

NETFLIX DATA



23/09/2023

A hand holding a black remote control in front of a television screen. The screen displays the word 'NETFLIX' in large, orange, bold letters. The background is a blurred indoor setting with a wooden desk and two potted plants.

NETFLIX

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Overview



Netflix is a popular streaming platform with a wide variety of shows and movies. You can find everything from thrilling dramas to hilarious comedies. 🎬🍿

In this project, we have majorly included the subscription types, Revenue generated and Tenure of subscribers of Netflix.

KPIs



Total Subscription

2500

Male Customers

1243

Female Customers

1257

Minimum Monthly Revenue

10

Total Montly Revenue

31K

Maximum Monthly Revenue

15

Average Monthly Revenue

12.51

Minimum Tenure of Customers (months)

0

Maximum Tenure of Customers (months)

22

New Customers

16

Mid Range Customers

2277

Loyal/Long term Customers

207

Average Tenure of Customers

10.27

Dashboards

Subscription for Netflix



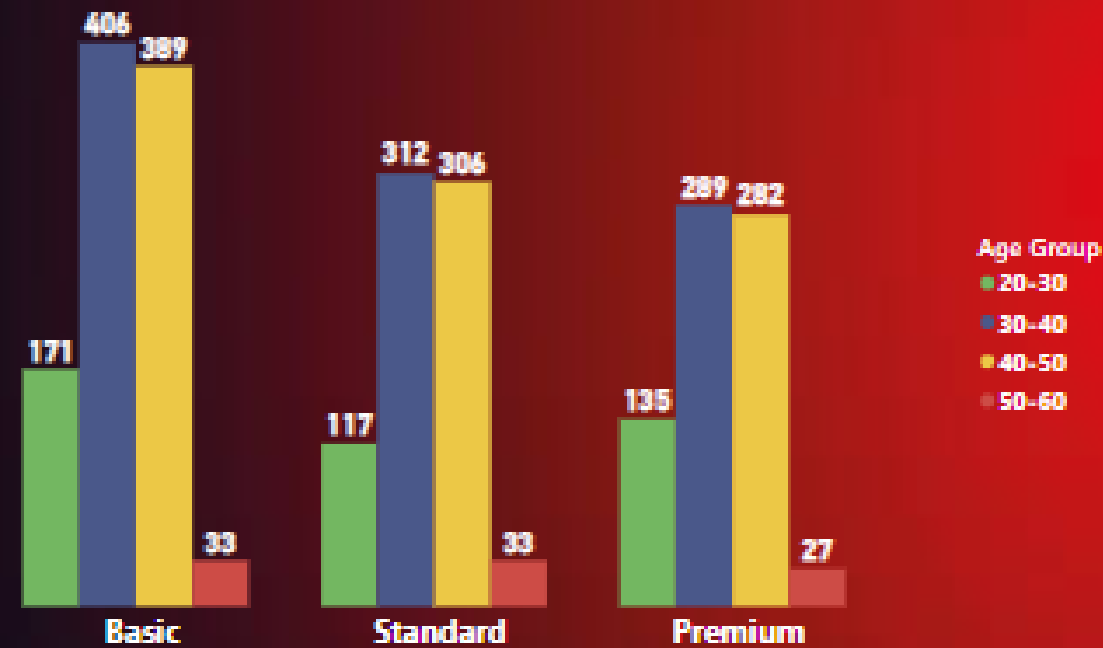
Countries

All

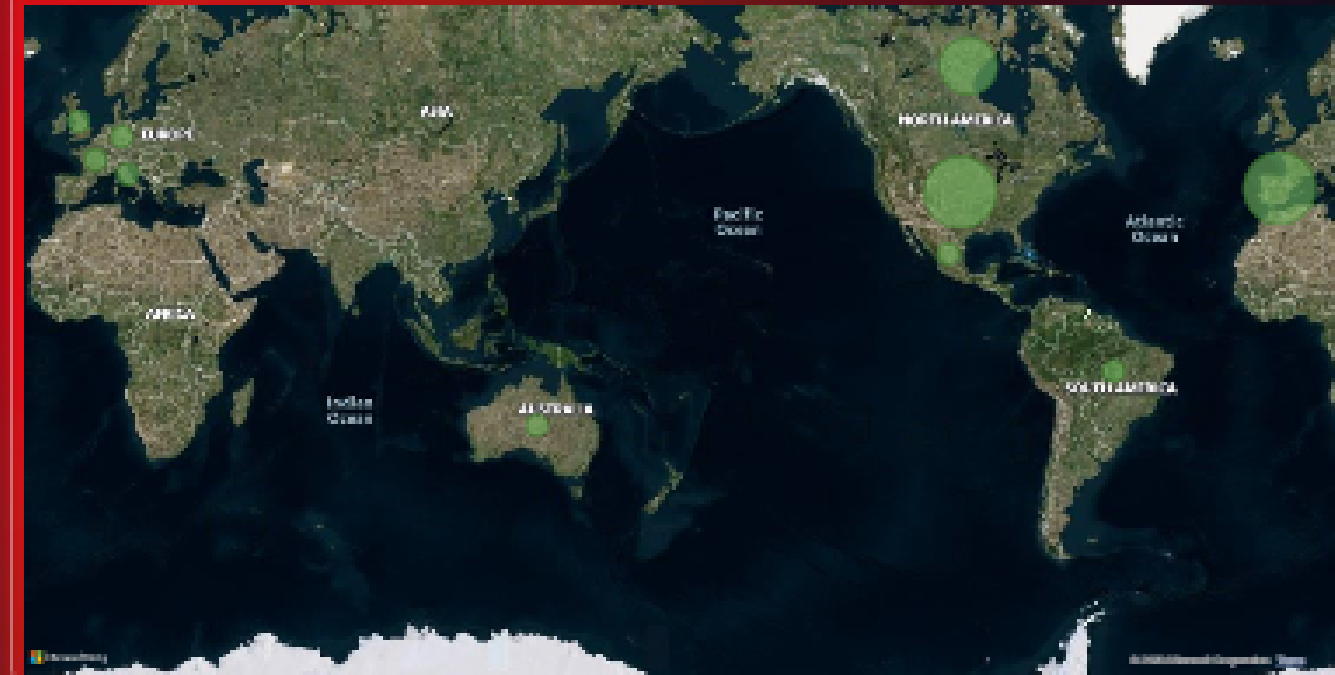
Subscription Type

All

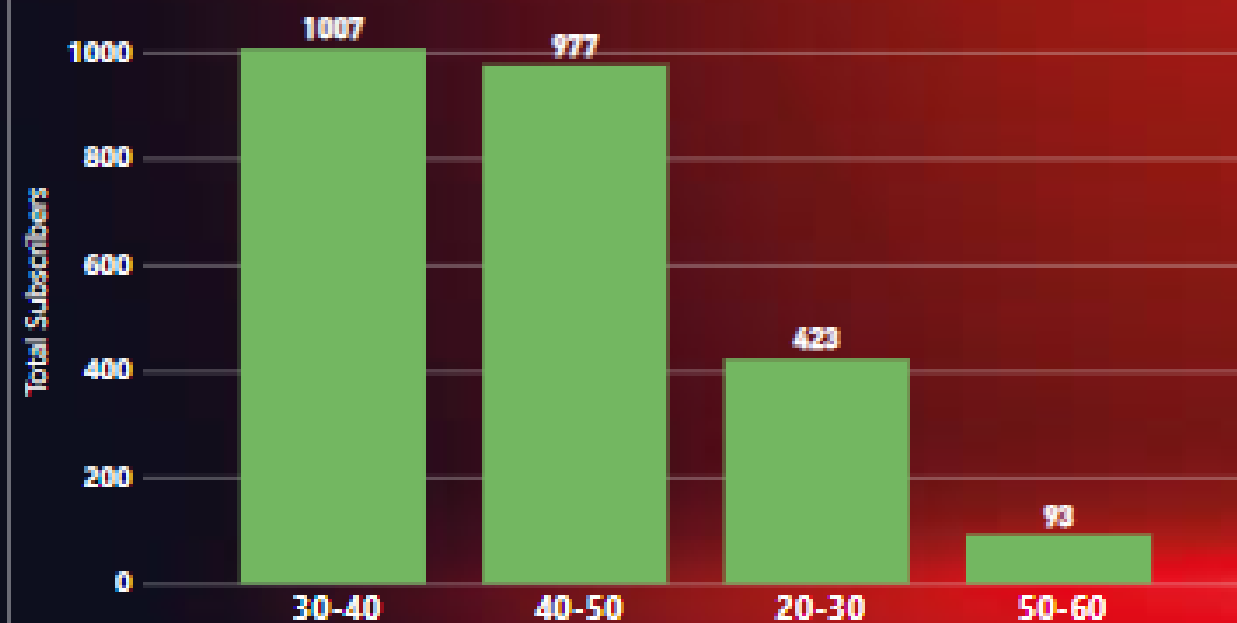
No. of Subscribers by Subscription Type and Age Group



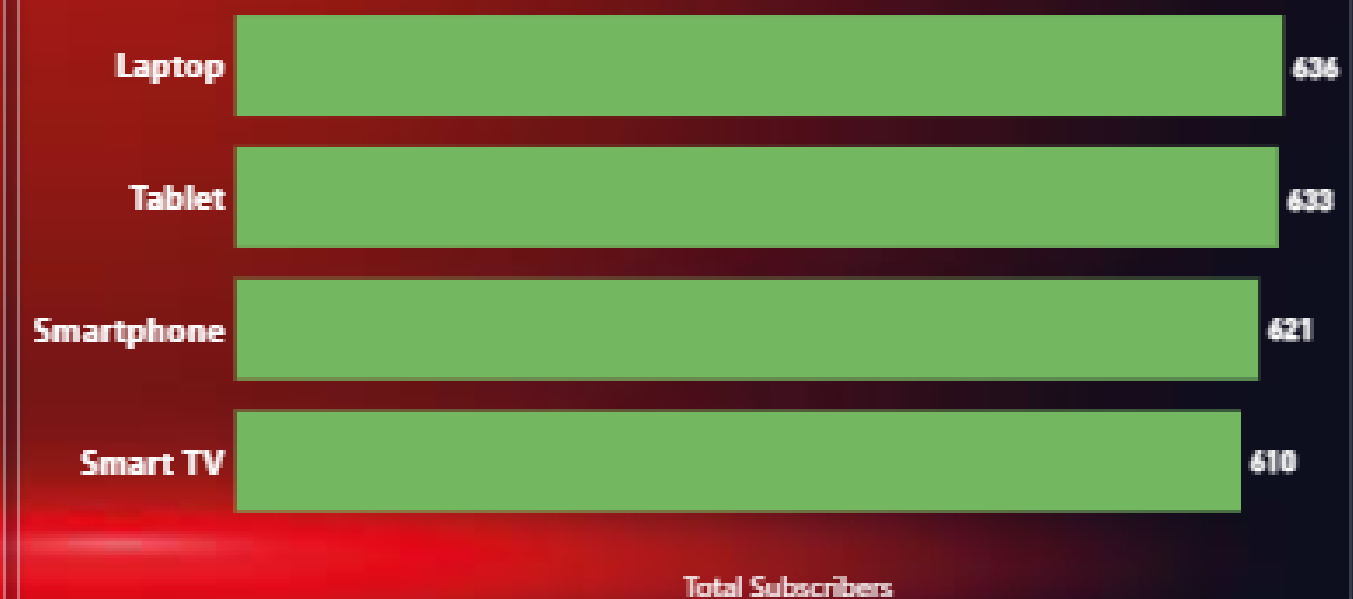
Country Wise Subscription



No. of Subscribers by Age Group



No. of Subscribers by Device type



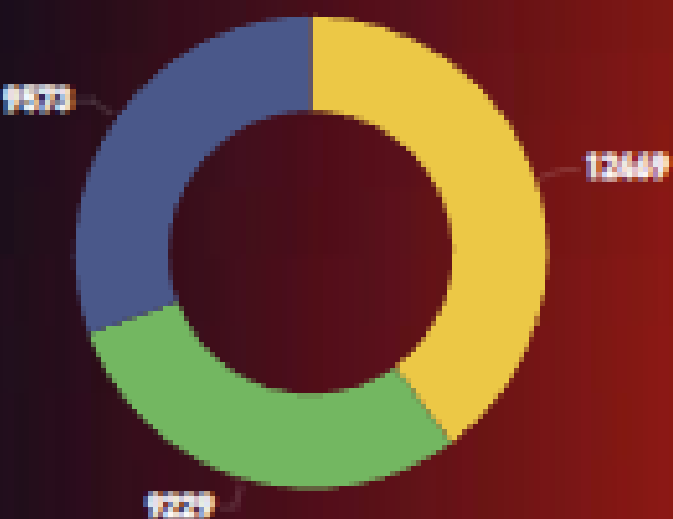
Revenue from Netflix



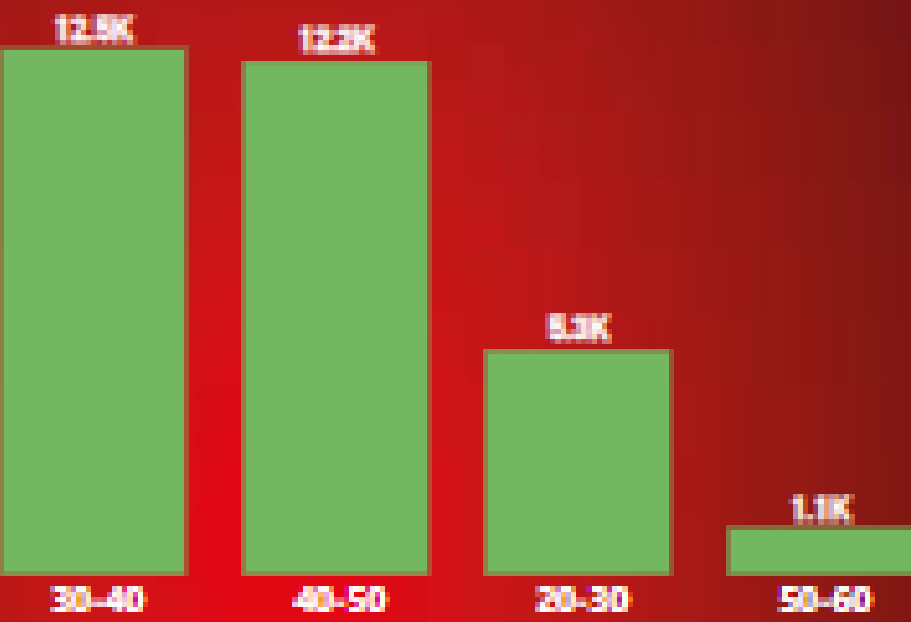
Age Group

All

Revenue Generated (subscription type)



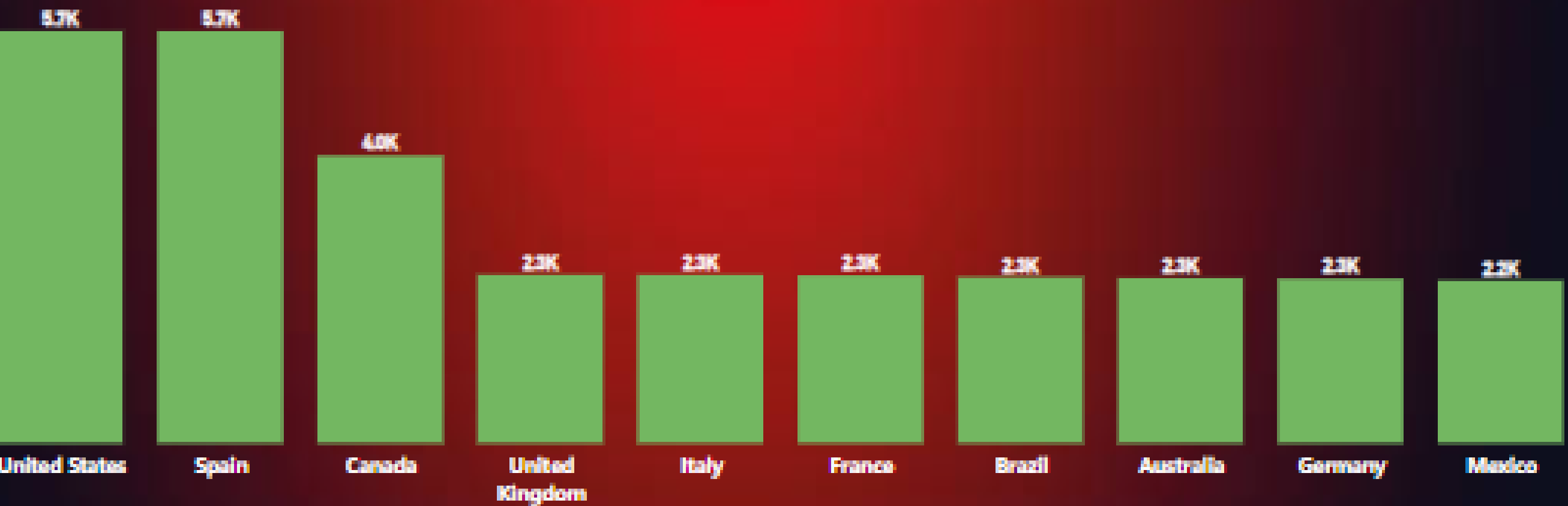
Revenue Generated (Age Group)



Revenue Generated (Gender)



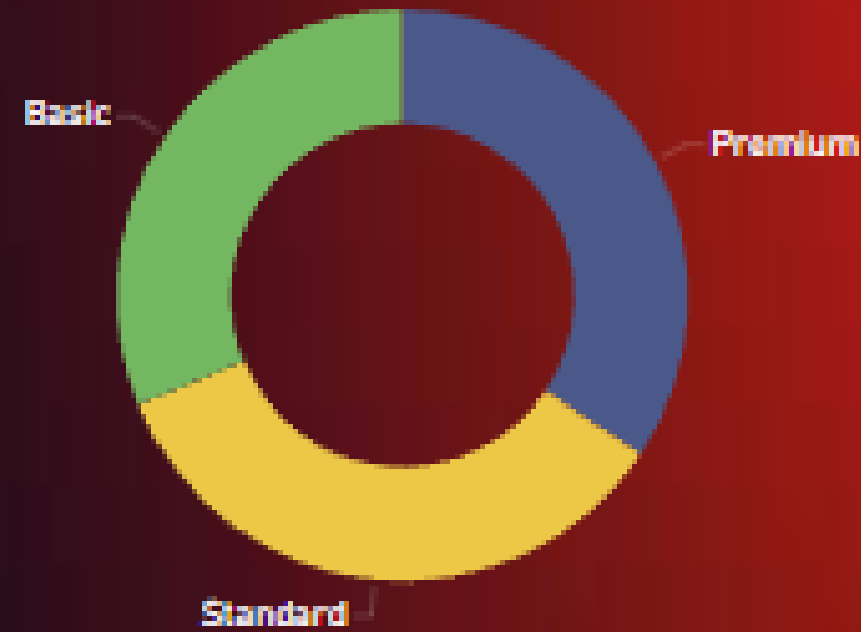
Countrywise revenue (Age Group)



Tenure of Subscribers



Maximum Tenure of Customers (months) by Subscripti...



Minimum Tenure of Customers (months) by Subscriptio...



Average customer Tenure(months) by Subscri...



Count of Subscribers by Customer Tiers



Insights



- Overall , the dashboard serves as a valuable tool to understand Netflix's content trends, Subscription types, Subscribers, Revenue and Tenure of customers.
- Countries like USA, Canada and Spain have more number of subscribers when compared to other countries.
- As the no. of subscribers increases, the revenue also increases as they are directly proportional.
- The subscribers have been also classified into new, mid range and long-term customers according to the tenure.



THANKyou

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