

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 winter is more profitable than during summer?

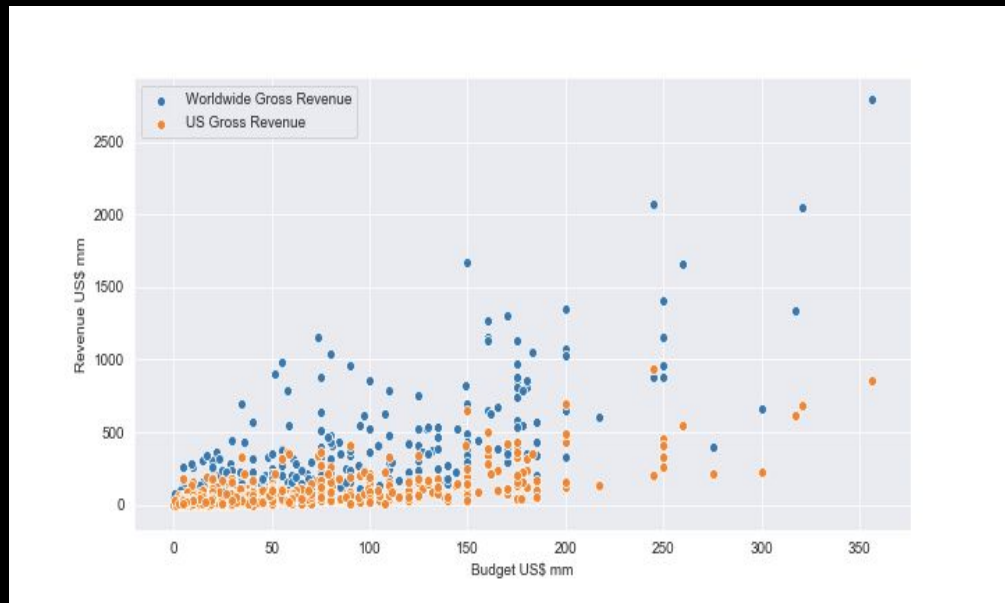
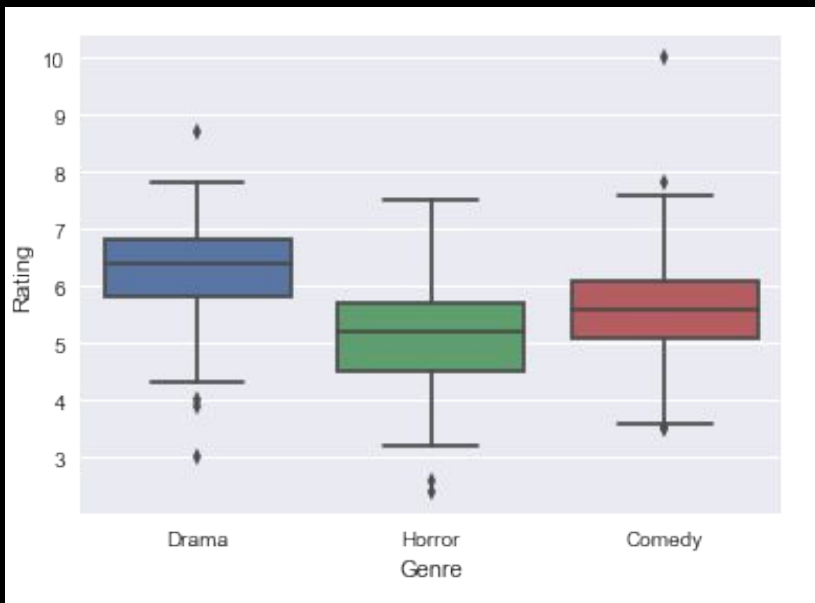


Source Data

- 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

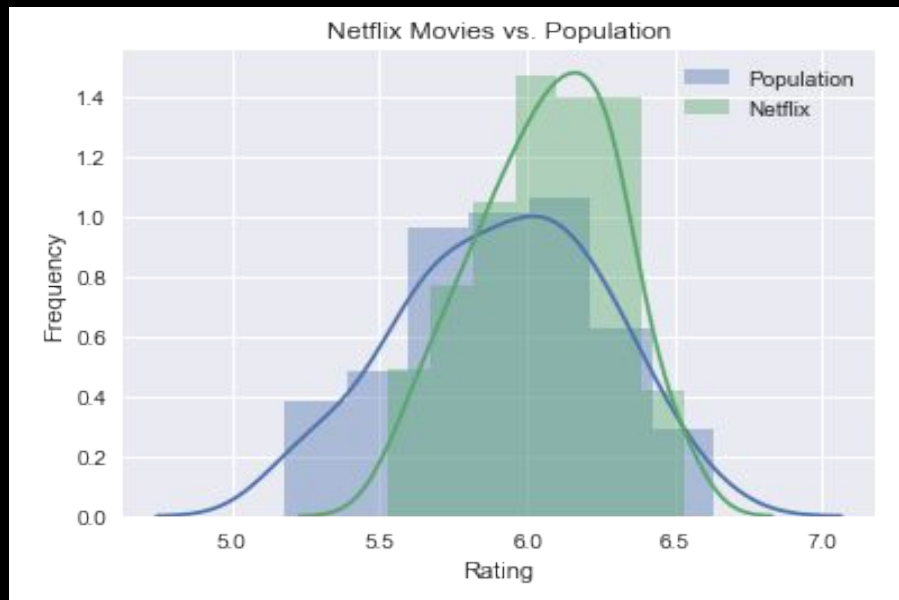


Graphs showing a boxplot for Ratings for our 3 main genres and a scatterplot showing effect of budget on revenue.



NETFLIX vs Other Production

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



Netflix Mean: 6.1

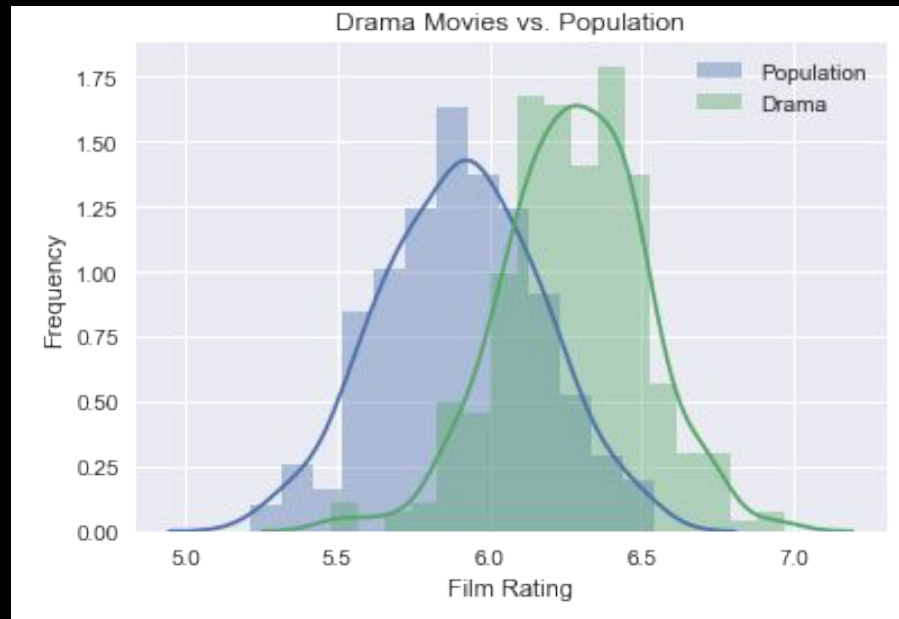
Population: 5.9

Difference: +0.2



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

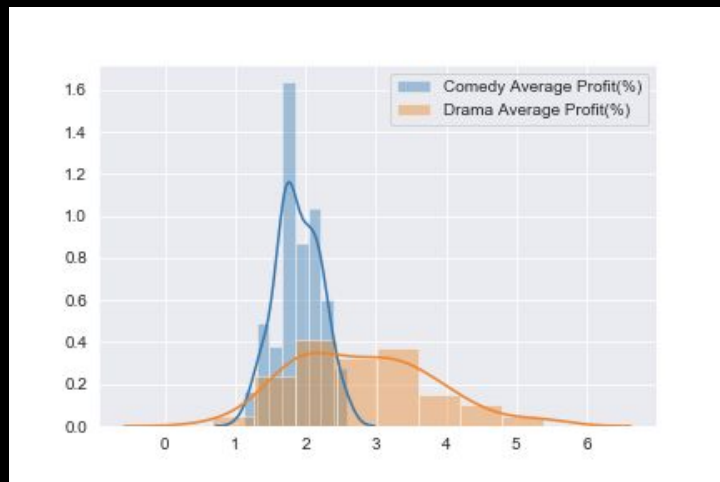
Population: 5.9

Difference: +0.4



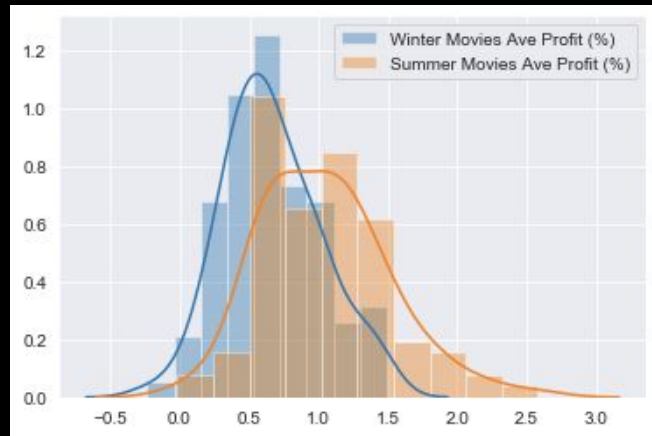
More Profitable: **Drama** > Comedy

- 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 = 4.46×10^{-14}



Profitable: **Winter** vs Summer Release

- 100 movies released in winter vs 100 movies released summer
 - Winter average profit = 0.67%
 - Summer average profit = 1.04%
- t-test
 - $\alpha = 0.05$
 - p-value = 6.28×10^{-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.
- There is statistically significant difference between comedy and drama average profits
- There is statistically significant difference between comedy and drama average profits



Thanks for listening!

Questions?

