

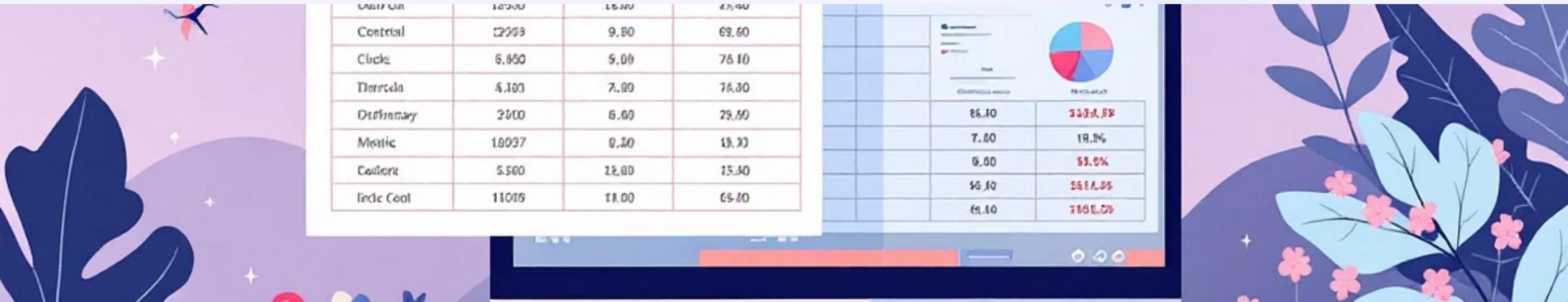
Streaming Service User Analysis

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Step 1: Data Preparation

- Created a new column and extracted month from join_date column
- The dataset was converted into a table



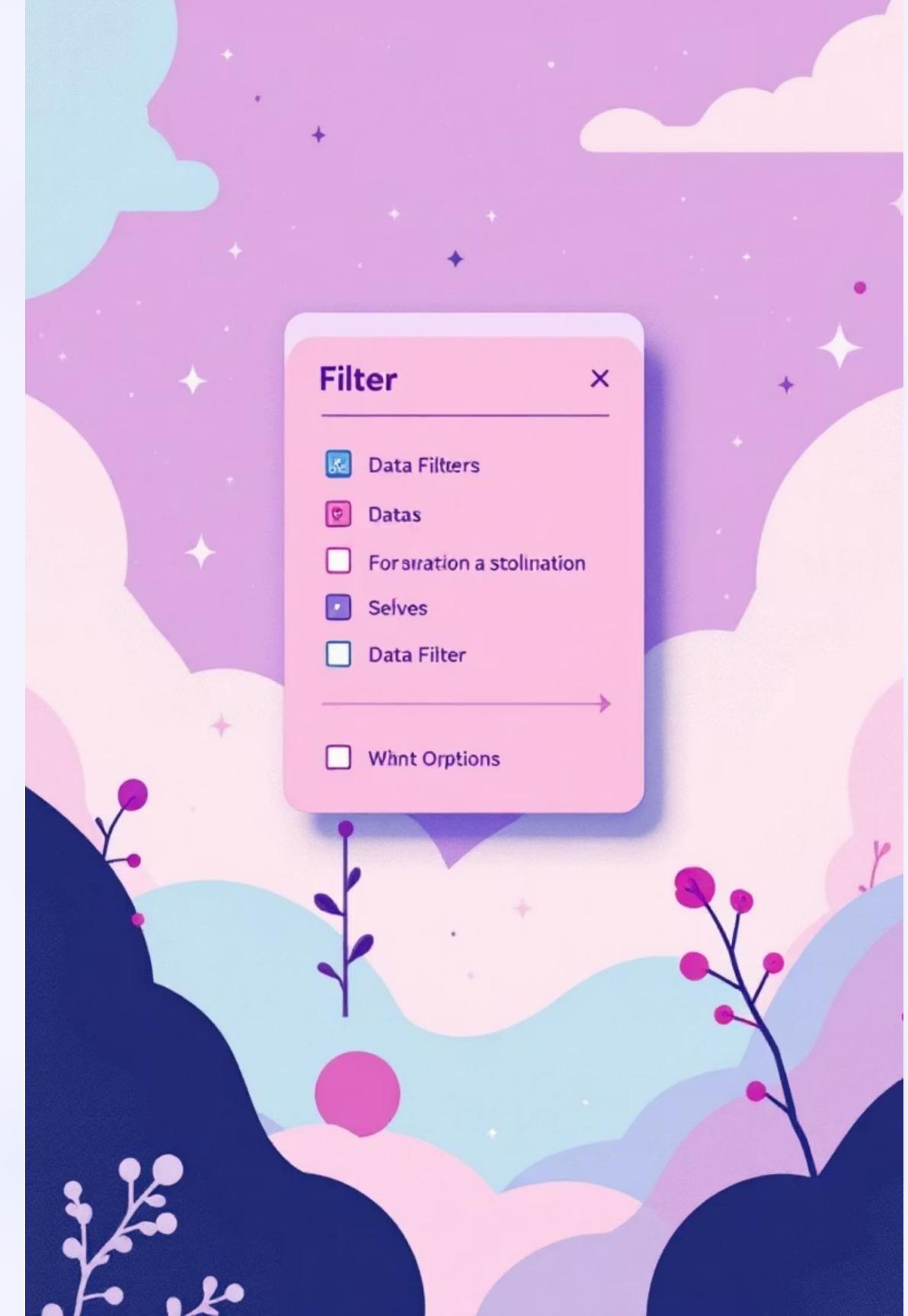
Step 2: Analysis with Sorting and Filtering functions

Sort Function

Organised the data by one or multiple columns to identify patterns and outliers.

Filter Tools

Displayed only the records that meet specific criteria without altering the original dataset.



Step 3: Summarisation with Pivot Tables



Creation of Pivot Tables

Selected the range and inserted Pivot table. Dragged and dropped fields into Rows, Columns, and Values to instantly summarise large datasets without complex formulas.



Dynamic Summarisation

For example, in order to summarise and find correlation between Month (ie, Time) and Revenue the Month field was dragged into Rows and the Monthly Subscription column was dragged into Values



Flexible Analysis

Grouped data, applied filters, and sorted the pivot to infer the best analysis.



Step 5: Visualisation of Data with Charts and Graphs

Bar charts and Pie diagrams were created by selecting the entire pivot table and inserting pivot charts to visualise data and reveal differences between groups at a glance, making them perfect for comparisons.



Findings & Actions

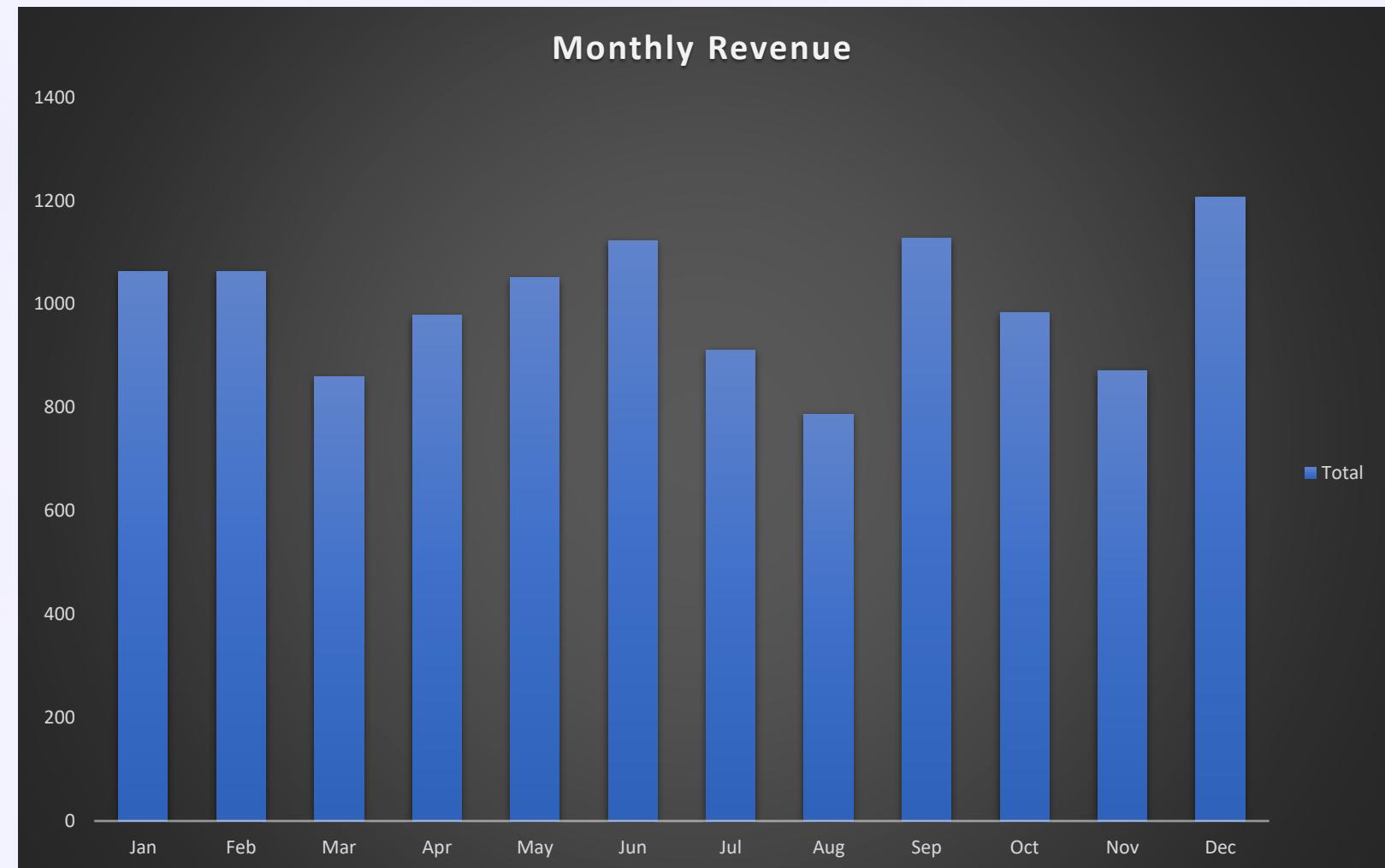
Revenue Per Month

Inference:

The streaming platform has stable but fluctuating monthly revenue, peaking in December and dipping in August and November. The first two months shows a stable retention of users.

Actions:

- **December:** Maximise revenue with holiday promotions and gift subscriptions.
- **August:** Counter the summer dip with targeted campaigns and new content.
- **November:** Address the pre-holiday dip by starting promotions earlier.
- **January/February:** Retain new subscribers with consistent content releases.



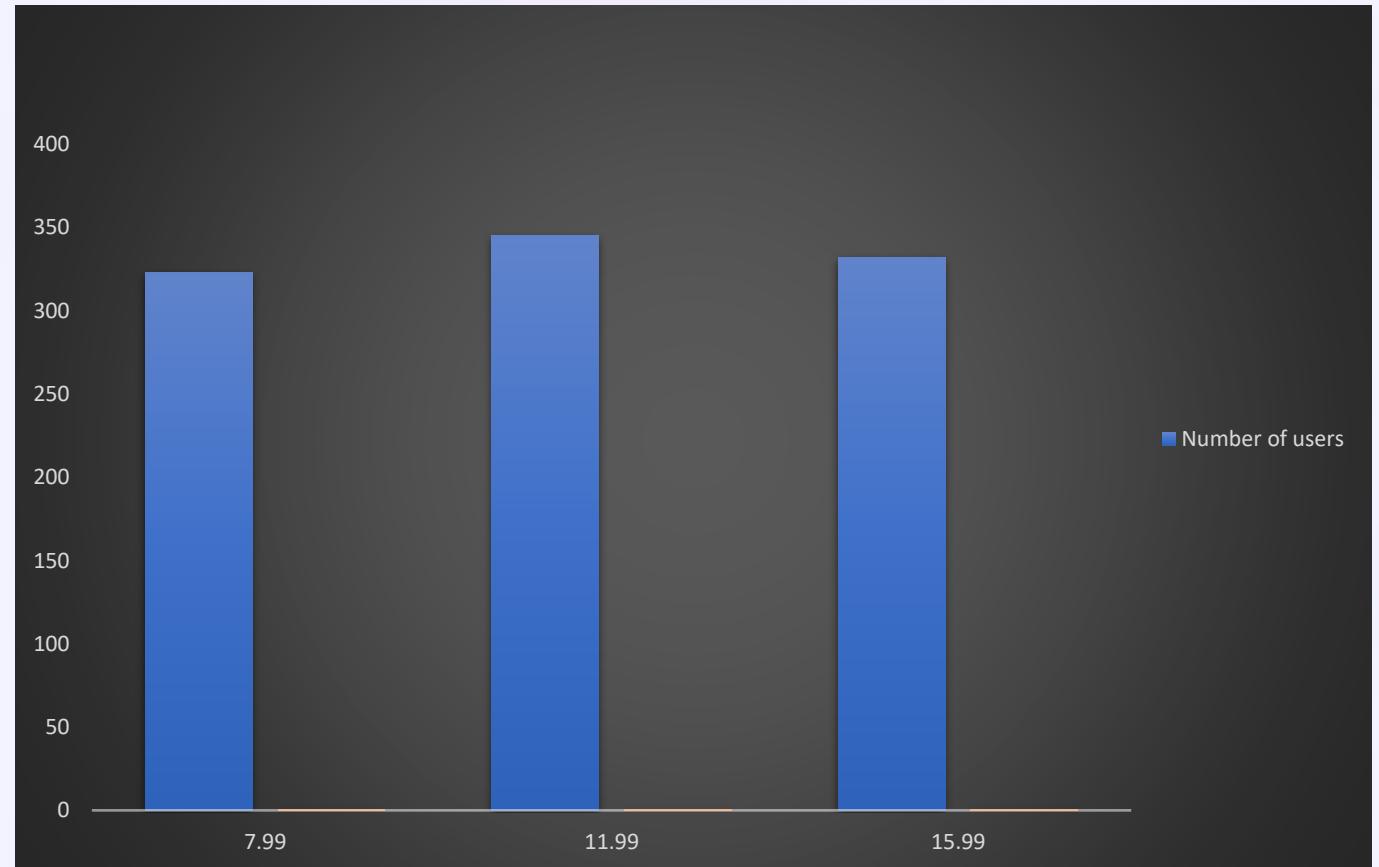
Subscriptions vs Pricing

Inference:

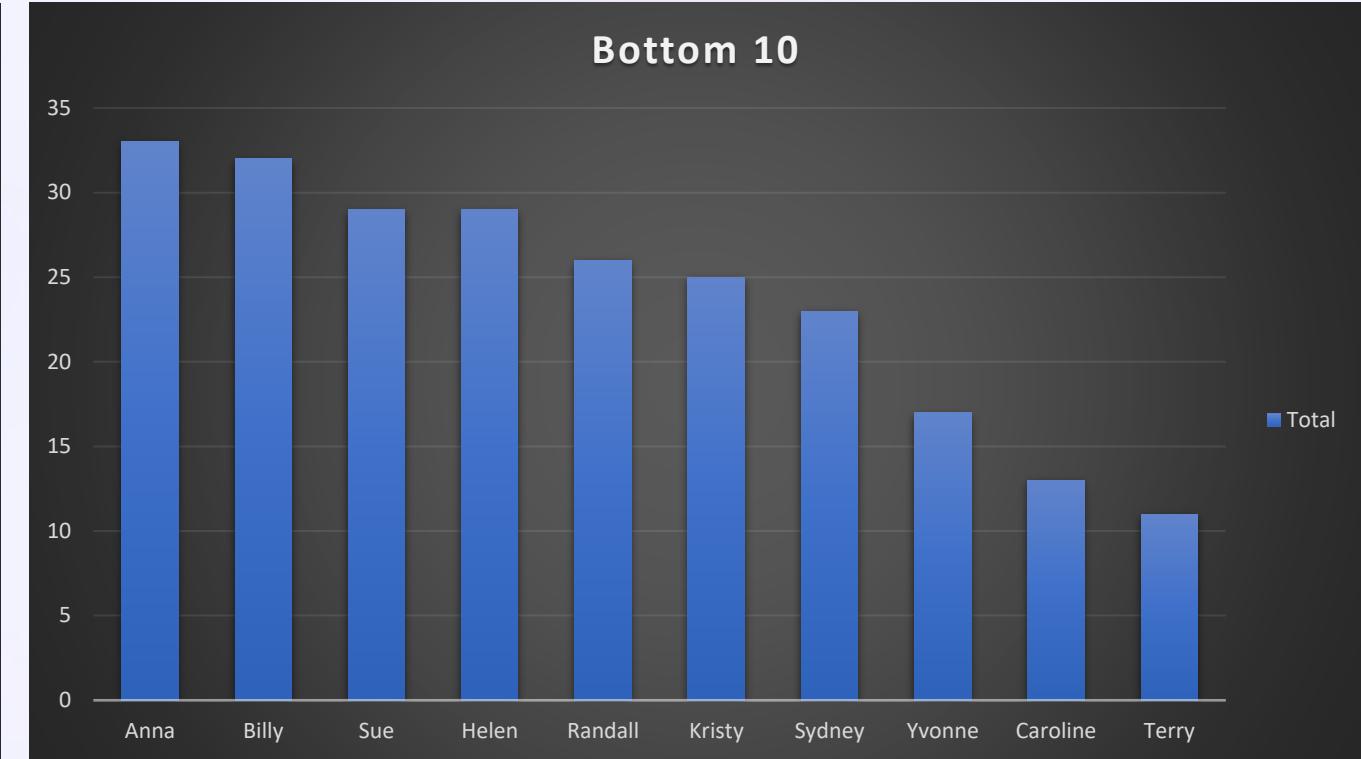
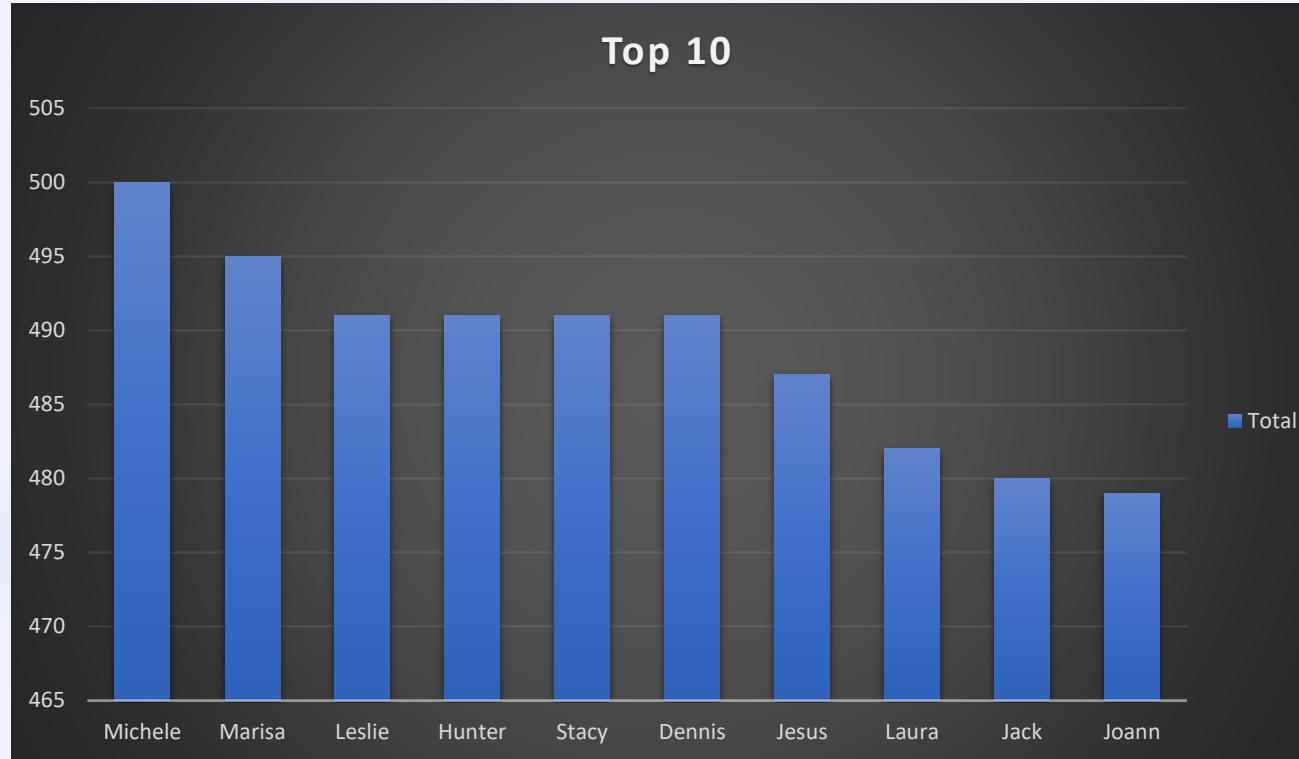
User distribution is relatively even across the \$7.99, \$11.99, and \$15.99 monthly price tiers.

Actions:

- Providing additional benefits and discounts on higher tiers will attract more users from lower tiers.



User Engagement



Inference:

Top users are highly engaged, with average watch hours significantly higher than the low-engagement users. A large group of users has very low watch hours, indicating a high risk of churn.

Actions:

- Retain Top Users:** Reward and acknowledge highly engaged users with loyalty programs.
- Re-engage Low Users:** Offer personalized recommendations and targeted promotions to boost their viewing.
- Analyze Content:** Study top users' viewing habits to guide future content decisions.

Watch hours vs Number of Recommendations

Inference:

Certain recommendations (0-9, 50-59, 60-69) are responsible for the largest percentage of watch hours. Other categories (10-19, 30-39, 40-49) have moderate contributions. The categories 20-29 and 50-59 show the lowest watch hours.

Actions:

- **Increase High-Performing Categories:** Prioritize recommendations in the 0-9, 50-59, and 60-69 ranges.
- **Improve Low-Performing Categories:** Analyze and improve the quality of recommendations in the 20-29 and 50-59 ranges.
- **Balance Recommendations:** Adjust the algorithm to better distribute content to maximize overall watch time.



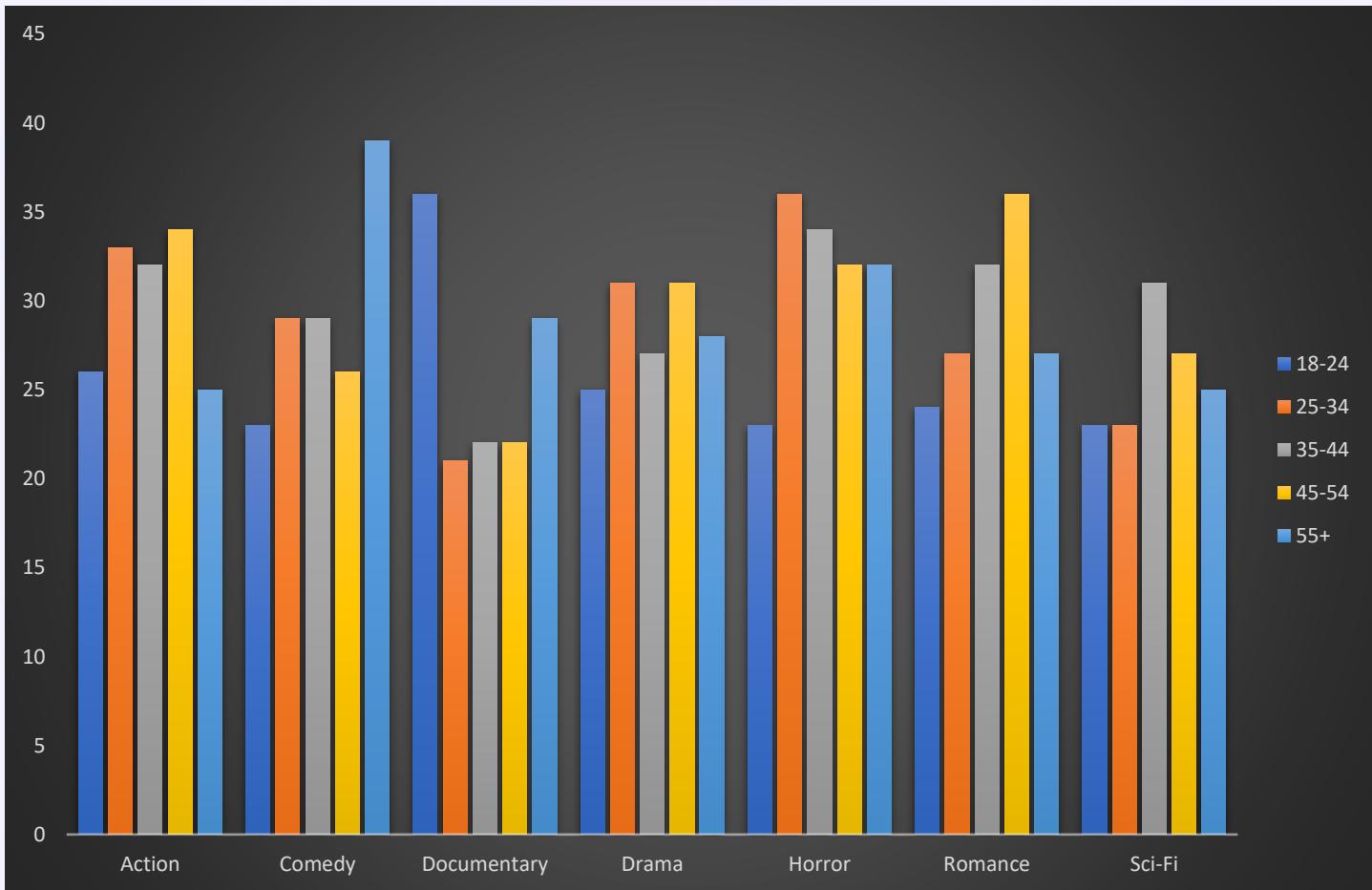
Revenue Per Month

Inference:

Genre preferences vary significantly by age group (e.g., 18-24 prefer Action and Horror, while older groups favor Romance and Drama). The Action genre is consistently popular across several age groups. Most genres have the highest user counts in the 18-44 age range.

Actions:

- **Target Content:** Acquire or produce content tailored to each age group's favorite genres.
- **Personalize Marketing:** Launch campaigns that promote specific genres to their most relevant age demographics.
- **Boost Retention:** Use personalized recommendations to keep different age groups engaged with their preferred content.



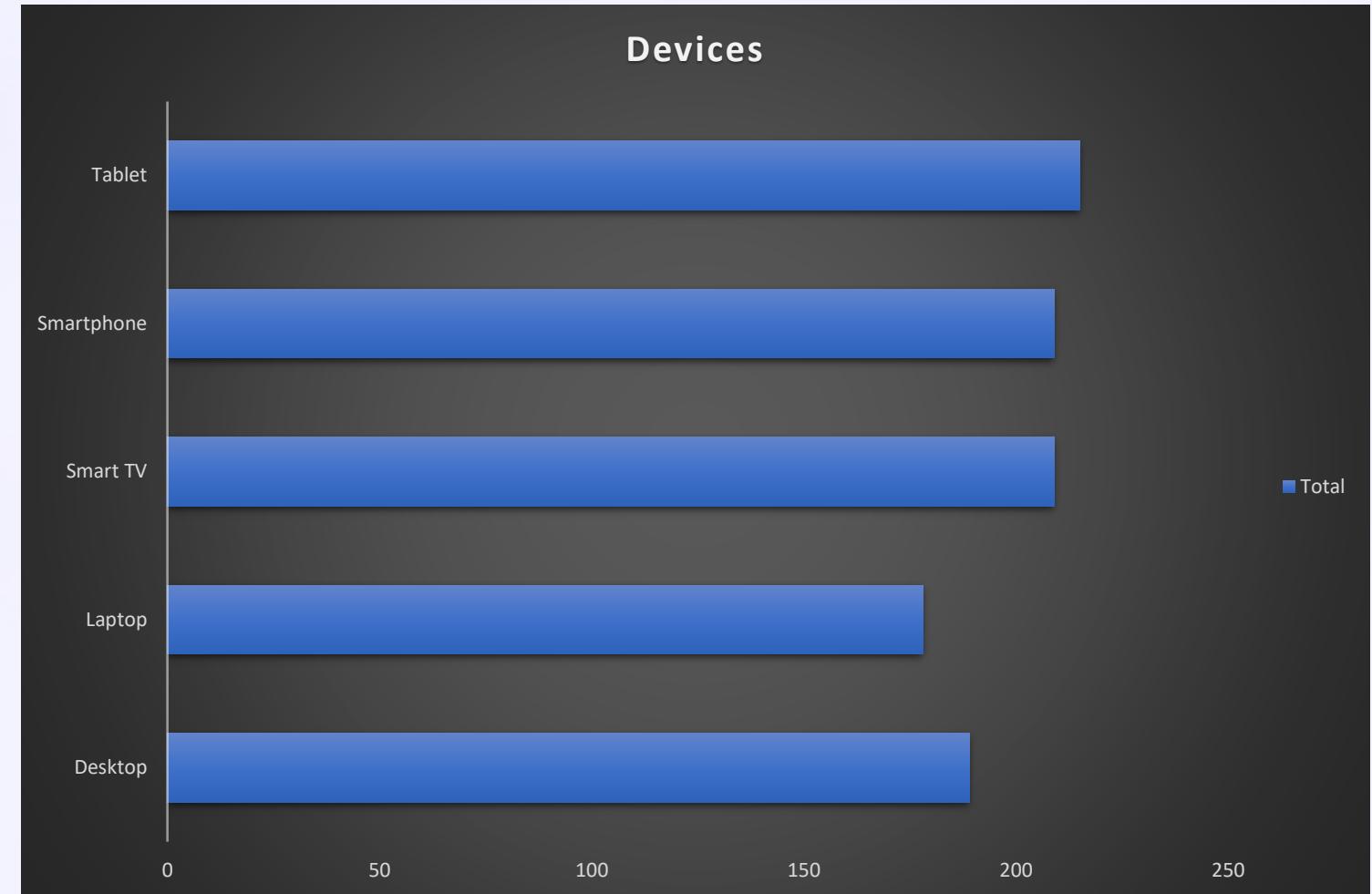
User preference over devices

Inference:

Desktop is the most common first device for new users. Smartphones and Smart TVs also attract a high number of new users. Laptops and Tablets are used less frequently for a user's first interaction.

Actions:

- **Optimise Desktop:** Ensure the best possible experience for new users on the web platform.
- **Enhance Mobile/TV:** Improve app experiences on smartphones and smart TVs.



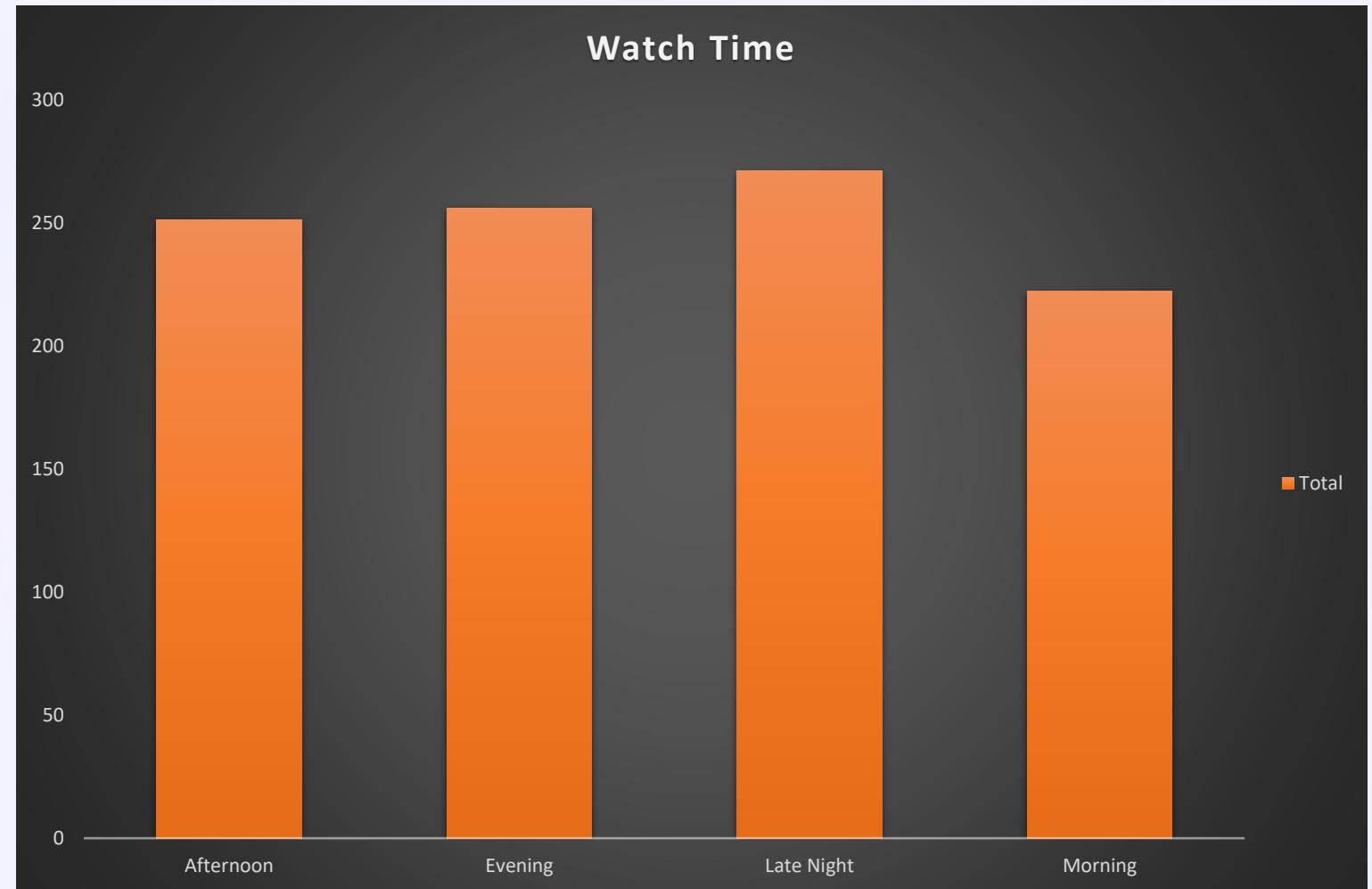
Engagement by Time of Day

Inference:

Late night is the peak time for user watch-hours. Afternoon and evening also have very strong engagement. Morning hours have the lowest user activity.

Actions:

- **Prioritise Late Night Content:** Release new content during the peak late-night hours.
- **Target Promotions:** Use specific recommendations and promotions for each time slot.



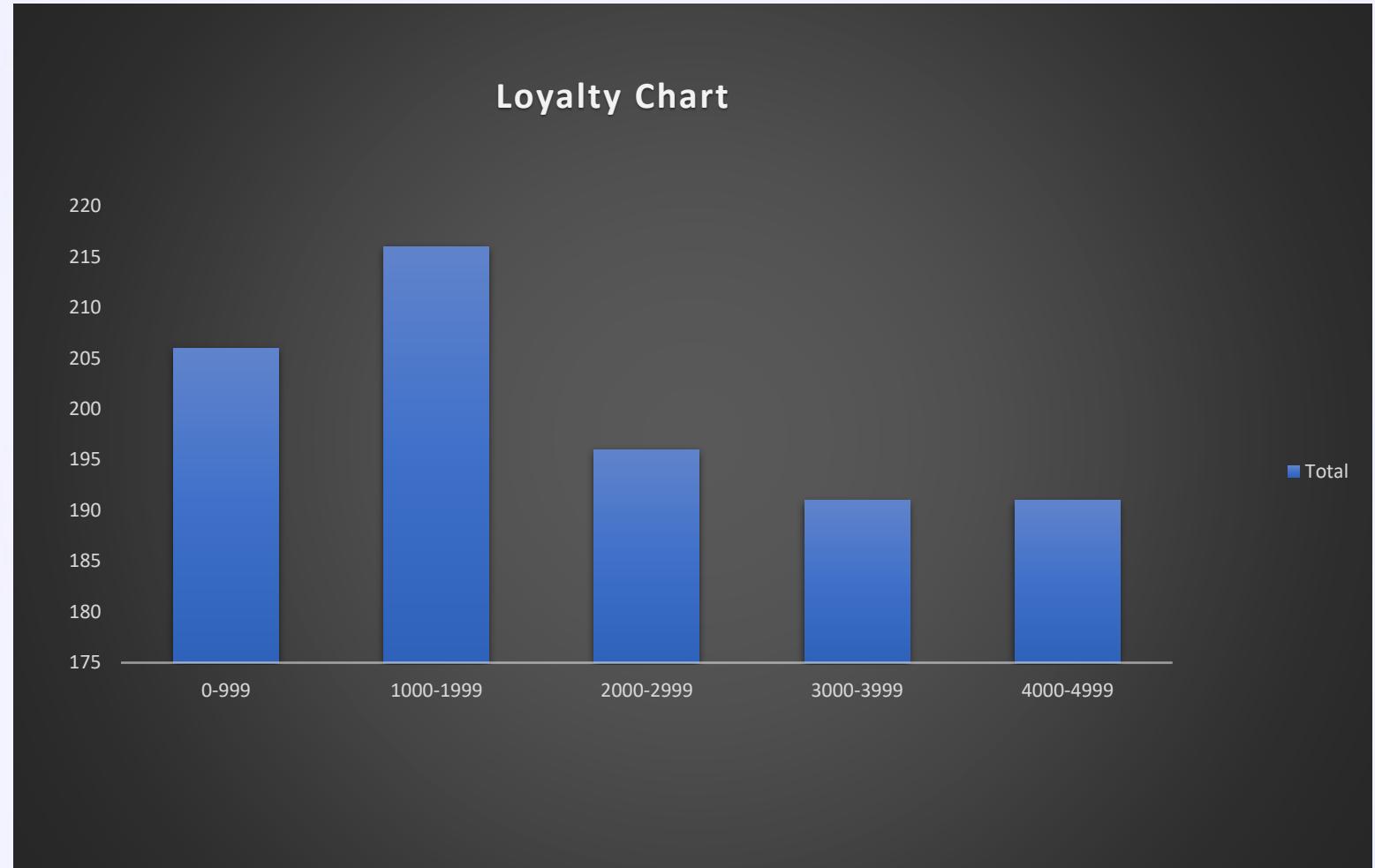
Loyalty Points Distribution

Inference:

Most users are in the moderate loyalty range (1000-1999 points). A large group of users has low loyalty (0-999 points). Fewer users are in the highest loyalty tiers.

Actions:

- **Boost Low-Loyalty Users:** Encourage users with 0-999 points to earn more.
- **Retain Core Users:** Keep the large 1000-1999 group engaged.
- **Reward Top Users:** Offer exclusive benefits to the most loyal users.



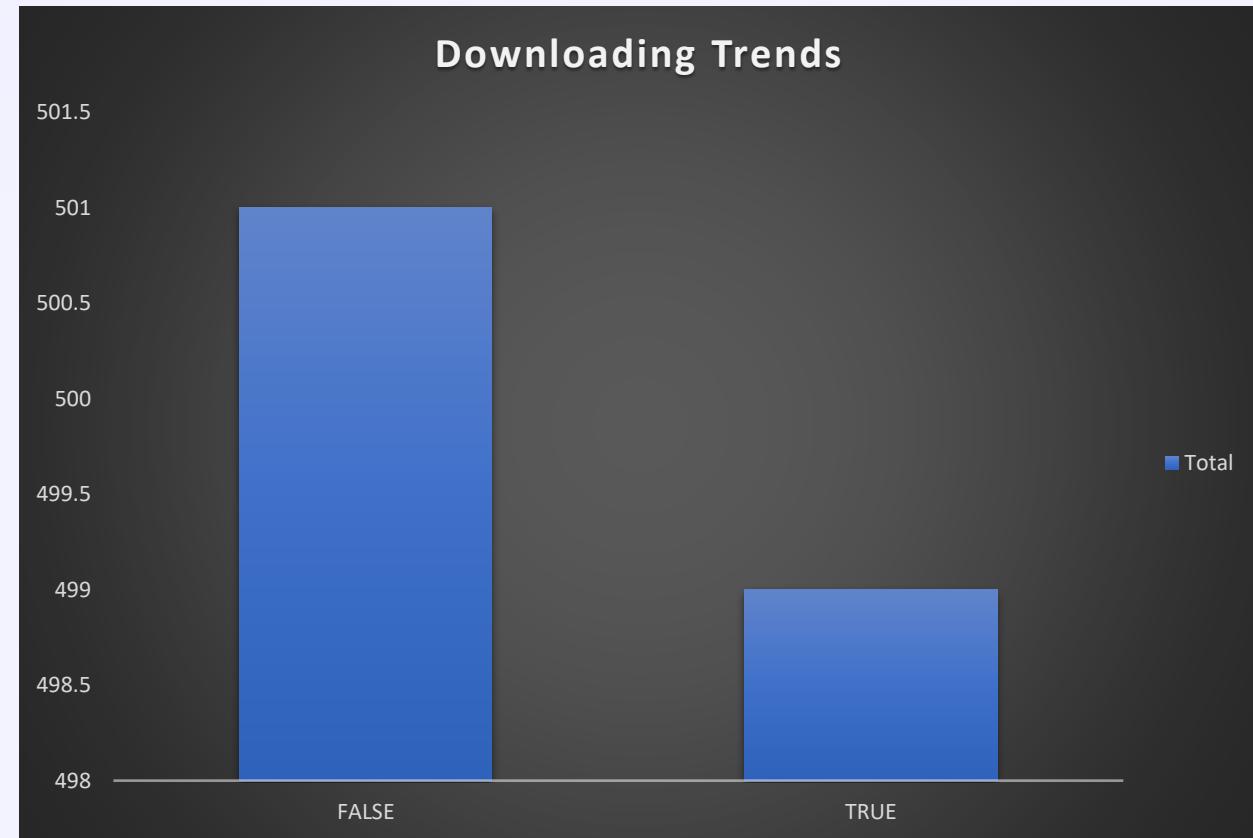
Downloading Trend

Inference:

The user base is nearly evenly split between those who have downloaded content and those who have not. A slight majority of users have not used the download feature.

Actions:

- **Improve Download Feature:** Make the download function easier for users to find and use.
- **Promote Benefits:** Highlight the advantages of downloading content, such as offline viewing.
- **Address Barriers:** Investigate user feedback to remove any obstacles to using the feature.



Payment Behaviour

Inference:

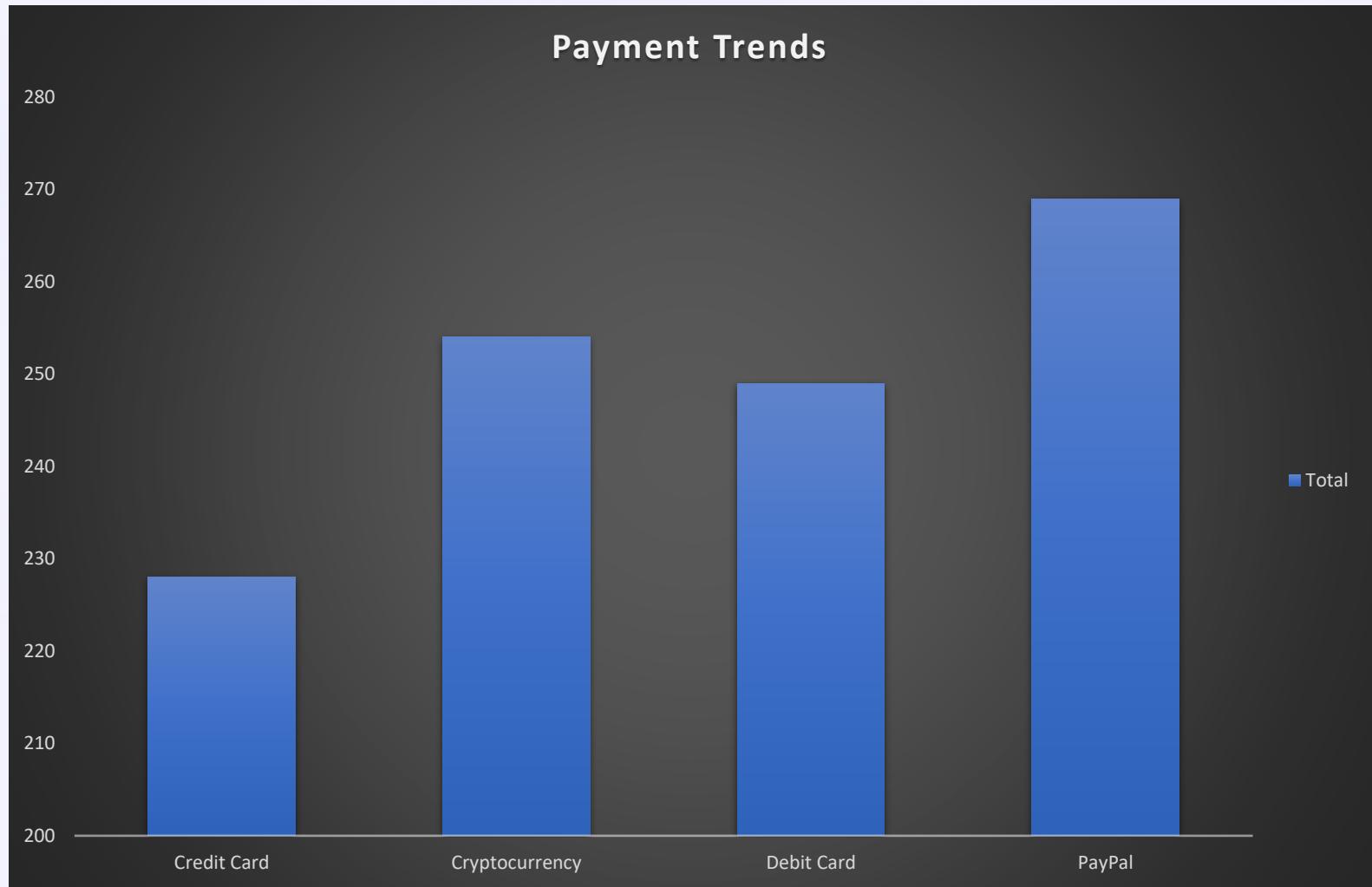
PayPal is the most popular payment method.

Cryptocurrency and Debit Card are also widely used.

Credit Card is the least popular payment option.

Actions:

- **Optimise PayPal:** Ensure a seamless payment process for the most popular method.
- **Analyse Crypto:** Investigate the reasons for cryptocurrency's strong performance.
- **Improve Credit Card:** Enhance the user experience to increase usage of credit cards.



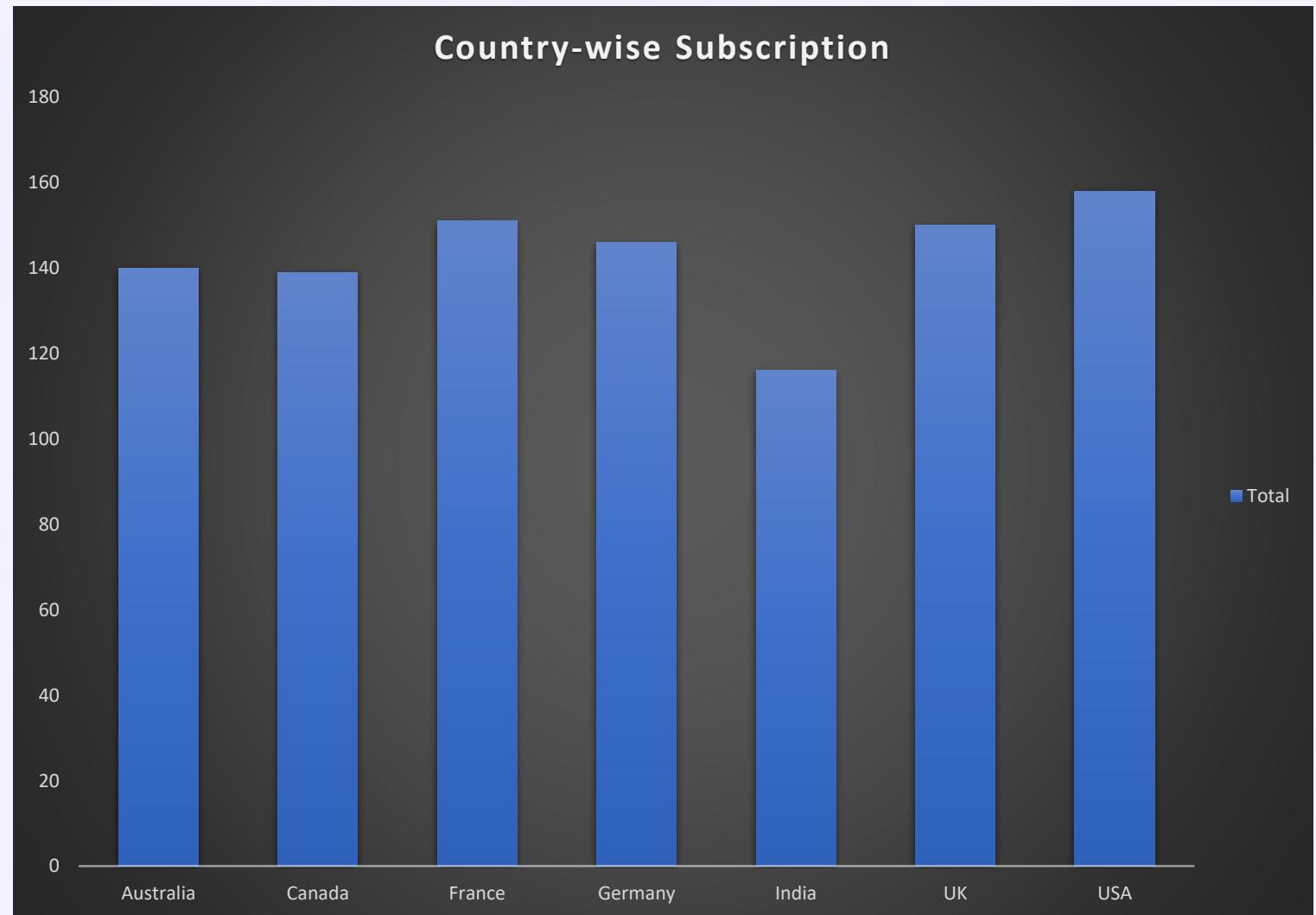
Country-wise Subscriptionship

Inference:

The USA is the largest market with the most subscribers. India has the lowest number of subscribers. Australia, Canada, France, Germany, and the UK have a similar number of subscribers.

Actions:

- **Focus on the USA:** Prioritise maintaining the high subscriber base.
- **Expand in India:** Develop strategies (like releasing more Bollywood movies) to grow the user base in the smallest market.
- **Maintain Core Markets:** Ensure consistent performance in Australia, Canada, France, Germany, and the UK.



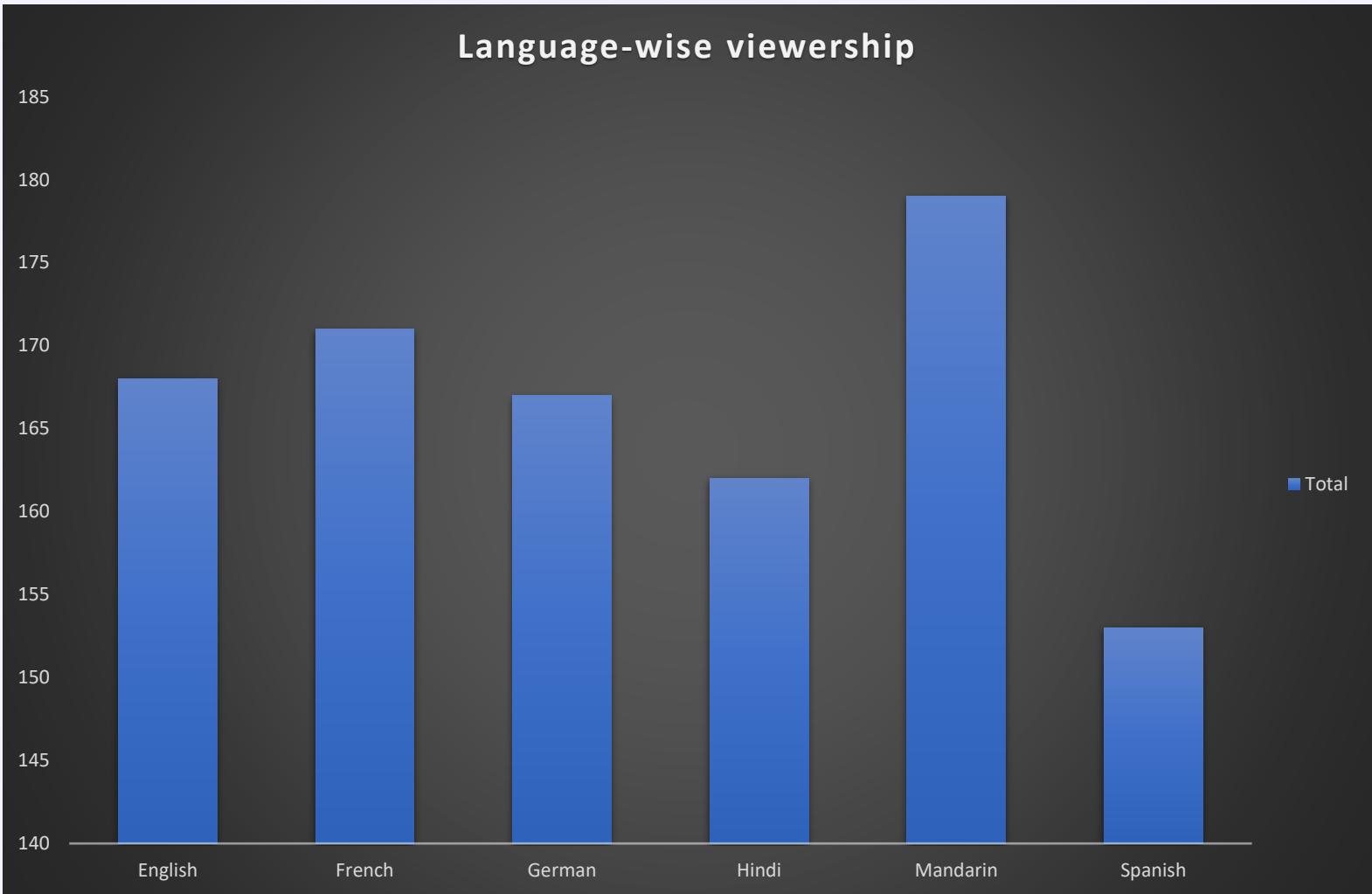
Viewership Trends

Inference:

Mandarin has the highest number of viewers. English, French, and German have a strong and similar number of viewers. Spanish and Hindi have the lowest viewership.

Actions:

- **Prioritise Mandarin:** Invest more in content for the largest language audience.
- **Boost Low-Viewership Languages:** Develop strategies to increase viewership in Spanish and Hindi.
- **Maintain Core Languages:** Continue to provide diverse content for English, French, and German audiences.



Step 6: Decision Making

The following are the decisions drawn:

- Running targeted campaigns and promotions in low-performing summer months will improve the summer figures.
- Recommendations should be made more personal.
- Contents and marketing should be improved for Sci-fi and Documentaries.
- Discounts on smartphone usage to improve user activity.

