Netflix Streaming Solutions

Streaming Service Algorithm Update

PRESENTED TO
COIS3510 - Data Visualization

PRESENTED BY
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Analyzing the impact of our new algorithm

Streaming Service Algorithm Update – Six-Month Impact Story

In an effort to boost viewer engagement and personalize content recommendations, a leading streaming service introduced a new recommendation algorithm.

This presentation visualizes six months of performance data following the algorithm's release — highlighting viewership trends across three major content categories: Action, Drama, and Comedy.

Midway through the evaluation period, the algorithm was updated to improve genre balance and overall viewer satisfaction.

The following storyboard illustrates the journey from launch to balanced growth, demonstrating how data-driven optimization enhanced user engagement.

Month 1 Results

Initial growth trends reveal user preferences shifting among Action, Drama, and Comedy genres over the second month.

1,000,000
Total views
Views remained flat

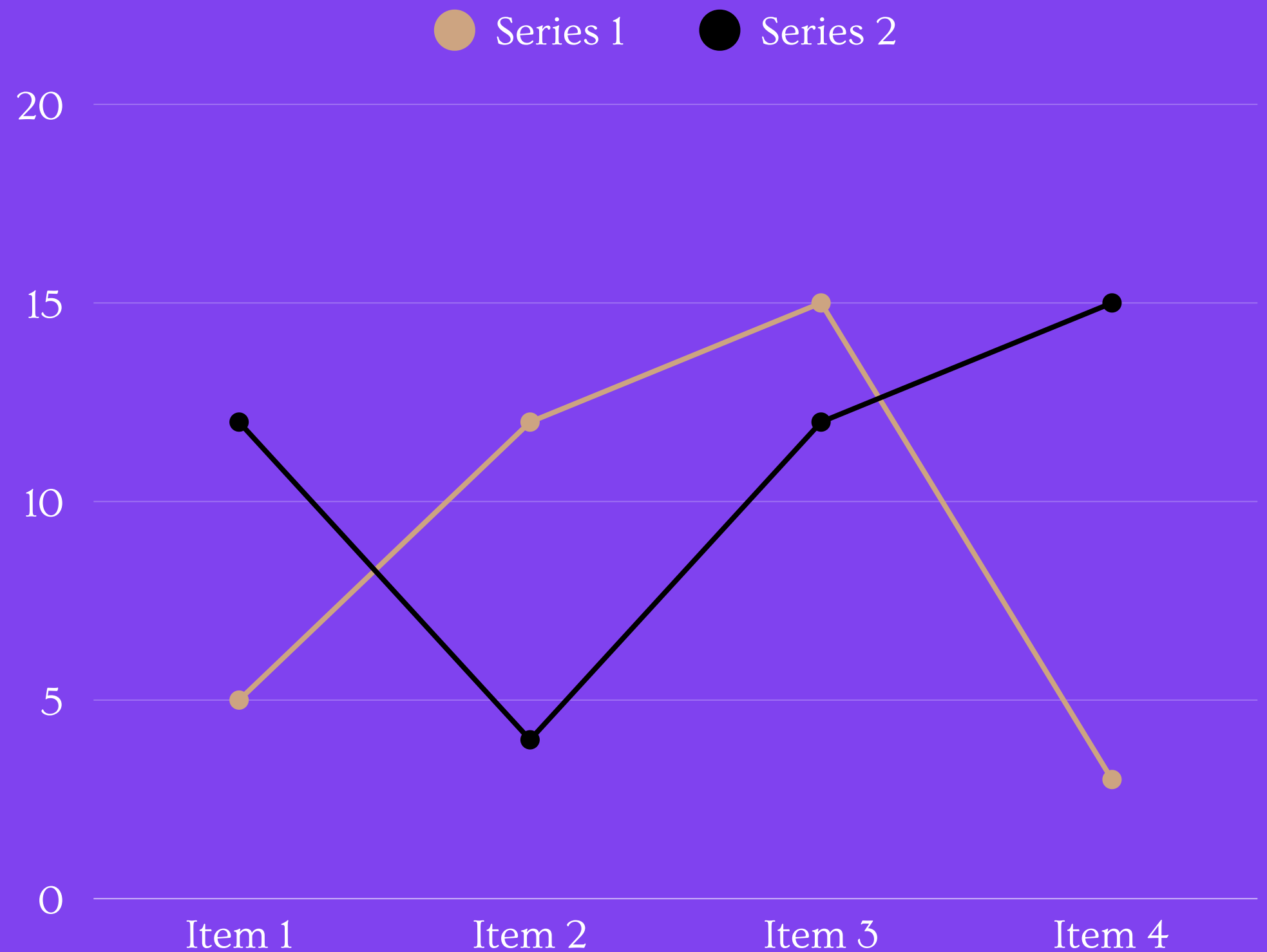**0%**
User habits
No changes observed

Month 2: Viewing Patterns Emerge

In the second month, the algorithm began to show signs of learning user preferences. The rise in Action views indicates a growing interest, while Comedy struggles reflect changing tastes.

Category Performance Trends: Months 3 and 4

The data shows Action maintaining steady growth while Comedy continues to decline, indicating a need for strategic focus on re-engagement in this genre.

Emerging Trends

Initial changes in user engagement and content preferences observed
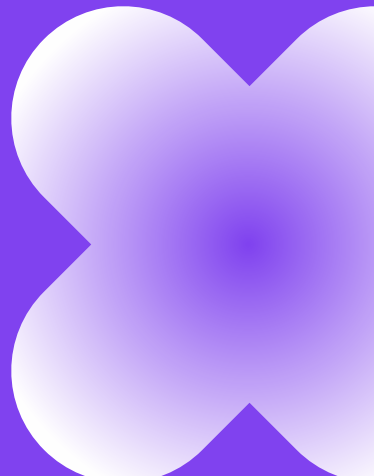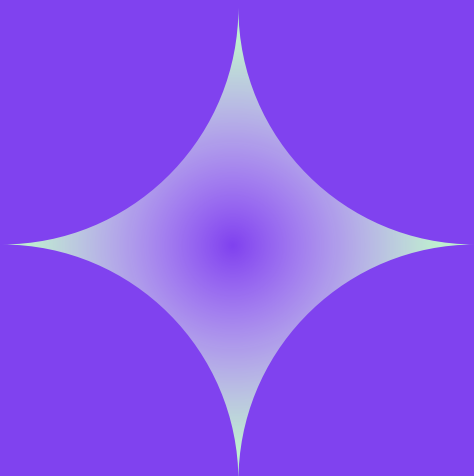
3

Total views increase
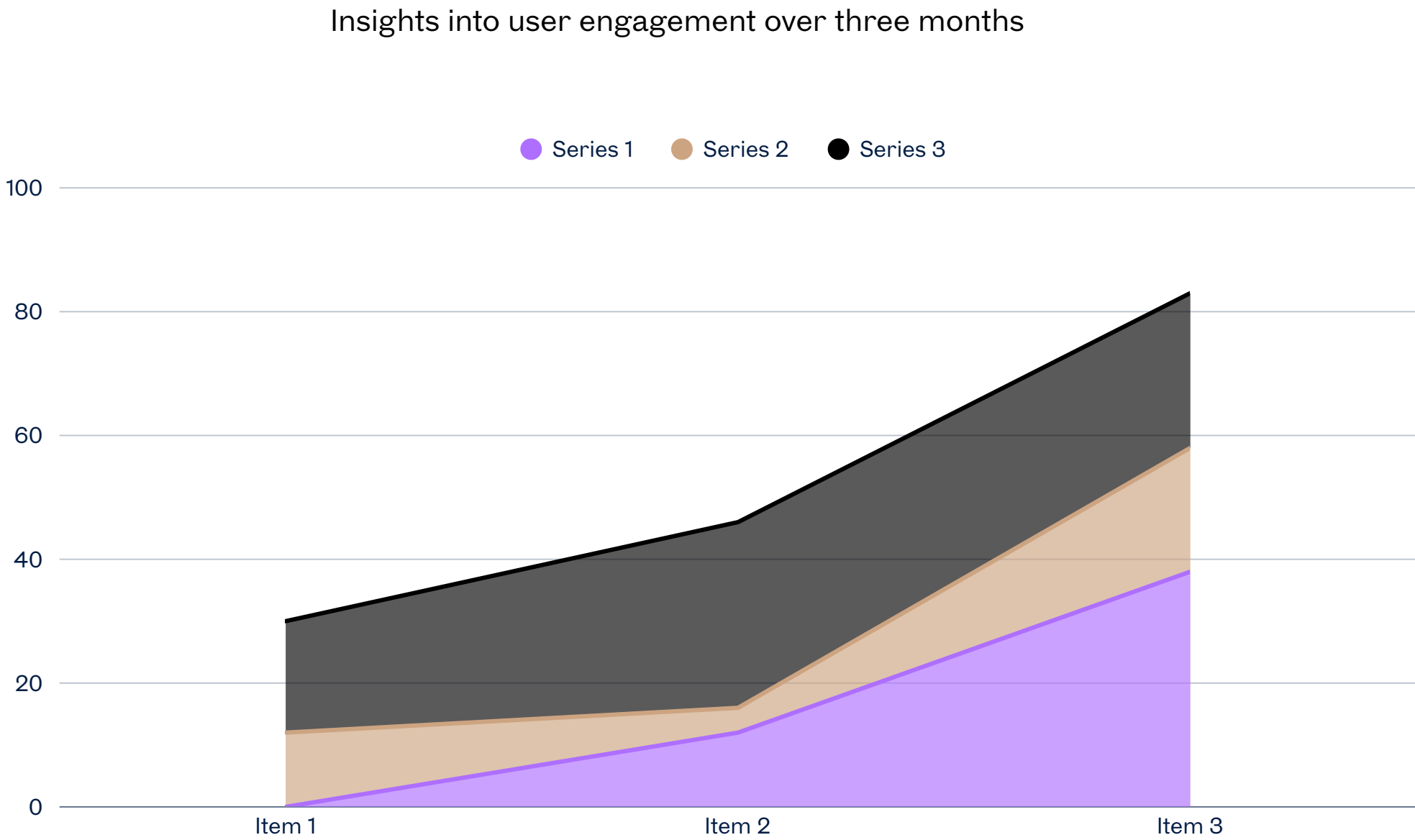
Growth in overall engagement

9%

Action genre growth

Significant improvement noted
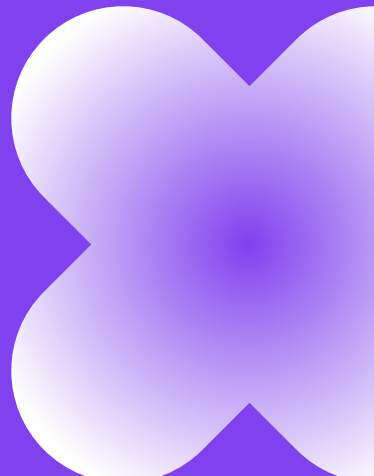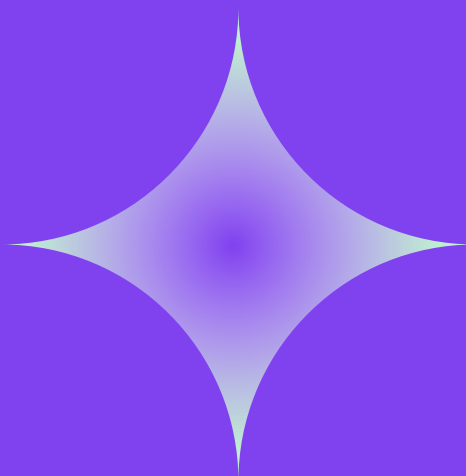
GENRE PERFORMANCE TRENDS

The chart illustrates a **gradual adjustment** in user engagement, with Action and Drama genres experiencing slight increases, while Comedy continues to decline during this period.

Insights into user engagement over three months

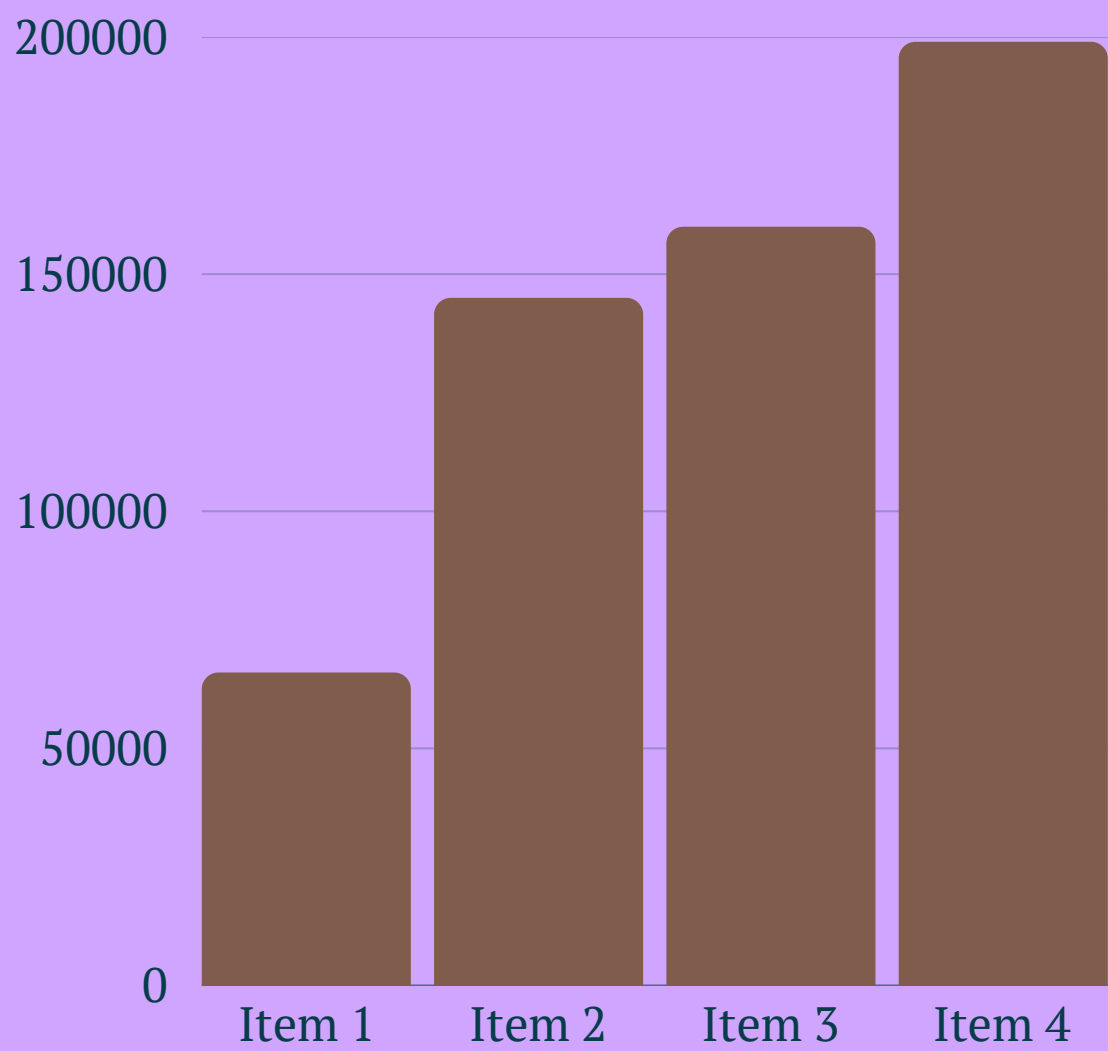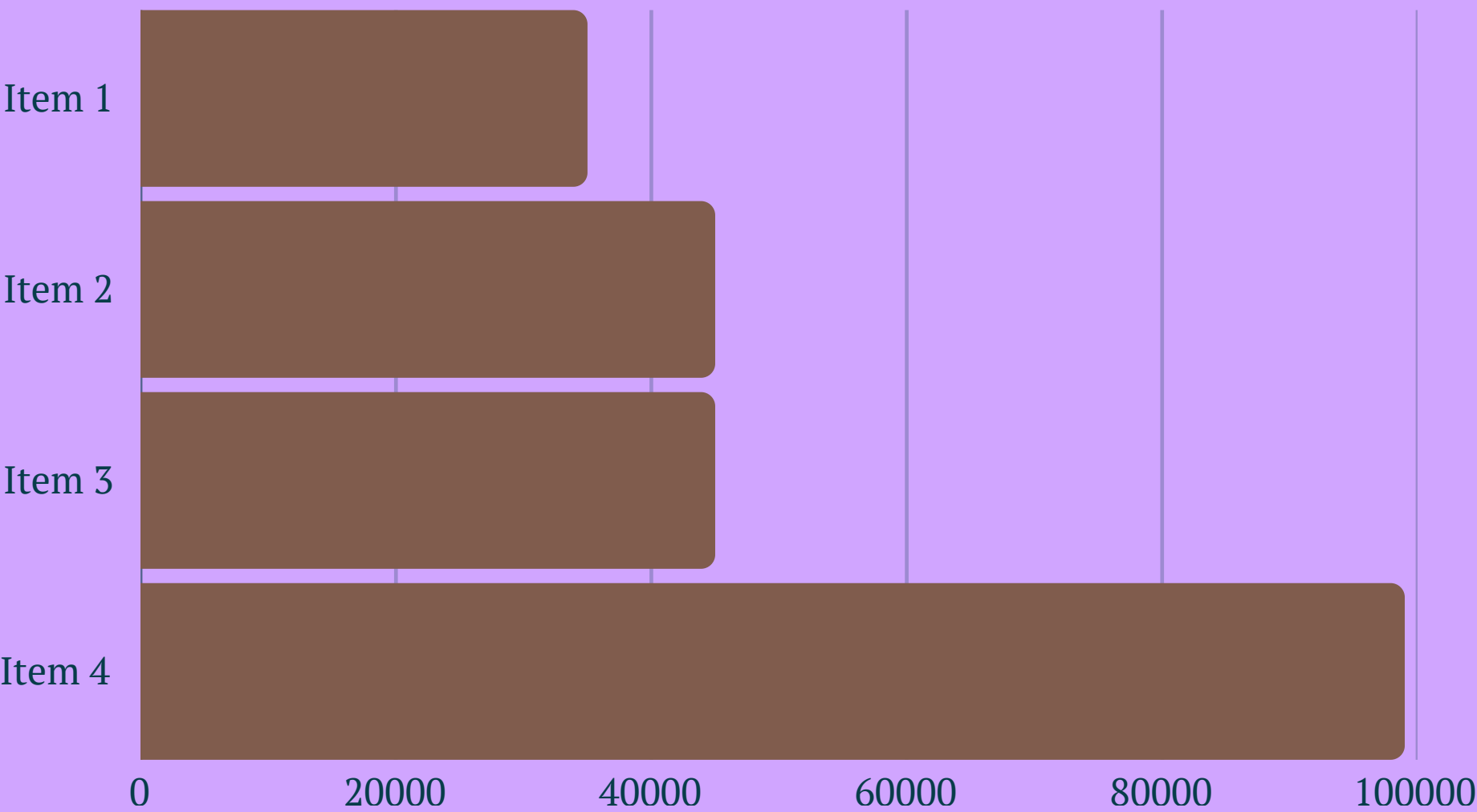● Series 1   ● Series 2   ● Series 3

ALGORITHM UPDATE

In Month 5, the newly implemented recommendation algorithm showed promising results. Comedy rebounded by 6%, contributing to a total view increase of 2%, indicating a positive shift in user engagement.

Total Views

Genre Performance
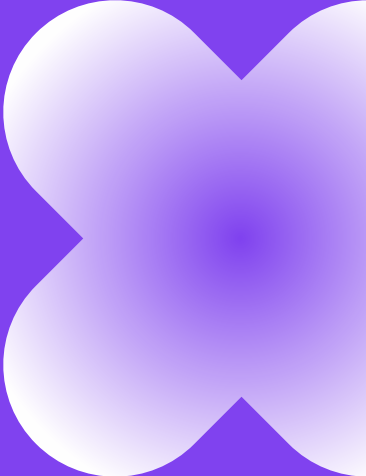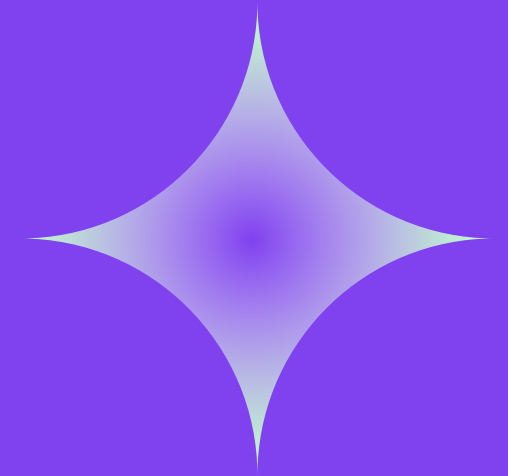
Month 6: Achieving Balanced Genre Growth

This chart illustrates the significant growth across all genres after algorithm adjustments in the sixth month.

Following the algorithm update, our data shows a uniform increase across Action, Drama, and Comedy genres. This result indicates improved user satisfaction and engagement with diverse content offerings.

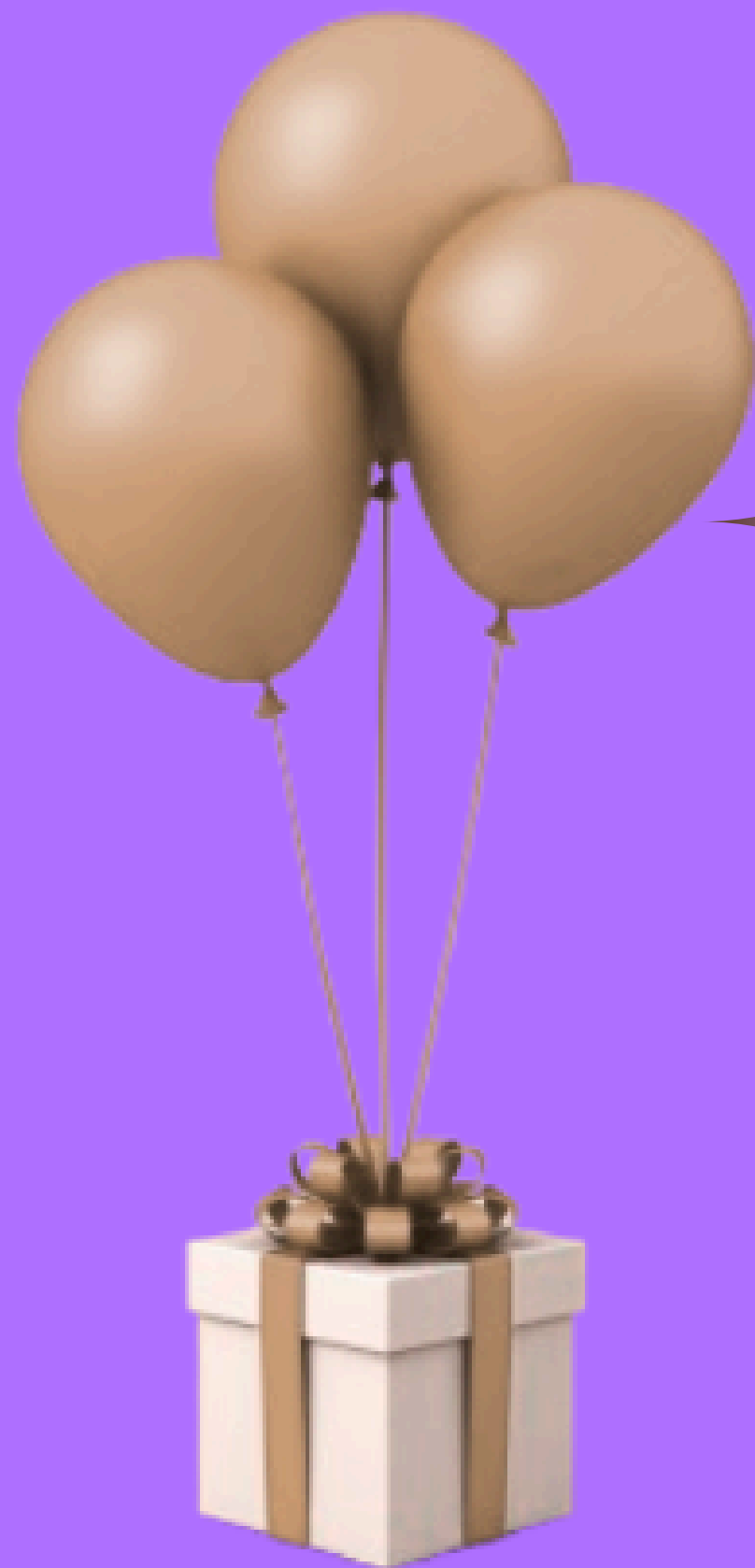Month 6: Achieving Balanced Genre Growth
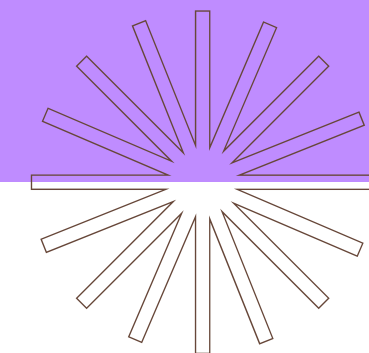
FINAL SUMMARY – KEY FINDINGS AND INSIGHTS

Over six months of analysis, the new recommendation algorithm demonstrated measurable improvements in overall viewer engagement and content balance.

Key Insights:

- Early Impact: The algorithm initially boosted Action and Drama categories but caused a decline in Comedy viewership.
- Algorithm Update (Month 5): A targeted update successfully reversed the Comedy drop, restoring balance across genres.
- Sustained Growth: By Month 6, all categories — Action, Drama, and Comedy — achieved uniform +2% growth, resulting in a total 6% increase in overall views since launch.
- Strategic Takeaway: Continuous data analysis and iterative updates are essential to maintain audience engagement and improve content recommendations.

Thank You for Your Attention and Questions

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