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Netflix Project Proposal

1. <u>Write a description of the business. What items do they sell?</u>

Netflix is the world's top online streaming platform with over 193 million subscribers in more than 190 countries. The Company primarily gains revenue from monthly subscriptions through its users. Netflix is also a production company and is currently offering approximately 37 Netflix original productions as of 2020, on its online streaming platforms. The Company's main expenses are for licensing the movies/TV shows offered on the platform as well as marketing costs. Users who use Netflix will have the options to choose between three plans offered: Basic at $8.99, Standard at $13.99, and Premium at $17.99. Different plans offer different quality of viewings (Basic, HD, and Ultra-HD), different limits of the number of devices that can be viewed at the same time (1-4 devices), and different limits on the number of phones or tablets you can have downloads on (1-4 devices).

2. <u>List the data that can be collected which may be useful.</u>

1. **Customer billing**- BillingID (primary key), Type of Plan, CustomerID, Start date, End date (for inactive customers)
2. **Customer complaint**s - ComplaintID (primary key), CustomerID, Date, Complaint description, Status
3. **Customer** - CustomerID (primary key), First Name, Last Name, E-mail, Phone, Credit Card Name, Credit Card Number, Credit Card Bank, Status (Active/Not active), Country, PlanID
4. **Profile** - ProfileID, CustomerID, Profile name, Parental restriction(Yes/No)
5. **Content** - ContentID (primary key), Name, Netflix Original (Yes/No), Genre, Type, Release date on Netflix, Duration, CastID, Licensing cost, Duration of licensing, Number of seasons, Number of episodes, Production Company
6. **Customer Viewing History** – ProfileID (linked), ContentID (linked), View time (DateTime), Duration
7. **Plans** - PlanID, Type, Rate, Screen Limit, Resolution, Screen download limit
8. **Cast** - CastID, Director, Actor, Actress

3. List three business questions you may want to find out from the data. These business questions help you make strategic decisions to increase profit.

1. How can we retain customers? Why are they choosing Netflix?
2. Are customers willing to pay higher prices for more material or higher resolution?
3. How many customers have left Netflix after raising complaints?
4. How can we use the data to help Netflix expand their customer base to more countries? (Optional)

4. Create a Sample Dataset in Excel or Google Spreadsheet.
   Please see Excel attached separately.