



# NETFLIX USER'S SUBSCRIPTION DATA ANALYSIS REPORT

## OBJECTIVE

Analyze Netflix user subscription data to identify revenue-boosting opportunities, combining optimized user acquisition with systematic improvements in user experience delivery.

## ANALYSIS

### 1 : What are the top 3 countries with the highest revenue?

Below fig.1 is a bar chart which shows the revenue for each country. In this figure we can see that United States , Spain and Canada are top 3 countries with the highest monthly revenue.

The country Mexico earns the least monthly revenue.

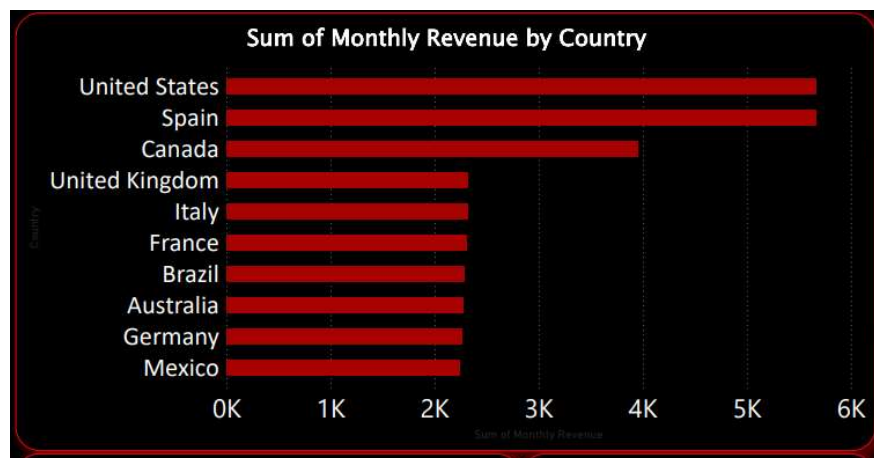


Fig.1

### 2: what is the subscription with the highest revenue ?

As depicted in Figure 2, there are three subscription types: Basic, Standard, and Premium. The Basic subscription type occupies the largest portion of the chart, indicating a higher likelihood of people opting for the basic subscription.

Consequently, the revenue generated by the Basic subscription type is the highest. The revenue from Premium and Standard subscription types is approximately the same.

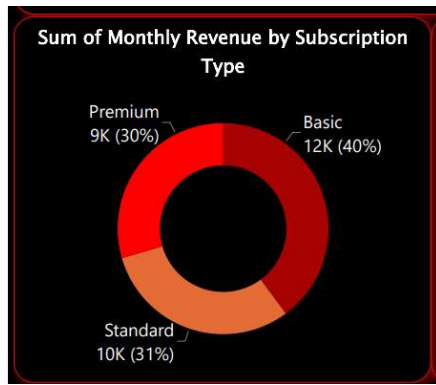


Fig.2

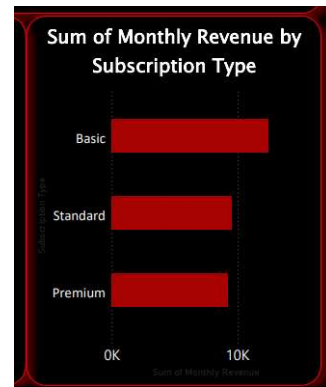


Fig.3

### 3: In which month are people more likely to purchase subscriptions?

Below is the area chart showing a significant increase in revenue from May to July, indicating a trend of people beginning to purchase subscriptions from May and continuing through July. The rise in revenue during these months could be attributed to factors such as student holidays or the release of new movies or series.

Starting from July, there is a slight decrease in revenue, followed by another increase in September, peaking in October.

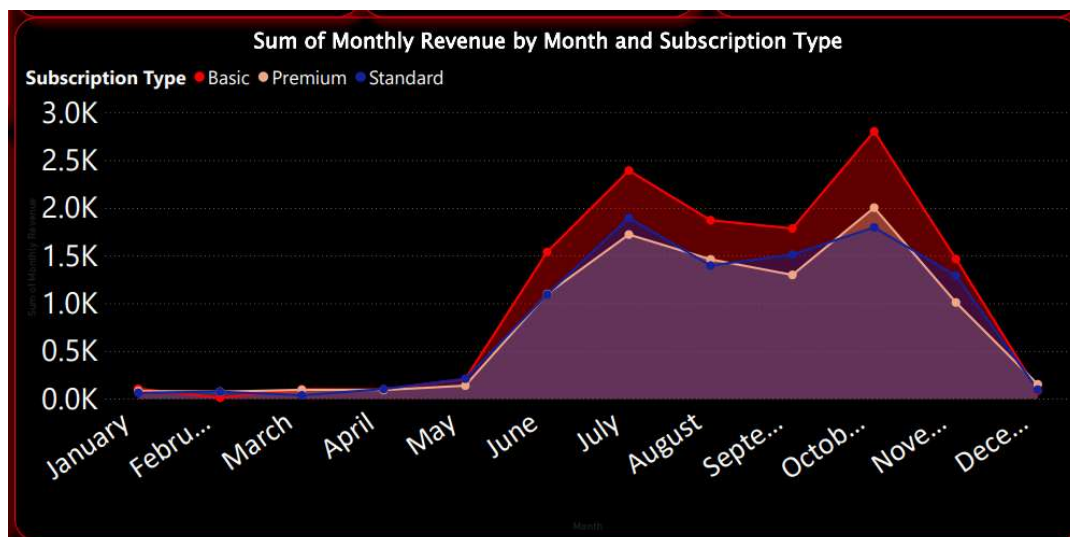


Fig .4

## CONCLUSION

Based on the above insights, revenue can be increased by advertising more Netflix content and enhancing the user experience through the provision of relevant content in countries such as the United Kingdom, Italy, Brazil, Australia, Germany, and Mexico.