

USER ENGAGEMENT & REVENUE OPTIMIZATION ANALYSIS FOR NETFLIX

Play Now



Presented by :

G-13

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BUSINESS CONTEXT & STRATEGIC PROBLEM

Sector Overview

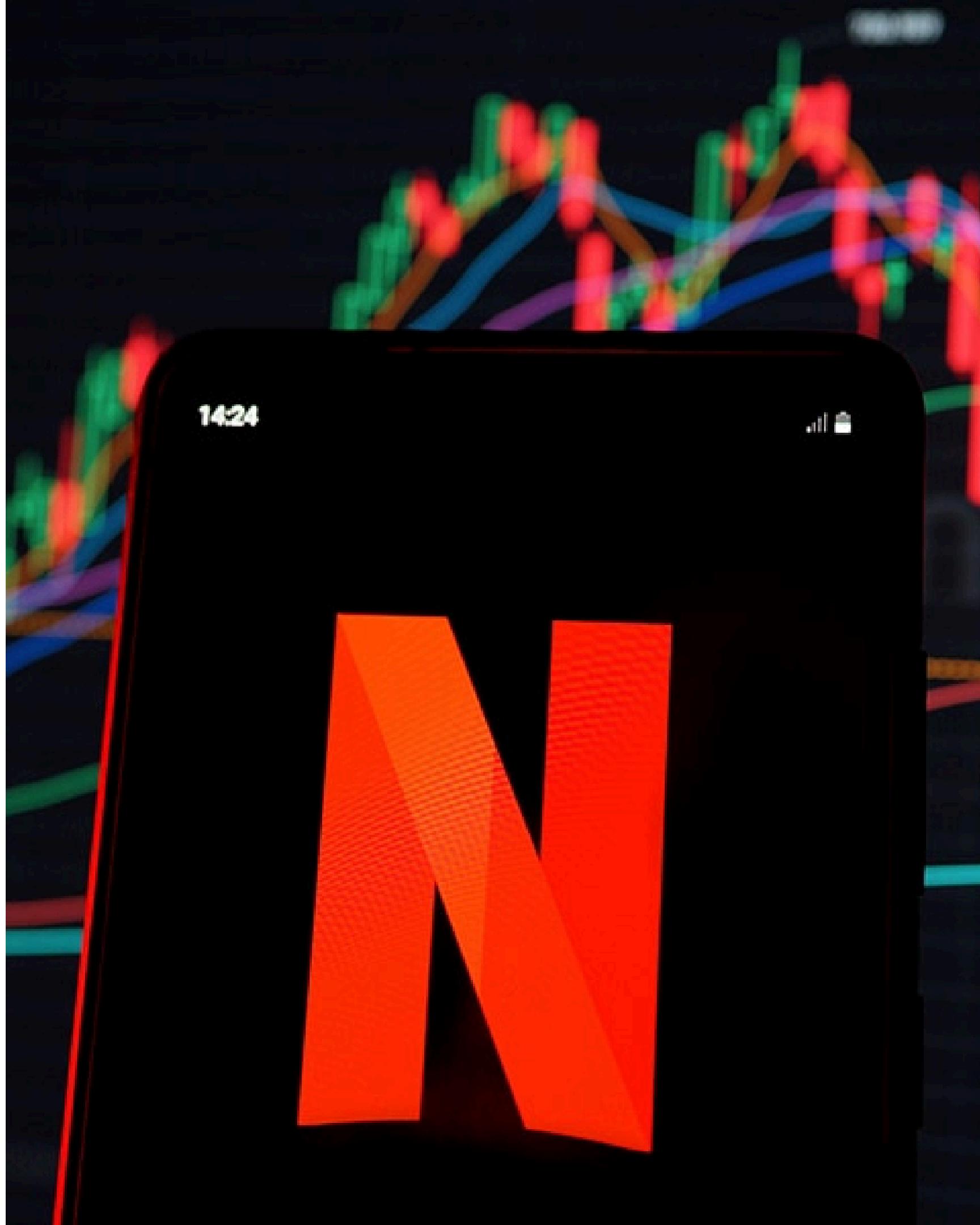
Competitive subscription market; revenue driven by engagement, retention & upgrades; stakeholders: Product/Strategy/Revenue Heads.

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

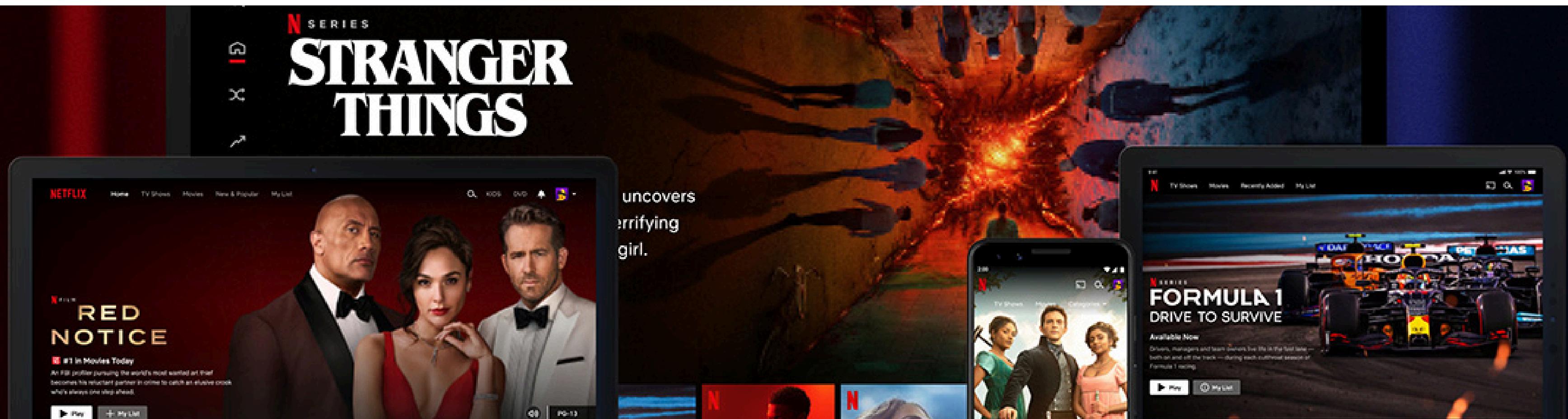
- Raw_Dataset.csv
- Initial size: 10,000 rows
- Final cleaned dataset: 5,025 rows

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

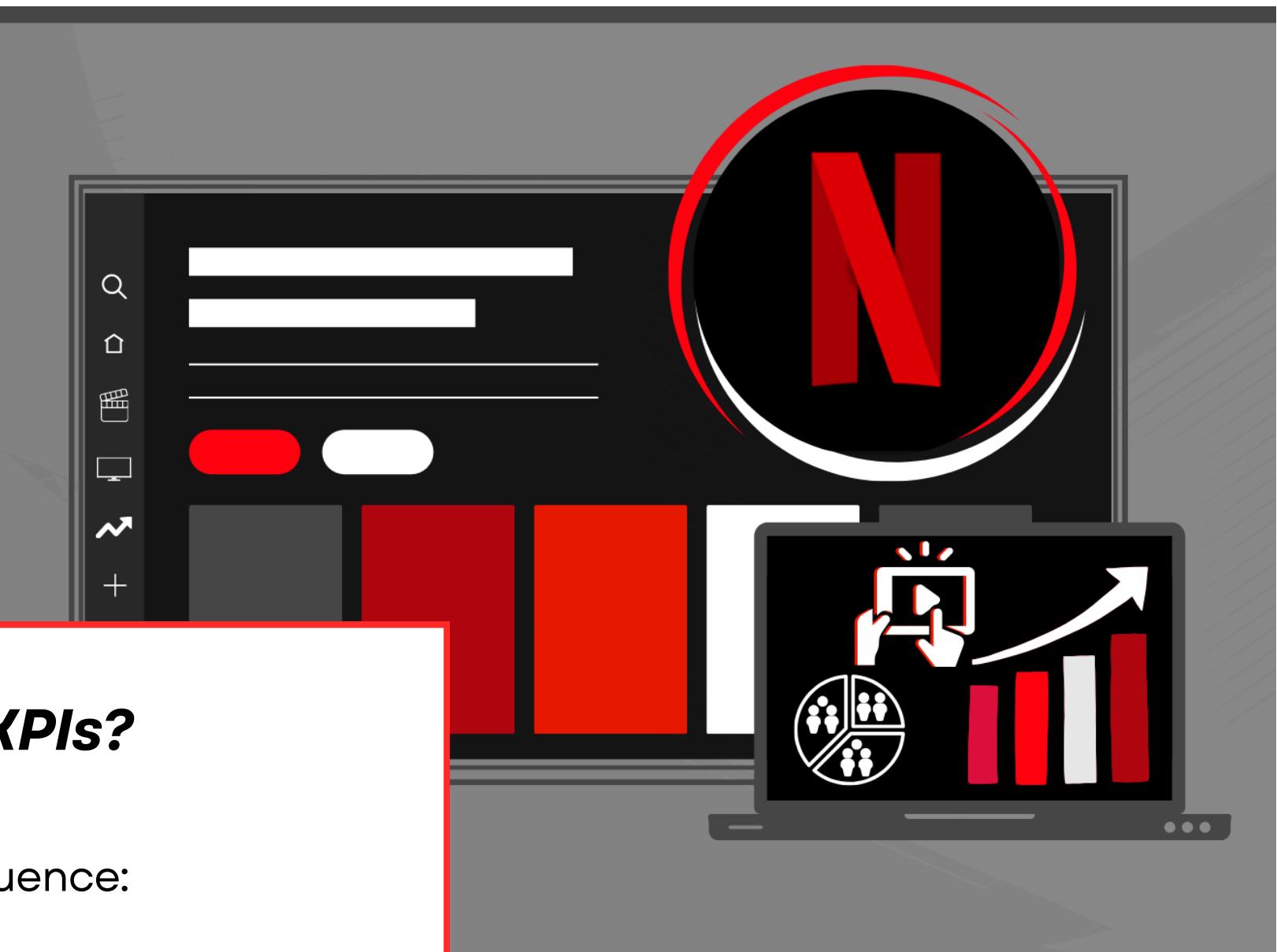
Retention KPI

- Active % by Plan

Why These KPIs?

They directly influence:

Engagement → Retention → Revenue Growth



ADVANCED ANALYSIS

ENGAGEMENT → RETENTION LINK



Key Findings

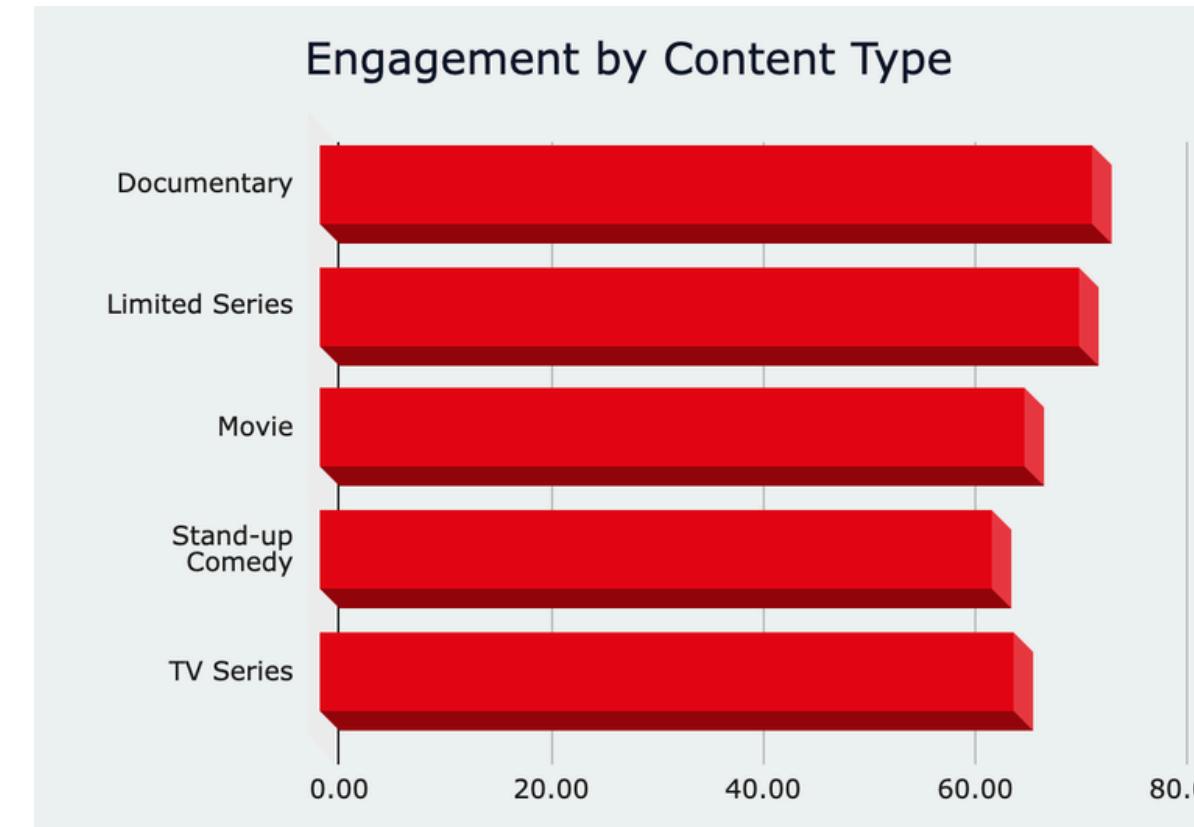
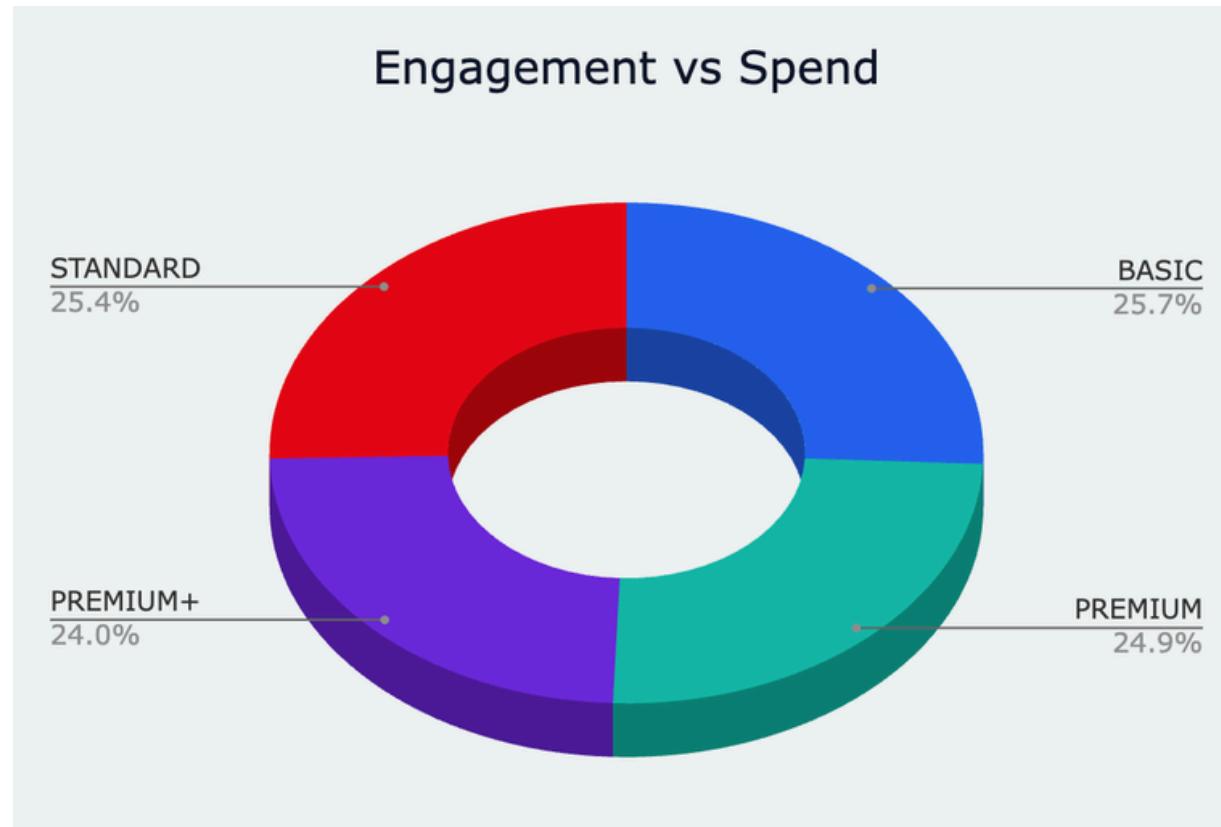
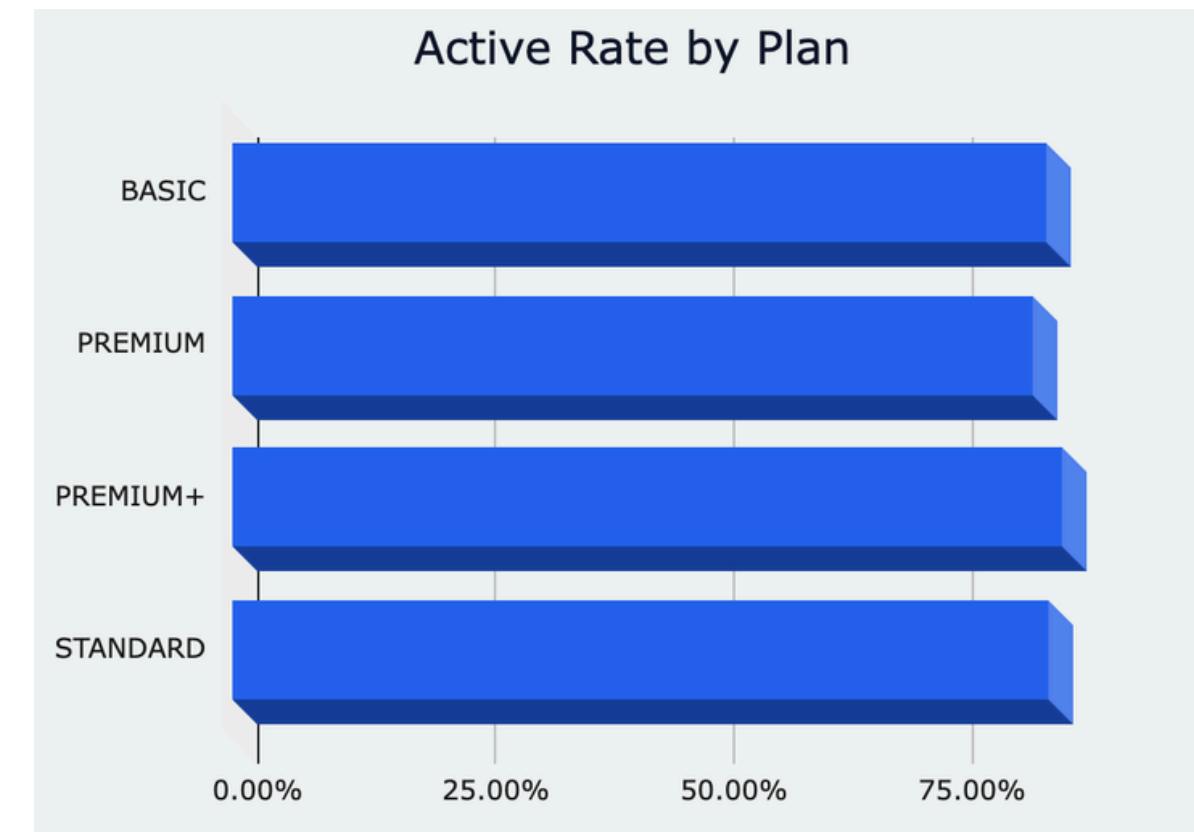
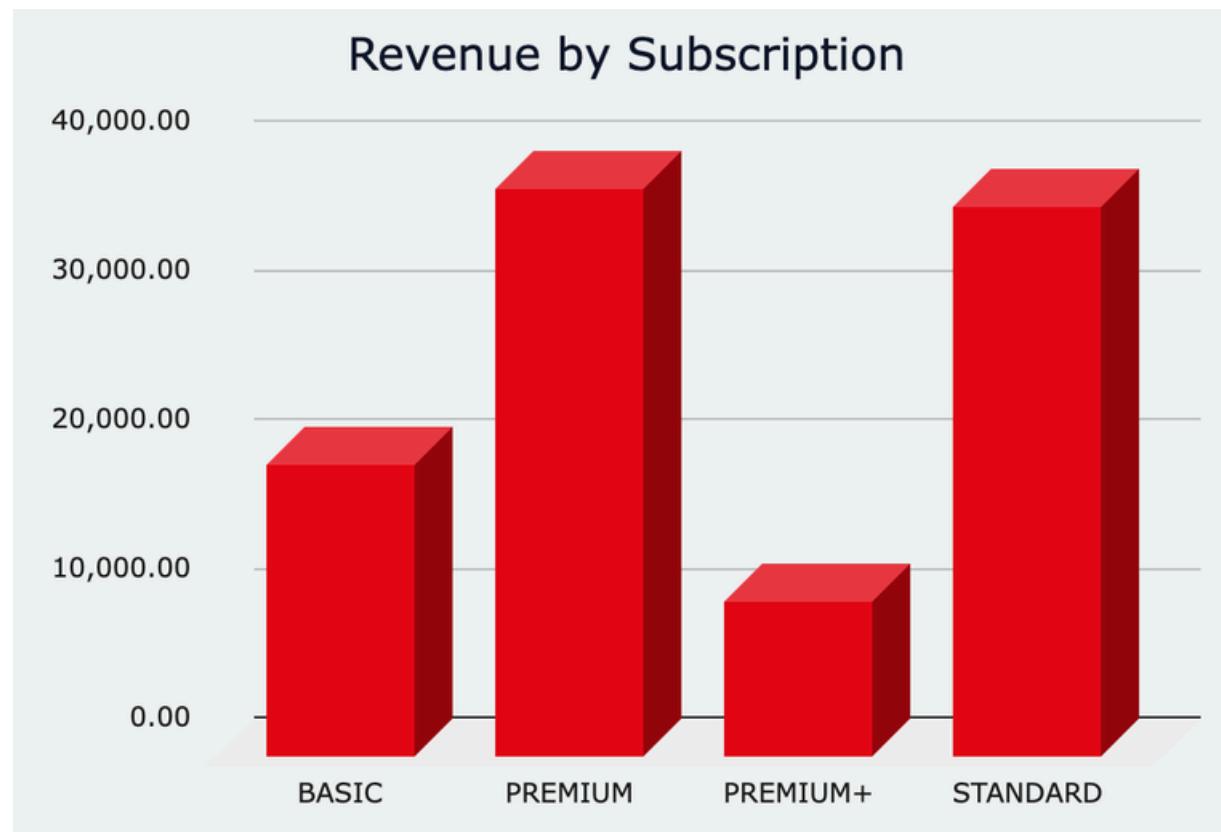
Inactive Users:

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

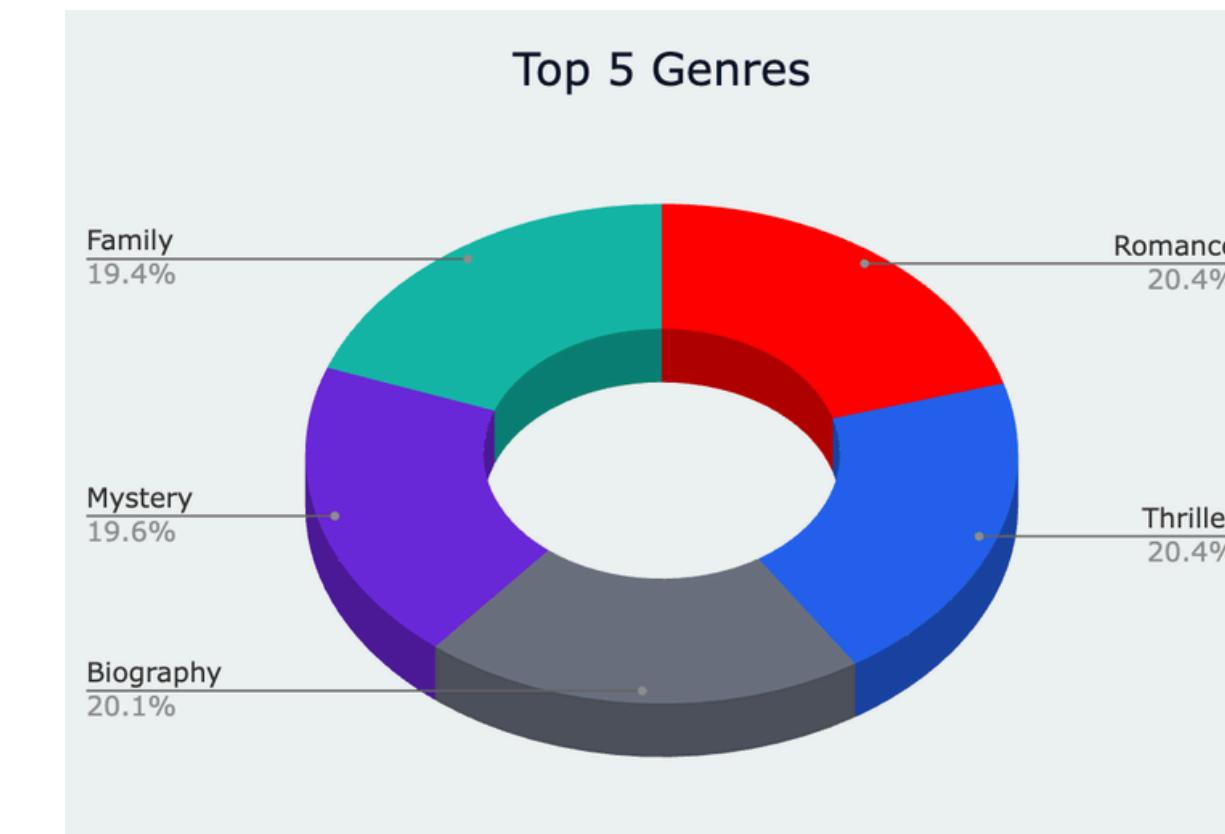
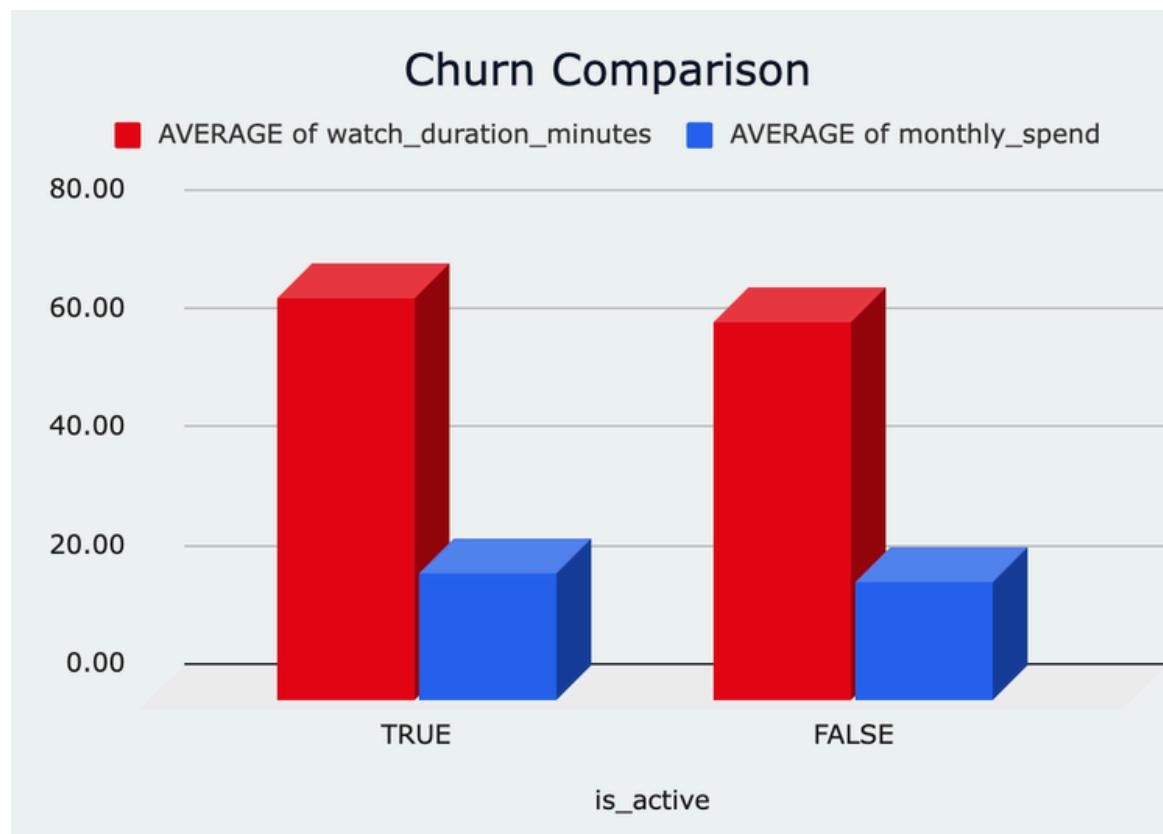
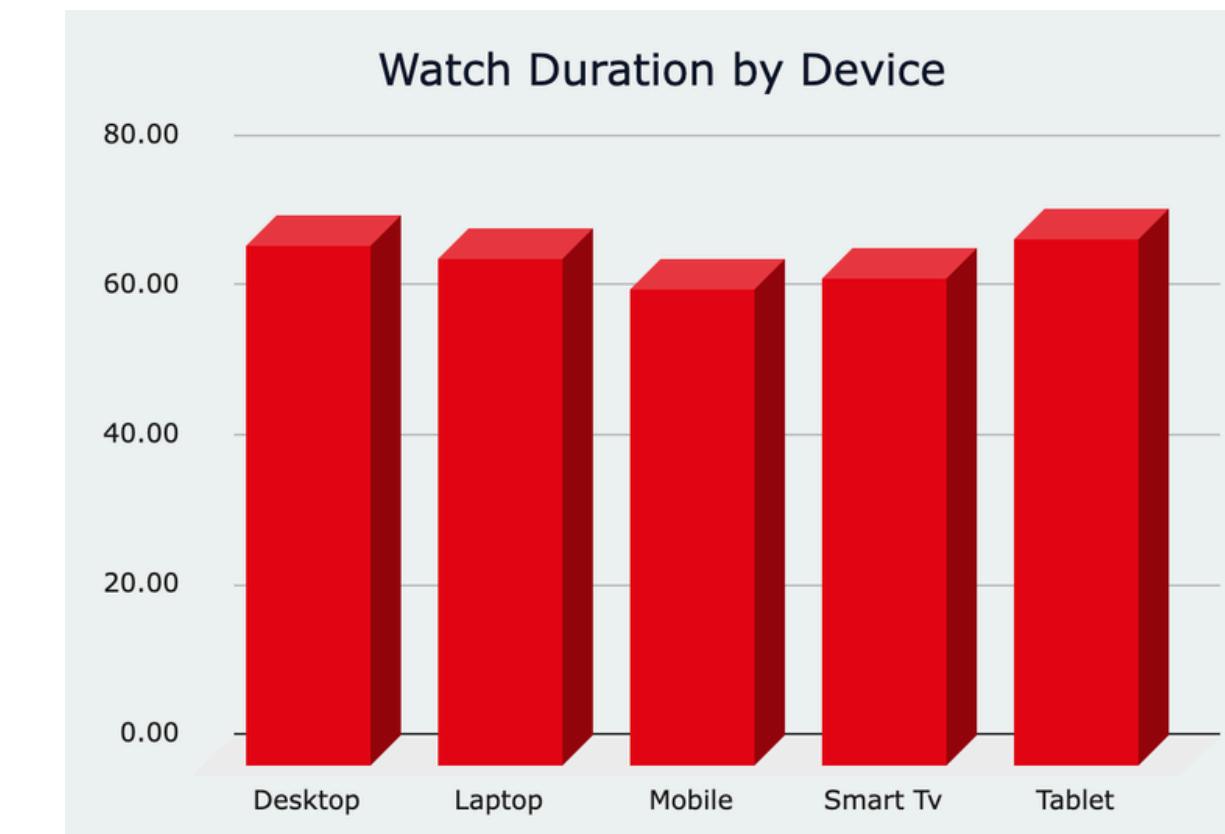
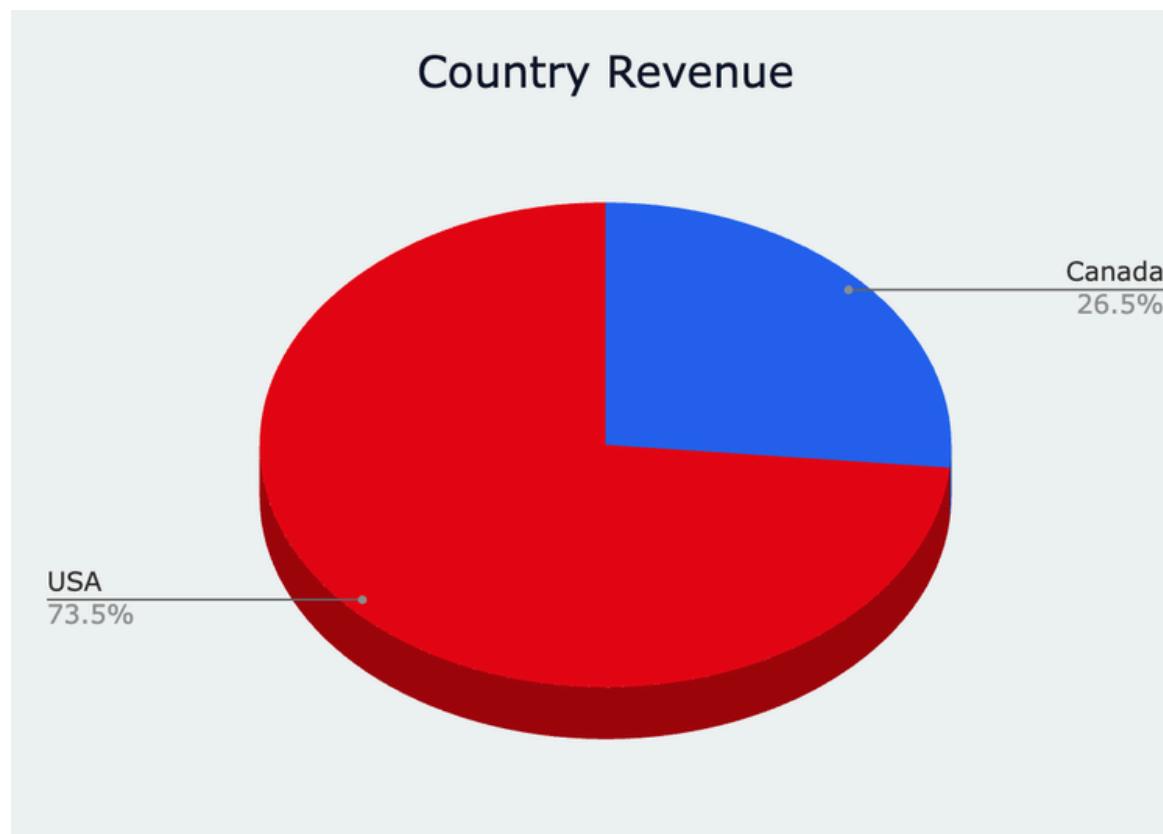
Segmentation Insight:

- 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