

About the project

With cable TV slowly declining, streaming services are becoming more popular. Netflix is a widely used streaming service for movies and TV shows that earns a majority of their revenue through their subscription plans.

This analysis looks at the revenue trend and the subscription trend for Netflix from the years 2018 to 2019 to determine the region with the highest marketing potential to increase revenue.

About the dataset

Background

This dataset is based on 2 datasets: revenue from the years 2018 to 2019 and total subscriptions from the years 2018 to 2019. The first dataset provides information about the region, year, quarter, and total revenue. The second dataset provides information about the region, year, quarter, and number of subscriptions*.

* Netflix has 3 subscription plans their customers can choose from: Basic, Standard, and Premium. This data set does not differentiate the subscriptions by the type of plan.

Techniques Used for Analysis

1. Basic SQL Functions (SELECT, WHERE)
2. Aggregate Functions (SUM)
3. Window Functions (PARTITION BY, LAG)
4. INNER JOIN, GROUP BY, ROUND
5. CTE

Business Questions

1. How well did Netflix perform around revenue and subscription in 2019, compared to 2018?
2. Which region has the highest retention rate?
3. Which region earned the most revenue in 2019?
4. Which region gained the most subscriptions in 2019?
5. Which region experienced the most growth in revenue from 2018 to 2019?

6. Which region experienced the most growth in the number of subscriptions from 2018 to 2019?
7. Which region has the highest marketing potential?

Key Insights

1. Netflix experienced a growth in both revenue and subscription in 2019, compared to 2018. Netflix increased their revenue generated by 24.03% and increased their total number of subscriptions by 16.66%.
2. The Asia-Pacific region has the highest retention rate of around 154.04%.
3. In the year 2019, the U.S. and Canada earned the most revenue, earning around \$511 million.
4. The EMEA (Europe, Middle East, and Africa) gained the most subscriptions, increasing the number of subscriptions by 13.9 million.
5. The Asia-Pacific experienced the most growth in revenue by 33.81% from 2018 to 2019.
6. The Asia-Pacific experienced the most growth in subscriptions by 34.66% from 2018 to 2019.
7. The Asia-Pacific has the highest marketing potential. Since Netflix is a streaming service that earns most of its revenue through subscriptions, there should be an effort to expand its customer pool. The Asia-Pacific is the leading region in bringing in and retaining customers as shown through the retention rate and subscription growth, leading to the most revenue growth from 2018 to 2019.

Therefore, to start the next marketing campaign more data needs to be gathered to expand the subscription pool.

Necessary Data:

1. **Demographics** - to understand the characteristics of people that (don't) use Netflix and to adjust pricing plans
2. **Genre of movies and TV shows** - to cater and bring interest to existing and potential subscribers

3. **Other streaming services used by the local population** - to compare Netflix's strengths and weakness to other streaming services
4. **Promotion Methods** - to understand how to advertise Netflix to reach more potential subscribers