**Product Document: Streamflix Analytics Dashboard**

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**1. Introduction**

Streamflix, an Italian company with global expansion ambitions, is transitioning from a free, ad-supported platform to a subscription-based service.

The **Streamflix Analytics Dashboard** is designed to provide actionable insights into user engagement, content performance, and subscription trends. By leveraging Power BI, this tool enables **data-driven decision-making** for content optimization and user retention.

**2. Purpose**

This dashboard empowers stakeholders to:

* Analyze user behavior and preferences
* Evaluate content performance based on key metrics
* Forecast subscription trends
* Optimize **genre-based filtering and dynamic slicers** for storytelling insights

**3. Features**

* **Interactive Dashboards:** Customizable visuals for deep analysis
* **AI-driven Insights:** Leveraging Copilot to enhance forecasting accuracy
* **Genre-Based Filters:** Dynamic slicers for better storytelling
* **Regional Analysis:** Understanding viewer preferences by location
* **Subscription Performance Tracking:** Metrics on user retention and churn rates

**4. Target Audience**

* Data analysts and business intelligence teams
* Marketing teams focusing on user engagement
* Content creators analyzing genre popularity
* Executives tracking revenue growth

**5. Technology Stack**

* **Power BI** (for visualization and analysis)
* **SQL** (for data preparation and optimization)
* **Python (Pandas, Matplotlib)** (for advanced analytics and insights)

**6. Data Model & Schema**

Below is the relational **schema** used in the Streamflix Analytics Dashboard:

**Database Schema Overview**

**7. Relationships**

**8. Technical Design Decisions**

* **Database Management & Query Optimization**
* **Power BI Implementation**
* **DAX Measures** for aggregations (e.g., total revenue, watch time trends).
* **Conditional Formatting & Sorting** for intuitive data visualization.
* **Genre-based filtering** for storytelling insights.

**9. Conclusion**

The **Streamflix Analytics Dashboard** streamlines data exploration and decision-making. Its **intuitive design and insights** ensure that users can **unlock actionable intelligence** for business growth.