Netflix Users Analysis

The main purpose of this analysis is to **understand user behavior and watch patterns** to improve the **user experience and engagement on the platform**.

By analyzing **subscription types and watch time**, we can identify **which plan (Basic, Standard, or Premium) performs better** and **optimize pricing strategies**.

The analysis also helps in **predicting user churn and retention rate** by tracking **inactive users and their login activity**.

Additionally, **demographic analysis of age groups and countries** helps in **targeted marketing and content creation**.

Overall, this analysis will help Netflix to **boost revenue, improve customer satisfaction, and create better recommendations**.

**User Behavior Analysis**

1. What is the average watch time for each subscription type (Basic, Standard, Premium)?
2. Which **age group spends the most time watching Netflix?**
3. What is the **most popular genre by country?**
4. How does **watch time vary across different countries?**
5. What is the **average watch time for users with Premium vs Basic subscriptions?**

**Subscription Type Analysis**

1. Which **subscription type is more popular among different age groups?**
2. What percentage of users are on **Premium, Standard, and Basic subscriptions?**
3. How does the **watch time differ between Premium and Basic users?**
4. What is the **average watch time for each subscription type over time?**

**Demographic Analysis**

1. What is the **age distribution of Netflix users?**
2. Which **country has the highest number of active users?**
3. What is the **average watch time for users from the USA, UK, France, and Germany?**
4. Are older users more likely to have a **Basic subscription?**

**Time-Based Analysis**

1. What is the **monthly active user count based on the 'Last\_Login' date?**
2. How does **watch time vary by weekday vs weekend?**
3. How has **user activity changed from 2024 to 2025?**
4. Which month had the **highest average watch time?**

**User Retention & Engagement**

1. What is the **average watch time for users who log in frequently?**
2. What percentage of users **churned (stopped watching) after a specific period?**

**Visualizations using Matplotlib**

* **Bar plot:** Watch time by subscription type
* **Pie chart:** Subscription type distribution
* **Line plot:** Watch time trend over months
* **Histogram:** Age distribution of users