



iFlix Movie Streaming Analysis

Month Name

All

Country Code

All

Platform

All

18M

TotalMinuteViewed

90K

UniqueUsers

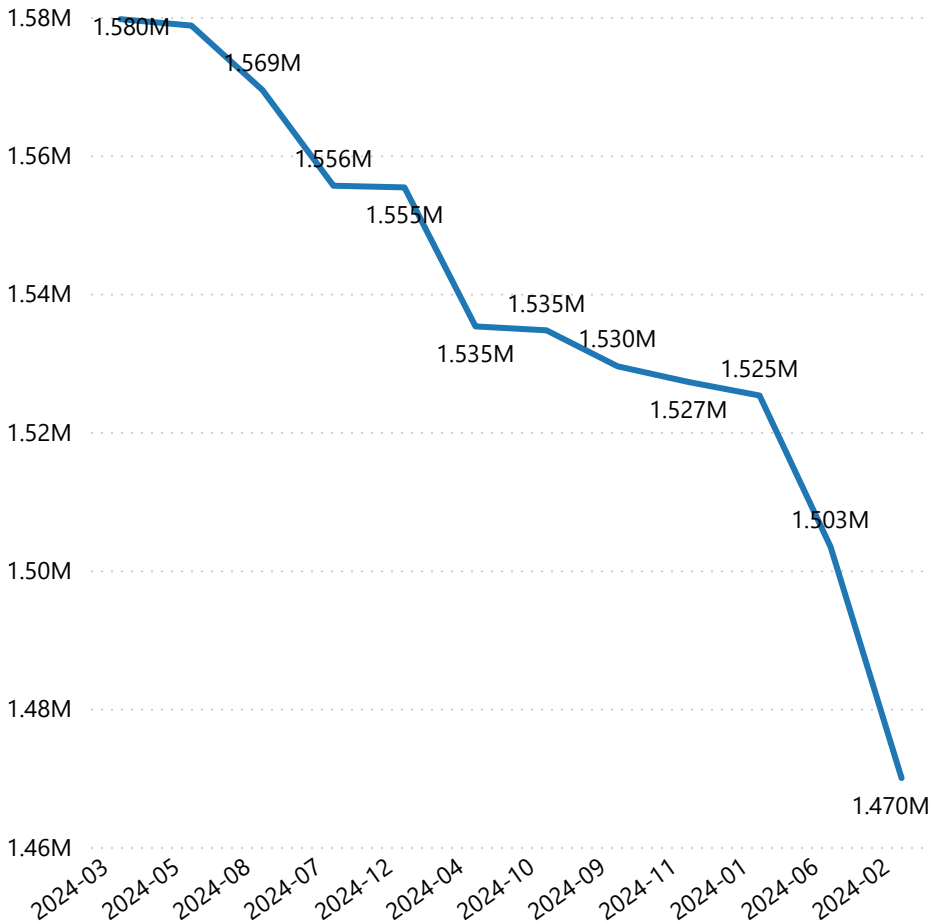
206.08

AvgMinutesPerUser

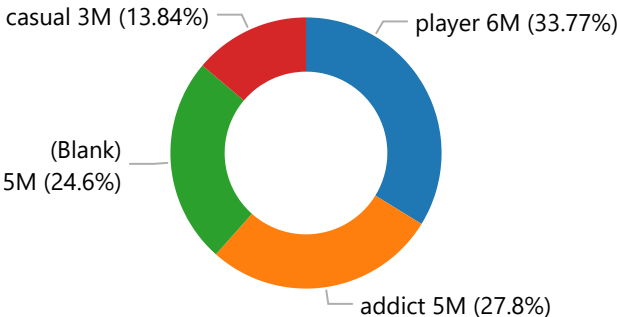
542K

TotalPlayses

Time Trend



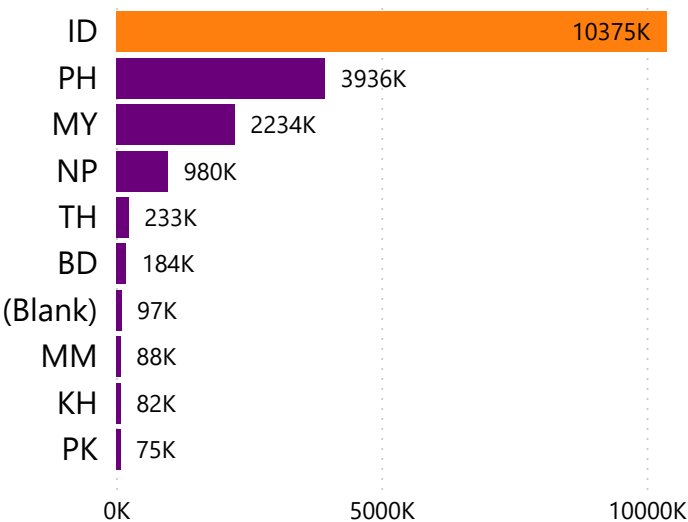
Engagement by Category



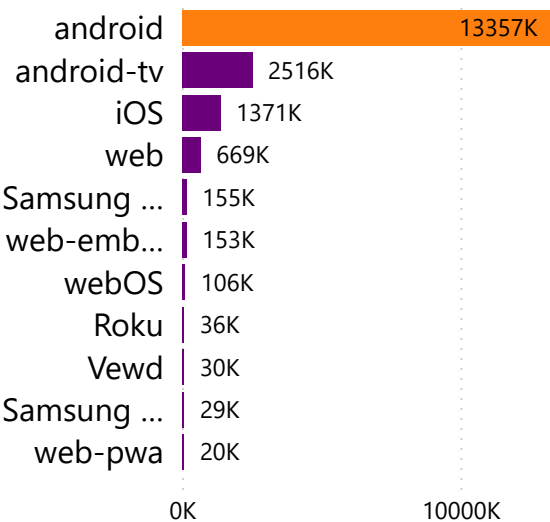
Top 5 Genres with Minutes, AvgCompletion%

genre	TotalMinuteViewed	CompletionPct
Action	809528	0.34
Comedy	2691607	0.51
Drama	5498688	0.58
Fantasy	731002	0.57
Romance	1554497	0.49

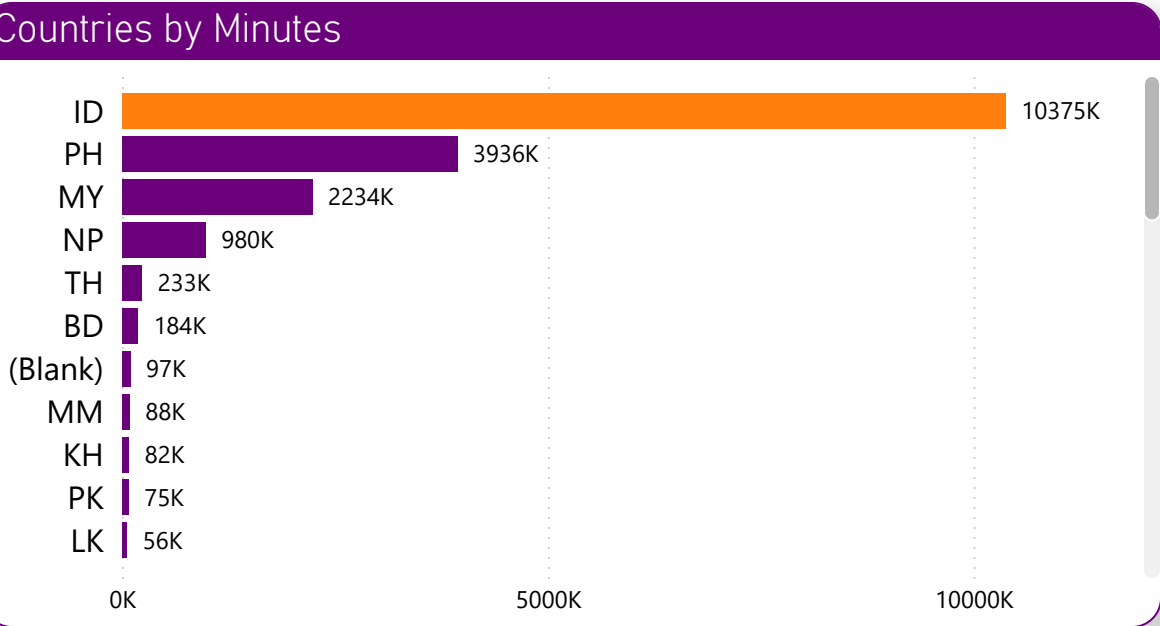
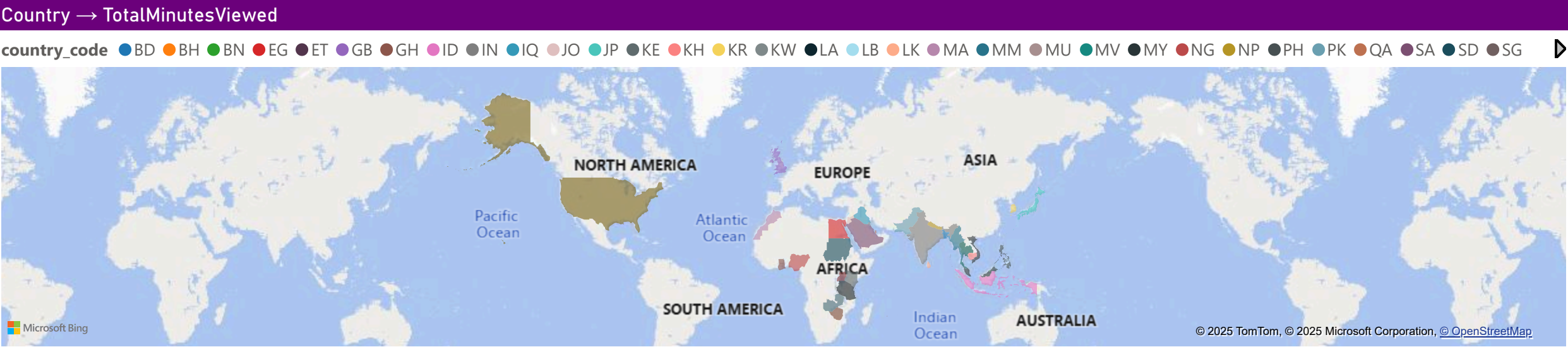
Top 10 Countries by Minutes Viewed



Minutes by Platform



Geography Page



Top genres per country

country_code	genre	TotalMinuteViewed
ID	Drama	3027403
ID		2839587
ID	Comedy	2172000
PH		1428471
PH	Drama	1022805
ID	Romance	777553
MY	Drama	738975
MY		690378
PH	Romance	559250
NP	Drama	504248
NP		375385
ID	Fantasy	342280

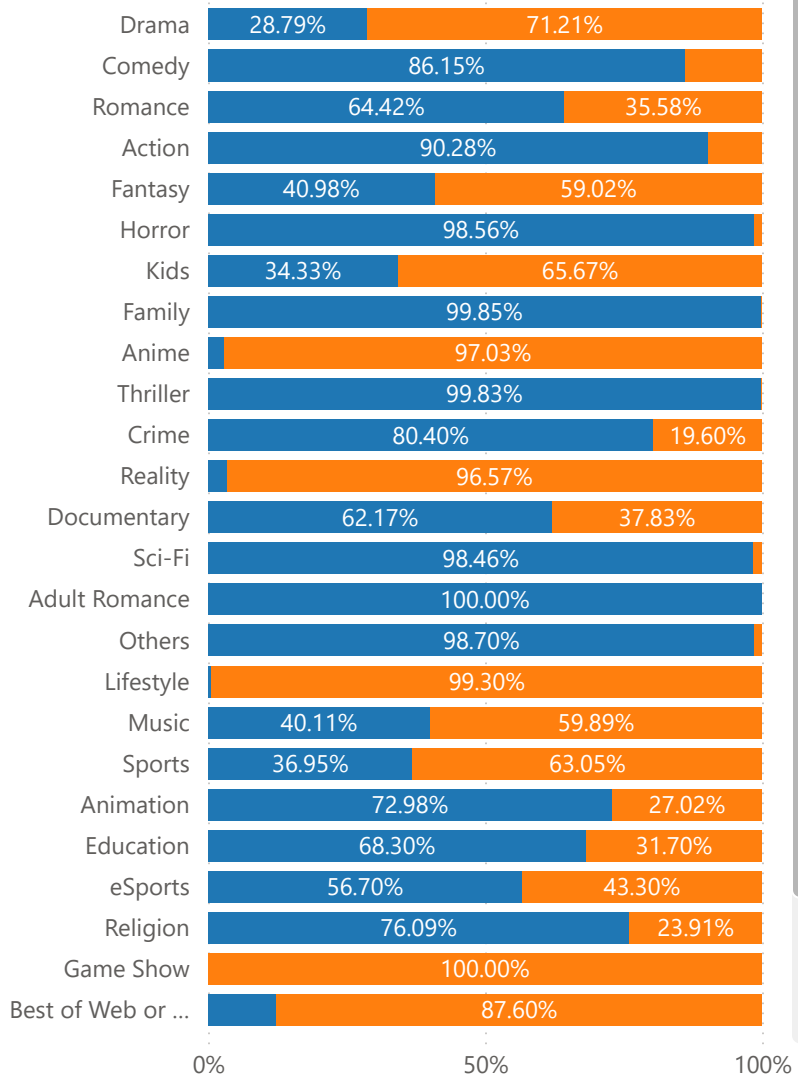
Content Insights Page

Top Assets

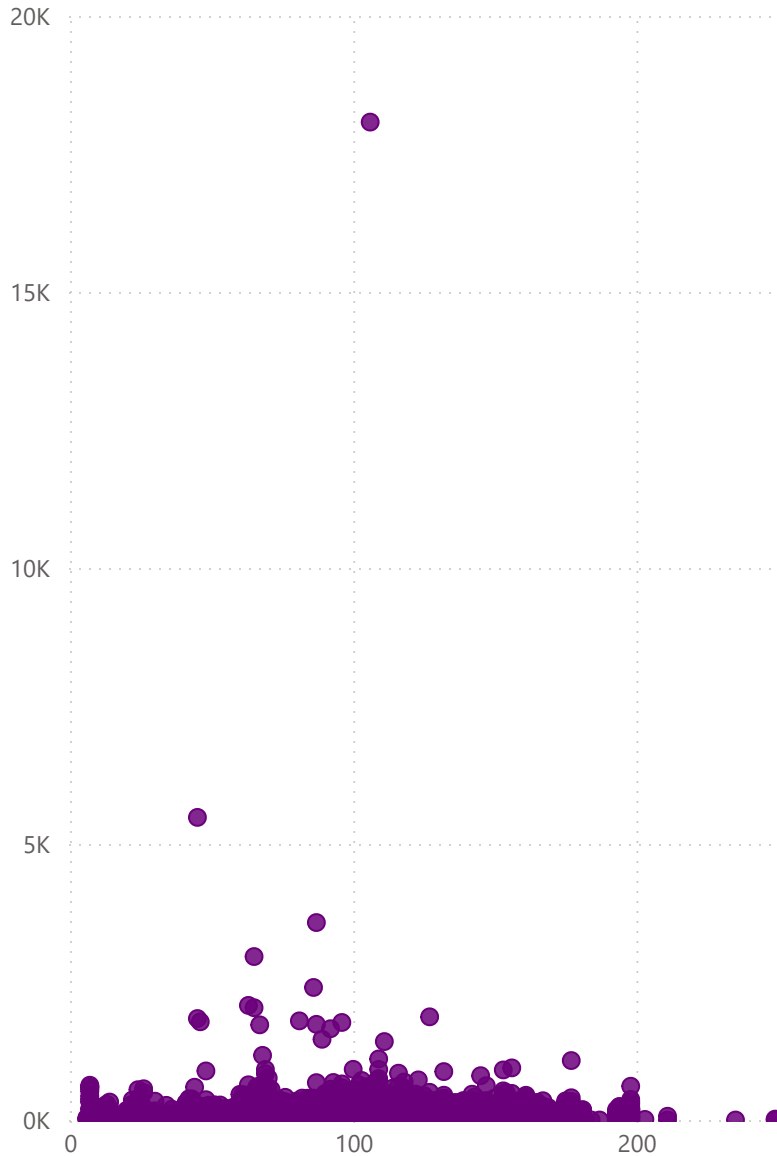
asset_id	running_minutes	minutes_viewed	Completion %
11552	45	5626	20.84
8010	7	598	12.20
8007	7	663	11.84
8008	7	655	11.70
8013	7	648	11.57
8014	7	628	11.21
11553	45	1939	10.77
8011	7	480	9.80
10395	12	111	9.25
367	43	382	8.88
370	42	359	8.55
8546	11	89	8.09
372	43	345	8.02
8015	7	389	7.94
8542	11	87	7.91
371	41	313	7.63
8545	11	83	7.55
374	43	313	7.28
8001	7	601	7.15
8005	7	441	7.00
8539	11	75	6.82
8540	11	74	6.73
12189	49	269	5.49
2756	51	276	5.41
7996	7	895	4.92
368	43	371	4.31
8533	11	91	4.14

Genre analysis: Minutes by Genre and Show_type

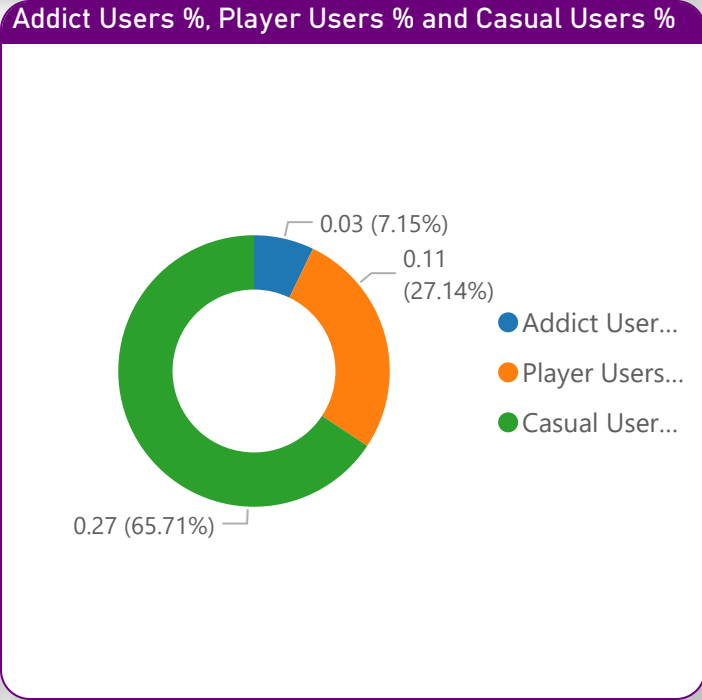
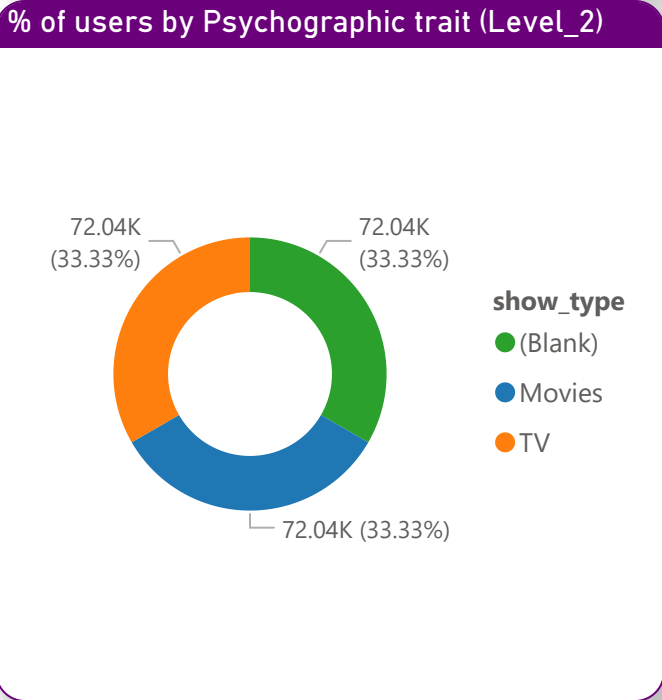
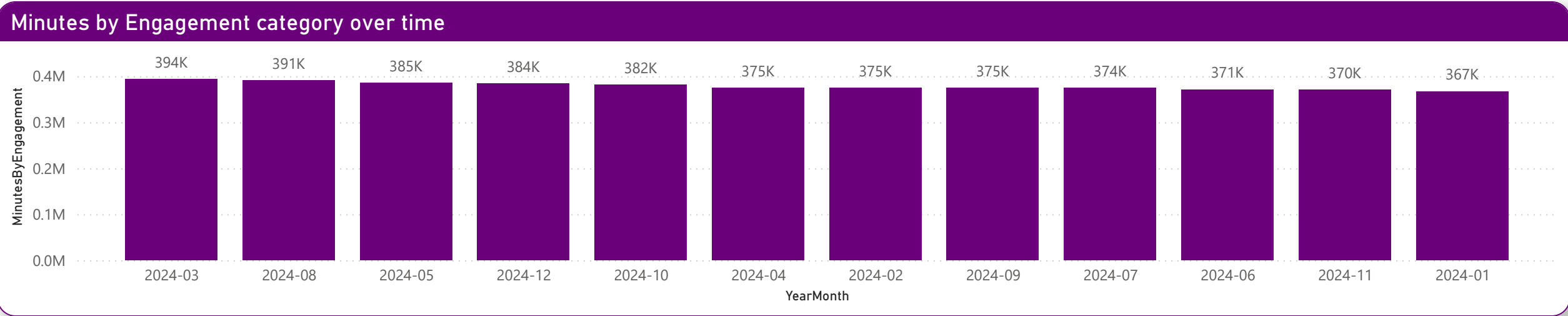
show_type ● Movies ● TV



Runtime analysis: Running Minutes, MinutesViewed



User Segments & Psychographics Page



Psychographics Profile

user_id	level_2	level_3	Confidence Score	country
1125281431806	iflix Viewing Behaviour	addict	1.00	BD
1262720385249	iflix Viewing Behaviour	addict	1.00	BD
1382979469460	iflix Viewing Behaviour	addict	1.00	BD
1460288881035	iflix Viewing Behaviour	addict	1.00	BD
1511828488347	iflix Viewing Behaviour	addict	1.00	BD
154618822885	iflix Viewing Behaviour	addict	1.00	BD
1623497638106	iflix Viewing Behaviour	addict	1.00	BD
197568195851	iflix Viewing Behaviour	addict	1.00	BD