

# NETFLIX

## Next Movie Release

# From the Brainstorming Session

- Netflix movies are better or worse rated vs other movies?
- Drama movies are better rated vs other movie genres?
- Drama movies are more profitable than comedy?
- Releasing movies during the summer is more profitable than during winter.

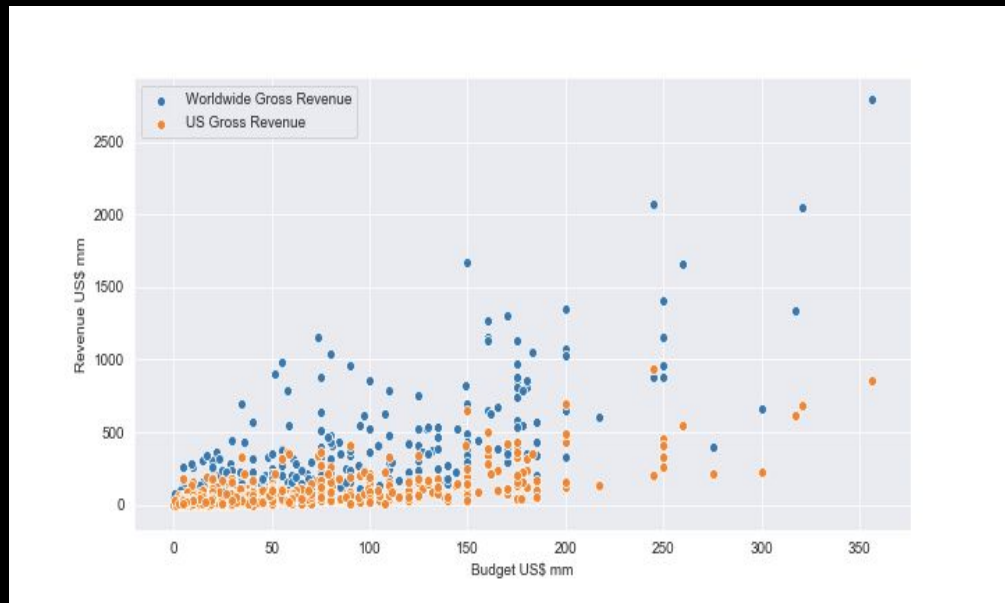
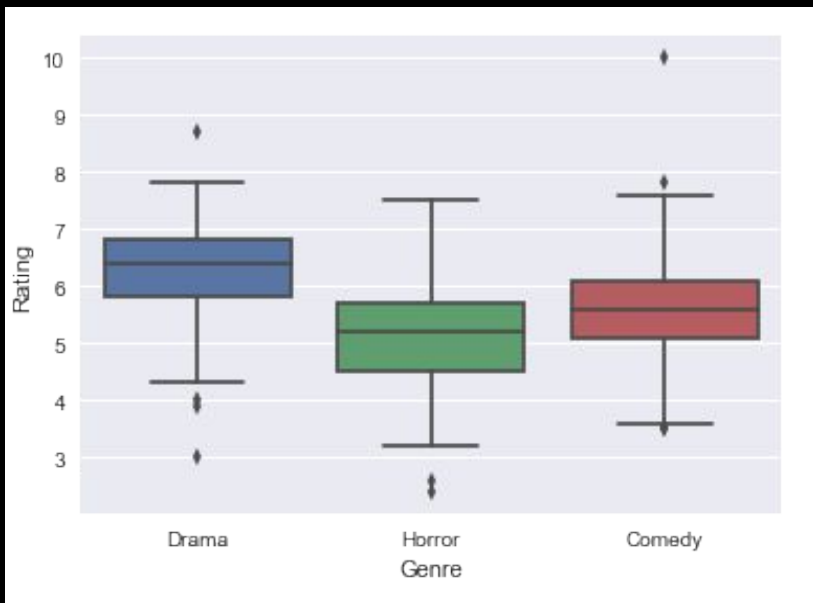


## Source Data

- Hollywood movies released during the past five years
- OMDb API, unofficial API for IMDb
- Coupled with data scraped from the IMDb website for movies with  $>1,000$  votes



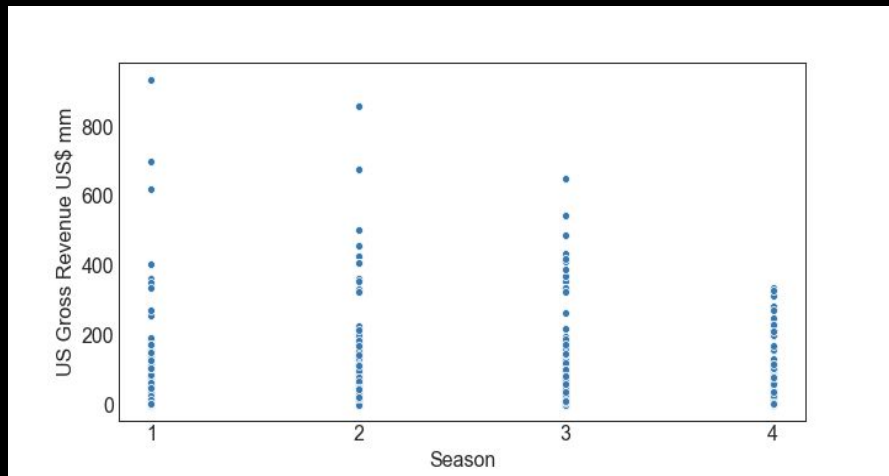
# Source Data



Graphs showing a boxplot for Ratings for our 3 main genres and a scatterplot showing effect of budget on revenue.



# Source Data

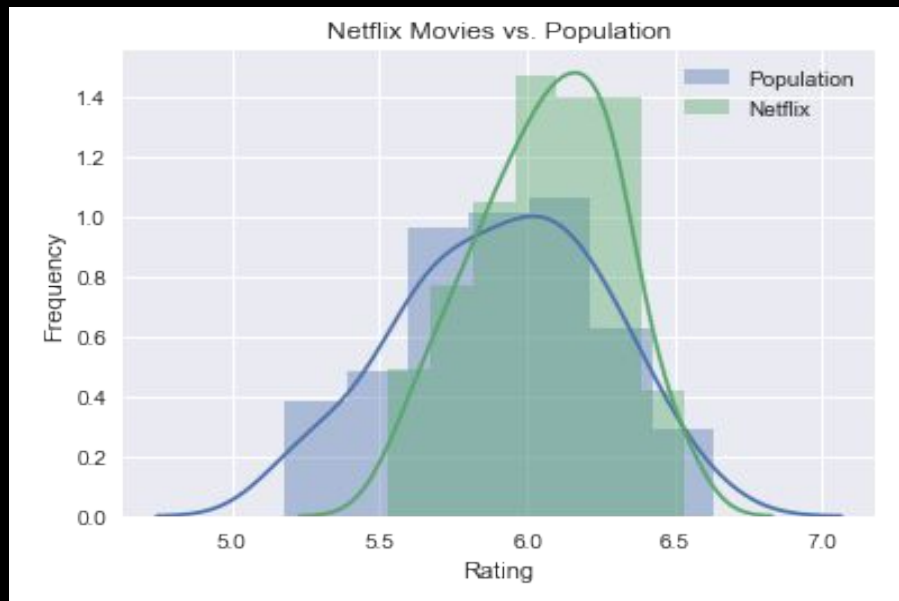


Graphs showing a boxplot for Ratings for our 3 main genres and a scatterplot showing effect of budget on revenue.



# NETFLIX vs Other Production

- We tested Netflix productions against population for Rating.
- $\alpha = 0.05$
- p-value < 0.001
- We reject the null and can say this difference is significant!



Netflix Mean: 6.1

Population: 5.9

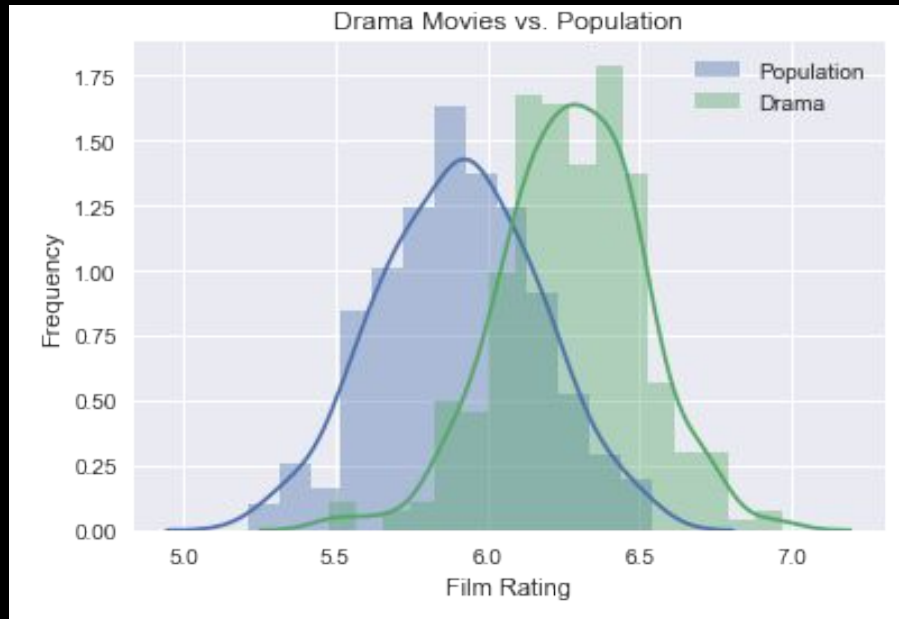
Difference: +0.2

Cohen's d = 0.569



# Drama vs Other Genres

- We tested the mean for 112 Drama films against the population mean.
- $\alpha = 0.05$
- $p\text{-value} < 0.001$
- We reject the null and can say this difference is significant!



Drama Mean: 6.3

Population: 5.9

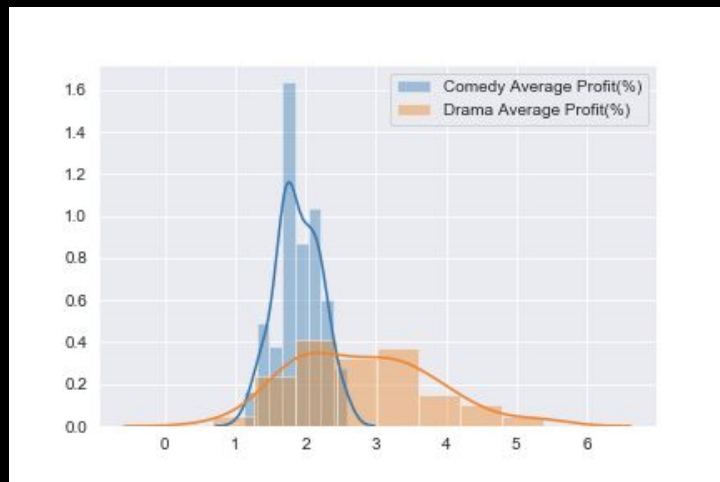
Difference: +0.4

Cohen's  $d = 1.575$



# More Profitable: **Drama** > Comedy

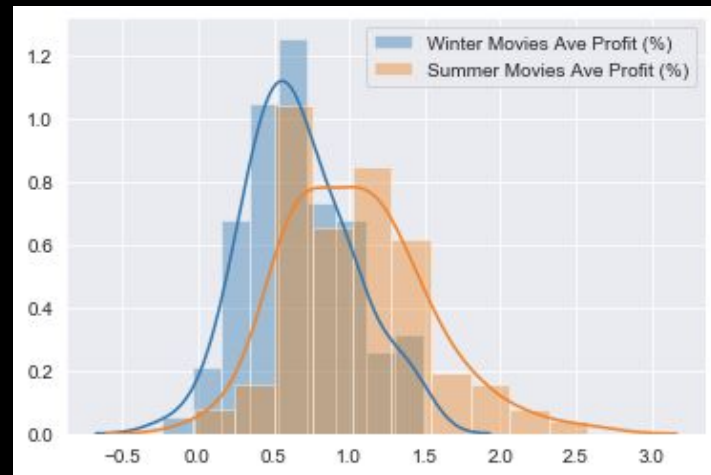
- 100 Comedy movies vs 100 Drama movies
  - Comedy average profit = 1.91%
  - Drama average profit = 2.82%
- Welch's t-test
  - $\alpha = 0.05$
  - p-value =  $4.46 \times 10^{-14}$





# Profitability: Winter vs Summer Release

- 100 movies released in winter vs 100 movies released summer (US gross revenue)
  - Winter average profit = 0.67%
  - Summer average profit = 1.04%
- t-test
  - $\alpha = 0.05$
  - p-value =  $6.28 \times 10^{-10}$



# Conclusions

- Drama movies garner the highest rating. This genre is most likely to produce a better rating.
- Netflix films tend to fetch a slightly better rating than the average.
- Drama films are also more profitable than comedy films.
- Films released in summer have a slightly larger revenue than those released in winter.
- We suggest to produce a Drama over a Comedy, releasing the title in Winter to maximise ratings and profits.



**Thanks for listening!**

