



St. Joseph's College of Commerce
(Autonomous)

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ANALYTICS BEACON

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AN INITIATIVE BY THE DEPARTMENT OF PROFESSIONAL PROGRAMMES

About The Programme

The B.Com (Analytics) Programme equips students with a strong foundation in commerce while developing advanced analytical skills to thrive in a data-driven business environment. The course enables students to analyze data, identify patterns, and apply tools like Python and R to solve real-world business problems. By engaging with structured and unstructured data, students learn to approach challenges both retrospectively and prospectively. The programme also emphasizes continuous learning through workshops, guest lectures, and industry interactions, ensuring students stay updated with evolving trends in analytics.

Heads & Coordinators

HEAD OF DEPARTMENT
Ms. Sumithra Sreenivasan

FACULTY COORDINATOR
Dr. Nancy Christina J

STUDENT COORDINATOR
J K Keno Manickam

BIG DATA

Managing Millions of Viewing Decisions

▶ Watch Trailer

16+

CONTINUE NETFLIX TECH SCI-FI

STRANGER THINGS

MONEY HEIST

BIG DATA AT NETFLIX: MANAGING MILLIONS OF VIEWING DECISIONS

Netflix may look like entertainment but behind every movie suggestion lies one of the largest Big Data systems in the world. Every time you pause a show, skip an intro, binge a series, or stop midway, Netflix records it.

With 300+ million users worldwide, Netflix processes billions of viewing events daily to decide what you watch next.

GROWTH POWERED BY DATA

Netflix's expansion is directly linked to analytics driven decisions.

- Subscribers grew from 89 million in 2016 to nearly **300 million** users today
- Users watch over **1 billion hours** of content every week
- Streaming takes place across **190+ countries**

Big Data allows Netflix to scale globally while understanding viewer preferences accurately.

Behind this seamless experience lies a powerful analytics engine that studies viewing patterns in real time. Netflix analyzes factors such as watch duration, genre preference, viewing time, device usage, and even how quickly users abandon a title. These insights help the platform predict audience interests with remarkable accuracy, allowing Netflix to personalize recommendations, ensure that every user is presented with content most likely to keep them engaged.

ALGORITHM VS SEARCHES

Most users believe they choose content themselves, but data shows otherwise.

- **80% of content** watched comes from **recommendations**
- Only 20% comes from manual search
- Netflix evaluates thousands of behavioural signals per session

Your homepage is personalized every time you log in using predictive analytics models.

BIG DATA AT NETFLIX: MANAGING MILLIONS OF VIEWING DECISIONS

VIEWING DECISIONS

Netflix's analytics studies how audiences consume content across devices.

- **Smart TVs** account for the **highest** viewing hours
- Mobile streaming increases accessibility worldwide
- Device level data helps optimize streaming quality and performance

Even a 1% improvement in recommendations can generate millions of additional viewing hours globally.

THE REAL INSIGHT

Netflix does not simply stream movies.

It relies on continuous **A/B testing**, machine learning models, and real time behavioural analytics to enhance engagement.

In simple terms, Netflix is not predicting movies.

It is predicting human behaviour.



BEHIND THE ALGORITHM

Netflix analyzes thousands of behavioural signals per user session, including watch time, pause frequency, device usage, scrolling patterns, and completion rates.

Using machine learning models and large scale data processing, Netflix rebuilds your homepage in real time, ranking titles based on predicted engagement probability.

Even a few extra seconds of watch time can influence future recommendations.

Data does not just suggest content. It continuously learns, adapts, and optimizes your viewing experience.



EVENTS



ENIGMATIX - MASQUERADE OF MINDS

Enigmatix challenged students with logical puzzles, business scenarios, and analytical tasks. The event promoted teamwork, strategic thinking, and practical problem-solving in a competitive environment.

VIBE CODING IN GENERATIVE AI WORKSHOP

Conducted on 8 December 2025 in collaboration with ISDC, this workshop introduced second-year students to AI-powered website development using natural language prompts. Through hands-on activities, participants built personalized websites and explored tools like Rocket.new.



VIBE CODING WORKSHOP

INSIGHTRUSH ANALYTICS HACKATHON

Conducted on 19 February 2026 in collaboration with ISDC Connect, InsightRush marked the first intra-college analytics hackathon for B.Com Analytics students. Participants worked in teams to analyze datasets and generate meaningful insights.



INSIGHT RUSH

PLACEMENT REPORT 2026

29

STUDENTS PLACED

5

GLOBAL
INVESTMENT
BANKS
& BIG 4 FIRMS

12+

RECRUITING
COMPANIES

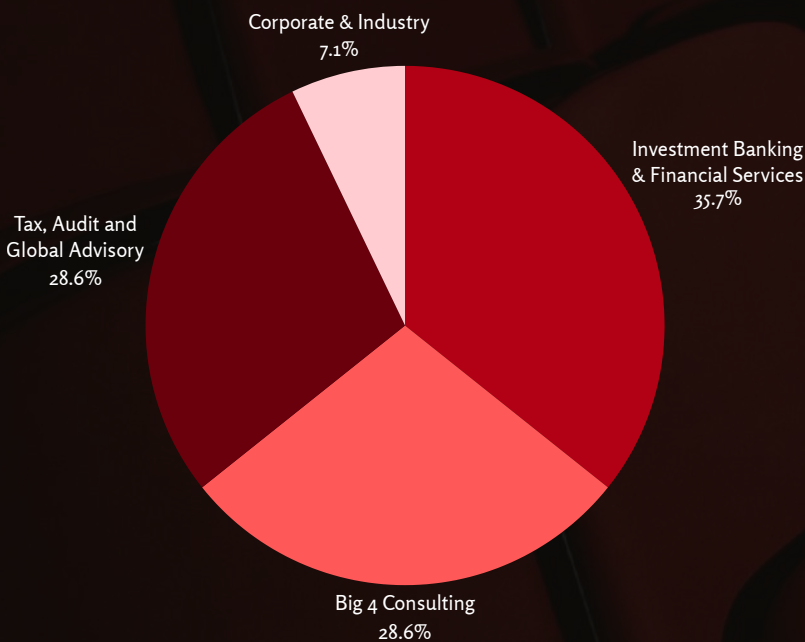
TOP
SECTOR

FINANCIAL
SERVICES &
BANKING

9 LPA

HIGHEST PACKAGE

SECTORS



Investment Banking & Financial Services(10)

Goldman Sachs | JP Morgan Chase | Société Générale | ICICI Bank

Big 4 Consulting (8)

Deloitte USI | Deloitte India | EY GDS | KPMG India | RSM

Tax, Audit and Global Advisory (8)

BDO Rise

Corporate & Industry (2)

Lowe's | Hitachi Energy

COMPANY WISE PLACEMENTS

Goldman Sachs

JP.Morgan Chase

Deloitte.

KPMG

EY

BDO
RISE

RSM

ICICI Bank

SOCIÉTÉ GÉNÉRALE

LOWE'S

Hitachi Energy

Deloitte | USI

Deloitte.
India

KPMG
India

EY GDS

GOLDMAN SACHS

Operations Analyst

- Chinnappa Biddappa
- Shonima Tripathi
- Adhinu Anish

JP MORGAN CHASE

Alternative Fund Analyst

- Harshini Natarajan
- J K Keno Manickam
- Ananyaa M

DELOITTE USI

Audit Analyst

- Khushi Tayal
- Tanmayee SM

DELOITTE INDIA

Tax Analyst

- Nayana Mariam Jacob
- Navya Nityananda Shetty

EY GDS

Tax Analyst

- E Y Jyothsna
- Bindiya H.S

KPMG

Risk Analyst

- Vishal Mathew Panakkal

BDO RISE

International Tax Analyst

- Khushi G
- Hiral B Mehta
- Basil Moncy
- Romith James

BDO RISE

Audit & Assurance Associate

- M K Aayush
- Jeneth Samarin Roberts
- Alisha Pauline

RSM

PCR Associate

- Vismaya G H
- Mabel Maria Thomas
- Aryan Kishore

ICICI BANK

Customer Relations

- George Puthumana
- Antony Akhil George

SOCIÉTÉ GÉNÉRALE

Financial Analyst

- Anshul Khurana

LOWE'S

Associate Analyst

- Medha S

HITACHI ENERGY

Management Trainee (Finance)

- Aurel Preann Pinto

THE ANALYTICS CORE TEAM 2025-26



Signing off...