



Good Afternoon :)

Meet Our **Super Power Team!**



Amir Yakdi



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NETFLIX

Unveiling the Streaming Success Formula!

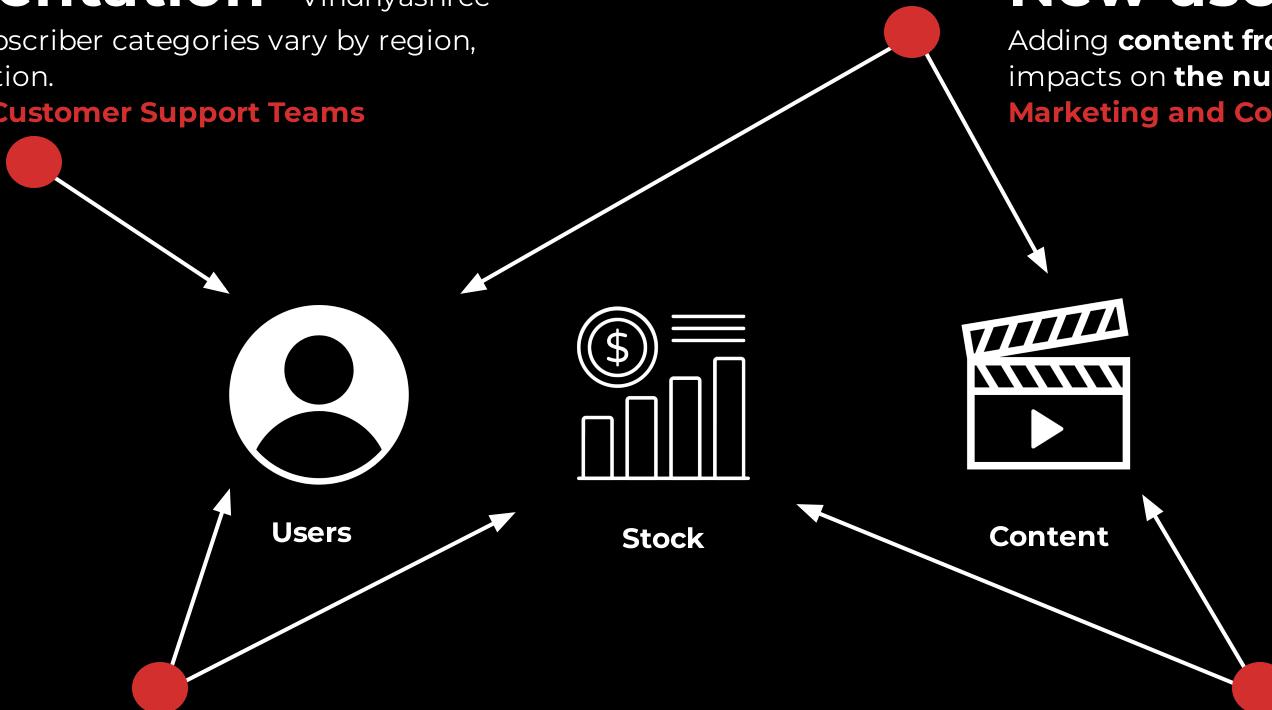
Our Strategy

User segmentation

- VindhyaShree

User patterns across subscriber categories vary by region, device type, and generation.

Marketing, Sales, and Customer Support Teams



New users & Stock

- Archana

An increase in the user base influences stock prices.

Investors, Financial analysts, and Marketing Teams

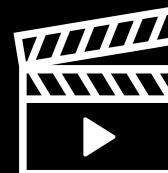


New users & Content

- Danbi

Adding **content from different genres** has different impacts on **the number of new users**.

Marketing and Content Strategy Teams



Content

Content & Stock

- Amir

Adding content from different Regions/Genre/Directors impacts stock trading volume differently.

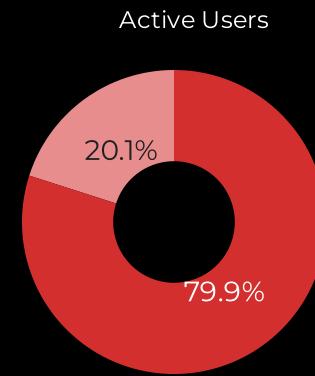
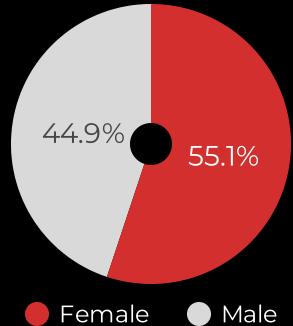
Investors, Financial analysts, Content Strategy Teams

User Base Data...

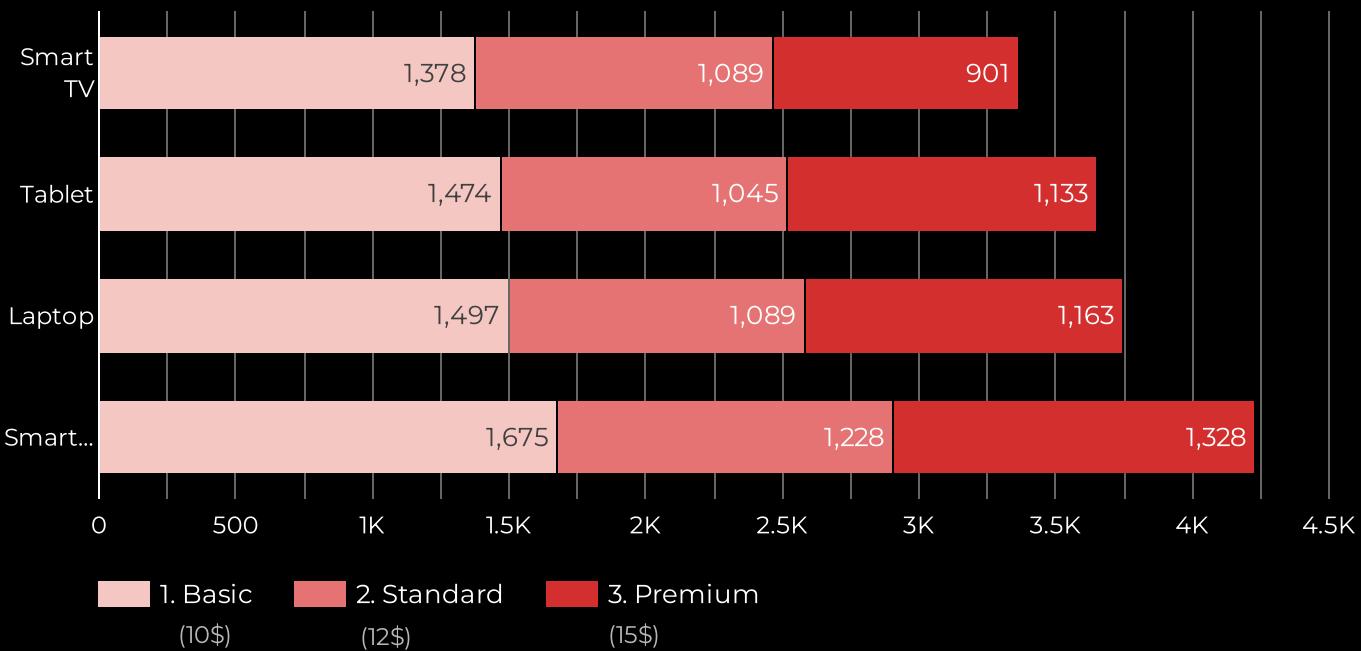
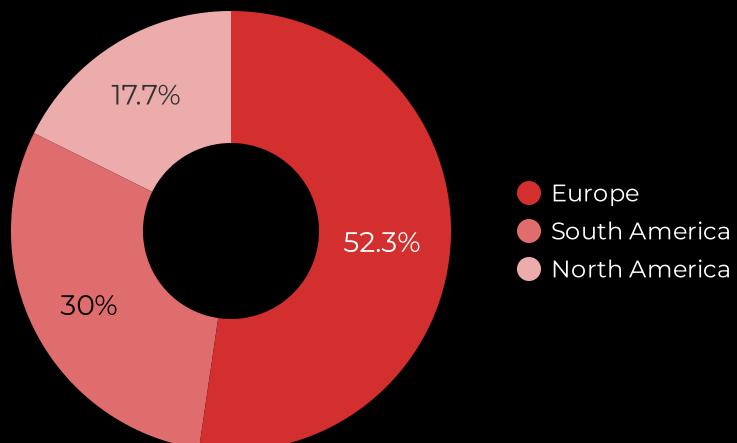
This dataset includes subscription details, revenue, membership duration, user demographics, and device usage. Key attributes are subscription type, monthly revenue, join and payment dates, user activity, and location.

Number of Users

15,000



Subscribers Geography

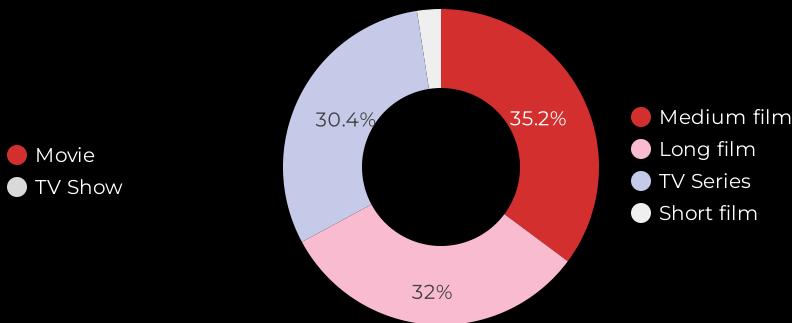
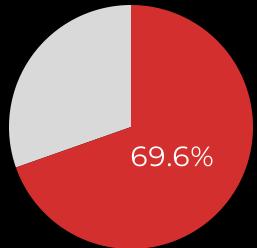


Content Data...

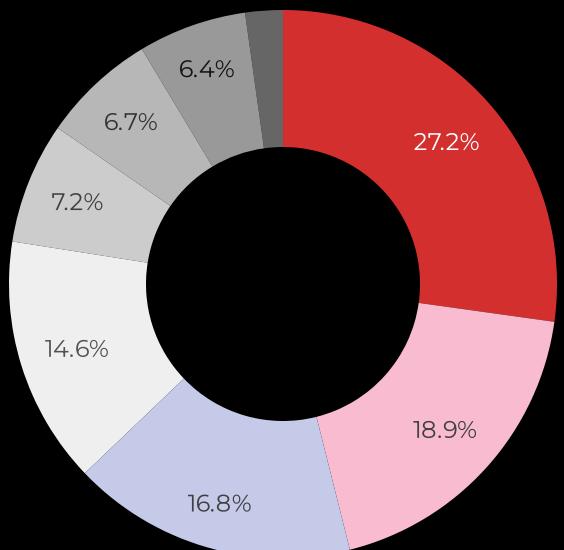
Number of Content

8,810

This dataset includes information about listed genres, titles, directors, and cast, along with geographic orientation. Key attributes are content type, age group, release and addition dates, duration, and descriptions.

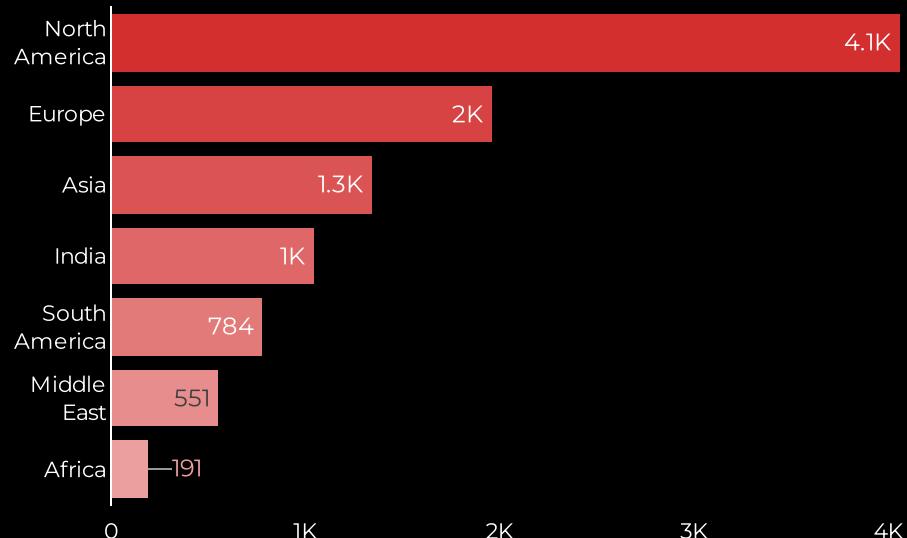


Content Categories



- International & Independent
- Comedy & Family
- Drama & Romance
- Adventure/Action & Thrillers
- Fantasy & Horror/Sci-Fi
- Special Interest & Classic
- Documentaries & Docuseries
- Crime & Mystery

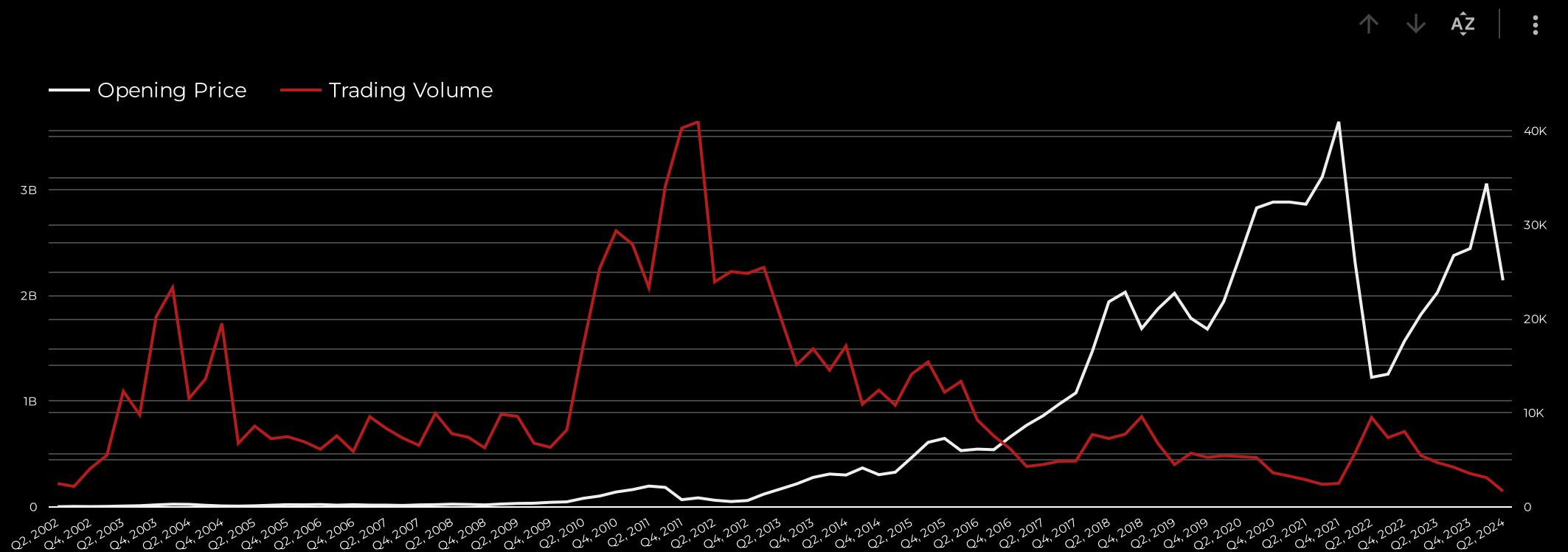
Contents Orientation



Stock Data...

This stock data includes trading dates, prices, volume, and price differences. Key attributes are opening, closing, highest, and lowest prices, along with trading periods.

Opening & Closing
Price Difference



User Patterns

Q: Does revenue and number of users differ across subscriber categories?

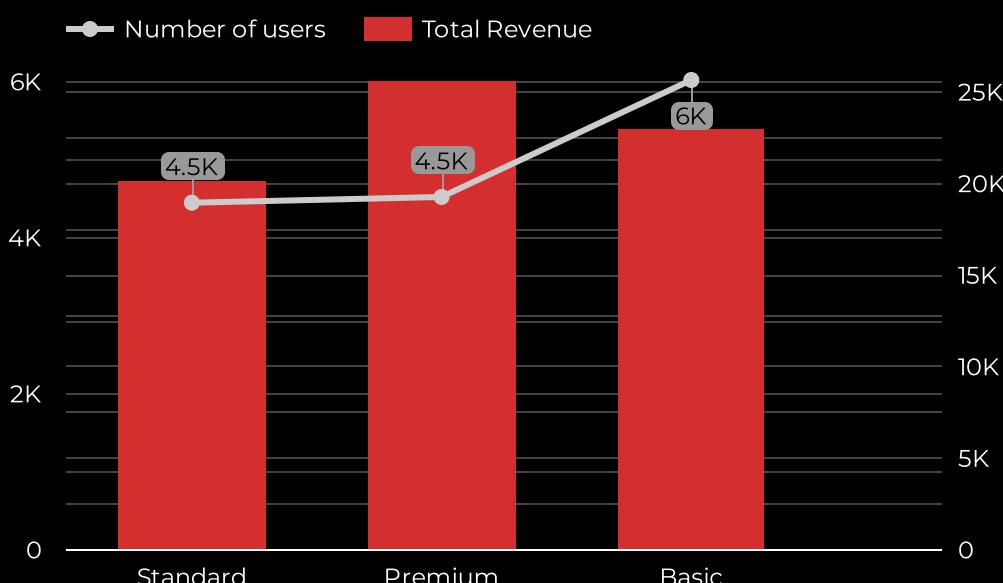
A: Yes! **Basic subscribers** is generating more revenue than others subscribers.

Q: Does user patterns across subscriber categories vary by region, device type, and generation?

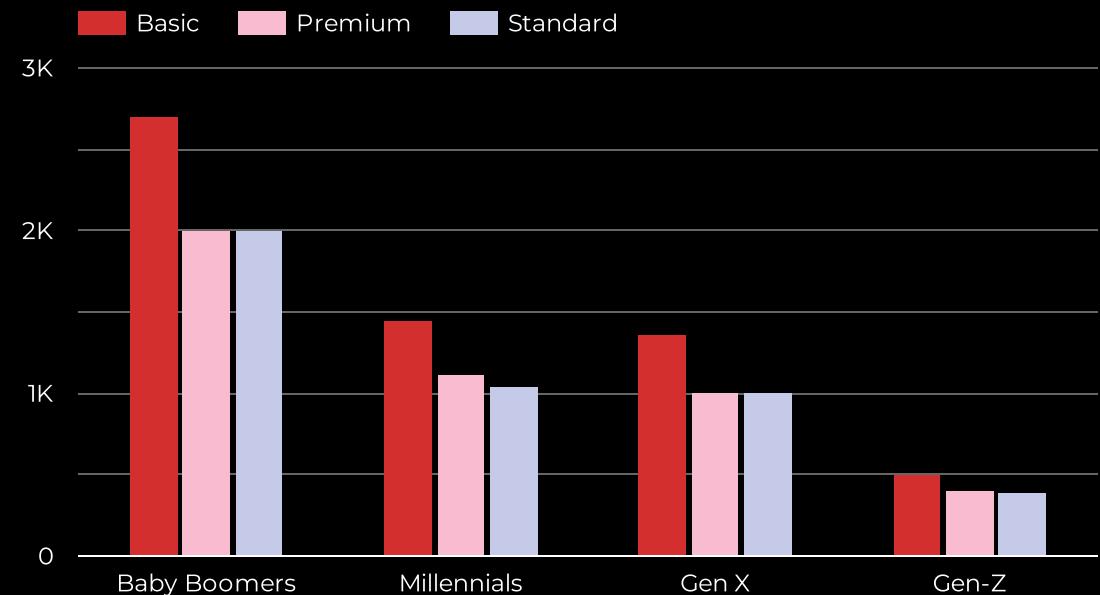
A: Yes! **user patterns** vary by **region, device type, and generation**.



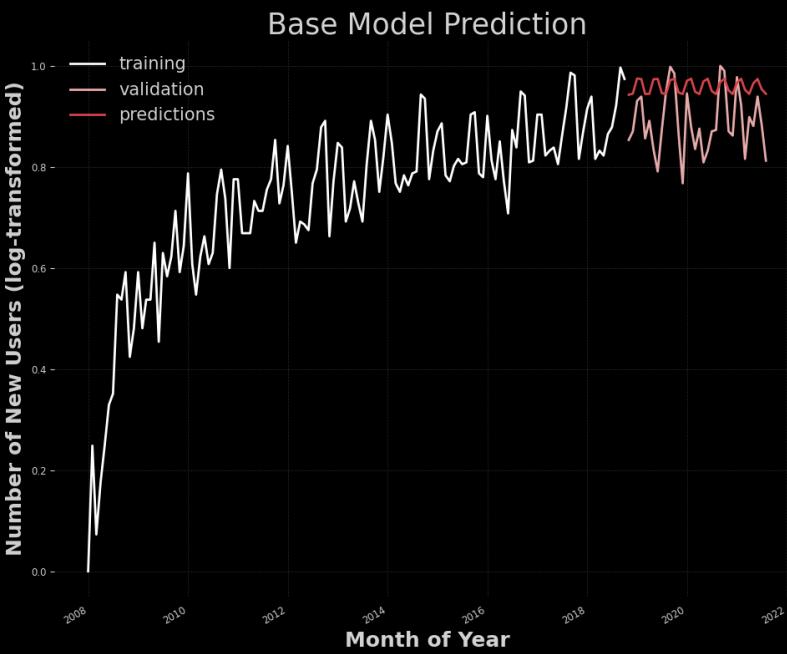
Business Model



User Segmentation

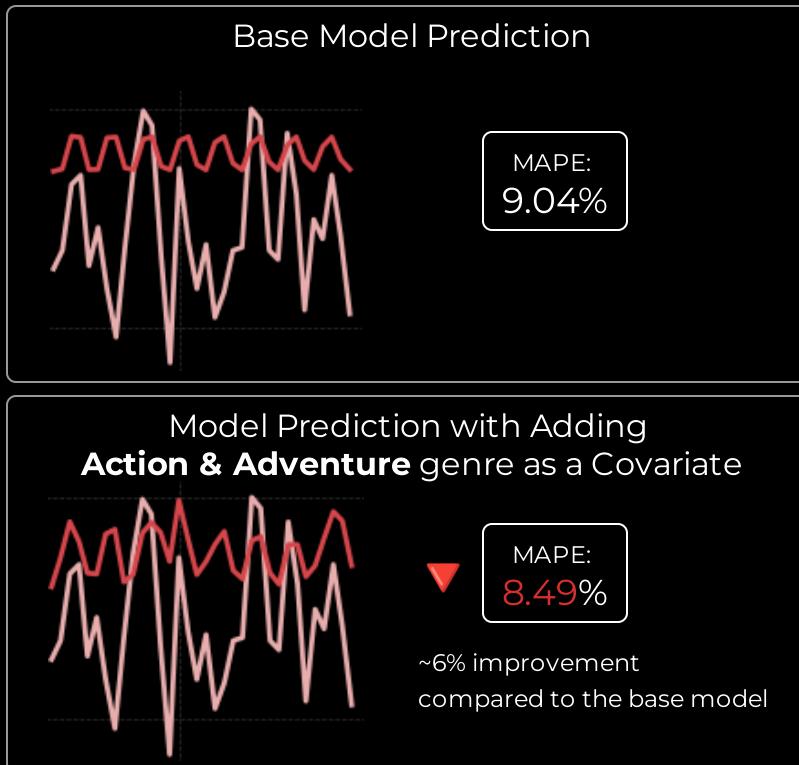


User Vs. Content



Q: Does adding content from different genres impact the number of new users differently?

A: Yes! **Action & Adventure** content is the strongest driver of new user growth, followed by **Comedy** content.



Mean Absolute Percentage Errors (MAPEs) with other covariates:

- ▼ Comedy: 8.86%
- ▲ Documentaries: 21.00%
- ▲ Romance: 18.00%
- ▲ Family: 25.37%
- ▲ Horror: 21.89%
- ▲ International: 25.49%
- ▲ Other: 22.44%

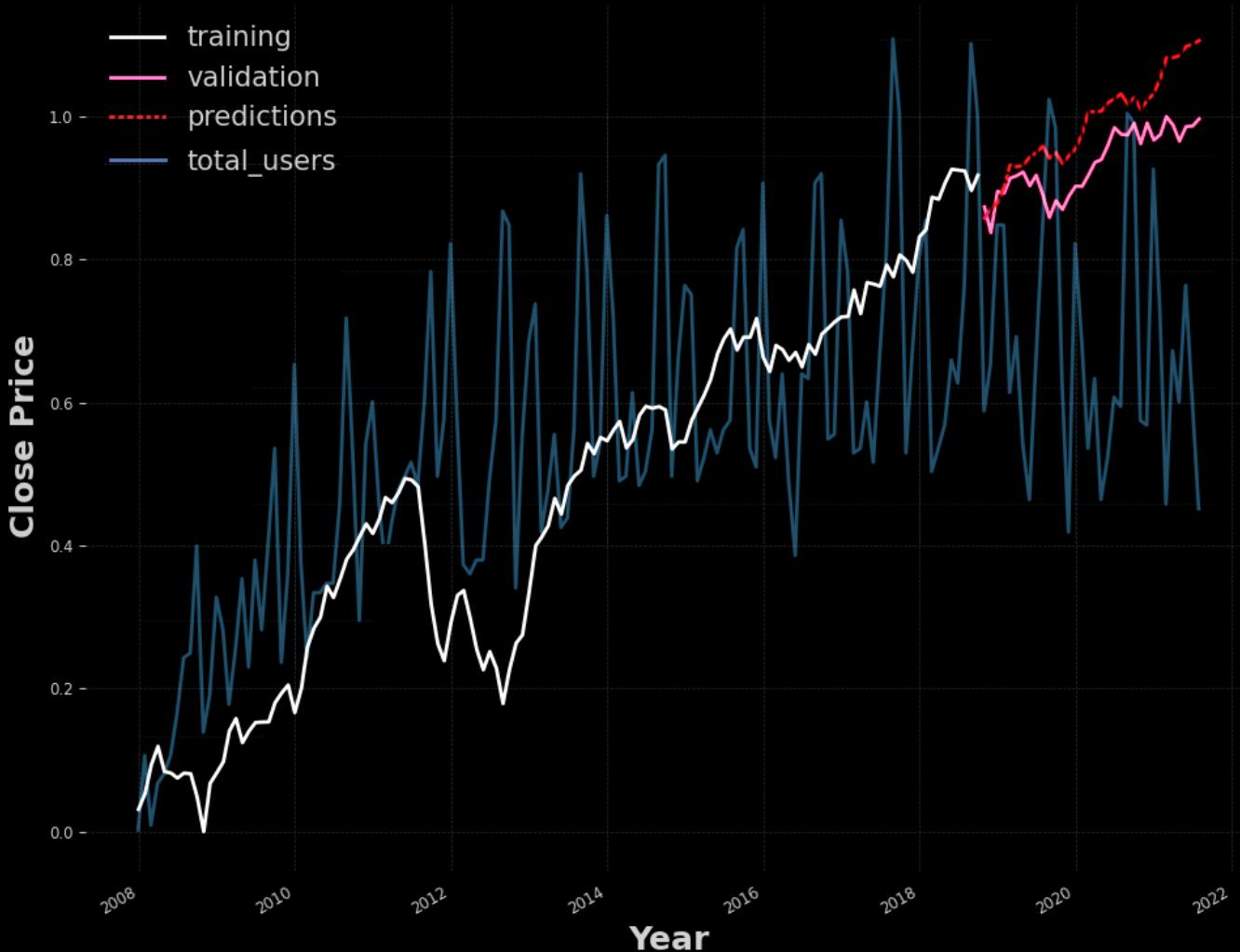
User Vs. Stock

Q: Is there a correlation between the size of the **user base** (subscribers) and **stock prices**?

A: Yes! The **close price** increases as the **user base** grows.

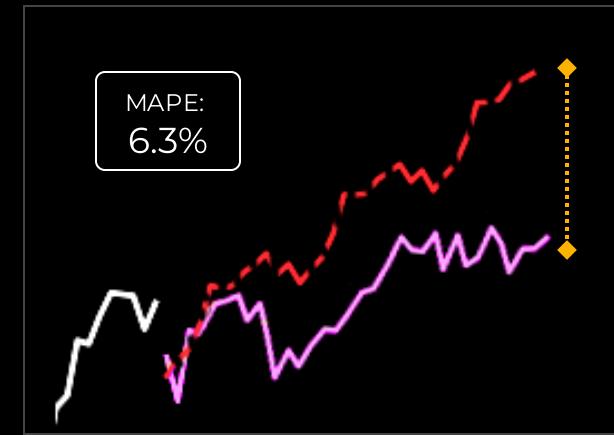


Time Series Analysis

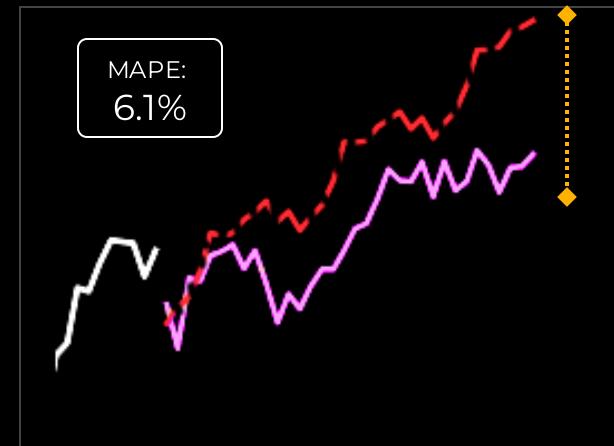


Prophet from darts package

Base Model Prediction

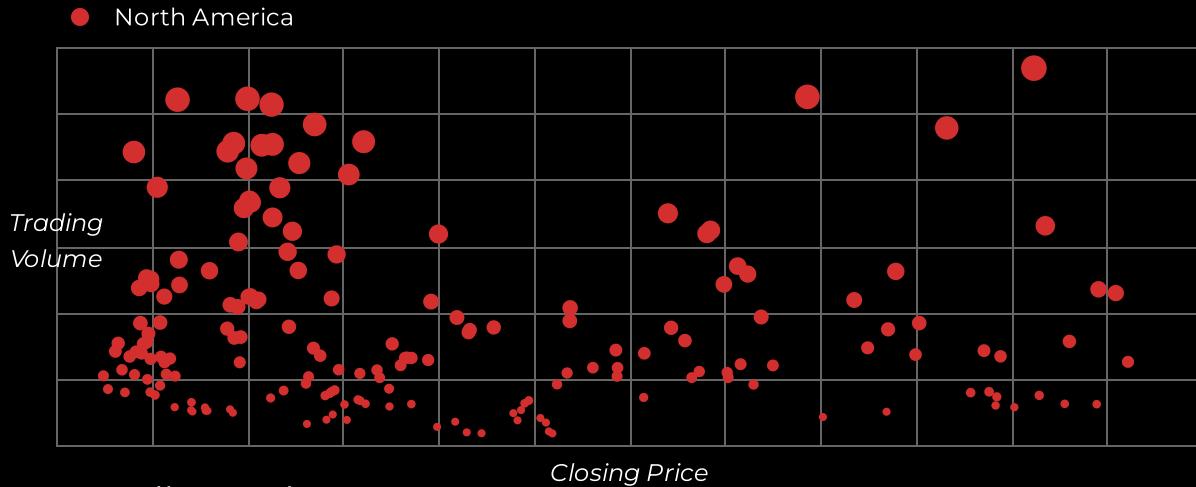


Model Prediction with Adding Number of Users as a Covariate



Stock Vs. Content

Ex. Hollywood Content (Weekly Based Graph)

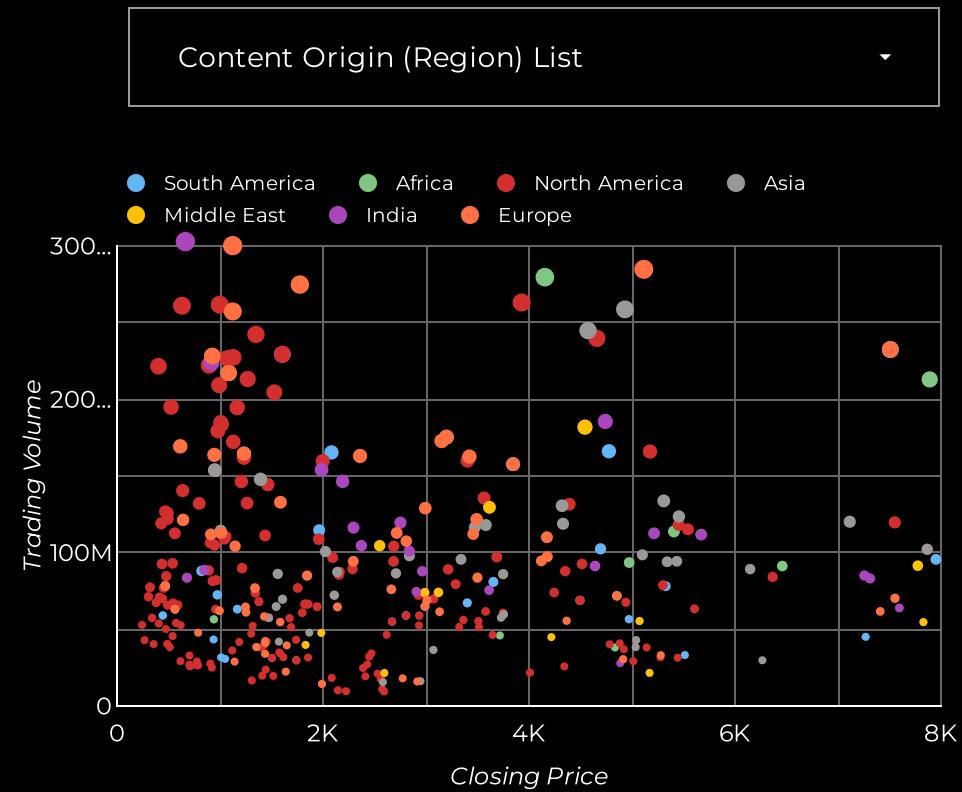


Ex. Bollywood Content

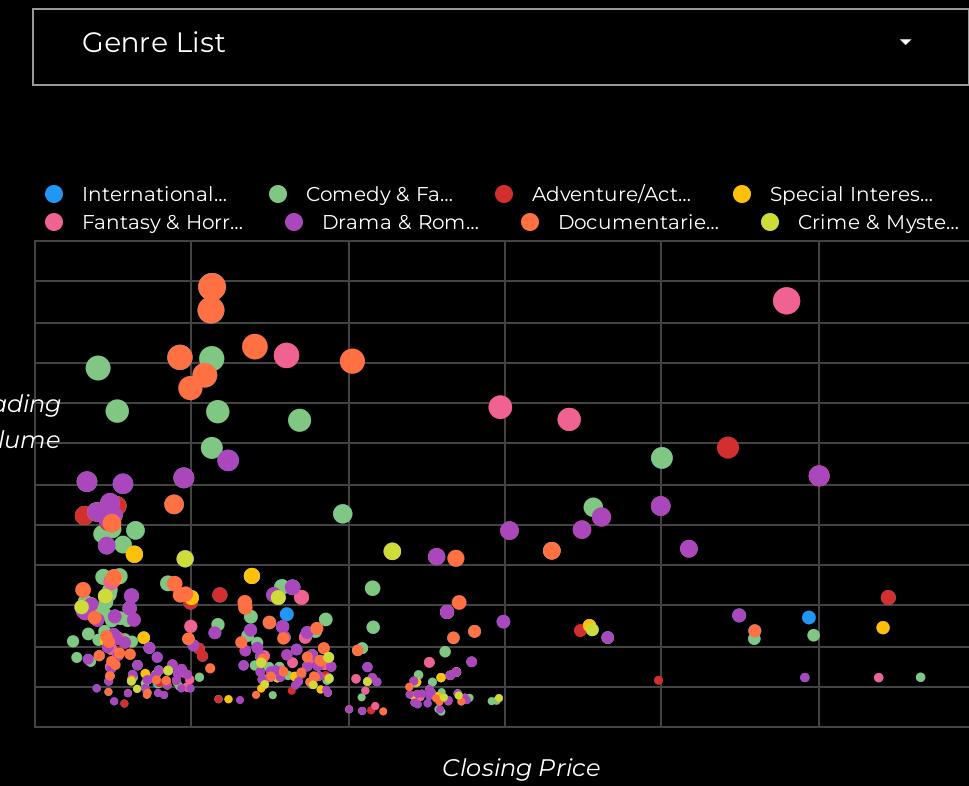
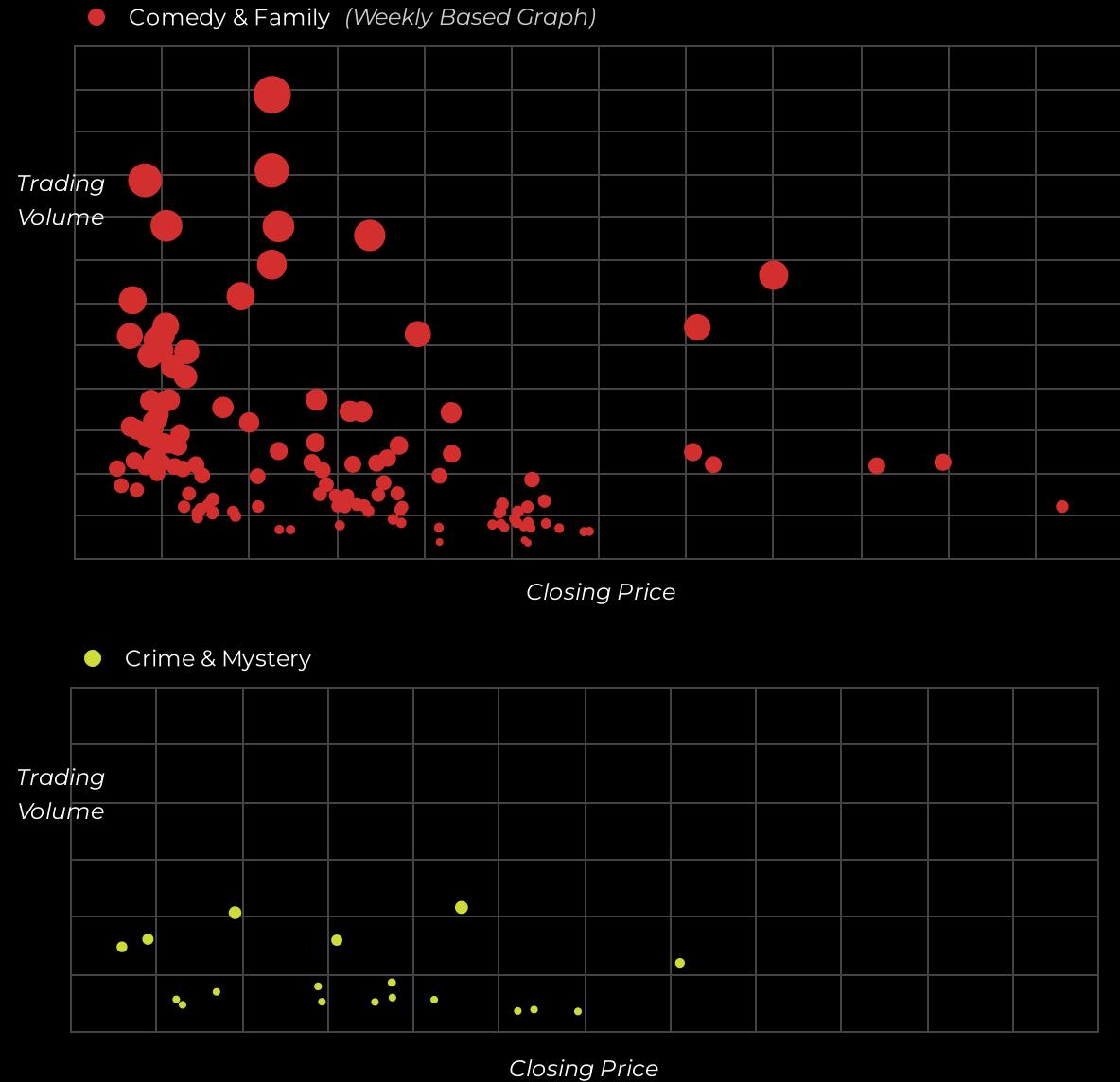


Q: Does adding content from different Regions/Genre/Directors has different impact on trading volume.

A. Yes! The stock market has **influenced** by different **content** that is related to **Regions/Genre/Directors**.

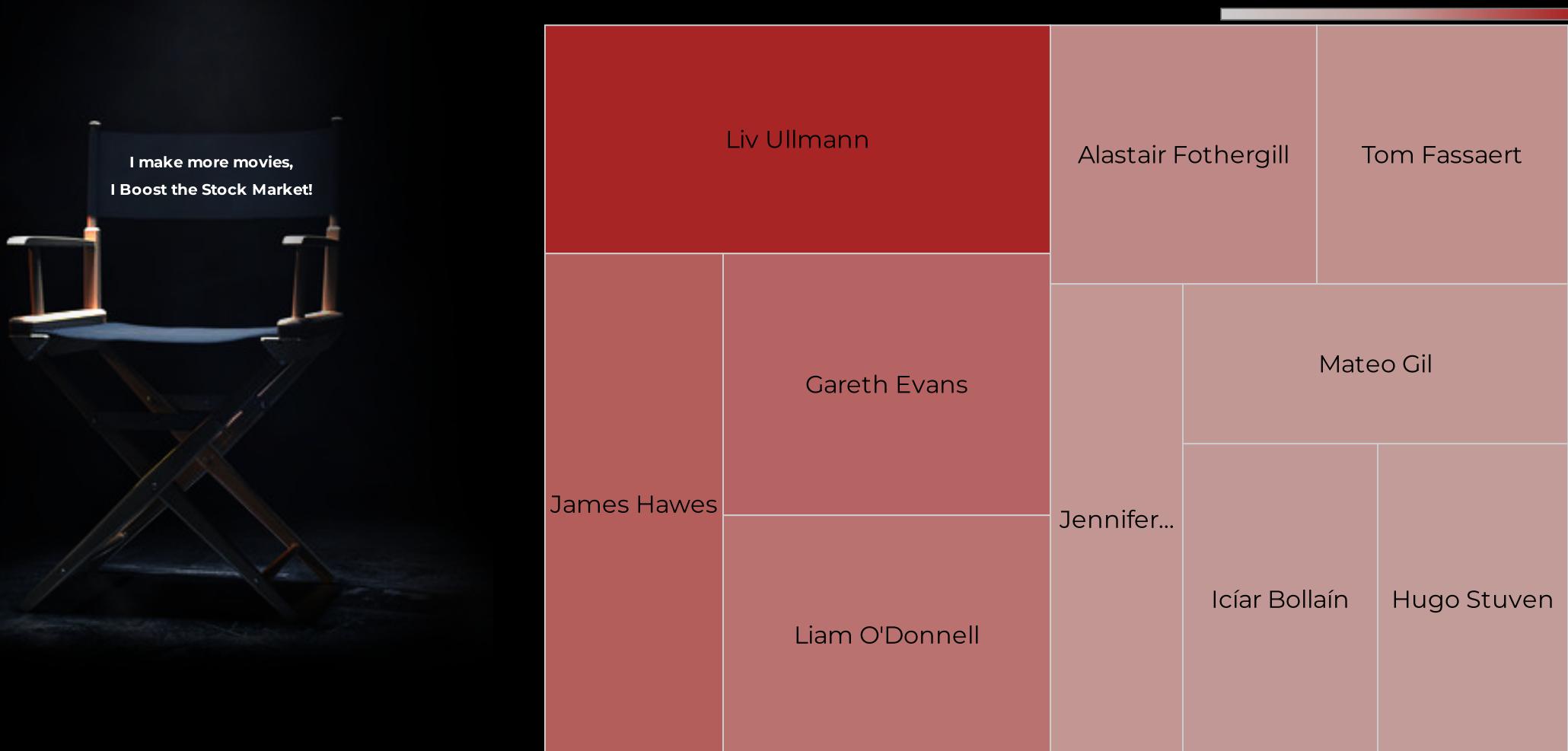


By Genre!



By Directors!

Top 10 Directors (*Considering Average Trading Volume Growth*)

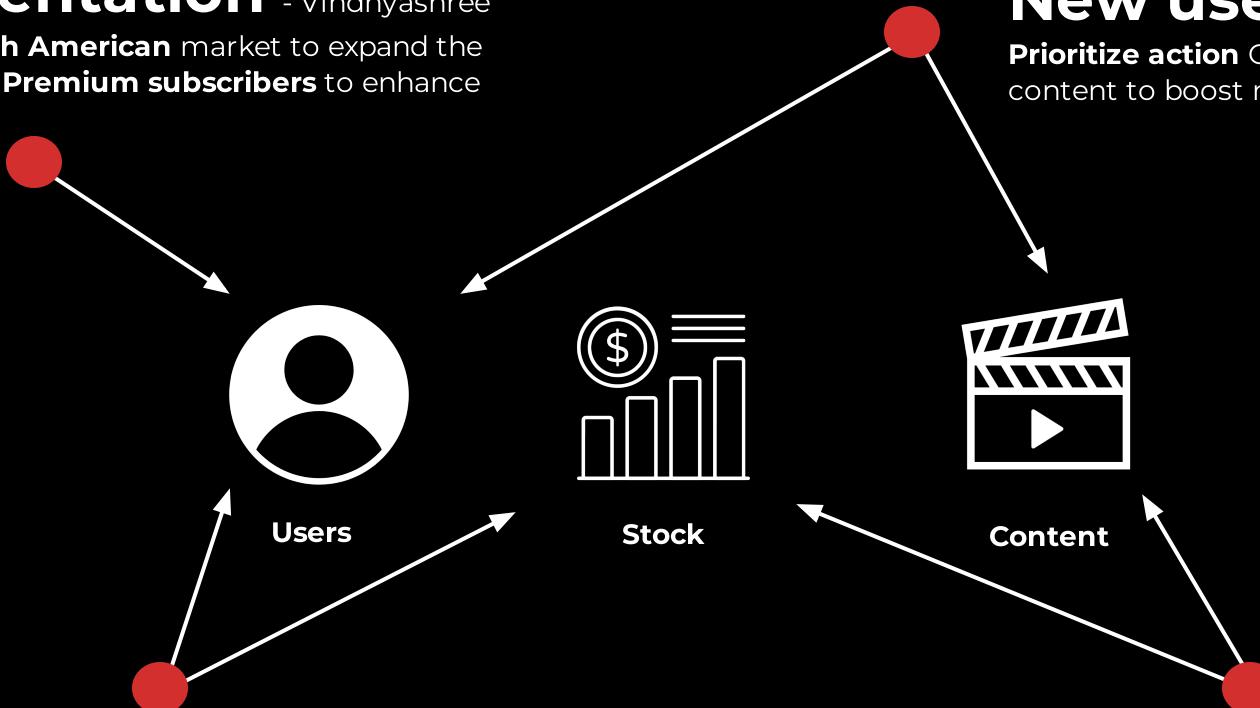


Conclusion & Recommendations

User segmentation

- VindhyaShree

Focus more on the **North American** market to expand the user base, and prioritise **Premium subscribers** to enhance revenue.



New users & Stock

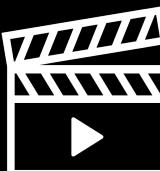
- Archana

Continue focusing on **expanding the user base** to increase stock value.

New users & Content

- Danbi

Prioritize action Content and **Maintain comedy** content to boost new user growth.



Content & Stock

- Amir

Prioritize marketing **North American contents**, top directors (ex. **Liv Ullmann**), and top genres (ex. **comedy & family**) to boost stock trading volume.

That's it, 
Thank you!

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