Project Title: Netflix User Subscription Retention Prediction using Generalized Linear Models.

Introduction:

In the modern era, the streaming industry is highly competitive. With the popularity of streaming platforms, it is crucial to understand user behavior and maintain subscription continuation. This project aims to develop predictive models to expect user continuation and identify factors influencing subscription retention by Netflix user data.

Objectives:

- Build a GLM model to forecast user subscription continuation based on user characteristics.
- Identify key factors influencing subscription continuation.
- Evaluate model performance to improve user retention strategies and enhance customer satisfaction.

Methodology:

- **Data Collection**: Obtain data from Kaggle (Secondary data resource) of Netflix user database, including user demographics and subscription details.
- **Data Preprocessing**: Clean and prepare data for analysis, handling missing values, and outliers. Explore the dataset to understand distributions and correlations related to retention.
- **Model Development:** Train GLM models, such as logistic regression, using the preprocessed data to predict subscription continuation probabilities**.**
- **Model Evaluation**: Evaluate the model's performance and analyze the impact of individual features on predicted subscription retention probabilities.

Expected Outcomes:

- A GLM model to predict subscription continuation with user characterize.
- Identification of significant predictors and their impact on user retention.
- Insights and recommendations for targeted continuation strategies to mitigate churn risk.

Significance:

- Improve Netflix's ability to proactively manage user churn and enhance customer retention.
- Contribute to a deeper understanding of user characterize in the streaming industry.
- Develop in user-centric strategies.

Resources:

- Access to Netflix user database (collect from Kaggle).
- Statistical software (e.g., R, Python) for data analysis and model development and visualization software (e.g., MS Power BI) for data visualization.

Conclusion:

This project aims to leverage predictive analytics to forecast Netflix subscription continuation and provide actionable insights for optimizing user retention strategies. By understanding user characterize, Netflix can improve customer experience and maintain its competitive edge in the streaming industry.