

STREAMFLIX DASHBOARD

Top Genre By Total Views

117.31M

Avg WatchTime per User

4.29

Subscription Status
Total User: All

Age Group
All

Country
All

6040

⌚ Who's Tuned In? Age-Wise Viewing Trends

Number of Users 0.21K | 1.57K
0.89K

Child (0-10)

Teen (11-20)

Young Adult (...)

Adult (31-40)

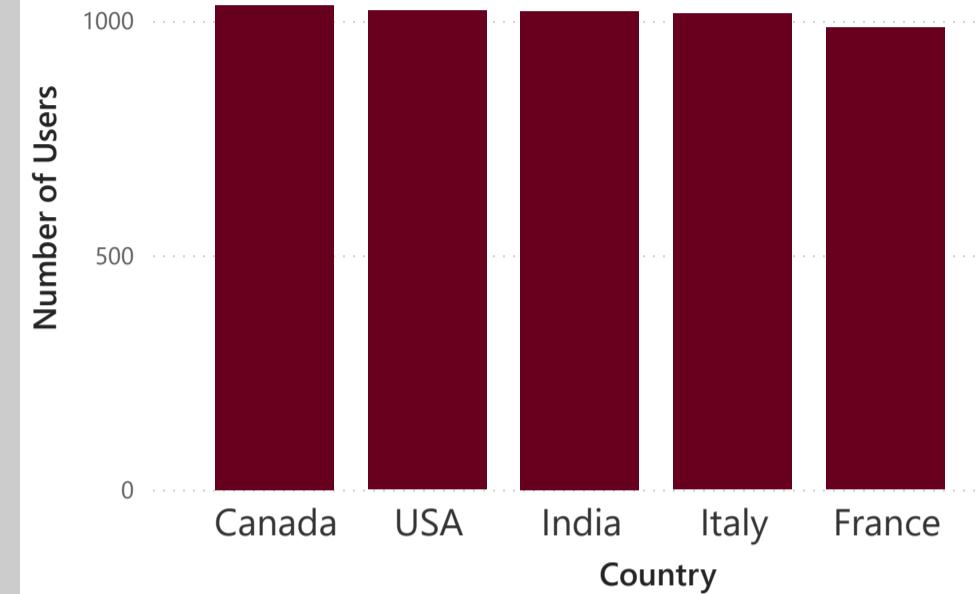
Middle Age (...)

Senior (51+)

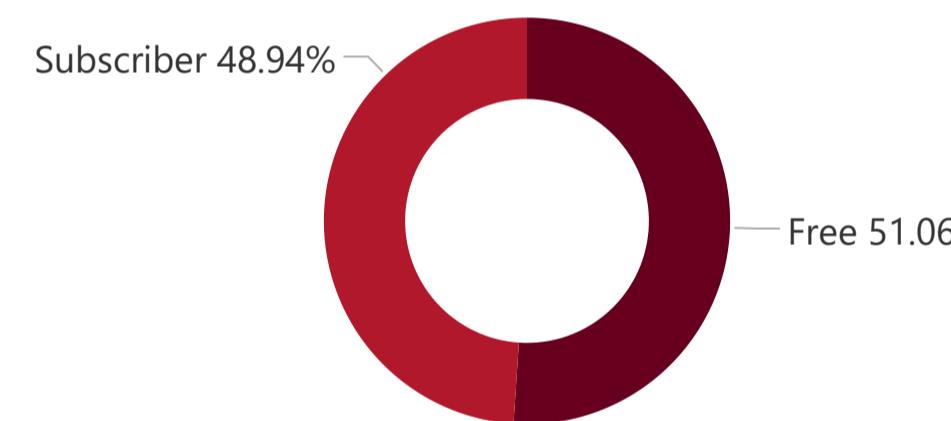
Age Group

Number of Users

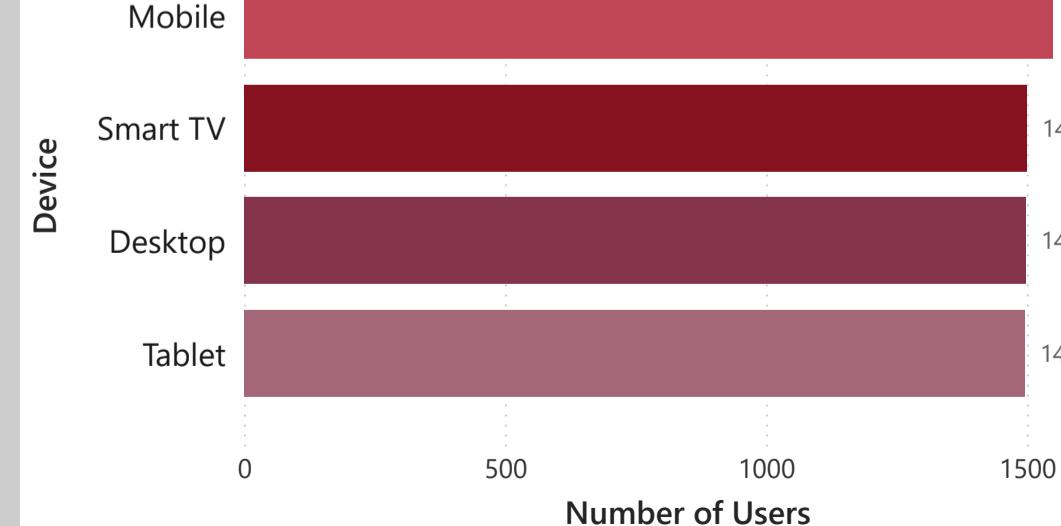
🌐 Streaming Without Borders: Global Reach



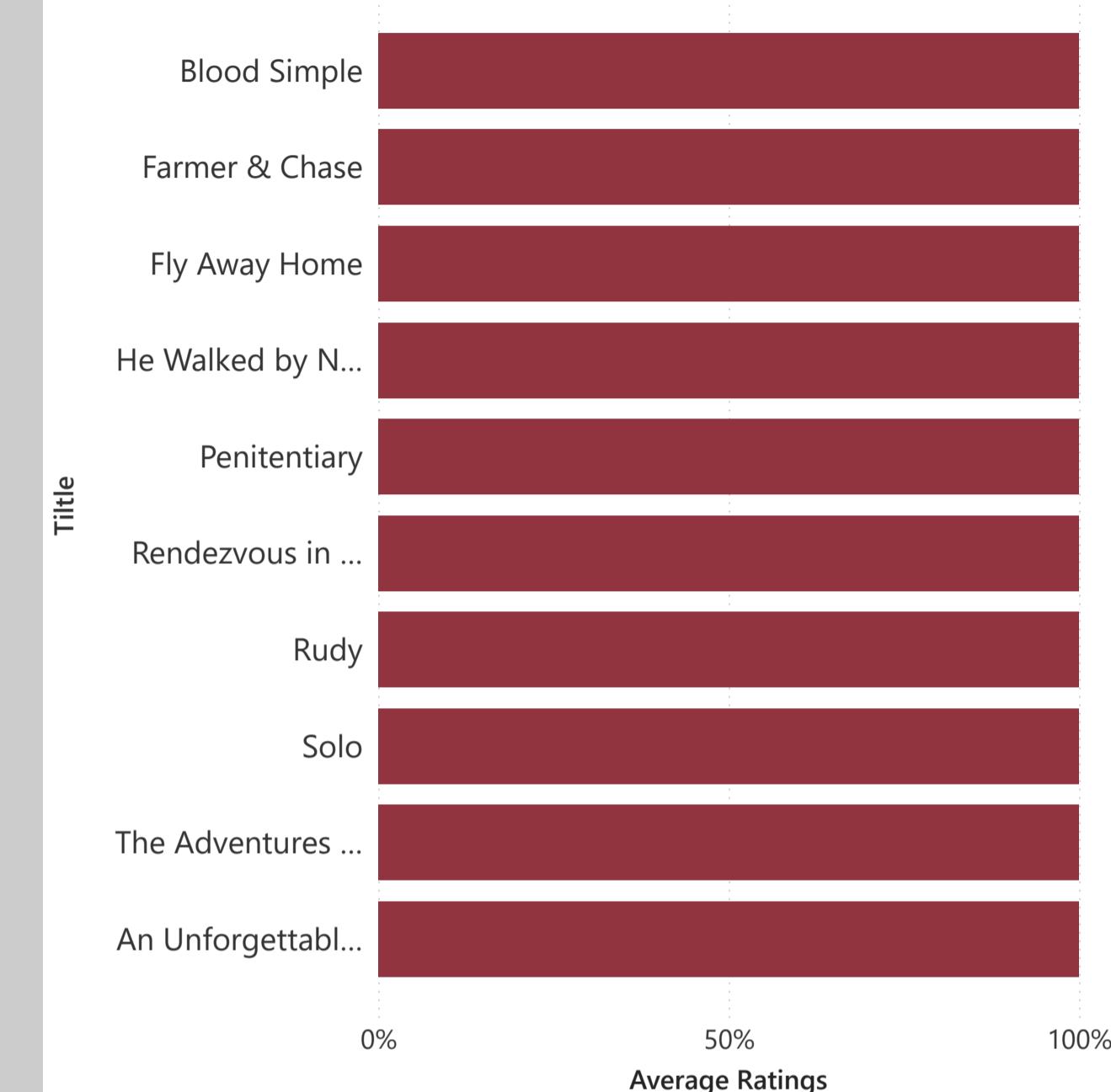
💰 Free vs. Subscription: The Showdown



📱 Screens of Choice: Where Users Hit Play

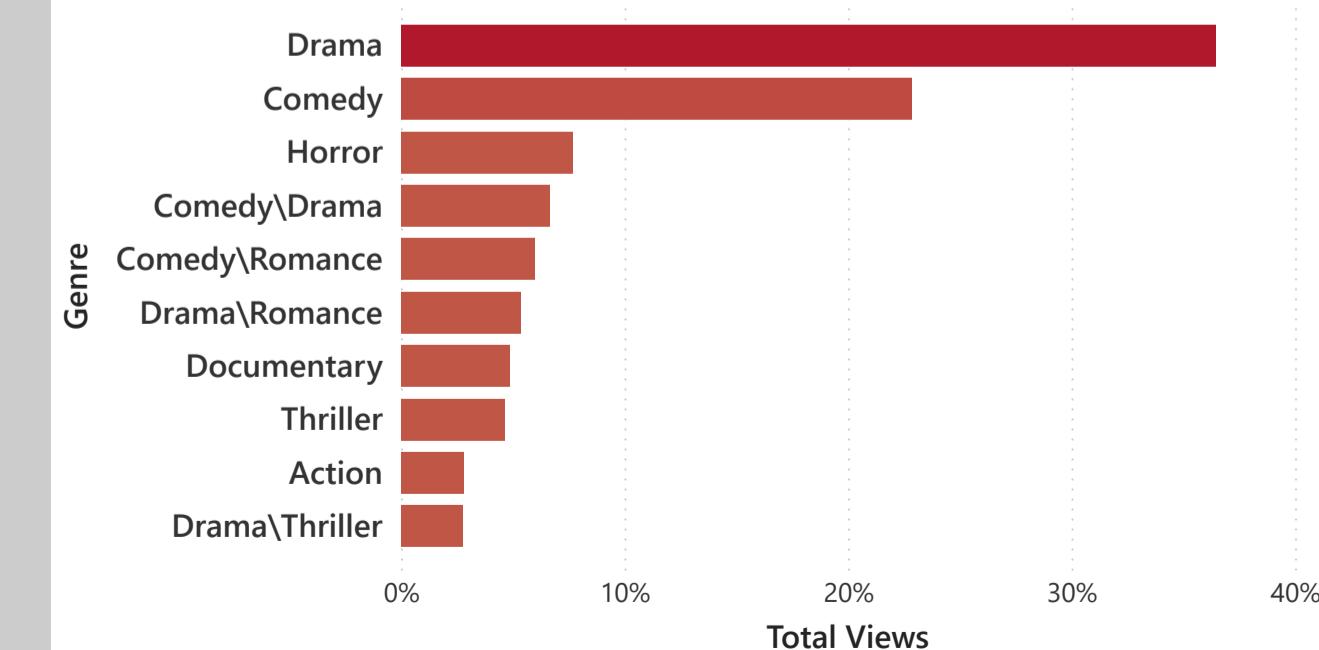


🌟 Viewers Verdict: Movies That Won Our Hearts



🎭 Genre Giants: The Crowd Favorites

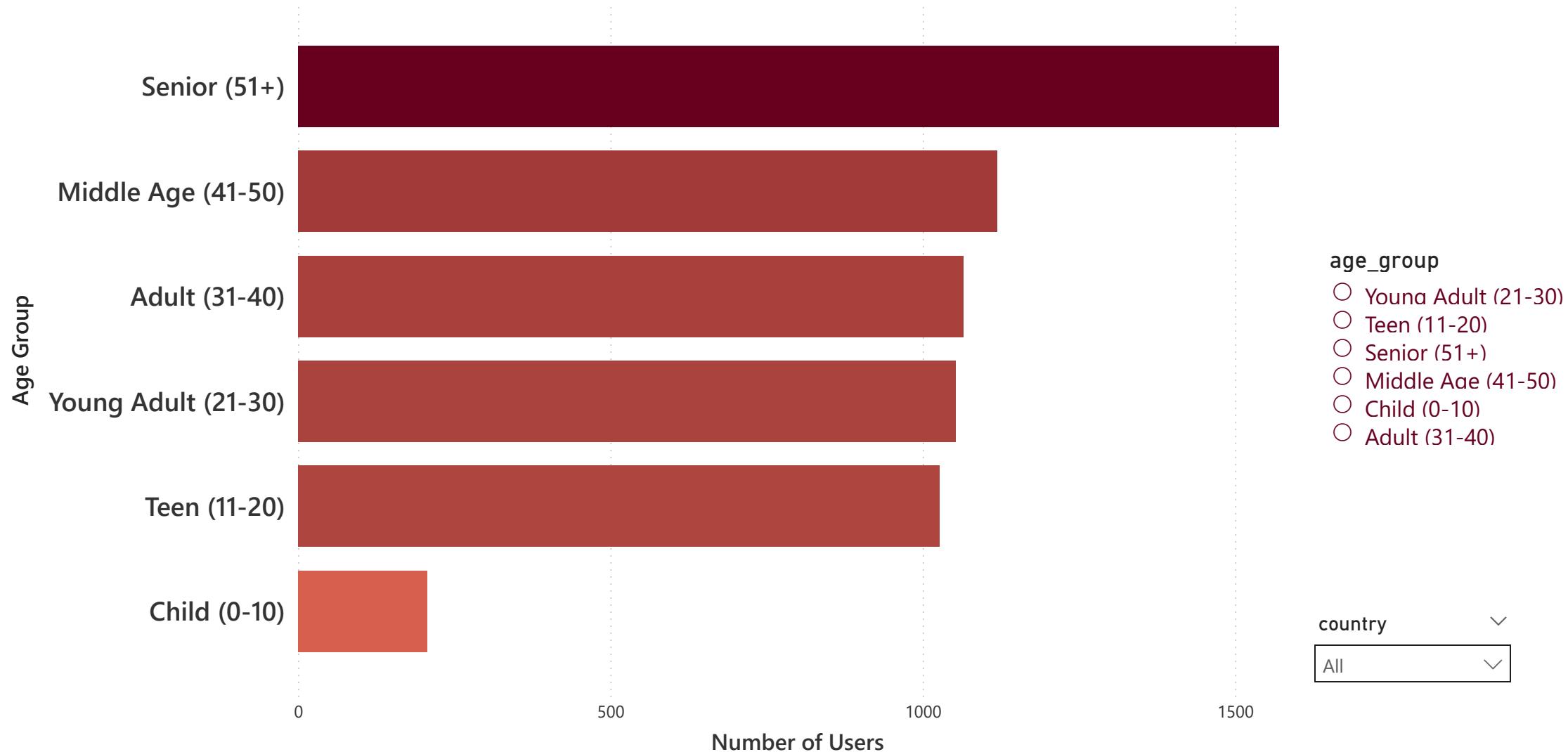
Total Views 3.25M | 42.76M
23.00M





Who's Tuned In? Age-Wise Viewing Trends

Number of Users 0.21K | 0.89K 1.57K





Screens of Choice: Where Users Hit Play

country
All

Mobile

1549

Smart TV

1499

Device

Desktop

- age_group
- Young Adult (21-30)
 - Teen (11-20)
 - Senior (51+)
 - Middle Aae (41-50)
 - Child (0-10)
 - Adult (31-40)

Tablet

1495

0

200

400

600

800

1000

1200

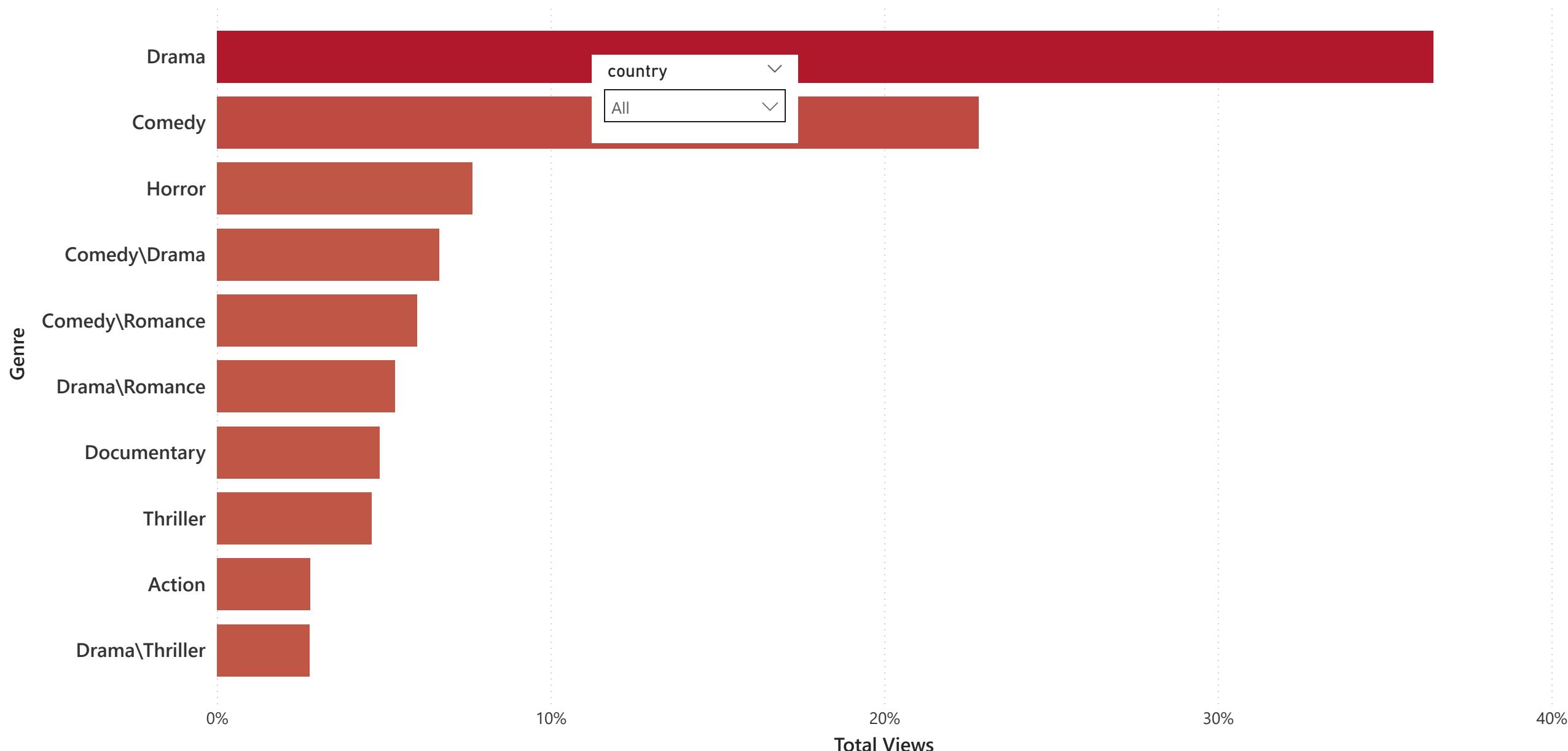
1400

Number of Users

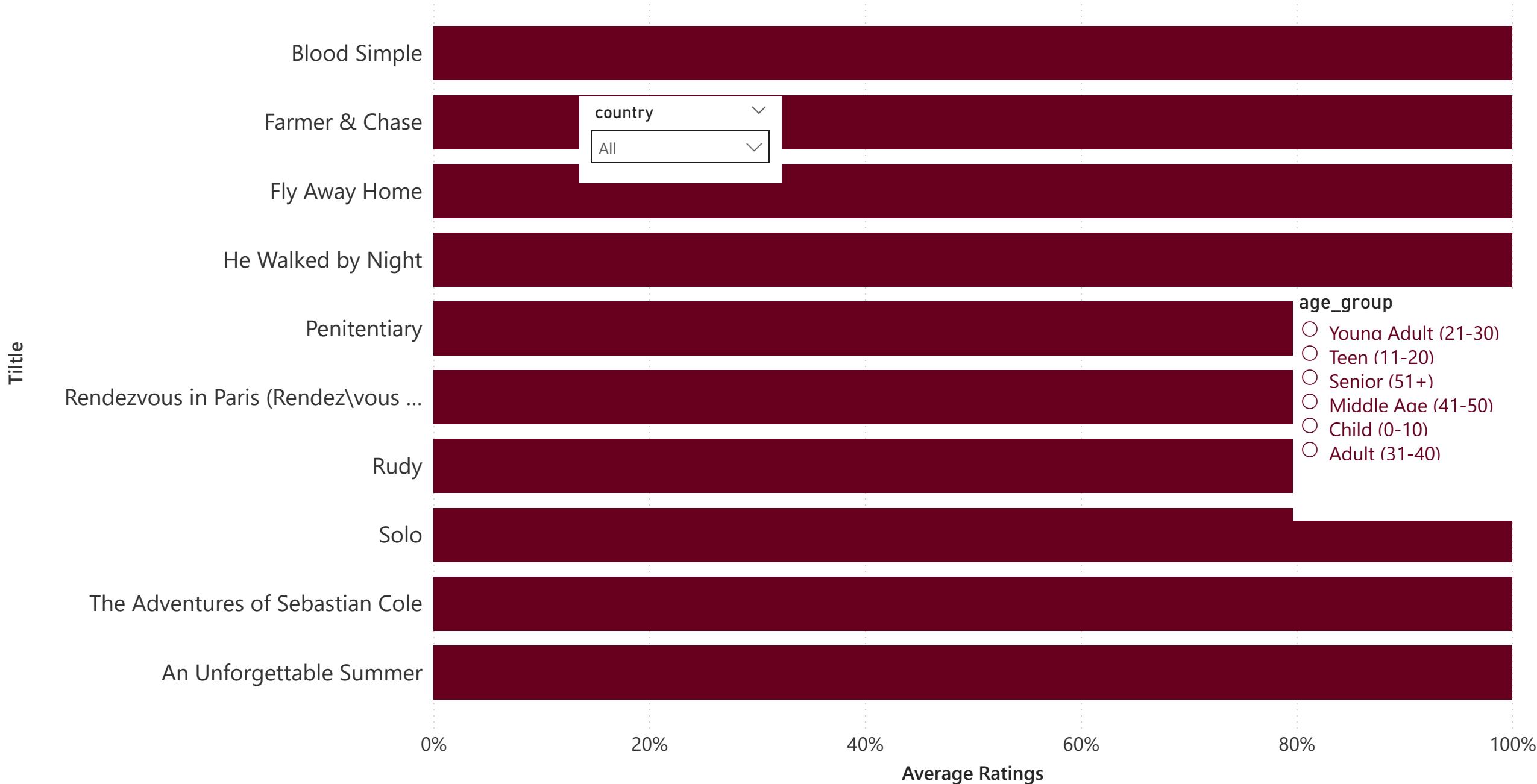


Genre Giants: The Crowd Favorites

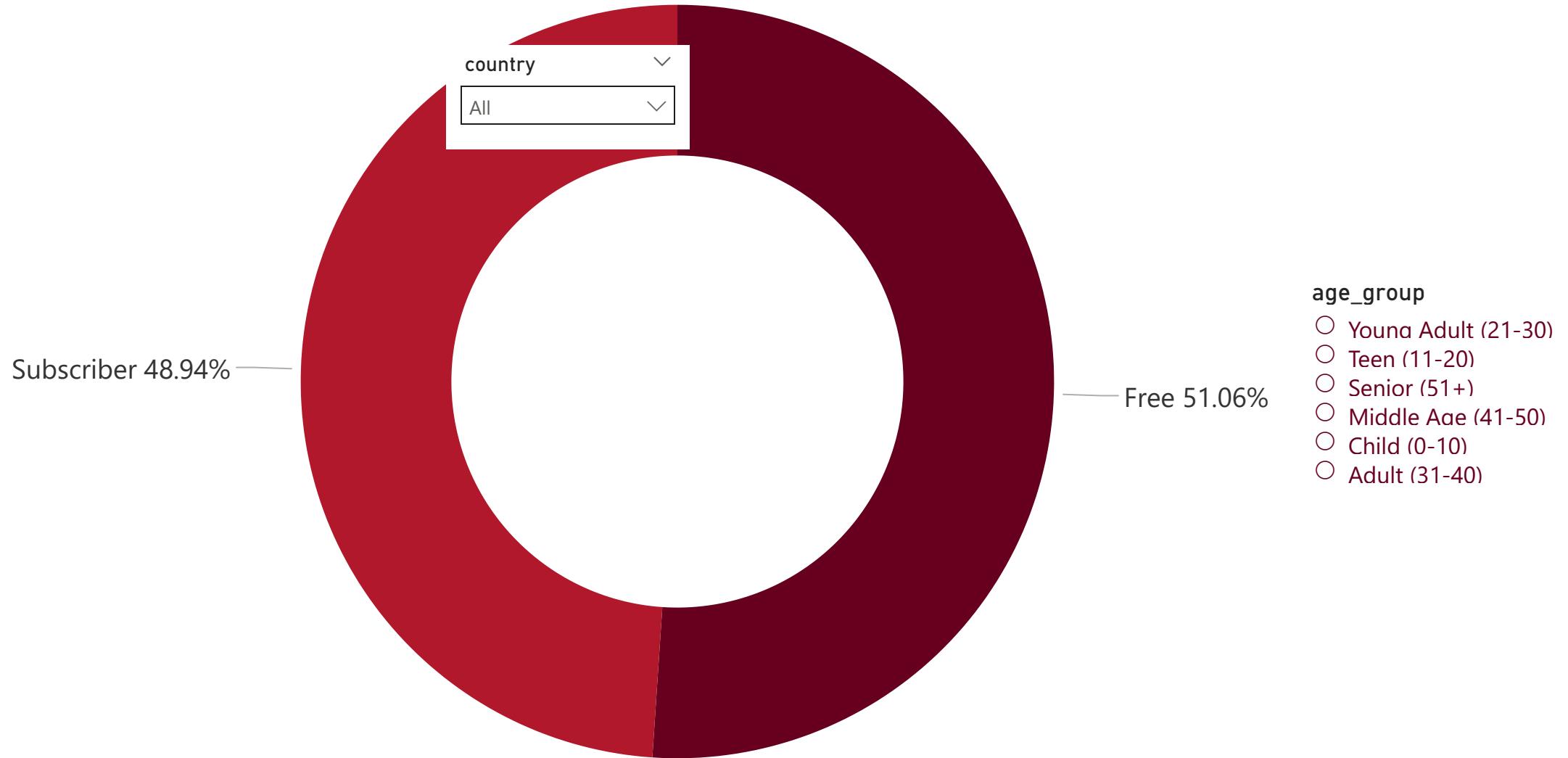
Total Views 3.25M | 23.00M | 42.76M



🌟 Viewers Verdict: Movies That Won Our Hearts



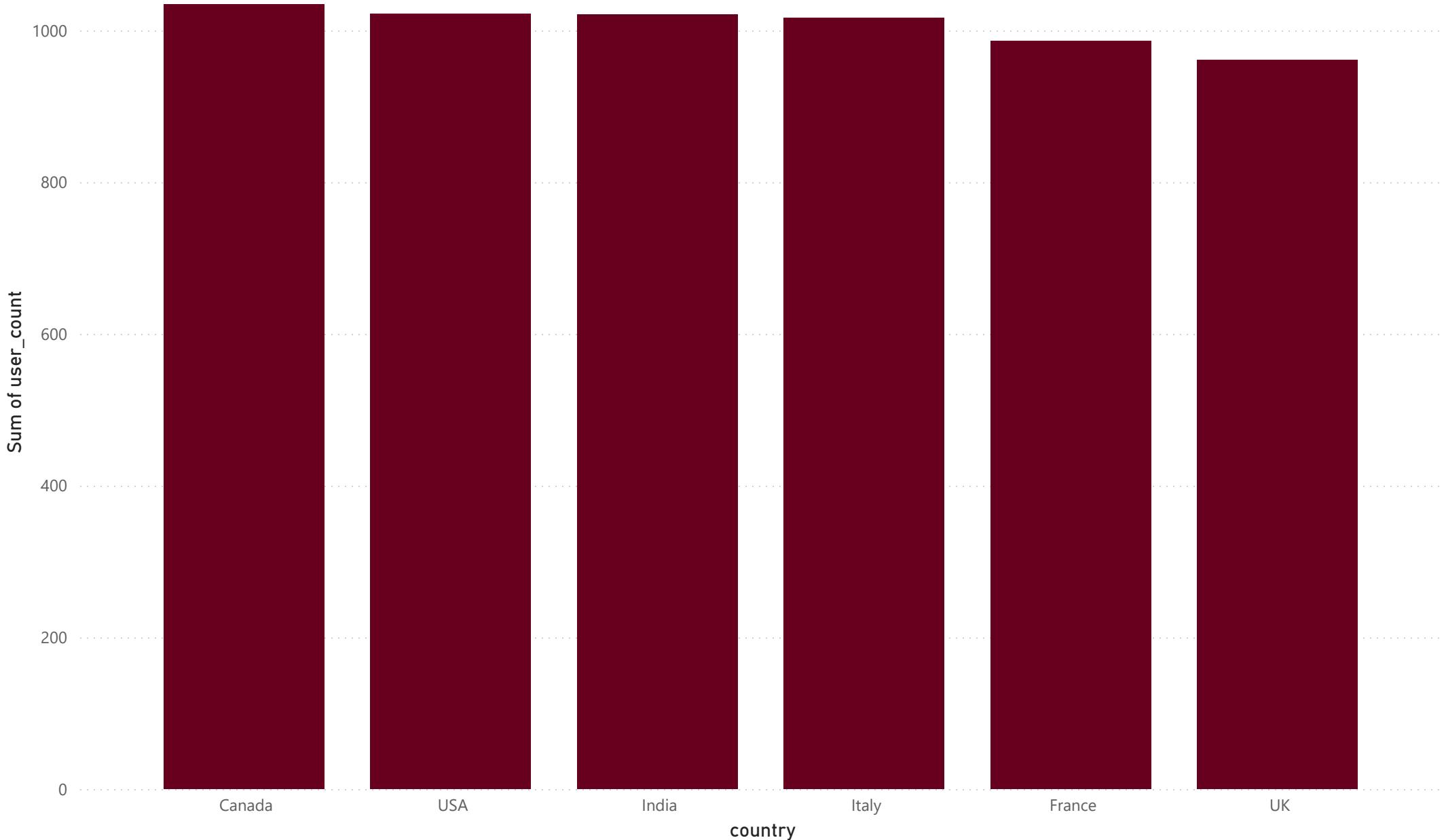
💰 Free vs. Subscription: The Showdown





Streaming Without Borders: Global Reach

- country
- Canada
 - France
 - India
 - Italy
 - UK
 - USA



Insights:

Visual: "Who's Tuned In? Age-Wise Viewing Trends"

Highest user group: Senior (51+) – largest segment by far.

Strong participation: 31–50 age range (Adult, Middle Age).

Lowest engagement: Children (0–10) — significantly lower.

Visual: "Screens of Choice: Where Users Hit Play"

Mobile is dominant, but usage is **almost equally spread** across all devices (Mobile, Smart TV, Desktop, Tablet).

No device is drastically underused — strong **cross-device presence**.

Visual: "Genre Giants: The Crowd Favorites"

Drama leads **by a wide margin**, followed by **Comedy**.

Moderate interest in **Horror, Romance, and Thrillers**.

Action and Documentaries rank lower.

Visual: "Viewers' Verdict: Movies That Won Our Hearts"

All movies have ratings **close to 100%** – indicating either a small number of ratings or very high satisfaction.

Consistent excellence across all 10 titles.

Visual: "Free vs. Subscription: The Showdown"

Fairly **balanced split**: ~51% Free vs ~49% Subscribers.

High potential for **converting free users**.

Visual: "Streaming Without Borders: Global Reach"

Canada, USA, and India lead slightly — very close race.

Very **even global distribution** across 6 countries — no outliers.

Recommendation

Turn Interest into Action

Launch tailored campaigns for free users — especially those on mobile and smart TVs. Offer a free trial or a starter plan at a low cost. Make it easy for them to say “yes” to subscribing.

Double Down on What Works

Invest more in the genres people love: Drama, Comedy, and Documentaries. Promote these in-app and through email to show subscribers they’re getting access to the best content.

Talk to Your Core Audience

Focus on users in the 21–40 age range. They’re already here — now let’s make them feel seen. Use personalized messages, curated playlists, and loyalty rewards to keep them engaged.

Keep the Momentum Going

Recommend similar top-rated content to what users already love. This keeps them watching, builds habit, and increases the likelihood they’ll stick around as paying subscribers.

Final Thought

Streamflix isn’t starting from scratch — it already has a solid foundation. With the right steps, it can turn curiosity into commitment, and interest into income. You’re not just building a subscriber base — you’re building a loyal audience that believes in the platform.