



NETFLIX USERBASE

Gender
All

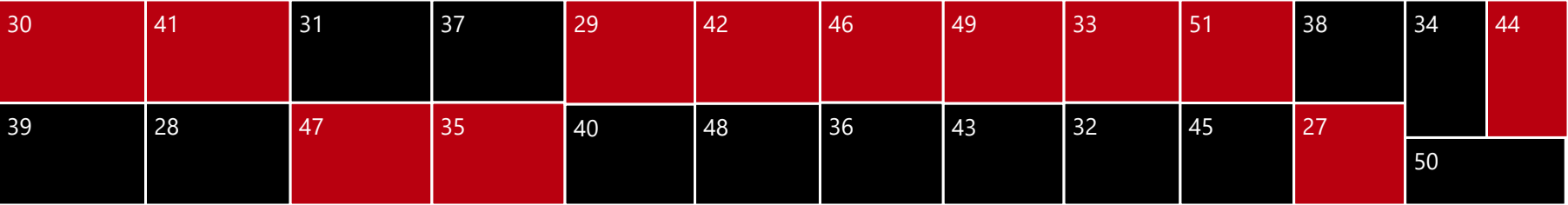
Country
All

Age
26 51

Subscription T...
All

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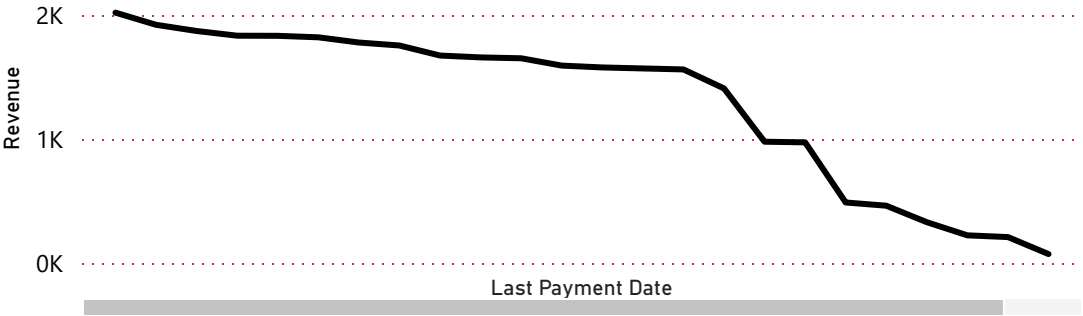
Revenue by Age



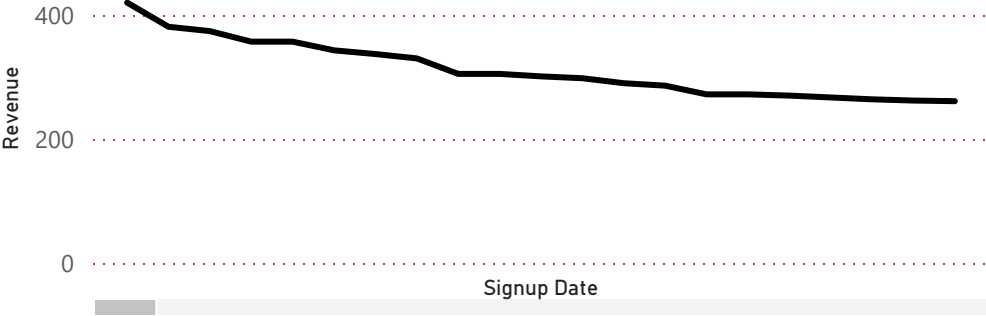
31.27K

Monthly Revenue

Revenue by Last Payment Date



Revenue by Signup Date



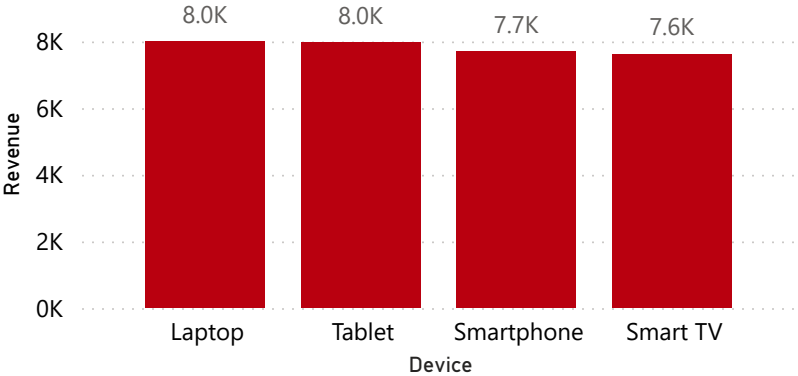
10

Number of Countries

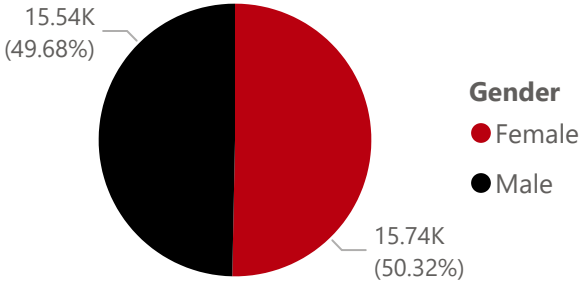
2500

Number of User

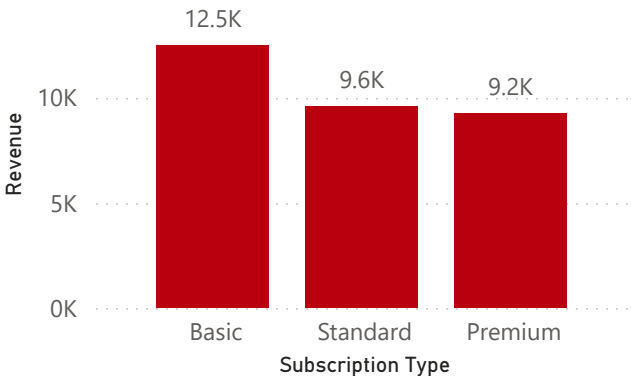
Revenue by Device



Revenue by Gender



Revenue by Subscription Type



38.80

Average of Age

Common plan

1 Month

summary report

Netflix Userbase Dashboard Summary

This dashboard provides an overview of Netflix's userbase, revenue distribution, and subscription trends. It analyzes key metrics such as user demographics, revenue by device, subscription type, and payment trends.

Key Insights:

- User Distribution: The average age of Netflix users is 38.8 years, with the highest revenue coming from users aged 30-40.
- Revenue by Device: Laptops and tablets generate the highest monthly revenue, followed by smartphones and smart TVs.
- Subscription Trends: The Basic plan contributes the highest revenue, followed by Standard and Premium subscriptions.
- Gender Revenue Share: Revenue is evenly split between male (50.32%) and female (49.68%) users.
- Payment Trends: Monthly revenue has shown a slight decline over recent payment dates, indicating possible fluctuations in user retention or subscription renewals.

Recommendations:

- Target younger users (ages 25-35) with mobile-friendly plans to increase engagement.
- Enhance smart TV experience to boost revenue from TV users.
- Analyze subscription churn to understand why payments are declining and improve retention.