Product CaseStudy for Netflix

Consider yourself as an analyst working at NETFLIX

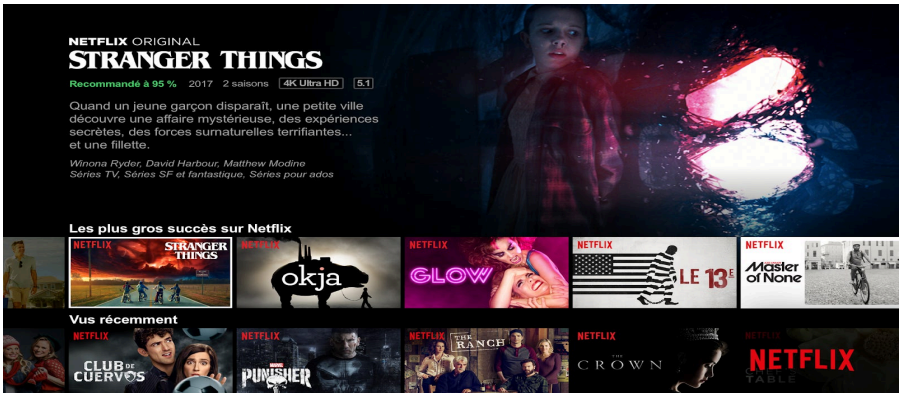
The Data Science team has deployed a new "**Recommendation Model**" that is claimed to be much more efficient than the existing one. The model recommends 10 Movies/TV series at once.

They reach out to you 3 months after deploying the model, asking how it has performed.

1. How would you go about working on this problem?
2. What are the Metrics that you would be considering to check the model's performance?
3. What are the Check Metrics? (Criteria that determine if the product is doing as expected)
4. What are the Kill Metrics? (Criteria that determine whether an otherwise promising project should be ended)

Let us understand the steps taken by the user

1. Search for the Netflix website.
2. Land on the Login page and Sign in (or Sign up).
3. Land on the homepage of Netflix.



After Brainstrome my Ideas and also used some of the data AI, Metrics then come with the solution process

Check Metrics - Direct Impact

1. If any of these recommendations are clicked [CTR] [Check 1]
2. How evenly have the recommendations been clicked [Check 2]
3. Which Index has been clicked the highest? [Check 3]
4. After clicking on a recommendation how much % of the movie has been watched or how many Episodes have been binged? [Check 4]
5. How many of the recommendations have been watched [Check 5]
6. Likes, Super Likes [Check 6]

Check Metrics - Indirect Impact

1. What is the Idle time of the user vs the Watch Hours for the given session? [Check 1]
2. How is the user's scrolling activity? [Check 2]
3. CTR of Recommended Shows vs Non-Recommended Shows [Check 3]

Kill Metrics

1. What is the search rate of the users? [Check 1]
2. Dislike as the Feedback [Check 2]
3. Daily Active Users (DAU retention) [Check 3]

Ramesh k
Data & Product Analyst
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