

Behaviour of NETFLIX Users in 2022 -2023

Total Subscribers

2448

Revenue Generated

\$7,804

Rate of Active Users



Active Users

626

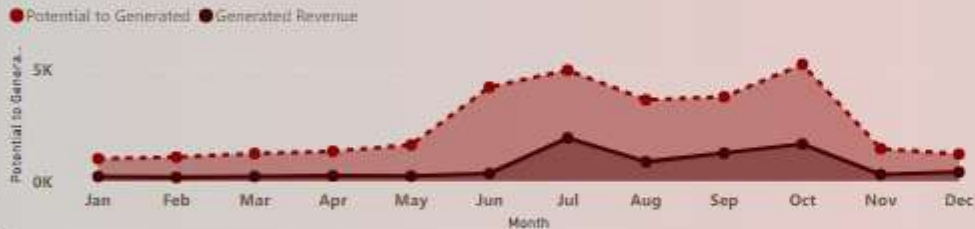
Inactive Users

1822

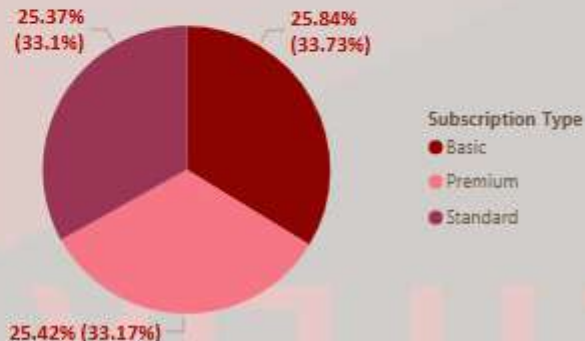
Revenue Generated Per User

\$12.47

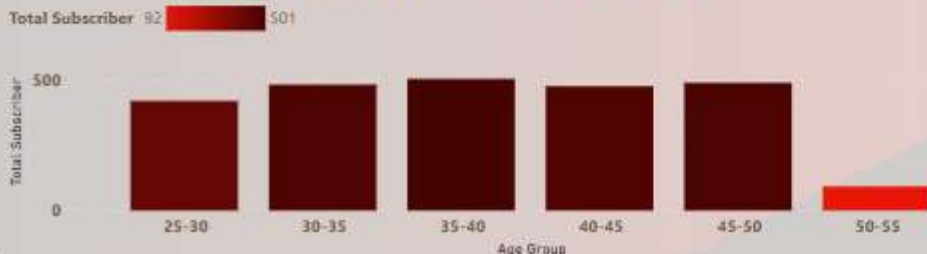
Generated VS Potential to Generated Revenue



Active Users by Subscription Types

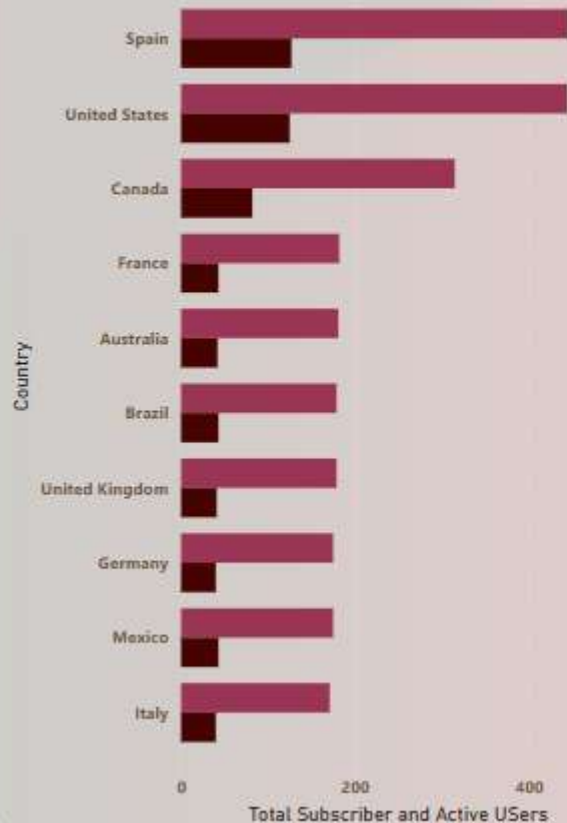


Engaging with NETFLIX by Age Group

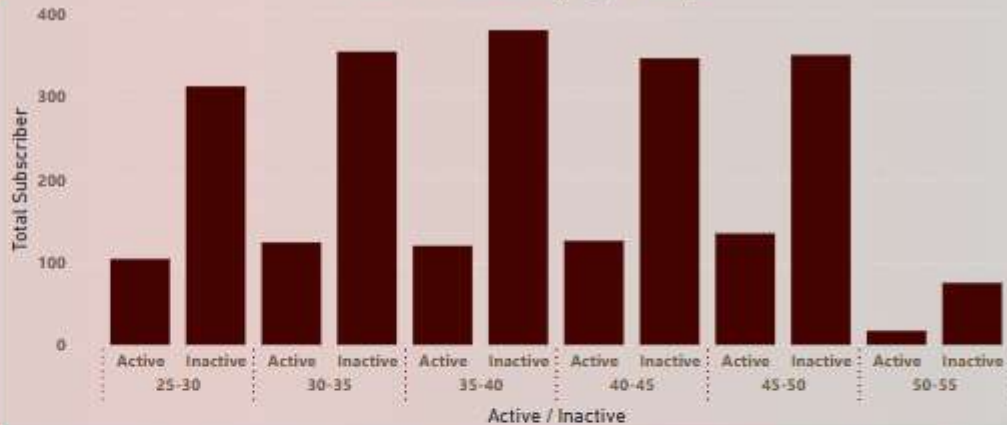


All Subscribers Vs Active Users

● Total Subscriber ● Active Users



Active Vs Inactive by Age Groups



Subscriptions Types by Gender

