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Weeks 1-2

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Audience: shareholders with moderate background on topic

In conclusion of the Netflix provided datasets key insights of the popularity and preference of viewers are given more light to shine. Understanding geographical trends when consuming content is a vital pilar to understand how to maximize profits and maintain customer retention. In addition, the results are significant in understanding global reach and formulating strategic plans to better advertise, increase market shares and engagement.

Visual one illustrates the trend of hours spend weekly viewing the global top 10 titles. The trends identify that with the potential of new content releases, inconsistent viewership, and promotional campaigns engagement fluctuates. Engagement seems to peak when high valued shows are released or returned, suggesting that by extending the lifeline of the top global series would potentially increase profit shares.

The next visual, shows trends over the first 91 days of being a new Netflix title. This will refocus the idea that engagement is crucial to maintain viewership, and that early viewership with suggest how well a title will perform. Also, higher watch hours are supported by showing a higher engagement in the first 3 months of a new titles release. Blockbuster originals or highly anticipated titles will be support well by engagement. Understanding this trend allows for a strategic plan to be formed.

Additionally, the visuals identify the average runtime of the top 10 content including both movies and shows. The boxplot creates looks at the distribution of Netflix’s most popular content over time. The analysis suggest that the movies runtime will vary, also suggests that most viewers perform tv shows over movies. The runtime for tv shows remain more consistent that movies. Being as though engagement vital the analysis suggest that Netflix should prioritizes keeping tv shoes on for a longer duration than movies.

As a result, the analysis shines light on potential areas of growth. First, if high performing content is retained for extended periods of time, it could increase sustained engagement and advertising. Secondly, marketing should focus on the first 91 days as that is when titles to support have best chance for long term success. Moreover, countries with multiple to 10 title appearances should receive extended viewership rights. Lastly, spin-offs and related series would have more potential for engagement.