

**NOTFLIX**

# Executive Overview

Access Level

FREE

PAID

Total Titles

1342

Total Hours Watched

68.30M

Average Completion Rate

77.86

Average Rating

3.87

Most Watched

In Line

20786

Count of usersessi...

15,73,095.12

Sum of user\_duration

QLIMAX THE SOURCE

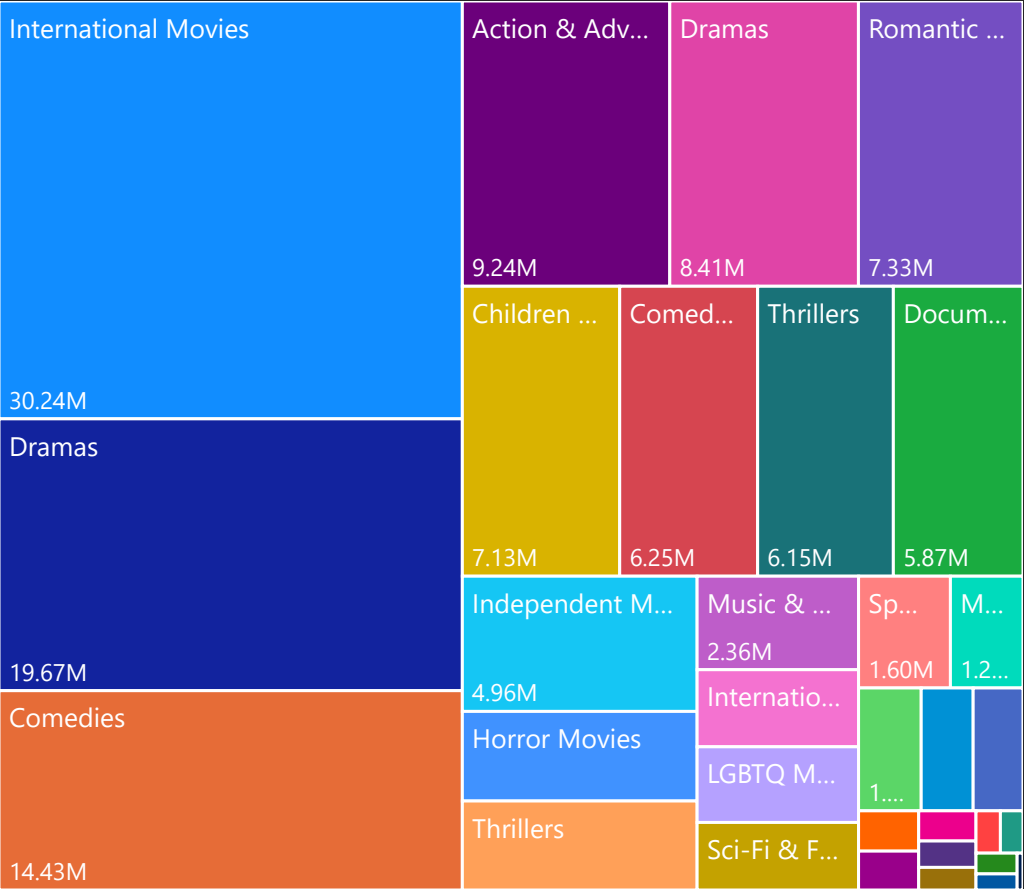
26686

Count of usersessi...

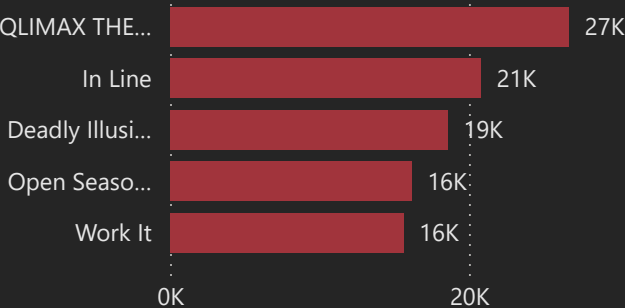
9,48,469.75

Sum of user\_duration

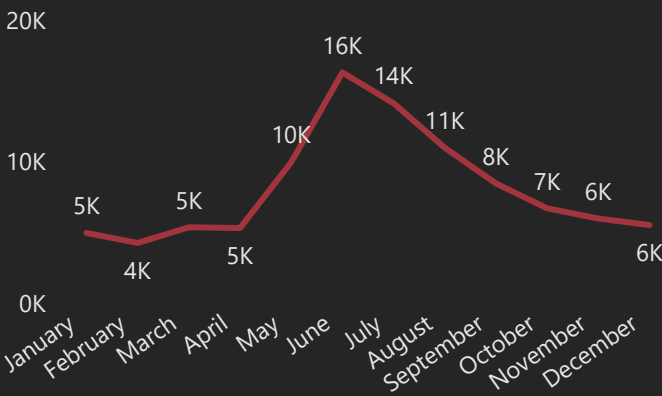
Genre Contribution to User Duration



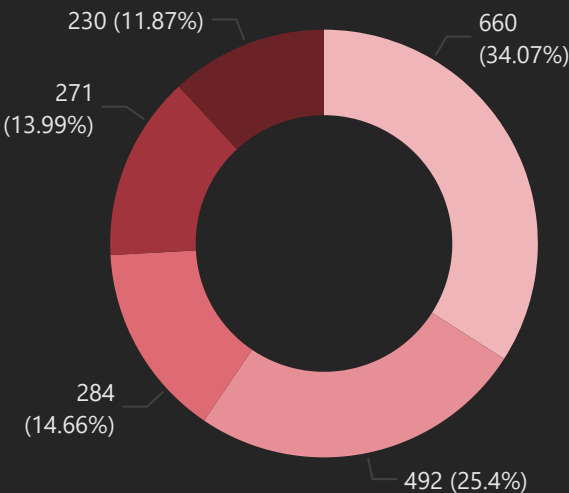
Most Watched



Watch Trend Overtime



Movie By Genre



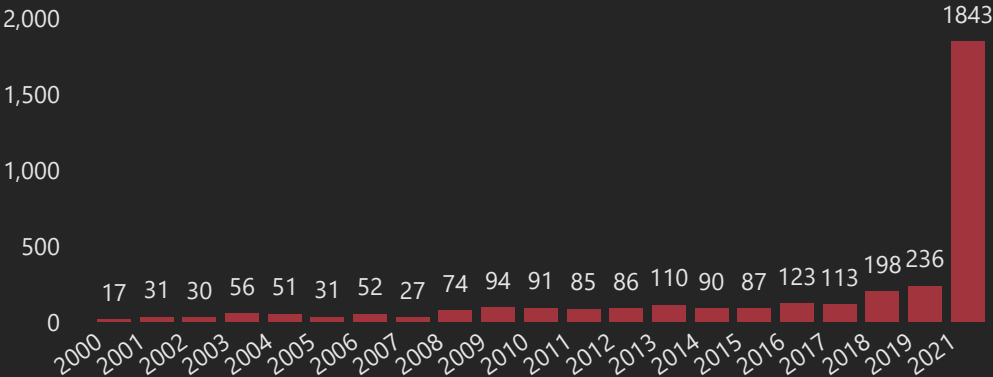
# Catalogue Insights

Access

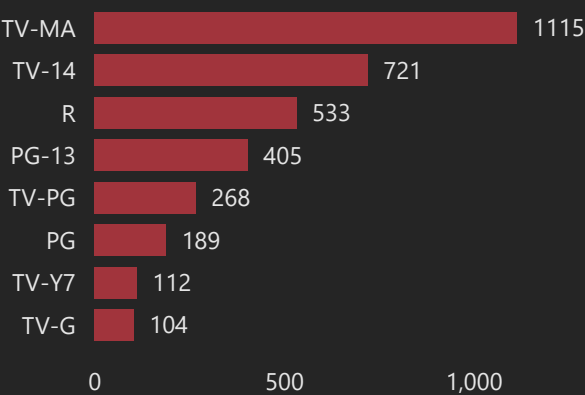
FREE

PAID

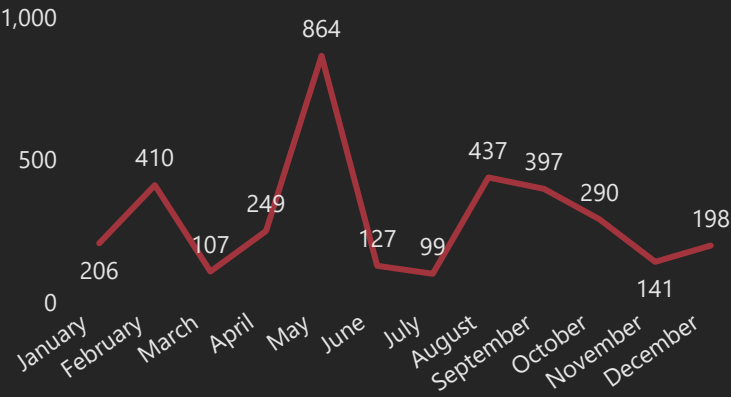
Movies by Release Year



Movies by Rating

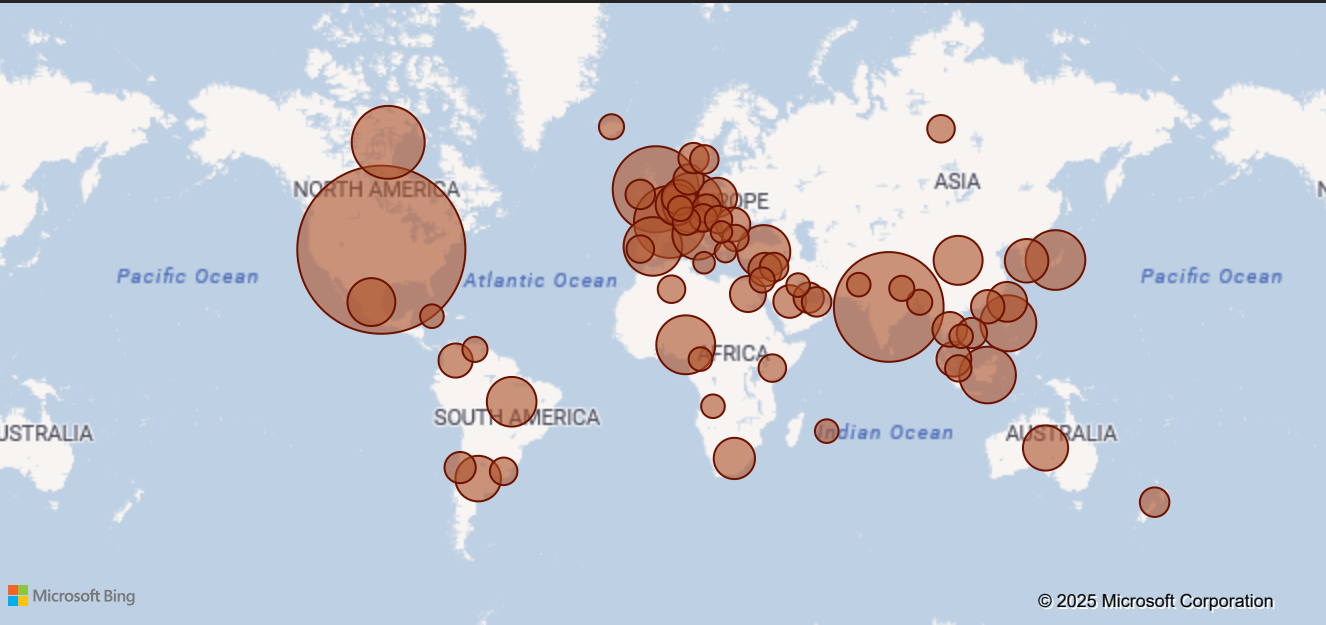


Movies Added by Month



title	listed in	release_year	status
Between Worlds	Thrillers	2018	LIVE
Charlie's Angels	Comedies	2000	LIVE
Charlie's Angels	Action & Adventure	2000	LIVE
Christmas with a Prince	Dramas	2018	LIVE
Christmas with a Prince	Romantic Movies	2018	LIVE
Christmas with a Prince	Comedies	2018	LIVE
Deadly Illusions	Thrillers	2021	LIVE
Death of Me	Horror Movies	2021	LIVE
Fate of Alakada	International Movies	2021	LIVE
Fate of Alakada	Comedies	2021	LIVE
God Calling	Faith & Spirituality	2018	DRAFT
God Calling	International Movies	2018	DRAFT
God Calling	Dramas	2018	DRAFT
In Line	International Movies	2017	LIVE

Movies by Country



# Consumption and Engagement

Access

FREE

PAID

Average Session Duration

74.80✓

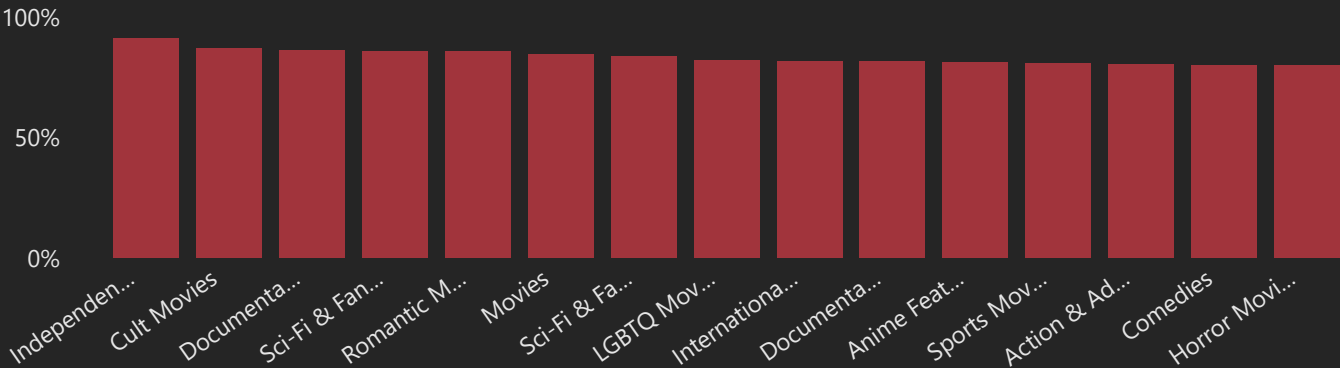
Goal: 39.68 (+88.49%)

Average Completion Rate

77.86!

Goal: 100.00 (-22.14%)

Completion Rate by Genre



listed in	Android	iOS	Web	Total
Anime Features	2,09,748.57	74,014.10	94,752.63	3,78,515.30
Children & Family Movies	1,49,129.72	57,393.19	63,727.21	2,70,250.12
Comedies	33,66,151.19	12,73,432.73	16,07,441.47	62,47,025.39
Cult Movies	13,384.05	4,865.77	15,369.64	33,619.46
Documentaries	63,849.86	17,722.74	21,804.34	1,03,376.94
Dramas	45,84,010.11	17,04,414.87	21,17,624.50	84,06,049.48
Faith & Spirituality	5,19,155.90	1,74,958.63	2,62,276.27	9,56,390.80
Horror Movies	5,27,698.83	1,94,661.82	2,74,590.11	9,96,950.76
Independent Movies	26,89,576.89	10,48,969.28	12,19,914.71	49,58,460.88
International Movies	1,64,47,638.45	60,04,537.71	77,88,677.00	2,82,40,853.16
Total	3,72,48,644.88	1,37,65,970.13	1,72,83,009.97	6,82,97,624.98

Platform Usage

platform ● Android ● iOS ● Web



User Engagement Heatmap

Day of Week	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Friday	10,08,923.07	7,77,404.12	3,79,978.37	1,68,501.12	1,03,621.75	50,131.11	28,194.01	17,588.32	14,789.88	25,506.03	82,689.83	3,72,486.41	10,26,927.12	14,75,233.63	12,19,316.53	6,90,123.45
Monday	6,55,012.35	4,53,972.04	2,22,188.68	1,10,600.74	73,774.24	40,495.94	21,501.19	11,780.81	11,946.02	18,540.34	77,721.48	4,11,792.03	11,35,863.04	16,45,814.82	13,11,694.75	6,90,123.45
Saturday	8,56,796.58	6,50,822.73	3,13,450.76	1,39,882.25	81,062.11	46,945.96	23,434.77	15,228.94	12,649.16	18,940.49	53,388.96	2,37,018.95	6,71,508.34	10,40,316.87	9,72,082.49	6,55,012.35
Sunday	7,42,781.94	5,29,589.51	2,47,348.38	1,12,373.60	71,577.24	41,483.29	21,370.65	10,408.94	9,517.00	15,447.78	33,289.56	1,35,892.15	4,12,351.66	7,46,380.05	7,91,279.45	5,82,123.45
Thursday	10,32,343.13	7,98,325.32	3,84,524.45	1,77,454.76	99,835.63	57,953.96	29,128.50	16,298.69	17,506.09	28,638.93	87,132.18	4,04,534.87	11,30,941.44	16,17,315.34	13,21,686.12	7,21,123.45
Tuesday	10,67,728.38	8,16,759.63	3,91,537.56	1,78,930.38	97,296.98	55,731.51	31,148.08	16,617.20	14,365.53	32,431.28	96,170.92	4,49,443.74	12,53,502.91	17,86,682.35	14,01,733.34	7,50,123.45

# Ratings and Feedback

Access

FREE

PAID

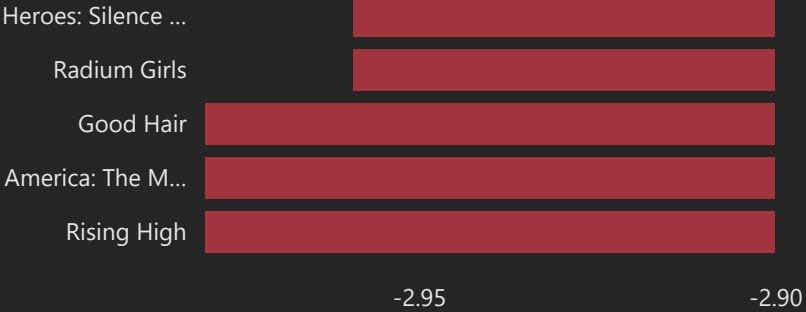
Average  
Platform Rating

3.87

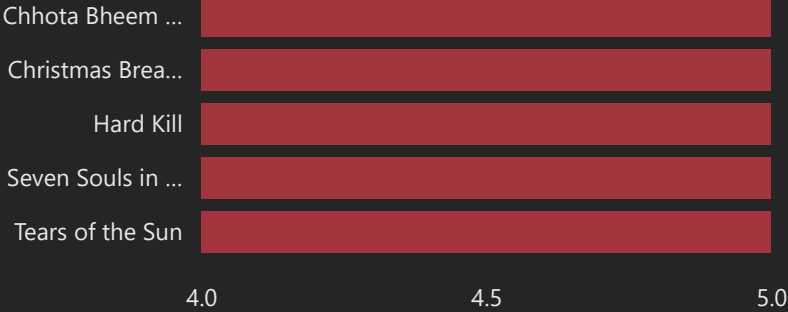
Count of  
Feedbacks

2M

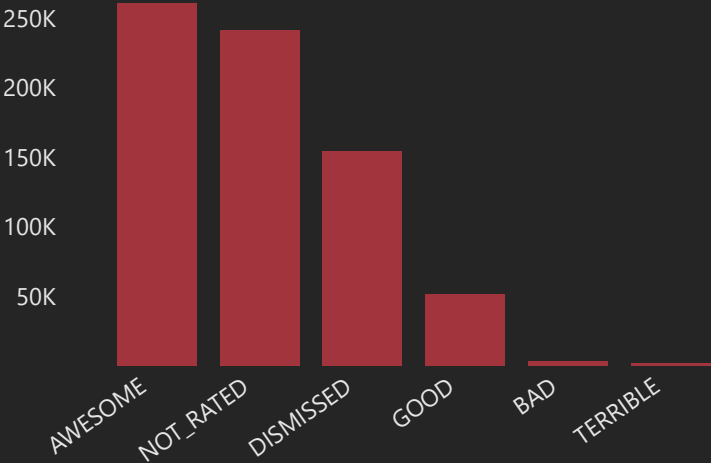
## Lowest Rated Movies



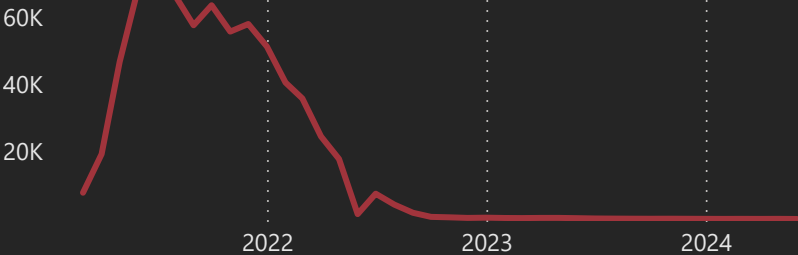
## Highest Rated Movies



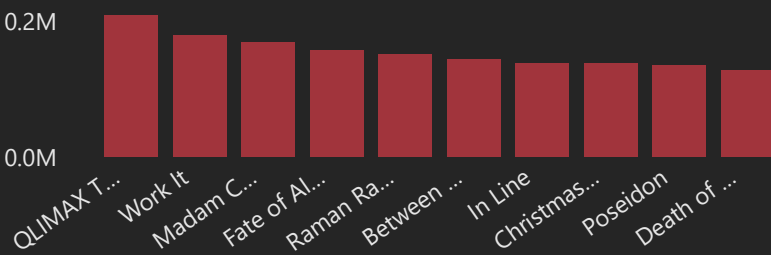
## Rating Distribution



## Ratings Trend Overtime



## Top 10 Most Rated Movies



## Genre



# Actionable Insights/Content Strategy

Access

FREE

PAID

Total Titles

1342

Average Rating

3.87

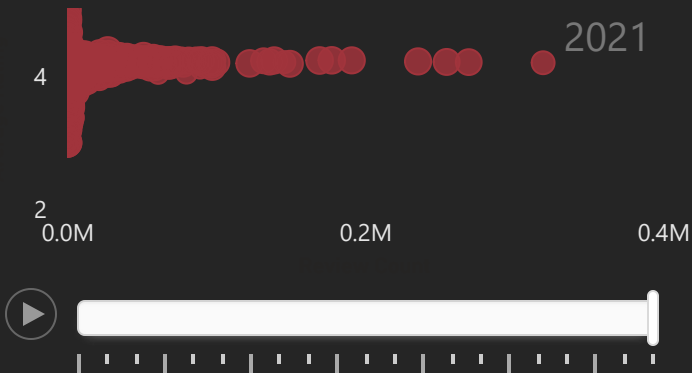
Average  
Completion Rate

77.86

%Titles rated <=2.5

34.57%

Popularity Vs Rating



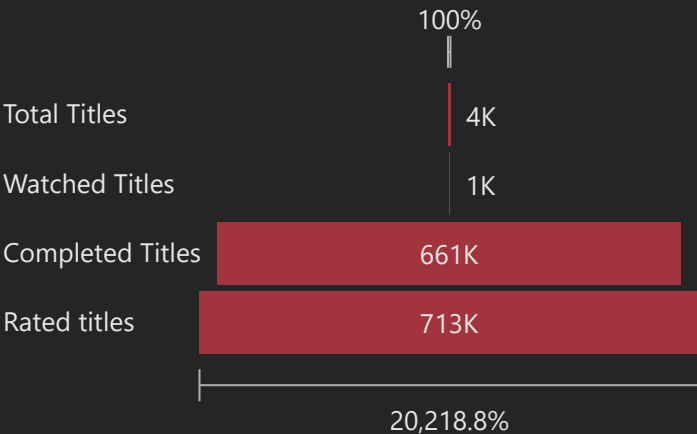
## Action Table

title	Count of userid	Review Count	Average Rating	Completion Rate	Action Recommendation
2 Hearts	3	16	3.00	6.11%	Consider Relegate/Re
America: The Motion Picture	7	178	2.99	18.57%	Consider Relegate/Re
Besieged Bread	1	126	3.00	41.67%	Consider Relegate/Re
Born to Play	1	126	3.00	70.00%	Consider Relegate/Re
Chappie	1	1		20.00%	Consider Relegate/Re
Total	66	570	2.98	34.16%	

## Genre x Platform Heatmap

listed in	Android	iOS	Web
Anime Features	2,09,748.57	74,014.10	94,752.63
Children & Family Movies	1,49,129.72	57,393.19	63,727.21
Comedies	33,66,151.19	12,73,432.73	16,07,441.47
Cult Movies	13,384.05	4,865.77	15,369.64
Documentaries	63,849.86	17,722.74	21,804.34
Dramas	45,84,010.11	17,04,414.87	21,17,624.50
Faith & Spirituality	5,19,155.90	1,74,958.63	2,62,276.27
Horror Movies	5,27,698.83	1,94,661.82	2,74,590.11
Independent Movies	26,80,576.80	10,48,060.28	12,10,014.71
Total	3,72,48,644.88	1,37,65,970.13	1,72,83,009.97

## User Flow Funnel



## Regional Strategy

