Script for presentation DRAFT 3  
  
**ALEXEI**

**Slide 1 – StreamFlix Global Viewer Insights (20 sec)**

“Hello, I’m **Alexei**. With me are **Laura**, **Anisha** and **Sreelakshmi**. Today we’ll show what StreamFlix viewers actually watch – and how that points to clear revenue moves.”

**Slide 2 – Project Overview (45 sec)**

*(Point at the flow-chart as you speak.)*

“We cleaned **3 883 movies**, **6 040 user rows** and **10 000 rating entries**.  
**Movies**, **Users** and **Ratings** flow into one **SQL star-schema**, and from there into this **Power BI dashboard**.  
Every chart you’ll see comes from that single model.”

**Slide 3 – Objectives We Answered (40 sec)**

“The client asked six core questions – highest-rated titles, genre demand, age behaviour, subscription split, country footprint and device mix – plus we’ve added two bonus angles: a genre demand gap, and a gender-imbalance view.”

*(HAND OFF to Laura)*

**LAURA**

**Slide 4 – Top 10 Movies (1 min 30)**

“Nine titles earn a perfect 5-star rating. Notice they’re mostly **Westerns** and **Animation**, so quality doesn’t always equal mass appeal.  
The tenth film, **An Unforgettable Summer**, is still a strong 4-star – our overall catalogue average is only about 3.”

*(Hover over the 5-star bars.)*

“Take-away: we have a niche, loyal quality-audience we can surface with smarter curation.”

**Slide 5 – Most Popular Genres (1 min 30)**

*(Left bars = % Movies, right bars = % Views.)*

“**Drama** is 41 % of titles but only 17 % of views – clear oversupply. **Comedy** shows a similar gap: 31 % of titles, 9 % of views.  
Flip side: **Western, Animation and Children’s** lead the ratings chart even though they’re smaller libraries – that screams opportunity.”

**Conclusion bullet:** “Quantity ≠ quality – reduce low-view Drama/Comedy renewals, boost smaller high-satisfaction genres.”

**Slide 6 – Data Blockers (30 sec)**

“Two gaps to flag. One: Country field – is it production or viewer location? Two: we have no plan-tier detail, only Free vs Subscriber. We’ve flagged both for the next data drop.”

*(HAND OFF to Sree)*

**SREELAKSHMI**

**Slide 7 – Subscription Status Analysis (1 min 30)**

“StreamFlix is almost a perfect split: **51 % Free vs 49 % Subscribers**.  
Free users dominate minutes on every device, especially mobile.”

**Conversion cues**

“We recommend three nudges:

1. **Mobile in-app prompts** right after binge sessions.
2. Use familiar **Drama/Comedy thumbnails** in premium banners.
3. Unlock perks like offline downloads instead of gating core content.”

**(tech note on Slide 6 – optional 15 sec)**

“We indexed our SQL views and switched Power BI to import mode – refresh time is now under nine seconds.”

*(HAND OFF to Anisha)*

**ANISHA**

**Slide 8 – Age Group & Device (2 min)**

*(Five mini-slides already combined)*

“Key patterns:  
• **Children (<12)** surprisingly watch more Thriller than Animation; ratings say Animation still delights them most.  
• **Teens** lean into Romance and Drama on mobiles and tablets.  
• **Young adults (20-35)** love Comedy and Drama, watch mostly on Smart TVs.  
• **Adults (36-55)** binge Thriller and give Westerns the highest ratings – mostly on phones.  
• **Seniors** favour Drama and Western, dividing time between TV and mobile.”

**Slide 9 – Subscription vs Device (1 min)**

“Across all devices Free users watch more minutes than Subscribers. **Mobile** is the single biggest screen – 400 k minutes in our sample – perfect place for upgrade prompts.”

**Slide 10 – Device - Tablet (45 sec)**

“Only a quarter of users watch on tablets, but their sessions are the **longest**. Paid subscribers barely use tablets – there’s a device gap we can fill with tablet-friendly premium bundles.”

**Slide 11 – Gender - Subscription Mix (45 sec)**

*(100 % stacked bars: Free Male 66 %, Free Female 34 %; similar for Subs.)*

“Male viewers outnumber female roughly **2 : 1** in both Free and Subscriber tiers. Marketing and UX imagery may be skewing male – fixing that could unlock a big growth segment.”

*(HAND BACK to Alexei)*

**ALEXEI – CLOSING**

**Slide 12 – Supply vs Demand by Genre (1 min 30)**

*(Scatter: Action & Sci-Fi above the line, Drama & Comedy below.)*

“Dots above the diagonal mean viewers want more than we supply. **Action** and **Sci-Fi** are five points high; **Documentary** and **Comedy** are low. Re-licensing even 2 % of Comedy budget into Action captures an estimated 4 % more watch-minutes.”

**Slide 13 – Key Recommendations (1 min 30)**

1. **Shift catalogue** – add 20 Action/Sci-Fi; taper low-view Drama/Comedy.
2. **Mobile-first upsell** – prompt high-engagement Free users after binge sessions.
3. **New data columns** – viewer-country and plan-tier to unlock ARPU modelling.

**Slide 14 – Blockers & Mitigations (1 min)**

• **Country ambiguity** – treat as production origin; request viewer country next drop.  
• **Uniform watch-time values** – need session-level watch duration.  
• **No plan tiers** – limits monetisation insight; request Basic/Premium flag.  
• **Performance solved** – SQL indexing + import mode refresh in 9 s.

**Slide 15 – Questions? (30 sec)**

“Slides and the live dashboard link will follow this session. We’re ready for your questions. Thank you!”