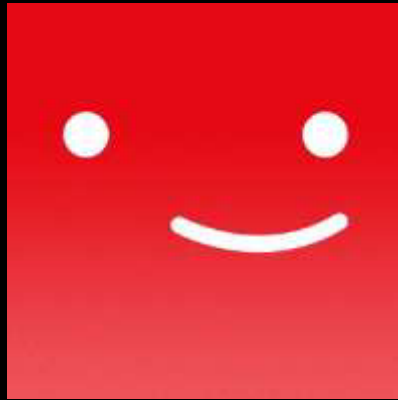


# NETFLIX

USER BEHAVIOUR ANALYSIS  
DONE BY ACHUTH AKILESH

**NETFLIX**

**Who is Presenting?**



Achuth Akilesh

# THE SEASON AHEAD: OUR AGENDA

INTRODUCTION

USER DEMOGRAPHICS

SUBSCRIPTION INSIGHTS

GENRE PREFERENCES

ENGAGEMENT METRICS

LOGIN BEHAVIOUR

KEY INSIGHTS

RECOMMENDATIONS

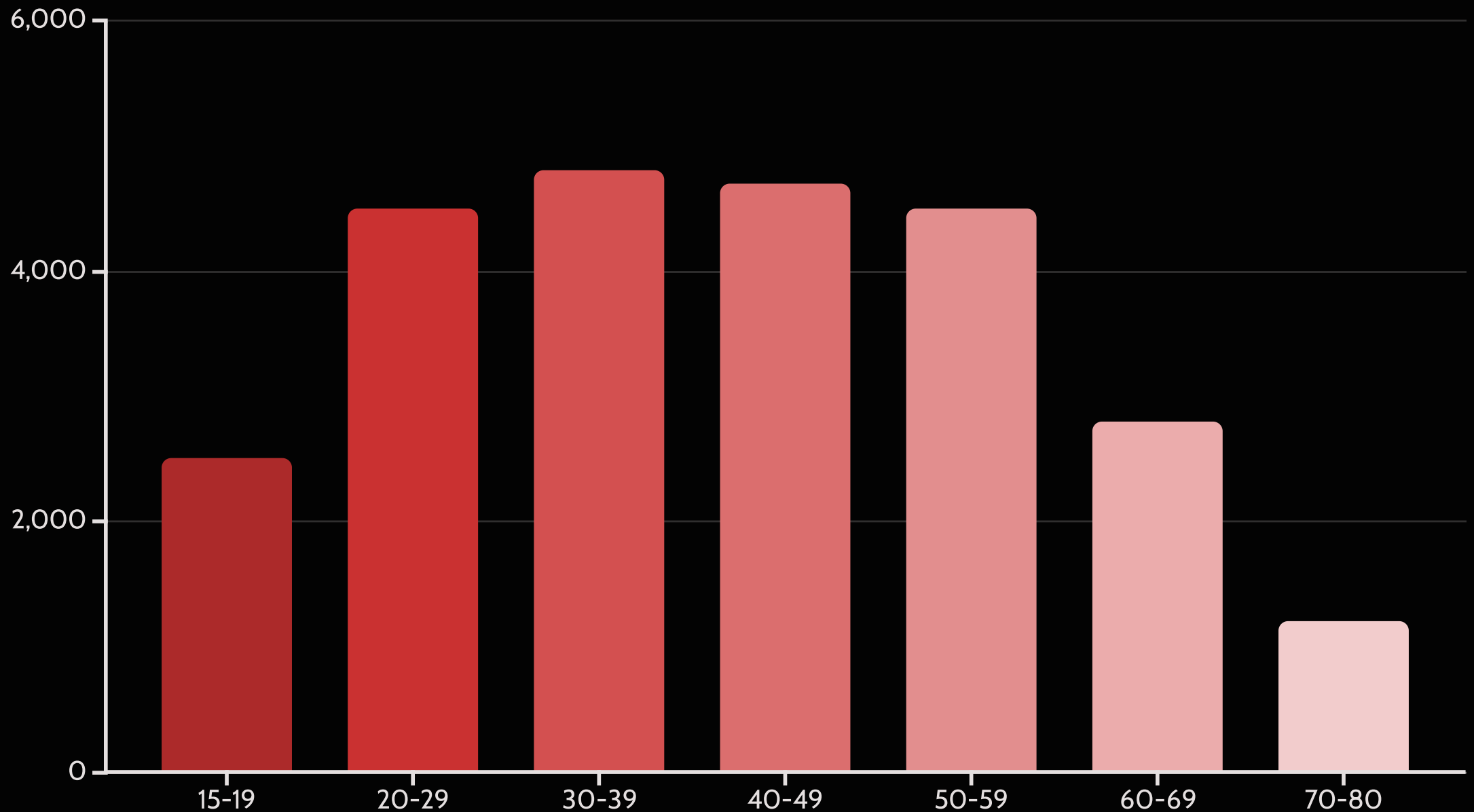
CONCLUSION



# INTRODUCTION

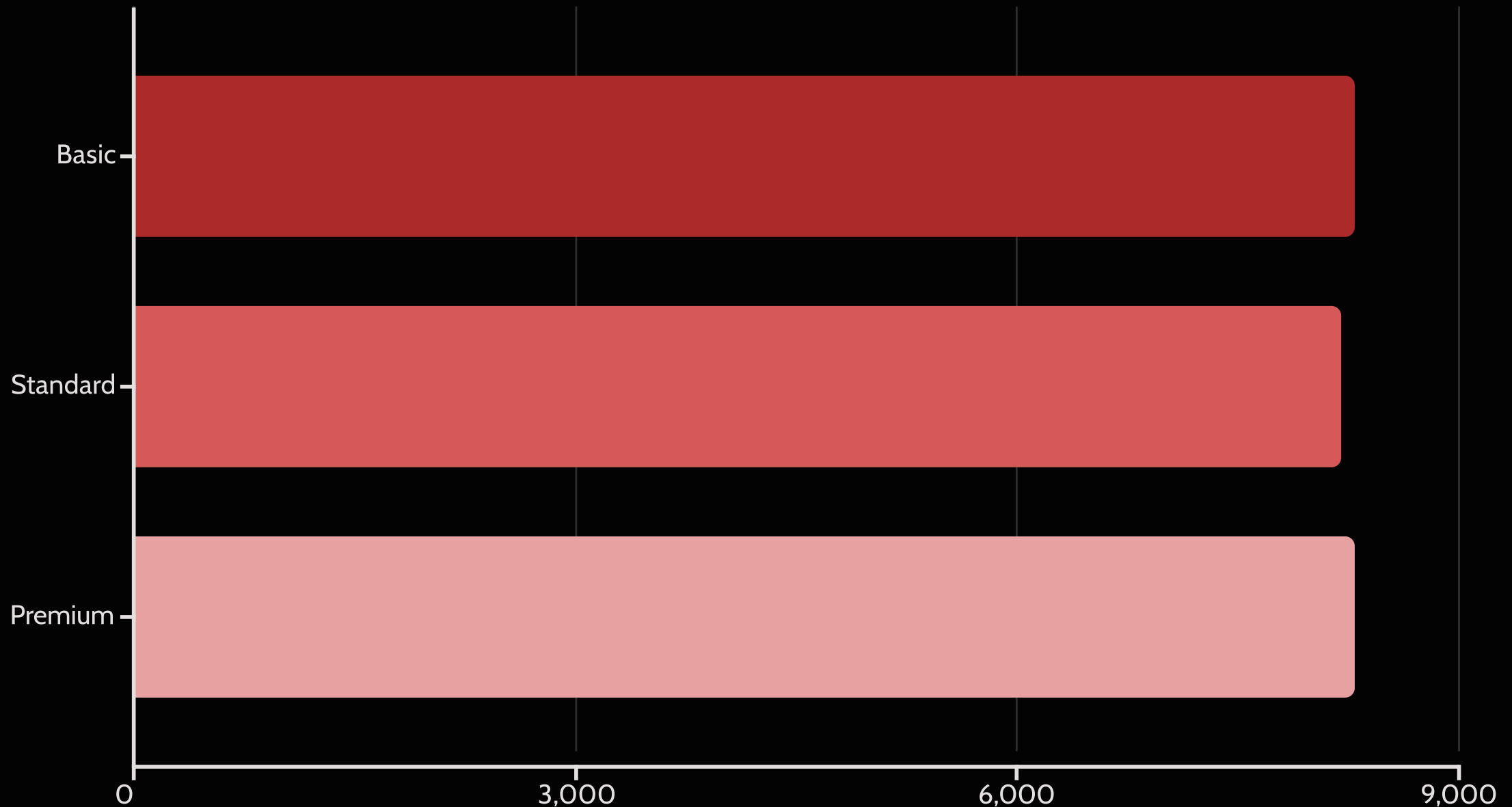
Our mission: to uncover how diverse user groups interact with Netflix, spanning age, country, subscription tier, watch time, and genre preferences. This deep dive will illuminate pathways for Netflix to optimise engagement and tailor content with greater precision.

# WHO'S WATCHING?



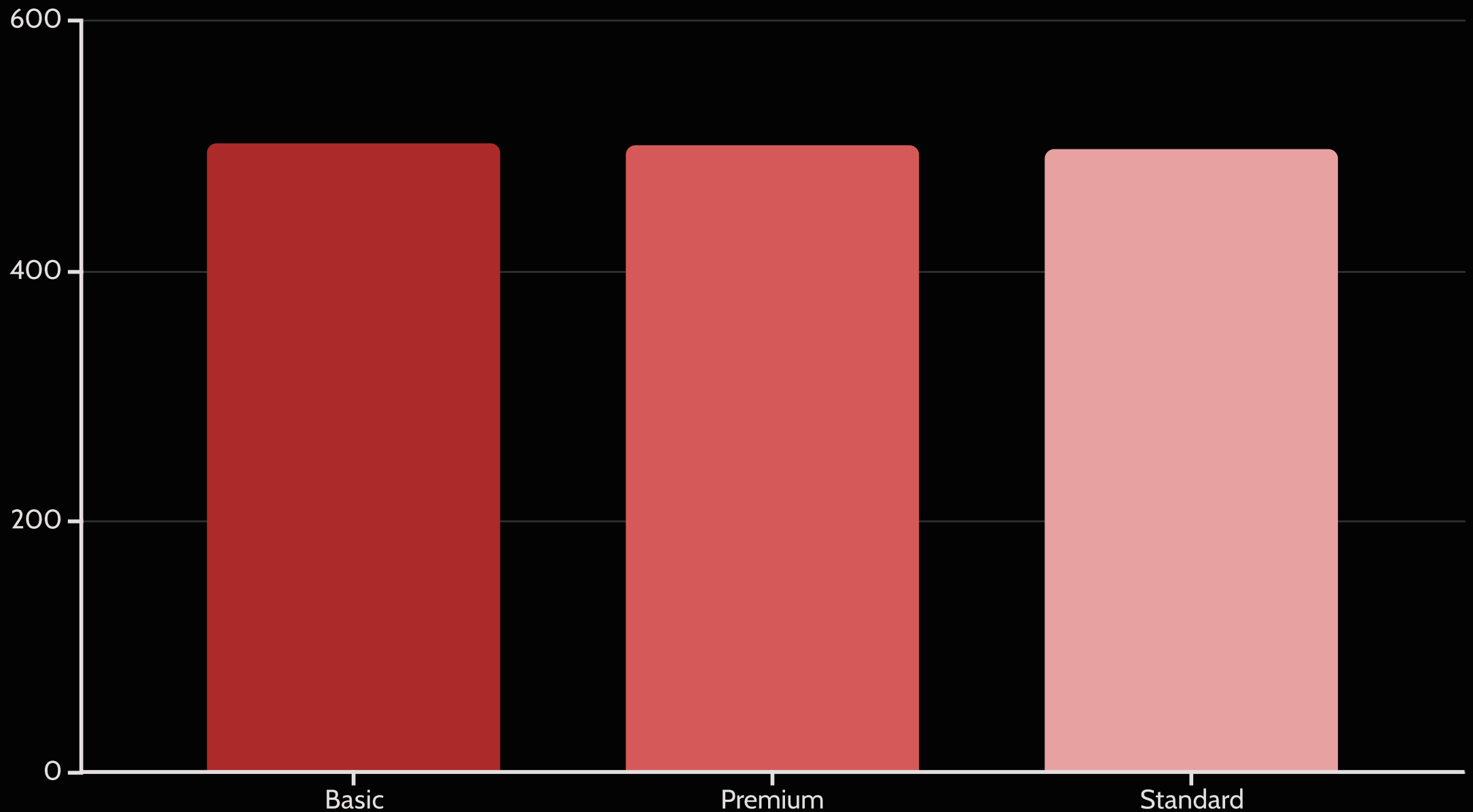
The user base exhibits an even spread across age groups from 15 to 80, with a slightly higher concentration of users between 20-60. Senior viewers and teenagers represent the smaller segments of our audience.

# WHICH PLAN WINS?



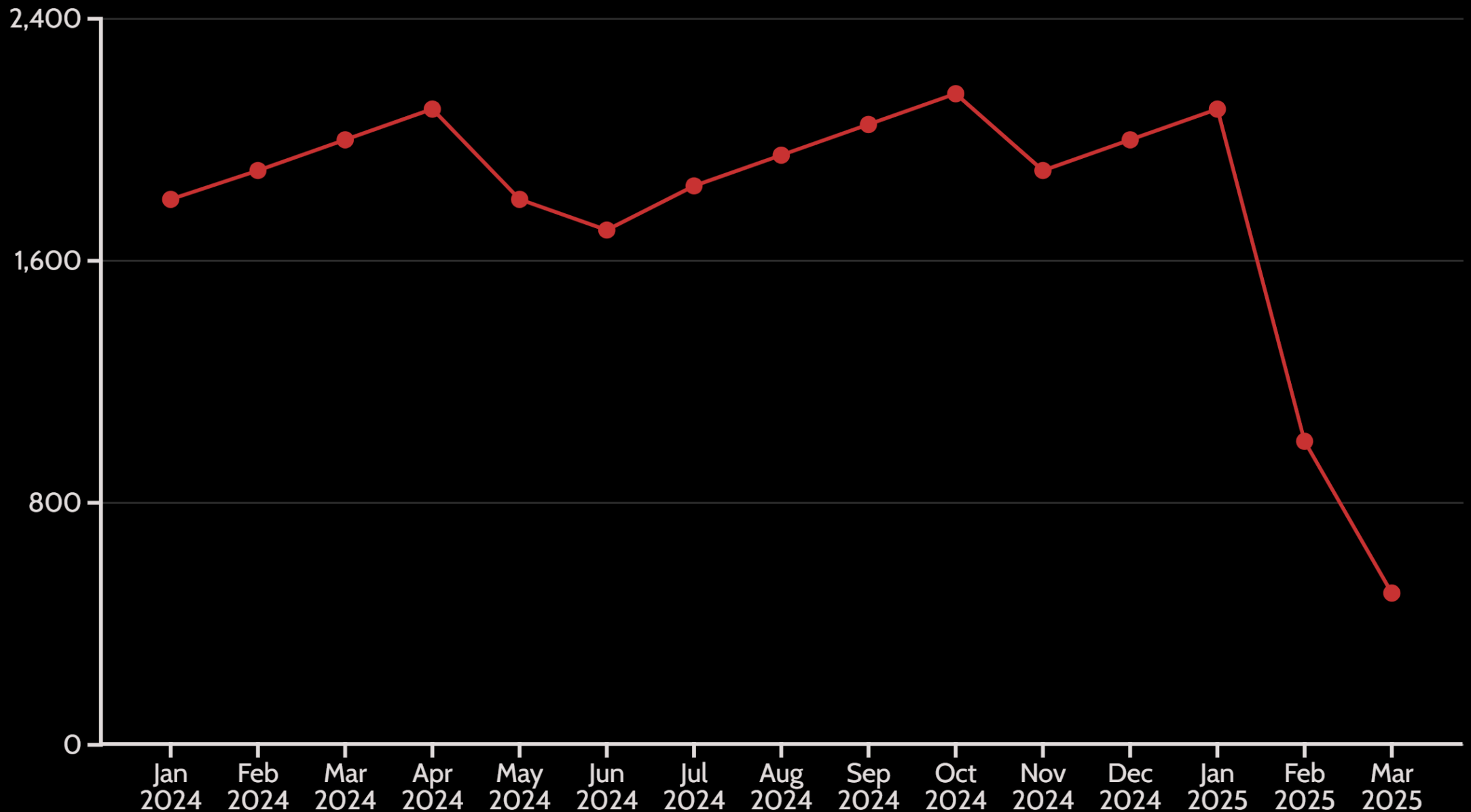
The user distribution across our subscription tiers is remarkably balanced, with approximately 8,300 users on Basic, 8,200 on Standard, and 8,300 on Premium plans. This even split underscores the broad appeal of Netflix's varied offerings.

# HOW LONG ARE THEY WATCHING?



Our data reveals a consistent average watch time of approximately 500 hours across all subscription plans. Both Basic and Premium subscribers show a slight edge in engagement, indicating robust content appeal regardless of plan tier.

# WHEN DO THEY RETURN?



Monthly login trends show distinct peaks in April 2024, October 2024, and January 2025, each surpassing 2,100 logins. However, a sharp drop in March 2025 to approximately 500 logins suggests a potential churn or data anomaly requiring further investigation.



**THANK YOU.**