

# NETFLIX

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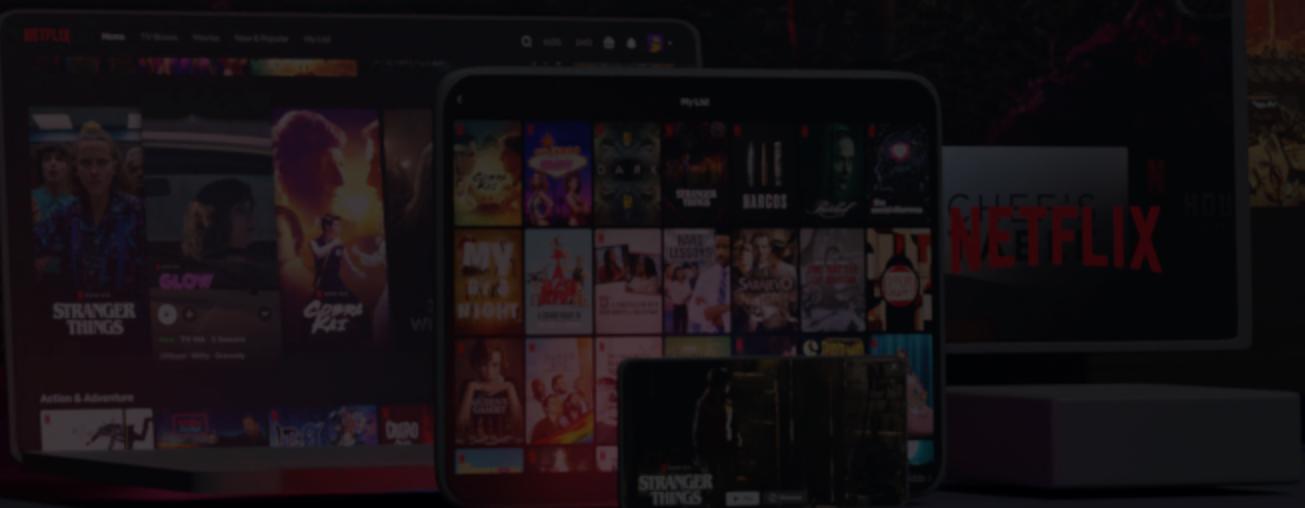
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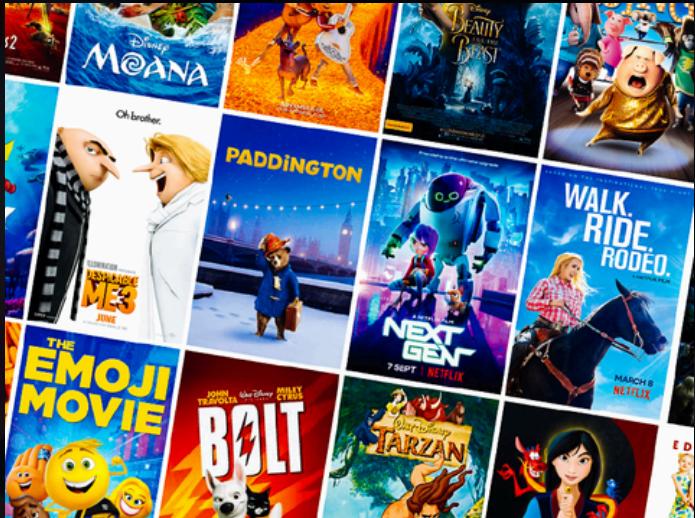
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# NETFLIX

Netflix is a global streaming service founded in 1997, offering a vast library of movies, TV shows, and original content through a subscription-based model. It has revolutionized the entertainment industry with its innovative approach to content delivery and personalized recommendations.



MOVIES



DOCUMENTARY



SERIES



# PROBLEM

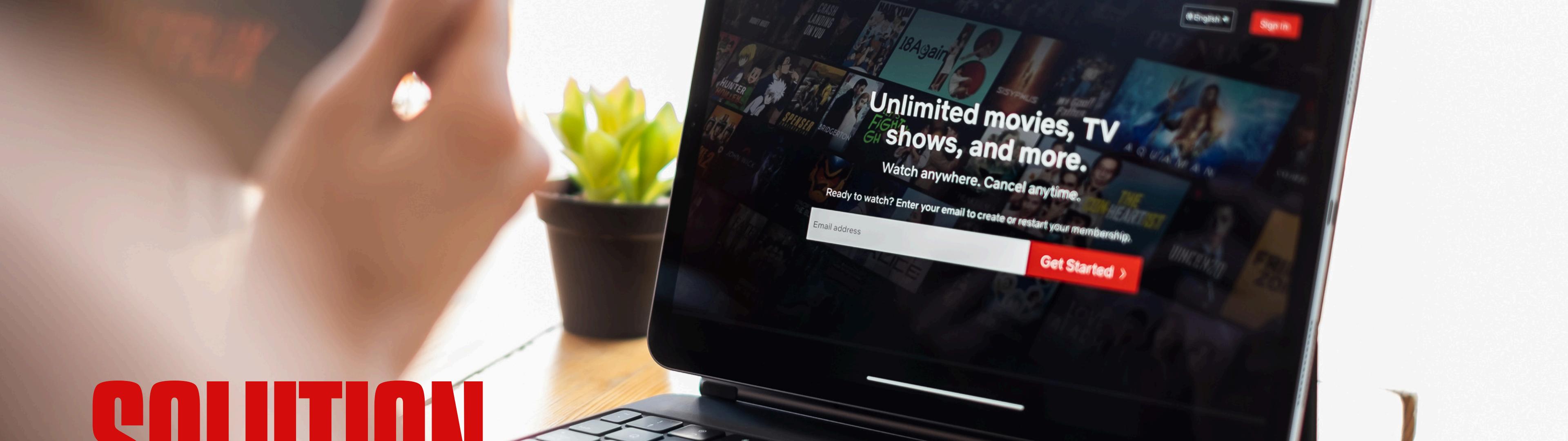
Amid increasing inflation and heightened competition in the streaming industry, Netflix experienced a significant drop in subscribers, losing millions over the course of less than a year. This decline underscores a critical challenge in their marketing information system, highlighting the need for improved data insights and adaptive marketing strategies to better understand and react to rapidly changing consumer behaviors and market conditions.

<https://www.globaldata.com/data-insights/technology--media-and-telecom/netflix-loses-almost-a-million-subscribers-in-last-quarter/#:~:text=Why%20Netflix%20Suffered%20Subscriber%20Losses,the%20loss%20of%20Netflix%20subscribers>

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# SOLUTION

- Employing data gathering techniques, we meticulously collect precise and up-to-date information on the sales performance of each promotional campaign and discount offer, ensuring comprehensive insights for informed decision-making.



# SCOPE

The scope of this system is focused in providing a solution to regain, retain, and acquire Netflix subscribers through data analyzation.

# LIMITATION

This system is limited only to analyzing required data to provide better marketing strategy and will not interfere with other operations within the company

