EXCEL ANUDIP PROJECT

NETFLIX USER ANALYTICS DASHBOARD USING EXCEL

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1. Introduction

In the digital entertainment industry, data analytics plays a vital role in understanding user behavior, engagement patterns, and subscription trends. OTT platforms like Netflix rely heavily on user data to enhance customer experience, increase retention, and optimize business strategies.

This project focuses on the development of a Netflix User Analytics Dashboard using Microsoft Excel. The dashboard converts raw user data into meaningful insights through interactive visualizations and key performance indicators (KPIs).

2. Objective of the Project

The main objectives of this project are:

- To analyze user engagement based on watch time
- To understand subscription plan popularity
- To study demographic and geographic distribution of users
- To identify content preferences by genre
- To create an interactive dashboard for decision-making

3. Scope of the Project

The scope of the project is limited to analyzing Netflix user data using Microsoft Excel. It focuses on descriptive analytics and visualization to extract insights related to user activity, subscription types, and viewing behavior.

4. Tools & Technologies Used

Microsoft Excel was used as the primary tool for this project.

Features utilized include:

- Pivot Tables
- Pivot Charts
- KPI Cards using Shapes
- Slicers and Timeline
- Basic Excel formulas

5. System Requirements

Hardware Requirements:

- Minimum 4 GB RAM
- Intel i3 or higher processor

Software Requirements:

- Microsoft Excel 2021 or later
- Windows Operating System

6. Netflix Platform Overview

Netflix is a global OTT streaming platform offering movies, TV shows, and original content. It operates on a subscription-based model with plans such as Basic, Standard, and Premium. Understanding user engagement and preferences is essential for business growth.

7. Dataset Description

The dataset represents Netflix users and their viewing behavior.

Key attributes include:

- User_ID – Unique identifier for each user
- Name – Randomly generated user name
- Age – Age of the user (13–80)
- Country – User's country
- Subscription_Type – Netflix plan (Basic, Standard, Premium)
- Watch_Time_Hours – Total hours watched in the last month
- Favorite_Genre – Preferred content genre
- Last_Login – Most recent login date

Calculated fields such as Age Group and User Status were created to support analysis.

- Age_Group – Categorizes users into age ranges
- User_Status – Identifies users as Active or Inactive based on last login
- Churn_Risk – Identifies users inactive for more than 90 days.

8. Data Analysis Methodology

The analysis process involved data cleaning, creation of helper columns, building Pivot Tables, designing charts, creating KPI cards, and adding slicers and timelines for interactivity.

9. Graphical Representation

The dashboard includes multiple visualizations such as:

• Subscription Distribution (Donut Chart)
• Average Watch Time by Subscription (Column Chart)
• Users by Country (Bar Chart)
• Genre Popularity (Bar Chart)
• Active vs Inactive Users (Pie Chart)
• Login Timeline (Line Chart)

10. Comparative Study

A comparative study was conducted across subscription plans and countries to analyze differences in engagement and watch time.

11. Observations

- Premium subscription users show higher engagement compared to other plans
- Certain countries contribute significantly higher watch time
- Drama and Action are among the most preferred genres
- A portion of users show inactivity risk, highlighting potential churn
- Login trends reveal monthly usage patterns

12.Key Performance Indicators (KPIs)

- Total Users
- Total Watch Time (Hours)
- Average Watch Time per User
- Active Users (Last 30 Days)
- Active User Percentage
- Most Popular Subscription Type

13.Dashboard Design & Layout

Top Section: Dashboard title

KPI Section: Six KPI cards displayed in a single row

Filter Panel: Country, Subscription Type, Genre slicers, and Login Timeline

Main Analysis Area: Charts arranged in a grid format

14. Advantages

- Interactive and dynamic dashboard
- Easy interpretation of insights
- Cost-effective analytics using Excel
- Suitable for academic evaluation

15. Limitations

- Sample dataset-based analysis
- Limited to descriptive analytics
- No real-time data updates

16. Applications

- User behavior analysis
- Subscription performance tracking
- Academic projects
- Entry-level business analytics

17. Future Scope

- Adding revenue calculations based on subscription pricing
- Performing churn prediction using advanced analytics
- Automating data updates using Power Query
- Migrating the dashboard to Power BI for enhanced visuals

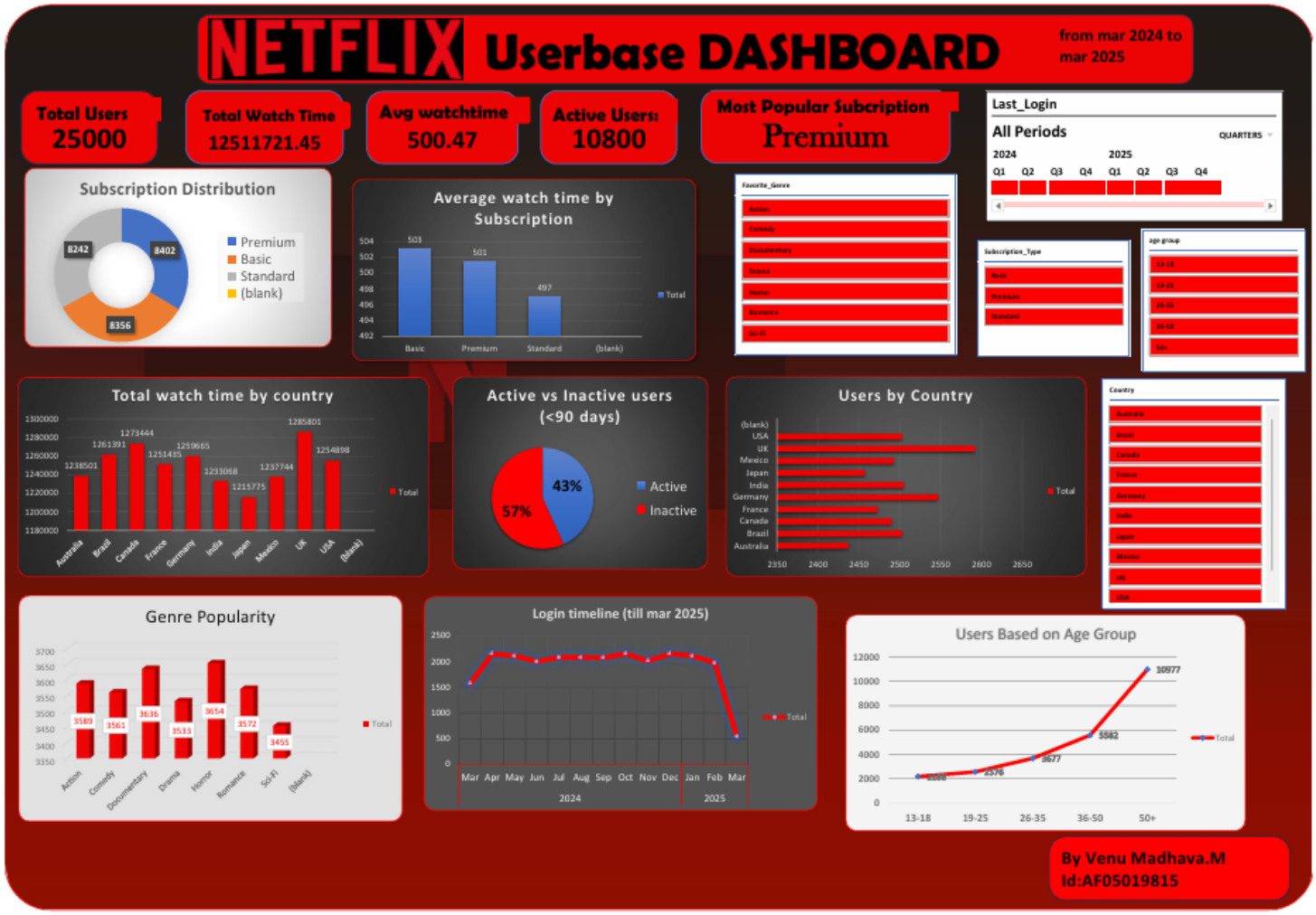
18. Conclusion

The project demonstrates the effective use of Microsoft Excel for analytics and visualization. The dashboard provides clear insights into user behavior, subscriptions, and engagement patterns.

19. Bibliography

• Microsoft Excel Documentation
• OTT Analytics References(kaggle)
• Data Visualization Resources

20.DASHBOARD image



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