**🚀 Netflix Churn Analysis & Customer Engagement Dashboard**

**Objective:**  
The goal of this project was to analyze Netflix’s user behavior and identify patterns leading to **customer churn**. Using watch time, login frequency, and demographic data, the project focused on segmenting users and uncovering insights to help **reduce churn and improve retention**.

**🔧 Tools & Technologies**

* **Power BI** – Dashboard creation & interactive visual analysis
* **DAX (Data Analysis Expressions)** – Custom metrics & calculated fields
* **Excel** – Initial data review and preparation

Dataset: *25,000 simulated Netflix user records including subscription type, watch hours, age group, and churn status.*

**📊 Key Metrics**

* **Total Users:** 25,000
* **Total Churned Users:** 3,311
* **Churn Rate:** 13.24%
* **Total At-Risk Users:** 19,000

**🔍 Major Insights**

1️⃣ **Engagement & Churn Relationship**

* Binge watchers dominate total watch hours and are the most engaged users but also have second highest churn rate.
* Low watch time segments have lowest watch hours and highest churn rate.

**Conclusion:** High watch hours alone don't guarantee loyalty — content fatigue or lack of new interest may drive churn.

2️⃣ **Age Group Behavior**

* **Older Adults** lead in both **user count (11,337)** and **watch hours (5.7M)**.
* **Young Adults** have the **lowest user count (3695) and watch hours (1.8M)**, indicating weaker engagement.

**Conclusion:** Netflix should **tailor content to younger audiences** to grow future market share.

3️⃣ **Overall Churn Rate**

* Calculated churn rate is **13.24% which is above target (10%)**, shown using a gauge visual.
* Most users are **At Risk (74.75%)**, signaling an urgent need for **re-engagement strategies**.

**📈 Final Dashboard Features**

* **KPIs:** Total users, churned users, at-risk users, churn rate
* **Pie Chart:** Customer distribution by login behavior
* **Bar Charts:** Watch time by age group and engagement segment
* **Gauge Chart:** Churn rate performance indicator
* **Slicer:** Subscription type filter for deeper analysis
* **Interactive Matrix:** Breakdown of churn, engagement, and demographics

**💡 Recommendations**

* Re-engage **at-risk users** with personalized email campaigns and exclusive offers.
* Develop **Young audience focused content** to engage youth.
* Target **binge users** with loyalty programs to reduce churn.
* Continuously monitor churn trends to measure the success of interventions.

**🌟 Outcome**

This project demonstrates how **data-driven decisions** can improve **customer retention and profitability**.  
The interactive Power BI dashboard provides actionable insights to executives, helping them **prioritize user engagement strategies**.