- Your topic of interest
My topic of interest is "A Comparative Study of Netflix and Hulu: Analyzing Streaming Service Content". Overall, my topic of interest is about entertainment consumption, specifically Hulu and Netflix. I chose this topic because streaming services have become the new traditional media and more popular than cable.

- Why this topic is important,
This topic is important because it will reveal why Netflix is favored over Hulu as the number one streaming service in America. I'm interested to see what my findings reveal, especially since Netflix started streaming only one year prior to Hulu so the disparity in functionality shouldn't be too large of a gap between the two streaming services. This topic is important to subscribers of both Netflix and Hulu such as myself since I prefer Hulu over Netflix; I'm interested to see if raw data will translate what makes Netflix's brand so appealing.

- 2-3 research questions you want to address.
I will be addressing two research questions in my study, the first being: How do content types differ amongst Netflix and Hulu's catalog? In other words, who has a higher proportion of movies and tv shows. The second research question I will be addressing is: How does the release year of a movie and show differ between Netflix and Hulu? Is Netflix or Hulu choosing to upload newer or older content to their platform? I chose these research questions because I want to see if the size and quality (measured by recent releases and trends in content) of a streaming library affects subscription to a streaming service and how that library attracts subscribers?

- Summarize 3 related published papers or sources about the topic and your research question. Make sure to include the APA style reference for each paper.
Rich, J. (2024, June 18). *Netflix vs. Hulu | Streaming Services | U.S. news*. Netflix vs. Hulu.

https://www.usnews.com/360-reviews/technology/streaming-services/netflix-vs-hulu

https://www.usnews.com/360-reviews/technology/streaming-services/netflix-vs-hulu

The US News article aims to educate readers who are considering subscribing to Hulu or Netflix by explaining how each platform will satisfy their needs. The article compares several factors between Netflix and Hulu such as affordability, availability, and features. Furthermore, the article offers a pros and cons section for both Netflix and Hulu; specific perks such as how many screens each platform allows and if a free-trial period is offered by the platform is included.

The Statistics Portal. Statista. (n.d.).

https://www.statista.com/insights/consumer/brand-profiles/2/2/video-on-demand/united-s

tates/#contentBox3

https://www.statista.com/insights/consumer/brand-profiles/2/2/video-on-demand/united-states/#contentBox3

The data gathering and visualization website Statista published a brand ranking overview about Netflix. The statistics portal suggests that Netflix's brand awareness is number one with Hulu being a close second. Statista also focuses on the subset of brand awareness, brand recognition to further explain Netflix's popularity in America. Lastly, brand loyalty is mentioned as an advantage as Netflix and Hulu consistently stayed in the top three categories Statista reported on.

O'Brien, C. (2024, May 8). *The Unstoppable Success of Netflix*. Digital Marketing Institute.

https://digitalmarketinginstitute.com/blog/the-unstoppable-success-of-netflix

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The Digital Marketing Institute made an article explaining Netflix's long standing success and why the platform remains unparalleled to other streaming services. A big part of Netflix's success has been their ability to personalize each user's experience such as recommending and creating content for every user through Netflix original series and movies. Moreover, despite other streaming platforms having substantial subscriber growth over the last several quarters,

they are also considerably cheaper as average revenue per user is an important factor to consider.

The article also mentions ad tiers, Netflix's top tier promotions, and that Netflix must continue to

be a leader in innovation if they want to remain as the number one streaming service in America.

**- Describe the 2 datasets you will be using to address your research questions and make
sure the datasets are referenced in the APA format. E.g. (name, url, source, description, file
type, filesize, approx size in number of rows)**
The two datasets I would like to work with are both from Kaggle, the first dataset being Netflix
Movies and TV Shows and the second dataset is Hulu Movies and TV Shows.
Both datasets list the movie, tv shows, director, cast, where the content was recorded, release
date, when Netflix and Hulu released the content, rating, and duration. The file types for my
datasets are csv files. The Netflix csv is 3.4 MB with 8,807 rows while Hulu's CSV is 1.1 MB
with 3,073 rows!

URL's:
https://www.kaggle.com/datasets/shivamb/netflix-shows
https://www.kaggle.com/datasets/shivamb/hulu-movies-and-tv-shows

References

Bansal, S. (n.d.). *Netflix Movies and TV Shows*. Kaggle.

    https://www.kaggle.com/datasets/shivamb/netflix-shows

Bansal, S. (n.d.-a). *Hulu Movies and TV Shows*. Kaggle.

    https://www.kaggle.com/datasets/shivamb/hulu-movies-and-tv-shows

**- Data cleaning and exploration: What will you use and how will you process the datasets to
clean/normalize/aggregage/subset as needed and which methods/analysis you will use to
address your research questions**
I believe I may use Excel to clean and adjust my dataset to make the dataset formatting
consistent with one another. I may also combine the data between my type and title column.
Additionally, I'll be primarily focusing on my type, date_added, and release year columns in my
dataset. Lastly, I plan to use bar charts and line graphs to address my research questions.

**- Data visualization list what types of data visualizations you are thinking of to use for your
project.**

I'm considering making a bar and histogram chart. Additionally, I'd like to make a line or series chart to compare my findings. Lastly, I may consider doing a dashboard since bringing my findings together will help my audience understand all of my findings.

1-2 pages that includes:
- 1-5 Sample data visualizations you are thinking of including in your final project or that are part of your work so far. Include figure captions and also white a short paragraph that describes what the visualization shows and what new insights do the graphs reveal related to the topic and your research questions.
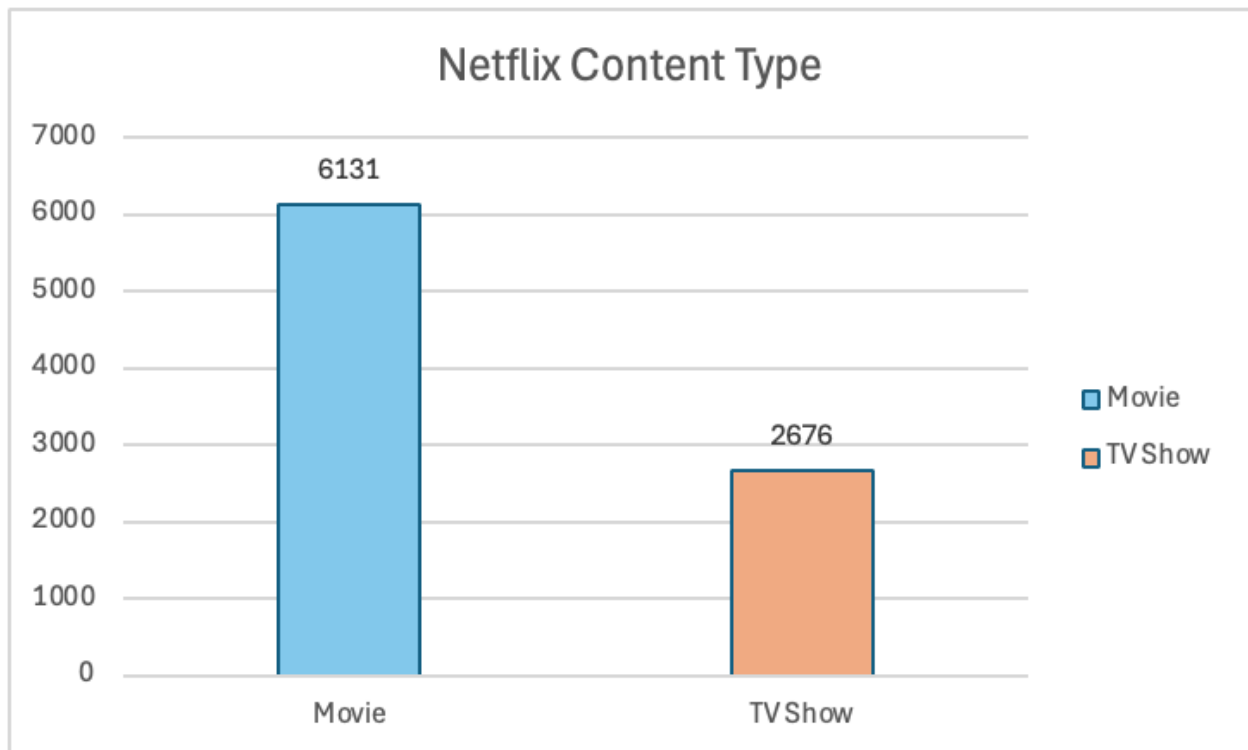

Figure Caption: Netflix Bar Chart Distribution of Content Type
The bar chart shows the different content types Netflix has to offer, highlighting movies and tv shows. Data is from Kaggle's Netflix Movies and TV Shows dataset. This bar chart reveals that Netflix's content catalog offers 6,131 movies and 2,676 tv shows.

What the Visualization Shows:
The visualization shows that Netflix's catalog content is extensive with the total number of movie and tv shows Netflix offering to its customers is over 8,000. This reveals that possibly one of the reasons Netflix is favored more over Hulu is because its content library is more than 5,000 data points larger than Hulu's. This finding explains why Netflix may be more "binge worthy" than Hulu which relates to my topic of interest about entertainment consumption.
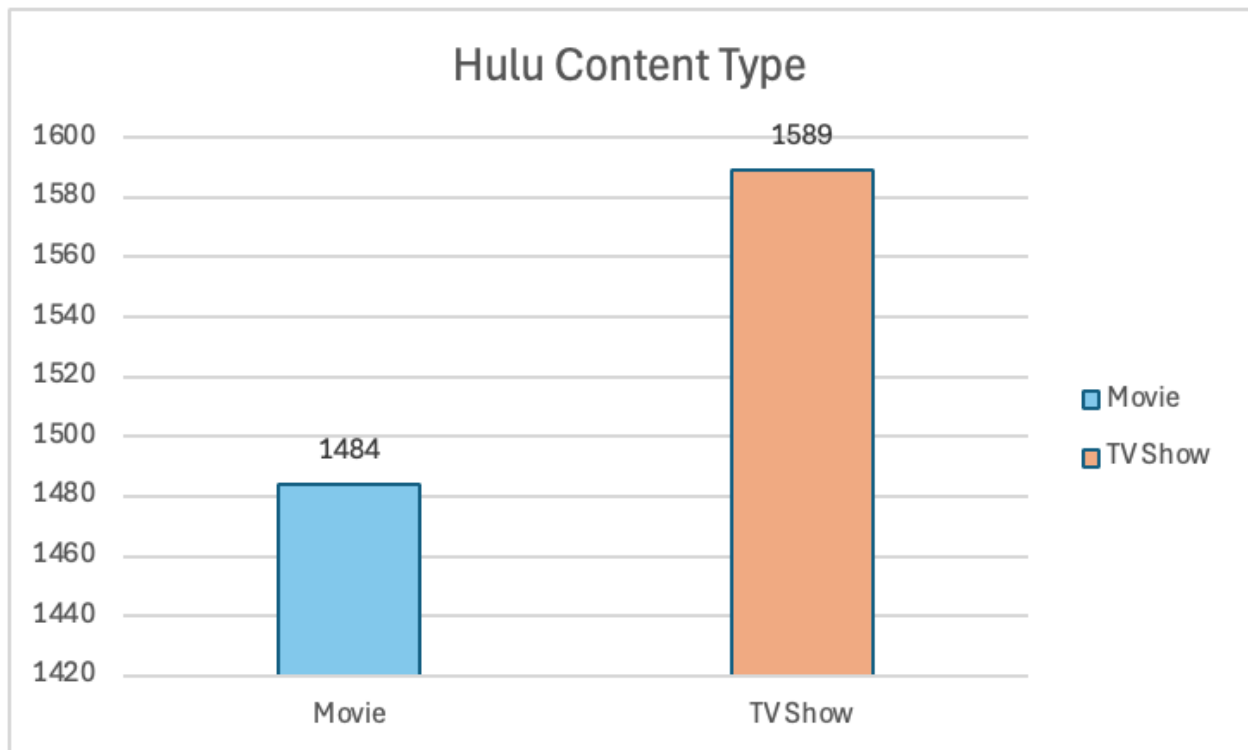
Figure Caption: Hulu Bar Chart Distribution of Content Type
The bar chart shows the different content types Hulu has to offer, highlighting movies and tv shows. Data is from Kaggle's Hulu Movies and TV Shows dataset. This bar chart reveals that Hulu's library offers 1,484 movies and 1,589 tv shows.

What the Visualization Shows:
This bar chart reveals that Hulu's catalog content appears to be a smaller library than Netflix's as Hulu offers their consumers 3,073 content options to watch from. This graph makes me question why Hulu is lacking an extensive content catalog in comparison to Netflix. A new insight the graph possibly reveals is that Hulu's catalog is considerably smaller than Netflix's because of Hulu's heedlessness in creating original shows and movies.