

USER ENGAGEMENT & REVENUE OPTIMIZATION ANALYSIS FOR NETFLIX

SECTOR: MEDIA &
ENTERTAINMENT

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Presented by



G-13

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BUSINESS CONTEXT & STRATEGIC PROBLEM



Sector Overview

Competitive subscription market; revenue driven by engagement, retention & upgrades; stakeholders: Product/Strategy/Revenue Heads.

Business Problem

No structured insights on engagement drivers, high-revenue users, and churn factors.

Objective

Optimize content, improve retention, increase ARPU, and maximize revenue growth.

DATA ENGINEERING & PREPARATION



Source

- Raw_Dataset.csv
- Initial size: 10,000 rows
- Final cleaned dataset: 5,025 rows

Major Cleaning Actions

- Removed null columns
- Removed irrelevant revenue columns
- Duplicate removal
- Text & boolean standardization

Final Dataset Structure

- Demographics
- Engagement
- Revenue
- Content Performance

KPI & METRICS FRAMEWORK

● *Engagement KPIs*

- Avg Watch Duration
- Completion Rate
- Active Rate

● *Revenue KPIs*

- Total Revenue
- ARPU
- Subscription Mix

● *Retention KPI*

- Active % by Plan

Why These KPIs?

They directly influence:

→ Engagement → Retention → Revenue Growth



- PREMIUM tier drives highest total revenue.
- STANDARD users show highest ARPU.
- 85% overall active rate indicates strong retention.
- Mobile users show lower engagement time.
- USA contributes majority of revenue (geographic concentration risk).
- Romance & Thriller drive deeper engagement.



KEY BUSINESS INSIGHTS

ADVANCED ANALYSIS

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ENGAGEMENT → RETENTION LINK

Key Findings

Inactive Users:

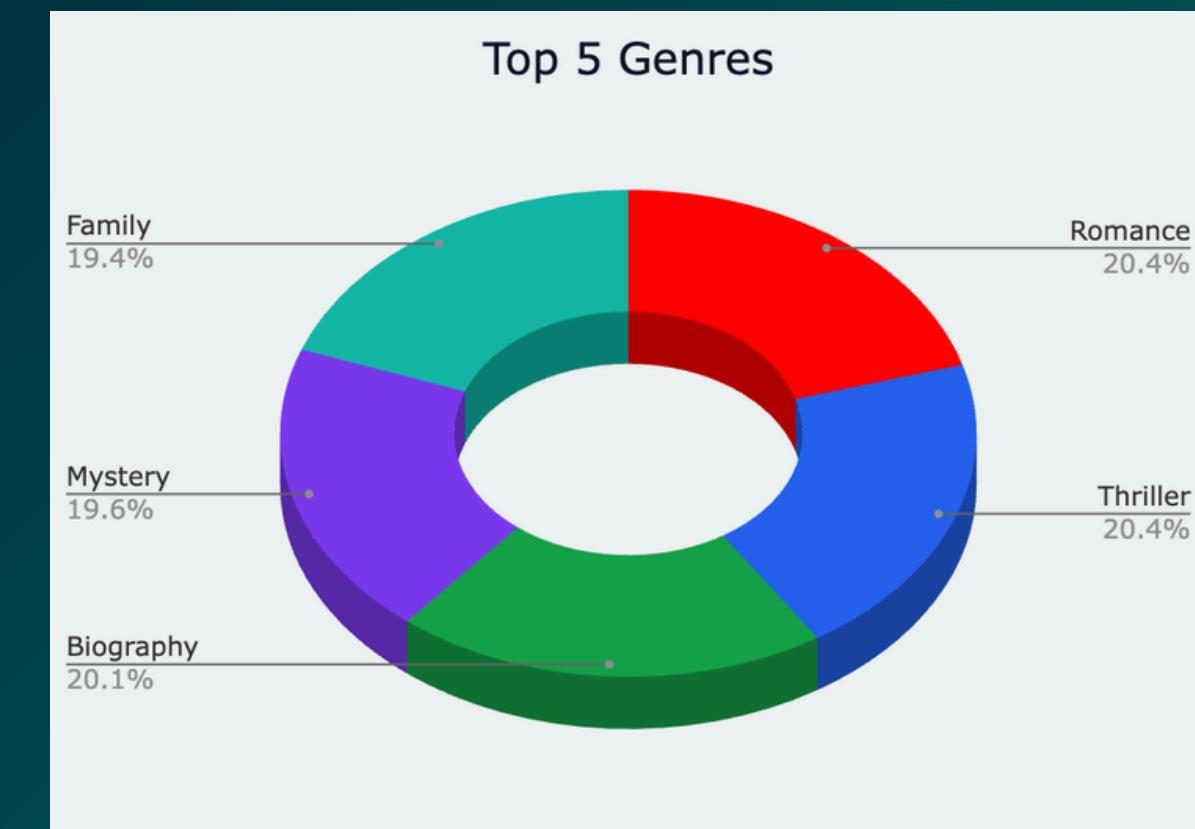
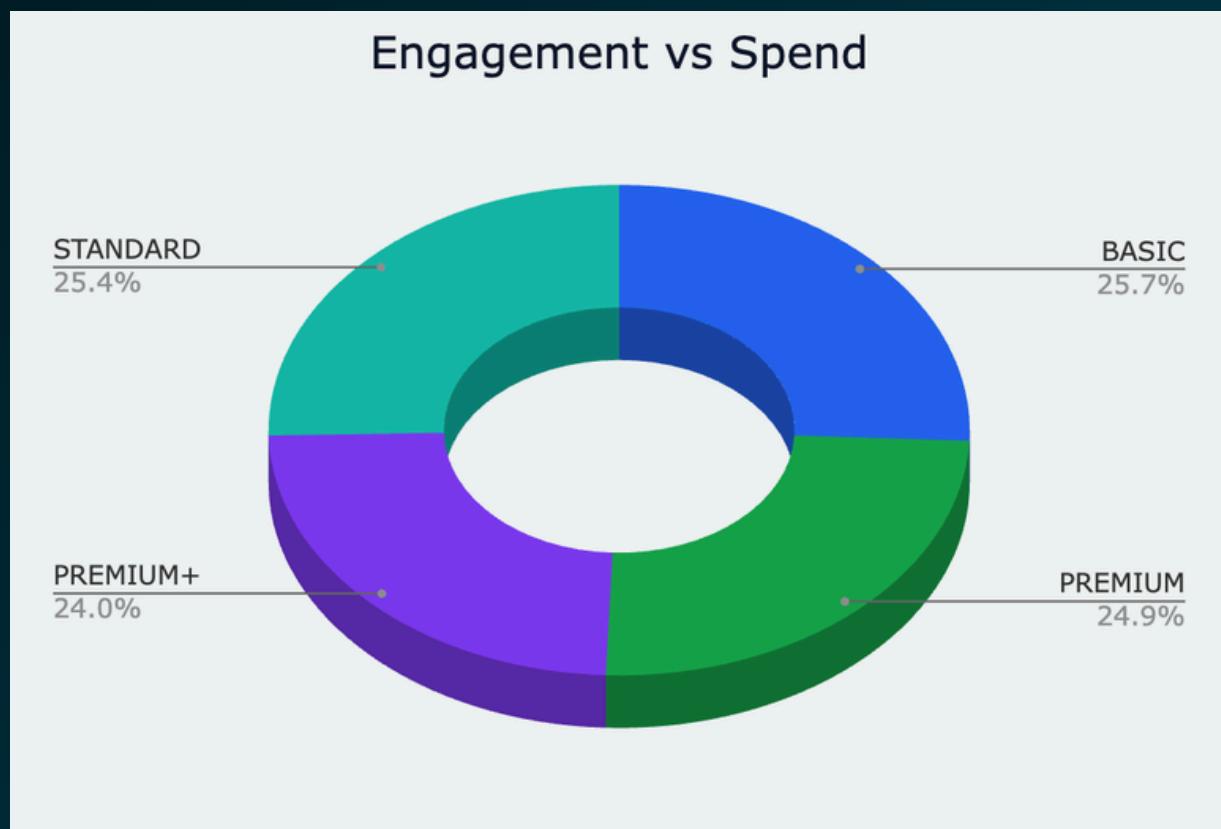
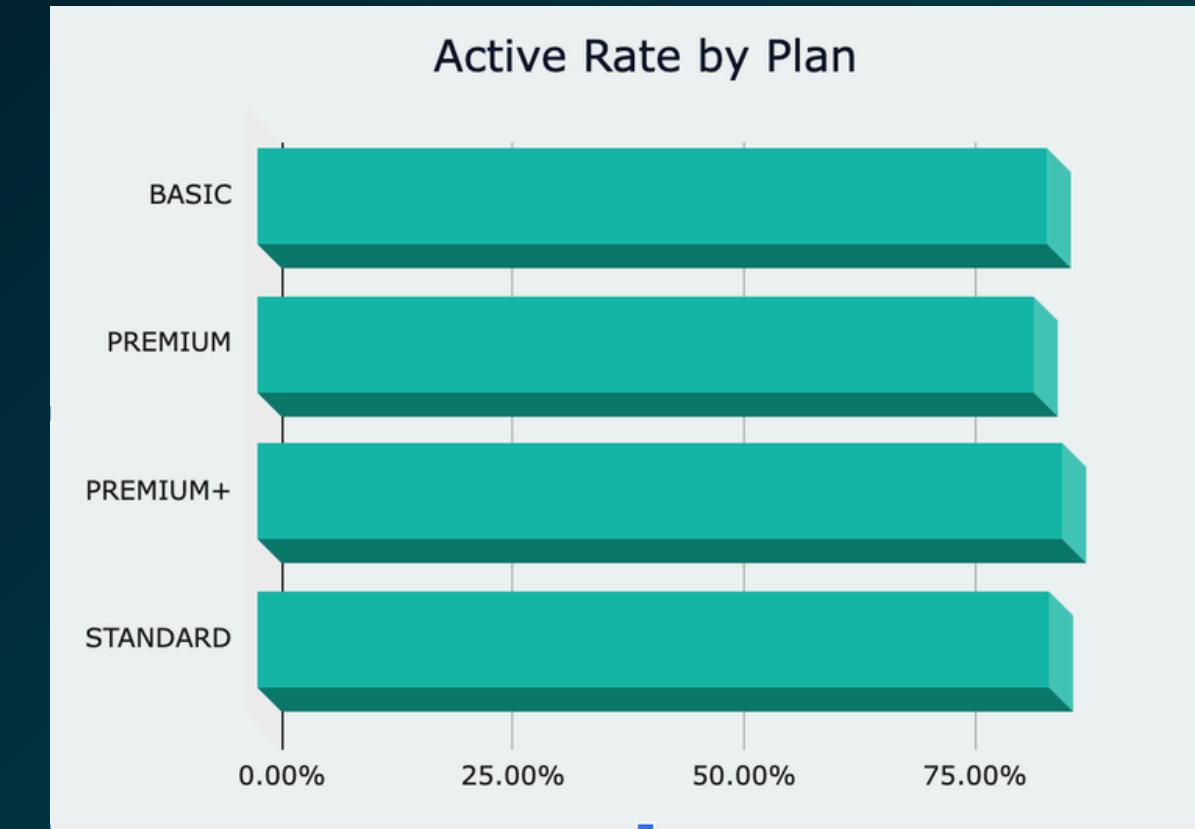
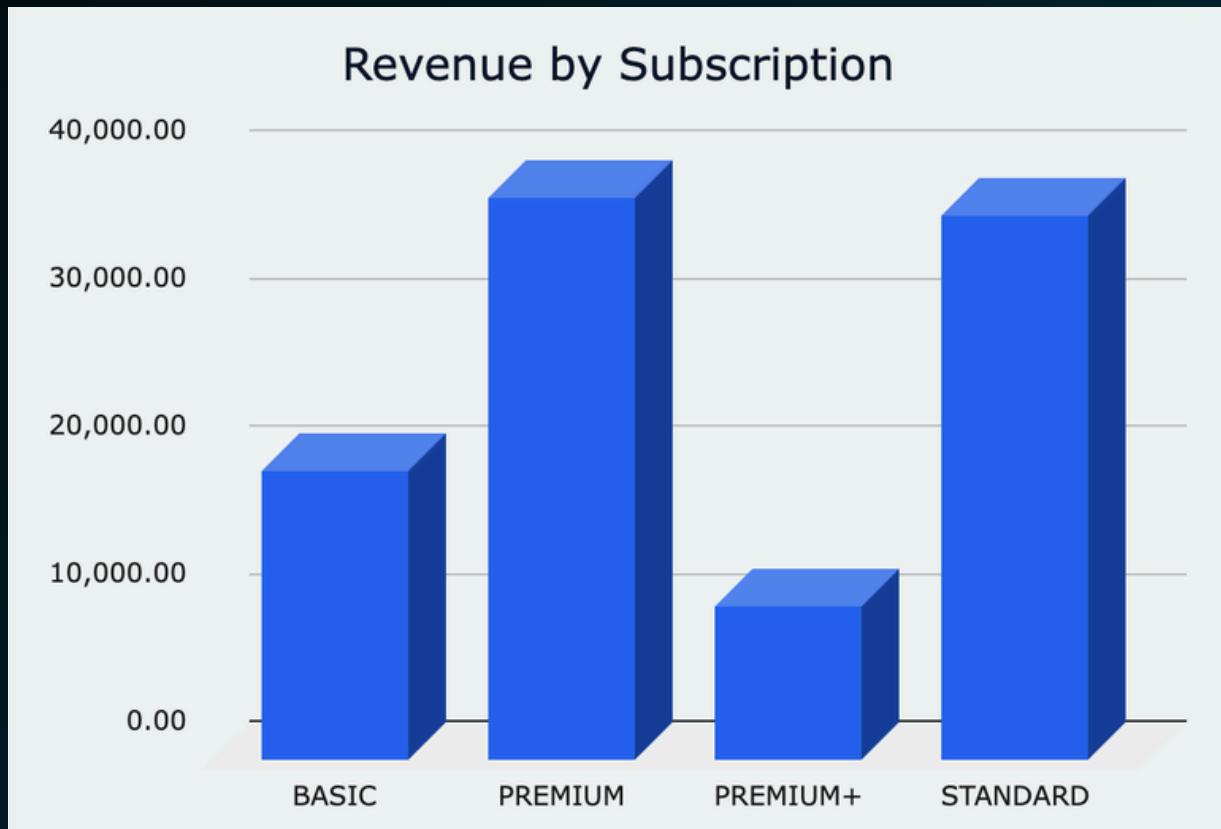
- Watch fewer minutes
- Spend less monthly
- Show lower completion %

Segmentation Insight:

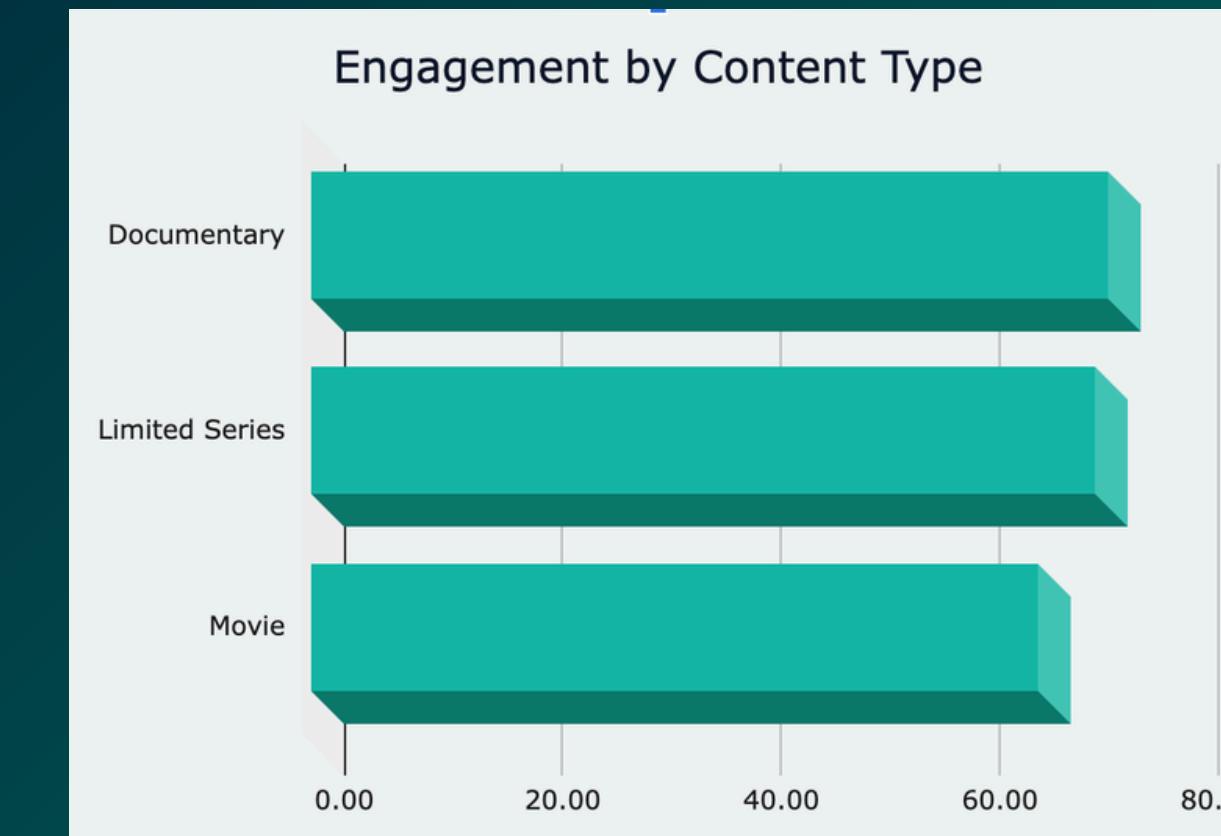
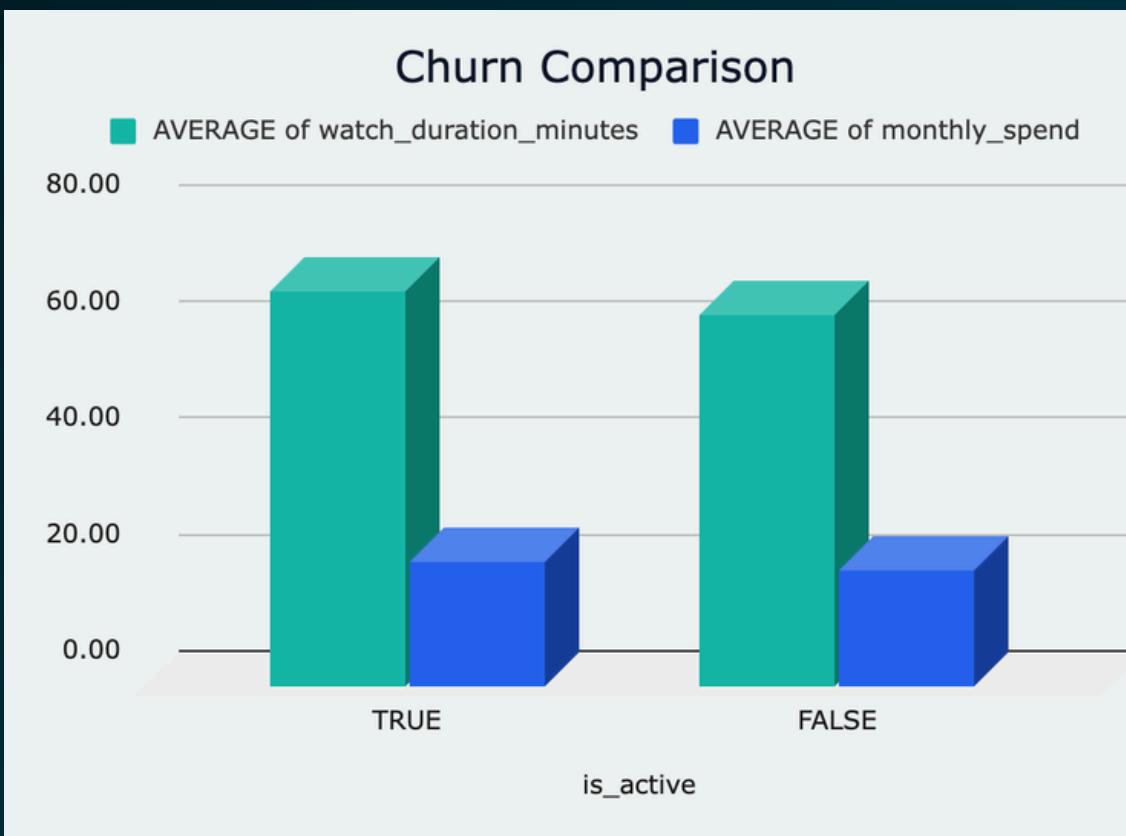
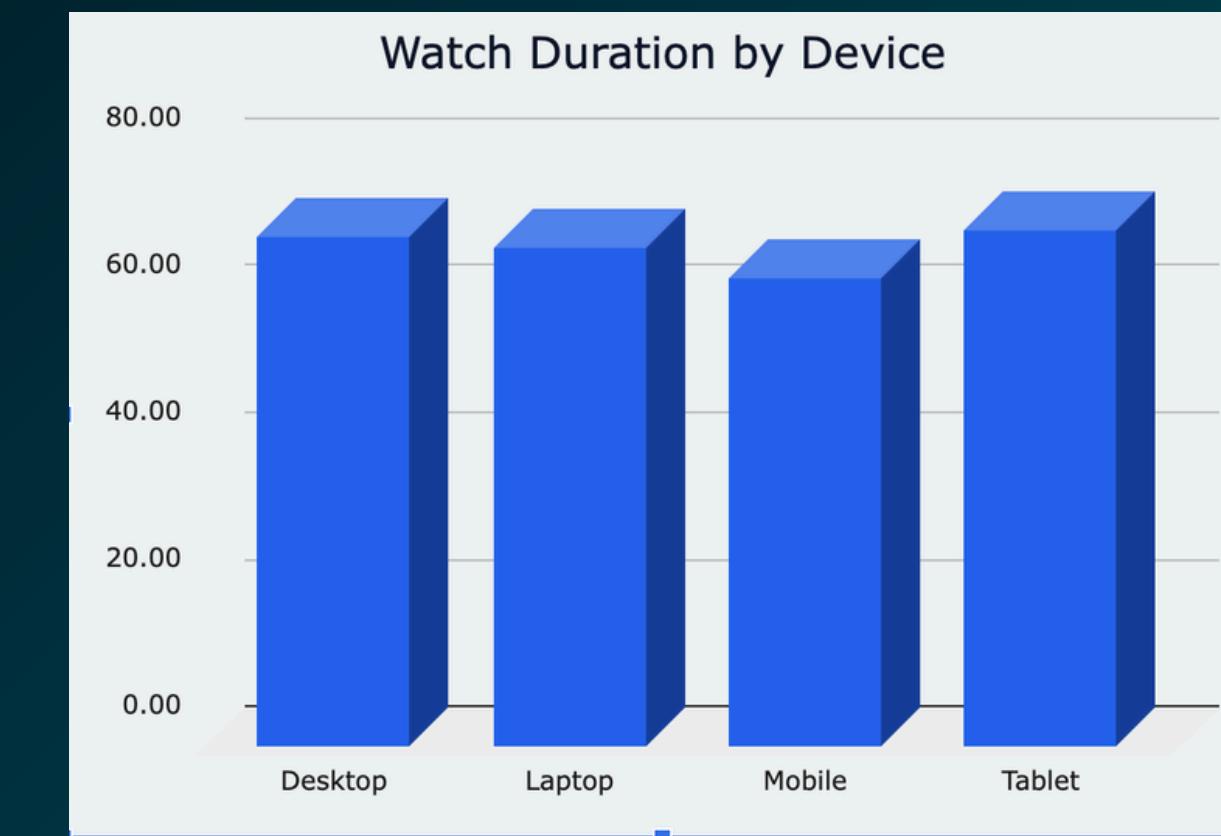
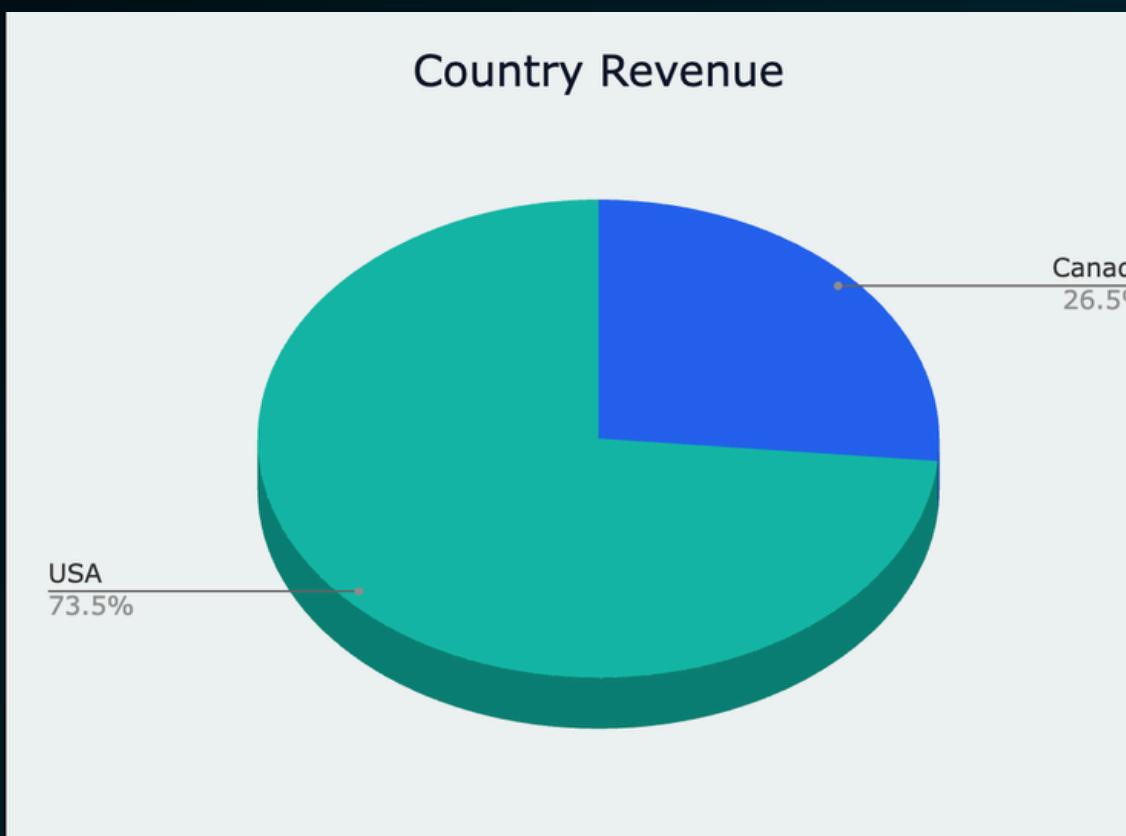
- 26-50 age group drives majority of revenue.



DASHBOARD OVERVIEW



DASHBOARD OVERVIEW



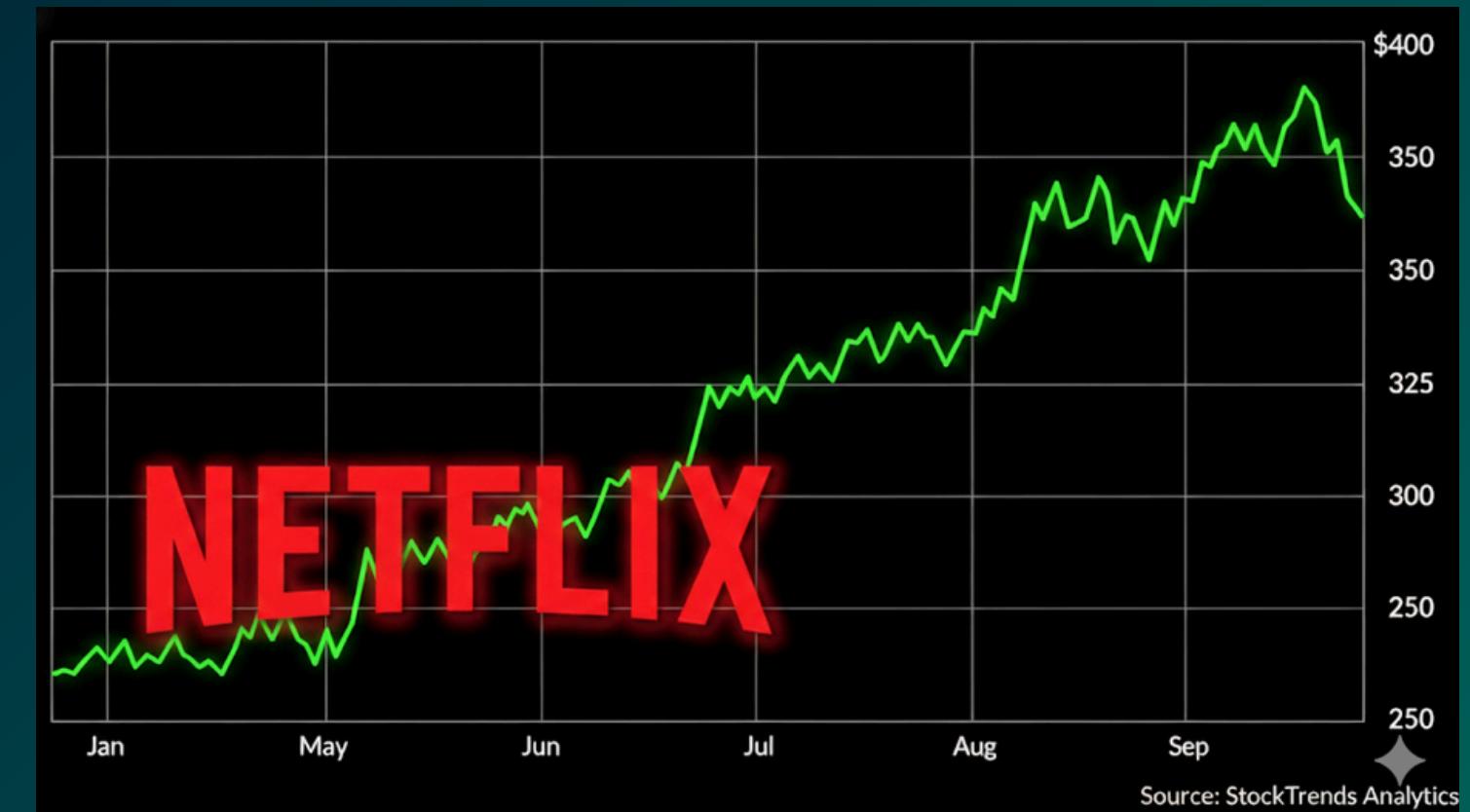
Strategic Recommendations

- Launch targeted upgrade campaigns for STANDARD users.
- Improve mobile UX to increase engagement duration.
- Invest more in Romance & Thriller content.
- Diversify geographic revenue beyond USA.



Business Impact

- 3-5% improvement in retention
- 5-8% potential revenue uplift
- Higher ARPU through plan upgrades
- Reduced churn via early detection



Limitations

- No long-term churn tracking
- No marketing campaign data
- No cost data for originals



Next Steps

- Add predictive churn model
- Add forecasting model
- Include recommendation engine optimization
- Integrate marketing data