

**ALY6070**

**Communication and Visualization for Data  
Analytics**



**Netflix Data Analysis**



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## Purpose

The main purpose of this project is to provide detail analysis of Netflix to our target audience: General medias and production companies. Production companies are interested in developing streaming services like Netflix, Amazon Prime, Disney, and others, but before doing so, they wanted to understand how Netflix operates, how many films and TV episodes it has released, and why it has dominated OTT platforms. They can use this study to assess the Netflix data results and draw conclusions.

## Roles and Responsibilities

Although this is a group project, I am one of the three group members for the project. My tasks and responsibilities for this project included analyzing the Netflix statistics and creating a narrative out of it to convey to the intended audience.

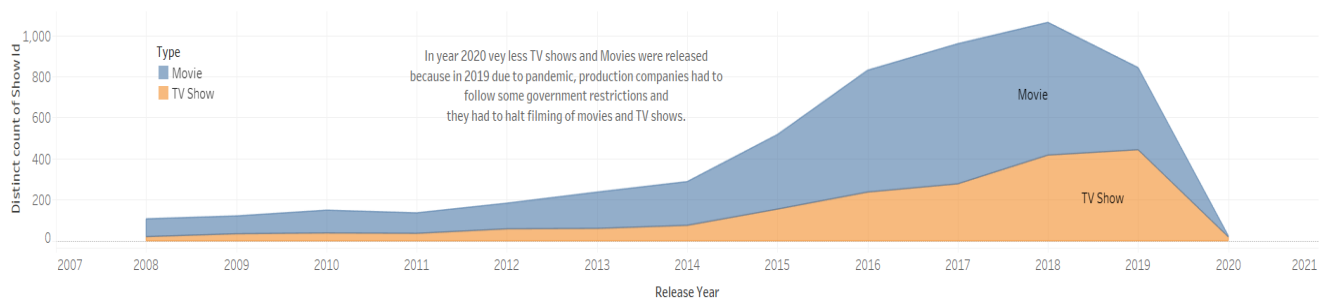
## Introduction

**About this dummy Dataset:** Netflix is one of the most popular media and video streaming platforms. They have over 8000 movies or tv shows available on their platform, as of mid-2021, they have over 200M Subscribers globally. This tabular dataset consists of listings of all the movies and tv shows available on Netflix, along with details such as - cast, directors, ratings, release year, duration, etc. This dataset is taken from the Kaggle, which one of the largest data source websites. This dataset has 12 columns and 6234 rows.

## Analysis

By keeping targeted audience and their needs in mind, I have analyzed a Netflix data with the data points like type of shows like whether it is movie or Tv show, release year, genres, and ratings. First, I have analyzed total number of movies and Tv shows released by Netflix from year 2008 to 2020. From this analysis upcoming streaming channel will have an idea, whether Netflix was focusing on more Movies or Tv shows.

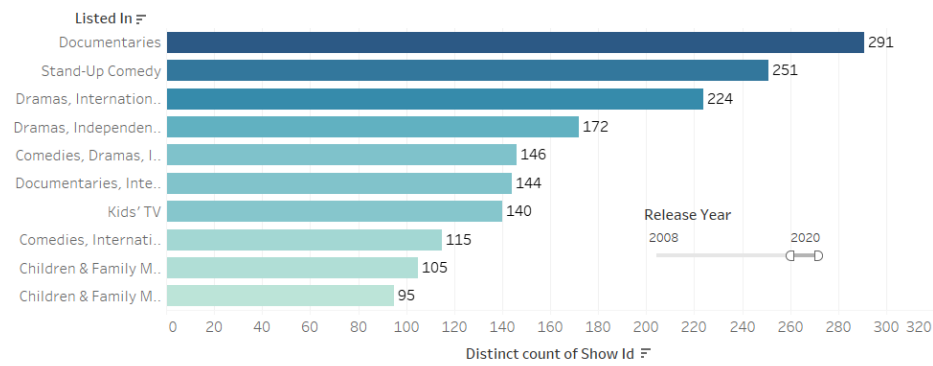
Total movies and TV shows by year



According to the screenshot above, Netflix released more movies between 2008 and 2020 than television shows. Due to the pandemic in 2019, production companies had to stop filming movies and TV shows that were scheduled to be released in 2020. As a result of this delay, they were not prepared to release those movies and TV shows on that specific year 2020, so very few TV shows and movies were released in 2020.

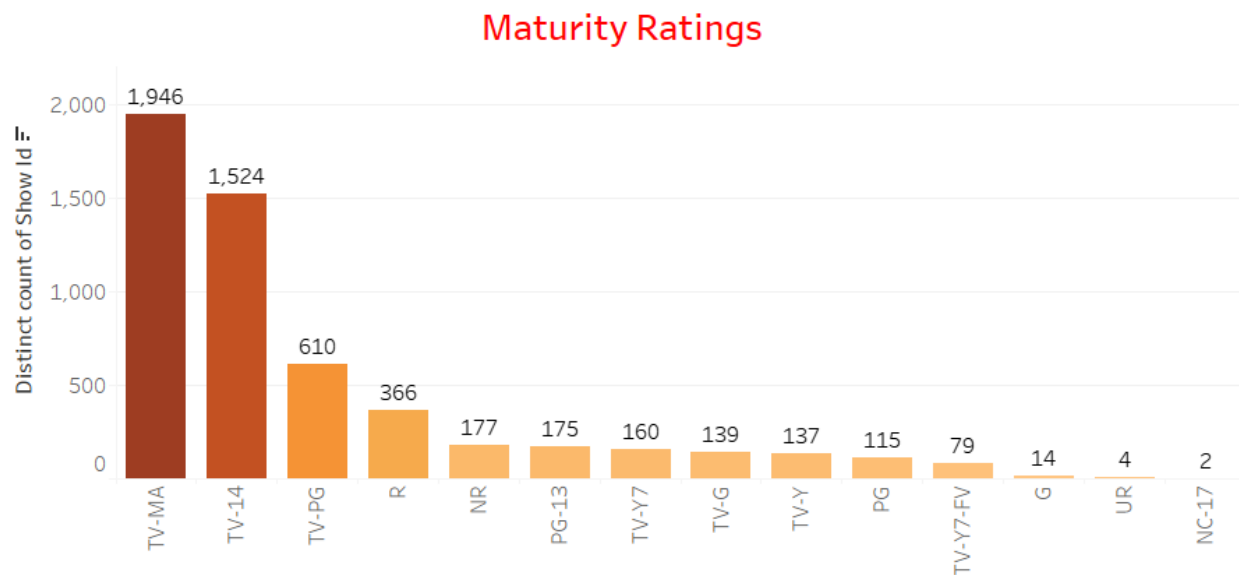
After having general information of show types, I have analyzed top 10 genres that Netflix was focusing on from the year 2008 to 2020.

Top 10 Genres



According to above screenshot targeted audience can see that Netflix has focused on these genres from 2008 to 2020. Most of the Movies and TV shows were from genre documentaries on Netflix in this period as per the data.

It's time to have a look at the Maturity ratings, which often classify media sources into one of many categories to indicate which age range is appropriate for viewing media and entertainment.

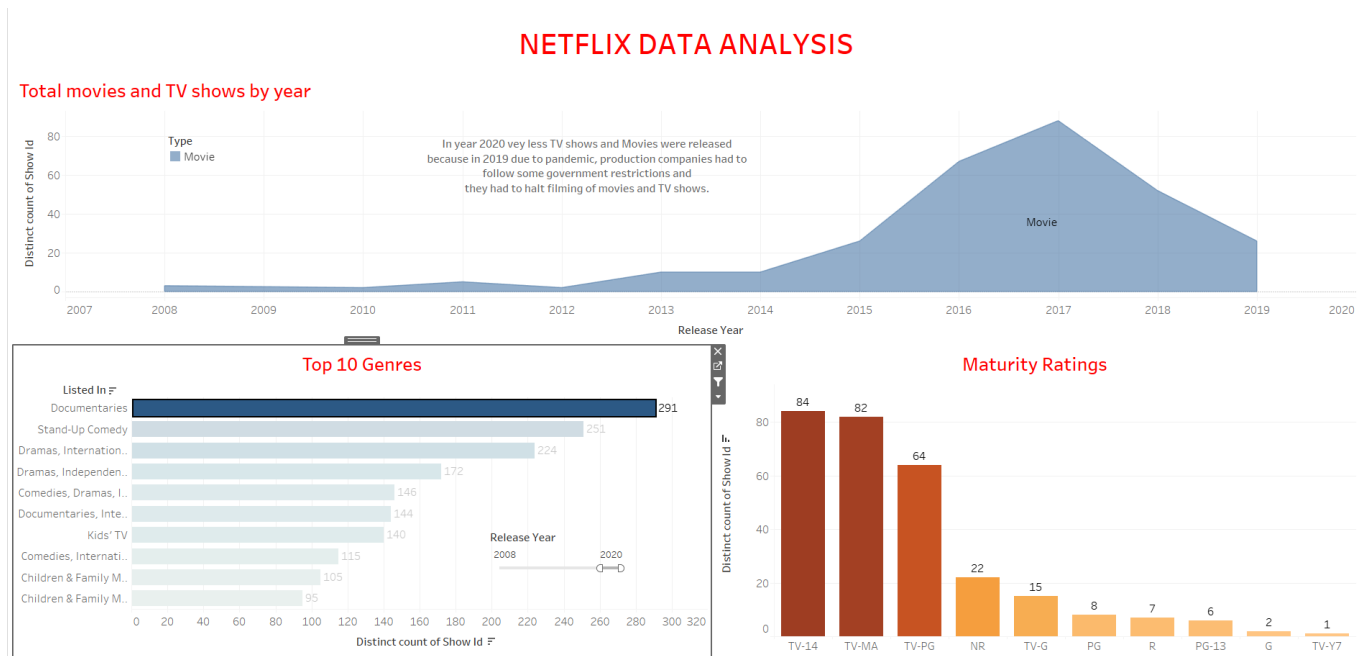


we can see that most of the movies and TV shows can only be viewed by TV-MA and TV-14 categories that comes under adult and teens respectively as per Netflix maturity ratings. Though TV-PG which comes under kid's category, was on 3<sup>rd</sup> place but there is a significant difference by looking at number of shows and movies in TV-MA and TV-14 category.

## Comparative analysis

To obtain specific information on the age group of Netflix customers targeted for a given genre, we will examine a few genres with varying levels of maturity in this analysis.

### Genre: Documentaries

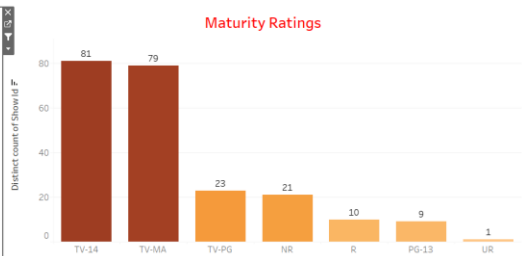
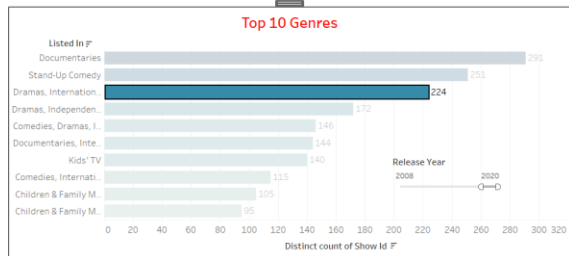
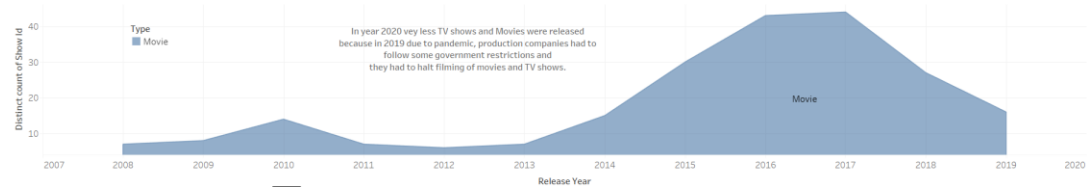


As we can see majority of documentary movies can only be viewed by teenagers and adults, TV-14, and TV-MA respectively. Moreover, as per this data there were no TV shows for this genre from 2008 to 2020.

## Genre: Drama and International movies

### NETFLIX DATA ANALYSIS

Total movies and TV shows by year



By examining the drama and foreign film genres, we can infer that they both had audiences that ranged from adults (TV-MA) to teenagers (TV-14) as did the documentary genre.

## **Conclusion / Recommendation**

I would advise movie or TV show production businesses to develop new streaming services on OTT platforms with the same genres that Netflix had, but to also target all other audiences and produce more TV shows than Netflix with the same genres. Netflix did not have more TV shows in the genres that we have evaluated above, as can be observed. They will have a chance to draw in more customers if they debut with both movies and the same number of TV shows because viewers will have more TV show options than Netflix.