Project Proposal → Analyzing Competing Streaming Services

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Ideas → streaming (Netflix, Hulu, Disney +, HBO Max, Amazon Prime)

What we want to look at:
- We will want to look at data trends over the past five years of all the streaming services presented
  - Age analytics
  - Gender
  - Categories
  - Country
  - Movies vs TV series
  - Average number of profiles on each one
- Cost analysis → compare the cost of each streaming service
- We will figure out which streaming service is the most popular? → from here we will dive deeper into why it is the most popular and assess the data presented.
  - If Netflix → see and pinpoint active accounts/cost
    - Type of subscription
    - Plan duration

Questions to ask:
1. Which streaming service is the most popular based on the number of accounts?
2. Which streaming service does better with original series/content and why? Who are the biggest competitors?
3. What is the average plan duration? One month? Six months? A Year? Why is this the case?
4. Did Covid have an effect on streaming services? *Why?*

Where will we source our data?
- Kaggle
  - Netflix:
    - https://www.kaggle.com/datasets/arnavsmayan/netflix-userbase-dataset
    - https://www.kaggle.com/code/arnavsmayan/netflix-userbase-visualization-notebook
  - HBO: https://www.kaggle.com/datasets/victorsoeiro/hbo-max-tv-shows-and-movies
  - Amazon Prime: https://www.kaggle.com/datasets/victorsoeiro/amazon-prime-tv-shows-and-movies

- ○ Disney:
    https://www.kaggle.com/datasets/victorsoeiro/disney-tv-shows-and-movies
  ○ Hulu: https://www.kaggle.com/datasets/victorsoeiro/hulu-tv-shows-and-movies
- IMDB
- Rotten Tomatoes

Breakdown
- Task 1: summary table of each streaming service and go into analysis
    - Netflix
    - Amazon Prime
    - Disney +
    - HBO Max
    - Hulu
- Task 1b: analyze data and discuss each streaming service and which one is the most popular from there we will pull data from and perform a deeper dive.
- Task 2: From the data received, we will take the most popular streaming service and analyze from there. This will include the analytics of:
    - Age distribution, gender, country distribution, subscription types, category distribution, original vs licensed shows/movies.
- Task 2b: Creating charts
- Task 3: Look at past five years data and number of new accounts/revenue/etc
- Task 3b: Analyze how COVID affected # of accounts/revenue/etc.