1. Share your top 3 ideas on how Analytics can further advance the value, convenience, or overall attractiveness of using Netflix (or some other subscription platform). You might consider some of the challenges in Netflix and how you think Analytics (and data) can overcome that.

2. Share your favorite movie of all time and scene if you have one. Links to the content are appreciated. All content must be Respectful and Appropriate to Share.

And, your opinion is valuable. Share your experience, outlook, and reasoning!

1. Overall Attractiveness: It is a common complain among multi-lingual users that Netflix does not have much diversity in content. Language preference for a user profile is singular today. Netflix can develop a virtual model of the user based on search/view history and use it to recommend a mix of content in different languages of interest.  
   Certain content are released specifically in certain geographies. Netflix can additionally aggregate these user models by geography to understand their user base better and in turn make informed decisions while signing distribution agreements.
2. Value: A more psychologically appealing pricing model could be “pay as you go”. Netflix can explore the possibility of having a lowered base charge for monthly subscription and charge variable rates based on content being watched. The more sensational or trending the content is, the greater the charge. Rates can be arrived tactically through watch history to enable increased customer acquisition while retaining the old. The existing customers could be shown what their charge would have been in the past couple of months by retrofitting their watch history with the new pricing model.
3. Convenience: In app party room – This is a hugely untapped space and has the potential to bring in more net new customers to the platform while also opening the doors to innovative pricing strategies for increased revenue. It would also be a great feature for friends and family to watch content virtually together.  
   In app ads for food order – Imagine how convenient it would be if Netflix had a tile to order your favorite take out or some popcorn and coke. Netflix has the potential to partner with food delivery apps and provide a one stop movie experience in-app. This would be win-win-win for everybody.

My favorite movie of all time is ‘pursuit of happiness’ (more so in the recent times :P).   
My most recent favorite sitcom is ‘Kim’s convenience’ – Here is a relevant scene to Netflix <https://www.youtube.com/watch?v=76jyuia3f5I>