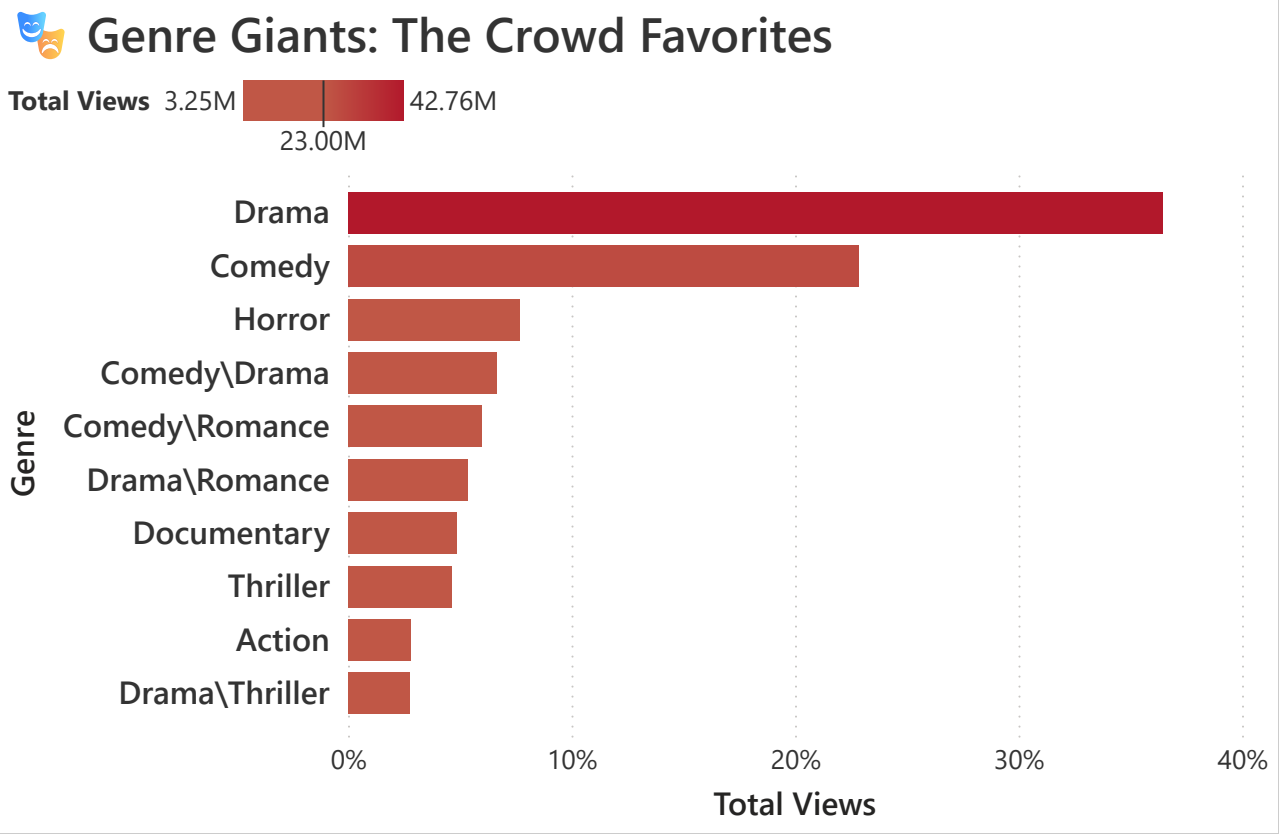
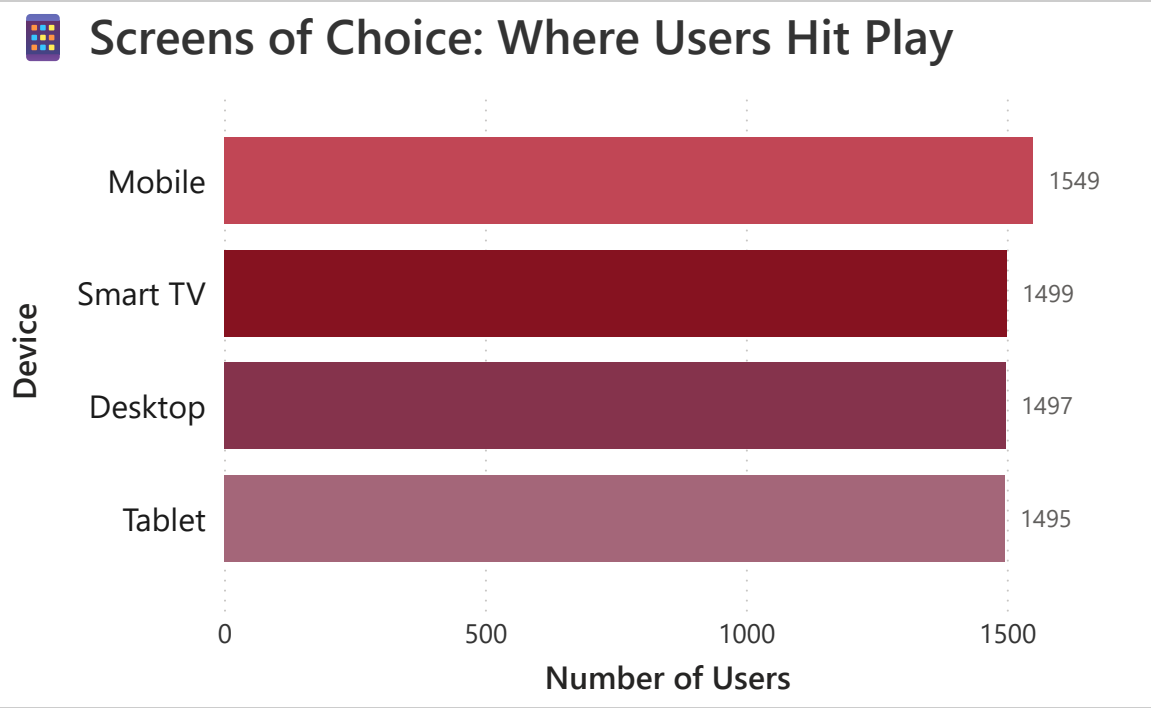
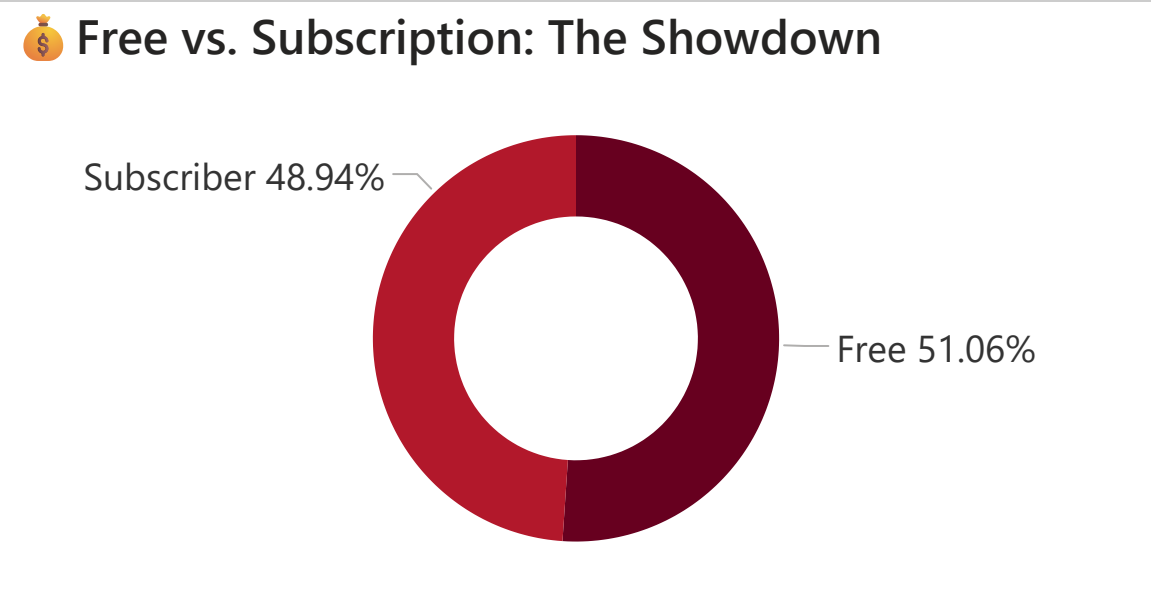
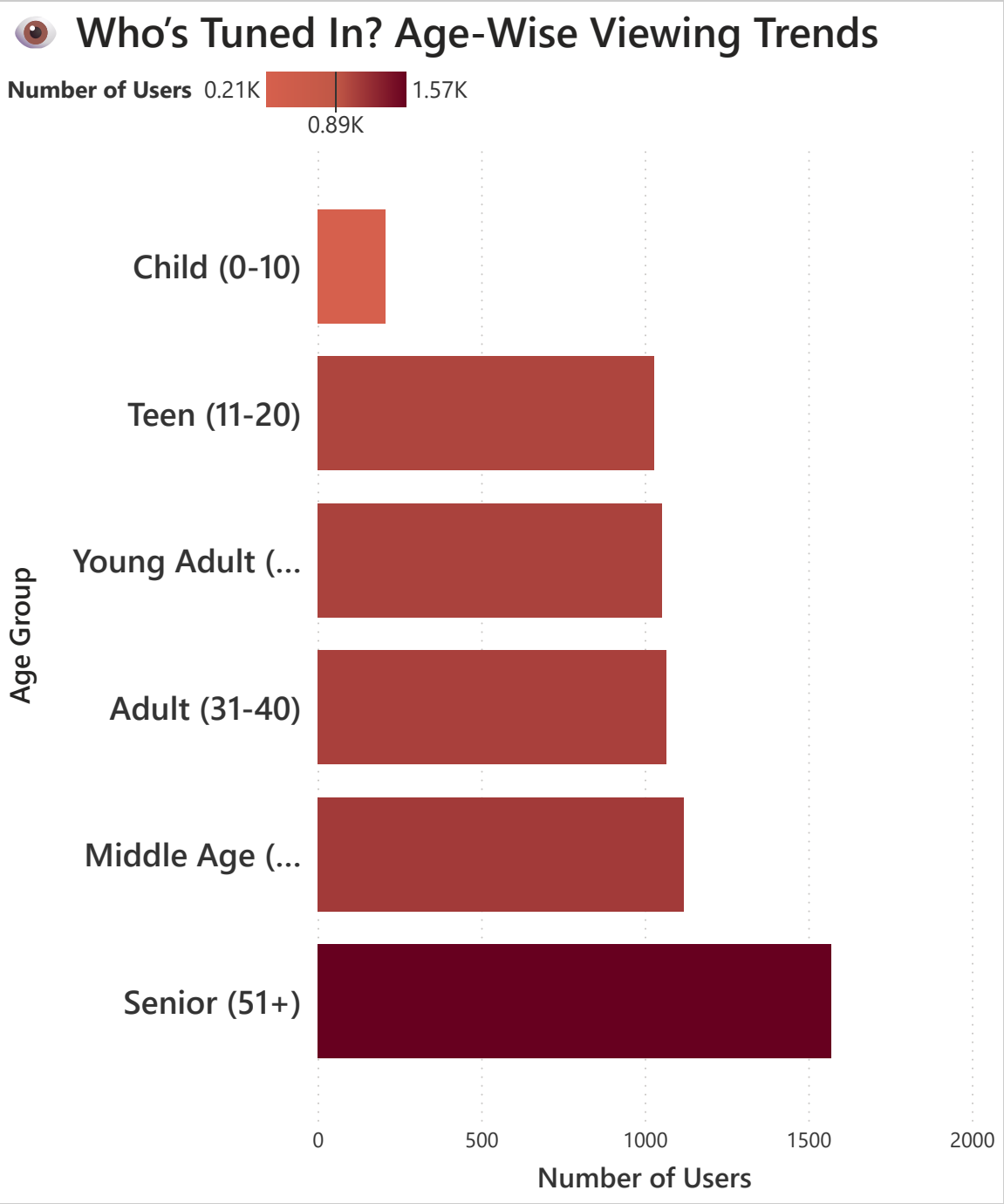
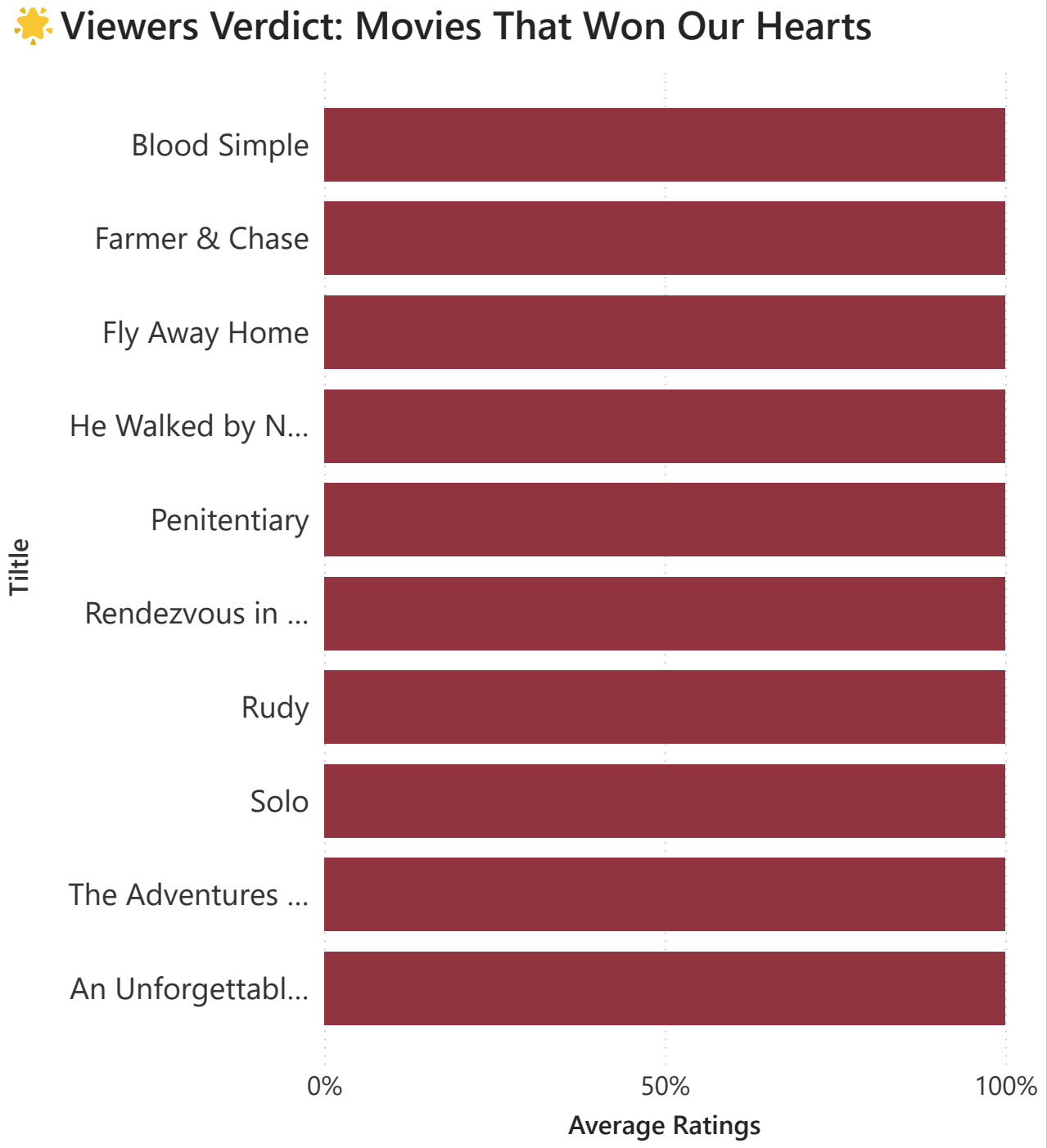
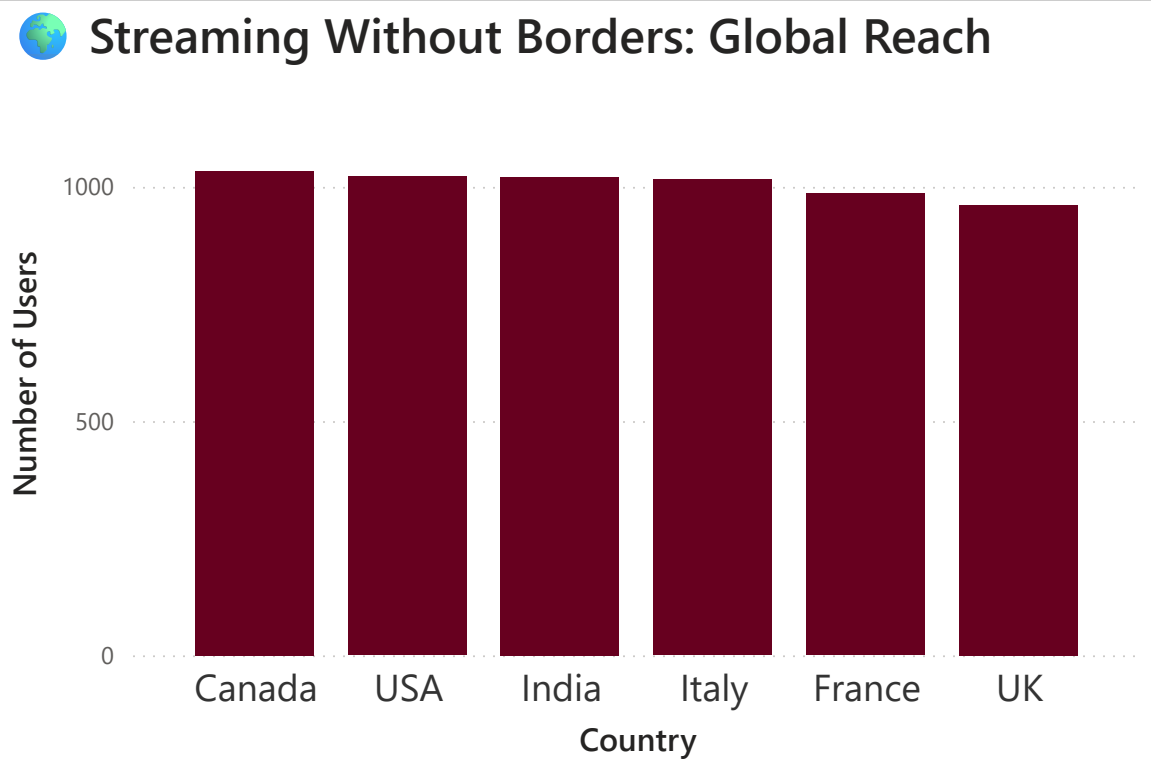
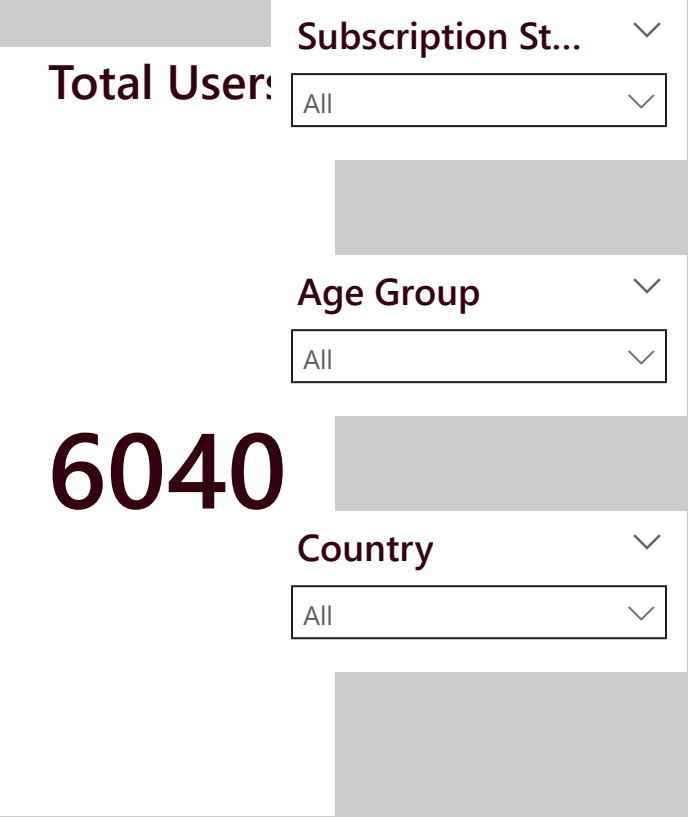
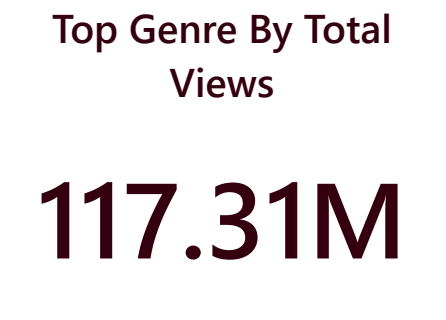


# STREAMFLIX DASHBOARD



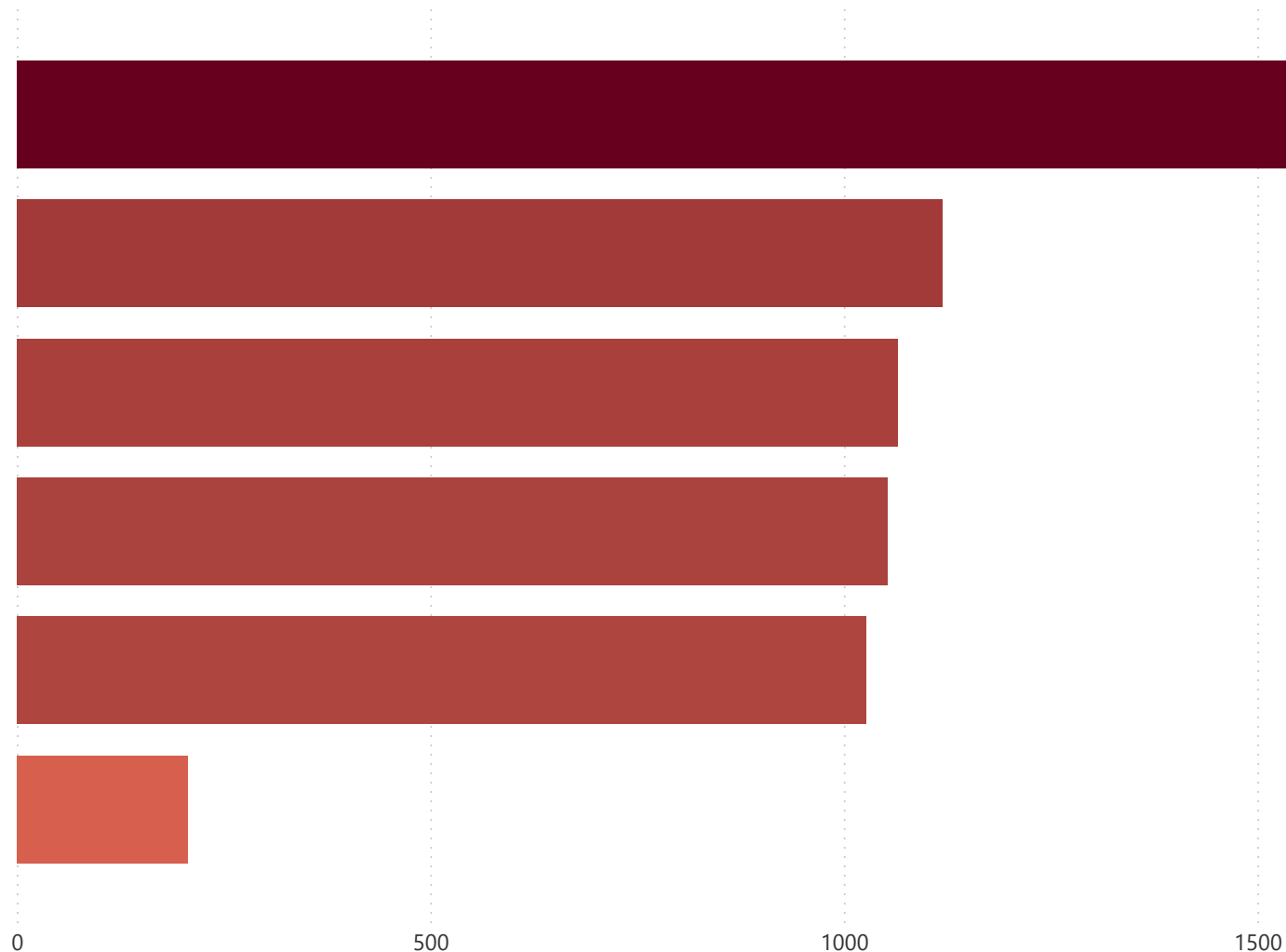


# Who's Tuned In? Age-Wise Viewing Trends

Number of Users 0.21K 0.89K 1.57K

Age Group

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



Number of Users

age\_group

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

country

All



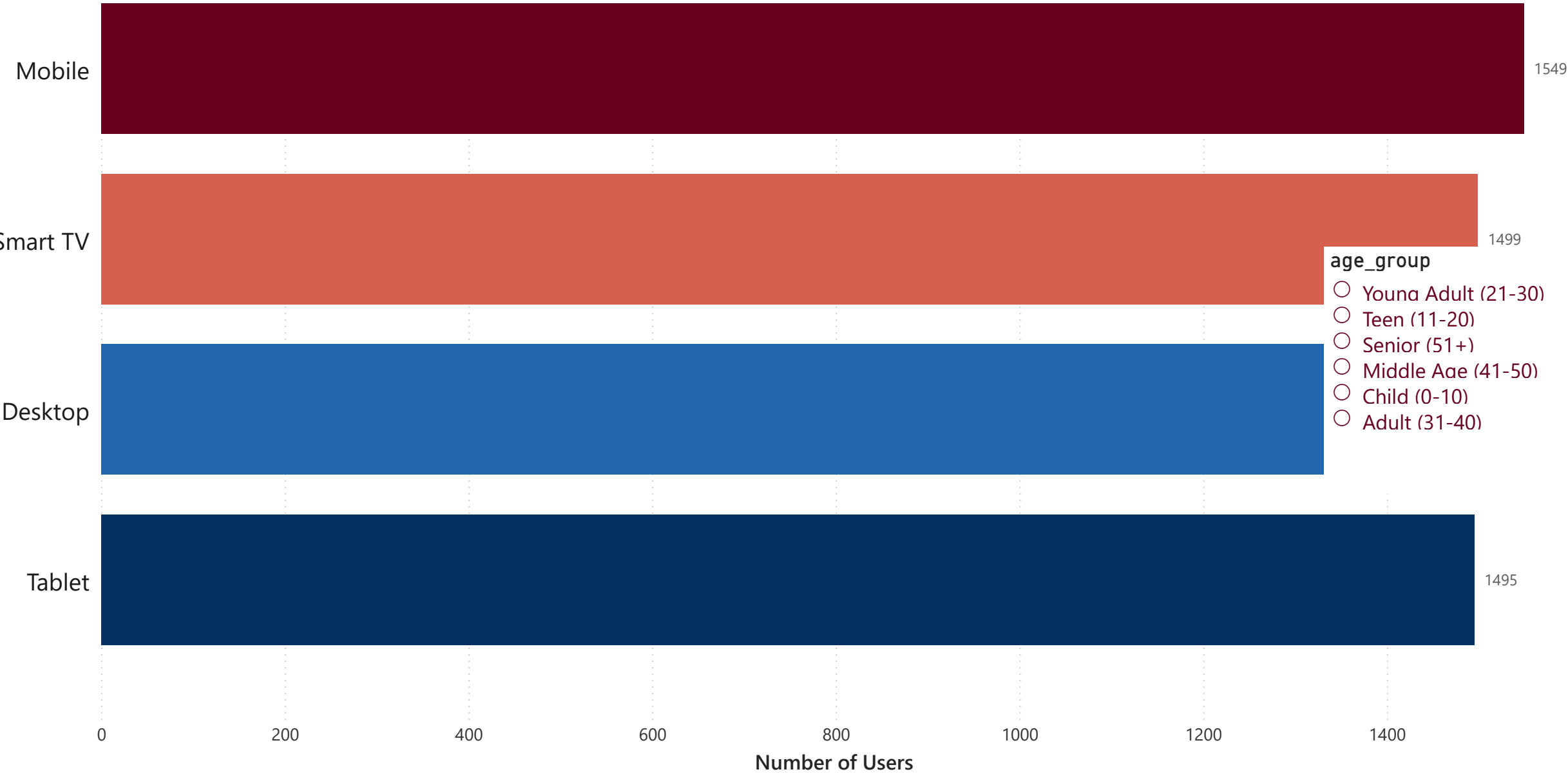
# Screens of Choice: Where Users Hit Play

country

All

Device

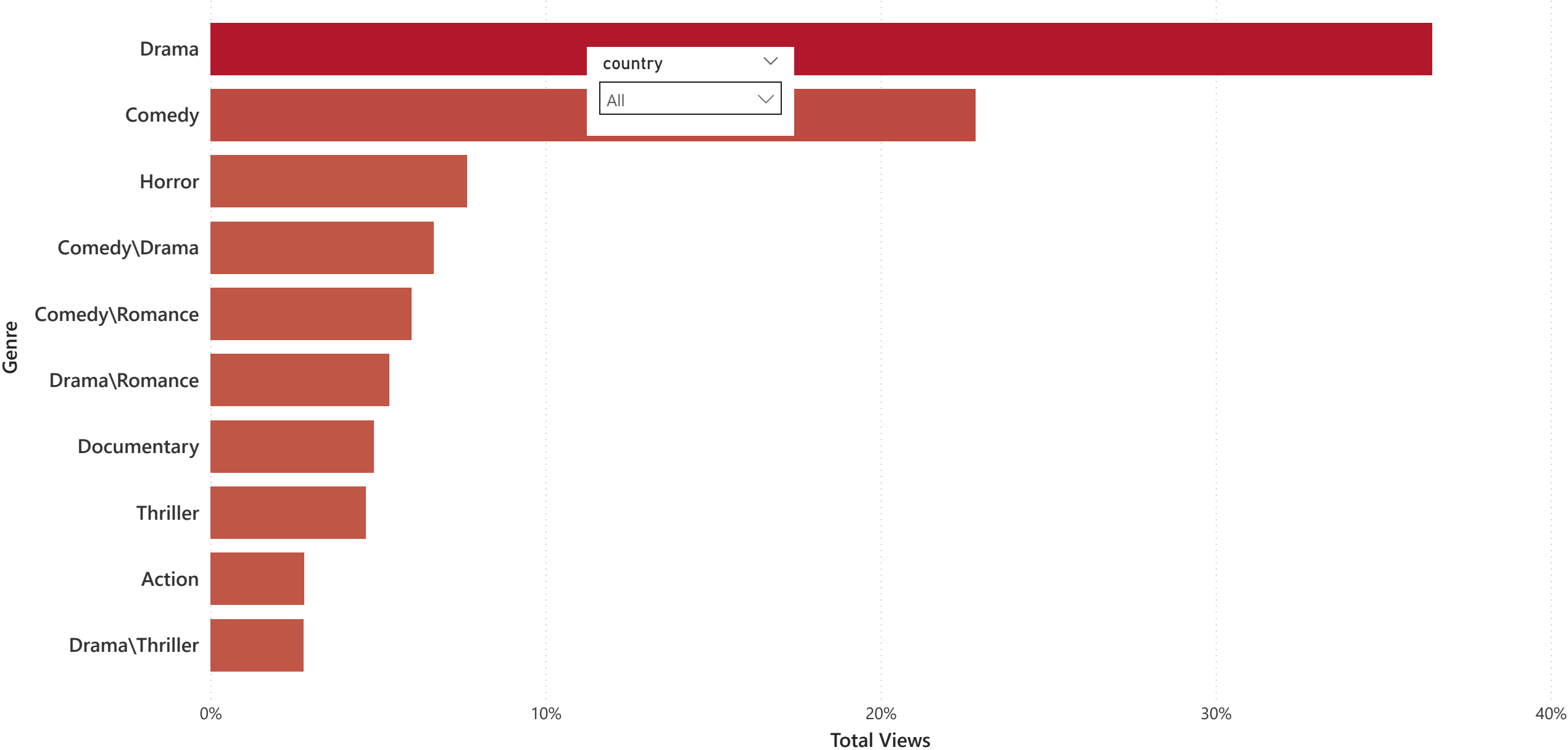
- age\_group
- Young Adult (21-30)
  - Teen (11-20)
  - Senior (51+)
  - Middle Age (41-50)
  - Child (0-10)
  - Adult (31-40)



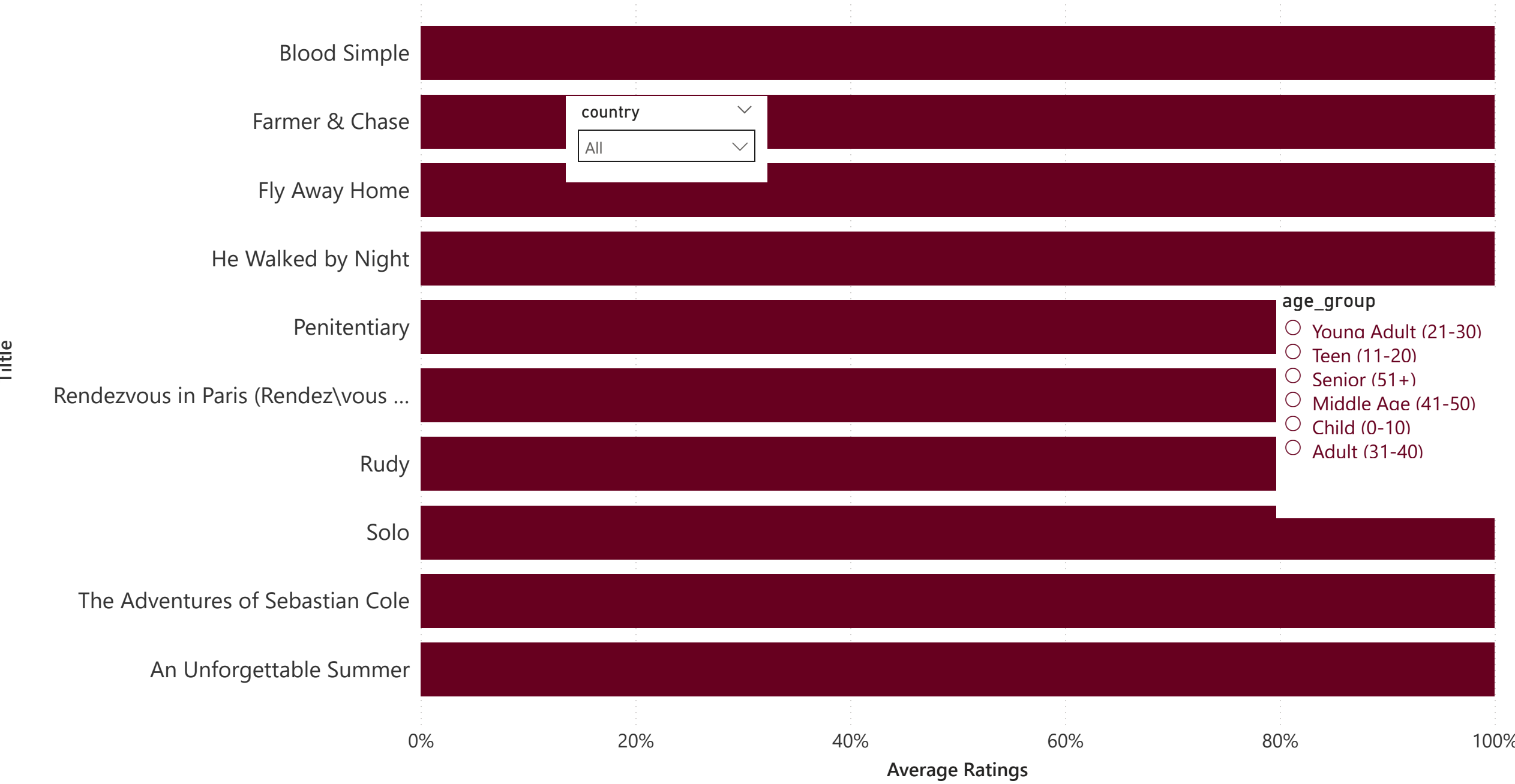


# Genre Giants: The Crowd Favorites

Total Views 3.25M 23.00M 42.76M

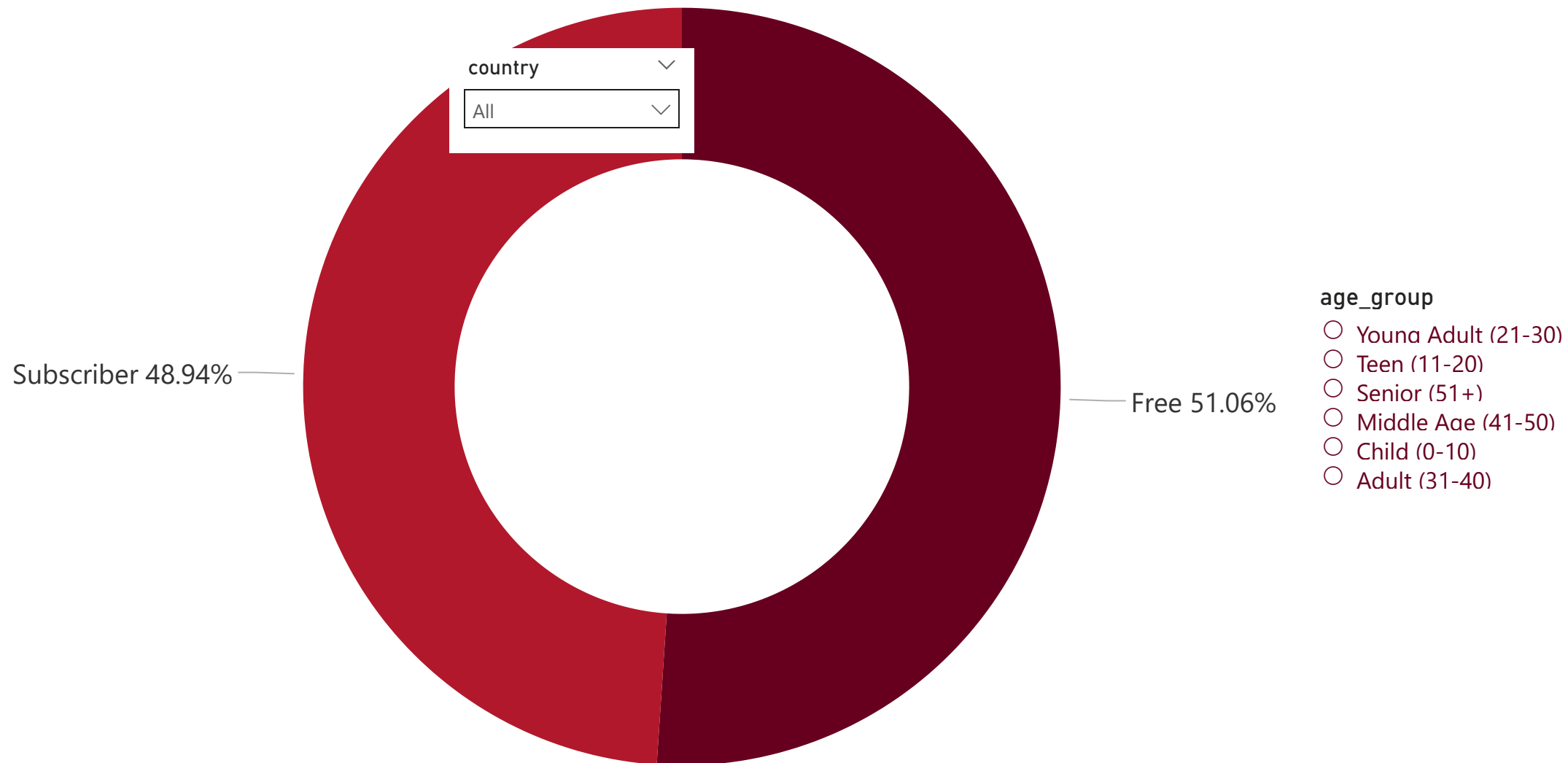


🌟 Viewers Verdict: Movies That Won Our Hearts



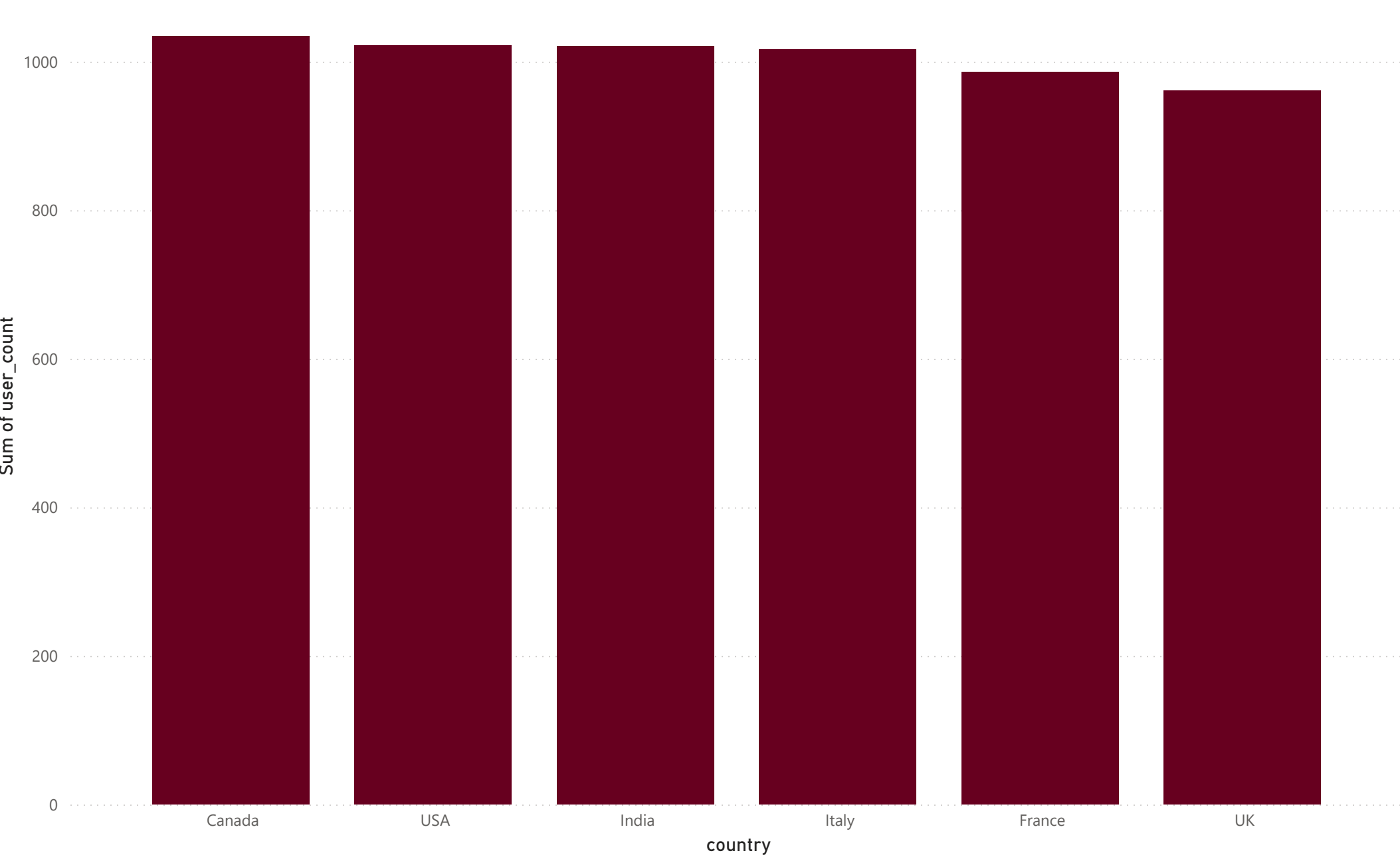


# Free vs. Subscription: The Showdown





# 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.