AI Features in Netflix

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Abstract : The relationship between Netflix and artificial intelligence is discussed in this paper. Netflix uses the most effective and efficient approaches to apply artificial intelligence, machine learning, and data science. Netflix employs the personalization tool for their users, recommending or suggesting shows based on what those users have already watched. The researchers conducted an experiment to learn more about how Netflix is used and how AI affects the user experience. The main conclusions of this study are that Netflix has a wide range of AI features, most users are happy with their Netflix subscriptions, and the majority prefer Netflix to alternative apps.