Netflix Users Data Analysis (SQL, Power BI)

Question Set 1

1. Which country has the most subscriptions? Which country has the least? Interpret these values.
2. What do the distributions of users look like by age and gender? Does this vary across the different subscription types?
3. What is the average subscription duration? Does this vary across ages and devices?
4. What are the most popular devices used to access Netflix? What are the least popular devices?

Question Set 2

5. What does the distribution of subscriptions (Basic, Standard, Premium) look like? How does it change across countries?
6. Are there seasonal trends that are visible regarding when people subscribe to Netflix?
7. What is the total monthly revenue? How does revenue differ by subscription type and country?

Question Set 3

8. Is there a correlation between the age distribution of Netflix users and the devices they use to access the platform? That is to say, do certain age groups prefer a specific device when using the service?