

MED01: Streaming Wars Analysis

Executive Summary | February 01, 2026

Key Performance Indicators

375M LEADER SUBS	Amazon Prime LEADER NAME	1088M TOTAL MARKET SUBS
\$8.26 AVG ARPU	4.0% AVG CHURN	14,265 TOTAL TITLES ANALYZED

Stock Performance Summary

Metric	Value	Interpretation
Total Return (10.0Y)	820.1%	Cumulative appreciation
Annualized Return	24.9%	Geometric mean annual
Volatility	41.6%	Annualized std dev
Sharpe Ratio	0.60	Risk-adjusted return
Max Drawdown	-75.9%	Peak-to-trough

Data Coverage

Company: Netflix (NFLX)
Analysis Period: 2016-02-03 to 2026-01-30
Total Data Points: 37,573
Data Sources: Yahoo Finance (stock), synthetic operational metrics
Focus: Subscriber growth and content economics

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Portfolio Sample - Demonstrates data engineering methodology | Generated: 2026-02-01 00:57:57