How Does Netflix Recommend Movies to You?

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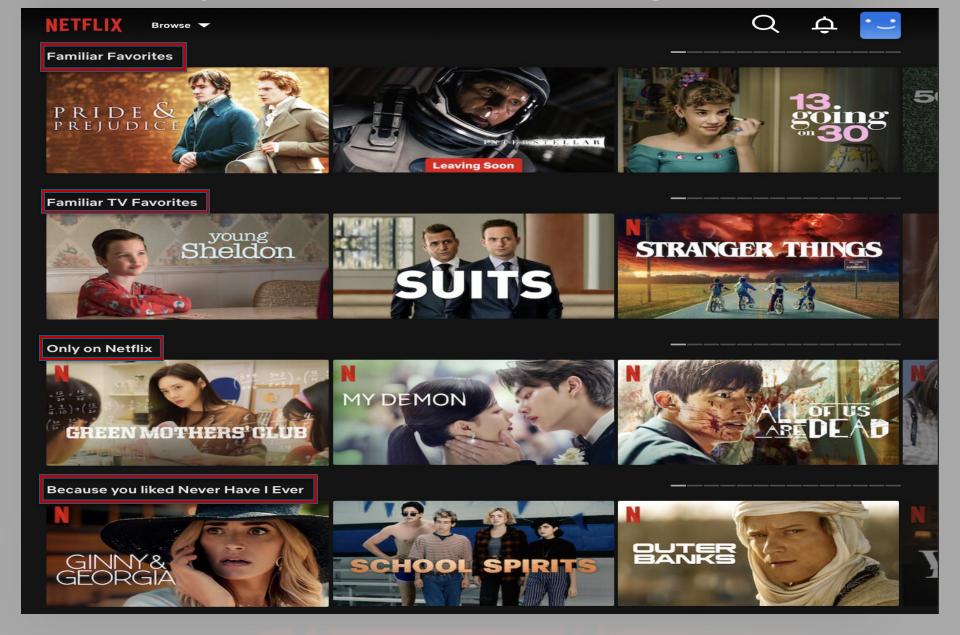
How Netflix Uses Data to Recommend Content?

Start: User opens Netflix

Netflix Tracks Behavior — Factors
- Watch history
- Clicks
- Watch duration

Netflix Does Not Track — Factors
- Personal messages
- Payment info

IN SCOPE: data of Netflix uses for recommendations

OUT OF SCOPE: personal user information

✨**UNIQUE POINT**✨
Netflix does NOT ask for manual preference 🙍‍♀️
It only tracks user behavior 🙆‍♀️

Guide Principle: How Netflix Structures & Organizes Content

🎬 **Movie Metadata (Title, Genre, Director)**

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📊 **User Engagement (Watch time, Rating, Clicks, Completion %)**

⬇

🤖 **AI Model Learns**

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🍿 **Recommends Movies**

Authority Control: How Netflix Categorizes Content

Identifiers Used: How Netflix Tracks Movies & Users

Movie ID: Tracks and categorizes every movie

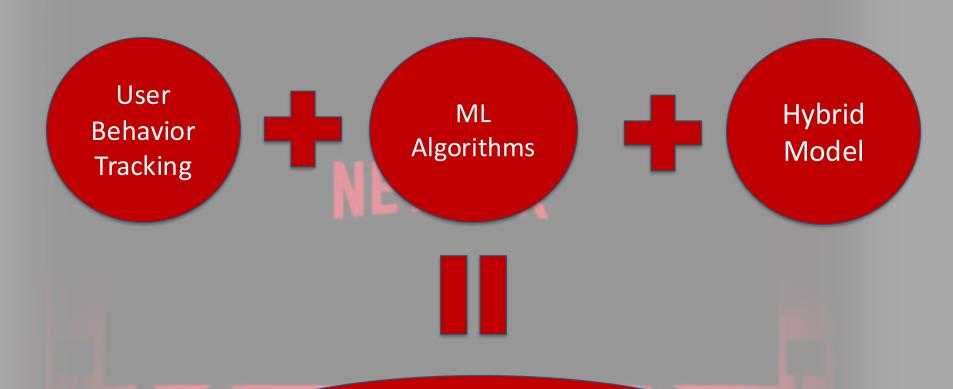**User ID: Helps personalize recommendations**

Device ID & Viewing Session ID: Ensures seamless streaming across devies

Identifier Type	Examples
Movie ID	Stranger Things → #101234
User ID	User Profile → #987654
Viewing Session ID	Tracks where you passed a show

How Netflix Recommend System Works?

🔗 **Same Director & Genre**

CONCULSION

User Behavior Tracking + ML Algorithms + Hybrid Model

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Personalized
movie recommendation