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Netflix Exercise

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1. Identify the English TV show with the most appearances in the top 10 list (you can treat each row in the data as a separate appearance). What were the average weekly viewed hours for that show across all appearances?

Title	Average Weekly Hours Viewed
You	43,193,333.333333336 hours

2. For the "Films (Non-English)" category, identify the film with lowest IMDb rating. What were the average weekly hours viewed for that film?

Title	Average Weekly Hours Viewed
Nobody Sleeps in the Woods Tonight 2	4,610,000 hours

3. Identify the film in the "Films (English)" category with the most cumulative weeks in the top 10. How could you approximate how many users watched this film? What assumptions would you make? What risks are there to your approach?

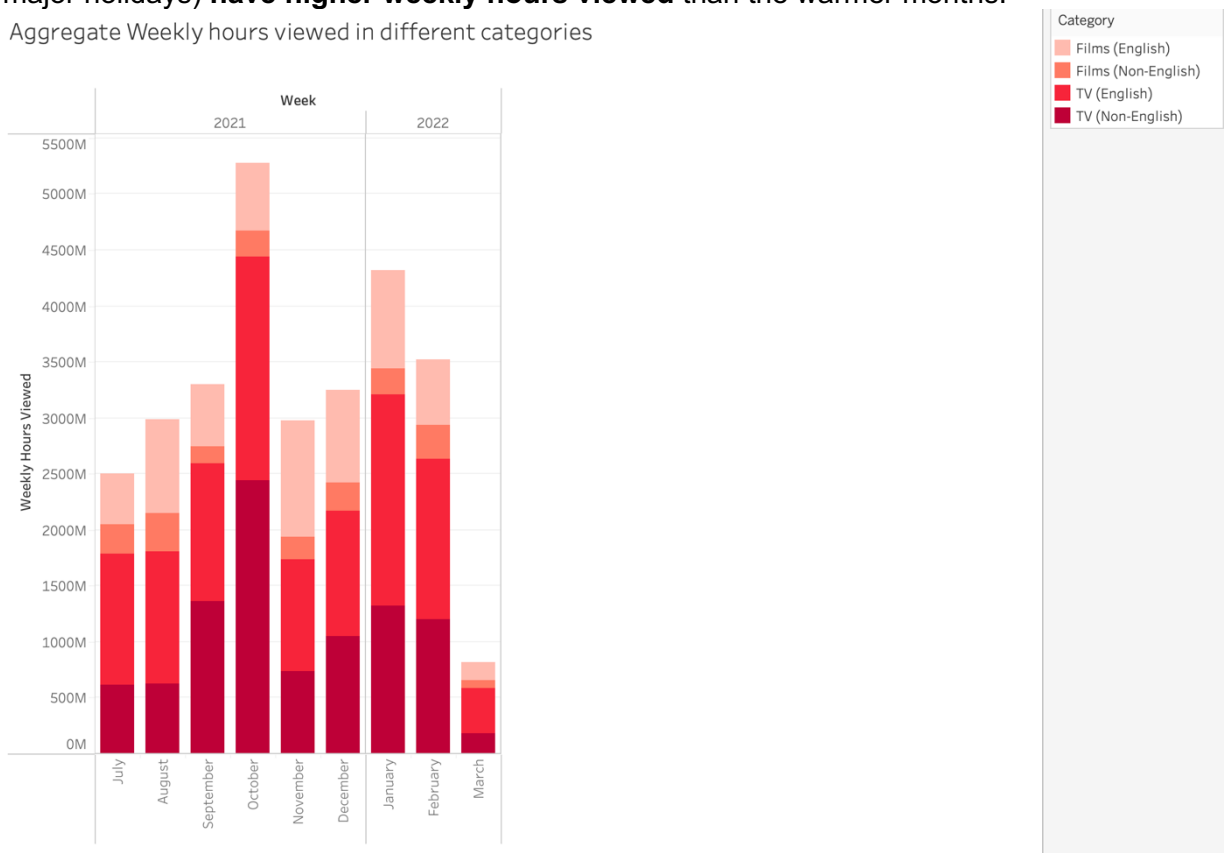*Please limit your response to 150 words or less.*

In the English film category, **Red Notice** showed up the most in the top 10 Netflix list with a cumulative of **13 weeks** in the top 10 chart. In calculating the approximate users that watched this film, I took the aggregate of the film hours viewed, multiplied it by 60 to keep it in the same unit as running time (minutes) and then divided it by the running time of the film. I would assume that an approximate **228,762,711 users** watched this film. This data point might **not be indicative of the unique users** because there might be users that watched multiple times.

4. If you plot weekly hours viewed over time (as an aggregate and for each of the four categories), what trends do you notice?

Please limit your response to 150 words or less.

On average, **TV(English)** category has the **most weekly hours viewed** in the top 10 list. **October 2021**, has the **highest number of total weekly hours viewed** of over 5 billion hours viewed. **Films (Non-English)** is the category with the **least weekly hours viewed** every month. Users watch **more English films and TV shows** than they watch the Non-English ones. In the **Non-English category**, users spend **more weekly hours watching the TV shows** than they spend watching the films. **March 2022** has the **least number of weekly hours viewed** across the dataset. This could be because March only has **one week of data collected.** On average, **the cooler months** (apart from November and December that have major holidays) **have higher weekly hours viewed** than the warmer months.

Aggregate Weekly hours viewed in different categories

5. Another key investor question is how many US subscribers Netflix has each quarter. Name one type of dataset you could use to answer this question. How would this data source help you estimate Netflix's US subscribers?

Please limit your response to 150 words or less.

I can get information on the number of Netflix "paying streaming subscribers" per quarter in the US from Statista and use that as a proxy for the number of subscribers.

However, the most reliable data source would be Netflix's quarterly financial report.