

Question 4: What we can learn from NETFLIX

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Abstract

This report looks into what Netflix did right and what they did wrong. Using the data provided i was able to understand that TV shows performed better tahn movies and the age restiction does have and impact on the succes. We should look at airing Tv shows With an age restiction of TV-MA or TV-14.

1. Introduction

In this analysis i will be looking at data from Netflix on what worked well for Netflix and what did not. I will first be comparing movies and TV shows so as to visualize which is best for overall performance of the streaming service. Then i will be looking at whether different age restricted shows and movies did better than others and if so which performed the best.

2. Data

2.1. Loading the data in

The data is taken from Netflix.

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2.2. Plotting Show vs Movie

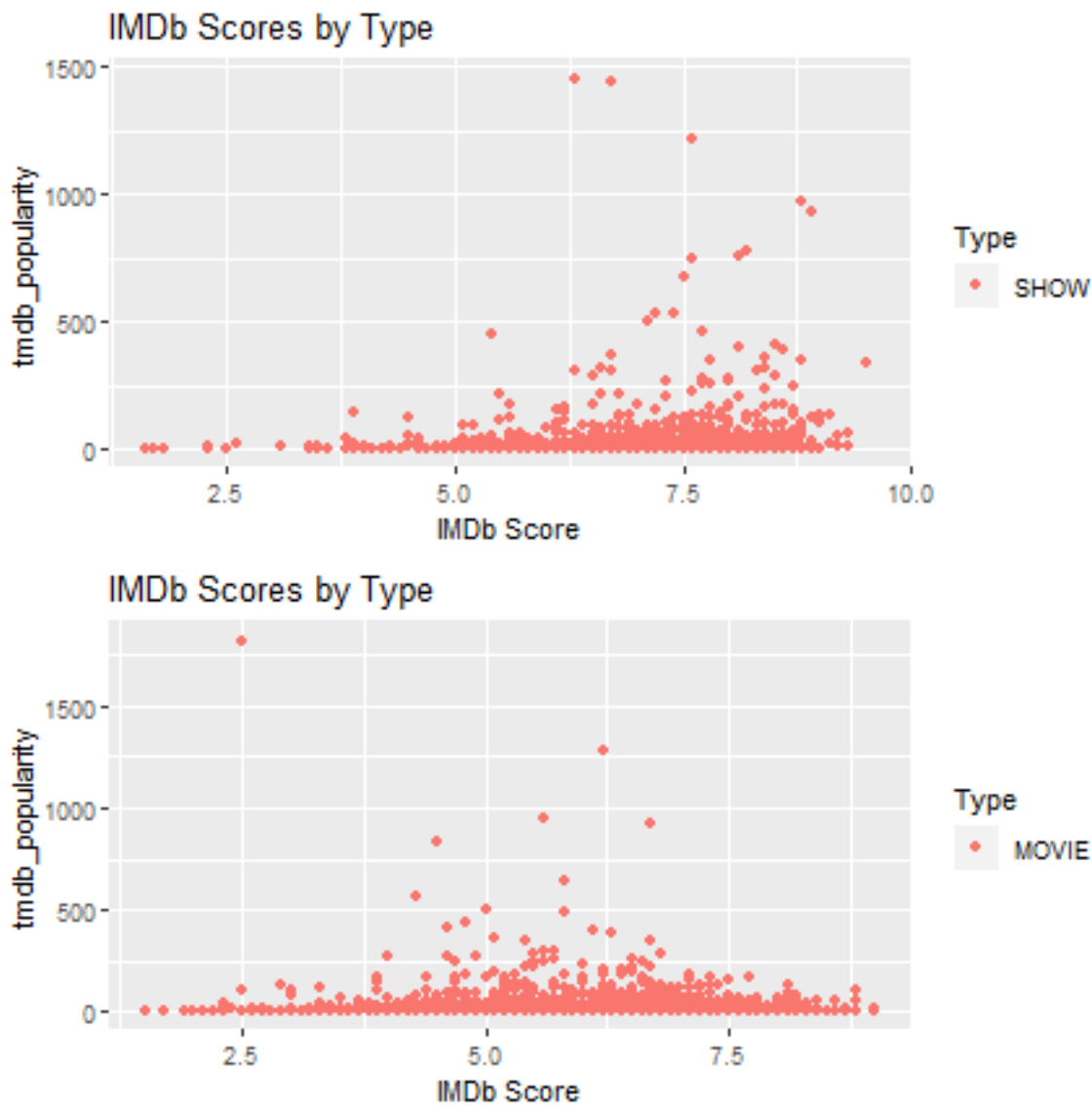


Figure 2.1: Show vs movie

```
## TableGrob (2 x 1) "arrange": 2 grobs
##   z      cells  name      grob
## 1 1 (1-1,1-1) arrange gtable[layout]
## 2 2 (2-2,1-1) arrange gtable[layout]
```

From the above scatter plot [2.1](#), it is evident that shows outperform movies. Shows have higher overall scores and ratings. To further ensure this scatter plot provides the correct interpretation, i will next

look at the averages in a table.

2.3. Table to compare Show and movie

Averages for show and movie			
Type	Average_Score	Average_Popularity	Average_Votes
Show	7.0	30.6	17,745.0
Movie	6.3	19.8	27,097.4

From the above table ??, it is evident that the suspension made by looking at ?? are correct. Shows do outperform movies. Shows have a much higher popularity and a higher score. Thus it seems to be that it would be more beneficial for a streaming service to focus on TV shows over movies. Next I will be looking at which age resiticted shows and movies are the most popular and highest rated.

2.4. Age certification plot

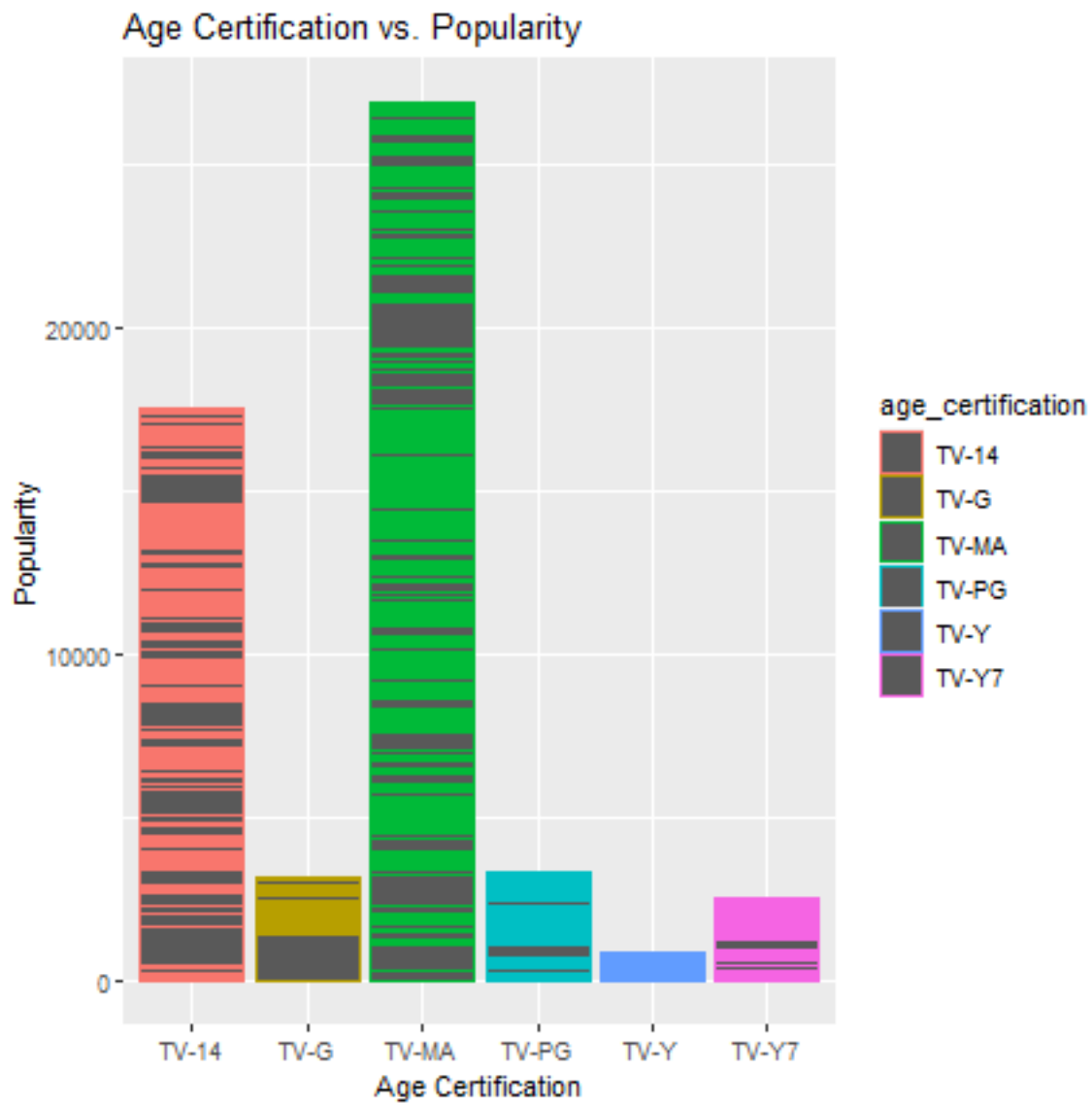


Figure 2.2: age certification

From the above figure 2.2, it is evident that if a streaming service wants to put themselves in the best position to succeed, they should look at focusing on tv shows with a few movies with the age certification of TV_MA or TV-14.

3. Conclusion

After a short but thorough analysis it is suggested that if a streaming service wants to learn from Netflix they should look at focusing on tv shows with a few movies with the age certification of TV_MA or TV-14.