**Discuss and compare how the two companies effectively utilise business analytics to maintain a strong market position and analyse the status of other companies employing similar strategies in 2025.**

Chosen companies are **Netflix and Amazon.**

**Introduction:**

* Netflix is a streaming based company entertaining the world with its content. It was started in 1997 as DVD rental service through mail and later was launched as Netflix.com in 1998. Netflix is now available over 190 countries.
* On the other hand, Amazon is known for its e-commerce, cloud computing, AI and digital streaming services. It was first launched under the name of Cadabra in 1994 and later changed to Amazon. Amazon became famous for online book selling and delivery. Later explored in many platforms and still going on.

**Business analytics, market position and status**

* Over the years, both companies have been successful due to their primary focus on the **business analytics** concept of understanding their customers and providing services according to their needs.
* They maintain their strong marketing strategy which highlights the customer loyalty.
* Providing the premium features with the different layer of subscription programme. Therefore, making it affordable for aa wider customer base.
* Competitors of Netflix and Amazon failed to succeed because of their largest global reach.
* Similar streaming services such as Peacock, Hulu, and Disney+ followed by newer

e-commerce platform like Alibaba have been gradually gaining popularity using Netflix and Amazon strategy.

* Amazon continues to dive deeper into technological advancements to enhance their user’s experience.
* Meanwhile Netflix has been progressively challenging their threats into successful solutions such as stocks and originals.

**Business problem:**

Currently one of the main threats involved in the business industry of streaming services is the decreased rate of new subscribers as they have already gained majority of the global community members. The usability of the application may pose a threat to its data. Furthermore, churn prediction due to the competitors and multiple users on a single account by password sharing.

**Type of business analytics:**

Amazon:

**Predictive analytic analysis:** Amazon analyses and predicts to release the product in all domains. Excels in providing their service with future insights.

Netflix:

**Descriptive analytic analysis:** When data quality and internet speed became a sensation, video streaming industry extends its service to make a huge impact by engaging their customers with its content availability.

For Netflix and Amazon:

**Prescriptive analytic analysis:** These two companies are working on retention by offering minimum account fee with the restriction to single device use by restricting the challenges.

**The kind of resources:** For Netflix and Amazon are:

Data: Customer information, financial information concerns with data privacy and bill reminder.

People:

* **Business personnel** to increase its market value.
* **Developers and cyber security engineers** to regulate the functionality and protection from threats.
* **Administrators** are trained to manage and maintain its core undisturbed.

Technology: Constantly evolve according to needs and advancements

Netflix - Cloud infrastructure, data processing and personalized engines.

Amazon – Artificial intelligence, cloud computing and big data analytics.

**Competitive advantage:** Strategic planning works on the high level to help compete with the companies to maintain the ordinal value while the tactical planning works more on engaging with the customers.

**Were they successful? Netflix** and Amazon have been and continues to be consistently successful because of their core business values and wanting to provide more by having a deeper and consistent understanding of the business analytics.

**Status (2025):**

* Amazon is preceding to be a market leader by continuously developing and diving more into insights. Using the help of innovation, it is expanding its services to provide to a wider range of customer base.
* By reaching to its new subscribers and by continued retention, Netflix is also expected to be in continuous growth.

**Netflix subscribers**:

|  |  |
| --- | --- |
| Year | Subscribers |
| 2011 | 21.5 |
| 2021 | 25.71 |
| 2013 | 35.63 |
| 2014 | 47.99 |
| 2015 | 62.71 |
| 2016 | 79.9 |
| 2017 | 99.04 |
| 2018 | 124.35 |
| 2019 | 151.56 |
| 2020 | 192.95 |
| 2021 | 209 |
| 2022 | 220.6 |
| 2023 | 238.3 |
| 2024 | 277.6 |

Ref:

<https://www.businessofapps.com/data/netflix-statistics/>

**Amazon Prime subscribers:**

|  |  |
| --- | --- |
| Year | Subscribers |
| 2016 | 46 |
| 2017 | 66 |
| 2018 | 100 |
| 2019 | 120 |
| 2020 | 150 |
| 2021 | 200 |
| 2022 | 213 |
| 2023 | 230 |
| 2024 | 250 |

Ref: <https://www.businessofapps.com/data/amazon-statistics/>

**Amazon Subscription revenue:**

|  |  |
| --- | --- |
| Year | Revenue |
| 2014 | 2.7 |
| 2015 | 4.4 |
| 2016 | 6.3 |
| 2017 | 9.7 |
| 2018 | 14.1 |
| 2019 | 19.2 |
| 2020 | 25.2 |
| 2021 | 31.7 |
| 2022 | 35.2 |
| 2023 | 40.2 |
| 2024 | 44.3 |

Ref: <https://www.businessofapps.com/data/amazon-statistics/>

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