**Netflix User Analysis- Excel Dashboard and SQL Data Analysis**

Using Microsoft Excel, I was able to get a general outlook of the demographic distribution of the dataset. Through pivot tables, I was able to generate data visualizations such as

* Country distribution of Netflix users
* User plan distribution
* Age and country distribution
* Device distribution
* Age frequency

**Summary of dataset**

* 2500 user data information
* Column titles: UserID, Subscription type (basic, standard, premium plans), Monthly revenue, Join date (date signed up), Country, Age, Gender, and Device type

**Insights (Excel)**

* There is a bimodal distribution of users in the United States and Spain of 451 users each. The next highest userbase is Canada with 317 users.
* There is an equal distribution of devices as well as age distribution.
* Gender does vary much as countries differ. There are more female basic plan users and more male users for the premium and standard plans. The statistics are not statistically significant.
* In terms of user plans distribution, the basic plan leads at 40%, followed by the standard plan at 31%, and lastly the premium at 29%.

To analyze the SQL dataset, I broke up the original dataset into two csv files: user\_demographic and user\_subscription. This way, I was able to use the JOIN function and utilize the user\_id primary key.

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| **Questions analyzed through SQL** |

* Display the country distribution
* What is the distribution among the subscription plans?
* How many total users are there?
* Count the number of users before 2023-01-01
* Count the number of users after 2023-01-01
* What percentage of the users signed up before 2023-01-01?
* What percentage of the users signed up after 2023-01-01?
* Count and rank the countries with the largest amount of users
* What percentage of the users are under the age of 30?
* Out of all users in the USA, what is the average of users?