

Netflix User Behaviour, Revenue & Churn Analysis

Business Problem & Analytical Report

Problem Statement

Netflix operates on a subscription-based model where **user retention and engagement directly impact revenue**.

Despite having rich user-level data, Netflix lacks a consolidated view to understand:

- Why users churn
- Which segments contribute the most to revenue loss
- How engagement, satisfaction, and subscription plans influence retention

The absence of clean data, standardized metrics, and executive-level reporting makes it difficult for decision-makers to take **timely, data-driven actions**.

Project Objective

The objective of this project is to:

- Clean and standardize Netflix user data
 - Analyze **churn, revenue, engagement, and satisfaction patterns**
 - Identify **high-risk and high-value customer segments**
 - Quantify **revenue lost due to churn**
 - Build an **interactive Power BI dashboard** for executive decision-making
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Business Problem Questions

1. What is the **overall customer churn rate**, and how has it changed over time?
2. Which **subscription plans** experience the highest churn?
3. How much **revenue is lost due to churn**, and which user segments contribute the most?
4. Which **payment methods** are associated with higher churn risk?
5. How does **user engagement** (watch hours, completion percentage) differ between:
 - Active users
 - Churned users
6. Does **customer satisfaction** have a measurable impact on churn behaviour?

7. Which **age groups** show higher engagement but lower retention?
8. Which **countries** generate the highest revenue and user base?
9. Who are the **high-value (power) users**, and what characteristics define them?
10. How do **devices used for signup and viewing** influence user behaviour and churn?
11. What are the **monthly revenue trends**, and are there early warning signs of decline?
12. Which user segments should be **prioritized for retention strategies**?