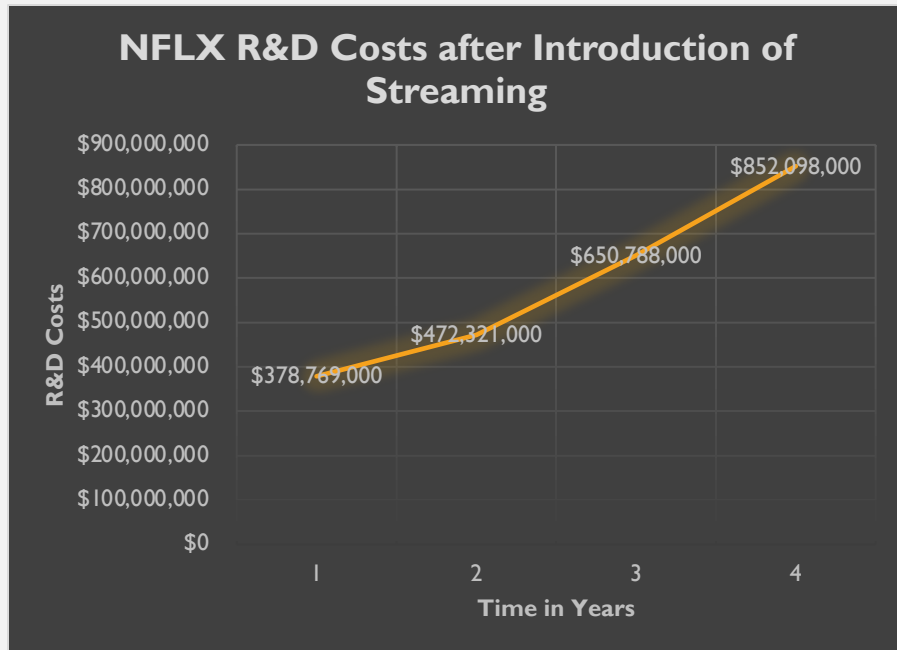


HOW DID R&D COSTS FLUCTUATE IN NETFLIX'S CHANGE FROM DVD'S TO STREAMING SERVICES FROM 2013-2016?



- In 2012, Netflix got rid of their base business model of renting out DVD's and switched their platform over to streaming. The chart on the left shows how their R&D costs rose as they switched their company video delivery service.
- The skewness for this data is 0.5, which is positively skewed. Showing that both median and mean are higher than mode.
- The standard deviation for the R&D data is high (208844721.3) and is not close to the mean. The data points are spread over a wider range.
- The range is large as well, showing that there is much variability in the data.
- Netflix's R&D costs for fiscal years 2013-2016 averaged \$58,894,000, with costs more than doubling from 2013-2016. This shows that they put more time and money into research and development as they continued to transition and develop their company into a streaming only service.