

An Analysis

NETFLIX

Performance by World Happiness Index

Adam
Karla
Yuting
Dany



Questions

Do happier countries have:

Greater access to Netflix media than unhappier countries?

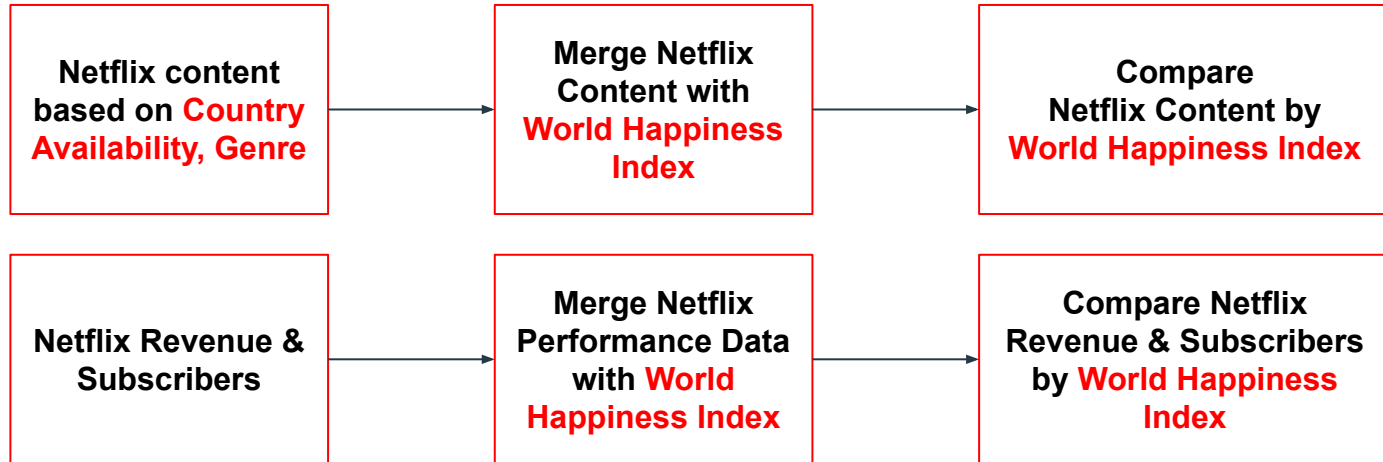
Watch specific genres more than unhappier countries?

Greater access to media with higher IMDb scores?

Bring in more revenue and subscribers than unhappier countries?

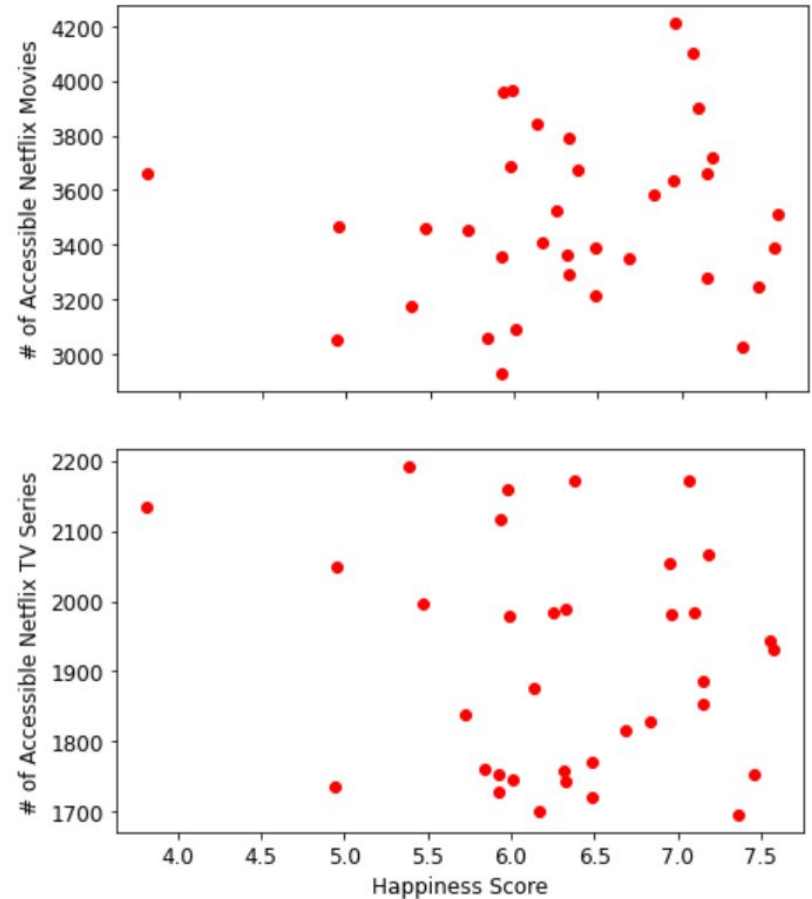
Data Sets

1. World Happiness Index [2021 Report](#) (Kaggle)
2. [Aggregated Netflix media data](#) (Kaggle)
3. Netflix [Subscribers & Revenue](#) (Kaggle)



No pattern between accessible Netflix media and a country's happiness score

- Countries have differing access to the number of netflix content
- The netflix data set is limited to a sample size of 35 countries
- Happier countries are more represented within the netflix data set



Do happier countries watch specific genres more than unhappier countries?

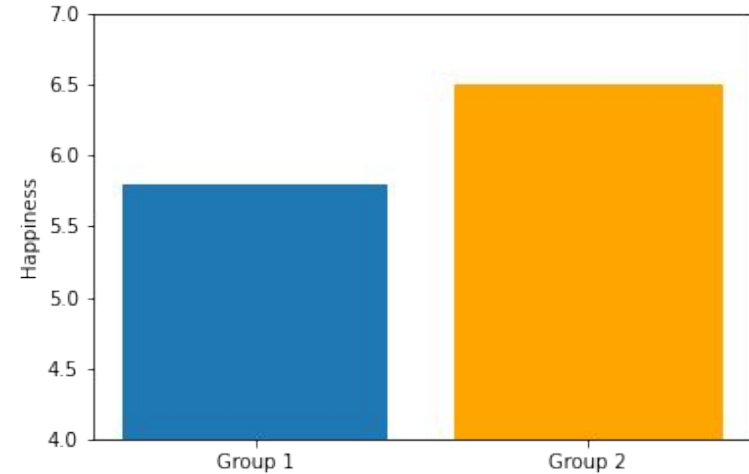
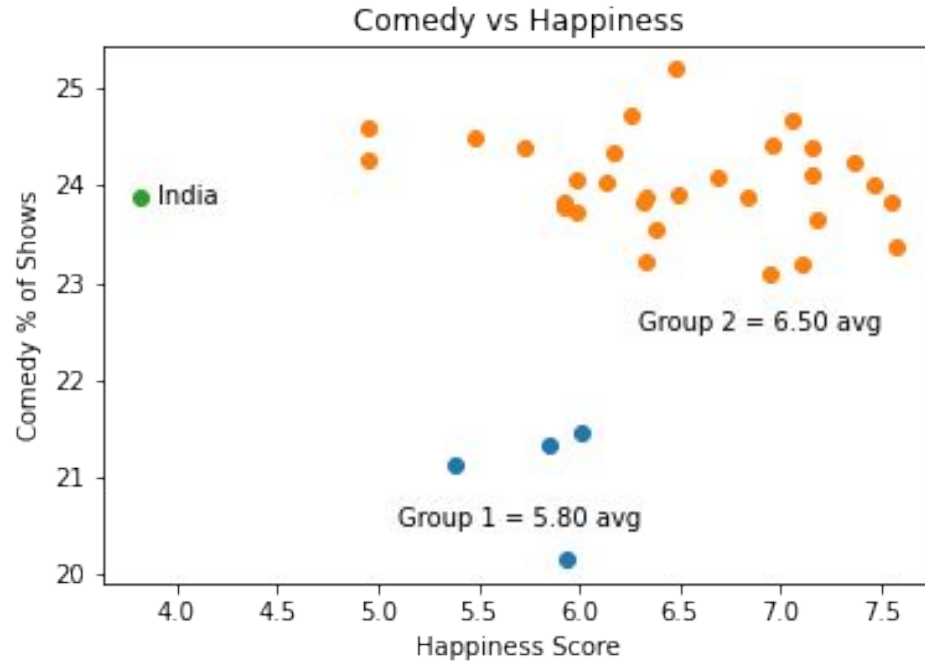
Method:

*Percentage of
shows/films in a
country with a
specific genre tag*



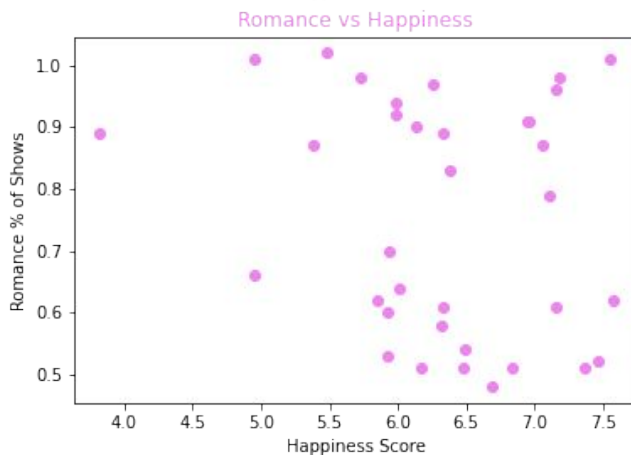
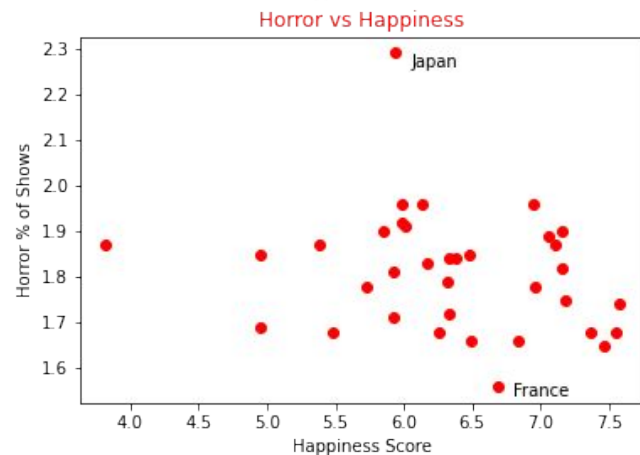
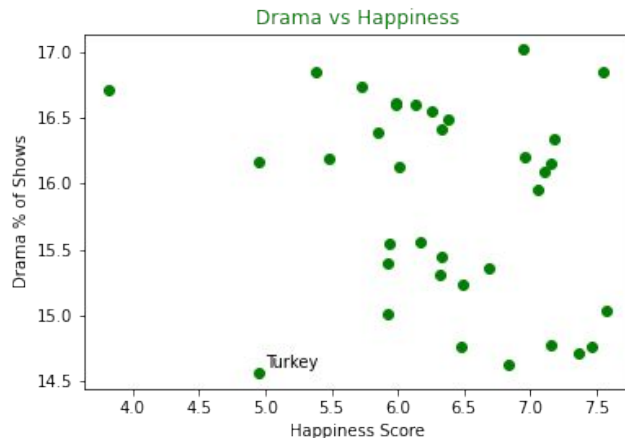
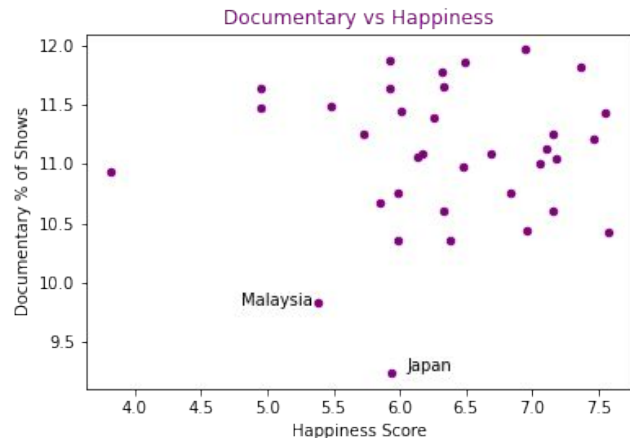
*Aggregation based on polling data from residents of each
country rating various life metrics on a 0-10 scale*

Do happier countries watch specific genres more than unhappier countries?



- Two distinct groups emerge
- Group 1 is less happy on average and dislikes comedy
- Group 2 is in general happier and enjoys comedy much more

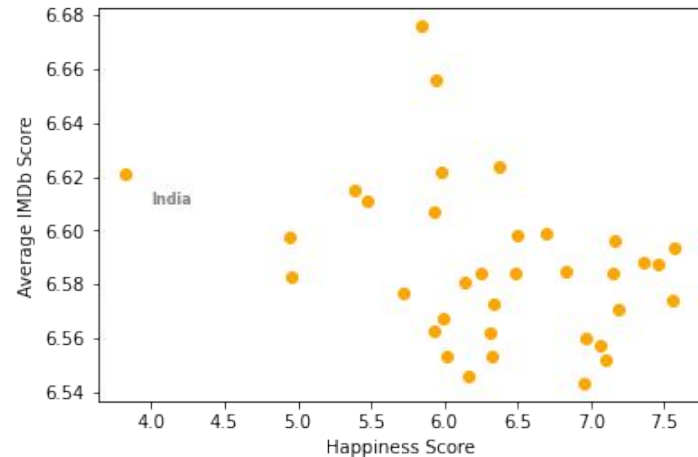
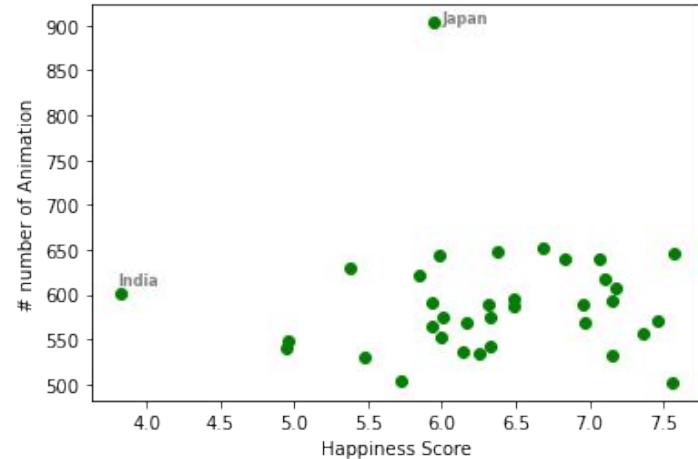
Do happier countries watch specific genres more than unhappier countries?

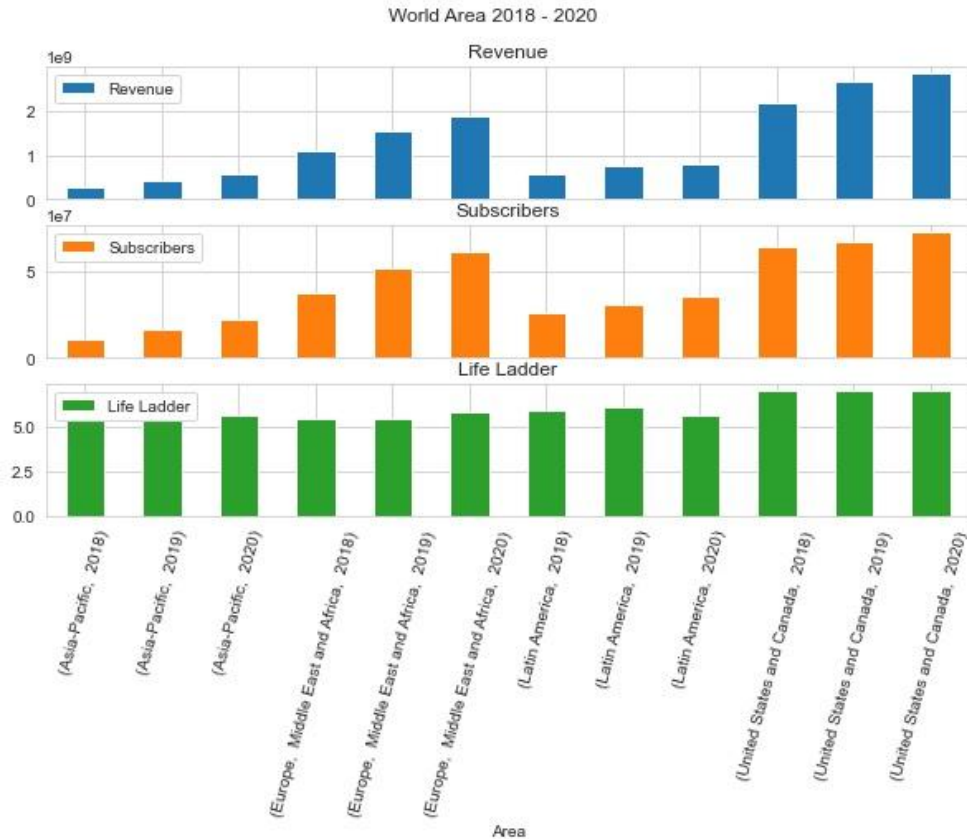


- In addition to comedy, we also analyzed documentary, drama, horror, and romance
- These other data-sets have little to no correlation
- These do show some outliers, including Japan, which has much different genre preferences than other countries (love horror, hate docs)

No pattern between a country's happiness and the available number of Animations or Avg. IMBD score

- Japan is an outlier in Animation
- The animation industry in one of Japan's most visually distinctive media industries
- India is the lowest scoring country in the Netflix data set
- India's average IMDb score seem to be in line with other countries





Netflix subscribers and revenue are increasing globally

- Between 2018 and 2020, there is an increase in Netflix subscribers and revenue in Asia-Pacific, EMEA, Latin America. Also, the life ladder in those areas has been increasing.
- The United States and Canada are exempt, Netflix subscribers and revenues follow a growing up tendency, but the life ladder had an inflection from 7.029 in 2018 to 7.026 in 2020.

Conclusion

Findings

- There are no apparent patterns between the amount of Netflix media that is accessible by happier countries.
- Some countries have abnormally high (or low) preferences for specific genres

Challenges & Limitations

- There is no official Netflix API so that limits the amount of data we can work with.
- Aggregated Netflix data set contains country availability data on only 36 countries.
- Happier countries are more represented in aggregated data than unhappier countries