**Netflix Using Data for Personalisation**

Netflix uses a lot of primary data from their users including what shows and movies. Not only what programs they watch but also when and how long they are watching for. This is essential for Netflix as it is reported that over 80% of their views come from recommendations that are made using this data from viewers. As each recommendation is personalised this improves engagement and viewer retention.

They also use this data to decide on what shows or movies are to be produced as one of Netflix’s biggest shows house of cards was produced because of the overlap in fans with actor Kevin Spacey and director David Fincher allowed Netflix to predict that this series would be a success.

This data acquired also affects how long Netflix makes its episodes as by using the data of when someone stops watching a show can determine how long their new show’s episodes are.

Similarly Netflix could use the data of when users generally cancel their subscription and provide users who they predict will cancel their subscription and offer them special personalised offers to increase retention. Netflix could continue to use data to improve revenue by looking at specific regions which have lower subscribers and offer them personalised pricing to try and maximise revenue.