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| Company | Reasons for use of Big Data | Who Benefits | What are the Benefits | Positive Reaction | Negative reaction |
| Amazon | Amazon uses Big Data gathered from customers while they browse to build and fine-tune its recommendation engine. The more Amazon knows about you, the better it can predict what you want to buy.  | Amazon, Customers | Amazon has thrived by adopting an “everything under one roof” model, thus increasing in sales. Conversely Customers have an easier, overall shopping experience. |  Recommendation engines simplify the task of predicting what a customer wants, by profiling them and looking what people who fit into similar niches buy. | Too much choice and too little guidance can overwhelm customers and put them off making purchasing decisions |
| Netflix | Big data helps Netflix decide which programs will be of interest to you and the recommendation system actually influences 80% of the content we watch on Netflix.  | Netflix Company and Subscribers. Netflix has over 100 million subscribers. | Big data helps Netflix decide which programs will be of interest to you and the recommendation system actually influences 80% of the content we watch on Netflix.Improvement of Subscribers overall viewing of movies and online TV streaming experience. | Netflix gave away a $1 million prize in 2009 to the group who came up with the best algorithm for predicting how customers would like a movie based on previous ratings. The algorithms help Netflix save $1 billion a year in value from customer retention. | A typical Netflix member loses interest approximately 60 to 90 seconds of choosing something to watch, having reviewed 1o to 20 titles. |

<https://insidebigdata.com/2018/01/20/netflix-uses-big-data-drive-success/>

<https://www.bernardmarr.com/default.asp?contentID=712>