Dataset from Kaggle

In this project, I did data cleaning by tackling date inconsistencies within a diverse dataset, ensuring uniformity and reliability. By standardizing date formats.

1. Total Subscription Explored the overall growth in Netflix subscriptions over time, revealing an impressive trend. 📈🌐

2. Subscription by Country Dived into regional patterns to understand which countries are leading in Netflix subscriptions. 🌍📺

3. Subscription by Gender Analyzed the distribution of subscriptions across different genders, uncovering interesting demographic trends. 👩‍💼👨‍💼

4. Subscription by Age Delved into the age demographics to identify the age groups dominating Netflix subscriptions. 🎉👵👴

5. Subscription by Device Explored the preferred devices for Netflix streaming, providing insights into user behavior. 📱💻📺

6. Subscription by Plan Investigated the popularity of different subscription plans, shedding light on user preferences. 💳💼

7. Sum of Revenue by Device (SMRD) Examined the total revenue generated by each device category, offering insights into revenue streams. 💵💻📱

8. Sum of Revenue by Country (SMRC) Mapped out the revenue by country, allowing for targeted marketing and investment strategies. 💰🌎

9. Sum of Revenue by Country and Gender (SMRCG) Explored the intersection of country and gender in revenue generation, guiding personalized marketing efforts. 💼🤑

10. Sum of Revenue by Country, Age, and Gender (SMRCAG) Delved deeper into revenue dynamics by considering the interplay of country, age, and gender. 📊💡

11. Sum of Revenue by Subscription Type (SMRST) Analyzed revenue patterns based on different subscription types, facilitating strategic decision-making. 💼💳

12. Sum of Revenue by Date (Month and Year) Tracked the overall revenue trends over time, identifying key periods of growth and potential areas for improvement. 📈📆