**Netflix Movie Insights Analysis Project PPT**

Netflix Subscription & Payments Analysis:

**Key Insights**

* Total Payment across all customers: $104M
* Average Payment per user: $45.11K
* Payment Trend (Monthly):
* Highest revenue was in July, declining gradually till April.
* Possible user drop-off or seasonal impact.
* Top Paying Countries:
* 🇺🇸 United States contributes the most (~$40M+).
* Followed by India, UK, Japan.
* Payment by Subscription Type:
* Basic plan surprisingly contributes the most revenue.
* Standard and Premium are almost similar but lower than Basic.
* Payment by Gender:
* Almost equal split between male and female.
* Device Usage by Month:
* Highest streaming on Smart TVs, followed by Smartphones.
* Laptop and Tablet usage is lower in March.
* January shows the highest total revenue from devices: $72.17M.

Netflix Popularity & Language Analysis:

* Total Popularity: 345K
* Vote Count: 12M
* Avg Popularity: 48
* Original Language:
* English (en) dominates in both popularity and vote count.
* Other languages like French (fr), Hindi (hi), Spanish (es) have small representation.
* Country-wise Votes:
* Top voters: USA, India, Mexico, Turkey, Nigeria.
* Indicates key engagement regions.
* Popularity by Month:
* Peak in March and a rise again in December.
* Summer dip (May–August) possibly due to school breaks or holidays.
* Popular Genres:
* Top genres: Crime, Action, Thriller, Animation, Comedy.
* Suggests users are drawn to thrilling and entertaining content.

**Summary:**

* Total Payment Collected: $104M with an average payment of $45.11K per user.
* Top Countries by Payment: United States leads, followed by India and the UK.
* Most Used Devices: Smart TV and Smartphone dominate viewing.
* Popular Subscription Type: Basic plan generates the highest revenue.
* User Demographics: Average user age is 26 with a near-equal gender split.
* Trending Genres & Languages: English content and genres like Crime, Action, and Thriller are most

Suggestion:

* Boost Content in Local Languages for emerging markets like India & Mexico.
* Promote multi-device viewing features to increase engagement.
* Create regional marketing campaigns targeting countries with medium-level revenue.
* Improve subscription retention during off-peak months (e.g., May–August).
* Launch genre-specific bundles or curated lists (e.g., Crime Week, Action Weekend).
* Monitor devices’ engagement to offer device-based discounts or UI improvements

**Conclusion:**

* This analysis shows Netflix’s strong market performance led by basic subscriptions, English-language content, and heavy use of smart devices. However, there’s an opportunity for more growth in regional content, deeper personalization, and user engagement strategies during low-activity months.