

Data Support Specialist

Netflix Exercise

Please write up your responses according to this template.

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Part 1

1. In the 'Films (Non-English)' category, which film has spent the most weeks in the top 10? To estimate the number of users who watched this film, what assumptions would you make and what risks are involved?

Please limit your response to 150 words or less.

The film that stayed in the Top 10 for the most weeks in the 'Films (Non-English)' category is **Through My Window**. It was there for a total of **55** weeks.

we estimate that approximately **5,378,238** users watched the movie.

We assume that:

Each viewer watched the full film once.

People didn't rewatch it.

The data is accurate and complete.

But there are risks. Some people may not finish the movie, or some may watch it more than once. Also, if users share accounts, it's hard to count unique viewers. So, the number we get is just an estimate, not the real number.

2. What are the risks of ignoring the data from the week of May 22nd when calculating the metrics from the previous questions (first question above and prior pre-screen questions)?

Please limit your response to 150 words or less.

Ignoring the data from the week of May 22nd can lead to inaccurate or incomplete results. If a film was in the Top 10 during that week, removing the data would make it look like the film had fewer weeks on the list. This could affect which film appears to be the most popular. It also lowers the total viewing hours, which can lead to an incorrect estimate of how many users watched the film. If other calculations, like averages or trends, depend on a full timeline, missing a week will distort the results. This is especially risky if May 22nd was a strong or weak performance week, as it could misrepresent the film's popularity. Overall, leaving out that week creates a gap that can reduce the accuracy and fairness of your analysis. It's important to mention and account for this when presenting any conclusions.

Part 2

2. Please review the attached report and be prepared to answer live questions regarding its insights into NFLX's performance as a company.

Churn and Competition: Netflix has not lost many users directly to other services, except during major launches like Disney+ and HBO Max. Most people who leave Netflix don't immediately switch to a different service.

New Subscribers: Netflix still gains the newest users overall, but its share of new users is going down. The good news is that many people who leave Netflix come back later—around 60–80% rejoin.

Multiple Subscriptions: Over 40% of Netflix users also subscribe to other platforms like Disney+ or HBO Max. This number is growing more slowly than before. Disney+ and Hulu have many shared users, often because they are offered as a bundle.

Overall, Netflix remains strong but is facing more competition and needs to work to keep and grow its audience.