

Undergraduate Data Analytics Case Competition

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Executive Summary

We conducted this case study by:

1. Analyzing countries with most content along with the specific count of movie and TV show to decide on which country we should targeted on and what type of product we should be producing
2. Analyzing genre trends and frequent theme to decide what kind of story people enjoy the most
3. Analyzing the duration trends to decide how long/ how many season our products should be to cater to customers' preferences

Our conclusion and recommendation is:

Among all the countries, we should targeted on the United States. We should have more international and drama movies with themes about life, people, save, and love, and the duration should be around 100 minutes.

Goal, Idea, and Impact



GOAL

- What content we should buy and produce for Zuckflix giving a limited budget?
- Which country we should targeted on?



IDEA

- Analyze the top 10 countries that produce Most Movies and Shows on Netflix
- Analyze the trend of genre and theme
- Analyze the trend of movies/TV shows' duration



IMPACT

- Diversify Meta's business portfolio
- Compete with established platforms and bring its unique content and approach
- Contribute to Meta's revenue

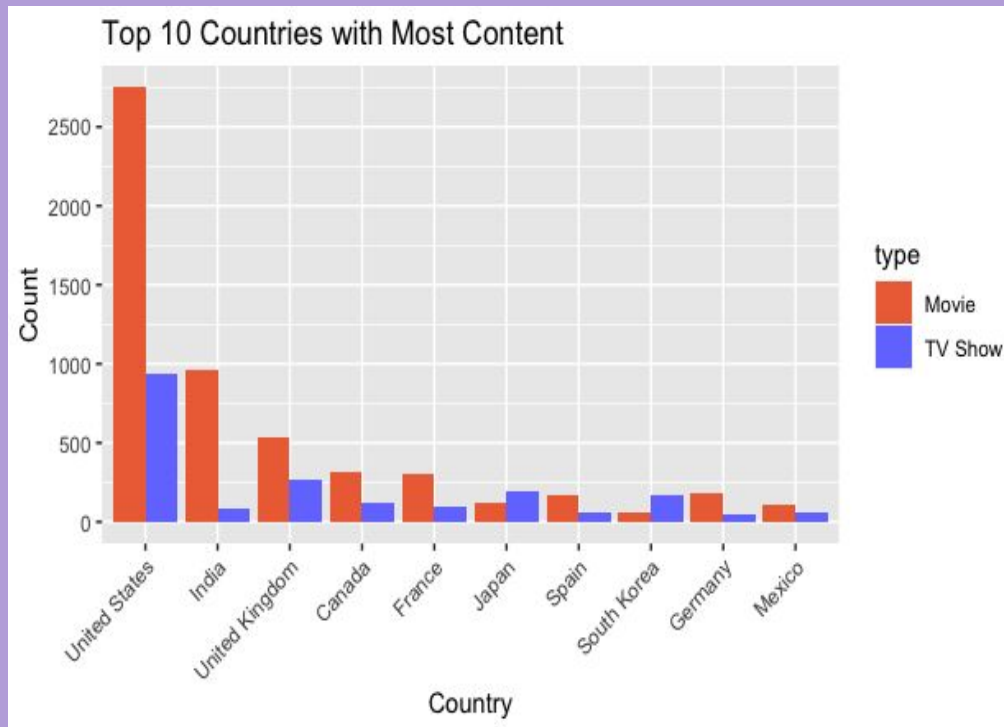
Data Analysis: Countries with Most Content

Movie

Among the top 10 countries with most content, 8 of them tends to produce more movies compare to TV shows

United States

United States produced most content among all the countries. India, UK, Canada follows behind US



Data Analysis: Genres with Most Count

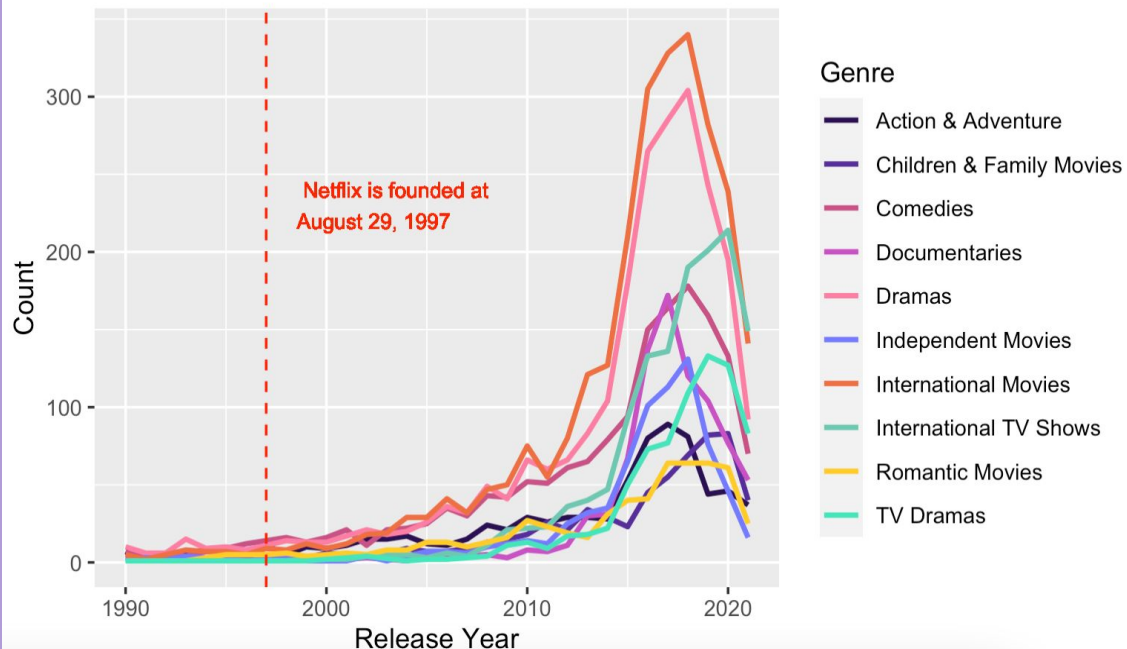
International & Drama

International and drama are the most popular genre among all for both movies and TV shows

2010

The production of movies and TV shows of all different genres spiked after 2010

Top 10 Genre Count Over the Years



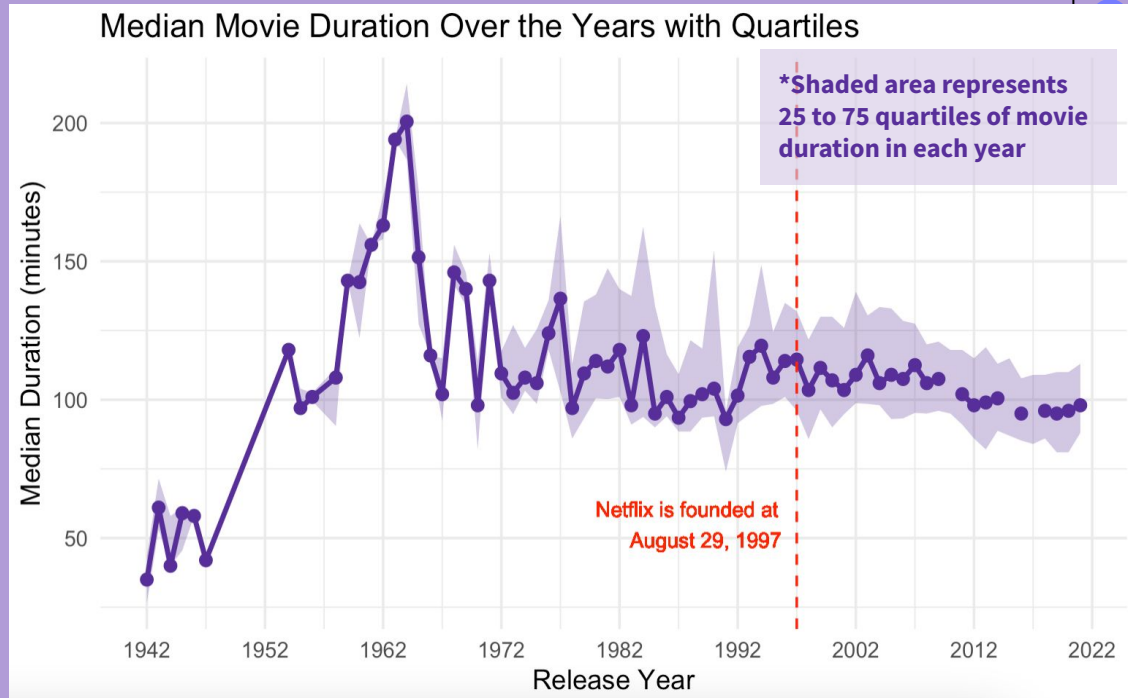
Data Analysis: Median Movie Duration

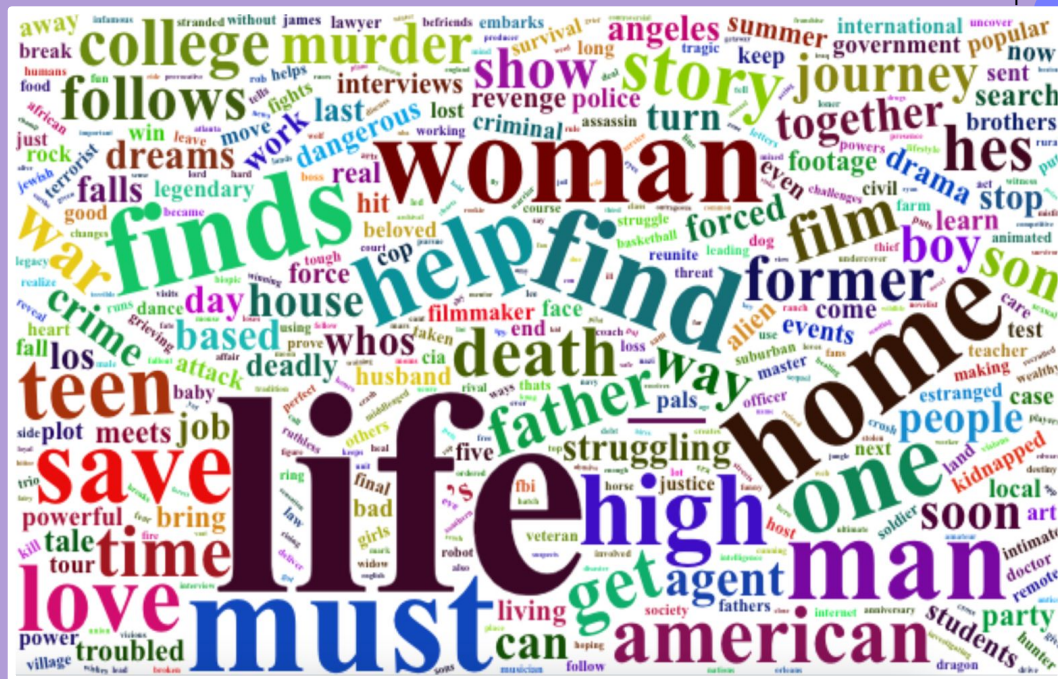
100 Minutes

Most of the recent movies have duration around 100 minutes

1997

Netflix is founded in 1997, and after 1997, movie durations started to stabilize from longer duration into shorter duration





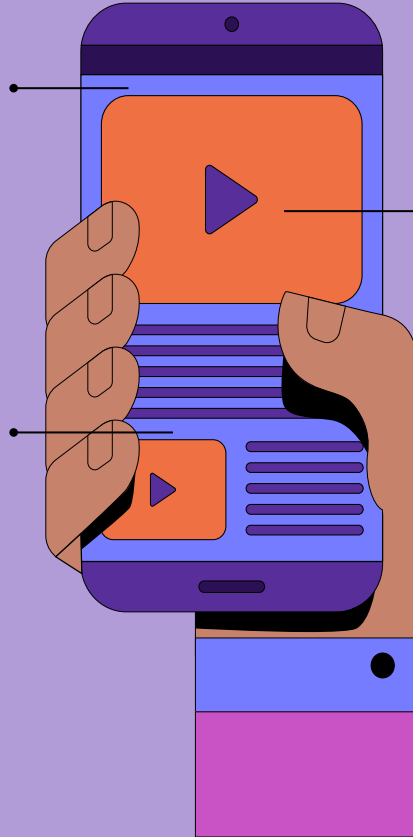
Recommendations

Targeted Country: United States

U.S. produces most contents among all other countries, which could be inferred that U.S. is very active in using/producing streaming media.

Type & Duration: Movie + 100 Min

Most of the countries are producing more movies, with duration around 100 minutes, than TV shows, which could be inferred that people prefer to watch shorter movies over TV shows on streaming medias like Netflix.



Genre & Theme: International/Drama + Life/People/Save/Love

International movies and drama movies have become more and more popular in recent years, and stories with themes like life, people, save, and love are also trending in U.S. since 2000. The popularity of these genres and themes reveals the preference and taste of the public.

THANKS!

Have questions?

— Contact Us!

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GITHUB REPO:

https://github.com/JianingC0913/Meta_SIE_case_comp

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, infographics & images by Freepik

DATA SOURCE:

[1] S. Bansal, “Netflix movies and TV shows,” Kaggle, <https://www.kaggle.com/datasets/shivamb/netflix-shows/data> (accessed Nov. 20, 2023).

