MOVIES STREAMING PLATFORMS

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Introduction

 Movies streaming services becoming increasingly popular, in this EDA project, we are searching for the most impressive movie library of any on-demand streaming service, with a wider range of new and classic content.
The objective is to make a comparison and, suggest striges lead to improvement.

Data Preparation
Data Exploration

Discovering Data and what each column hold, our data includes 10 Numerical features and 5 Categorical features. 9515 rows and, 15 columns.

Table 1 Data Exploration

| Features	Description	Type
ID	Unique ID of the movie	Object
Title	Title of the movie	Object
Year	Year of producing the movie	Int64
Age	Target Age group	Object
Director	Director of the movie	Object
IMD	Rating of the movie out of 10	Float 64
Rotten Tomatoes	Rating of the movie out of 10	Int64
Disney+	Included / Not Included	Object
Netflix	Included / Not Included	Object
Prime Video	Included / Not Included	Object
Hulu	Included / Not Included	Object
Genres	Type of the movie	Object
Country	Producing Country	Object
Runtime	Movie Duration	Float64

Data Cleaning

While cleaning our data we figured out a problem in Age column. It's includes character, float, and string. First, we removed the character. After that, we replaced the string and null with 0. Finally, converted from object to float to replace all 0 and null with the mode, it's was the best solution in our case so won't lose accuracy of data.

Data wrangling

In this part, there was messy data we couldn't handle to make the right visualizations. Then, we decide to combine All the platform streaming in One raw as well as the Age, we defied the Age into three categories Adult, Teenager and kids.
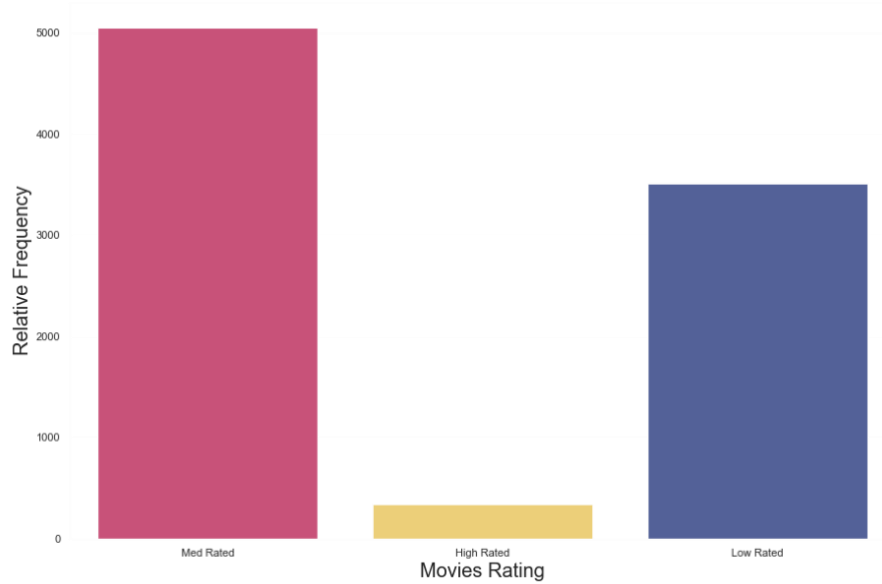
Data Visualizations
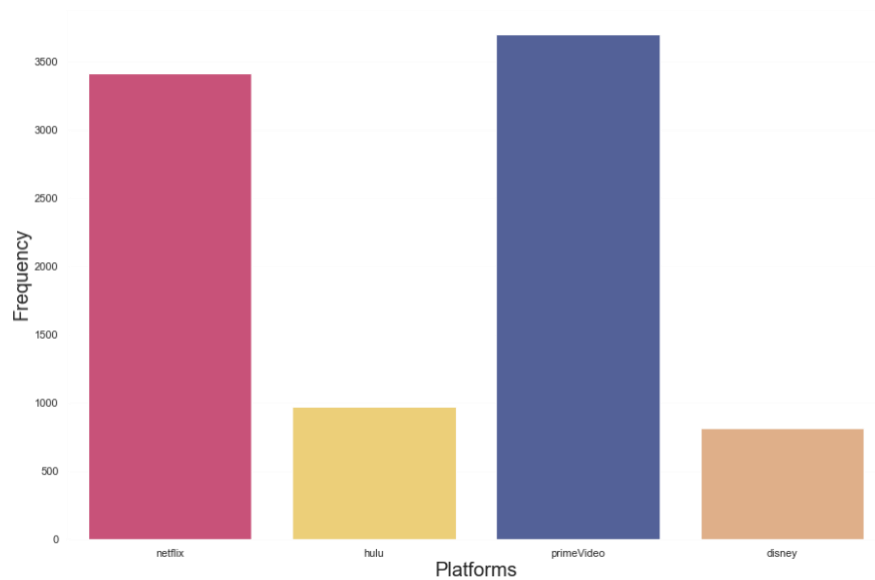
Figure 1 *Highest Platform Content*

In this figure we find out Prime video has the highest content among others.
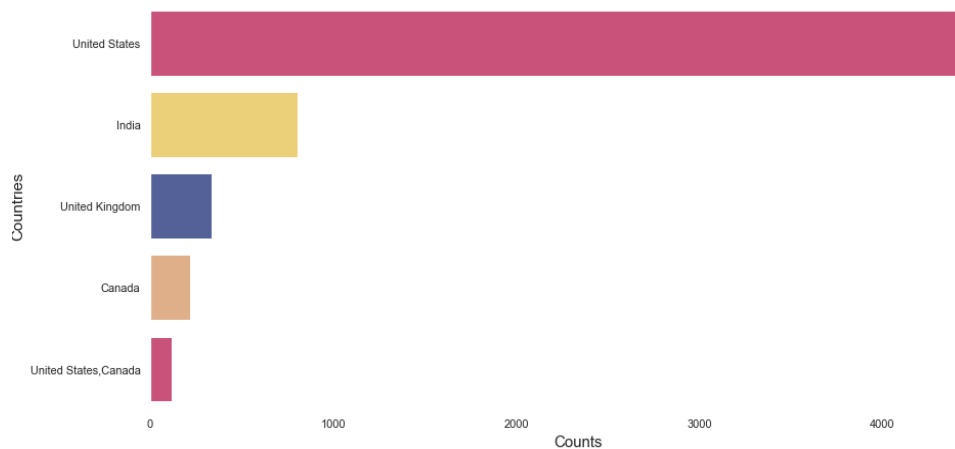

Figure 2 Highest Country Content

Figure 2 shows the highest country content which is United states, our suggestion was to customize special promos in their holidays.

Figure 3 High Rated Movies

Figure 3 shows the high rated movies according to ImbD. Our suggestion was to Create a new section for rent the trends and high rated movies. The segment here people whose like to watching trendy and high rated movies without a monthly subscription.
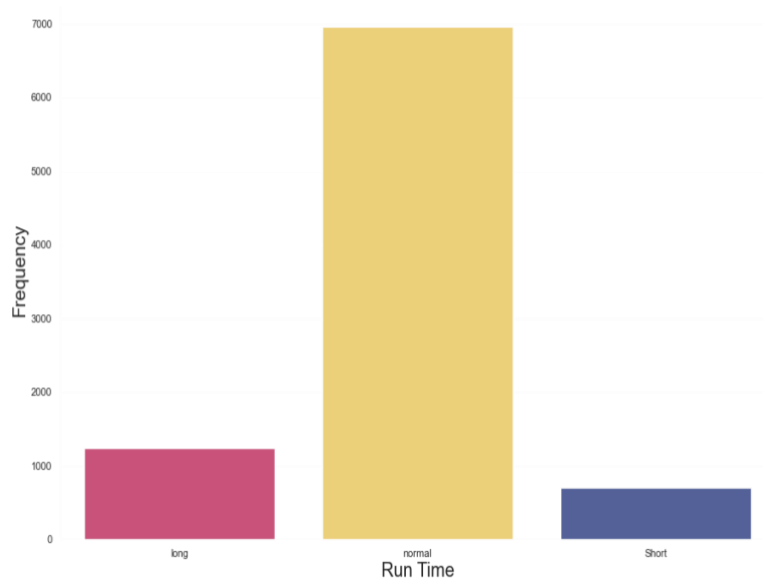
Figure 4 Shortest and Longest Runtime

Figure 4 shows the highest and shortest run time of the movies, our suggestion here to include one-time access for long and short time run time. Target segment here people whose traveling on a long road and don't want to subscribe so they can enjoy their road with streaming platforms at lower price.
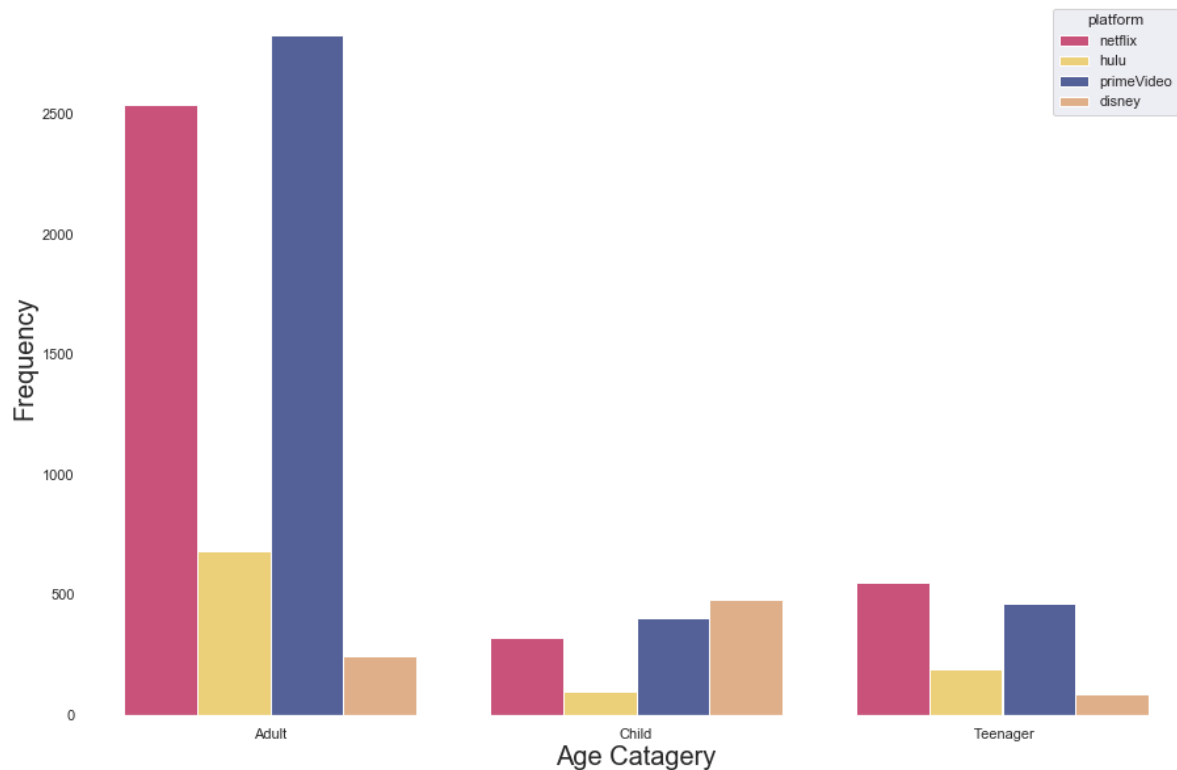
Figure 5 Highest Age Category Content

Figure 5 shows the highest content based on age category, our suggestion here to implement special promo for highest age content using their academic Id to sing up. The segment here are university student as they can't afford the price of subscription. Student have so much stress from exams and assignment so they need sometime for fun! Giving them special promo will attract them subscribe in the website.

Insight

Companies need to adopt excellent strategy to reach more customers, and compete in the market. The strategy behind Amazon success is to offer so many deals that would encourage more users to use their services at lower price which called cost leadership strategy.

Conclusion

After careful analysis of the data, we decide to suggest differentiation focus strategy to Netflix to adapt, so they can have a competitive advantage to use against other competitor in the market.