

Data immersion Task 1.1

1. Netflix Research Articles

HOW NETFLIX USE DATA ANALYSIS

Netflix uses the collected information, converts them into insights, results, or visualizations, and recommends TV shows and movies as per customers' preferences and interests.

Netflix has efficiently used its customer data to refine its recommendation engine and give a better experience to the users. Not only that Netflix has surpassed Disney as the most valued media company in the world with a valuation of more than \$160 billion. One of the biggest reasons for their success is their impeccable customer retention rate. Their customer retention rate is more than a staggering 90% which is far better than Hulu's 64% and Amazon Prime's 75%.

Netflix has digitized its interactions with its [151 million subscribers](#). It collects data from each of its users and with the help of data analytics understands the behavior of subscribers and their watching patterns. It then leverages that information to recommend movies and TV shows customized as per the subscriber's choice and preferences. If we go into details, it collects the following data: –

- Time and date when a user watched a show
- The device used to watch the show
- If the user pauses the show, do they resume watching
- Does the user binge-watch an entire season of a TV show?
- If they do, how much time does it take to binge watch it?

There is a data explosion today, and the need for analytics has been growing exponentially. Tools and software are being developed to get precise insights from data.

If you want to know your customers better, find revenue opportunities, and tap into new markets. You need to have a mechanism that helps you gain better insights. As an organization, investing in data analytics will give you four significant benefits.

1. A Deeper Understanding of Customers
2. Early Detection of Problems in Products And Services
3. Identifying Better Marketing Strategies
4. Finding Ways To Reduce Expenses

Resource : <https://www.markivis.com/blog/how-analytics-can-be-a-game-changer-a-netflix-case-study/>

2. Big Data Gives a Boost to Health and Human Services

Summary

With the help of Data mining and Predictive analysis , Government provide facility and technologies with that citizens can access services easily.

To collect data for social work so that agencies don't need to re-enter data and it can avoid duplicate work also. It will help overburdened social service agencies detect fraud and better provide and target services.

In Los Angeles County, the Department of Public Social Services uses a series of algorithms to analyze its systemwide data and uncover possible anomalies. The department's system offers a risk analysis of potential fraud within California's child-care program, allowing investigators to prioritize their caseload.

Big data also allows governments to target their social services to those most in need. They identify candidate neighborhoods and understand what pressing issues must be addressed first.

We can say that Data Analysis can Provide in-depth insight into a patient's health and treatment. Improving the speed and accuracy of identifying disease risk in patients.

3. Daily routine using data analysis

Context: Improving personal health

Goal: to track number of calories and more movements.

Data: I can use my apple watch to track my movements .

Description: I will track my movements and daily activities such as : number of steps I walk, heart rate, hours of sleep. So that I can be aware of my personal health and consult doctor if I feel something unusual in my routine.