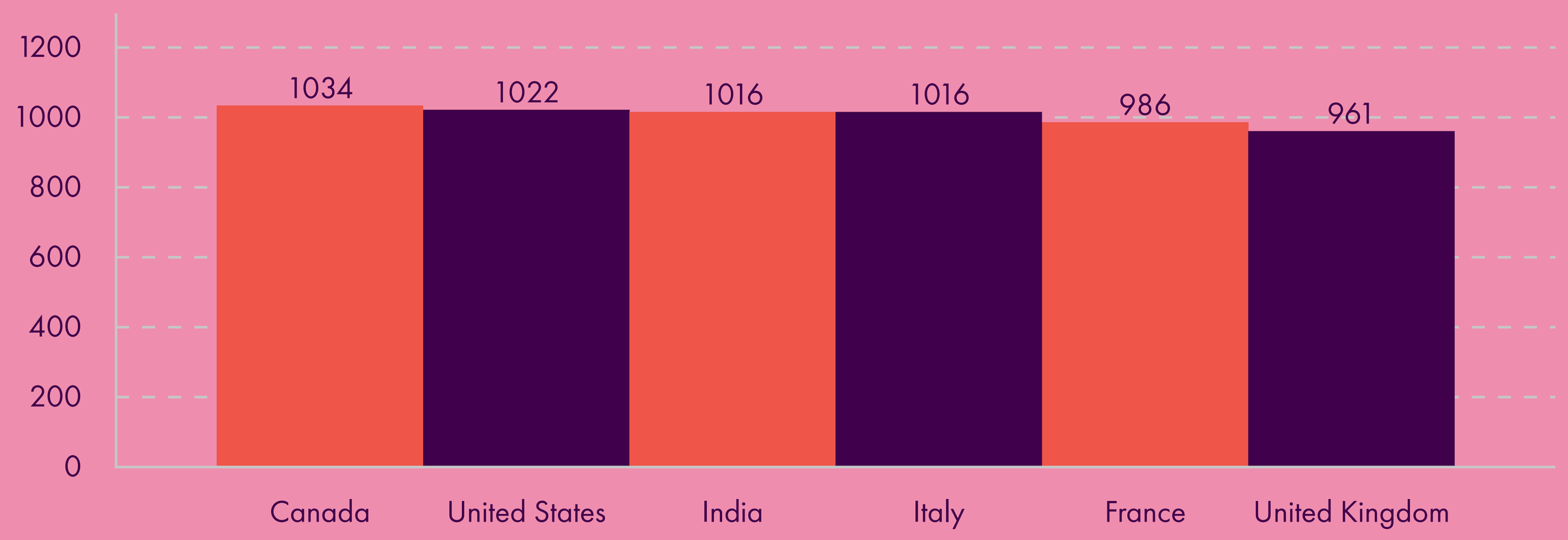
The platform currently attracts a predominantly male audience (72%), with females comprising 28% of the viewer base. This indicates a strong opportunity to diversify content offerings and marketing strategies to broaden appeal and increase female viewership.



Geographic Distribution

The platform enjoys strong international presence, with notable engagement in:

- Canada (1,034 viewers)
- United States (1,022 viewers)
- India & Italy (both at 1,016 viewers)
- France (986 viewers) and
- United Kingdom (961 viewers)



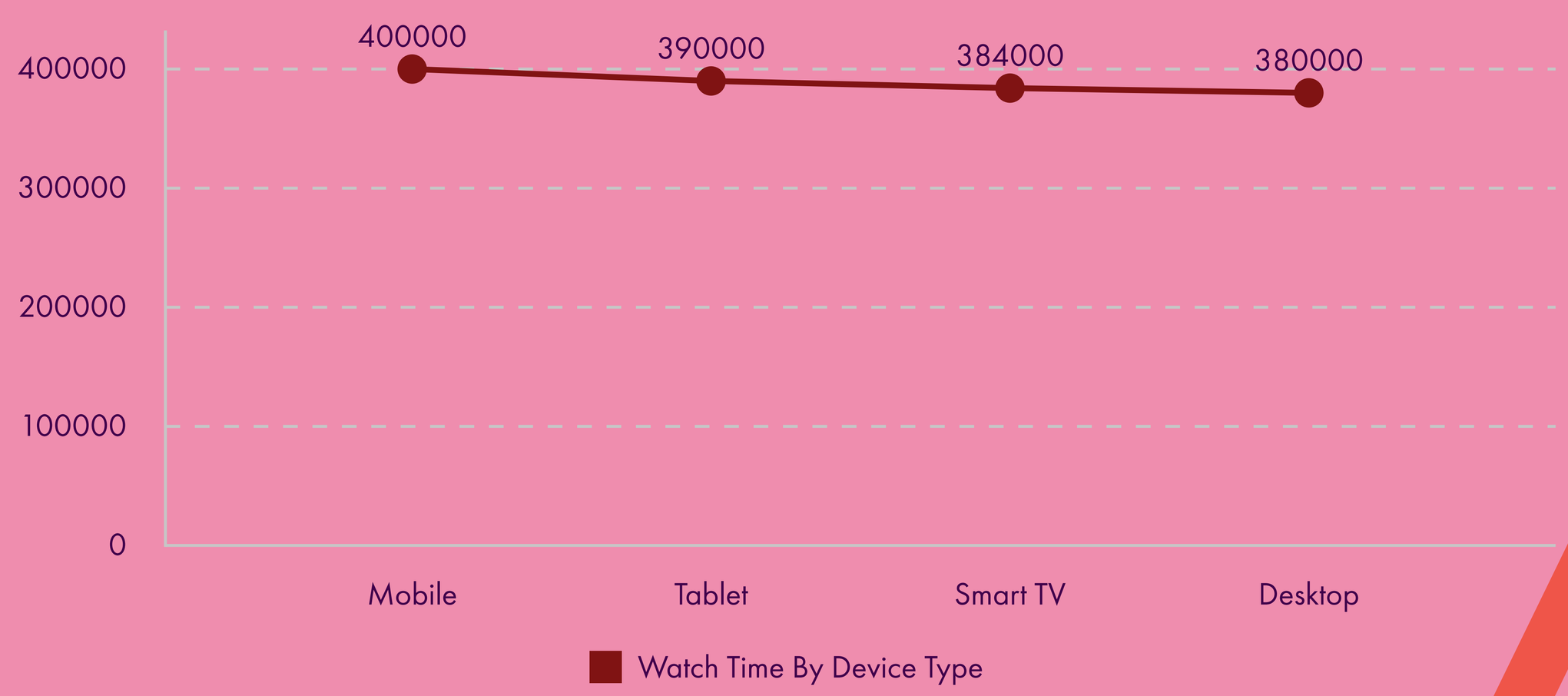
This wide distribution demonstrates StreamFlix's global reach and underlines the importance of offering culturally relevant content and localized features to sustain and grow regional audiences.

INSIGHTS

AUDIENCE DEMOGRAPHICS

Devices & Content Synopsis

This line graph illustrates total watch time across four device types (Mobile, Tablet, Smart TV, and Desktop).

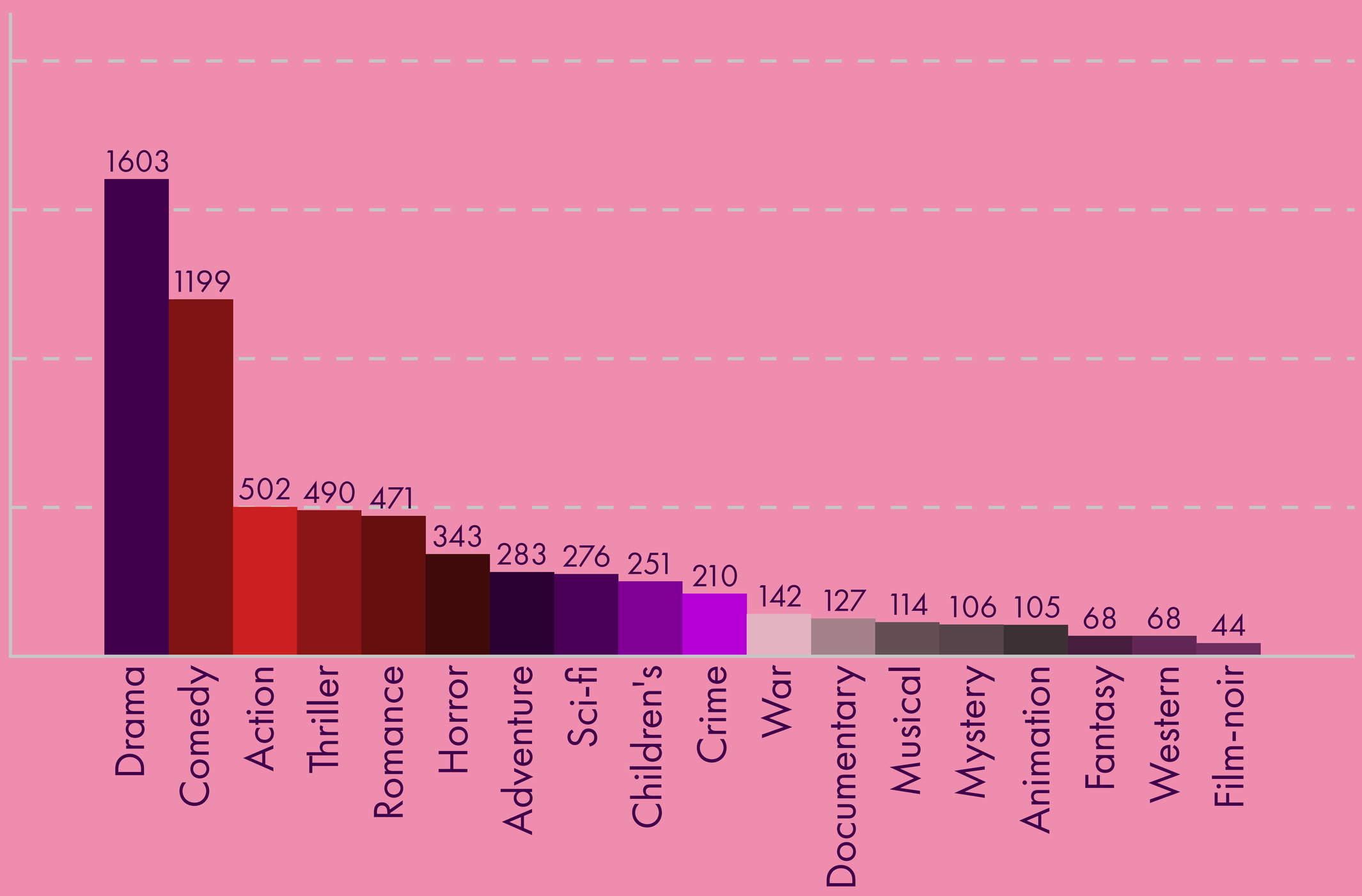


This finding indicates that mobile devices lead in watch time, closely followed by tablets. While Smart TVs and desktops show slightly lower usage, they still contribute significantly. Overall, the watch time is fairly balanced across devices, suggesting that users are leveraging a variety of platforms to access StreamFlix content.

INSIGHTS

VIEWERSHIP PATTERNS

Number of Movies by Genre

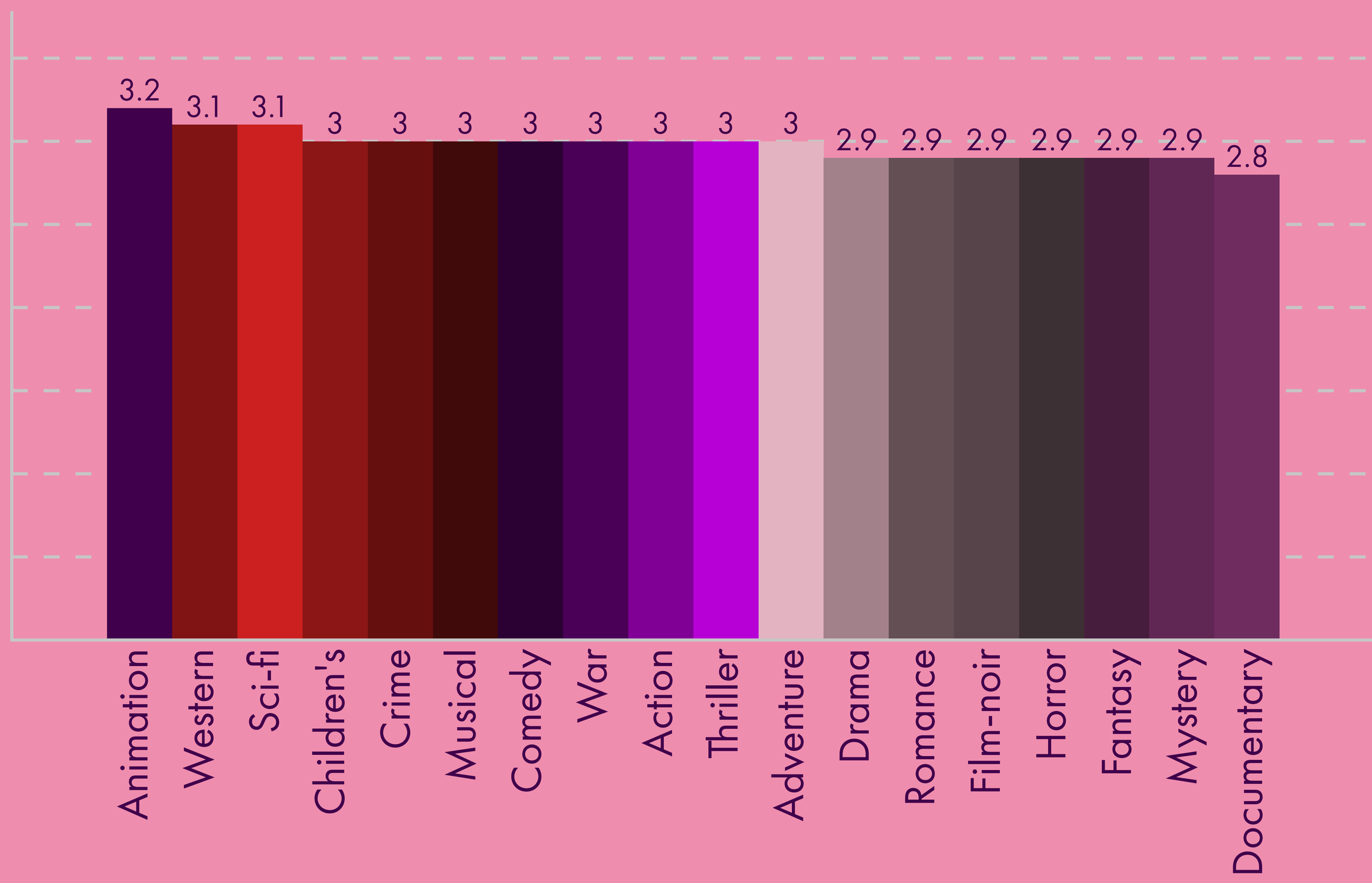


StreamFlix hosts significantly more Drama films than any other genre, with Comedy following in a distant second. Both genres stand out clearly, with their numbers far exceeding those of Action, Thriller, and Romance—which rank third and have about 50% fewer titles. Film-Noir has the fewest films available. This distribution suggests that Drama and Comedy are the most popular genres among viewers.

INSIGHTS

VIEWERSHIP PATTERNS

Average Rating by Genre



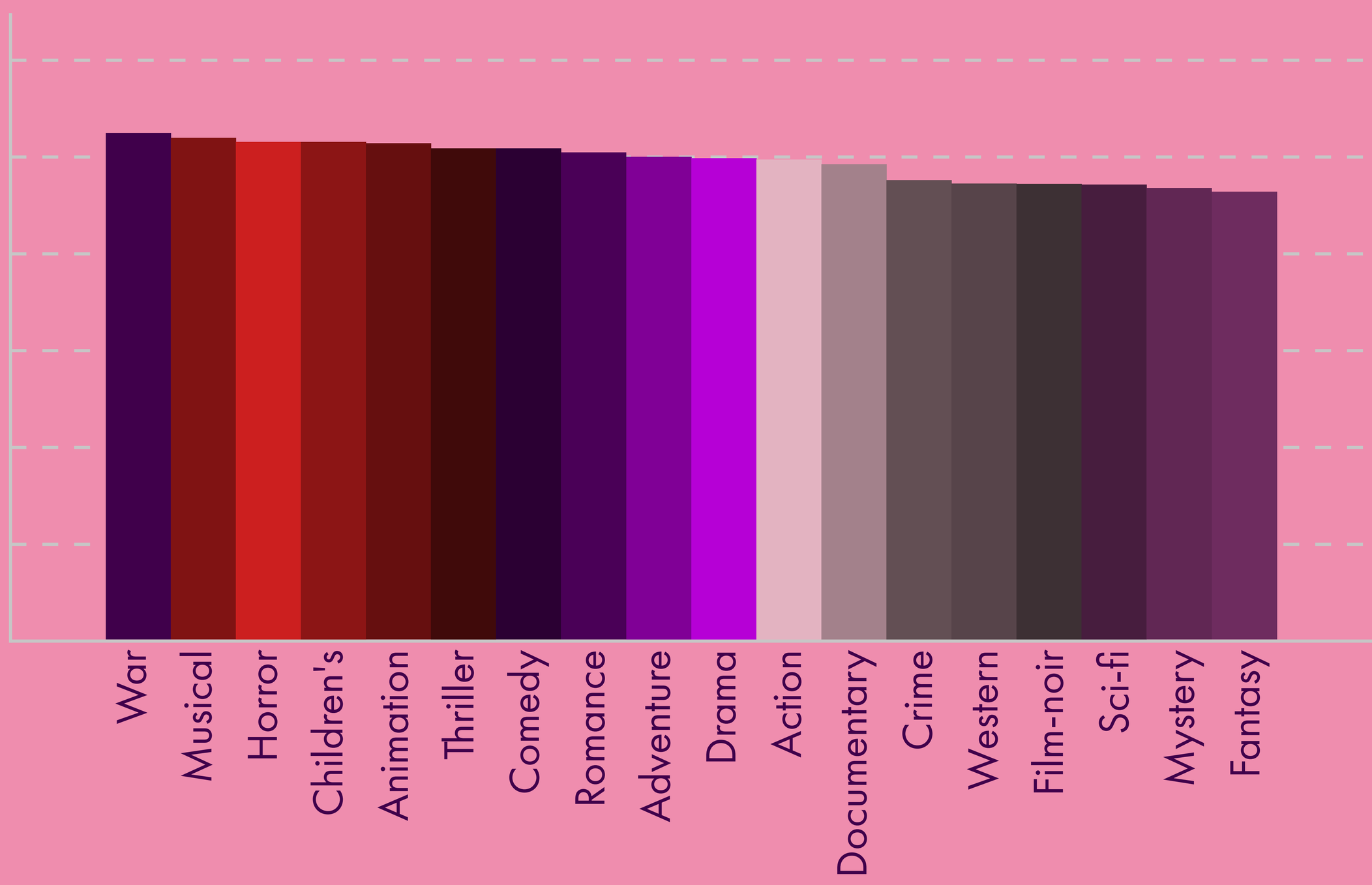
The bar chart shows that the differences in average movie ratings across genres are minimal. Animation holds the highest average rating at 3.2, while Documentaries have the lowest at 2.8. Interestingly, despite Drama and Comedy having the most titles and views, their ratings are not the highest suggesting that users may not rate these genres as favorably.

This indicates that Animation, though less prevalent, receives more positive feedback. StreamFlix could leverage this insight by expanding its Animation content to better meet viewer preferences.

INSIGHTS

VIEWERSHIP PATTERNS

Average Views by Genre



The top three genres by average views are War, Musical, and Horror, while Sci-Fi, Mystery, and Fantasy rank the lowest.

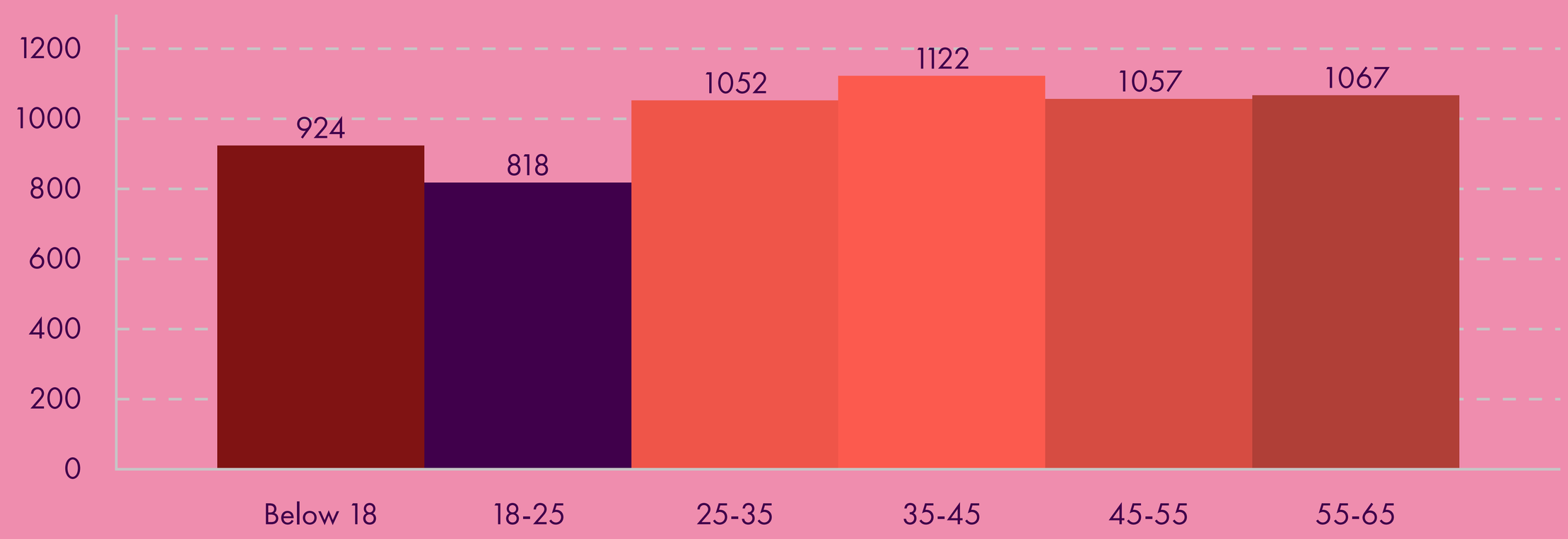
Notably, Drama and Comedy—genres with the highest number of films—still fall within the top 10 for average views. Animation, the genre with the highest average rating, remains in the top five for viewership.

To attract a broader audience, StreamFlix could benefit from diversifying its content by expanding underrepresented genres with strong engagement potential.

INSIGHTS

VIEWERSHIP BEHAVIOUR

Vieweship by Age



Engagement is strongest among the 25–35 (1,052 viewers) and 35–45 (1,122 viewers) age brackets, suggesting that young and mid-career adults are the most active users. This demographic is typically more open to adopting subscription-based services, reinforcing the viability of StreamFlix's transition to a paid model.

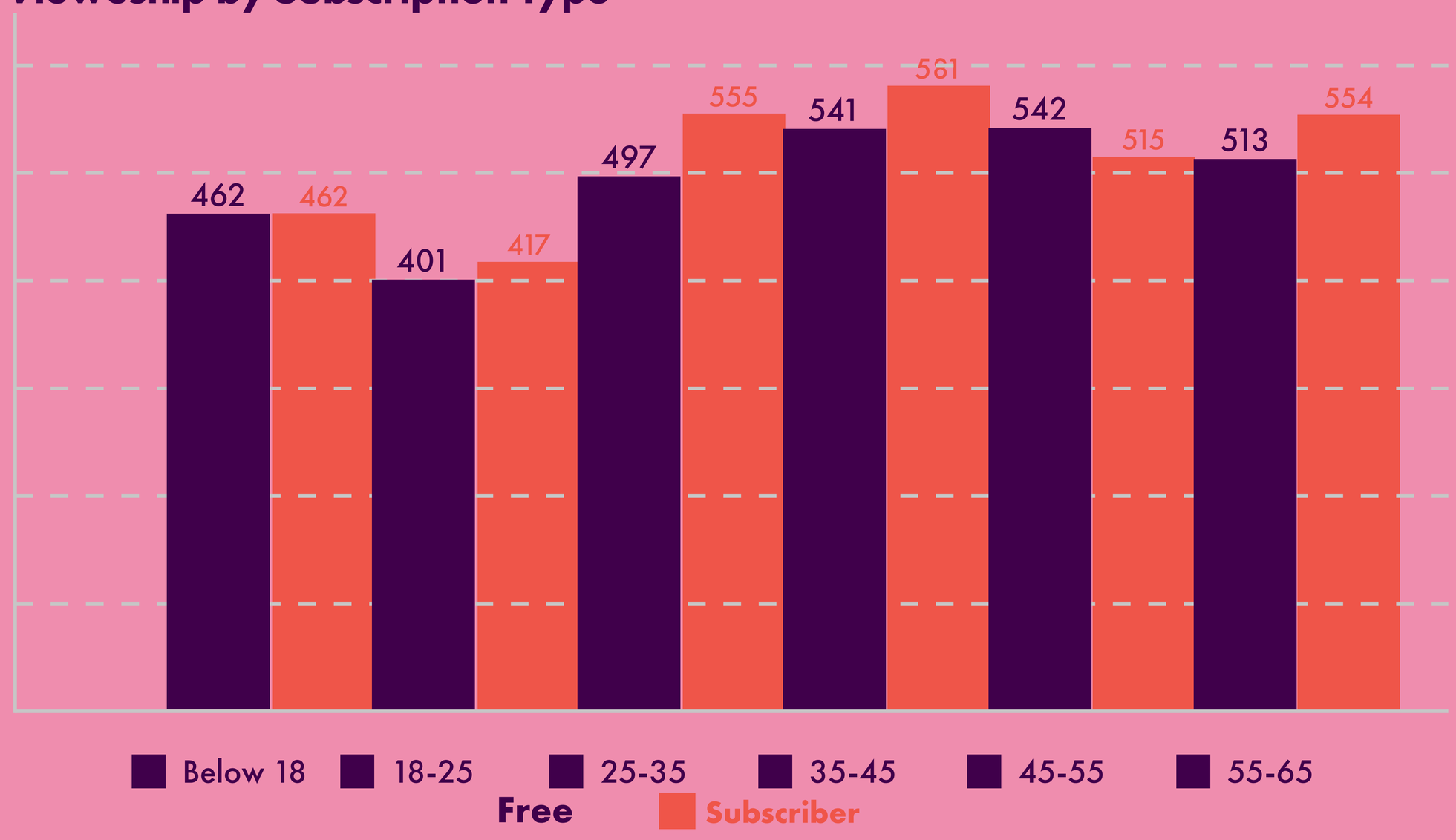
Notably, viewership remains consistently high across the 45–65 age range as well, highlighting cross-generational interest in the platform. Streamflix is less popular among those younger than 25, especially in the 18-25 age range & younger, where there is a significant dip. This opens up opportunity for promotions targeted at the 18-25 range.

Explore targeted promotions, such as student promotion or exclusive content to further drive conversions.

INSIGHTS

VIEWERSHIP BEHAVIOUR

Vieweship by Subscription Type



Viewership is categorized into Free and Subscriber segments across six age groups, with Free users shown in dark purple and Subscribers in orange.

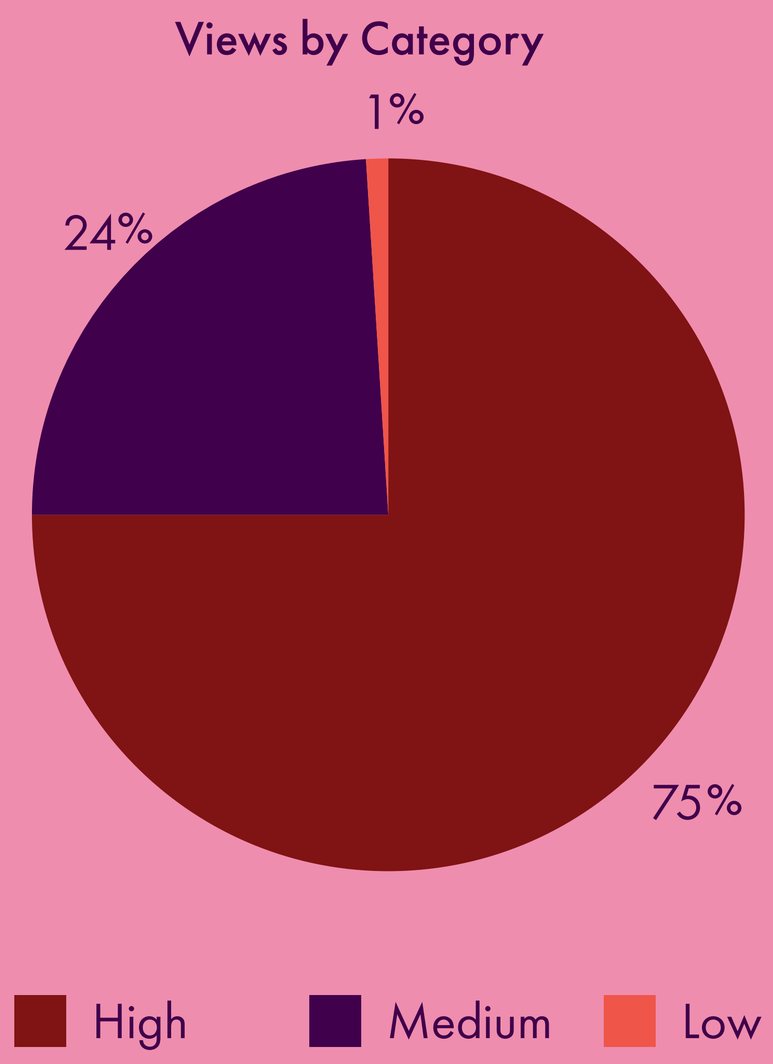
Streamflix has approx 51% viewers on free trial. High dependency on free trials may limit revenue growth. Converting free users to paid subscribers can unlock substantial value.

Need to define strategy and metrics to track success (Introduction of a low-cost or 30-day discount campaign)

INSIGHTS

VIEWERSHIP BEHAVIOUR

Viewes by Category & Customer Rating



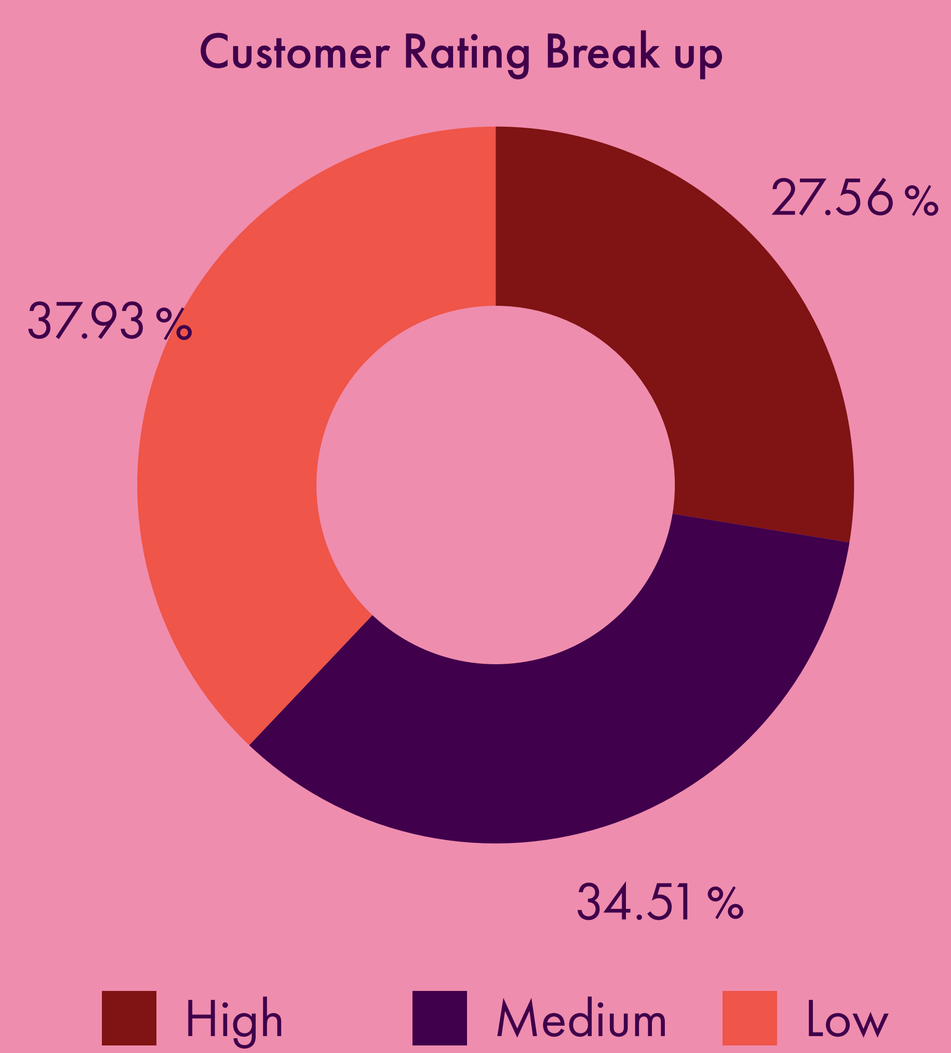
Low: Users with less than 10,000 views
Medium: Users with10,000 to 50,000 views
High: Users with more than 50,000 views

Users were sorted into three categories according to viewership: high, medium, and low. Their viewership was compared. High users made up about 75% of viewership.

A vast majority of users (75%) fall into the High viewership segment, demonstrating strong engagement. Medium-tier viewers make up 24%, while only 1% fall into the Low engagement group.

Movies were sorted into categories according to rating: high, medium, and low. 27.56% of movies were rated as "high", while about 37.93% rated movies as "low".

High-rated content (above 3.9 stars) makes up the largest portion (37.93%).
Movies in the Medium rating range (2.5–3.9 stars) constitute 34.51%.
A notable 27.56% of movies have Low ratings (below 2.5 stars), revealing a segment of content that might need improvement.

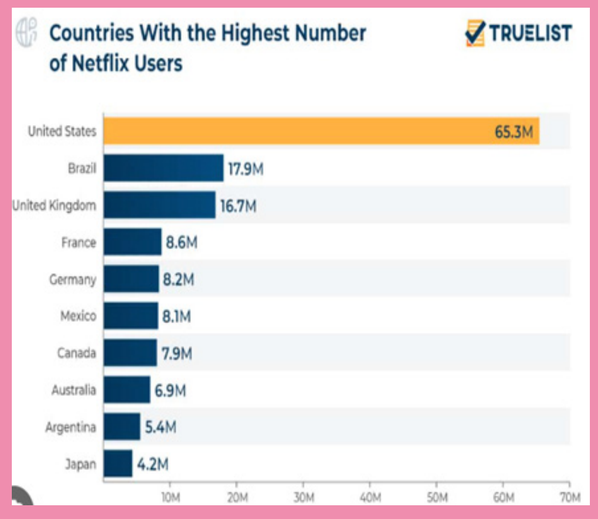


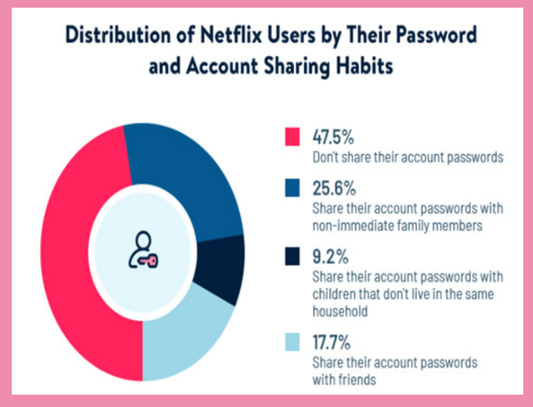
Low: Movies with less than 2.5 rating
Medium: Movies between 2.5 and 3.9
High: Movies with more than 3.9 rating

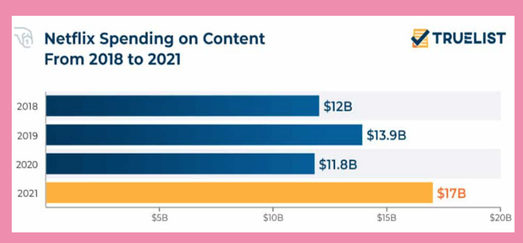
INSIGHTS

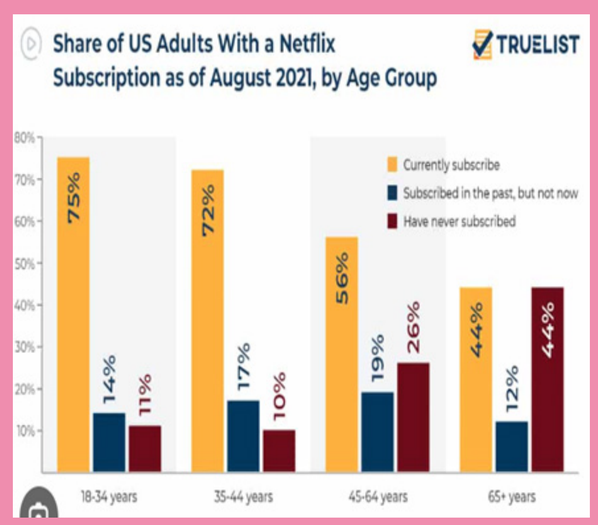
INDUSTRY OVERVIEW

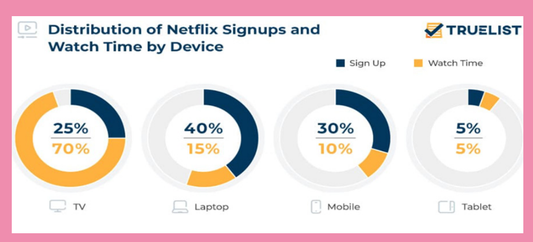
As part of our analysis, our team reviewed market leaders in the streaming space, including Netflix, to benchmark Streamflix's positioning. We examined usage patterns, demographics, content strategy, and platform engagement to identify key similarities and areas of differentiation. This comparison helps highlight Streamflix's strengths, particularly its device versatility and balanced user engagement across platforms, while identifying strategic opportunities for growth.











Netflix	StreamFlix
TV dominates watch time (70%), followed by mobile (10%), laptop (15%), and tablet (5%).	Watch time is more evenly spread across devices, with only slight variations.
Gender distribution is nearly even — 52% female, 48% male.	Streamflix can improve viewership amongst its female demographics by offering more inclusive content appealing to a diverse user base.
Netflix is most popular with 18–34 (75%) and 35–44 (72%) year-olds.	Opportunity to engage both younger and older demographics
Nearly 52.5% of users share their Netflix account, especially with friends and extended family.	If Streamflix limits or monetizes password sharing more effectively, it could potentially reduce revenue leakage and improve subscriptions.
Netflix's content spend increased from $12B in 2018 to $17B in 2021.	A major competitive advantage. If Streamflix operates on a smaller budget, it must differentiate through niche content, quality over quantity, or unique user experiences.

RECOMMENDATIONS

CUSTOMER INSIGHTS RECOMMENDATION

These insight-driven objectives aimed to equip StreamFlix with a clearer understanding of its user base, platform performance, and monetization potential as it prepares to shift from a free service to a paid subscription model.

RECOMMENDATION	ACTION
USER BEHAVIOR ACROSS DEVICES	Users engage with the platform across different devices (mobile, tablet, smart TV, desktop) , optimized experience on all platforms.
AUDIENCE DEMOGRAPHICS	Leverage growth opportunities in youth segments (under 18 and 18–25) through tailored pricing and content strategies, while enhancing engagement among the core mature audience (71% over 25).
CONTENT SATISFACTION LEVELS	Leverage user feedback and ratings to pinpoint dissatisfaction drivers, close content gaps, and improve overall content relevance and quality.
ENGAGEMENT GAPS	Leverage the untapped potential of silent viewers to boost engagement with tailored content and smart marketing. Introduce quick feedback tools : emoji reactions, nudges, and reward badges.
FREE PLAN USAGE & CONVERSION POTENTIAL	Redesign the free plan journey to naturally guide users toward premium upgrades.

RECOMMENDATIONS

STRATEGIC RECOMMENDATION

To successfully transition into a competitive paid subscription model, StreamFlix can lean into strategies from leading streaming giants such as Netflix, Amazon Prime Video, Disney+, HBO Max, and Apple TV+. These platforms succeed through a combination of high-quality content, strong personalization, and global scalability.

	DESCRIPTION
DIVERSE CONTENT VARIETY	Invest in a wide range of content genres, including originals, to attract different audience segments and encourage long-term engagement.
USER EXPERIENCE & PERSONALIZATION	Prioritize a seamless and personalized viewing experience through smart recommendations, intuitive design, and user-centric features.
FLEXIBLE PRICING / FREEMIUM MODELS	Offer tiered subscription plans, including a freemium or ad-supported option, to ease the transition from a free model and attract price-sensitive users.
LOCAL & REGIONAL CONTENT	Produce and promote region-specific content to strengthen user connection and stand out in local markets, especially where user numbers are strong.
ANALYTICS & USER INSIGHTS	Leverage data to understand viewing patterns, optimize content offerings, and make informed decisions about product development and marketing.

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