

SUBSCRIPTION BASED STREAMING SERVICE USAGE ANALYSIS

Abstract:

In today's digital age, streaming services like Netflix, Amazon Prime, Disney+ have transformed the way people consume entertainment. With millions of users worldwide, understanding their watching behavior, subscription type, and spending habits is crucial for optimizing user experience and business growth.

This analysis focuses on evaluating key factors such as watching hours, monthly spending, preferred content types, and subscription plans. By leveraging data analytics and visualization techniques, we can uncover patterns in user engagement, identify customer segments, and predict future subscription trends.

The insights from this study will help streaming platforms improve content recommendations, optimize pricing strategies, and enhance user retention. Additionally, the analysis can assist in reducing customer churn and increasing revenue by offering personalized experiences.