

**SP22: CS-122 Sec 02 - Adv Python
Programming**

Instructor: Wendy Lee Ph.D.

Exploratory Data Analysis : Netflix Service

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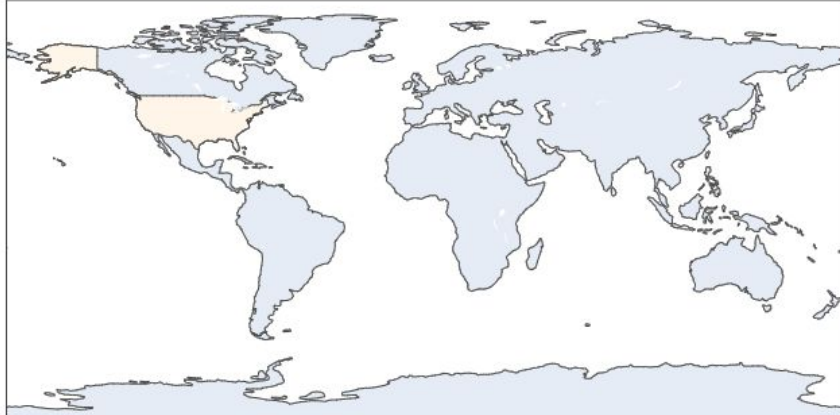
Jennie Yang

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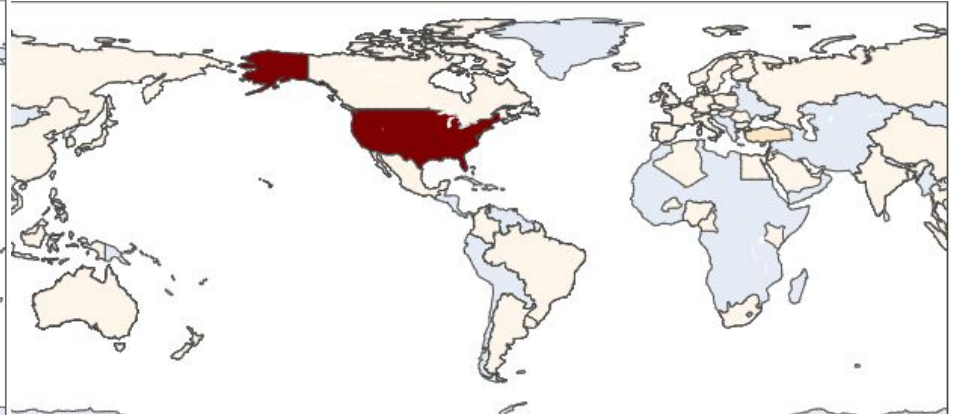
Introduction

- 1) Netflix more than 200 million subscribers in 2020 with a market cap of \$243 billion US Dollars
- 2) Approach: using dataset that focuses on the quantity of program contents that Netflix brings out to users
- 3) Question: Does the increase of program contents bring more users to Netflix? As we notice a correlation between the number of content rolling out and the increase in subscribers

The distribution of content rising from 2008 to 2021:



2008



2021

Analysis by program type

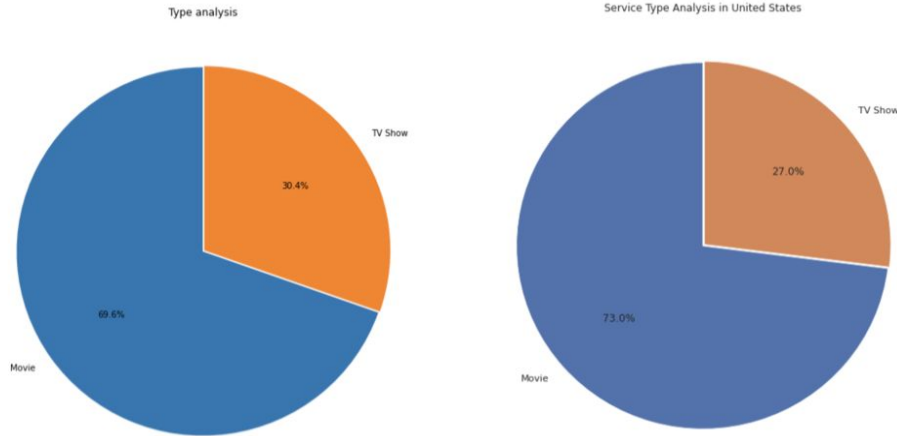
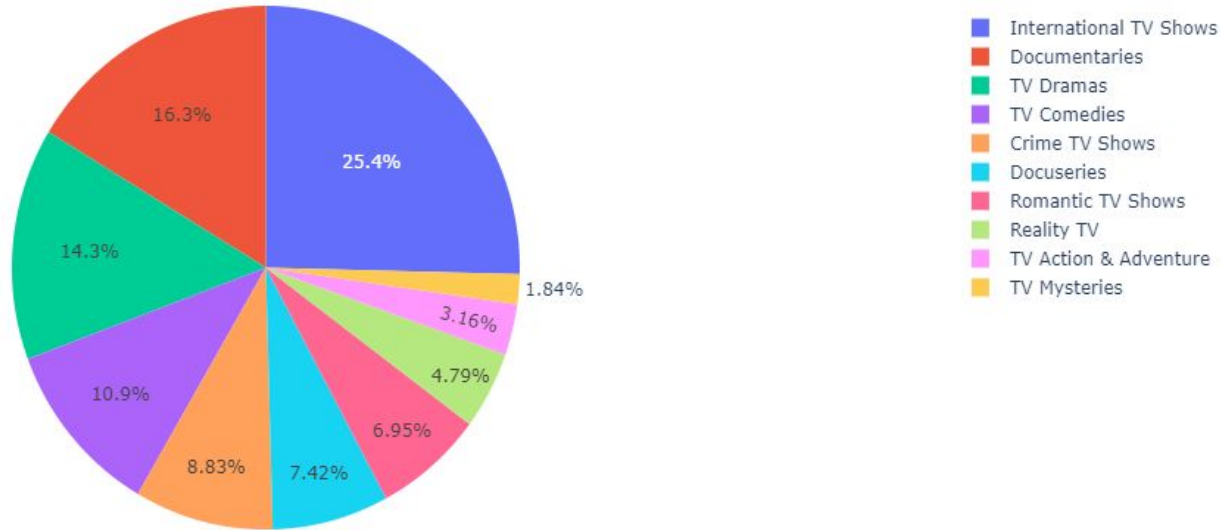


figure 2.program type

Netflix program consists of 69.6% of movies and 30.4% of TV shows worldwide. In the United States, Netflix program consists of 73% of Movies and 27% of TV Shows.

Frequency of Listed-in Type of Netflix Content



Service top 15 countries

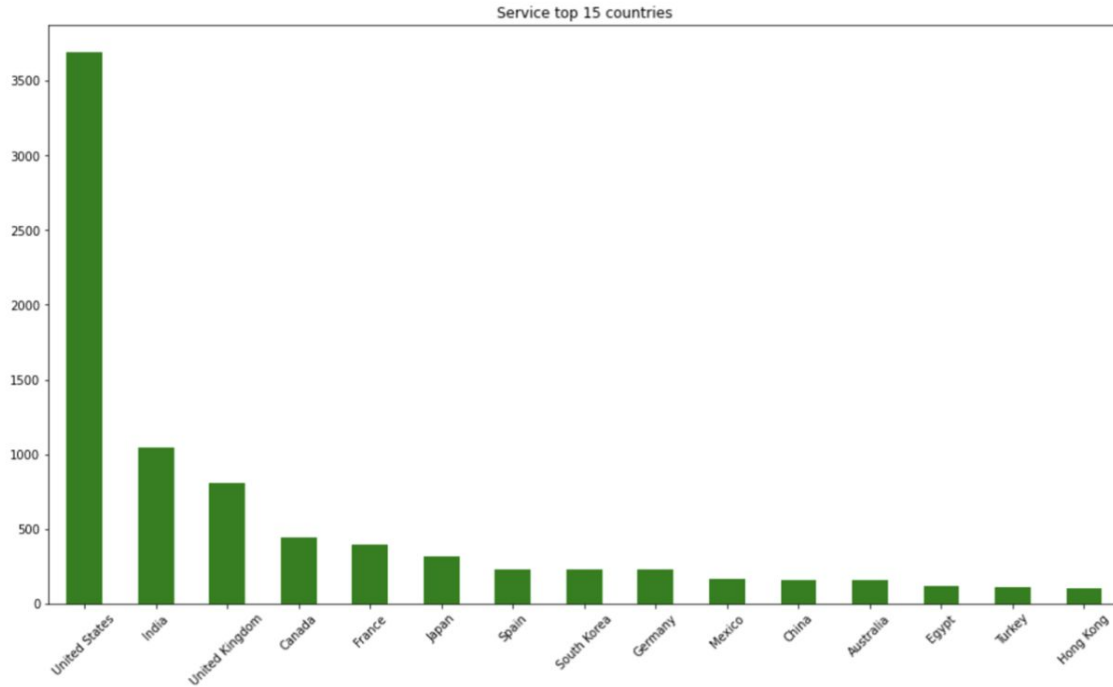


figure 4. Service top 15 countries

- The United States has the most programs among the Netflix service countries. Netflix provides 2818 programs in the United States.

Month trends for adding programs on the Netflix

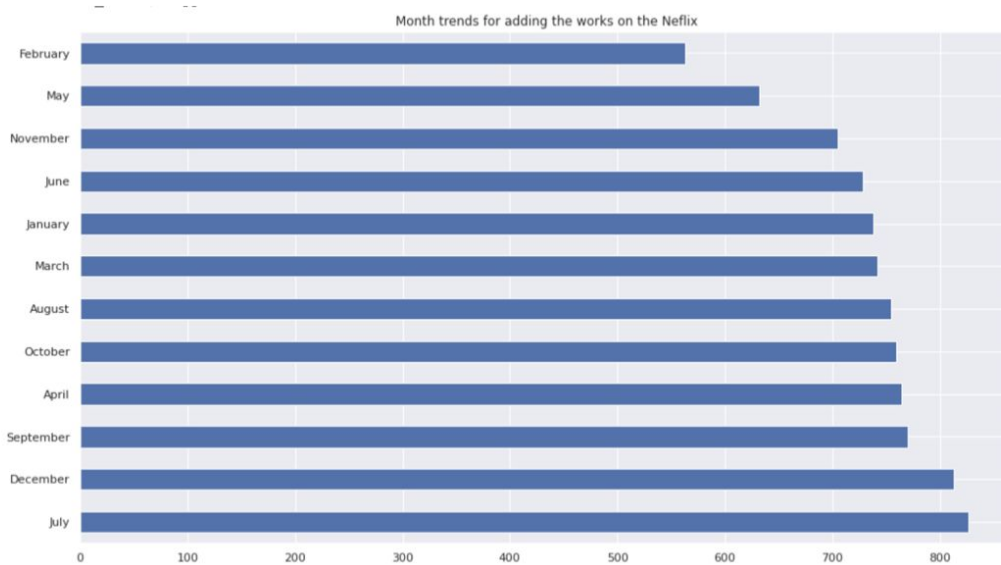
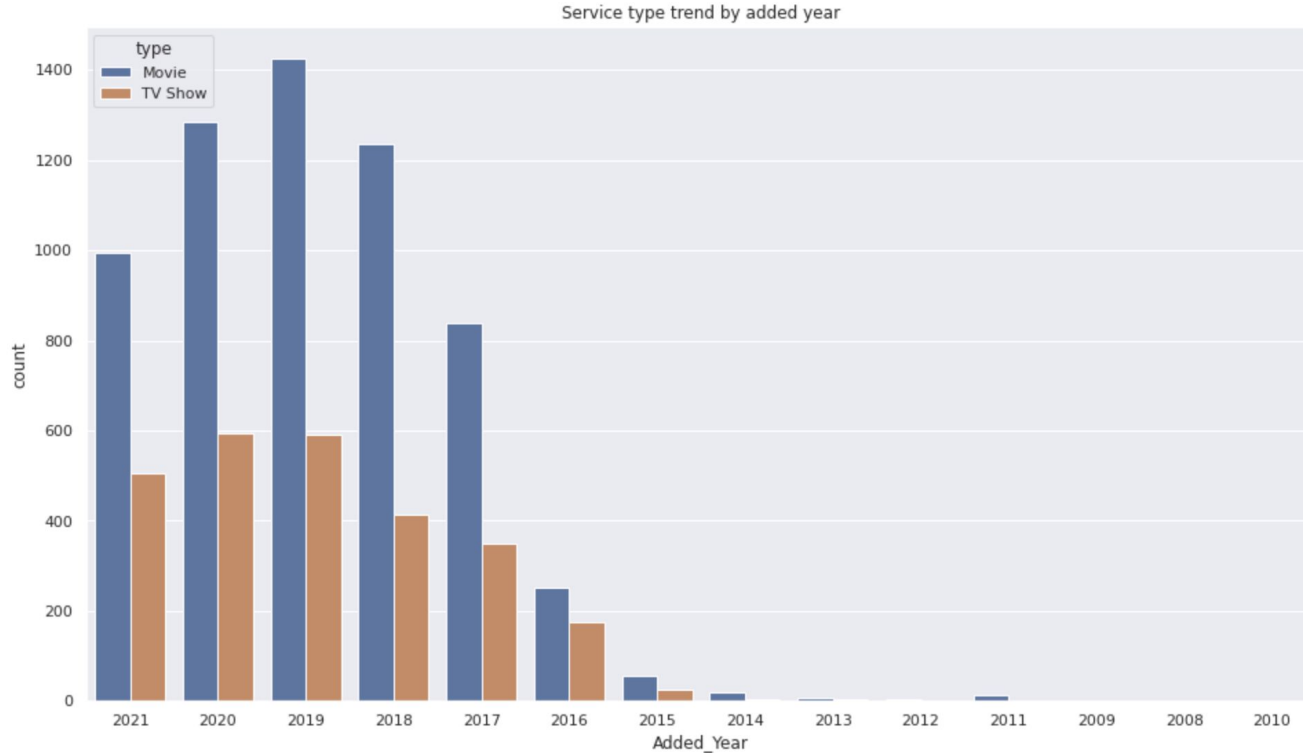


figure 6. Month trends for adding programs on the Netflix

- In July, Netflix tends to add the most programs while adding the least in February.
- In July, Netflix added 827 programs. In February, Netflix added 563 programs.

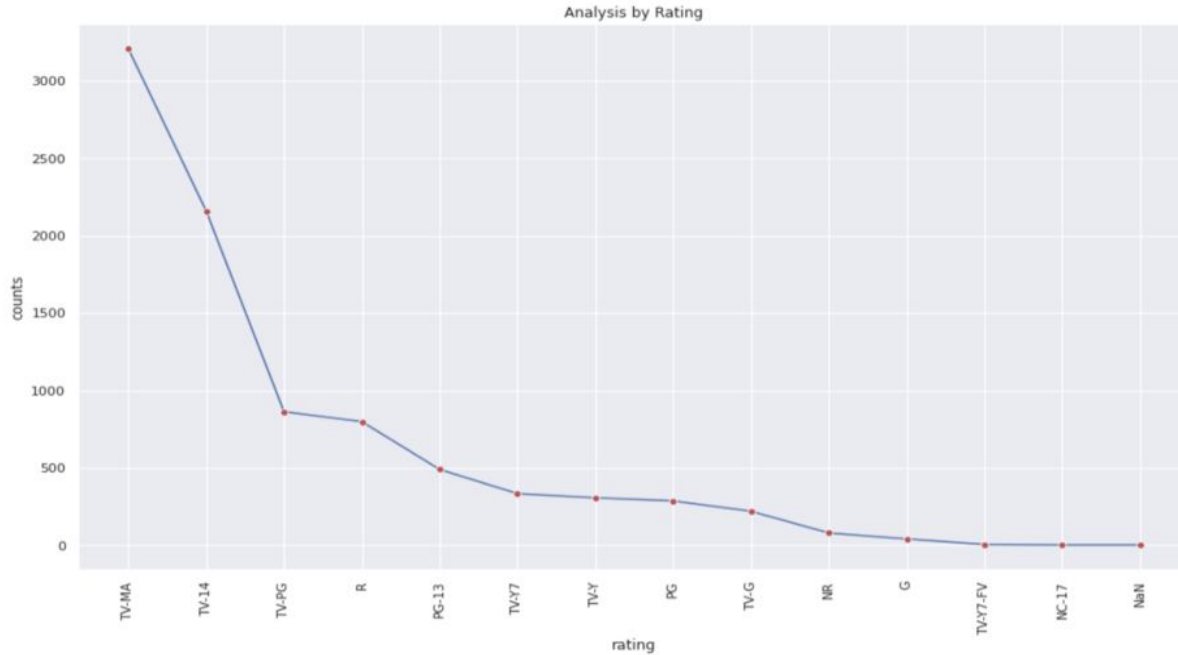
Analysis of Added Year by Service Type



In 2019, Netflix added the most TV shows and movies.

Netflix added 1424 programs in 2019.

Analysis by Rating



TV-MA(TV Mature Audience Only) is the highest, and UR is the lowest. The trends are also similar in the United States.

Conclusion

- Netflix program consists of 69.6% of movies and 30.4% of TV shows worldwide.
- Netflix content type is the International TV shows which are 25.4%.
- The United States has the most programs among the Netflix service countries.
- In 2019, Netflix added the most TV shows and movies.
- TV-MA(TV Mature Audience Only) is the highest, and UR is the lowest. The trends are also similar in the United States.
- In July, Netflix tends to add the most programs while adding the least in February.