

# Business Case: Netflix

Cost/Risk

Analyzing Basic Metrics: problems

Type

Rating

Year

Month

Country

Director

Cast

Benefits

Recommendation

Type

Rating

Month

Country

Director

Cast

## Cost/Risk

- As if analysis not successful, cost for this project:
    1. Waste of employee energy
    2. Waste of time
    3. Waste of money that spend on employee
    4. Organization will suffer because of wrong analysis, that cause slow growth.
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## Analyzing Basic Metrics: problems

### Type

- What is the ratio of Movie and TV Shows on Netflix ?

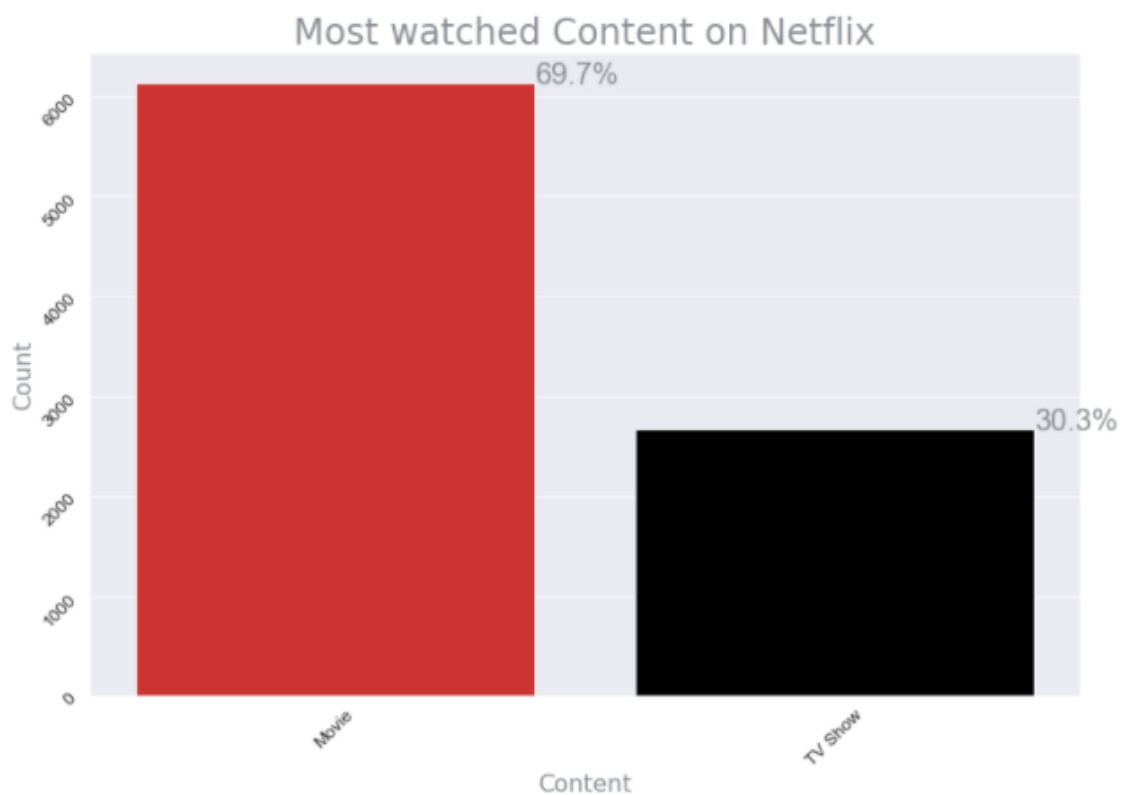
Movie Ratio: 0.697

TV Show Ratio: 0.303

- **Most Watch content on Netflix ?**

Movie Percentage: 69.7%

TV Show Percentage: 30.3%



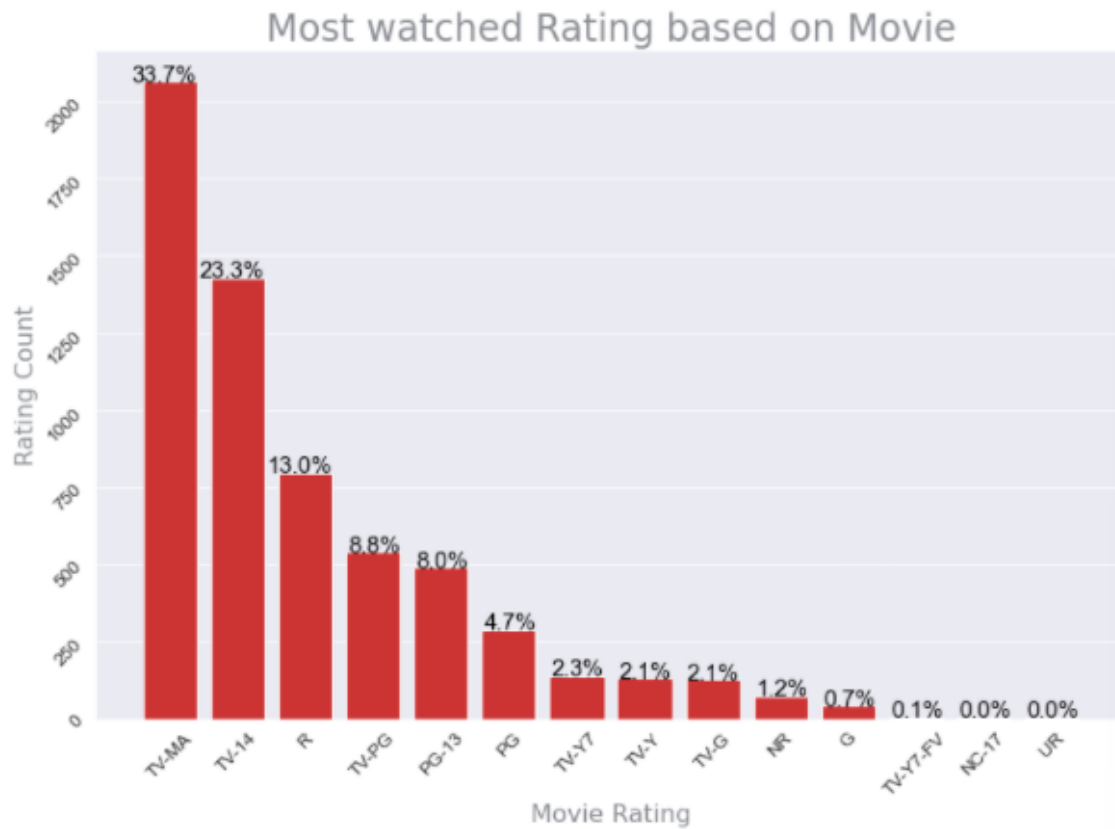
## Rating

- **Top 3 Ratings, audience prefer to watch based on Movie ?**

TV-MA: **33.7%**

TV-14: **23.3%**

R: **13.0%**

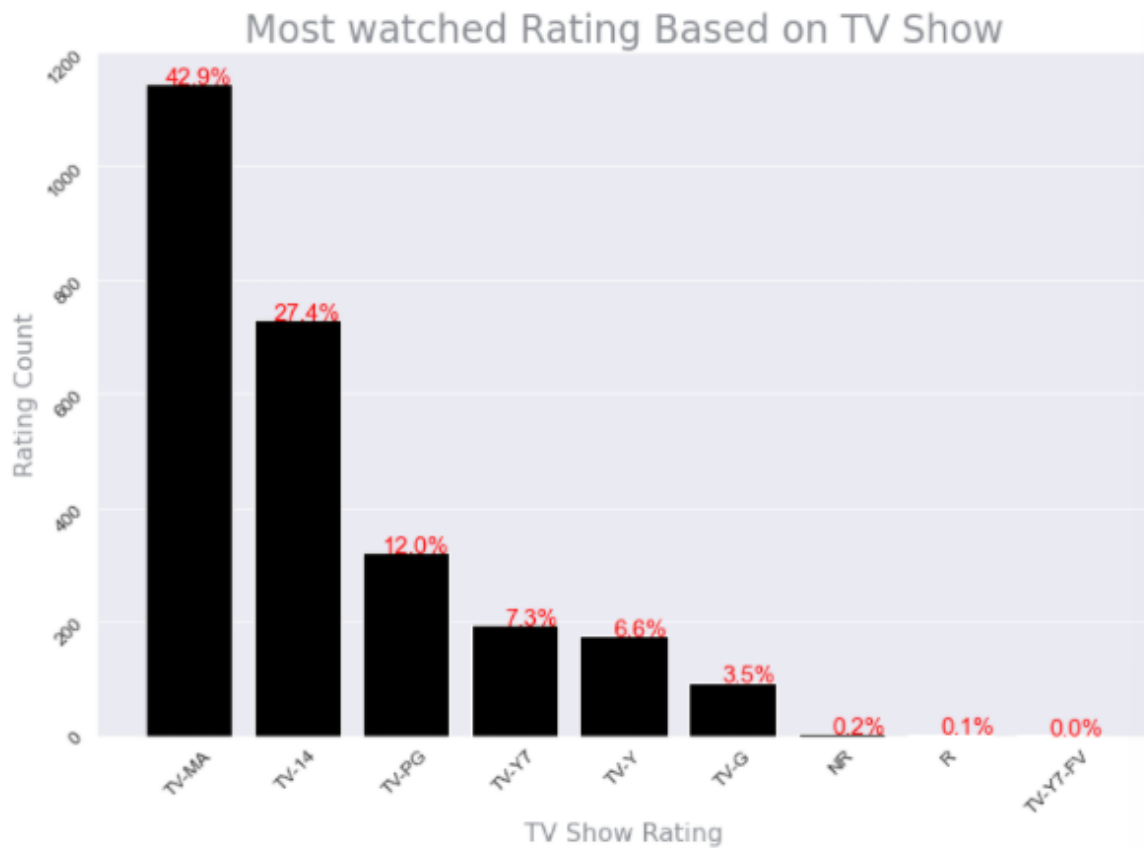


- *Top 3 Ratings, audience prefer to watch based on TV Show ?*

TV-MA: **42.9%**

TV-14: **27.4%**

TV-PG: **12.0%**

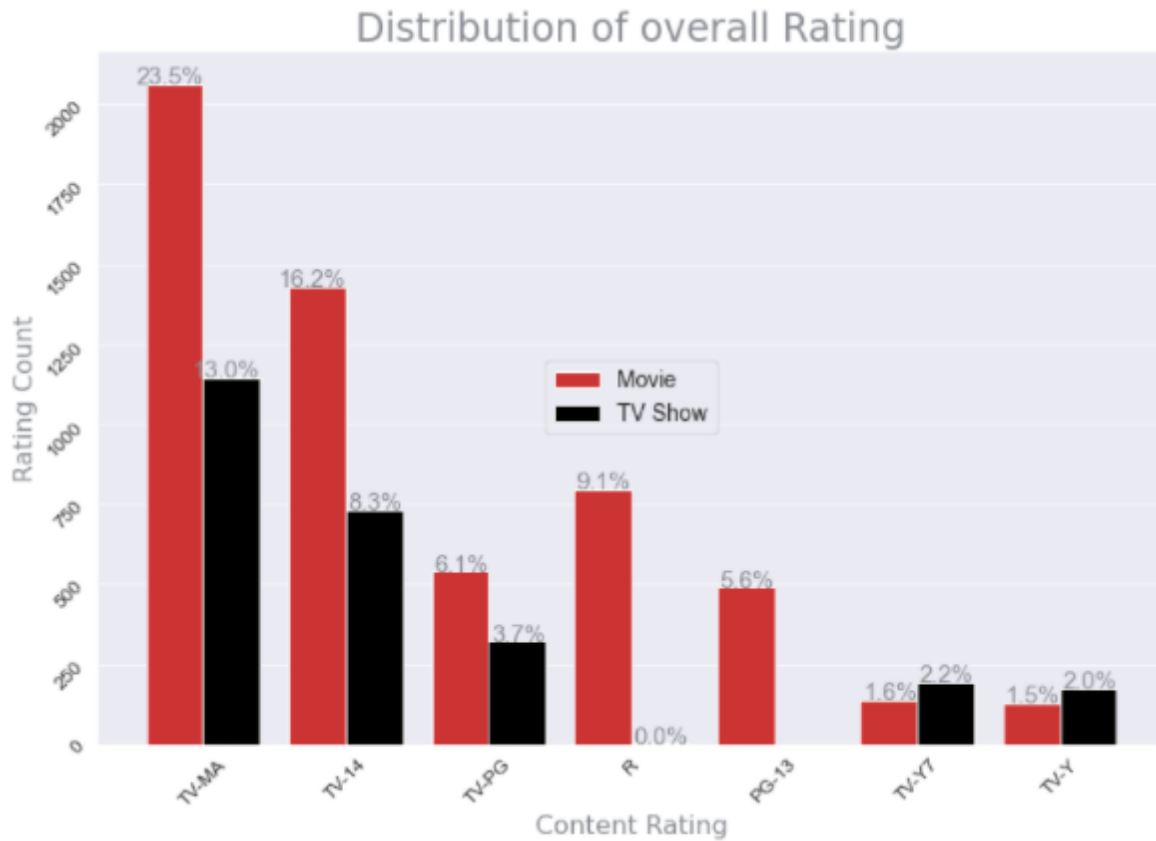


- **Top 3 Ratings, audience prefer to watch based on Movie + TV Show ?**

| **TV-MA: 36.5%**

| **TV-14: 24.5%**

| **TV-PG: 9.8%**



- Well, audience prefers **TV-MA** as **36.5%** of watching over other ratings.

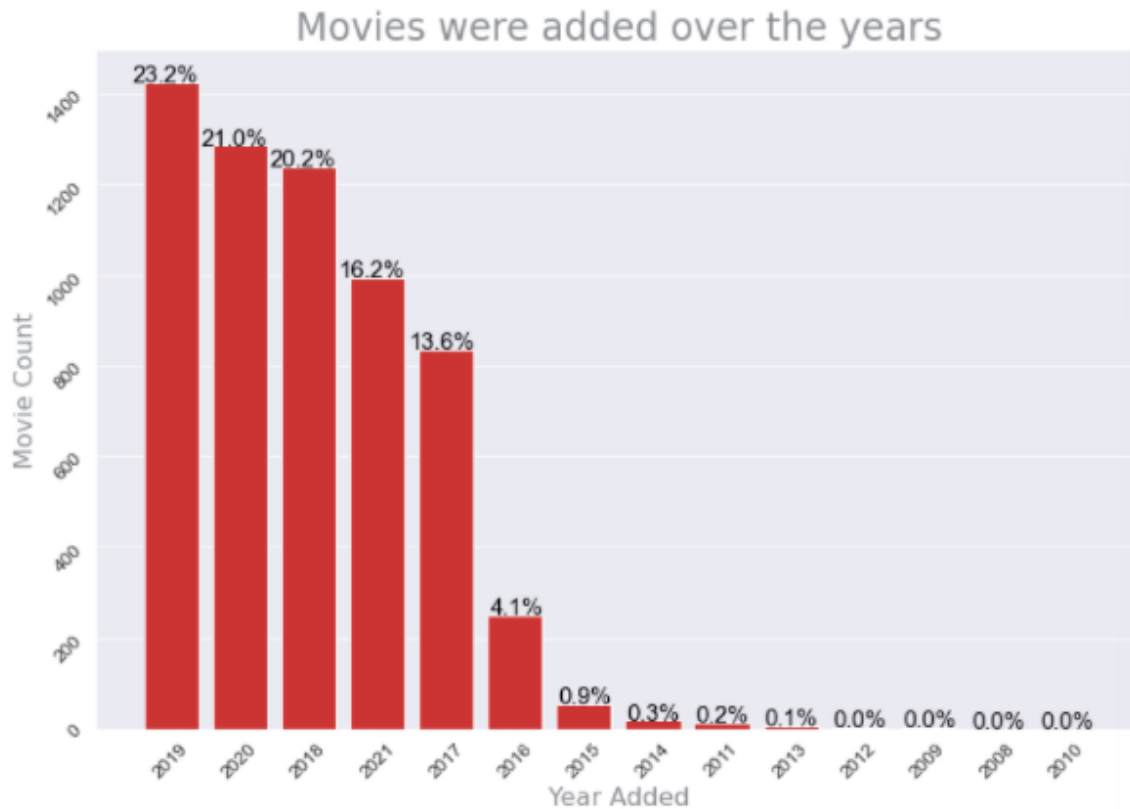
## Year

- How many movies were added over the years ?

| 2019: **23.2%**

| 2020: **21.0%**

| 2018: **20.2%**

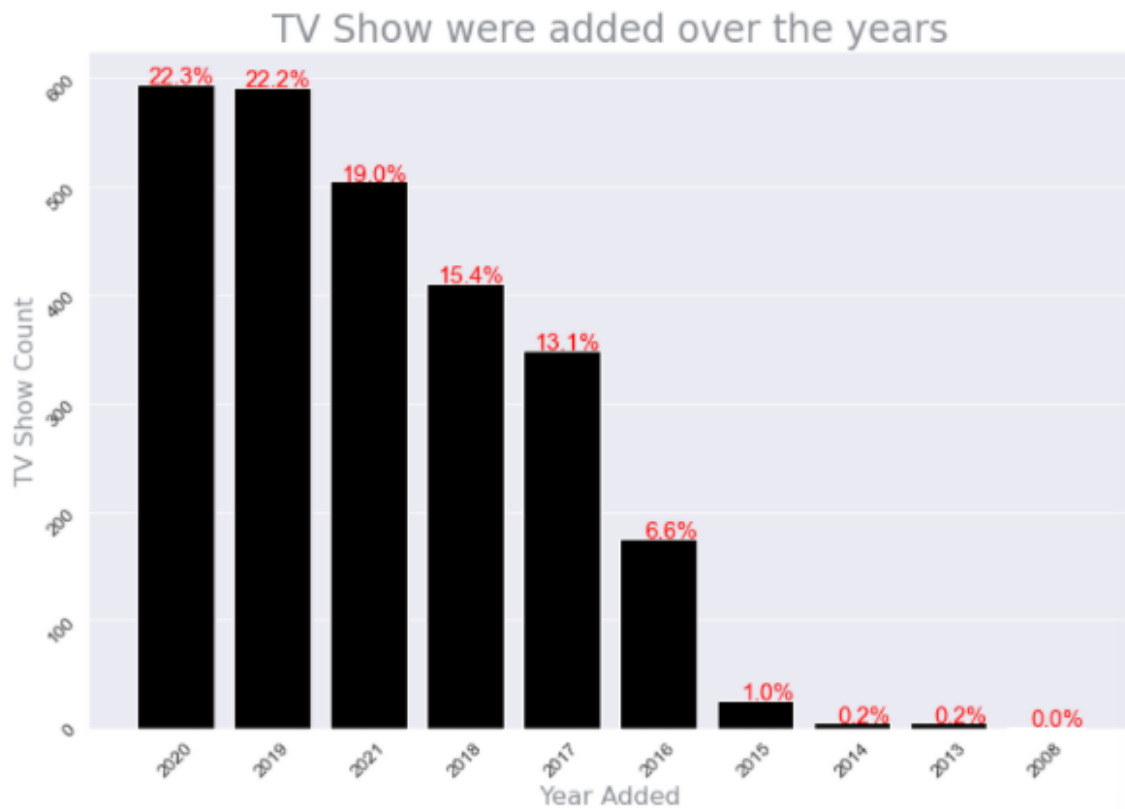


- *How many tv shows were added over the years ?*

2020: **22.3%**

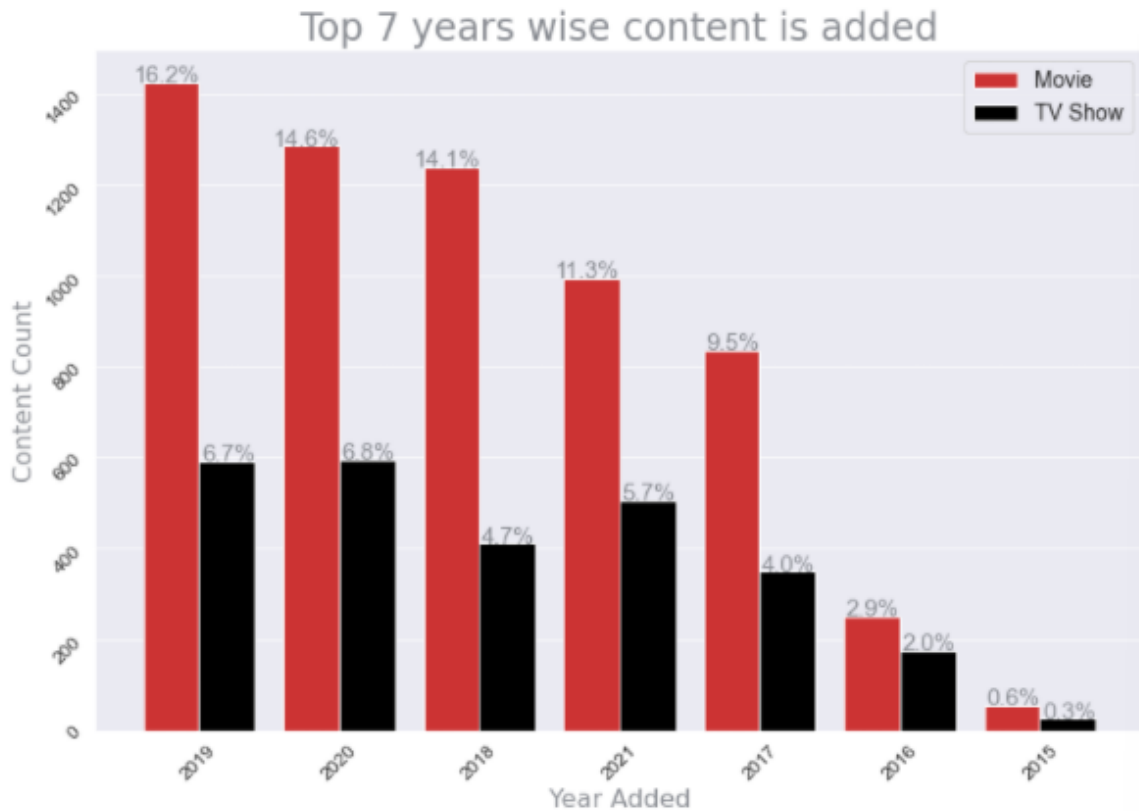
2019: **22.2%**

2021: **19.0%**



- **Top 7 years in which content is added?**

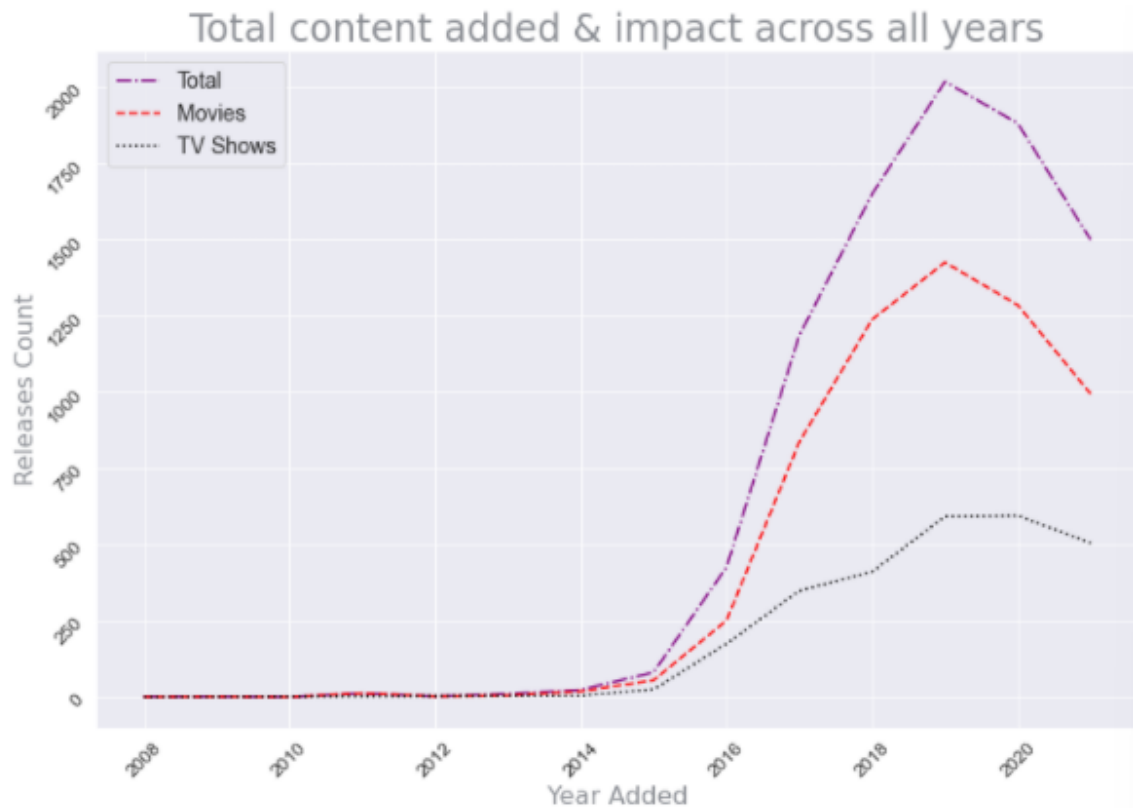
| 2019, 2020, 2018, 2021, 2017, 2016, 2015



- *What is the impact of Netflix TV Shows or Movies over the years by comparing both.?*

As, we see graph is dropping for all content after year **\*\*2020\*\***, due to Covid that impact changes.





- The highest number of movies were released in **2019** and **2020** due to the Covid releasing of movies were significantly dropped.

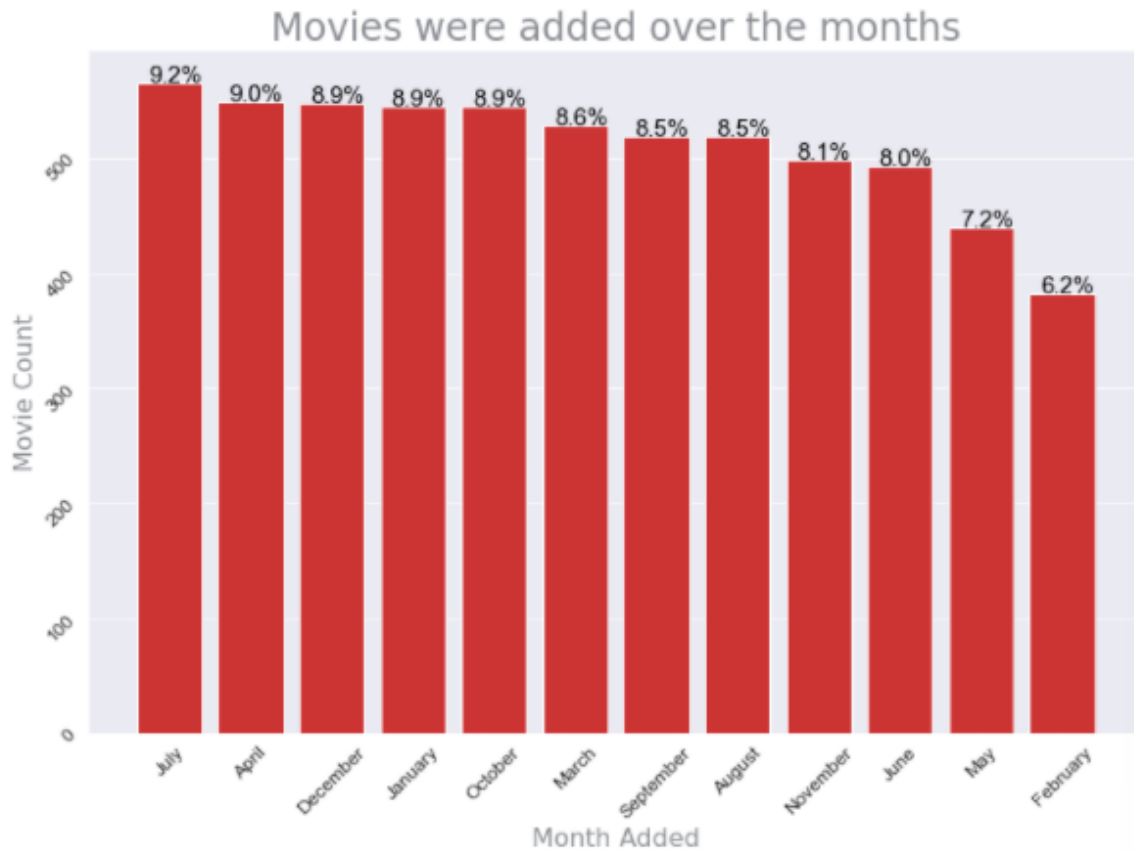
## Month

- How many movies were added over the months ?

| July: **9.2%**

| April: **9.0%**

| December: **8.9%**

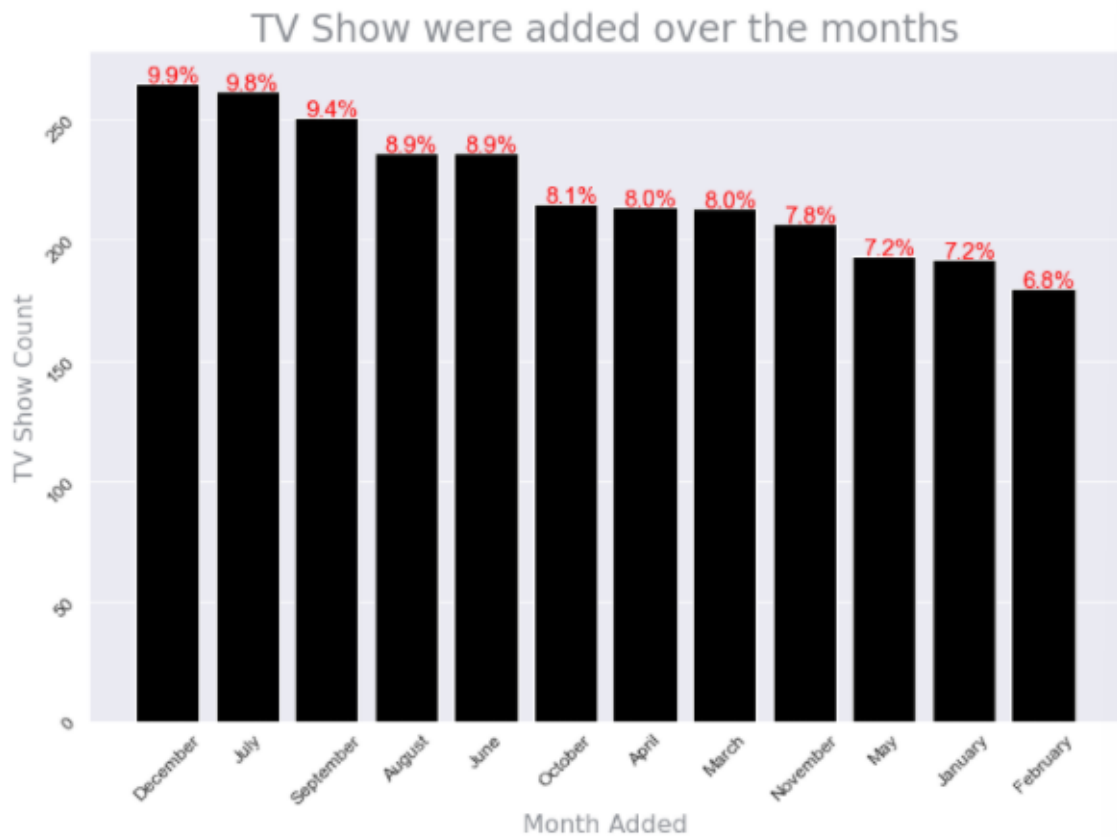


- *How many tv shows were added over the months ?*

| December: **9.9%**

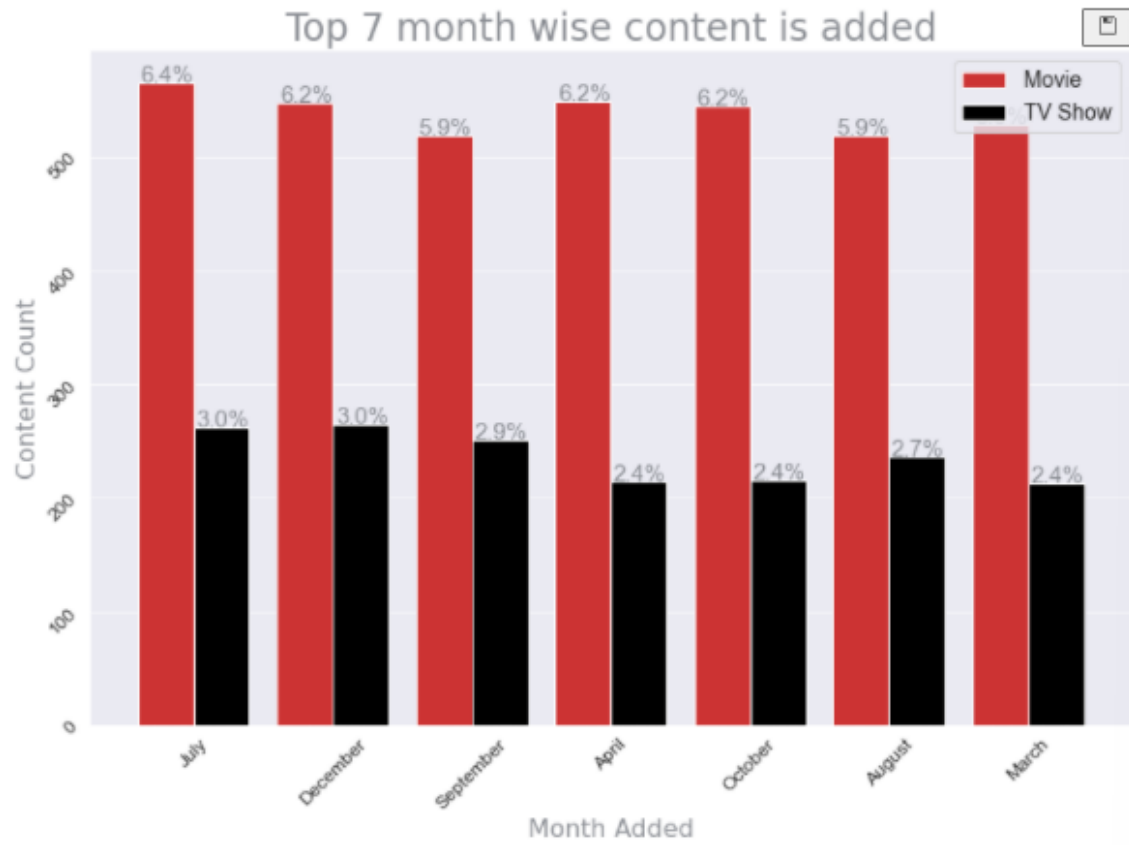
| July: **9.8%**

| September: **9.4%**



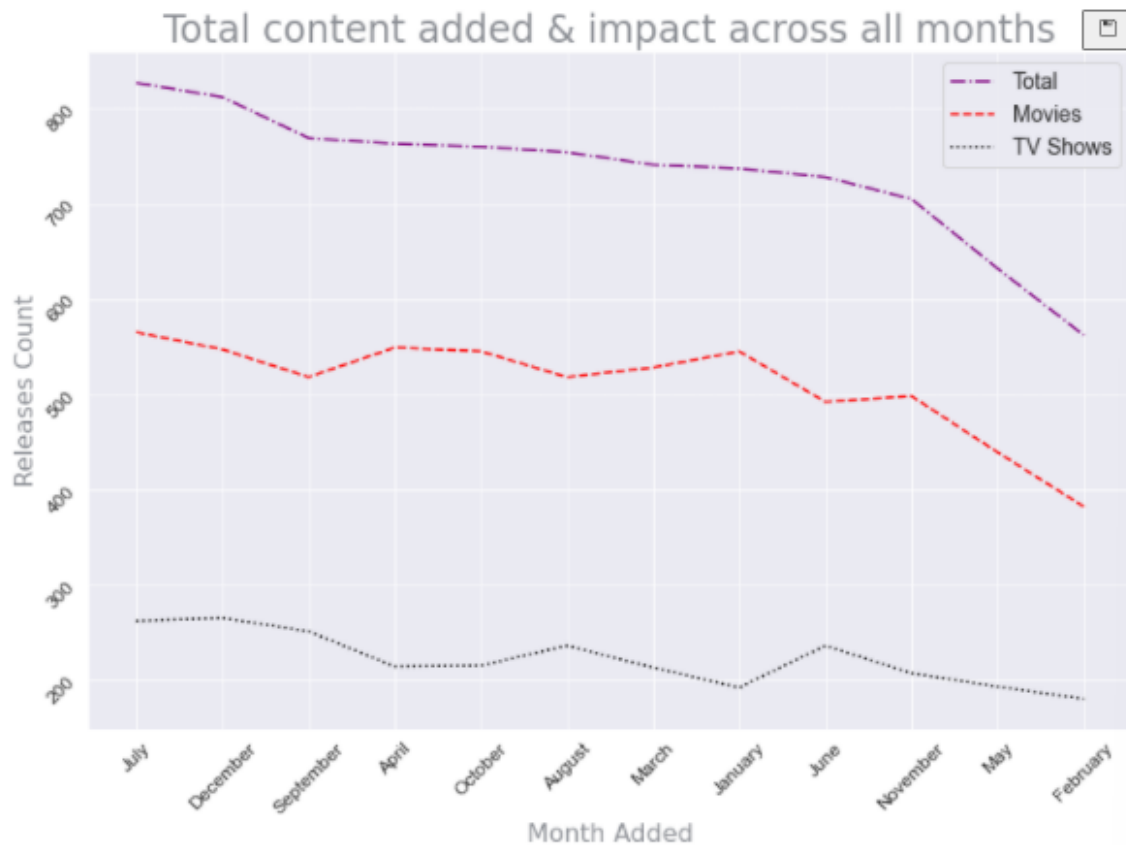
- ***Top 7 months in which content is added?***

July, December, September, April, October, August, March



- *What is the impact of Netflix TV Shows or Movies over the month by comparing both.?*

As, we see graph is drooping for all content in the month of **February**



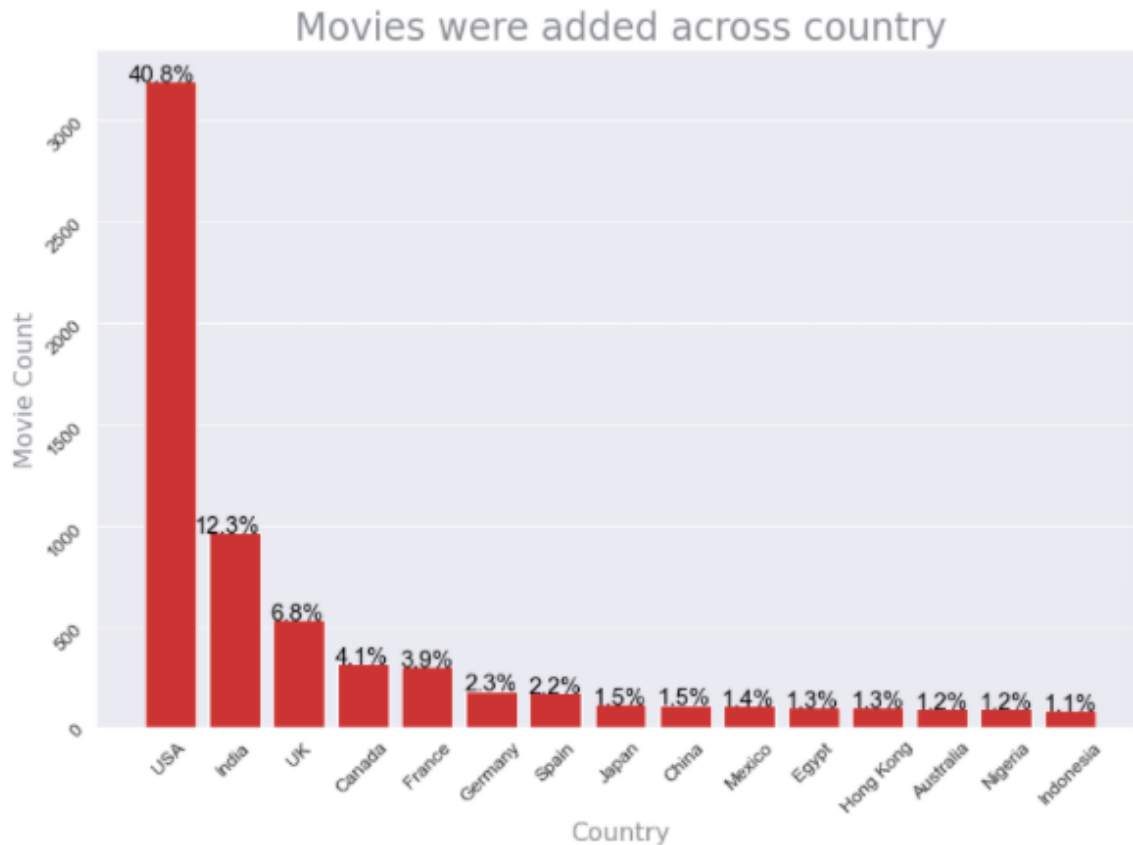
## Country

- *How many movies were added across country ?*

USA: **40.8%**

India: **12.3%**

UK: **6.8%**

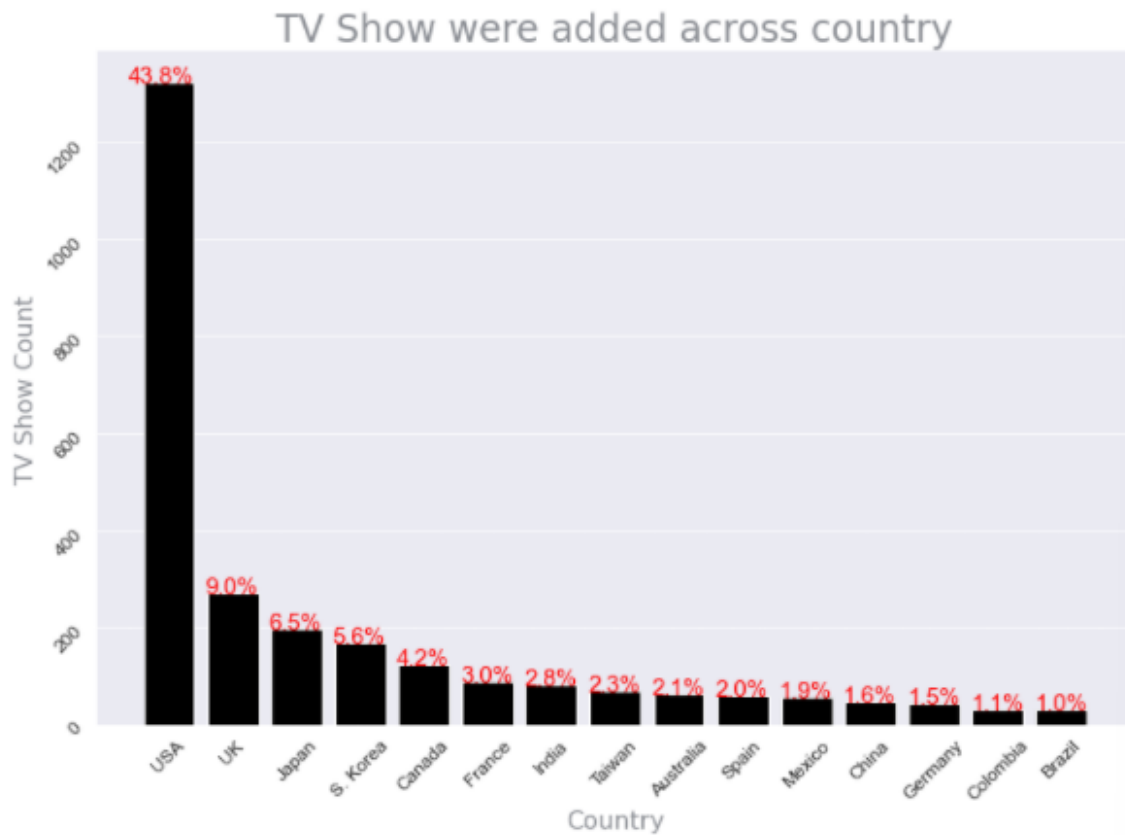


- *How many tv shows were added across country ?*

| **USA: 43.8%**

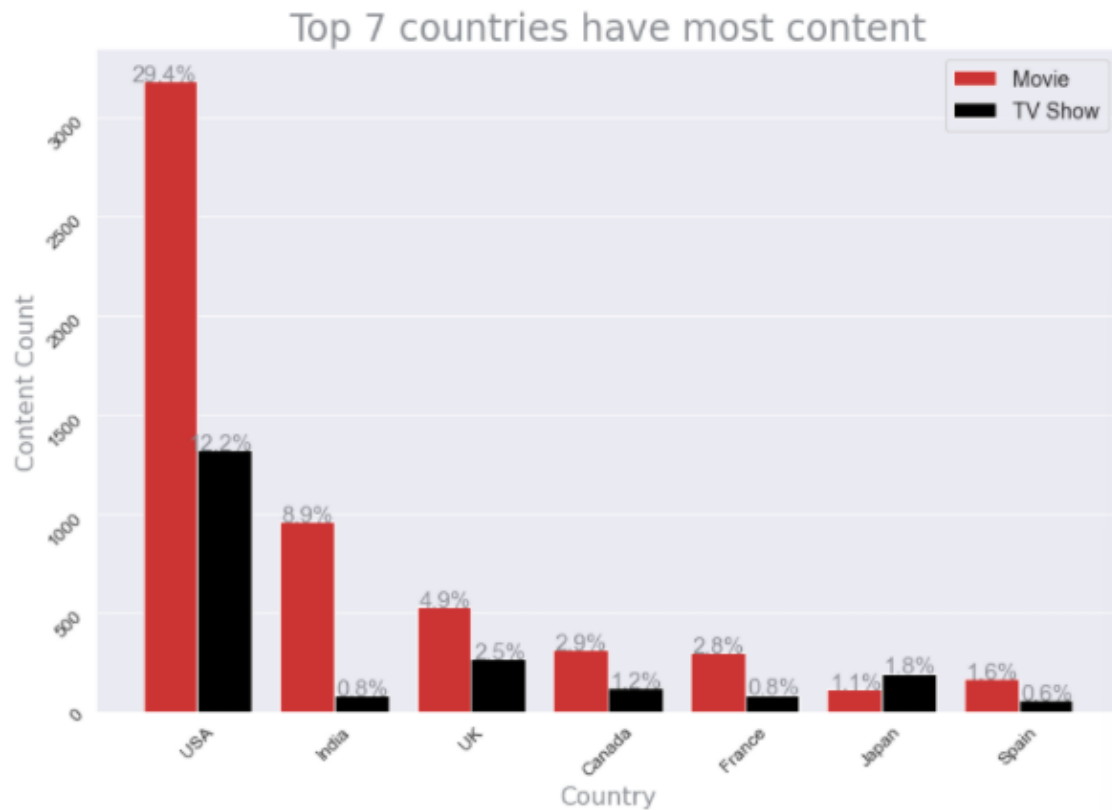
| **India: 12.3%**

| **UK: 6.5%**



- ***Top 7 countries have most content?***

| USA, India, UK, Canada, France, Japan, Spain



- The highest number of content were added in **USA** and **India** with **41.6%** & **9.7%**.

## Director

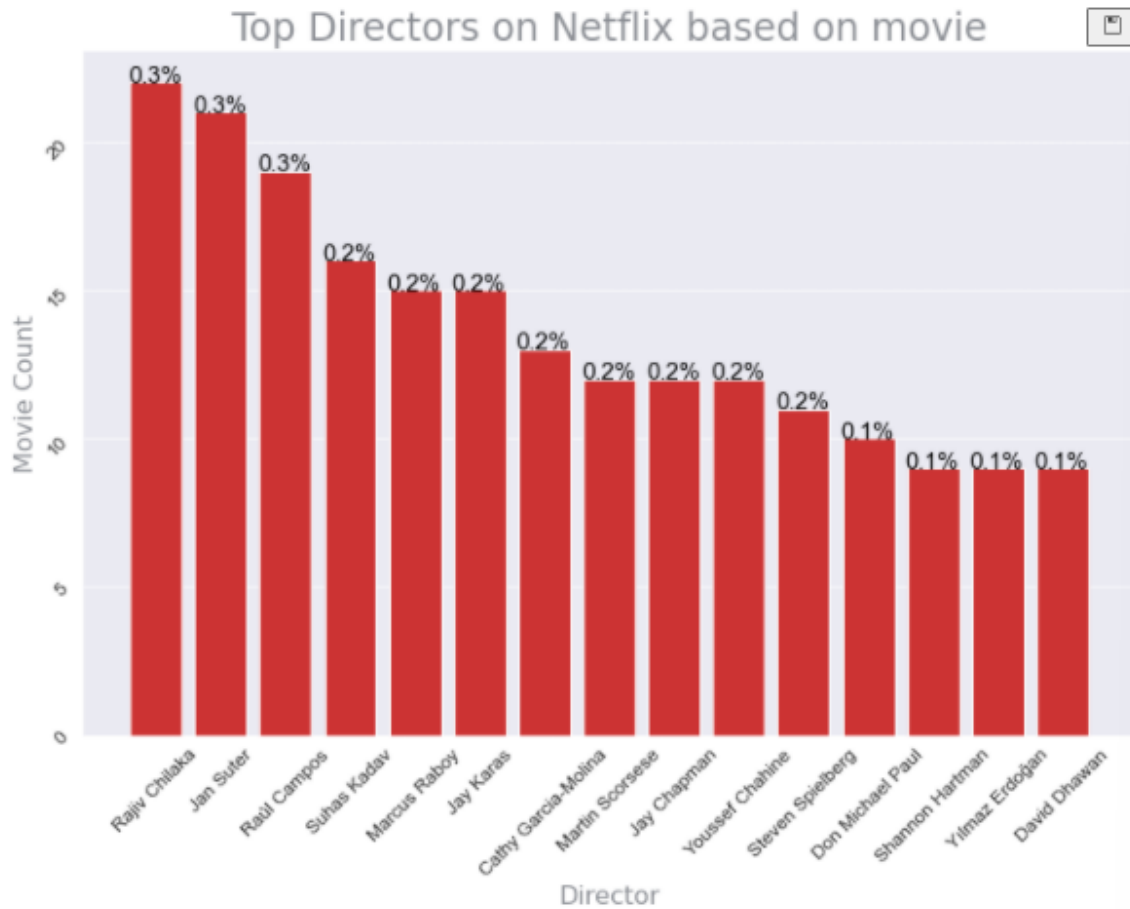
- *Top Directors on Netflix based on movie ?*

| *Rajiv Chilaka: 0.3%*

| *Jan Suter: 0.3%*

| *Raúl Campos: 0.3%*



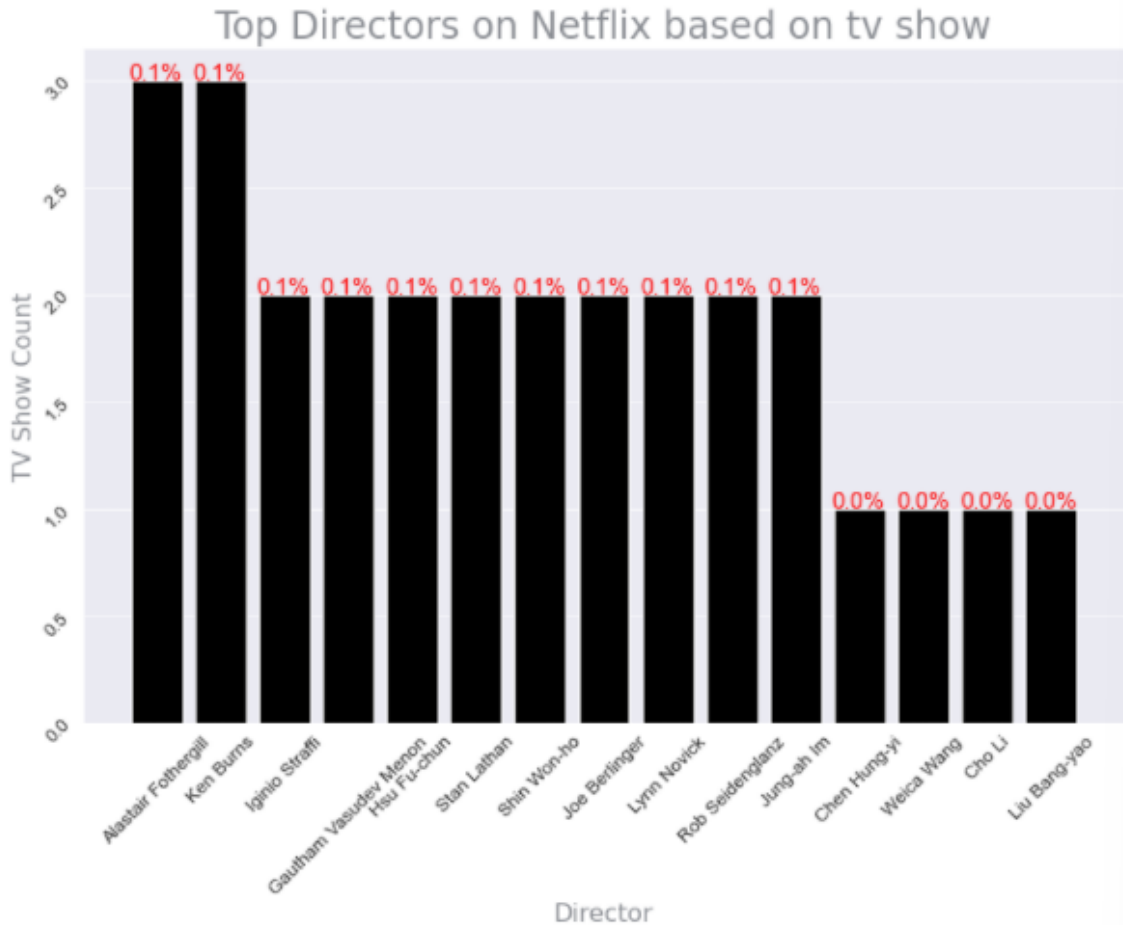


- **Top Directors on Netflix based on tv show ?**

| **Alastair Fothergill: 0.1%**

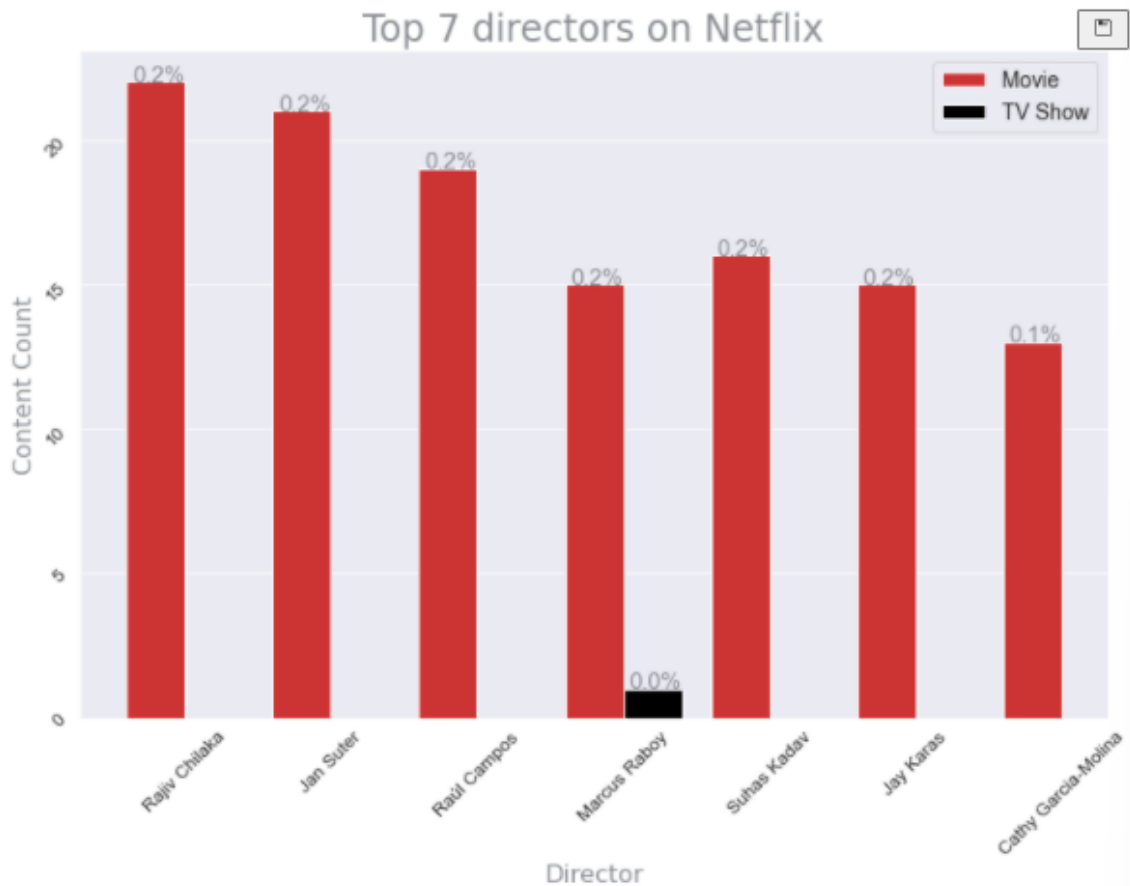
| **Ken BurnsKen Burns: 0.1%**

| **Iginio Straffi: 0.1%**



- **Top 7 directors on Netflix?**

Rajiv Chilaka, Jan Suter, Raúl Campos, Marcus Raboy, Suhas Kadav , Jay Karas, Cathy Garcia-Molina



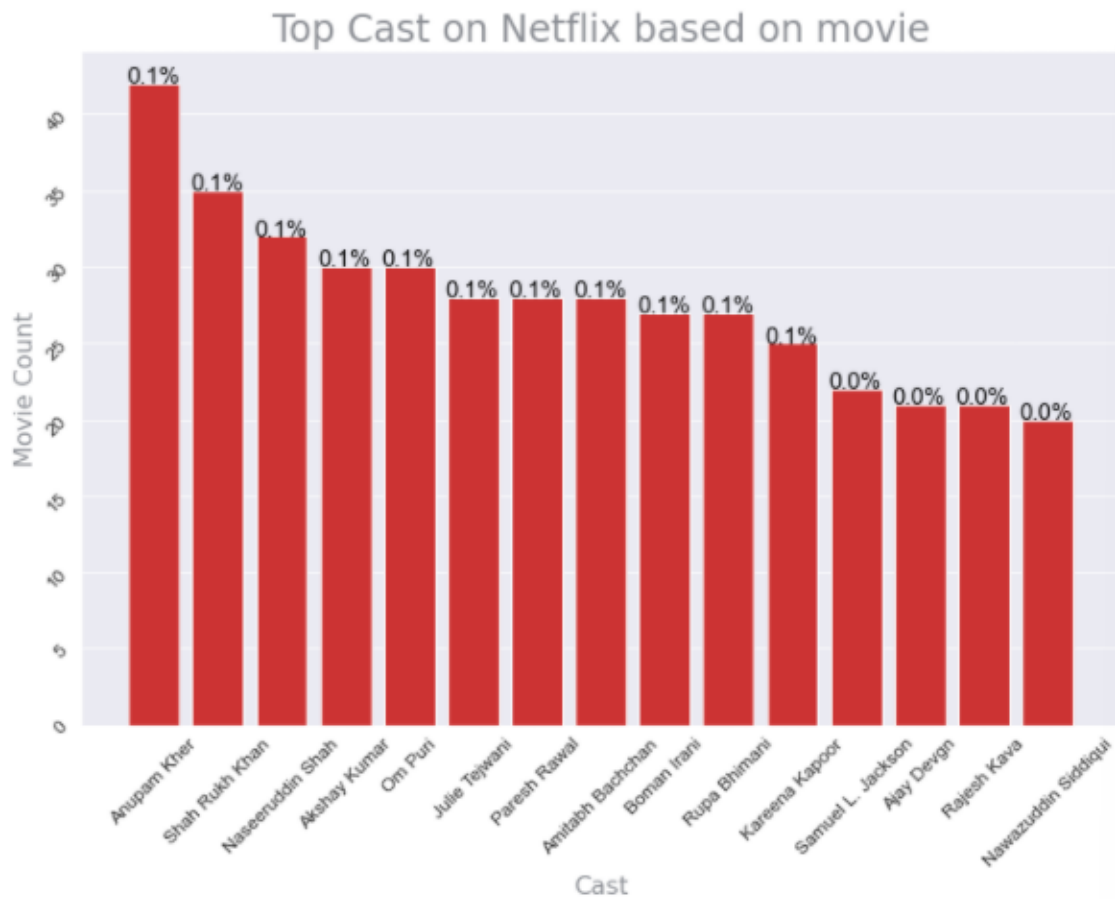
## Cast

- *Top Cast on Netflix based on movie ?*

| *Anupam Kher: 42*

| *Shah Rukh Khan: 35*

| *Raúl Campos: 32*

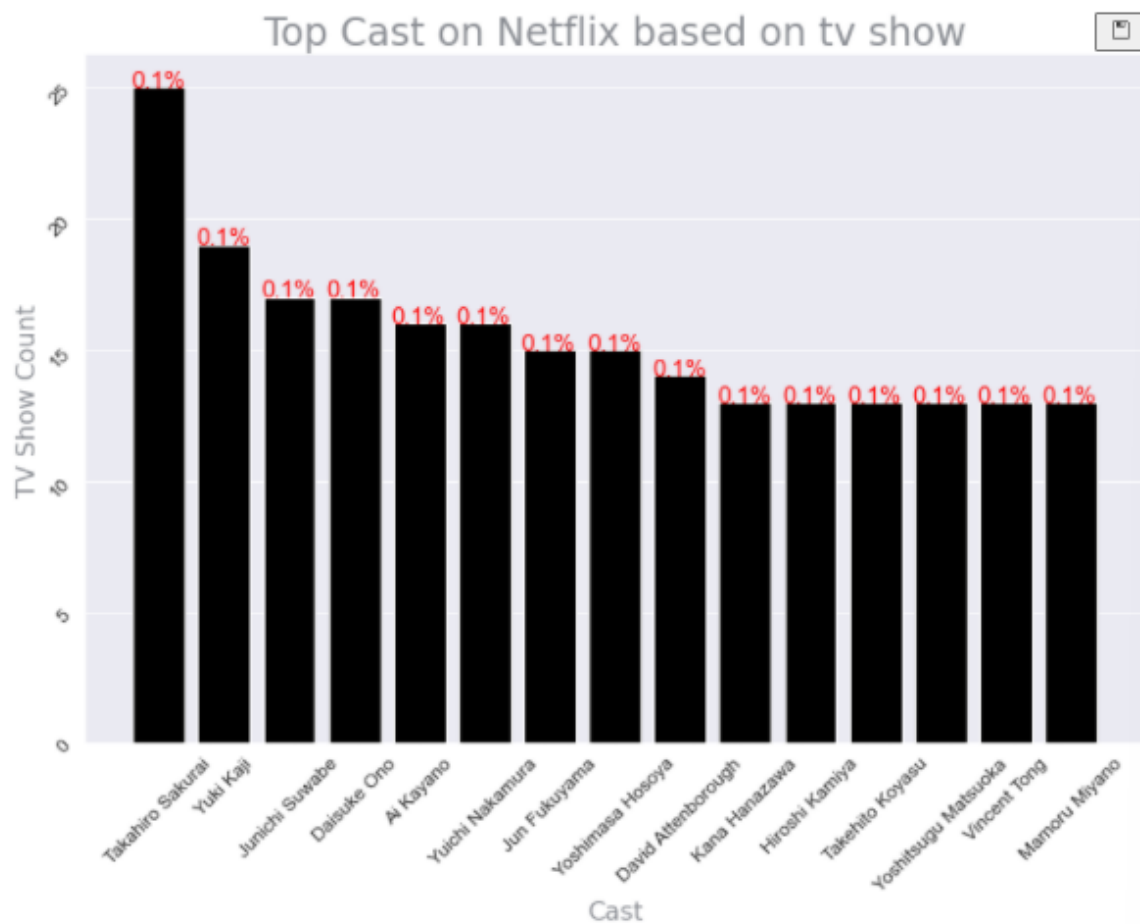


- **Top Cast on Netflix based on tv show ?**

| **Takahiro Sakurai: 25**

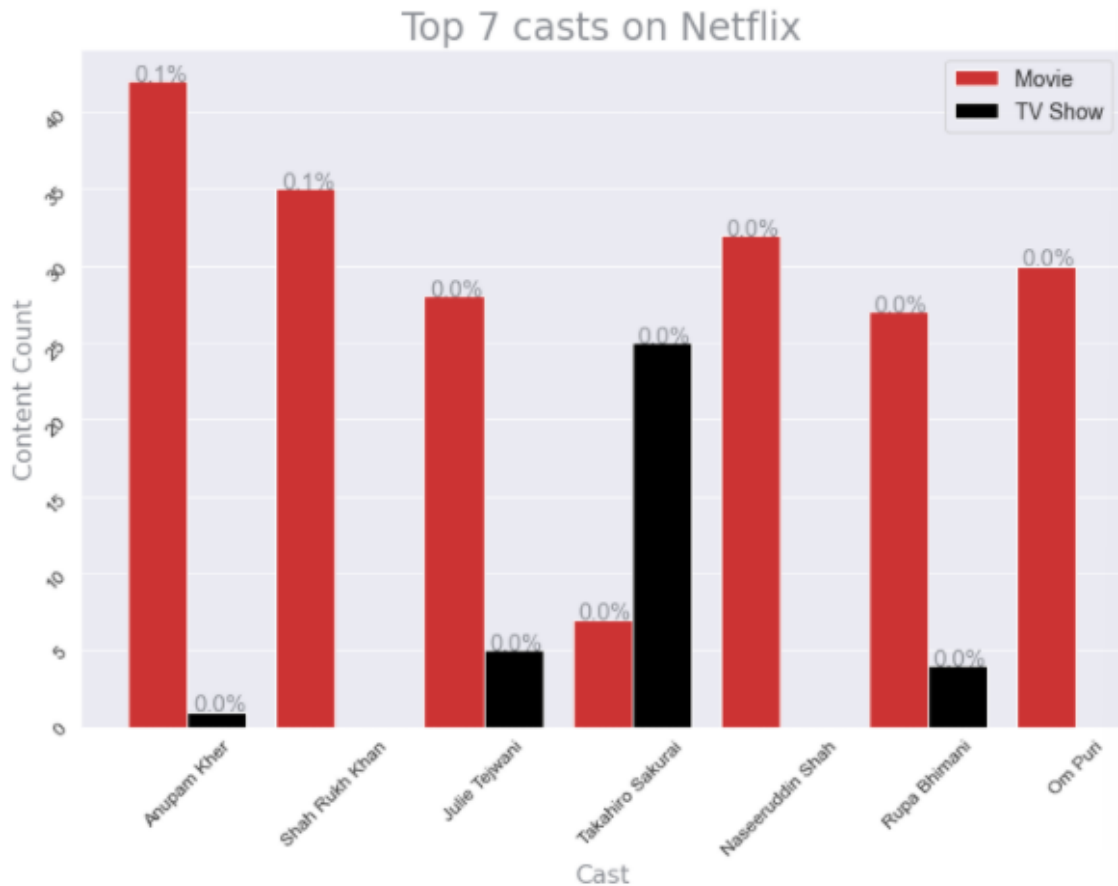
| **Yuki Kaji: 19**

| **Junichi Suwabe: 17**



- **Top 7 Cast on Netflix?**

Anupam Kher, Shah Rukh Khan, Takahiro Sakurai ,Rupa Bhimani, Om Puri



## Benefits

- This analysis help company to grow in term of:
  - More Client
  - Collab with best director for future
  - Collab with best actor for future
  - Help to understand which month is best for adding content.
  - Which type of content should be focus more.

## Recommendation

## Type

- Which type of content should Netflix add ?

| Movie

| Audience prefers Movies over TV Show as **\*\*69.7%\*\*** audience like Movies.

## Rating

- Name 2 ratings, which Netflix should add next year ?

| **TV-MA** : As **36.5%** of content is watched of these ratings.

| **TV-14** : As **24.5%** of content is watched of these ratings.

## Month

- Which 5 month is the best month to add content?

| **July**: As, **9.4%** of content is watched of this month.

| **December**: As, **9.2%** of content is watched of this month.

| **September**: As, **8.7%** of content is watched of this month.

| **April**: As, **8.7%** of content is watched of this month.

| **October**: As, **8.6%** of content is watched of this month.

## Country

- Which 5 Country is the best to add content?

| **USA**: As, **41.6%** of content is from this country.

**India:** As, **9.4%** of content is from this country.

**UK:** As, **7.4%** of content is from this country.

**Canada:** As, **4.1%** of content is from this country.

**France:** As, **3.6%** of content is from this country.

## Director

- *Top 3 director Netflix should collab for next year?*

**Rajiv Chilaka:** As, **count of 22 type** of content is of this director.

**Jan Suter:** As, **count of 21 type** of content is of this director.

**Raúl Campos:** As, **count of 19 type** of content is of this director.

## Cast

- *Top 3 Cast Netflix should collab for next year?*

**Anupam Kher:** As, **count of 42 type** of content is cast by this actor.

**Shah Rukh Khan:** As, **count of 35 type** of content is cast by this actor.

**Julie Tejjwani:** As, **count of 33 type** of content is cast by this actor.