NETFLIX DATA ANALYSIS

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NETFLIX

Midterm Presentation

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KEY INSIGHTS

Subscription Type

Most users are subscribed to the Basic plan.

Revenue

The highest revenue is generated from users located in the United States, followed by Canada and the United Kingdom.

Device

The majority of users access Netflix using either a Smartphone or a Laptop.

Seasonality

A significant portion of the revenue comes during the months of July to October, indicating possible seasonal or marketing trends.

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Dataset Overview

The Sample Netflix userbase consists of 10 columns and 1500 rows.

The data was collected over 3 years with in the time span of 2021 until 2023.

The data set consists of the following Columns: User_ID, Subscription_Type, Monthly_Revenue, Join_date_new, Last_Payment_Date_modify, Country, Age, Gender, Device, Plan_Duration

OKRs are often set and re-evaluated quarterly. The purpose of using this methodology is creating alignment in the organization and ensuring that everyone is working towards the same goal.
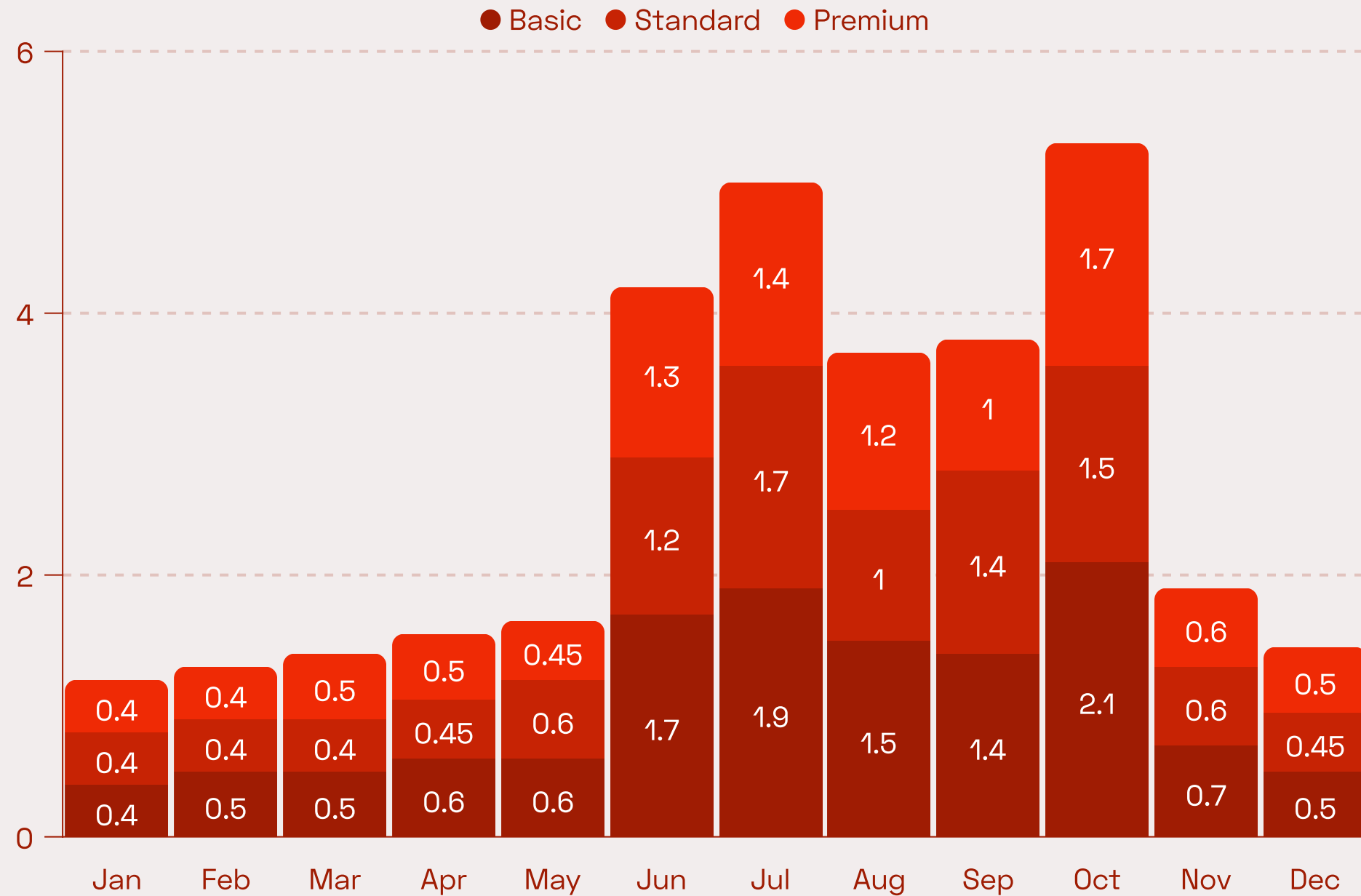
SUBSCRIPTION TYPE

NETFLIX
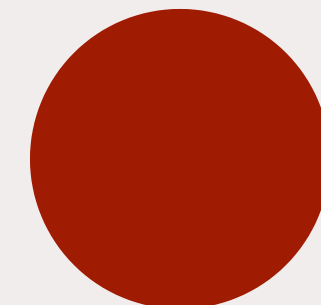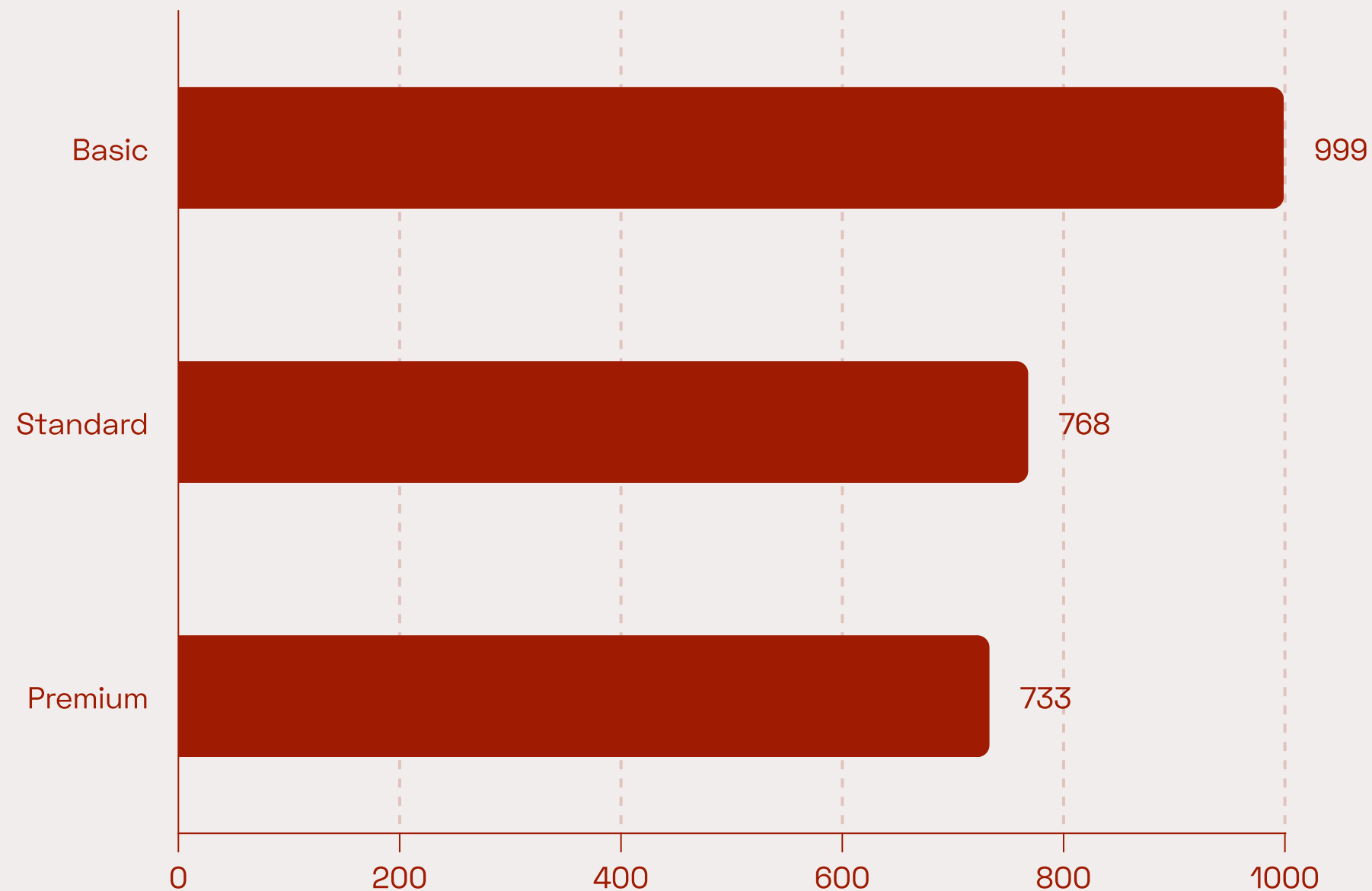
As per the survey data collected 2021-2023:

- The **Basic plan** has the highest number of users at 999, followed by the **Standard plan** with 768 users.

- The **Premium plan** is the least subscribed, with 733 users, indicating a preference for lower-cost options among Netflix subscribers.

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REVENUE BY SUBSCRIPTION TYPE

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● Basic ● Standard ● Premium

Month	Basic	Standard	Premium
Jan	0.4	0.4	0.4
Feb	0.5	0.4	0.4
Mar	0.5	0.4	0.5
Apr	0.6	0.45	0.5
May	0.6	0.6	0.45
Jun	1.7	1.2	1.3
Jul	1.9	1.7	1.4
Aug	1.5	1	1.2
Sep	1.4	1.4	1
Oct	2.1	1.5	1.7
Nov	0.7	0.6	0.6
Dec	0.5	0.45	0.5

As per the survey data collected 2021-2023

- Revenue peaks in **July** and **October**, reaching around **5K.**
- The **Standard plan** consistently generates the most revenue across all months.
- Revenue dips in **January** and **December,** with around **2K.**

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REVENUE BY SUBSCRIPTION TYPE

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Smart TV
24.40%

Laptop
25.44%

Smartphone
24.84%

Tablet
25.32%

As per the survey data collected 2021-2023

- Revenue peaks in **July** and **October**, reaching around **5K**.

- The **Standard plan** consistently generates the most revenue across all months.

- Revenue dips in **January** and **December**, with around **2K**.

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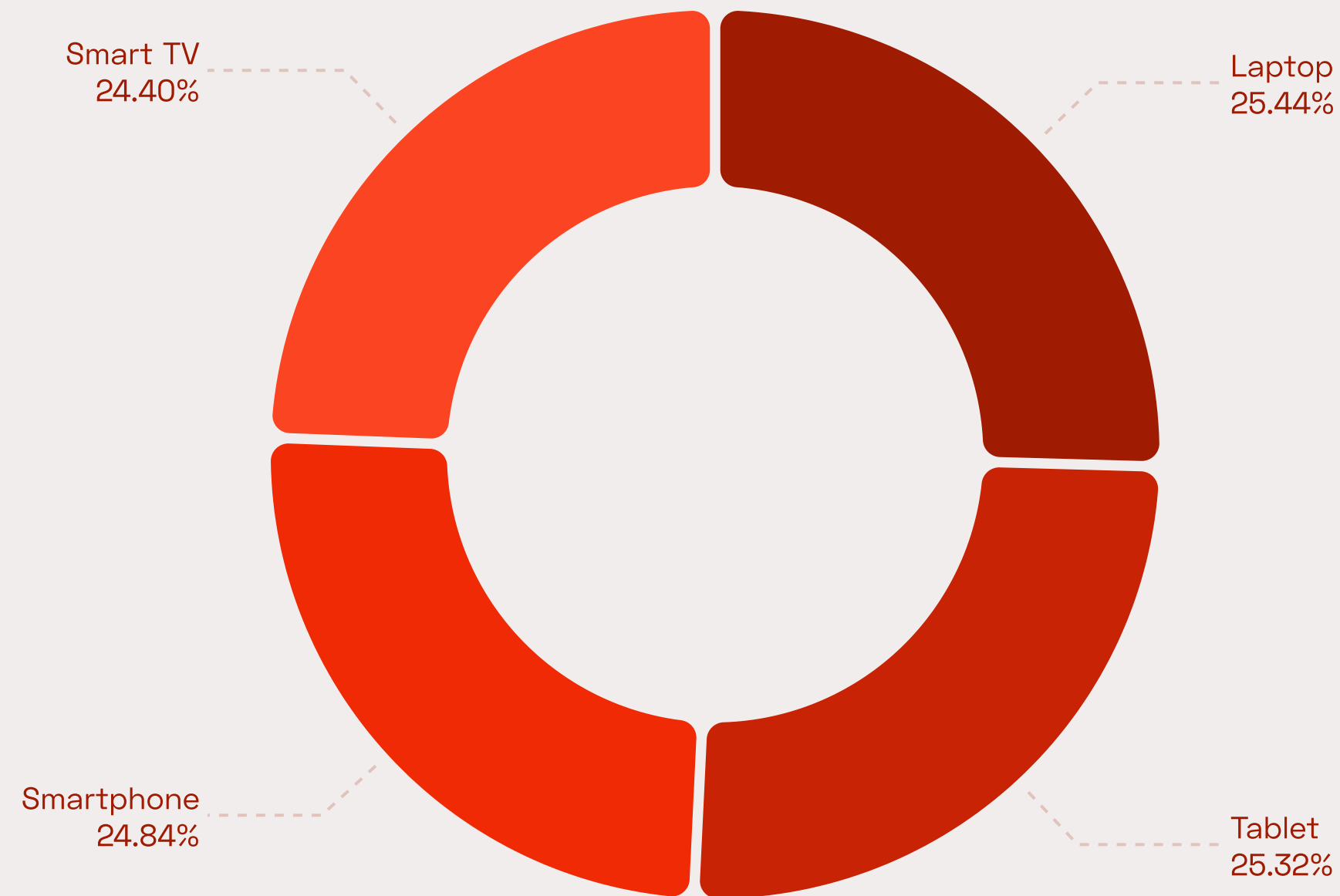
SQL QUERIES

USING SMMS TOOL

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BEGINNER-LEVEL SQL QUERY

```sql
SELECT User_ID, Subscription_Type, Country
FROM [Netflix user base]
WHERE Country = 'Canada';
```

100 %

☰ Results ⊞ Messages

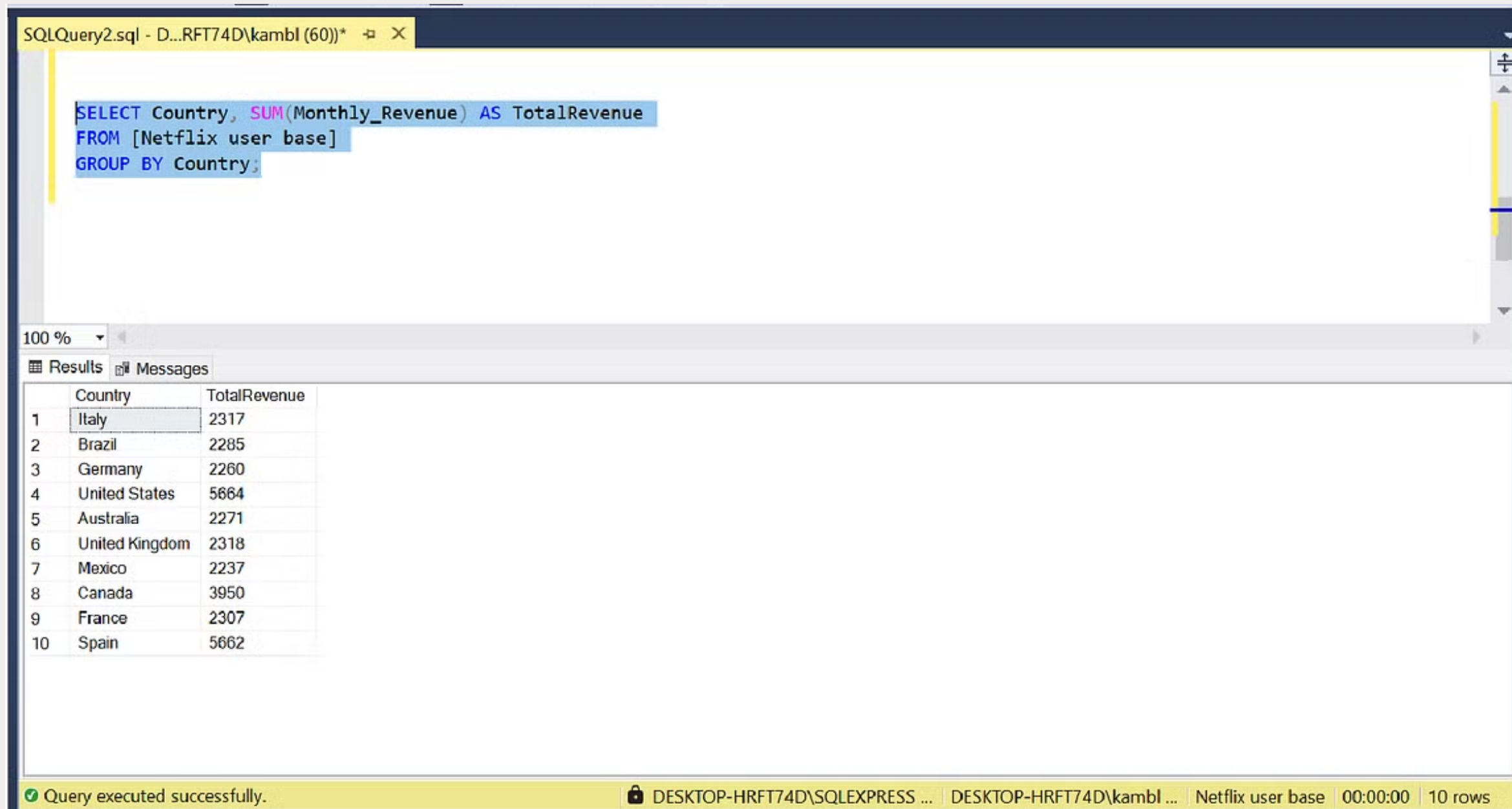|	User_ID	Subscription_Type	Country
1	2	Premium	Canada
2	12	Premium	Canada
3	22	Basic	Canada
4	32	Basic	Canada
5	42	Basic	Canada
6	52	Basic	Canada
7	62	Basic	Canada
8	72	Basic	Canada
9	82	Standard	Canada
10	92	Basic	Canada
11	102	Basic	Canada
12	112	Basic	Canada

✔ Query executed successfully.   🔒 DESKTOP-HRFT74D\SQLEXPRESS ...   DESKTOP-HRFT74D\kambl ...   Netflix user base   00:00:00   317 rows

Description:

The query retrieves the **User ID**, **Subscription Type**, and **Country** for all Netflix users located in **Canada.**

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INTERMEDIATE-LEVEL SQL QUERY

NETFLIX


```
SELECT Country, SUM(Monthly_Revenue) AS TotalRevenue
FROM [Netflix user base]
GROUP BY Country;
```
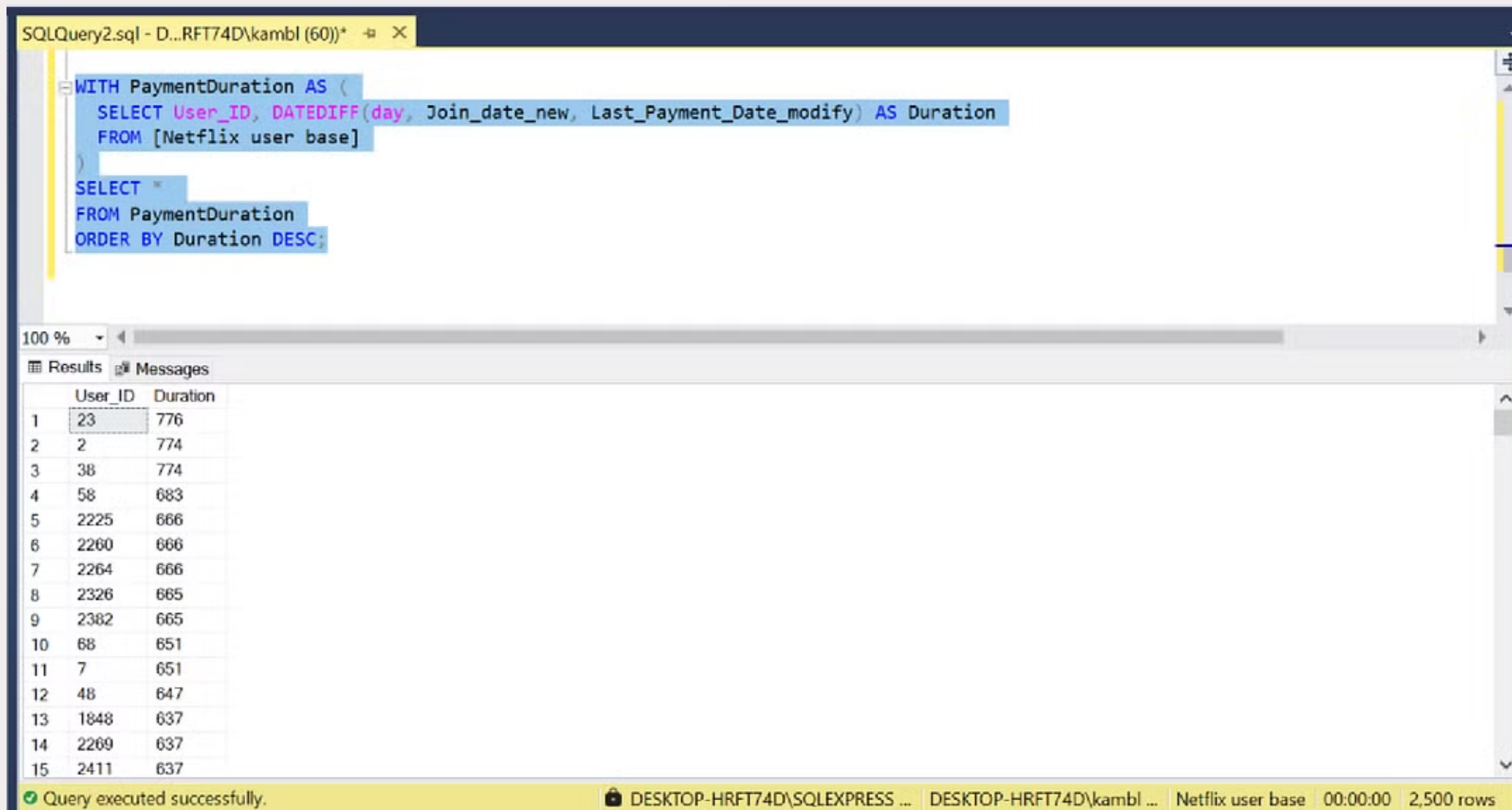
	Country	TotalRevenue
1	Italy	2317
2	Brazil	2285
3	Germany	2260
4	United States	5664
5	Australia	2271
6	United Kingdom	2318
7	Mexico	2237
8	Canada	3950
9	France	2307
10	Spain	5662

Query executed successfully.   DESKTOP-HRFT74D\SQLEXPRESS ...   DESKTOP-HRFT74D\kambl ...   Netflix user base   00:00:00   10 rows

Description:

The query calculates the **total monthly revenue** for each **country** by summing up the **Monthly_Revenue** and grouping the results by **Country.**

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ADVANCED-LEVEL
SQL QUERY


```
SQLQuery2.sql - D...RFT74D\kambl (60))*  ⊞ ×

WITH PaymentDuration AS (
    SELECT User_ID, DATEDIFF(day, Join_date_new, Last_Payment_Date_modify) AS Duration
    FROM [Netflix user base]
)
SELECT *
FROM PaymentDuration
ORDER BY Duration DESC;
```

100 %

⊞ Results Messages

	User_ID	Duration
1	23	776
2	2	774
3	38	774
4	58	683
5	2225	666
6	2260	666
7	2264	666
8	2326	665
9	2382	665
10	68	651
11	7	651
12	48	647
13	1848	637
14	2269	637
15	2411	637

⊘ Query executed successfully.   🔒 DESKTOP-HRFT74D\SQLEXPRESS ... DESKTOP-HRFT74D\kambl ... Netflix user base 00:00:00 2,500 rows

Description:

The query calculates the **duration** (in days) between the user's **Join Date** and their **Last Payment Date,** then sorts the users in descending order based on this duration.

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RECOMMENDATIONS TO NETFLIX

Recommendation 1

Encourage Upgrades to Premium Plans

Recommendation 2

Optimze Device Experience

Recommedation 3

Leverage Seasonal Trends

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