

Netflix

Group 9

Histogram and Bar chart

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Introduction of Netflix

- Netflix is a global media company. It started with DVD rentals services in 1998, then it went to online platforms in 2007. Netflix has led at every turn, which explains why it is a pioneer in the streaming service industry. While other streaming services just started providing shows from cinema, Netflix launched its first original series in 2012. The well maintained quality of original content is one of the reasons that Netflix has been so successful. In addition, Netflix has made progress in expanding overseas markets, it is available in streaming in more than 190 countries.

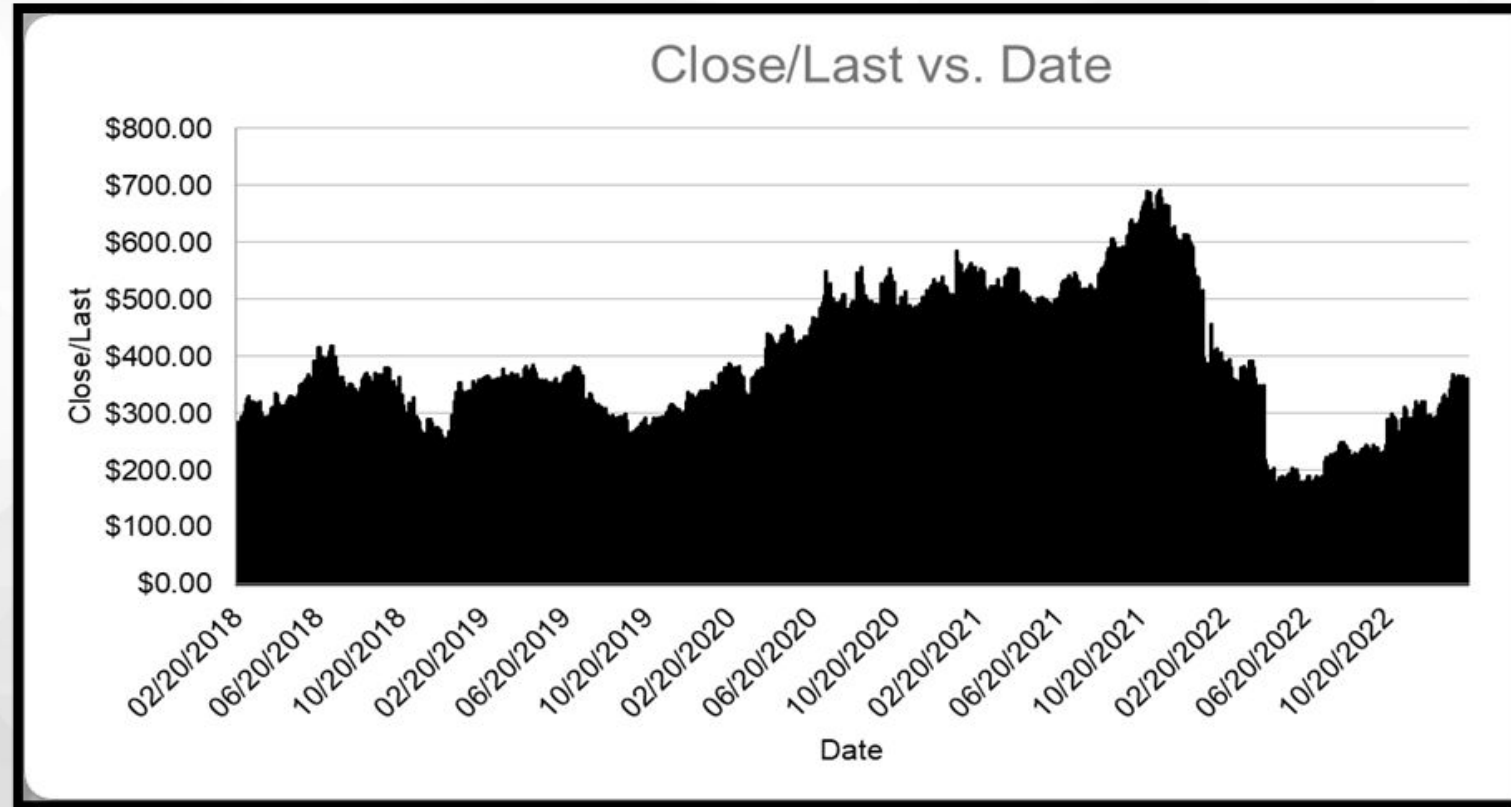


Netflix's first original series

Stock analysis part 1 - Closing price over time

Takeaways:

- Negatively skewed
- Median = \$362.87
- Extreme values are recognized as results of certain events (ex. Pandemic)



Stock analysis part 2 - Closing price frequency

Mode:

```
getmode <- function(v) {  
  uniqv <- unique(v)
```

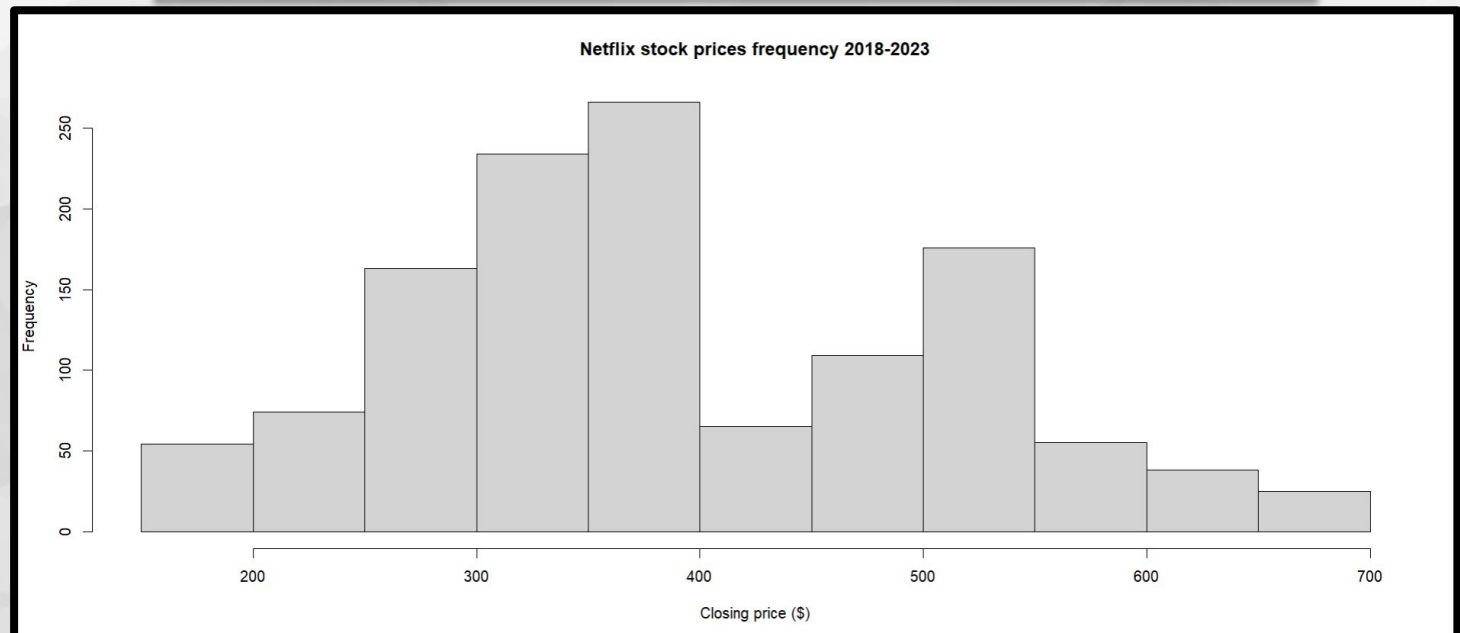
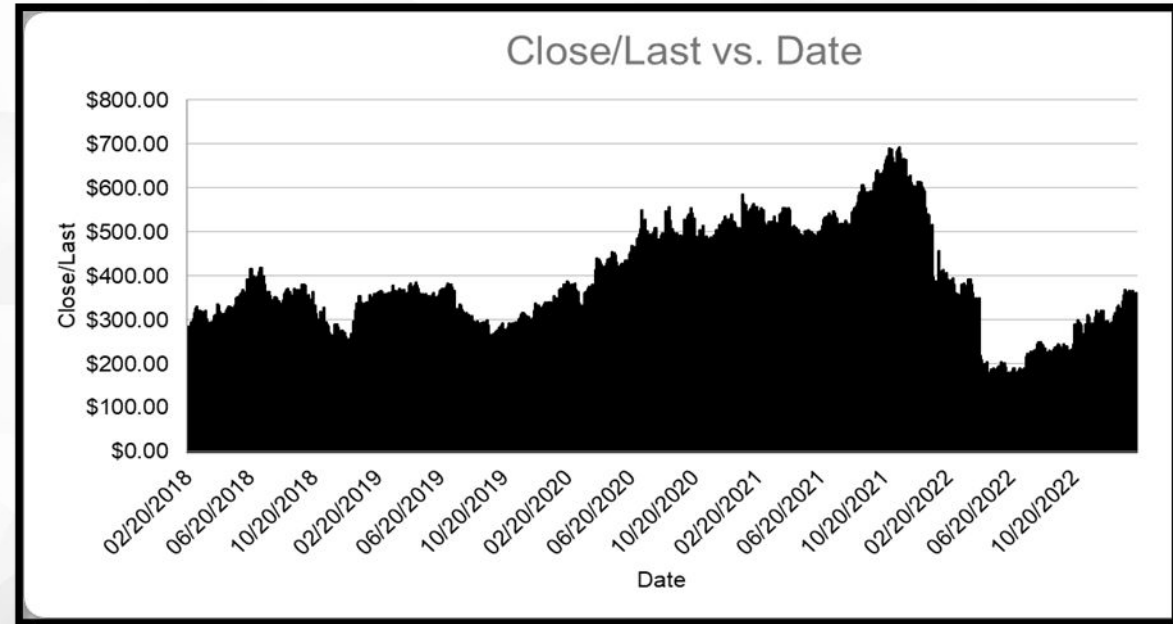
```
  uniqv[which.max(tabula  
te(match(v, uniqv)))]  
}
```

```
result <-
```

```
getmode(stocks$Closin  
g)
```

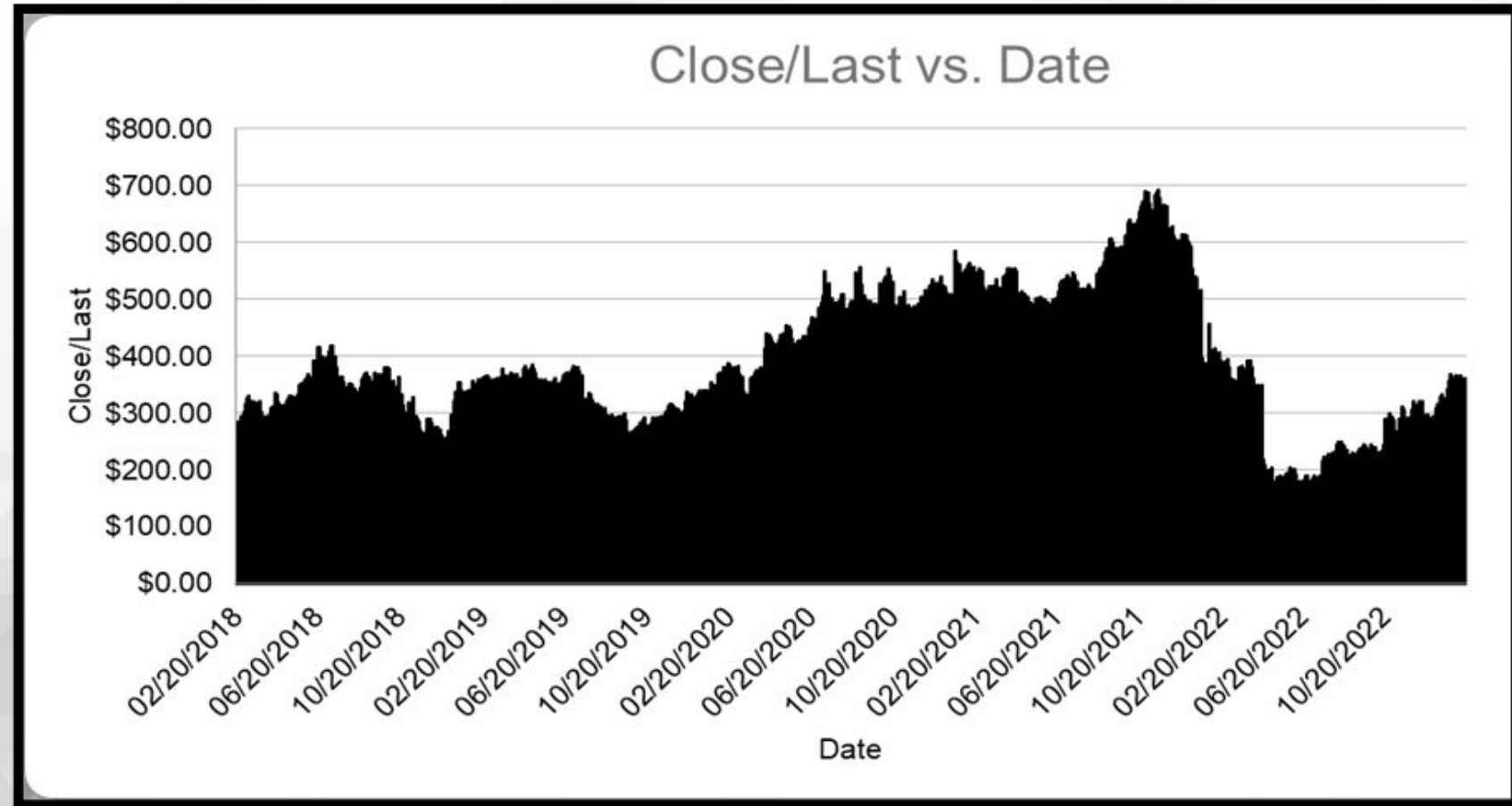
```
print(result)
```

```
[1] 357.32
```



Further insight on Netflix's success

- Squid Game air date: September 17, 2021
- Wednesday air date: November 23, 2022



Barchart

-> 2018

| Min. | 1st Qu. | Median | Mean | 3rd Qu. | Max. |
|------|---------|--------|-------|---------|-------|
| 8446 | 19187 | 27184 | 31165 | 39162 | 61845 |

->2019

| Min. | 1st Qu. | Median | Mean | 3rd Qu. | Max. |
|-------|---------|--------|-------|---------|-------|
| 13247 | 24605 | 36561 | 38246 | 50202 | 66615 |

->2020

| Min. | 1st Qu. | Median | Mean | 3rd Qu. | Max. |
|-------|---------|--------|-------|---------|-------|
| 21674 | 31891 | 47861 | 47271 | 63241 | 71689 |

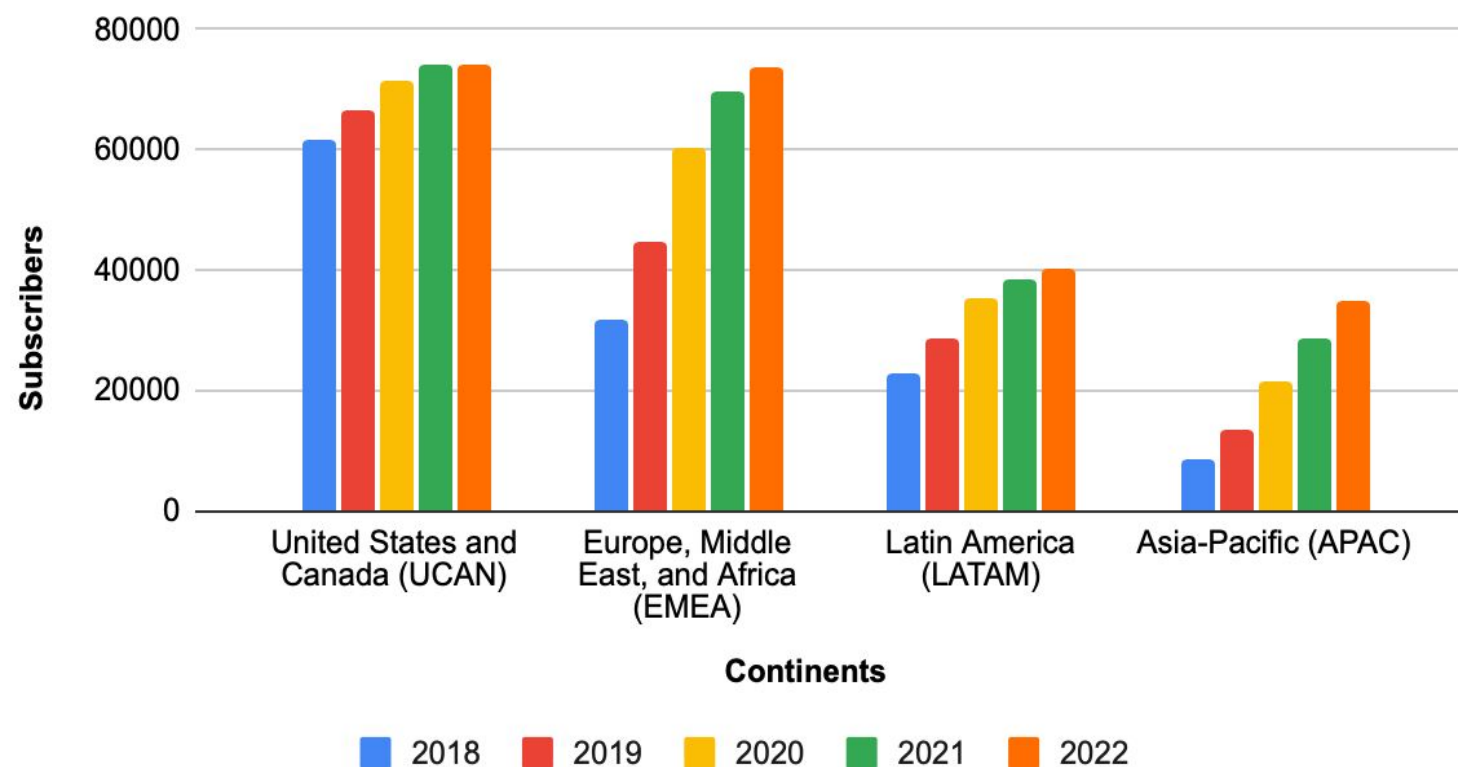
->2021

| Min. | 1st Qu. | Median | Mean | 3rd Qu. | Max. |
|-------|---------|--------|-------|---------|-------|
| 28461 | 36045 | 54046 | 52696 | 70697 | 74234 |

->2022

| Min. | 1st Qu. | Median | Mean | 3rd Qu. | Max. |
|-------|---------|--------|-------|---------|-------|
| 35019 | 38755 | 56952 | 55731 | 73928 | 74001 |

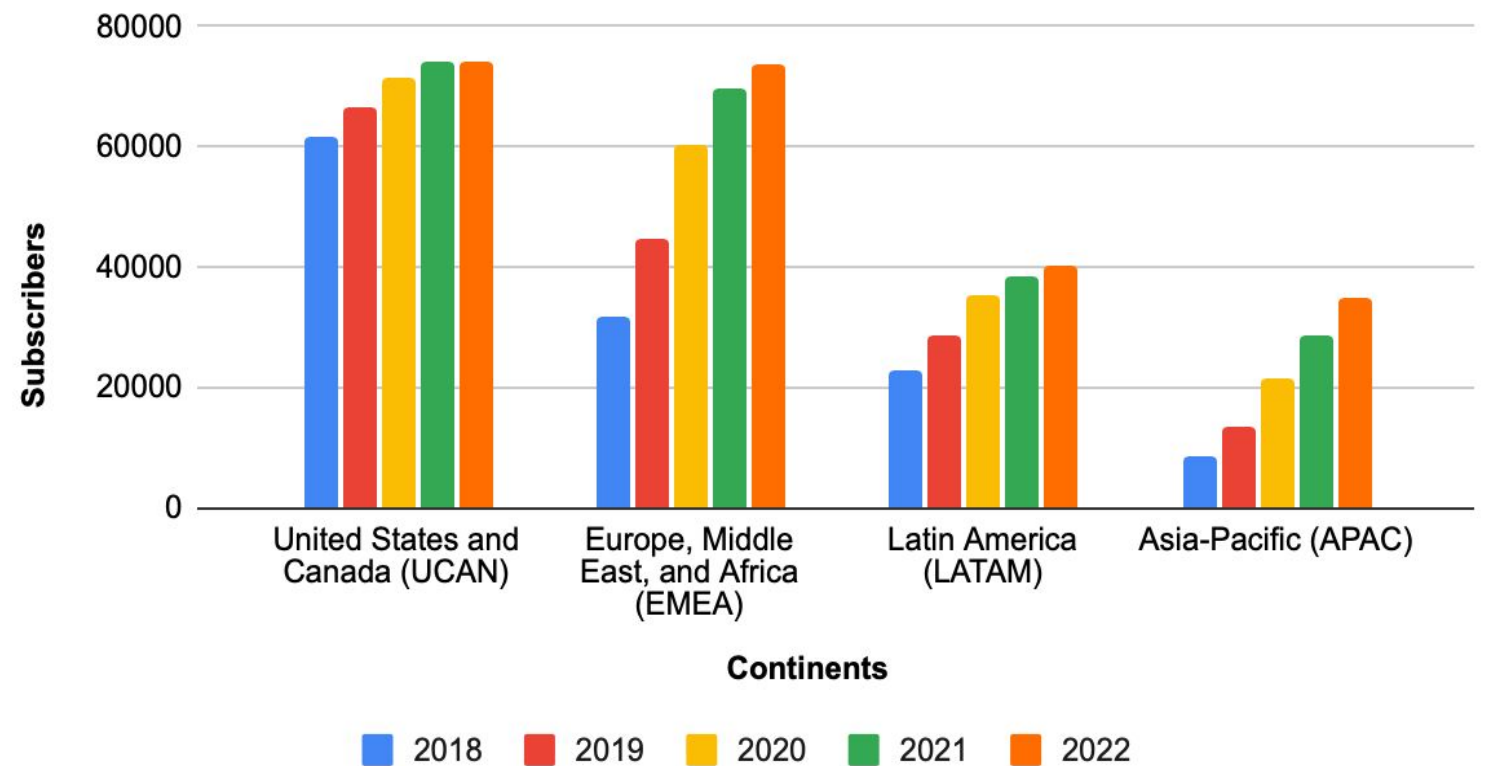
Variation of the number of subscribers over the last five years in four different regions



Barchart

| Years | Standard Deviation of Subscribers |
|-------|-----------------------------------|
| 2018 | 22569.39 |
| 2019 | 22868.66 |
| 2020 | 22860.81 |
| 2021 | 22610.17 |
| 2022 | 21138.45 |

Variation of the number of subscribers over the last five years in four different regions

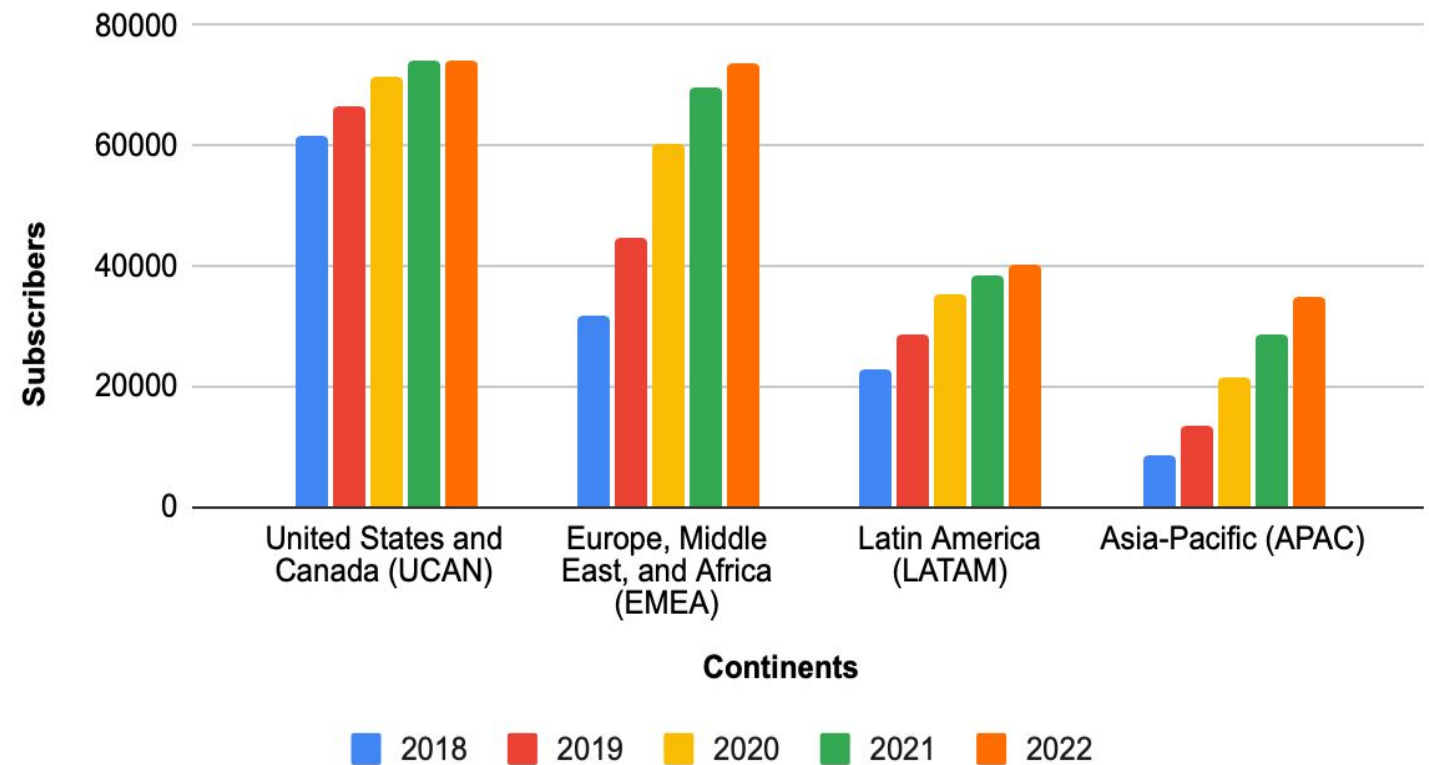


Bar Chart

US and Canada is the only one has consistently remained above 60,000 subscribers

- Rapid grow in other 3 continents
 - Impact by Covid-19
 - Big investment to these regions
 - Popular original content
 - No more language barrier

Variation of the number of subscribers over the last five years in four different regions



Concluding Remarks

- Positive implications observed for the company based on data.
- The chart displaying the closing price vs dates shows that the stock prices remained low in 2018 due to UCAN being the only region with subscribers, but EMEA joined in 2019 and kept the stock prices stable.
- In 2020 and 2021, all four regions experienced an increase in subscribers, resulting in a significant increase in Netflix's stock value.
- Stock value experienced a dip at the end of 2021 and beginning of 2022 when people returned to in-person activities, but increased again in mid to end of 2022 due to Netflix's vast library and successful original titles like "Squid Game," "Dahmer-Monster: The Jeffrey Dahmer Story" and "Wednesday."
- Netflix's success in the streaming market can be attributed to its forward planning and effective strategies to attract subscribers on a global scale.

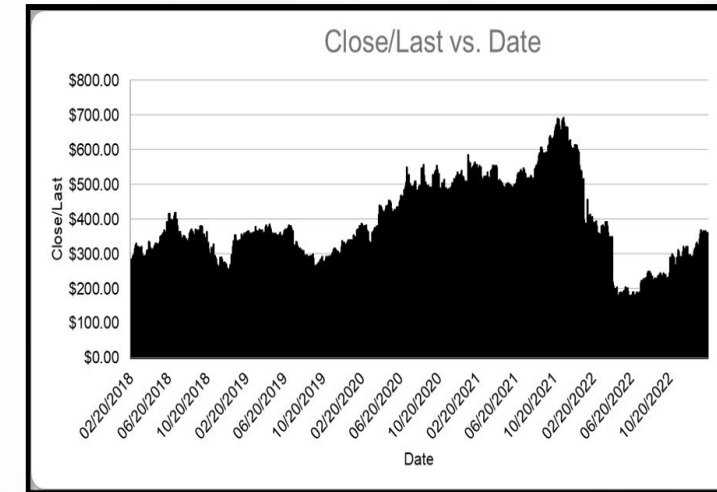


FIGURE 1

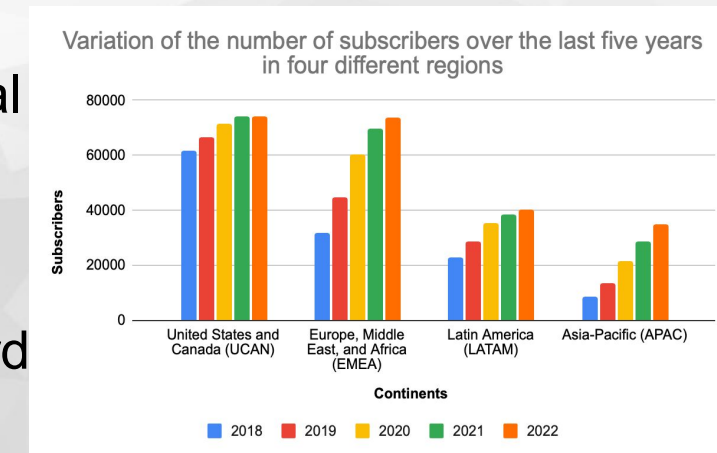


FIGURE 2

References (APA):

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11. tutorialspoint. (n.d.). Mode calculation function. (Version 1.0). https://www.tutorialspoint.com/r/r_mean_median_mode.htm
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The background of the slide is a low-poly, geometric pattern composed of numerous triangles in various shades of gray, creating a textured, crystalline effect.

Thank you for watching