BABU BANARSI DAS UNIVERSITY

CASE STUDY

ON

PREDICTIVE ANALYSIS OF

NETFLIX ACTIVE USERS

&

PRICES IN DIFFERENT COUNTRY

USING SPSS

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ANALYSIS OF ACTIVE USER BASE WORLDIWDE

The analyses of active user base worldwide refer to the systematic study of the total number of individuals who actively use a company's platform or service within a specific time period, distributed across different countries or regions. In the context of Netflix, it involves examining how many subscribers are actively streaming content globally, identifying usage patterns, regional growth trends, and engagement levels.

This analysis helps organizations like Netflix to:

Understand market reach and performance in different geographic regions.

Identify growth opportunities in underpenetrated markets.

Evaluate user retention and churn rates (how many users stay or leave).

Assess the effectiveness of marketing and pricing strategies across various regions.

OUTCOMES : -

By understanding where users are most active, Netflix can prioritize investments in infrastructure and partnerships (like with telecom providers).

→ Learning: Customer insight is a key competitive asset in global digital platforms.

REQUIRED TOOL: -

We will use IBM SPSS modeler

WORKING: -

Netflix continuously collects large volumes of data from its platform, such as:

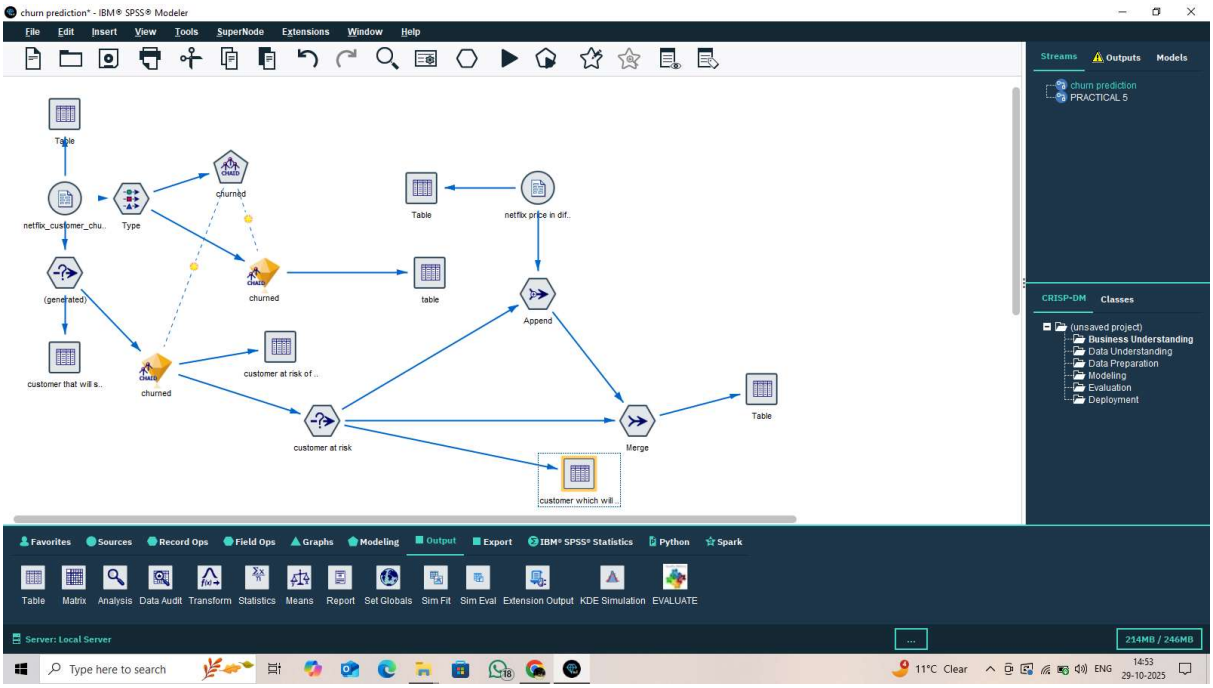
1)Number of subscribers logging in daily or monthly (DAU/MAU).

2)Viewing duration and frequency.

3)Devices used for streaming (mobile, TV, laptop).

4)Location data (country/region).

5)Subscription plans and payment data.



INFO: - Mapping of churn model of Netflix active user base

STEPS FOR CASE STUDY

STEP 1 - Drag Var file on canvas and select desire file of Netflix "customer churn" and connect table to view files content

STEP 2 – Now drag type node from fields ops and connect to var file

STEP 3 – Now click on type node set churn column as target and flag rest column as input and click ok

STEP 4 – Now drag CHAID from modelling menu and connect it with type and click run now all your active user and of Netflix list would be generated you can see the list by connecting it to table

STEP 5 – Now use select node on number of active user and connect it to copy of your model to analyse potential risk of user who can leave Netflix

STEP 6 – Now run the model and it will provide you information about potential risk of user who can leave Netflix

STEP 7 – Now drag var file node and select netflix premium price file to load it on canvas

STEP 8 – now use merge node to connect it to potential risk of people leaving Netflix