# Spotify

In a world where Purchasing music is a thing of the past and streaming music is a current trend, Spotify has emerged as one of the most popular streaming platforms. With 320 million monthly users, around 4 billion playlists, and approximately 2 million podcasts, Spotify leads the pack among well-known streaming platforms like Apple Music, Wynk, Songza, amazon music, etc. The success of Spotify has mainly depended on data analytics. By analyzing massive volumes of listener data, Spotify provides real-time and personalized services to its listeners. Most of Spotify's revenue comes from paid premium subscriptions.

* How can we improve users’ stickiness?
* How can we improve marketing efficiency?

# Netflix

Netflix started as a DVD rental service in 1997 and then has expanded into the streaming business. Headquartered in Los Gatos, California, Netflix is the largest content streaming company in the world. Currently, Netflix has over 208 million paid subscribers worldwide, and with thousands of smart devices which are presently streaming supported, Netflix has around 3 billion hours watched every month. The secret to this massive growth and popularity of Netflix is its advanced use of data analytics and recommendation systems to provide personalized and relevant content recommendations to its users. The data is collected over 100 billion events every day.

* How can we improve the efficiency of our marketing campaigns?
* How can we ensure we create the right content?

# Amazon

Amazon is an American multinational technology-based company based in Seattle, USA. It started as an online bookseller, but today it focuses on eCommerce, cloud computing, digital streaming, and artificial intelligence. It hosts an estimate of 1,000,000,000 gigabytes of data across more than 1,400,000 servers. Through its constant innovation in data science and big data Amazon is always ahead in understanding its customers.

* How can we increase customer spend?
* What is the ideal price point for an article?
* How can we reduce the impact of credit card fraud?

# Walmart

With humble beginnings as a simple discount retailer, today, Walmart operates in 10,500 stores and clubs in 24 countries and eCommerce websites, employing around 2.2 million people around the globe. For the fiscal year ended January 31, 2021, Walmart's total revenue was $559 billion showing a growth of $35 billion with the expansion of the eCommerce sector.

* How can we optimize the stocking of merchandize in the stores?
* How can we use the ideal box sizes for shipping of eCommerce packages?
* How can we minimize transportation cost?