Project Title: **Netflix Churn Analysis**

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Date: Sept-06-2025

Data Source: Kaggle Netflix Churn Dataset

**1. Introduction**

The goal of this project is to analyze **subscription, monthly fee, watching hours, favourite genre and trends on that which region.**

**2. Data Collection**

Source: **Kaggle Dataset**

Fields: customer ID, Age, Gender, **Subscription type,** watch hours, Region, Device, Monthly fee, churned and Payment type, Number of Profile and Favorite genre.

**3. Data Cleaning**

Data cleaned and verified for accuracy.

**4. EDA**

The main analysis is churned for the Netflix through subscription, region and gender wise.

* Churn appears higher **Basic plan users.**
* **Mobile users** churn more than TV users.
* **Africa and Oceania** have relatively higher churn.
* Users with the **lower watch** time.

**5. Churn Insights**

* **Low engagement** (watch time) correlates with churn
* **Premium subscribers** are more loyal
* Users inactive for **10+ days** are likely to churn
* **Younger users** churn more, especially on **Basic plans**

**6. Dashboard Summary**

Analysing the churn using the Power BI tool. It is helpful to make a better decision.

* **Average of watch hours** by Gender (KPI).
* Average of churned by **subscription type** (KPI).
* **Count of favorite genre** by gender(pie-chart).
* **Average of watch hours** by Favorite genre(KPI).
* **Region vs** subscription type vs Users (Matrix table).
* **Number of profiles** by gender (line chart)

**7. Recommendations**

* Offer **discounts or bundles** to Basic users
* Create **re-engagement campaigns** for inactive users
* Improve **mobile experience**
* Offer **rewards for continued usage**
* Monitor **regions with high churn** for targeted improvements

**8. Conclusion**

The analysis shows churn is higher among Basic plan users, mobile users, and regions like Africa & Oceania. Low engagement and inactivity strongly drive churn, while premium subscribers remain more loyal. These insights can guide Netflix in designing retention strategies.