

STREAMFLIX

DATA ANALYSIS & STRATEGIC INSIGHTS

Improving User Engagement & Business Growth



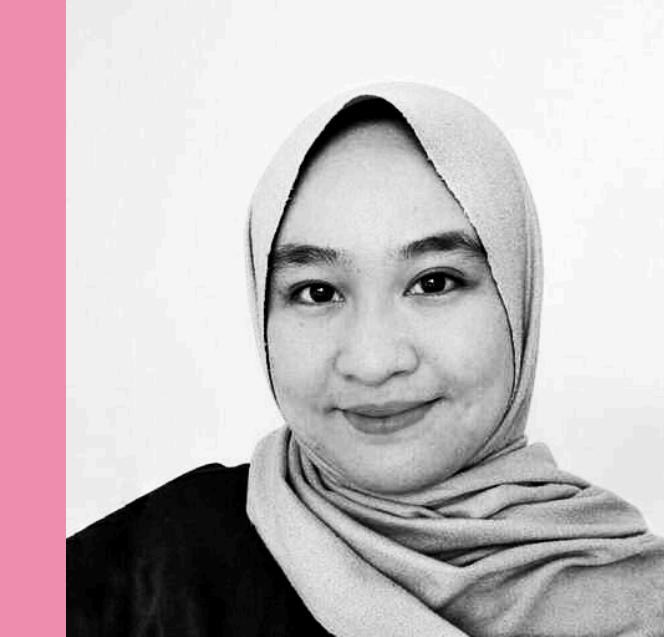
G5 PRODUCTIONS

www.groupfive.com.au
info@groupfive.com.au

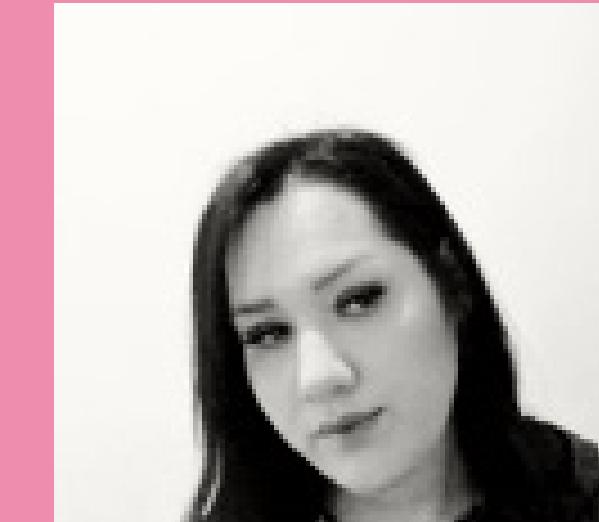
MEET THE TEAM



Pradeepan Bhardwaj
Scrum Master



Ilmi Setia
Development



Bee Al Darraj
Data Analyst



Michelle Guan
Data Analyst



Poojitha Yadlapalli
Data Analyst

AGENDA

- 02** Meet the Team
- 03** Agenda
- 04** Project Overview
- 05** Objectives
- 06 - 14** Insights
- 15 - 16** Recommendations
- 17** Summary



PROJECT OVERVIEW

Our team analyzed the provided data from StreamFlix with the goal of facilitating a transition to a paid subscription model. The objective of our project was to gain insights into user behavior, content engagement, and platform performance to support StreamFlix to make the strategic shift from a free streaming platform into a paid subscription platform for its users.

We focused on key questions such as: Who are StreamFlix's most valuable and engaged users? What types of content drive the most interest? Where in the user journey are viewers dropping off? And how can StreamFlix improve user retention and encourage ongoing engagement? By answering these questions, we aimed to deliver data-driven recommendations that would guide StreamFlix in building a sustainable, value-driven subscription offering.



OBJECTIVES

Insight Objectives for Supporting StreamFlix's Shift to a Paid Model

The primary objective of this campaign 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
2. Analyze Free Plan Dependency
3. Assess Content Perception and Quality
4. Evaluate Device Usage for Platform Optimization
5. Unlock Youth Segment Potential
6. Increase User Engagement and Feedback

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.



VIEWER-BASE SYNOPSIS

**6040
TOTAL VIEWERS**

**195.6M
TOTAL VIEWS**

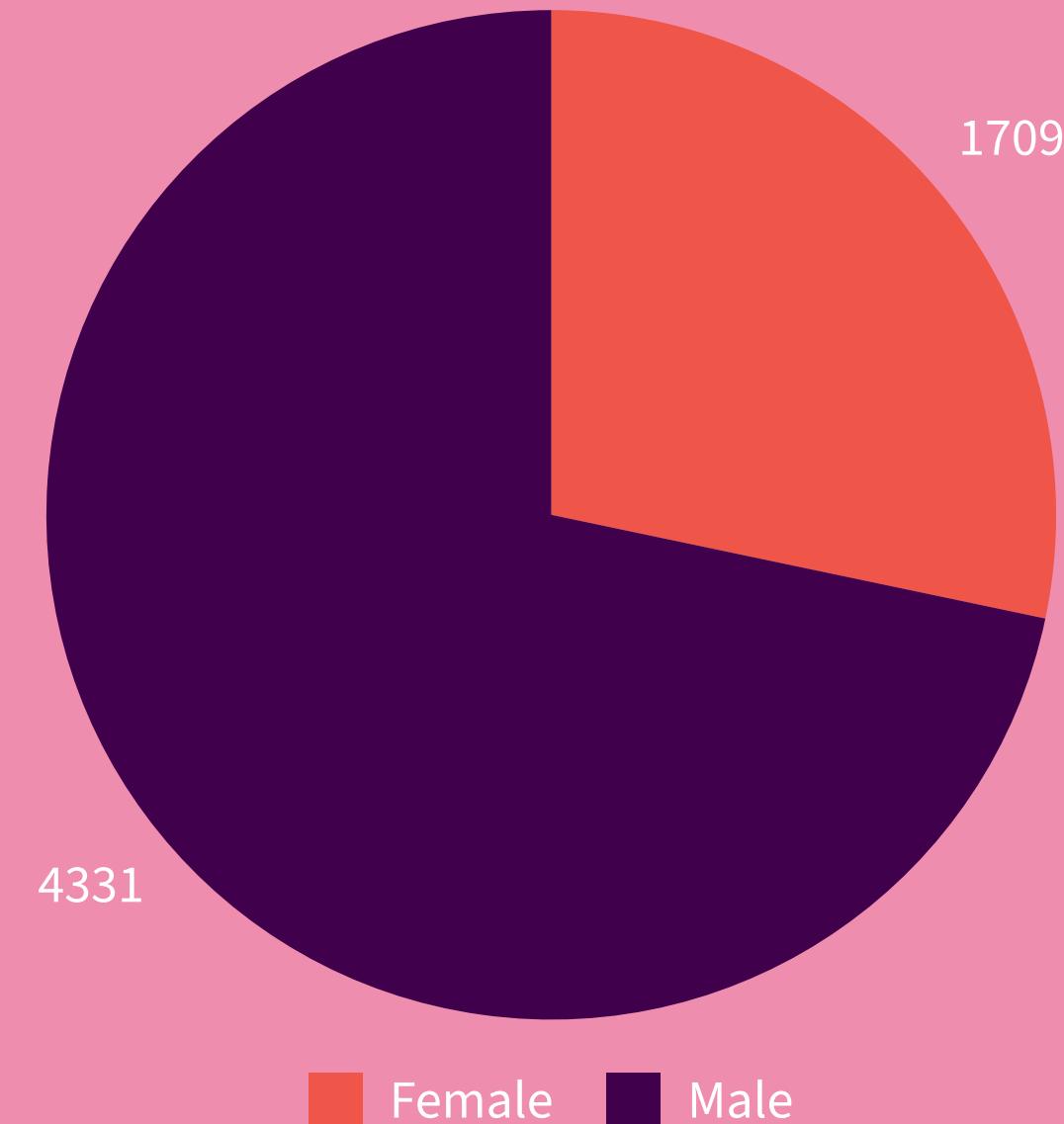
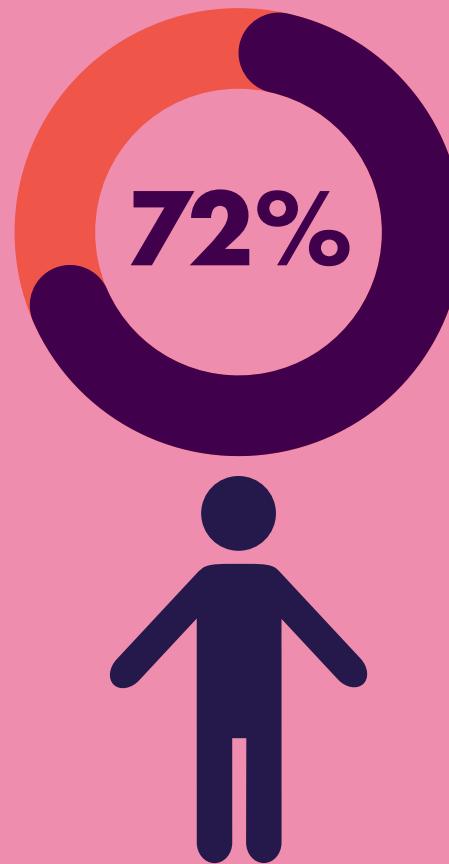
**18
UNIQUE GENRES**

**3883
UNIQUE MOVIES**

INSIGHTS

User Demographics

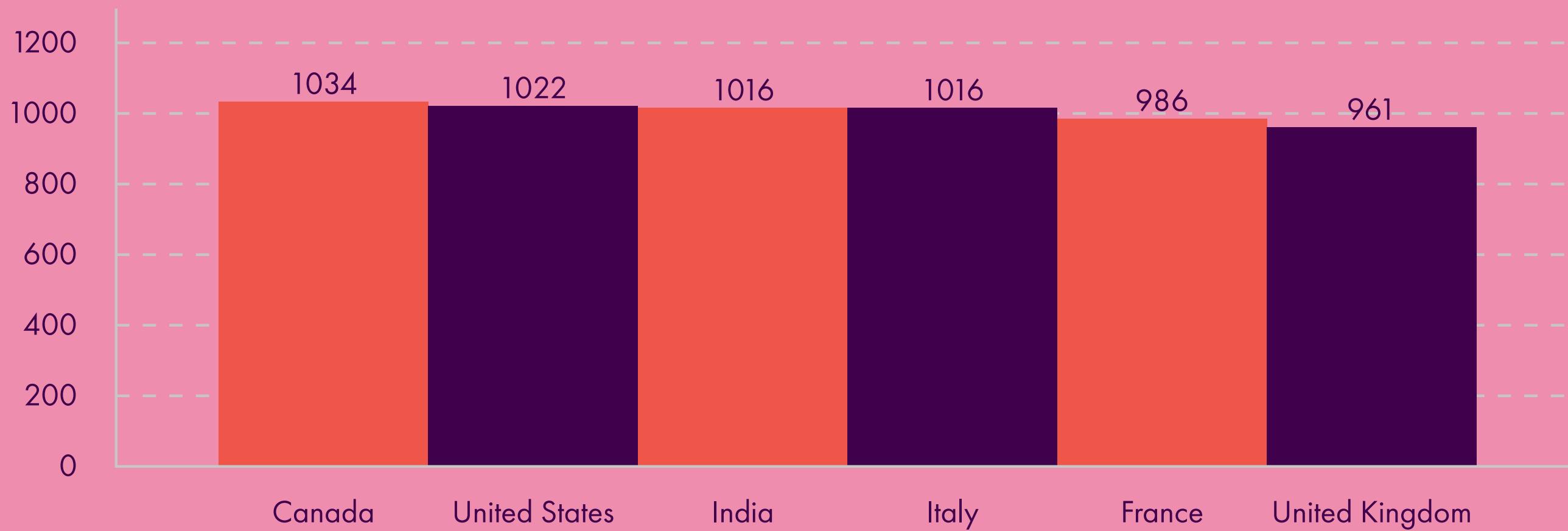
StreamFlix's user base is 72% male and 28% female .



INSIGHTS

Viewership

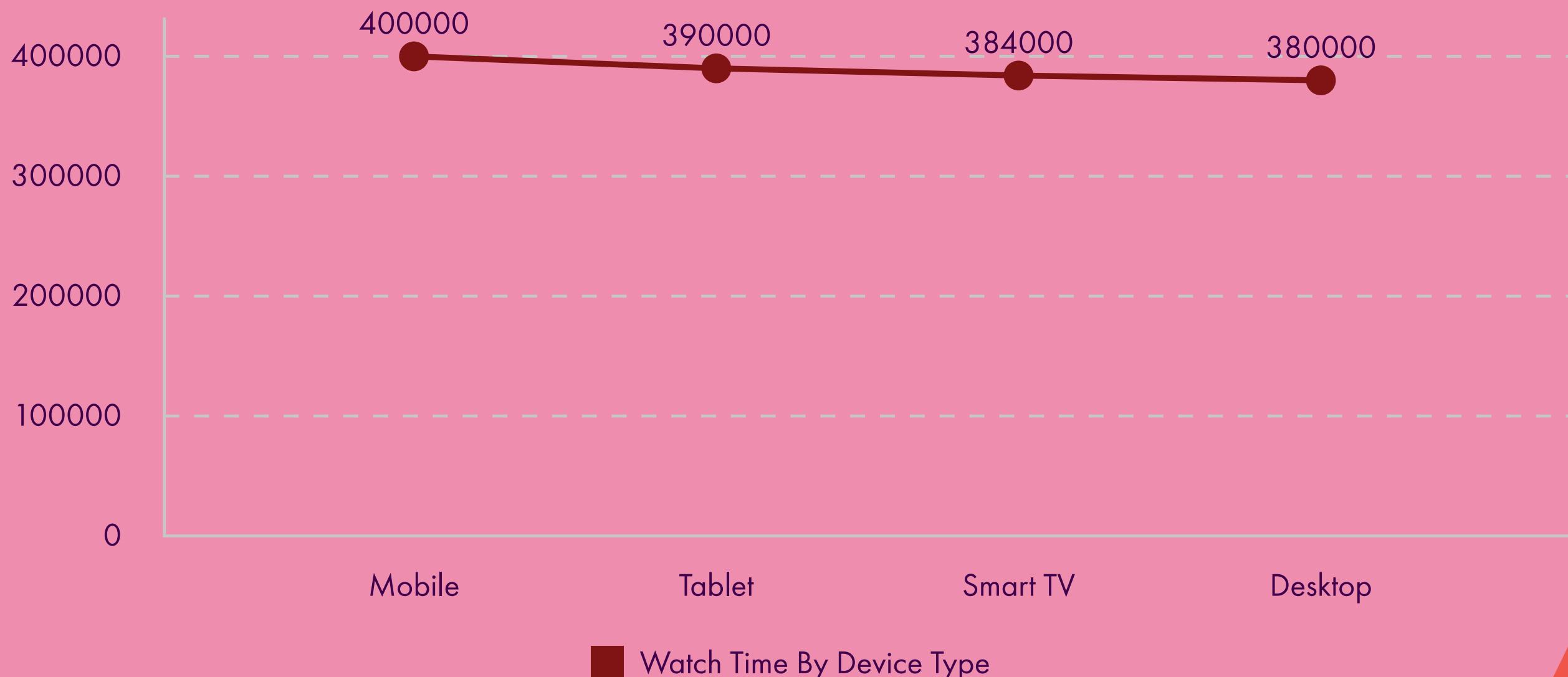
StreamFlix has a fairly balanced distribution of users across its six active countries, with Canada and the U.S. leading slightly. This even spread suggests a broad international appeal, providing a solid foundation for expansion into a subscription model. However, the UK shows slightly weaker performance, which may indicate an opportunity for targeted marketing or localized content.



INSIGHTS

Device & Content Synopsis

While mobile users exhibit the highest watch time and desktop users the lowest, the differences across devices are minimal. This suggests that Streamflix users are highly versatile in their viewing habits, indicating consistent popularity and strong engagement across mobile, tablet, smart TV, and desktop platforms, this broad engagement across all device types suggests cross-platform strength.



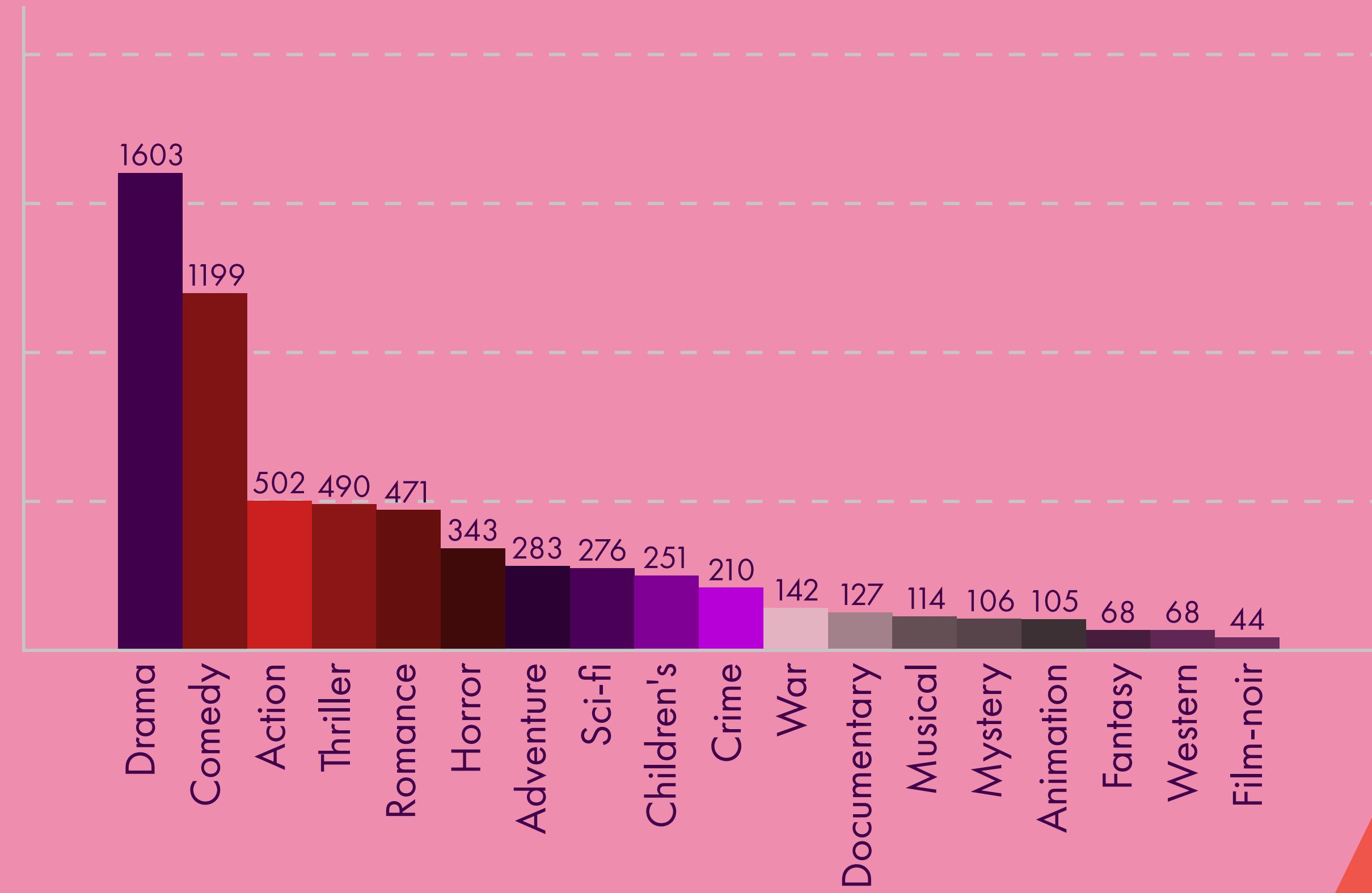
STREAMFLIX



INSIGHTS

Number of Movies by Genre

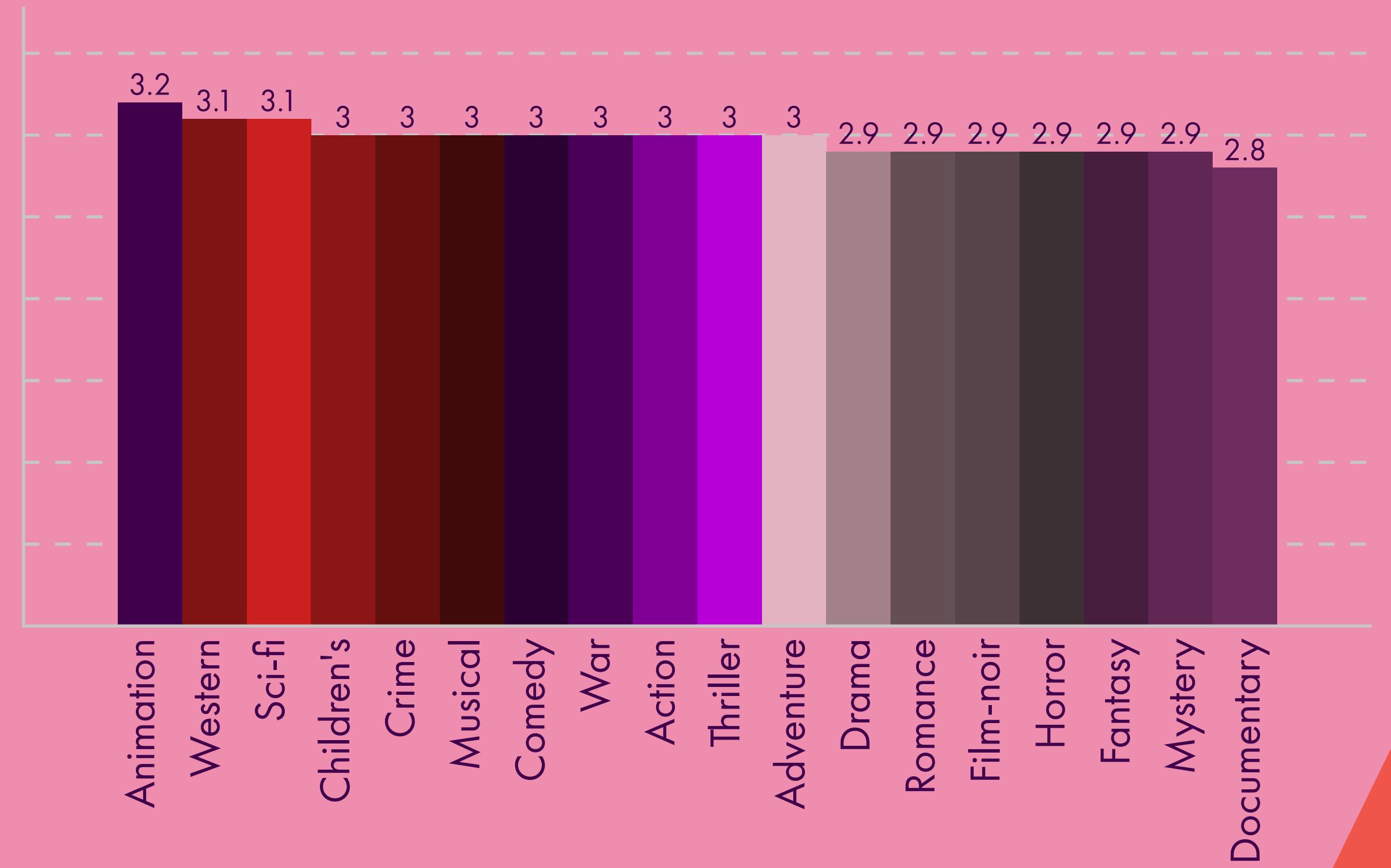
By far Streamflix has hosts more Drama films than any other genre. Comedy also stands out in second place. The genre with the least films is Film-noir.



INSIGHTS

Average Rating by Genre

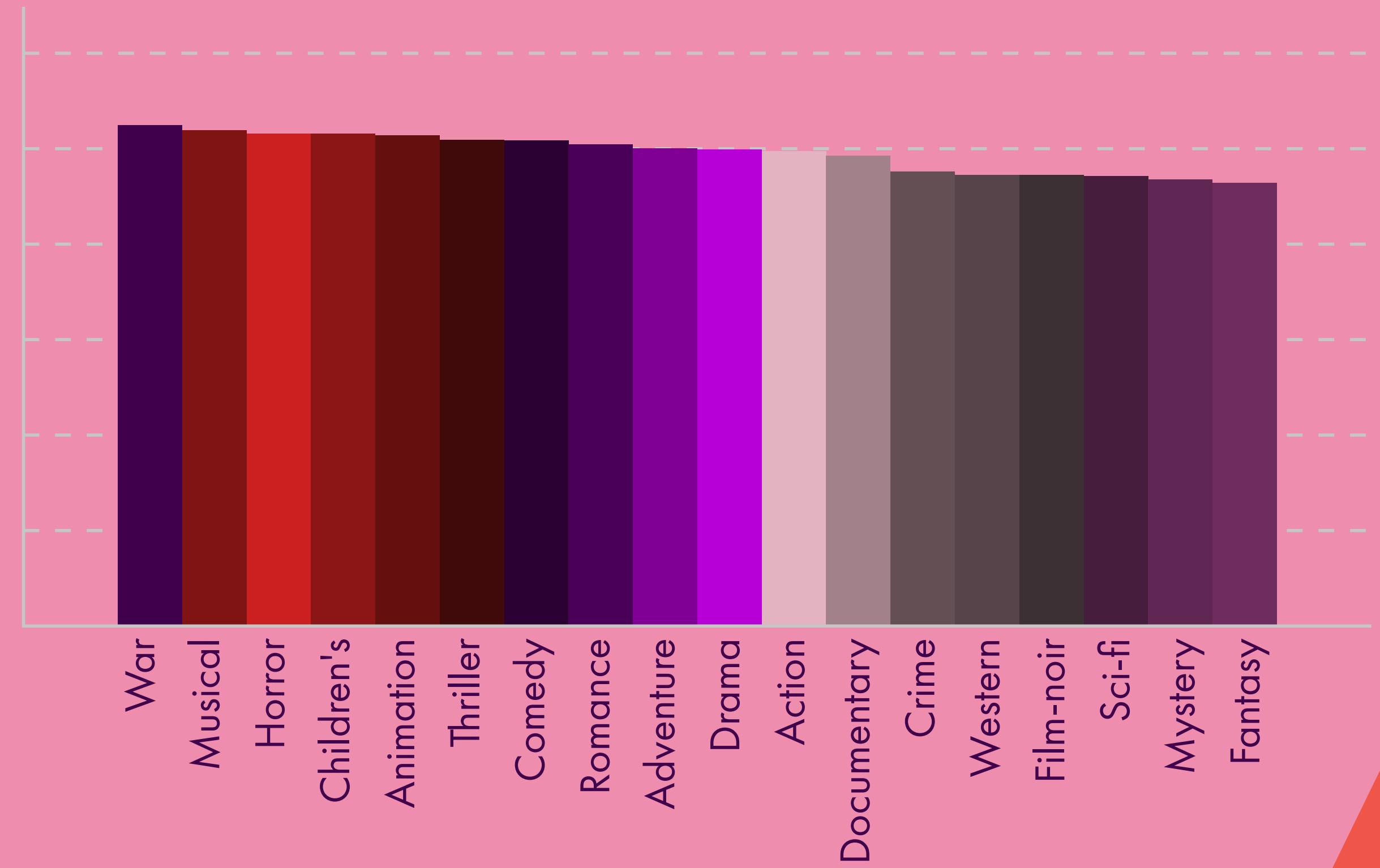
The differences between movie ratings by genre are very small. Animation has the highest of 3.2 while Documentaries have the lowest of 2.8, but the difference is very small



INSIGHTS

Average Views by Genre

The top three genres by average views are War, Musical, and Horror. The bottom three are Sci-fi, Mystery, and Fantasy. To appeal to more potential users, Streamflix could work on expanding the variety of films hosted on the site.

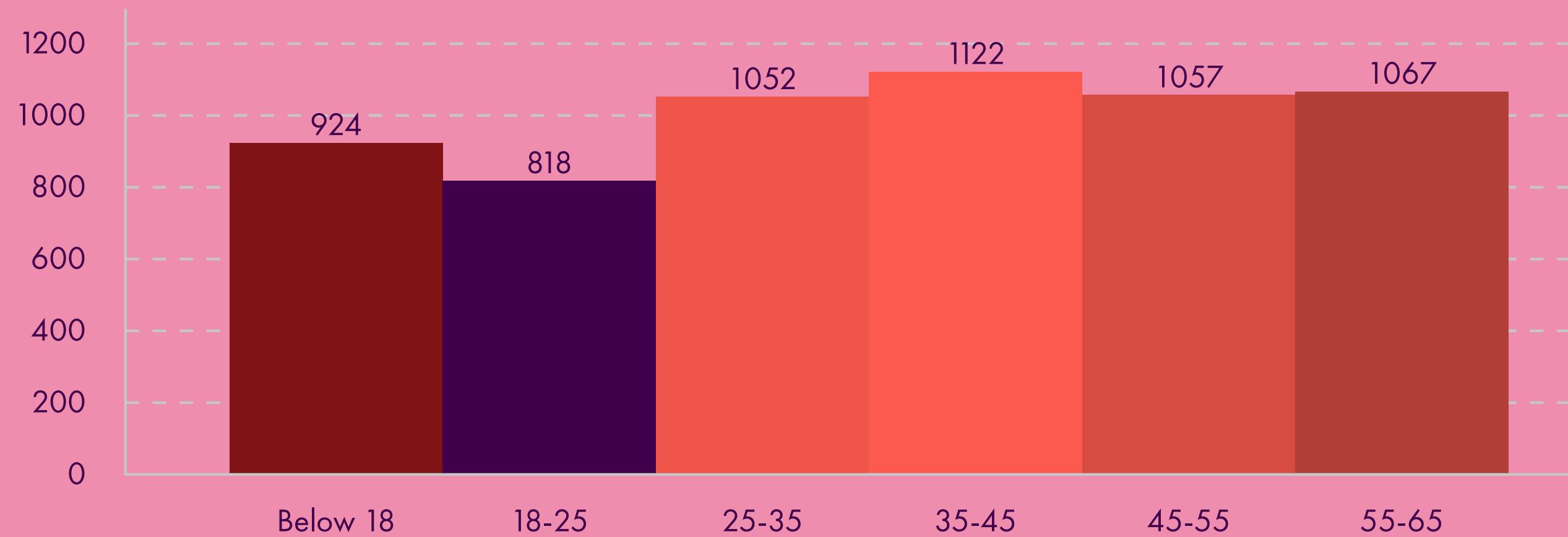


INSIGHTS

Viewership by Age

Streamflix is most popular with users above 25, especially those in the 35-45 demographic. Streamflix is less popular among those younger than 25, especially in the 18-25 age range & younger, where there is a significant dip.

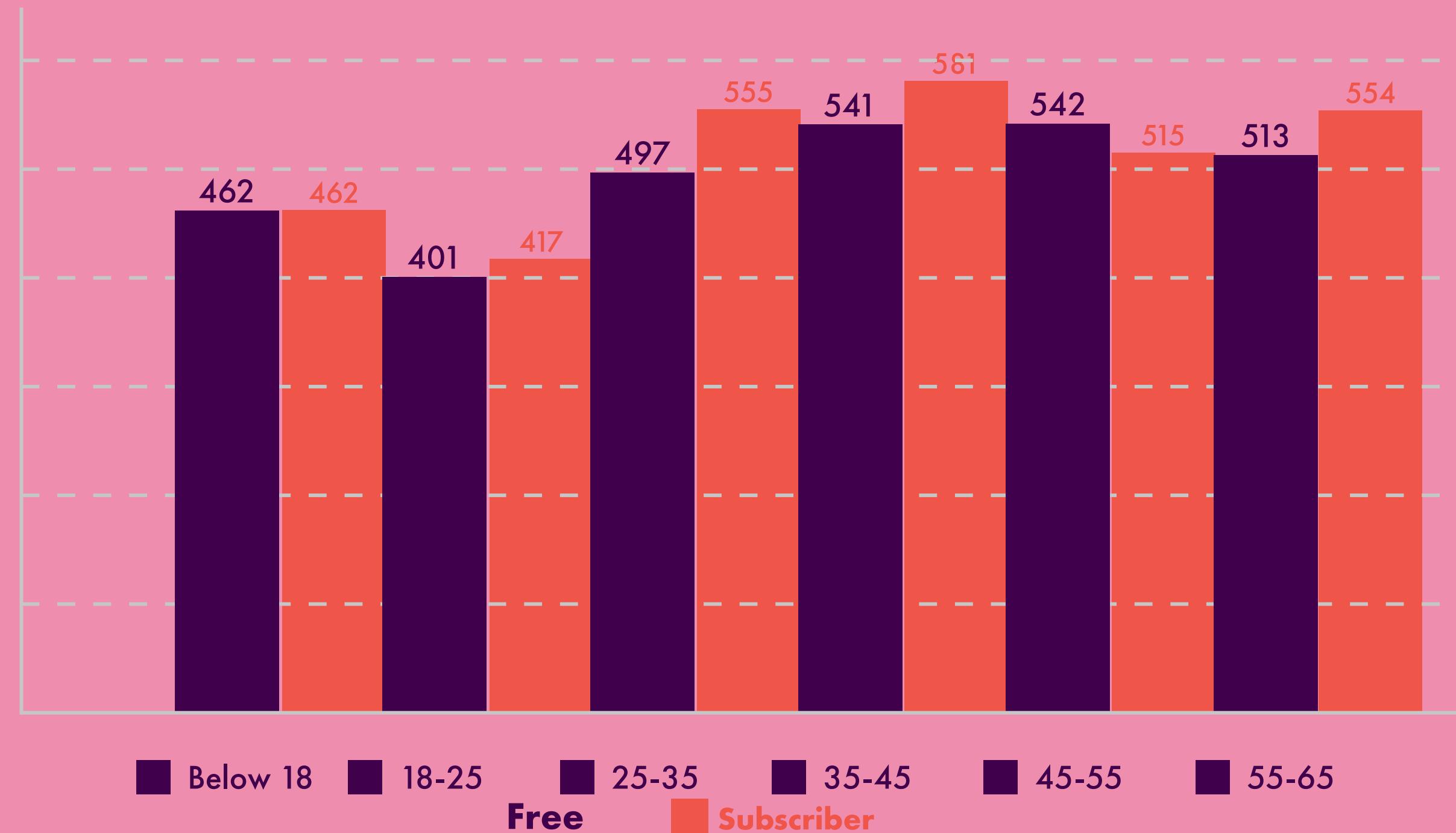
This opens up opportunity for promotions targeted at the 18-25 range.



INSIGHTS

Viewership by subscription type

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)



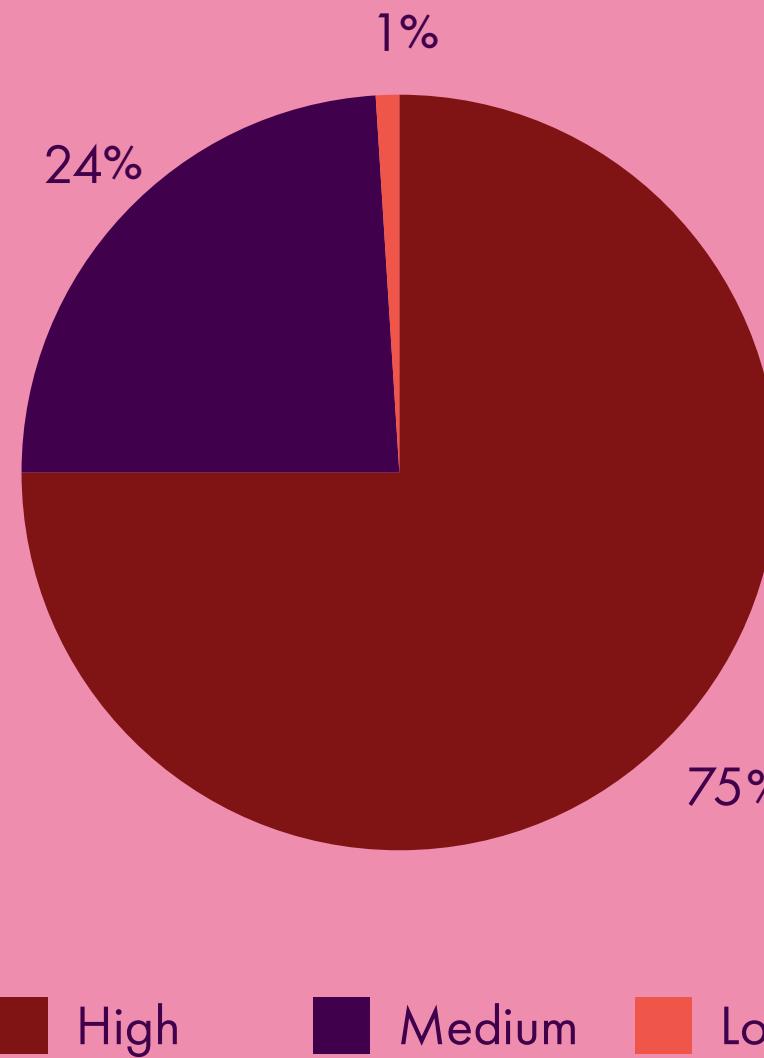
INSIGHTS

Views by Category

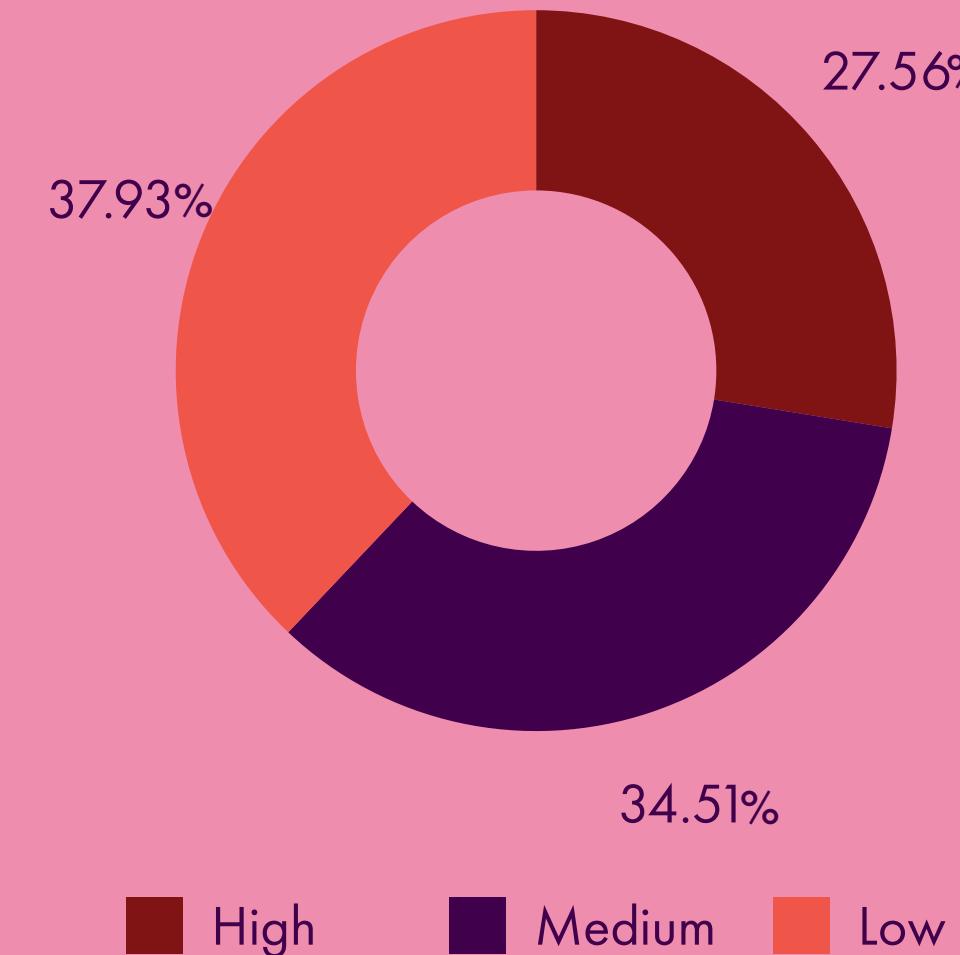
Users were sorted into three categories according to viewership: high, medium, and low. Their viewership was compared. High users made up about 75% of viewership.

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".

Views by Category



Customer Rating Break up



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

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

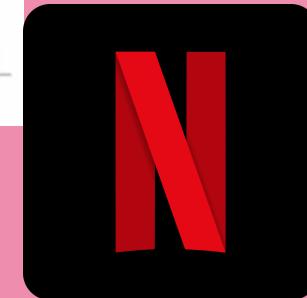
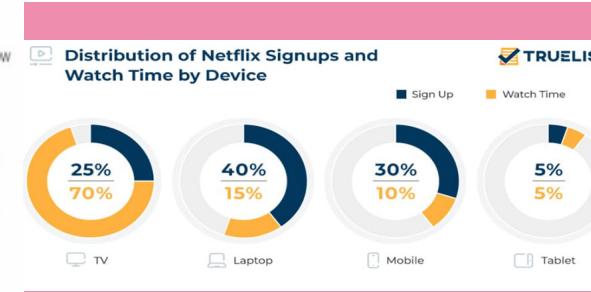
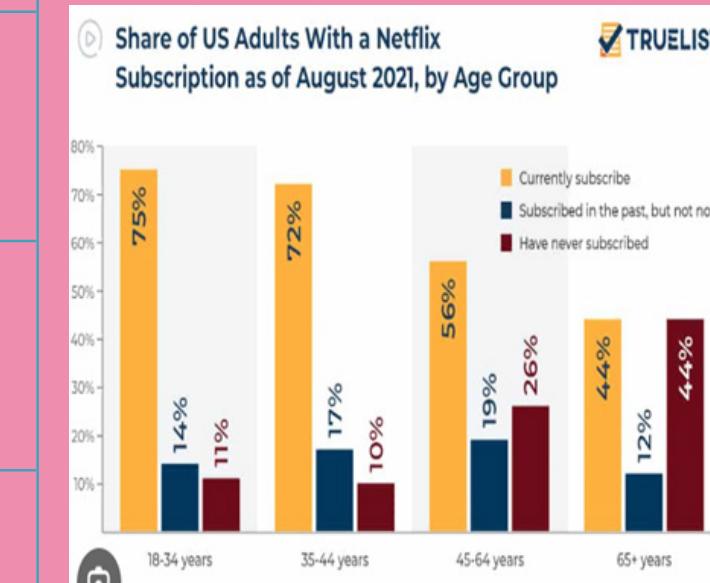
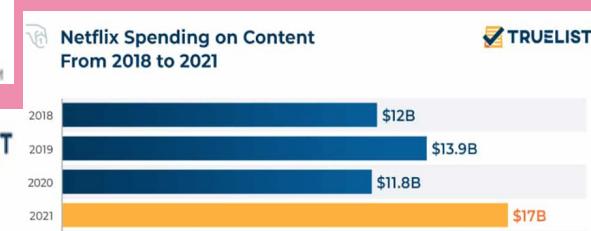
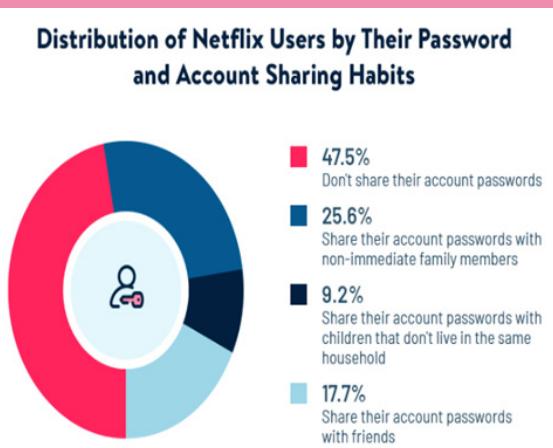
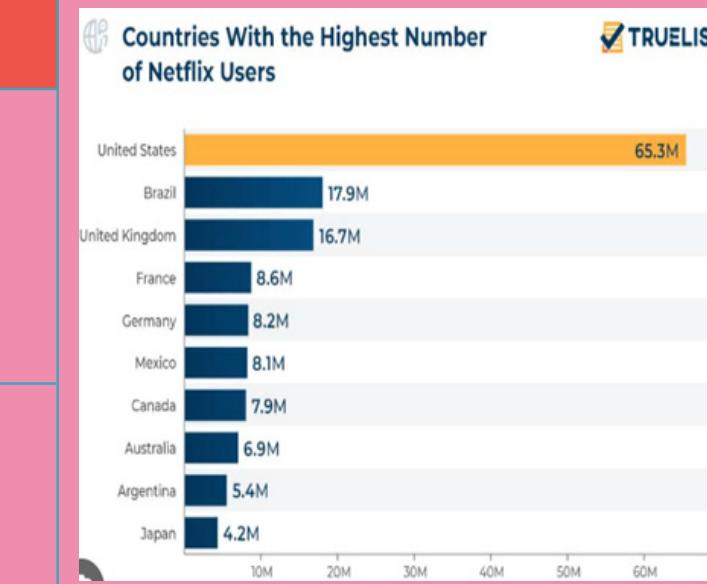


INSIGHTS

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.



CUSTOMER INSIGHTS & RECOMMENDATIONS

Strategic Insights

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.



STRATEGIC RECOMMENDATIONS

Strategic Insights

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.

Q+A



THANK YOU!