
Keeping Netflix on Top:

Analyzing User Reviews to Promote Customer Retention & Acquisition



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Roadmap

1. Business Problem
2. Data Summary and Preparation
3. Modeling and Analysis
4. Summary and Recommendations



Business Understanding

- Need insight to inform:
 - a. Customer Retention Strategy
 - b. Marketing & Promotion Strategy
- Positive & Negative sentiments matter equally
- Course of Action:
 - a. Binary Classifier
 - b. Analyze Themes

Questions for us:

- a. **How successful are we at differentiating between Positive and Negative reviews?**
 - What can we learn from these reviews?

Data Understanding

- Dataset (updated as of March, 2025)
 - a. 127,000 reviews total — Foreign languages present
 - b. 4 Columns (Content, Score, Thumbs Up, Date)
- **TARGET:** Positive vs. Negative
 - a. Data Imbalance:
 - Positive - 39%, Negative - 61%
- False Positives and False Negatives matter equally

Metrics: F1 Score

High F1 Score =

Low False Positive/Negative
Rate

Data Preparation

- Consolidated the Data
 - a. Turned target column into binary, disregarding Neutral reviews
 - 0 = Negative, 1 = Positive
- Narrowed dataset to the last two years (2023-2025)
 - a. 47,000 reviews total
- Factoring in Thumbs Up Count
- Model Experimentation
 - a. Testing different models to see **which has the highest F1 score**

Data Modeling & Analysis

Modeling

Sentiment Analysis

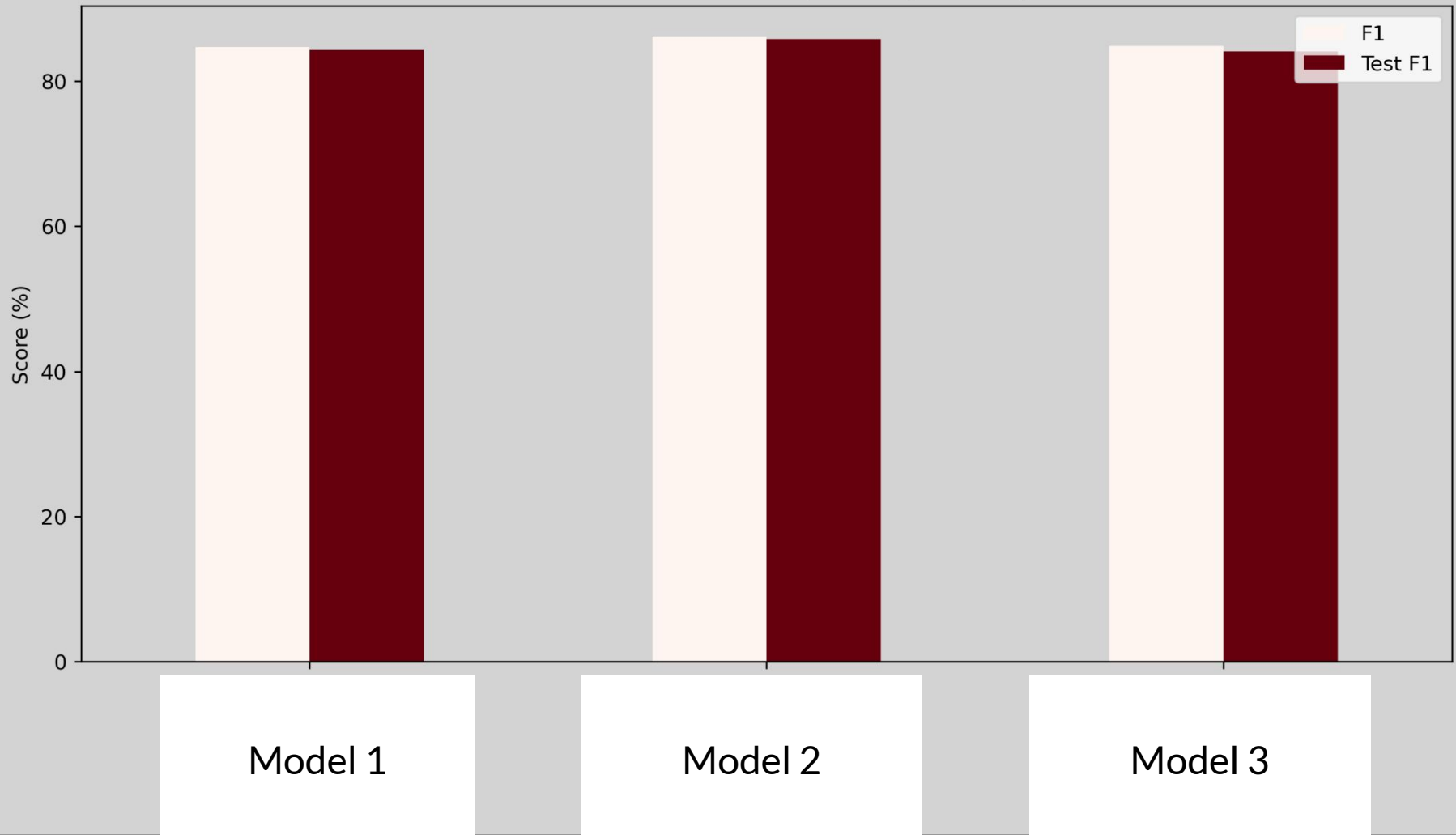
- a. Analyzing reviews
- b. Identifying relationship between terms/words and sentiment
- c. Factoring in # of Thumbs Ups

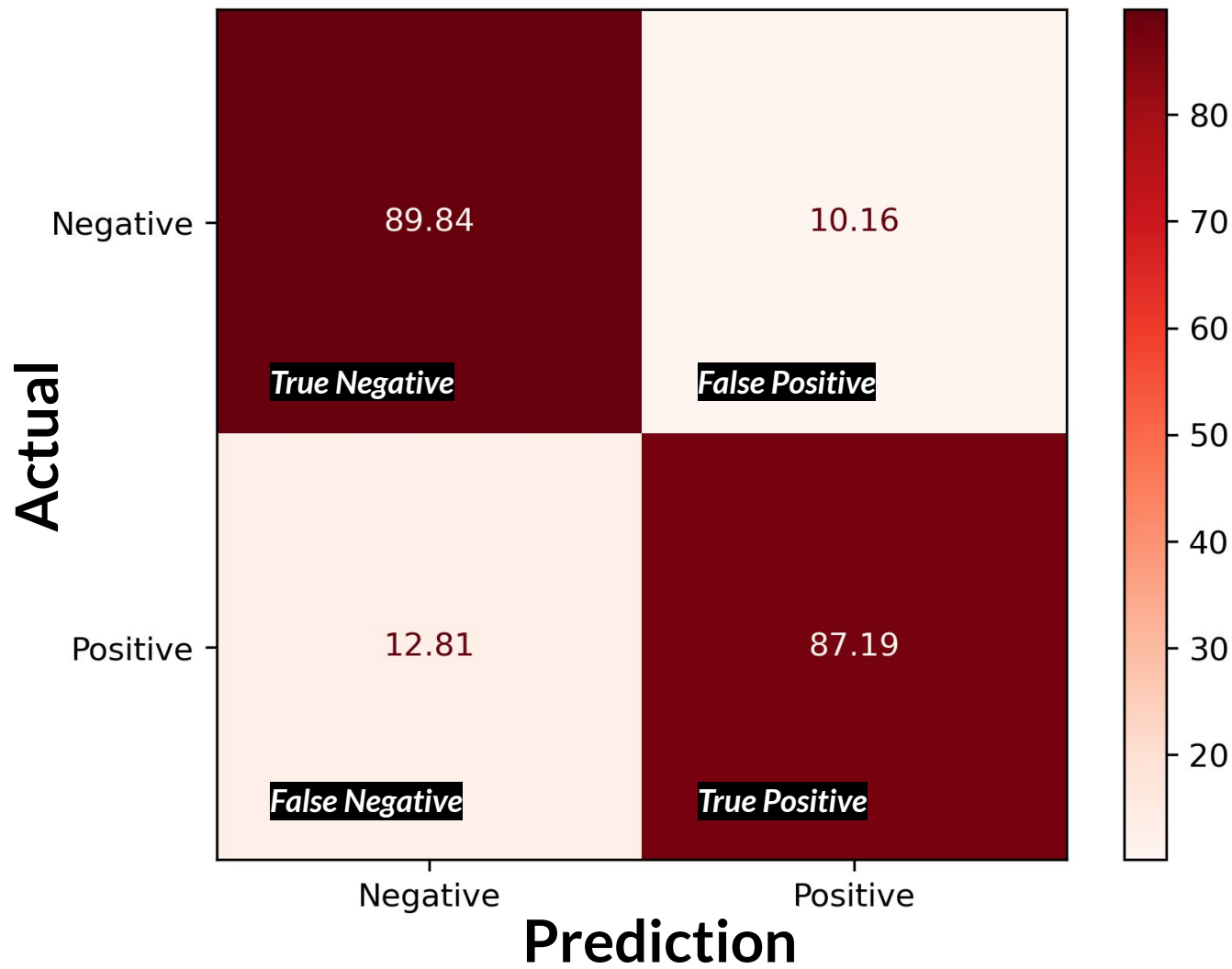
How successful were our models?

F1 Score

How many Positives did we mistakenly identify as Negatives? And vice versa.

Model Performance Comparison (F1 Score)





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What can the classified reviews tell us about maintaining and gaining subscribers?

Positive Themes

- **Content Quality & Variety/Diversity**
- **User Experience**
- **Favorite Features**

Negative Themes

- **Pricing & Subscription Complaints**
- **Password Sharing Restrictions**
- **App Performance Issues**
- **Regional Content Gaps**

Conclusion

Conclusion

1. Successfully built a model that can differentiate between Positive and Negative reviews
2. Surmised themes and trends across both Positive and Negative reviews

Conclusion

Limitations:

- Foreign language reviews
- Neutral reviews

Recommendations

Customer Retention & Acquisition

Recommendations

Customer Retention

**Improving
Pricing &
Subscription
Flexibility**

**Improving
Communication**

**Enhancing
Performance &
Stability of the App**

Recommendations

Customer Acquisition

Expanding Regional Content

Promotional Campaign

- 1) Variety, quality, and diversity of content
- 2) Usability & technical superiority

Next Steps

**Factor in
Neutral
reviews**

**Analyze
foreign
language
reviews**

**Partner with
regional and
foreign
language
streaming
platforms**

Questions?

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