❖ PROJECT OBJECTIVE

➤ **Content Popularity Analysis**: Identify which content types (movies, series, genres) are most popular and explore how this varies by region or over time.

➤ **User Demographics Insights**: Break down viewership by age, gender, and location to understand Netflix's audience better.

➤ **Subscription Trends**: Track how subscriber numbers have evolved, especially in relation to major content releases.

➤ **Engagement Metrics**: Analyze how long viewers watch content (completion rates), and what times of day or week are most popular for viewing.

➤ **Regional Analysis**: Determine regional popularity of content.

➤ **KPIs to Track – 1. Top Content by Viewership**: Identify the top 5 or 10 most watched movies.

2. Average Watch Time: See how much time users spend on Netflix on average.

3. Average Rating: See what is the average rating given by the user.