

Netflix is a monthly-subscription based streaming service that offers a wide variety of movies and TV shows. This analysis looks to understand how Netflix has been performing in the year 2019 by analyzing the number of subscriptions and revenue since the year 2018.

Netflix increased both the amount of revenue and total number of subscriptions in the year 2019. The total amount of revenue generated increased from \$4,101,684,000 to \$5,398,982,000 from the year 2018 to 2019, a 24.03% increase. The total number of subscriptions increased by 16.66% from the year 2018 to 2019 because they gained 27,831,000 more subscriptions. As more subscriptions were made during the year 2019, it boosted the retention rate for all the regions.

There are 4 main regions that have access to Netflix: Asia - Pacific, EMEA (Europe, Middle East, Africa), Latin America, and U.S. and Canada. The Asia-Pacific experienced the best retention rate of 153.04% while the U.S. and Canada experienced the worst retention rate of 104.495. However, it is still good to point out that the U.S. and Canada had a retention rate of over 100%. This means that the U.S and Canada didn't lose any subscriptions, but increased the number of subscriptions from the years 2018 to 2019.

Next, the total amount of subscriptions and revenue generated from the years 2018 to 2019 was split according to the 4 regions in order to understand how well each region is performing.

Over the past year, EMEA gained 13,960,000 subscriptions, the most out of all the regions, and the U.S. and Canada gained the least amount of subscriptions with 2,905,000. Although the U.S and Canada gained the least number of subscriptions in the year 2019, they are responsible for having the most subscriptions out of all 4 regions with over 67 million subscriptions. They also generated over \$2.6 billion until the year 2019, which accounts for 49.48% of all the revenue that Netflix generated. This means that the U.S. and Canada's market is the biggest.

However, an interesting fact to point out is that even though the U.S. and Canada's market is the biggest, the number of subscriptions only grew 4.29% in the year 2019. This may be an indication that the market is slowing down. Yet, this region increased the total amount of revenue by 19.12% in the year 2019. This is unexpected because other regions had a proportionate growth in the number of subscriptions and revenue generated. So, it may be a good idea to look at the data concerning all the sources of revenue for Netflix to understand how revenue was able to increase exponentially since subscriptions is one of Netflix's main sources of revenue. It will also be good to understand why the subscription growth was much lower in the U.S. and Canada compared to other regions to see what changes may be necessary in the future.

Analyzing the subscription and revenue growth further, the Asia-Pacific experienced the most growth in the year 2019. It may be beneficial to invest more into this region after understanding why the subscriptions grew. It may be helpful to look at the demographics, the genre of the films presented, the popularity of the shows added, competitors, and also the price of the subscriptions.