

Netflix로 알아보는 문화 트렌드

영화보조 노지민, 강동연, 김동영

깃허브주소
노선 링크

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회고

Netfilx



1920
지상파 방송

중개소의 신호를 받는 방식
NBC CBS ABC FOX



1970
케이블 방송

선을 연결하는 방식
HBO TBS ESPN MTV



2010
OTT

인터넷을 이용하는 방식
Netflix Disney+ Amazon Prime

Net + Flicks
Netflix

설 립 : 1997. 8. 29.

주요사업 : OTT(Over-The-Top media service)

시가총액 : 1592억\$

창 업 자 : Wilmot Reed Hastings, Jr.



데이터 전처리

사용한 데이터

Kaggle Netflix data

넷플릭스의 영화와 드라마에 대한 데이터셋

Netflix Original data

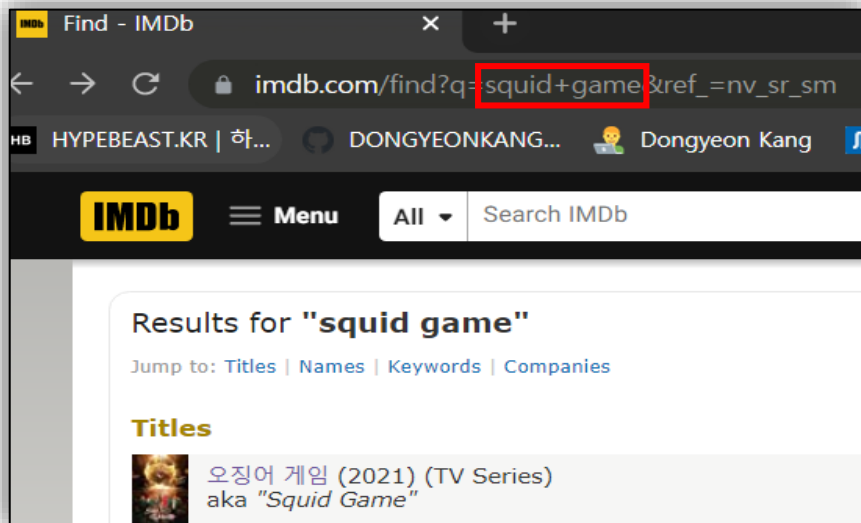
넷플릭스 제작 콘텐츠 여부 데이터

IMDB Rating data

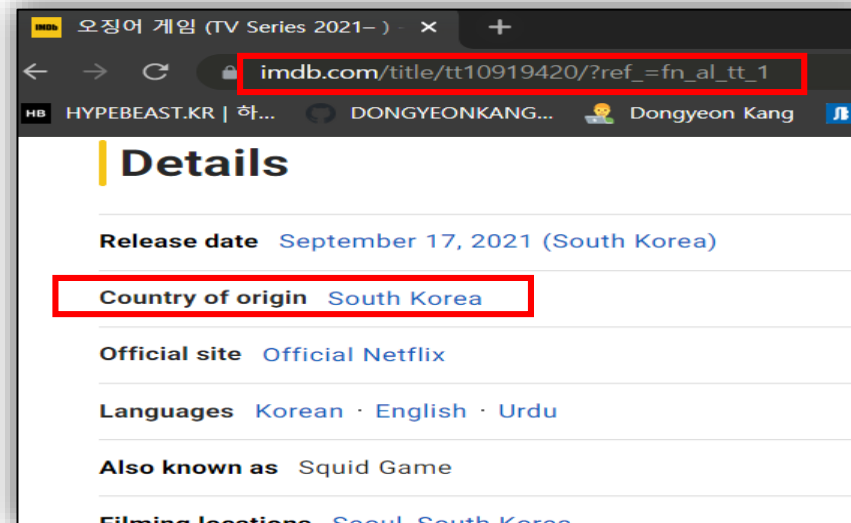
IMDB 홈페이지의 넷플릭스 콘텐츠의 평점 데이터

데이터 전처리 Web Crawling - 결측치

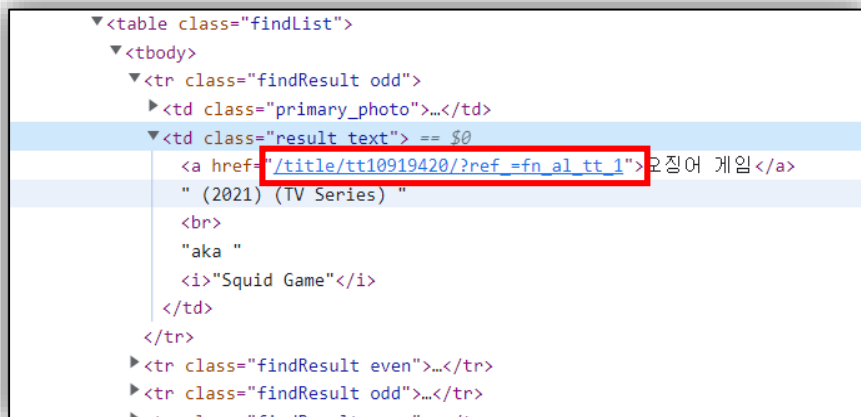
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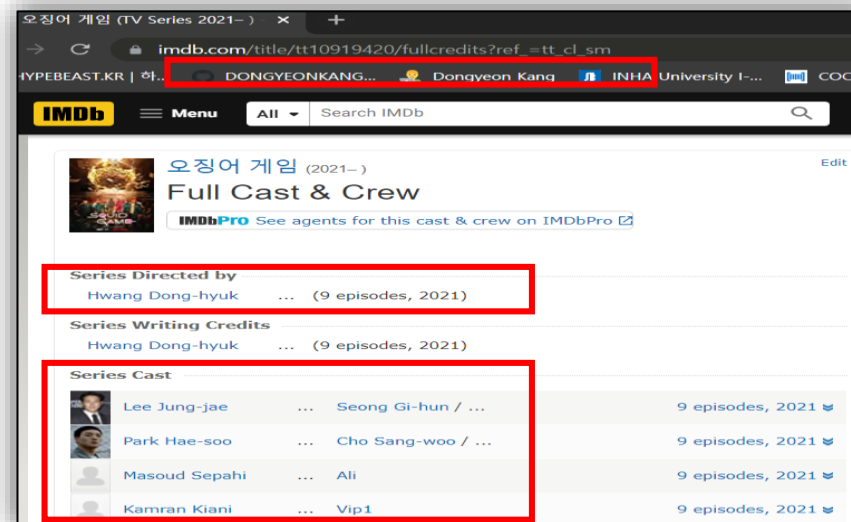
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2

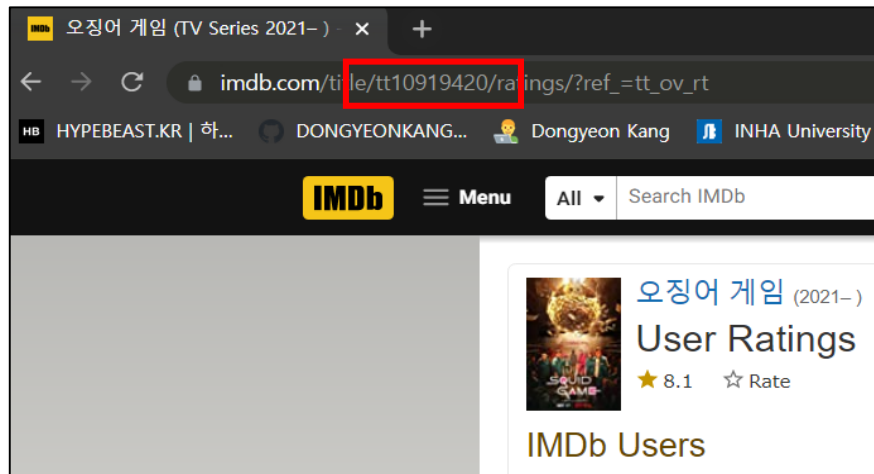


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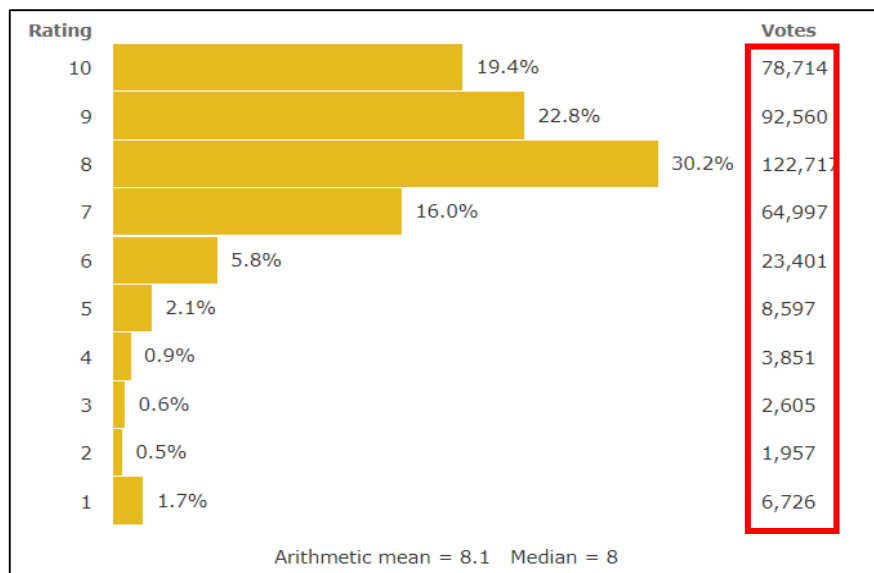


데이터 전처리 Web Crawling – 평점

1



2



3

Rating By Demographic					
	All Ages	<18	18-29	30-44	45+
All	8.1 406,125	8.2 822	8.1 59,363	8.0 101,596	7.9 25,440
Males	8.0 162,426	8.2 568	8.0 42,406	8.0 79,547	7.8 19,906
Females	8.1 40,520	8.1 140	8.2 12,388	8.1 18,516	8.2 4,542

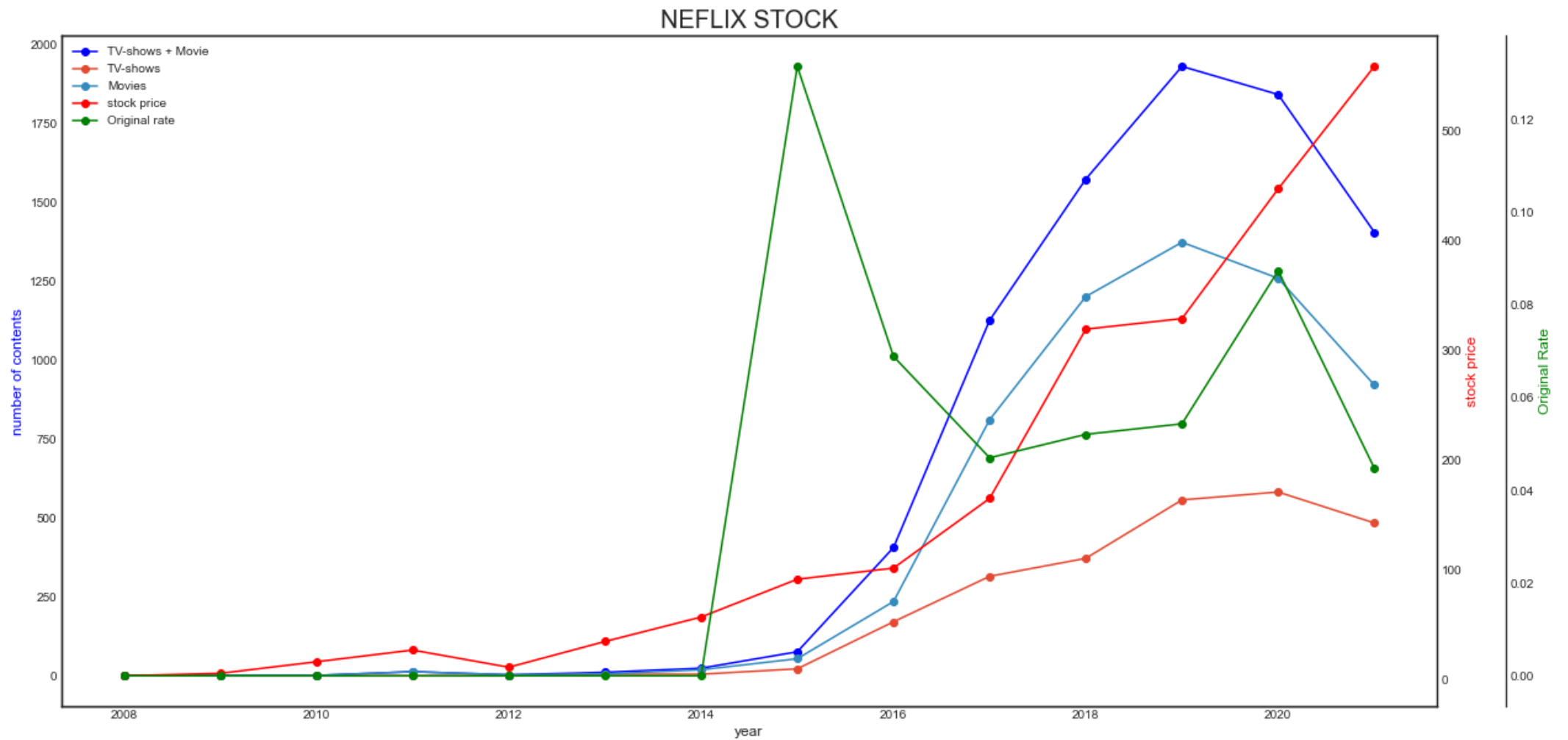
데이터 EDA

데이터 EDA

Netflix content by country(with folium)

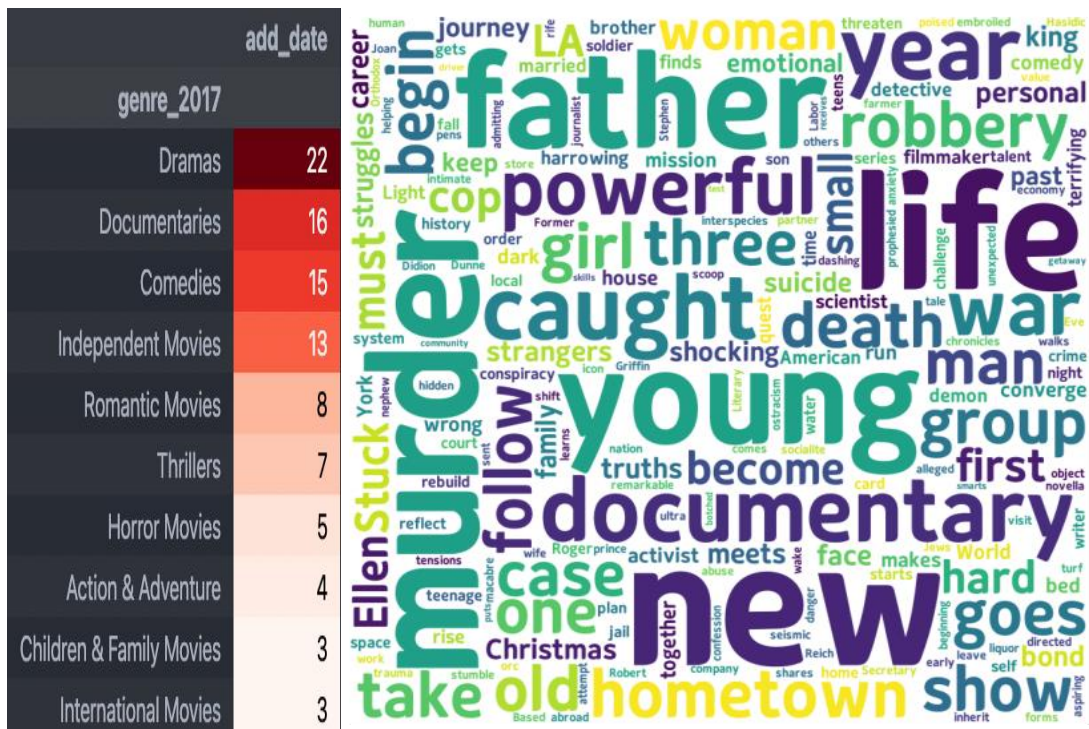


데이터 EDA Netflix Stock Price and Contents

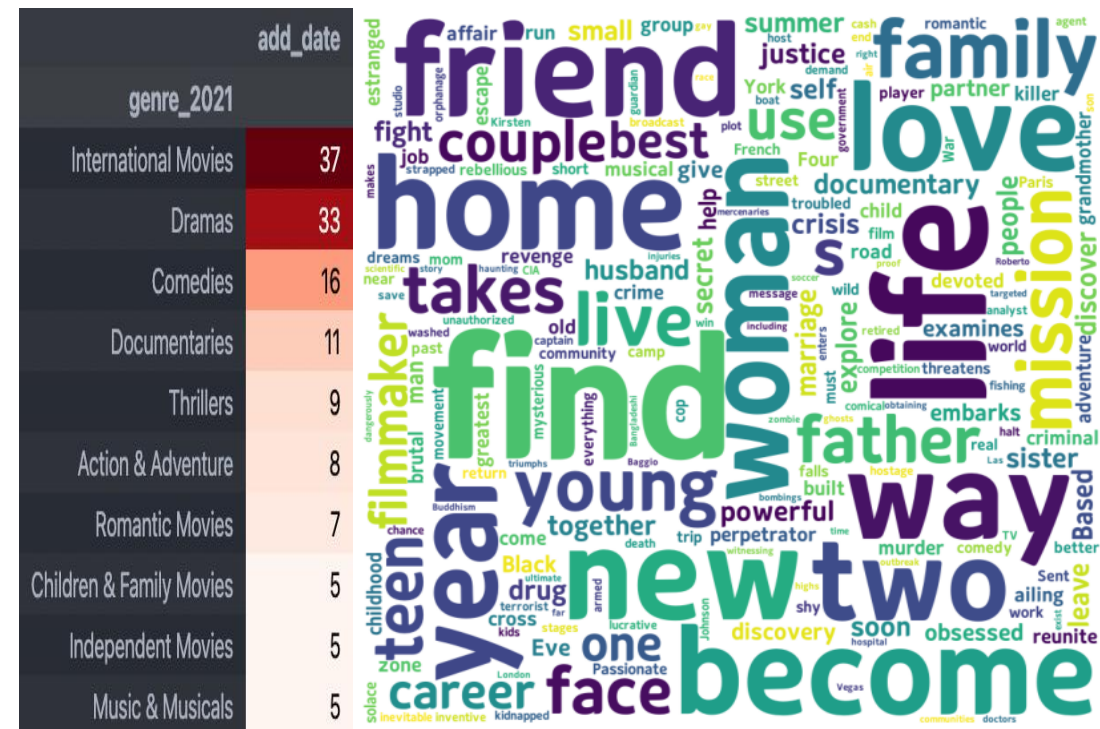


데이터 EDA
Word Cloud – Original

2017



2021

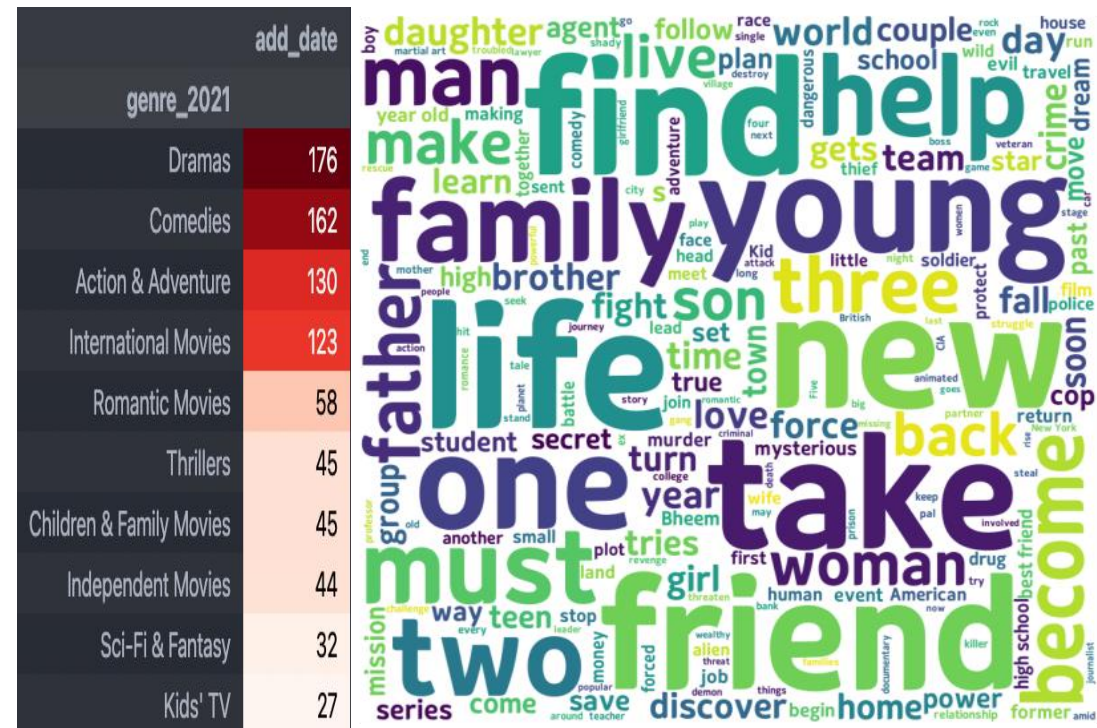


데이터 EDA Word Cloud – not Original

2017

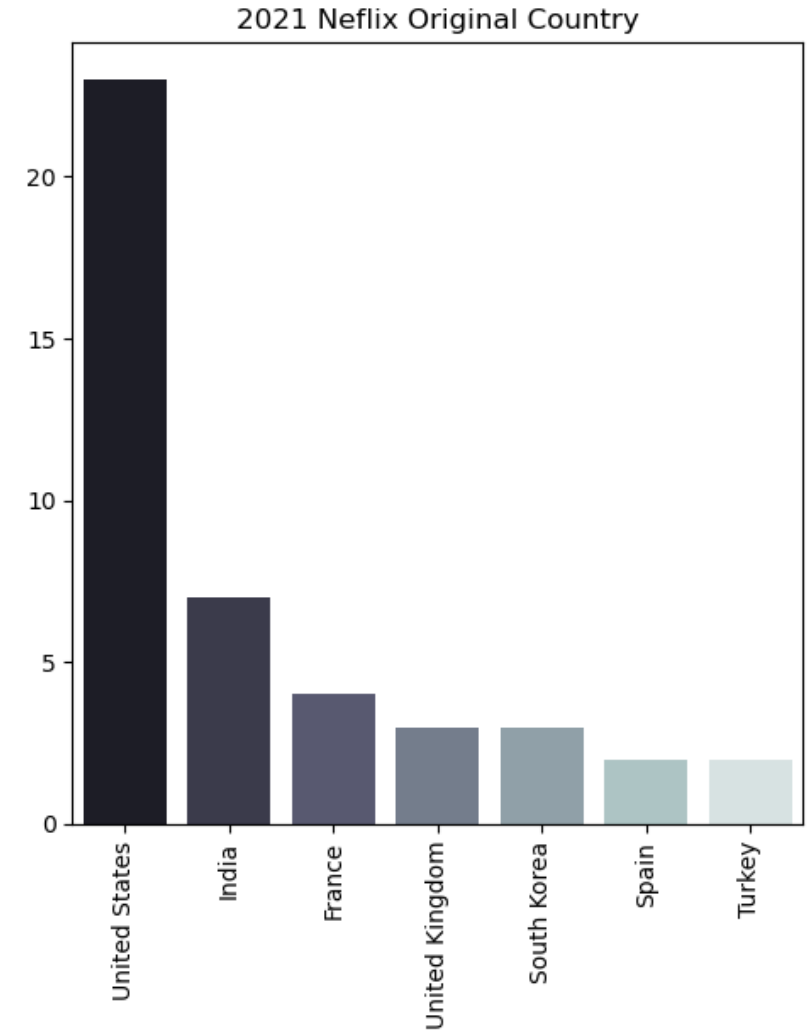
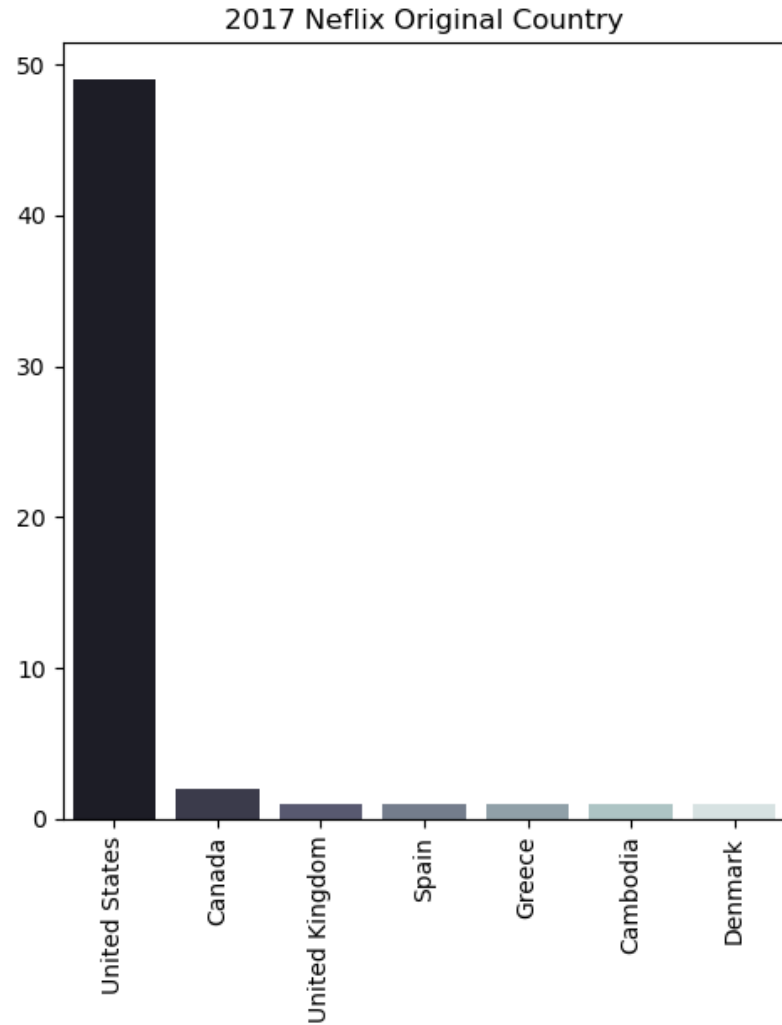


2021



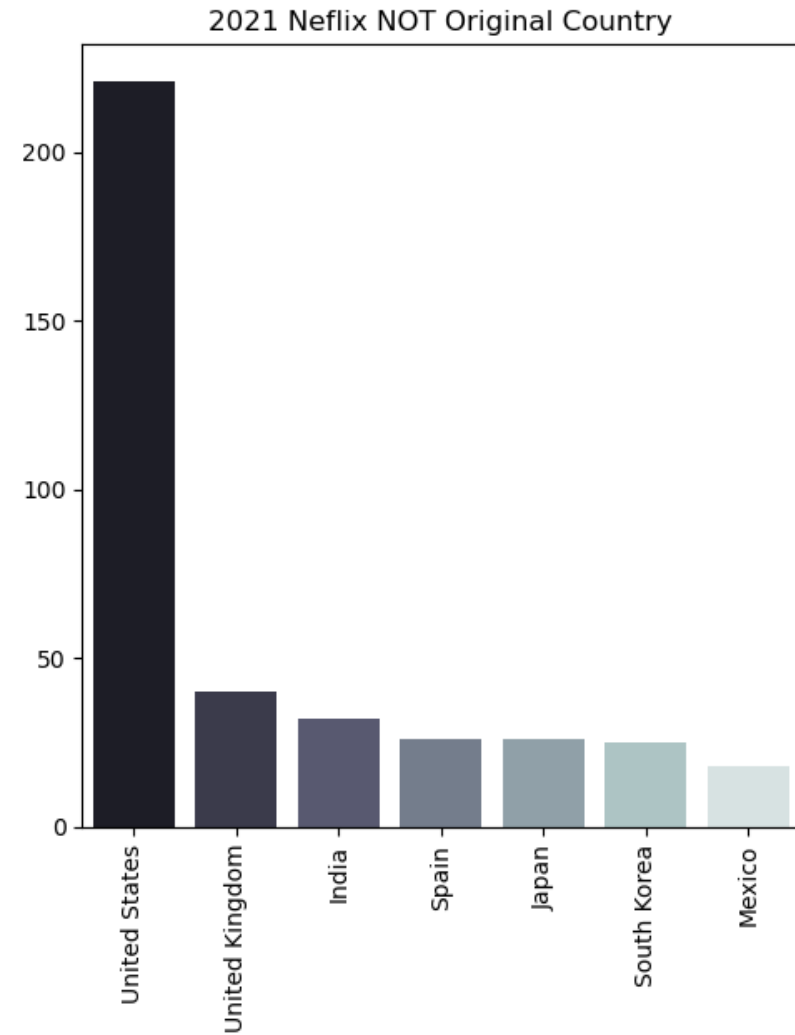
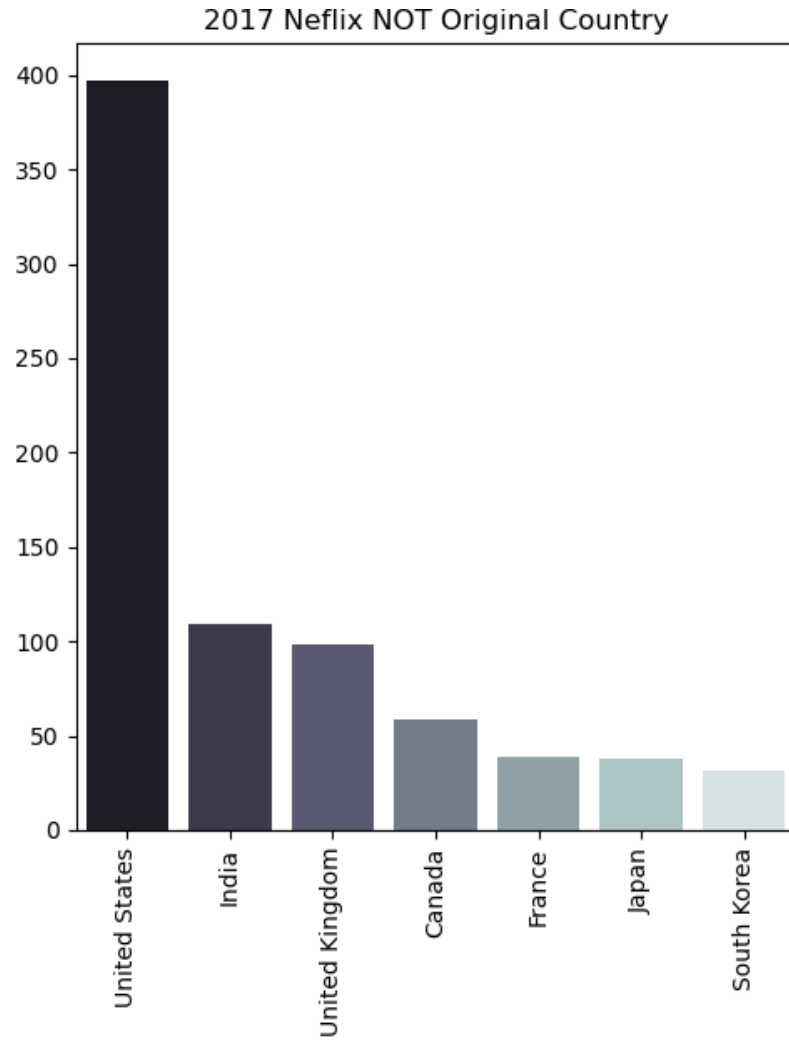
데이터 EDA

Contents by Country – Original

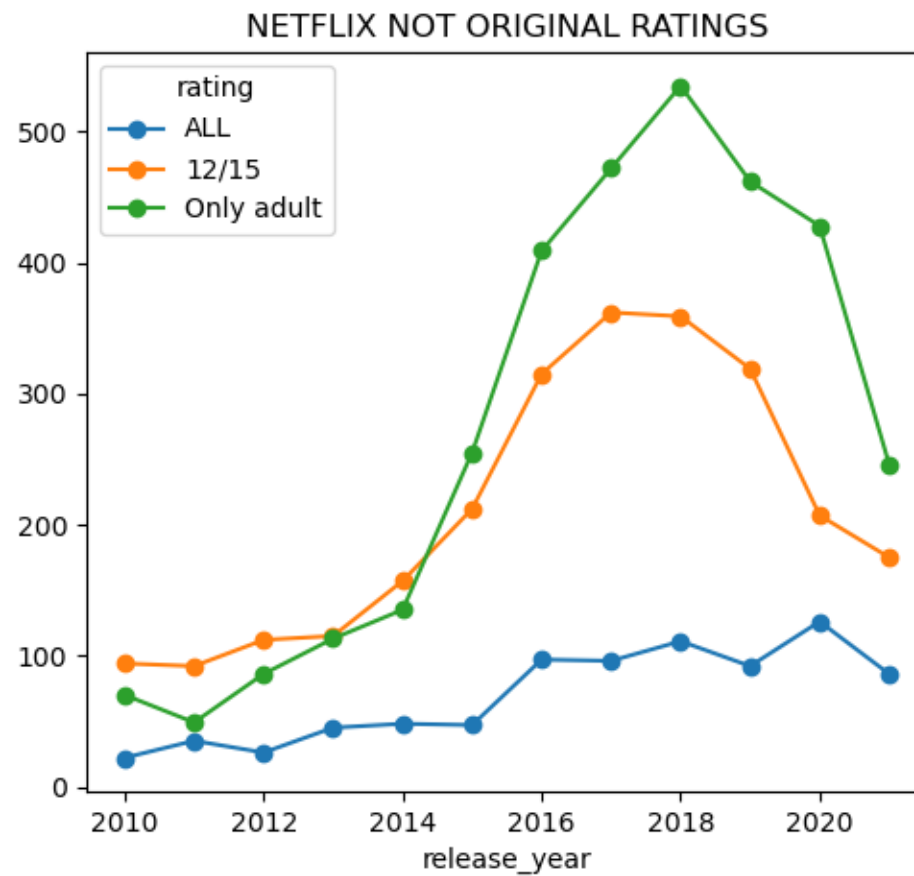
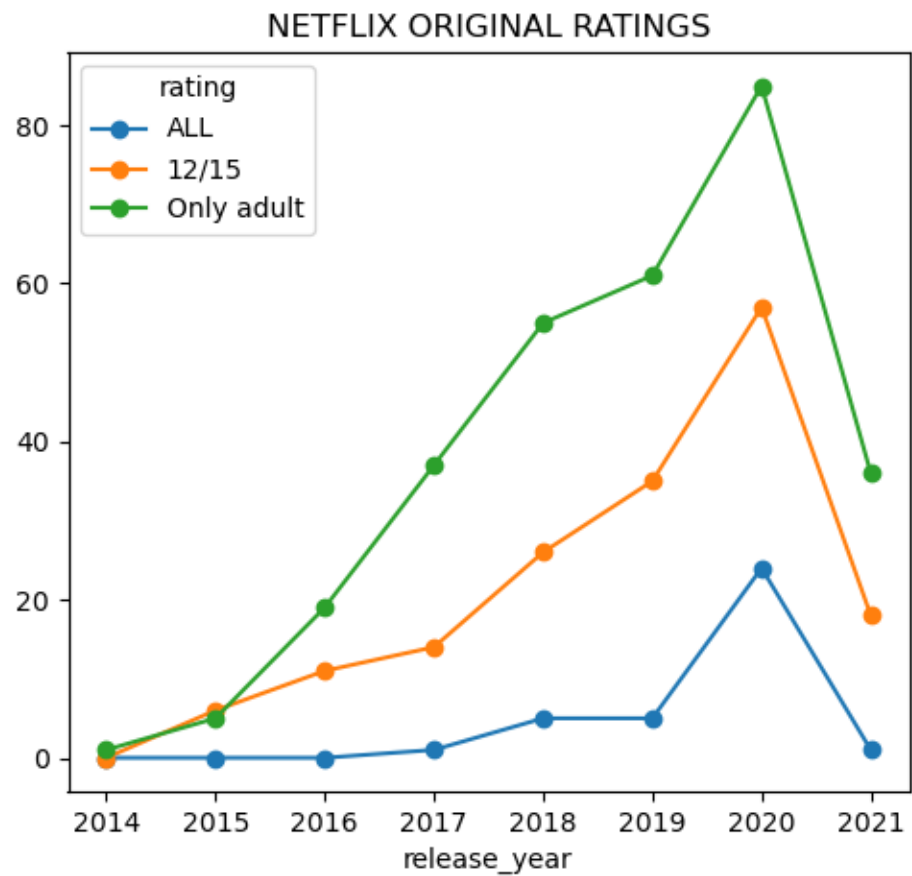


데이터 EDA

Contents by Country – Original

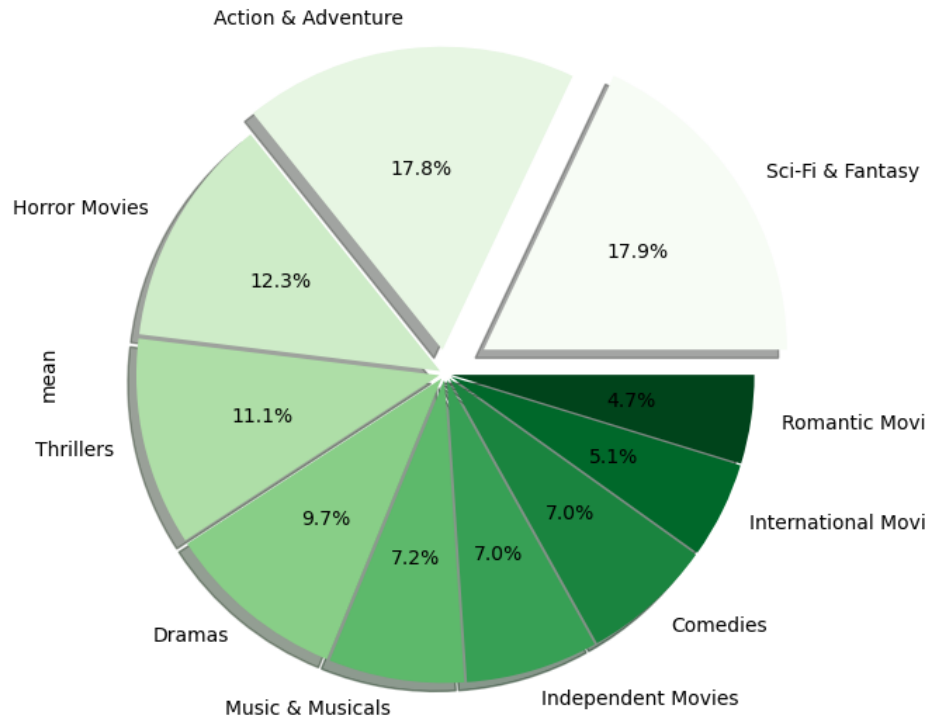


데이터 EDA Ratings

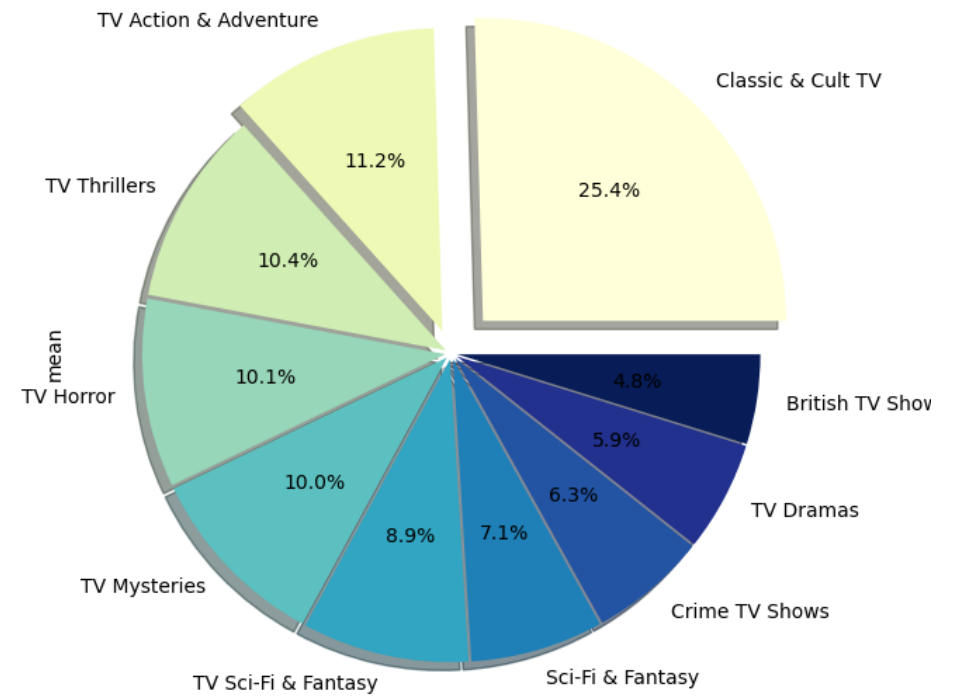


데이터 EDA Scores

NETFLIX ORIGINAL SCORES(mean)

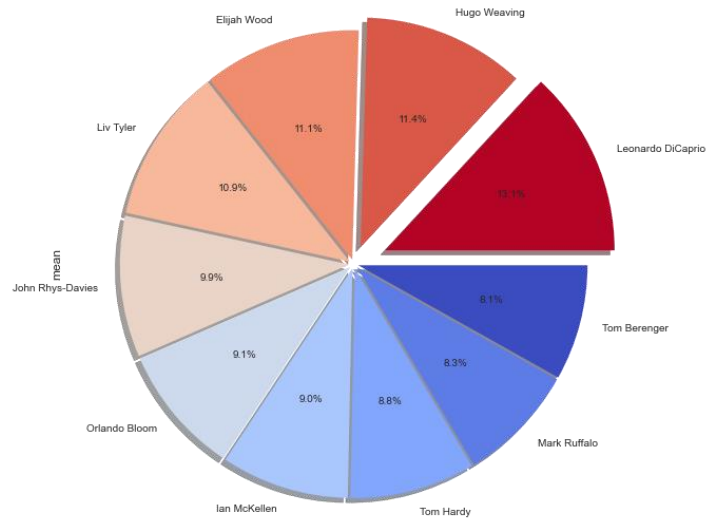


NOT NETFLIX ORIGINAL SCORES(mean)

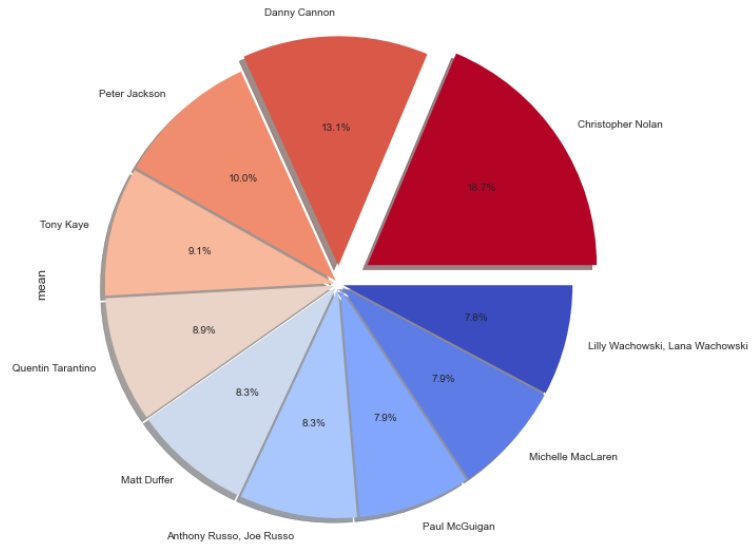


데이터 EDA Scores

TOP 10 BEST ACTOR by Score



TOP 10 BEST DIRECTOR by Score



회고

- Wordcloud의 한계
- 전체 문화 트렌드를 넷플릭스 데이터로 보기에는 많은 가정이 필요
- 처음 가정보다는 특이값을 찾지 못한 아쉬움



Q&A