Netflix User Analysis Dashboard

Project Overview

This project analyzes a **Netflix Users Dataset** from Kaggle, focusing on user behavior, subscription types, and viewing patterns.
The goal is to **understand subscription trends, watch time distribution, and audience demographics**, and to uncover actionable insights that Netflix (or any streaming platform) could use to **improve engagement and revenue**.

Dataset: Netflix Users Dataset (Kaggle)

Business Problem

Streaming platforms face constant challenges:

- Which subscription tier contributes the most to engagement?
- What content genres keep users most entertained?
- Which countries bring the highest user base?
- How can Netflix improve retention by leveraging user insights?

Steps Taken

1. Data Cleaning

- Removed blanks & duplicates.
- Standardized country and subscription values.
- Fixed inconsistent genre entries.

2. Excel Analysis (Pivot Tables & Charts)

- Users by subscription type.

- Watch time by subscription type.
- Popular genres.
- Users by country.

3. SQL Analysis

To simulate real-world business questions, I wrote SQL queries:

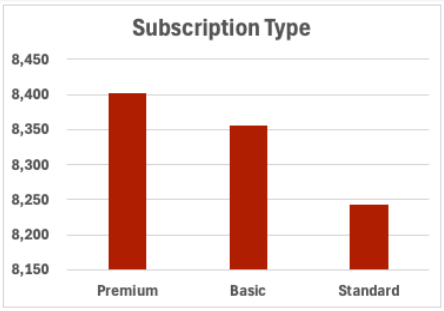
```
-- 1. Count users by subscription type
SELECT Subscription_Type, COUNT(User_ID) AS Total_Users
FROM Netflix_Users
GROUP BY Subscription_Type;

-- 2. Average watch time per subscription
SELECT Subscription_Type, AVG(Watch_Time_Hours) AS Avg_Watch_Time
FROM Netflix_Users
GROUP BY Subscription_Type;

-- 3. Top 5 countries by user count
SELECT Country, COUNT(User_ID) AS User_Count
FROM Netflix_Users
GROUP BY Country
ORDER BY User_Count DESC
LIMIT 5;

-- 4. Most popular genre overall
SELECT Genre, COUNT(User_ID) AS Genre_Count
FROM Netflix_Users
GROUP BY Genre
ORDER BY Genre_Count DESC
LIMIT 1;
```

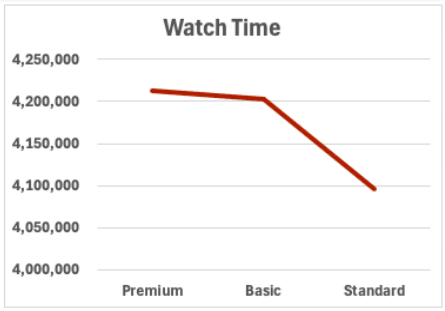
4. Tableau Dashboard

Created a Tableau dashboard with:

- **Bar chart**: Users by Subscription Type
- **Bar chart**: Genre popularity
- **Map**: Users by Country
- **KPI Cards**: Percent of Premium Users, Total Users, and Average Watch Time

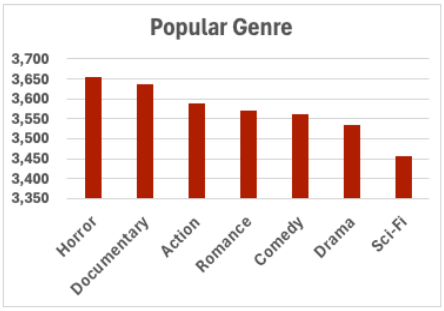
NETFLIX

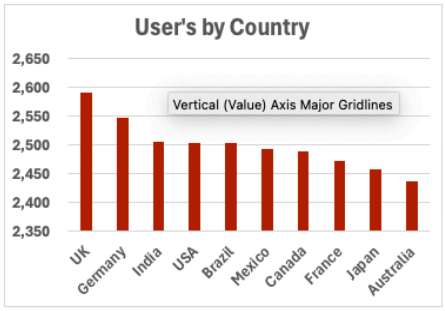




POPULAR GENRE
HORROR

MOST SUBSCRIPTION
PREMIUM



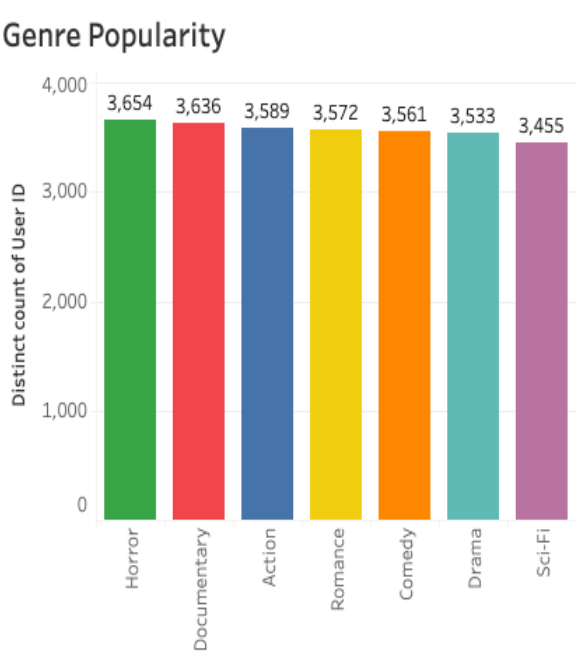


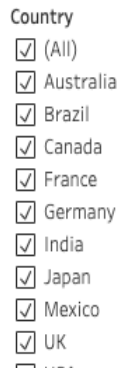
HIGHTEST COUNTRY USER
UK

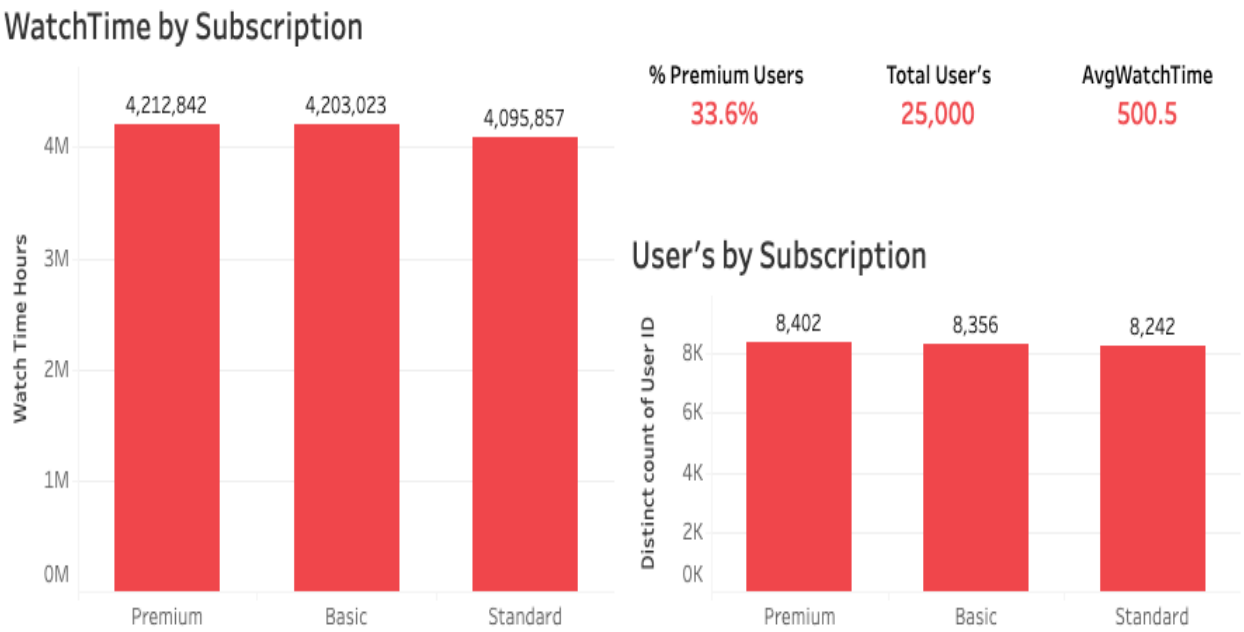
HIGHTEST WATCH SUBSCRIPTION
PREMIUM

User's by Country Map

Genre Popularity







Key Insights

- **Premium is dominant**
    - Highest number of users.
    - Highest total watch time.
- **Content drives engagement**
    - *Horror* is the most popular genre.
- **Geographic distribution**
    - **UK leads user count**, followed by Germany & India.
- **Retention Opportunity**
    - Standard users watch less → **higher churn risk**.

Business Recommendations

1. **Upsell Standard** → **Premium** with discounts & bundled offers.

2. **Invest in Horror & Documentary content**, since they drive engagement.
3. **Expand marketing in the UK, Germany, India**, where Netflix has a strong base.
4. **Churn Management:** Encourage Standard users with personalized nudges.

Files in this Repository

- `netflix_users.xlsx` → Clean dataset + Pivot Tables
- `Netflix Project.png` → Excel dashboard visualization
- `README.md` → Project documentation (this file)
- `sql_queries.sql` → SQL queries used for analysis
- `tableau_dashboard.twbx` → Tableau workbook (optional upload if you build one)

Why This Project Matters

This project demonstrates **end-to-end data analysis workflow**:

- Data Cleaning (Excel)
- KPI Reporting (Pivot Tables & Charts)
- Querying & Aggregation (SQL)
- Dashboarding (Tableau)
- Business Insights & Recommendations

It shows **technical ability + business impact** → exactly what employers look for in a Data Analyst.