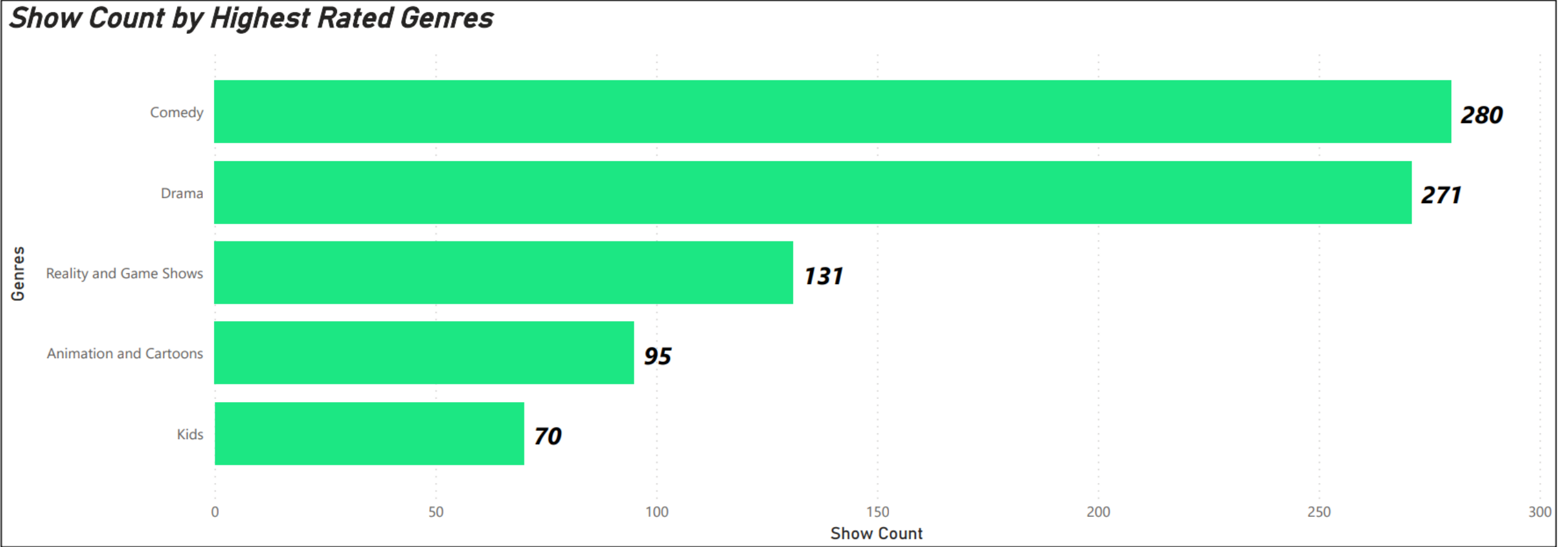


Hulu's Top 1000 TV Shows

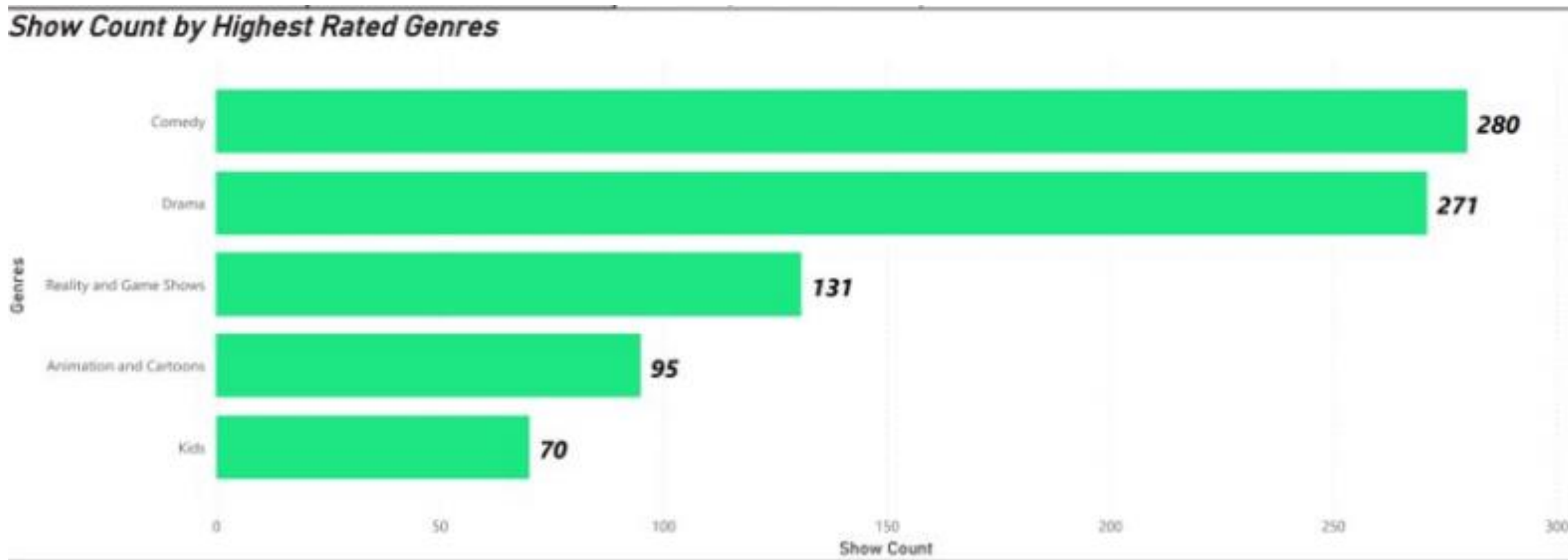
Objectives

- *Exploring the dataset*
- *What drives the success of Comedy shows?*
- *What do we see with the Drama genre?*
- *Incorporating Kid's programming*
- *Analyzing Network differences*
- *Suggestions for future programming*

<div>1000</div> <div>Shows</div>	<div>4.21</div> <div>Average Rating/Show</div>	<div>34</div> <div>Networks</div>	<div>Top 10 Networks by Average Rating</div> <table><tr><th>Network</th><th>Show Count</th><th>Average Rating</th></tr><tr><td>Sony Pictures Television</td><td>26</td><td>4.45</td></tr><tr><td>Comedy Central</td><td>42</td><td>4.35</td></tr><tr><td>NBC</td><td>105</td><td>4.35</td></tr><tr><td>FOX</td><td>151</td><td>4.34</td></tr><tr><td>Viz Media</td><td>34</td><td>4.33</td></tr><tr><td>CBS</td><td>70</td><td>4.20</td></tr><tr><td>MTV</td><td>30</td><td>4.10</td></tr><tr><td>Cartoon Network</td><td>46</td><td>4.06</td></tr><tr><td>ABC</td><td>177</td><td>4.05</td></tr><tr><td>Nickelodeon</td><td>53</td><td>3.83</td></tr><tr><td>Total</td><td>734</td><td>4.20</td></tr></table>	Network	Show Count	Average Rating	Sony Pictures Television	26	4.45	Comedy Central	42	4.35	NBC	105	4.35	FOX	151	4.34	Viz Media	34	4.33	CBS	70	4.20	MTV	30	4.10	Cartoon Network	46	4.06	ABC	177	4.05	Nickelodeon	53	3.83	Total	734	4.20
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		<div>14</div> <div>Unique Genres</div>																																					



Season Count is correlated with the success of the comedy genre.



Highest Performing Shows

Show	Season Count	Average Rating
Arrested Development	3.00	4.69
Broad City	3.00	4.64
Modern Family	1.00	4.64
New Girl	1.00	4.59
Community	6.00	4.58
Parks and Recreation	7.00	4.58
Workaholics	7.00	4.58
Casual	3.00	4.54
Brooklyn Nine-Nine	4.00	4.53
Awkward.	5.00	4.51

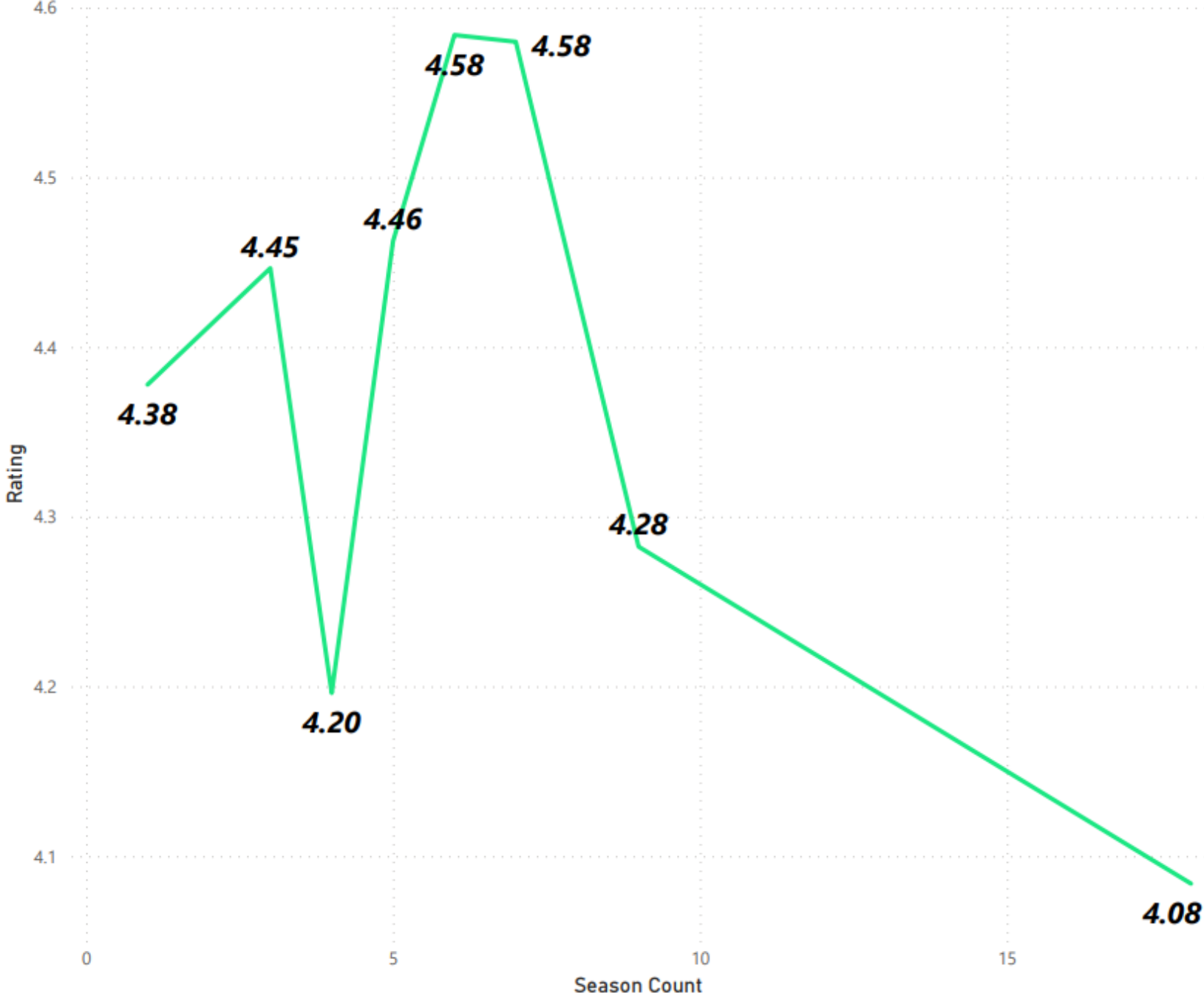
4.64

Average Number of Seasons

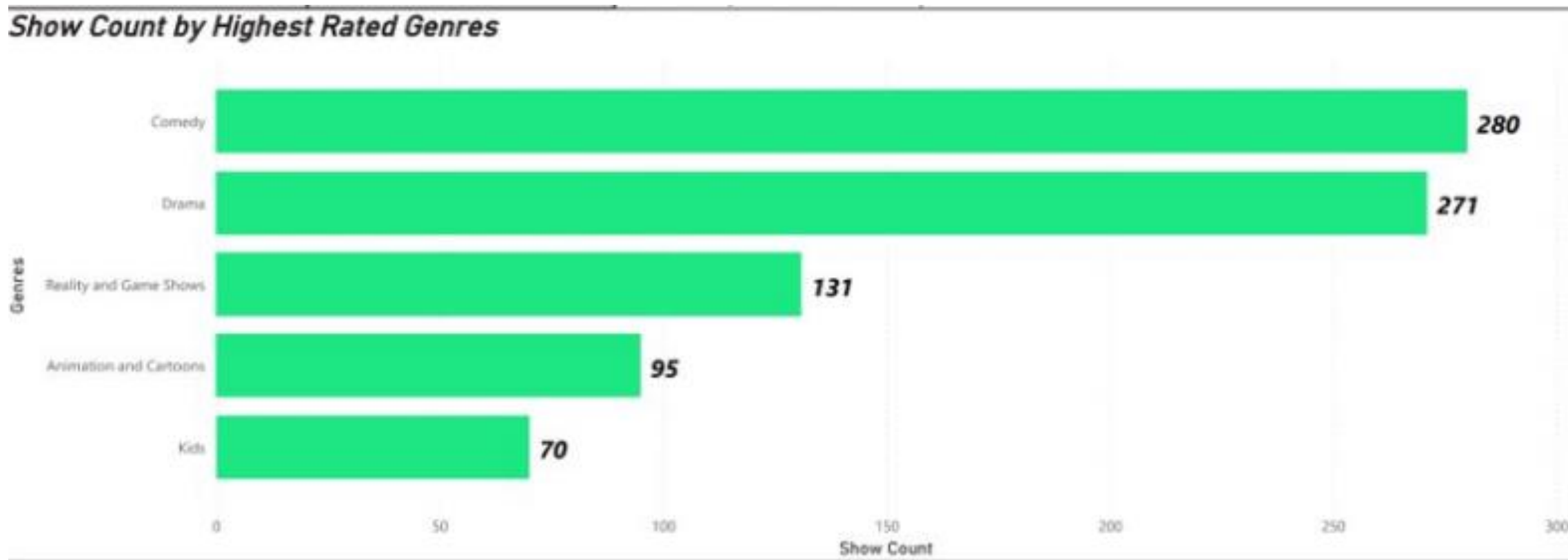
280

Shows

Average Rating by Season Count



Multiple variables impact the success of the drama genre.



Show name	Rating	Episode count	Company name
This Is Us	4.80	18	NBC
Once Upon a Time	4.72	22	ABC
Scandal	4.71	5	ABC
Homeland	4.69	72	SHOWTIME
Chicago Fire	4.63	5	NBC
Lucifer	4.63	31	FOX
Law & Order: Special Victims Unit	4.62	406	NBC
Bones	4.62	246	FOX
Bones	4.62	246	FOX

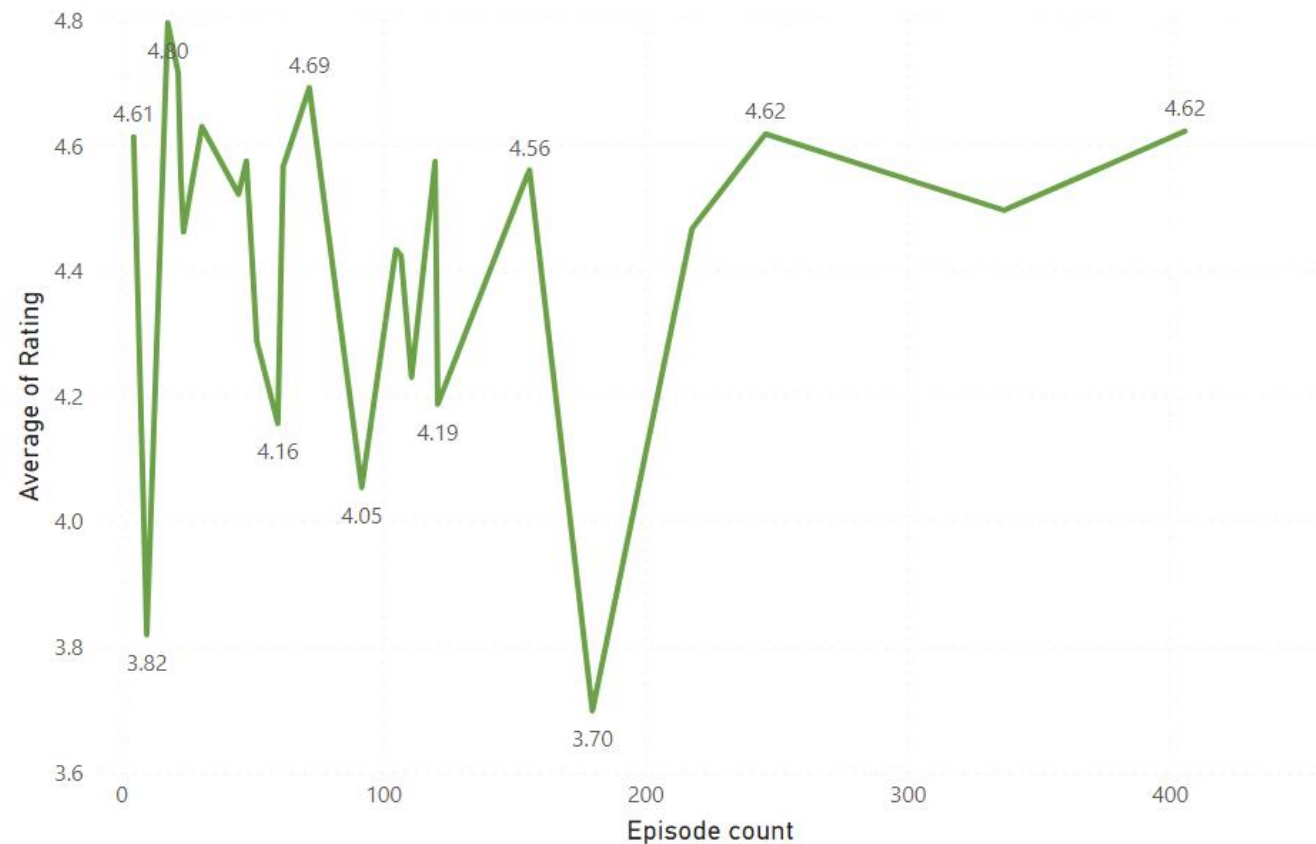
94.06

Average of Episode count

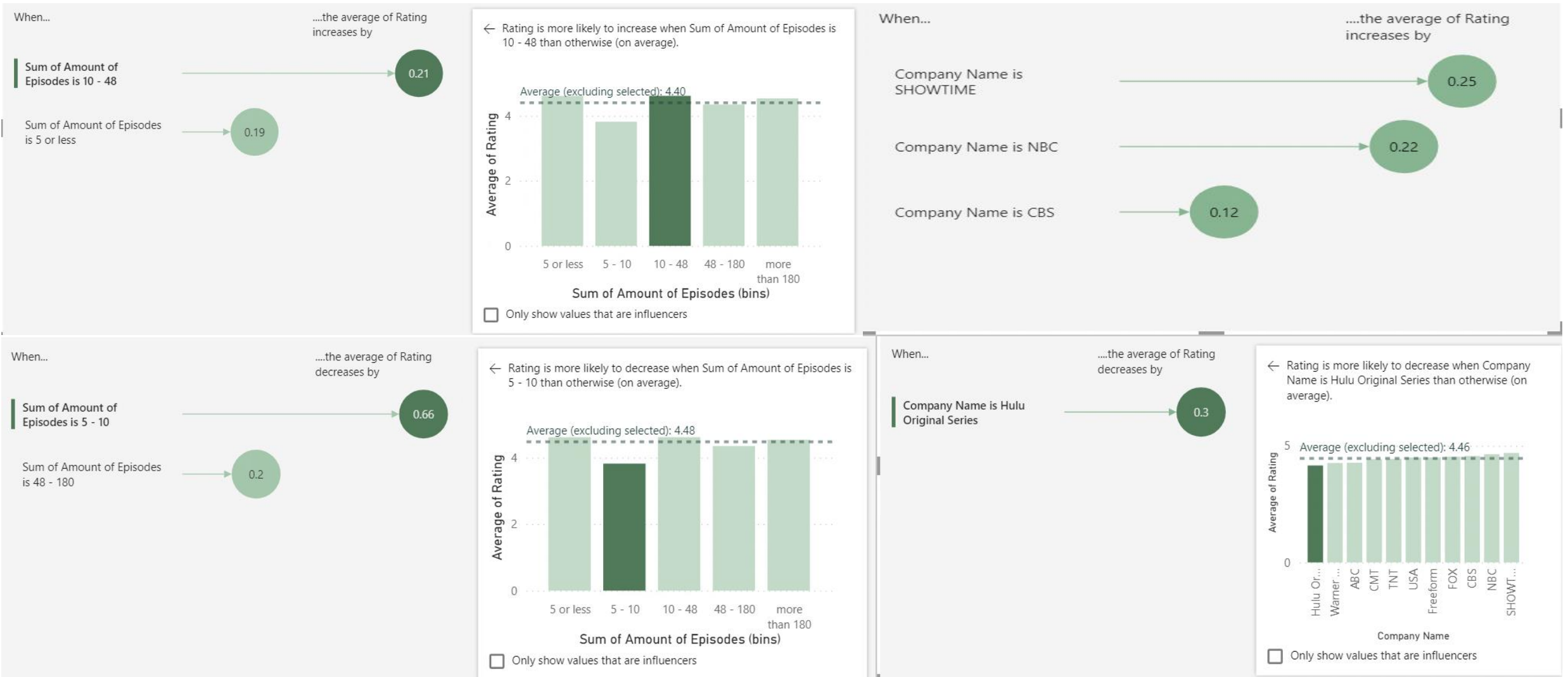
4.45

Average of Rating

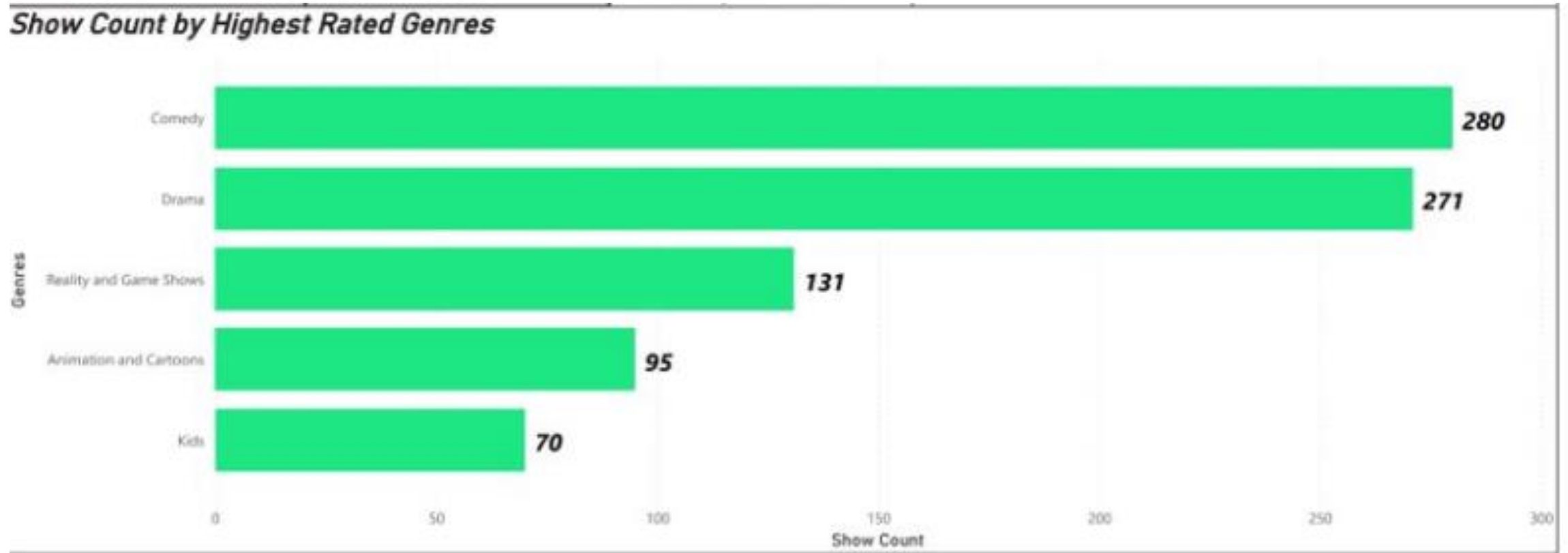
Average of Rating by Episode count



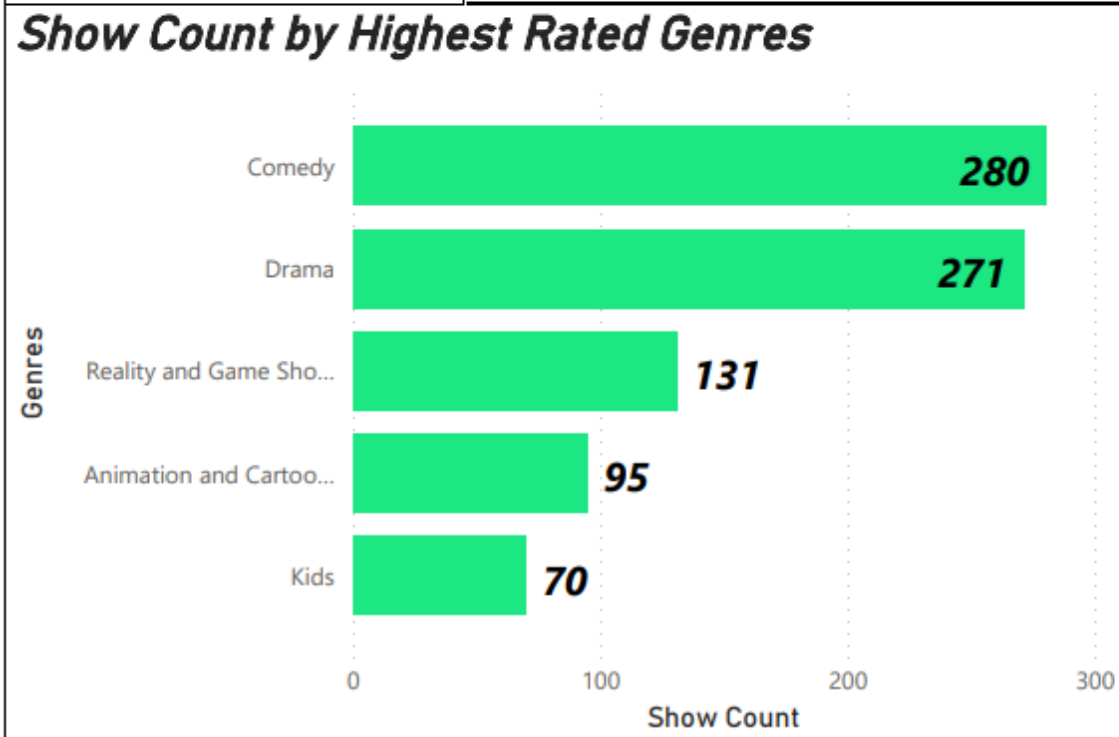
What changes drama's rating



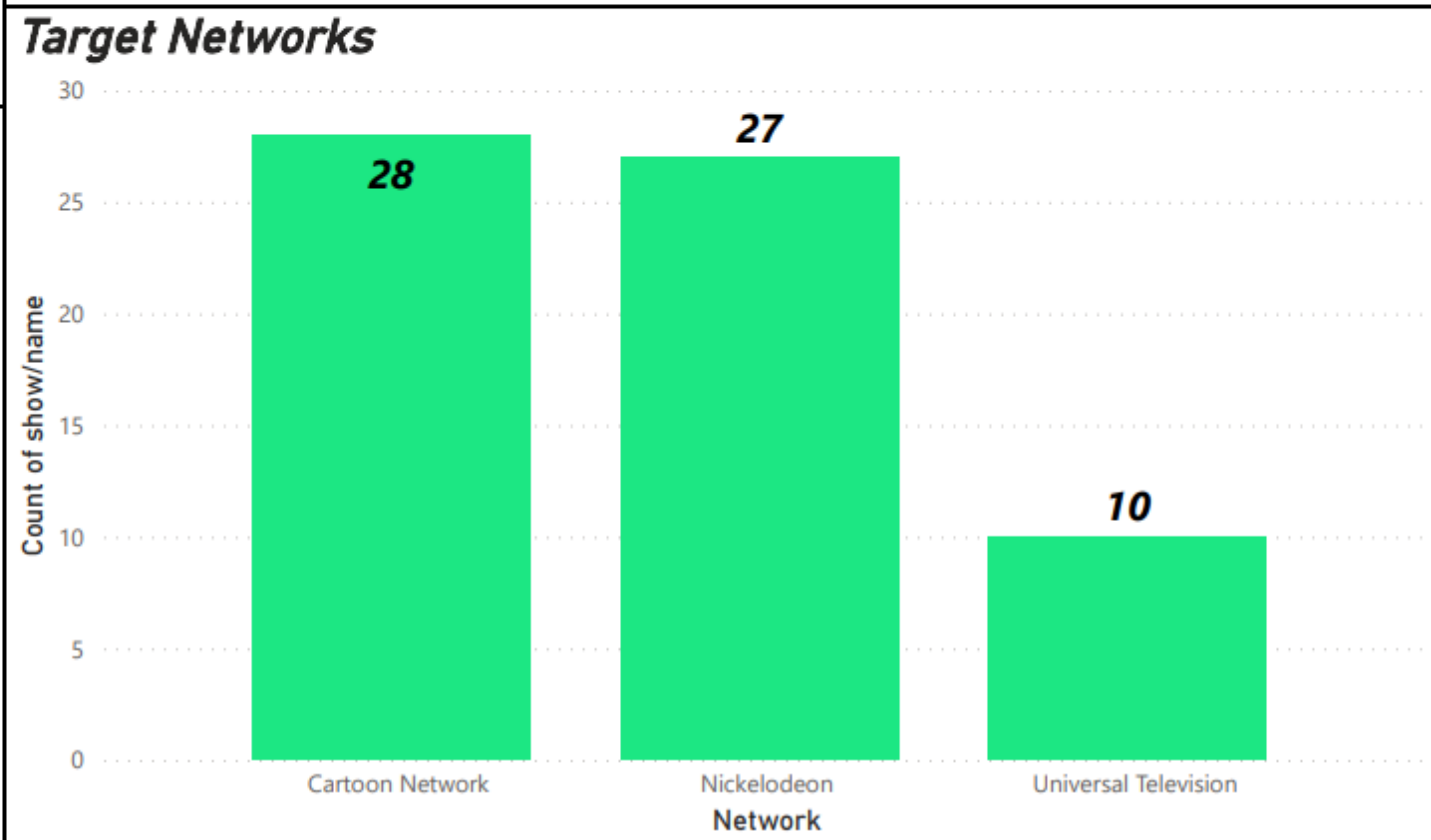
The kids genre is a demonstrated growth area.



<div>7%</div> <div>Show Volume</div>	Kid's Networks	
	Network	Show Volume
<div>5</div> <div>Ranked Genre by Rating</div>	Cartoon Network	28
	Nickelodeon	27
	Universal Television	10
	Sesame Street	4
	Australian Broadcasting Corporation	1
	Total	70



Highest Performing Shows			
Show		Network	Average Rating
Adventure Time		Cartoon Network	4.37
Regular Show		Cartoon Network	4.06
The Amazing World of Gumball		Cartoon Network	4.02
Drake & Josh		Nickelodeon	3.94
Teenage Mutant Ninja Turtles		Nickelodeon	3.78
The Thundermans		Nickelodeon	4.02
Curious George		Universal Television	3.58



Specific networks carry higher average ratings.

Top 10 Networks by Average Rating

<i>Network</i>	<i>Show Count</i>	<i>Average Rating</i> ▼
<i>Sony Pictures Television</i>	<i>26</i>	<i>4.45</i>
<i>Comedy Central</i>	<i>42</i>	<i>4.35</i>
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<i>Nickelodeon</i>	<i>53</i>	<i>3.83</i>

Highest Performing Networks

Network	Average Rating
History	4.78
Adult Swim	4.77
NBC	4.71
ABC	4.69
SHOWTIME	4.69
Fox Television Classics	4.69
Comedy Central	4.64

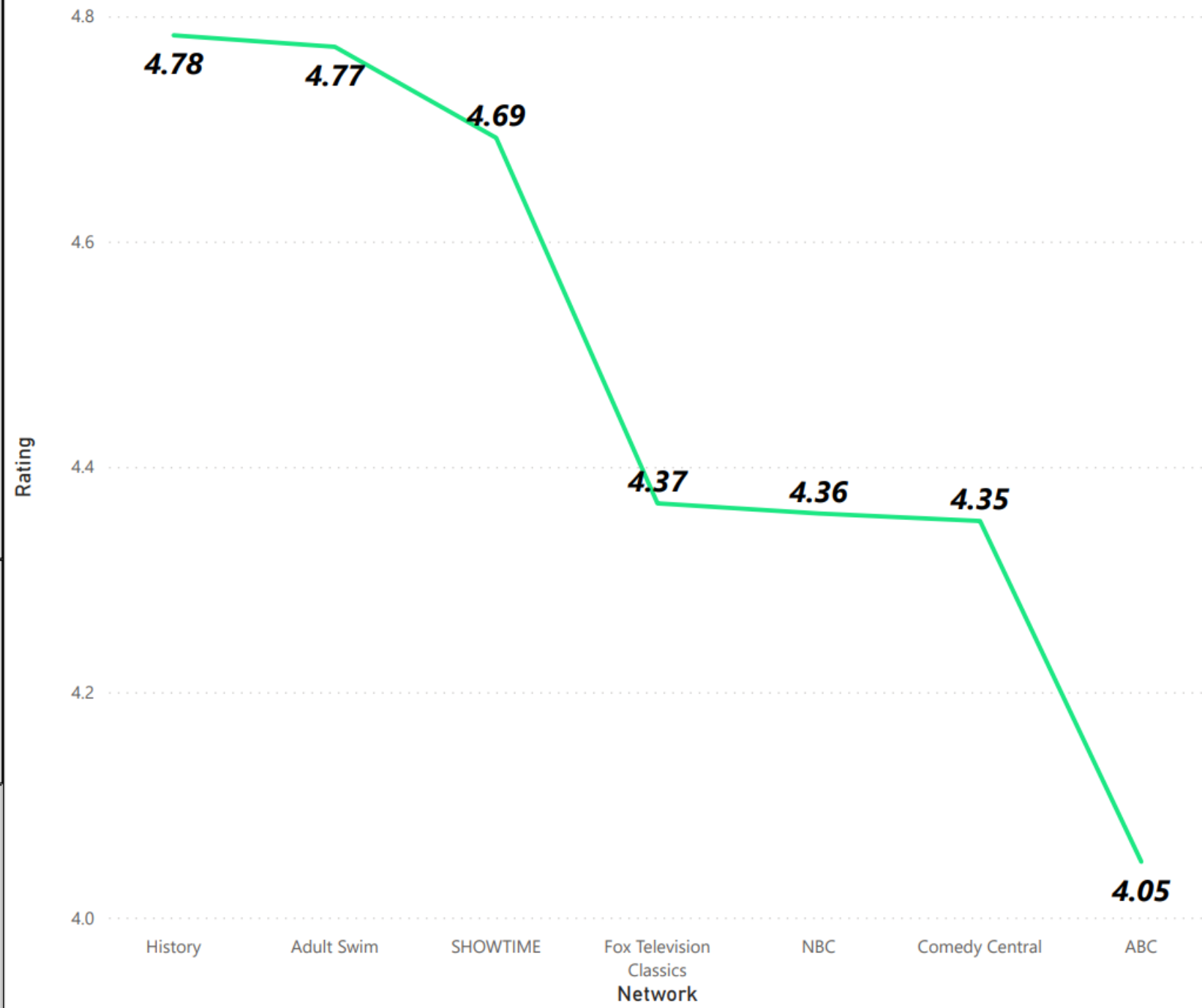
4.21

Average Show Rating

34

Amount of Networks

Average Rating by Network



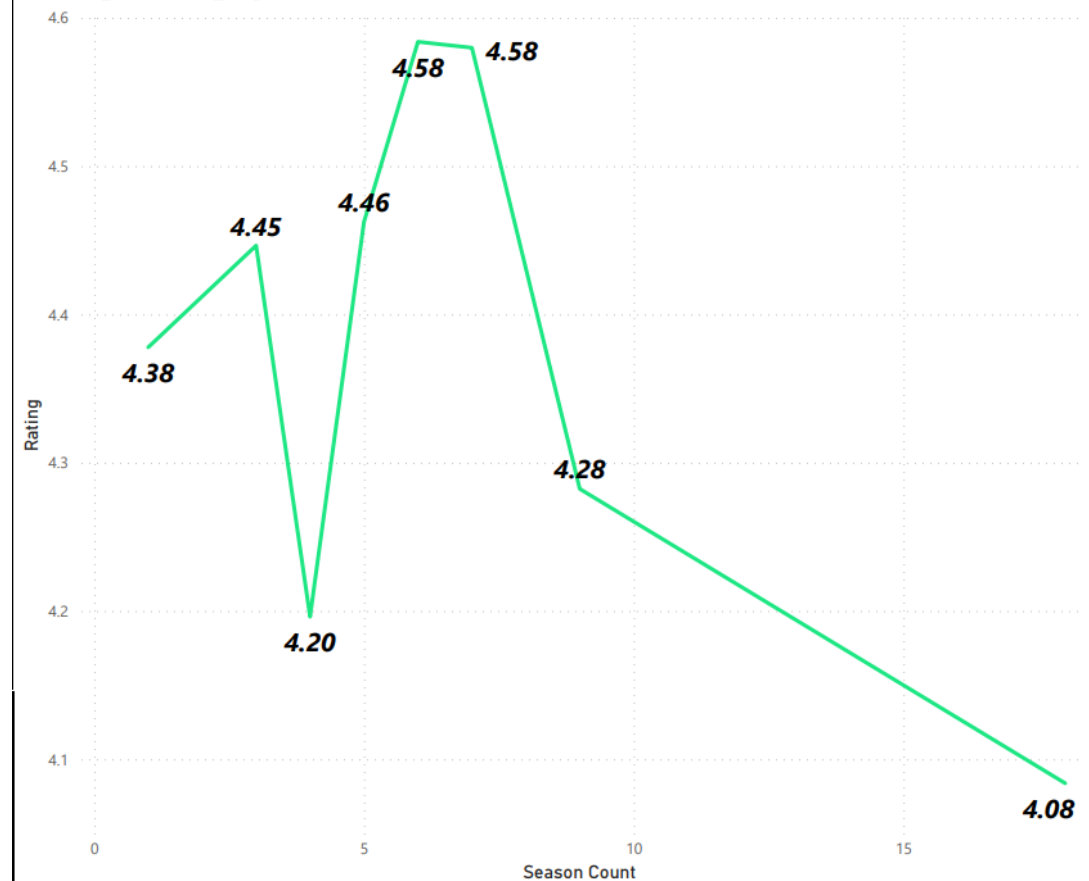
So, what does this mean?

1. Target Comedy Shows with lower season counts

Highest Performing Shows

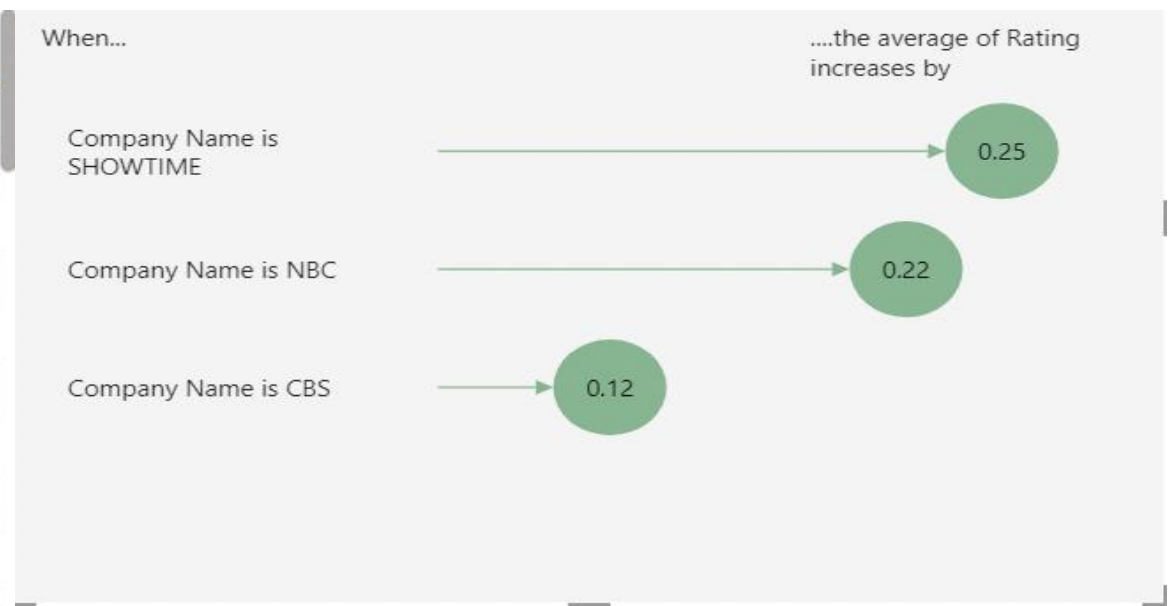
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Workaholics	7.00	4.58
Casual	3.00	4.54
Brooklyn Nine-Nine	4.00	4.53
Awkward.	5.00	4.51

Average Rating by Season Count



2. Target drama shows made by SHOWTIME and NBC

Show name	Rating	Episode count	Company name
This Is Us	4.80	18	NBC
Once Upon a Time	4.72	22	ABC
Scandal	4.71	5	ABC
Homeland	4.69	72	SHOWTIME
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Bones	4.62	246	FOX



3. Increase Kid's Show Volume

7%

Show Volume

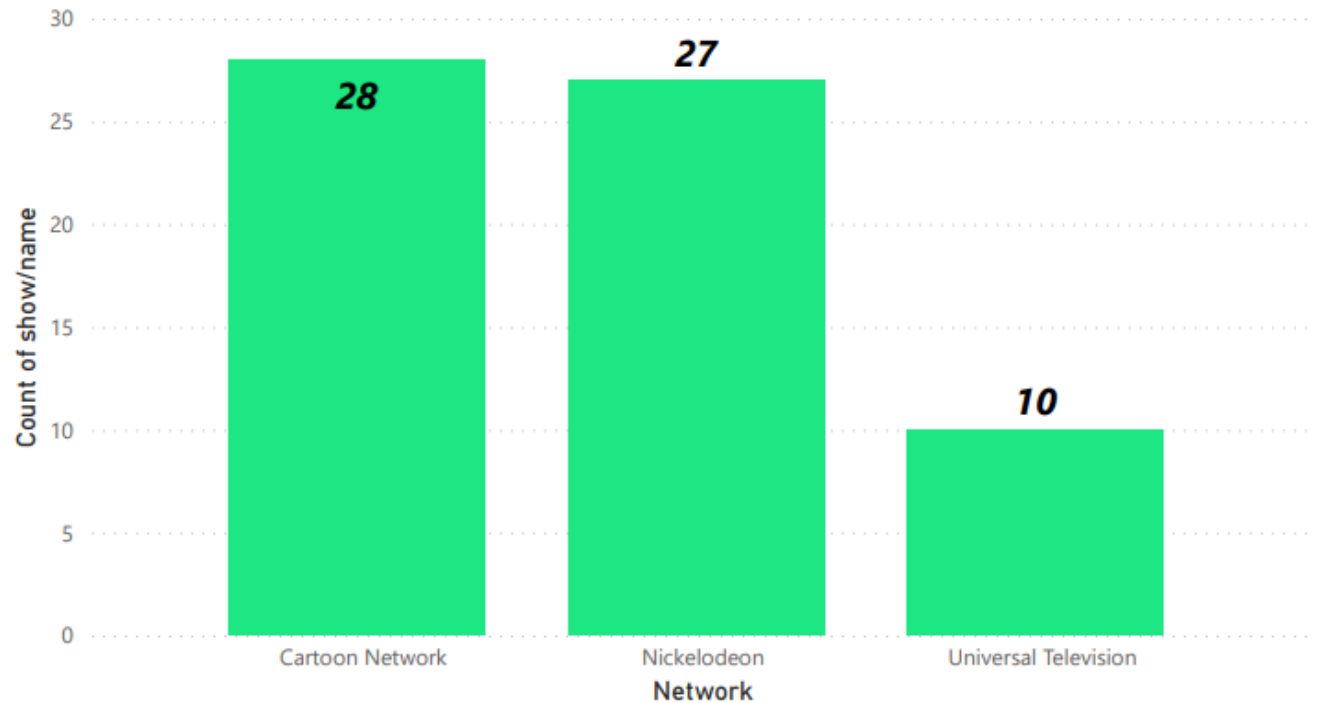
5

Ranked Genre by Rating

Kid's Networks

Network	Show Volume
Cartoon Network	28
Nickelodeon	27
Universal Television	10
Sesame Street	4
Australian Broadcasting Corporation	1
Total	70

Target Networks



4. Target The Top Three Networks For Highest Quality Shows

4.21

Average Show Rating

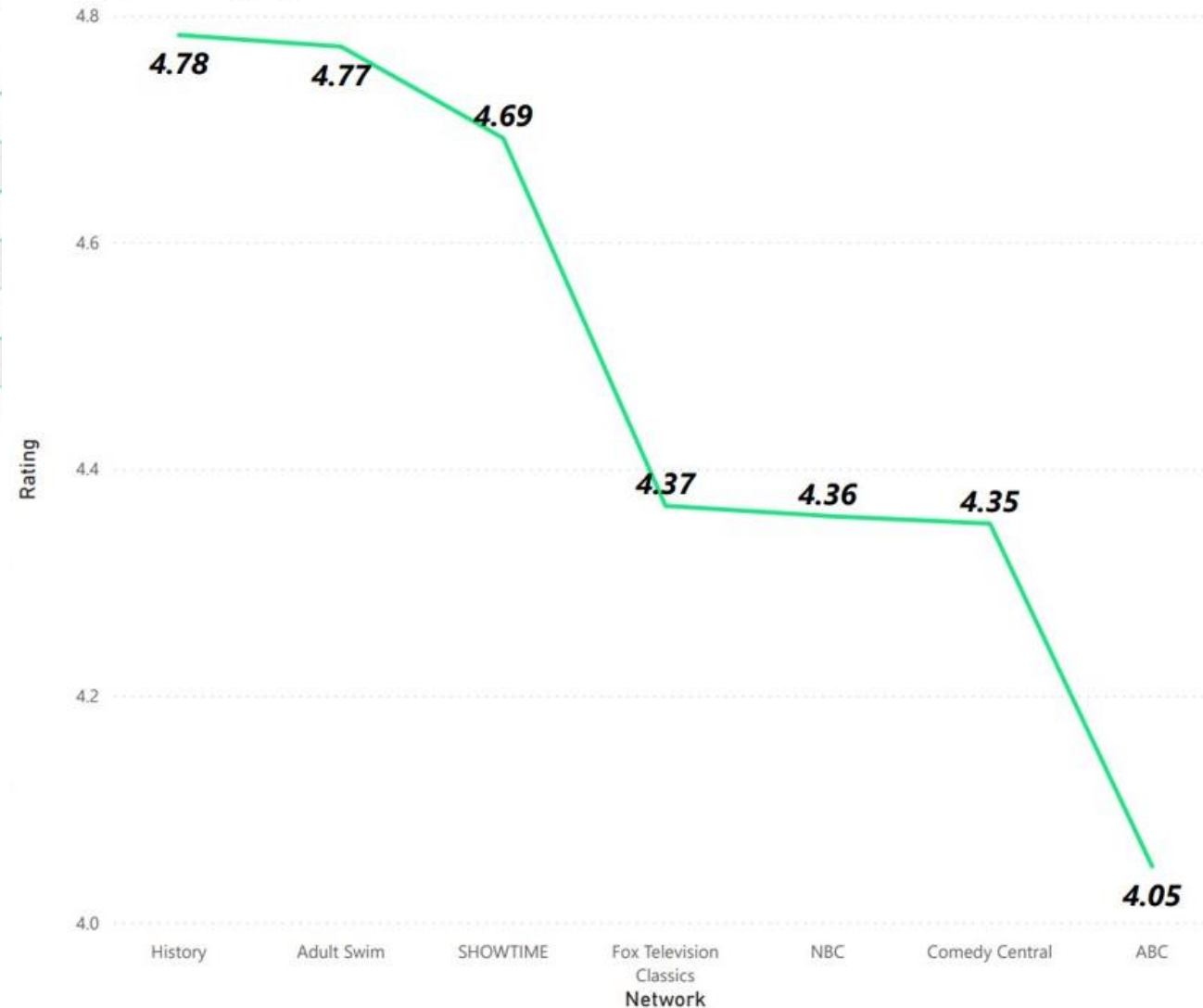
34

Amount of Networks

Highest Performing Networks

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Adult Swim	4.77
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Fox Television Classics	4.69
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Average Rating by Network



Questions?