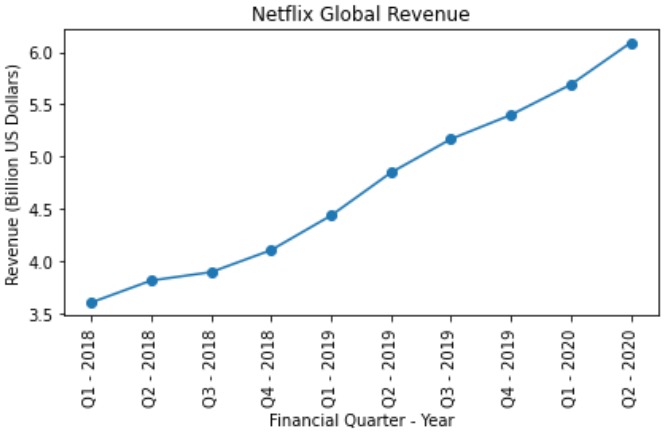
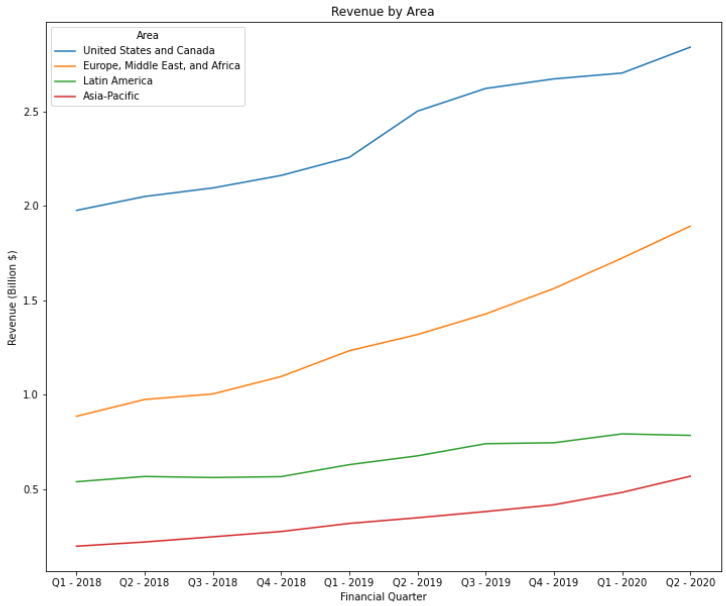
## Flicking Through Netflix Data - Report and Findings

**Whether regions growth follows similar patterns - or if different regions behave more independently:**

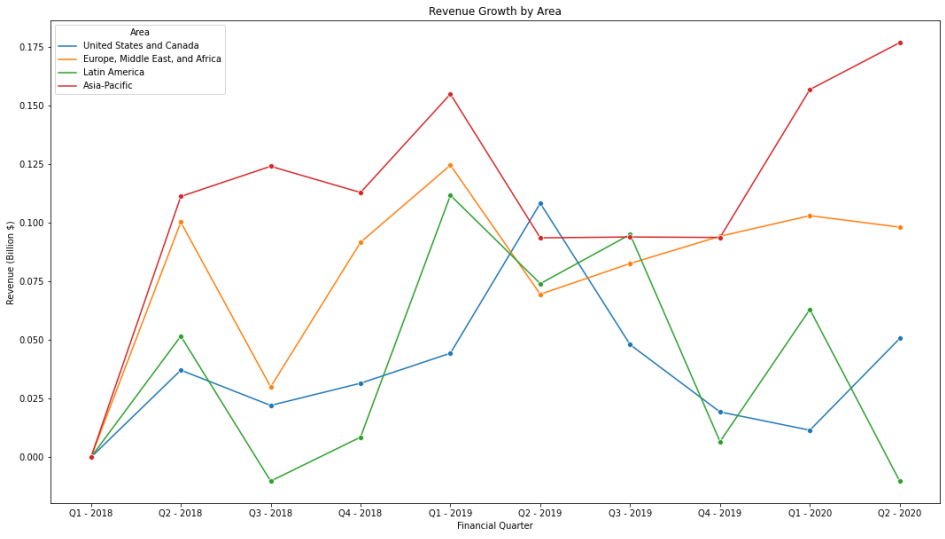
We set out to explore whether the four regions we collated our revenue and subscriber data from showed any common trends or key differences. This is to see whether Netflix, the most subscribed to streaming service, was reaching unanimous global success. Netflix's global revenue reached just shy of $6.1 billion in 2020, growing year on year.

Our group had initially begun to explore the revenue and the subscriber counts, our two

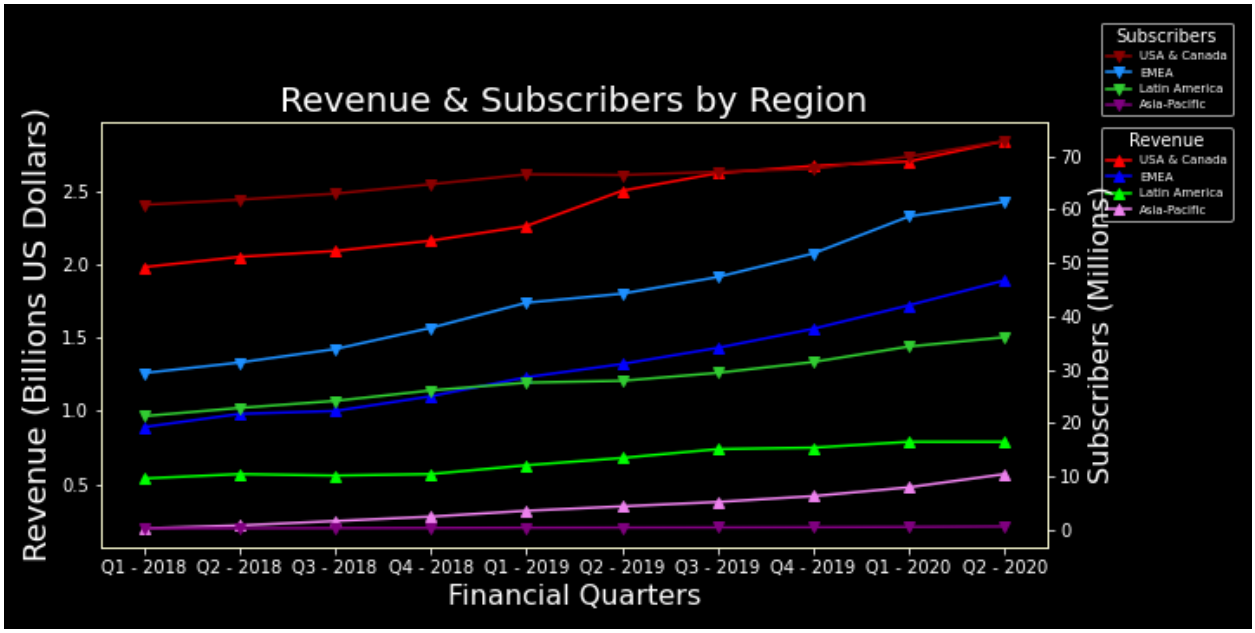



measurements for growth, compared against each region. Our data was not very compelling, all regions were steadily increasing in revenue and size - but at no point did one region ever go above or below the progress of another. This is due to each region having a different base amount of starting



subscribers and population - a small region would not be expected to surpass another. As such, we began to focus more heavily on the percentage growth for each respective region.
This allowed us to see that the growth of each region in revenue was more volatile than anticipated. However, it also confirms Netflix's upward trajectory, displaying only two declines in revenue growth in one region (Latin America, Q3 - 2018 and Q2 2020).

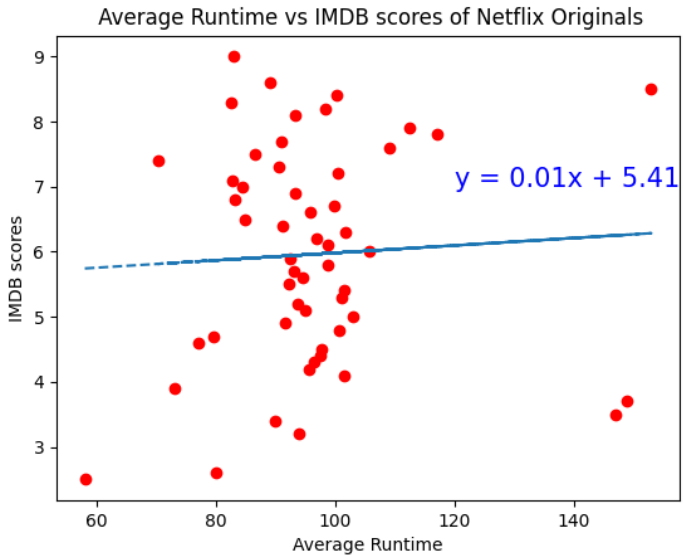



When comparing the two metrics of growth, subscribers and revenue, we can see that Netflix has been working hard to make their revenue in each region improve - irrespective of subscribers. We can see for example in Asia, despite minimal change in subscribers, revenue increases consistently year on year. In the United States and Canadas, we see a dramatic influx in revenue when compared to their consistent subscriber growth.

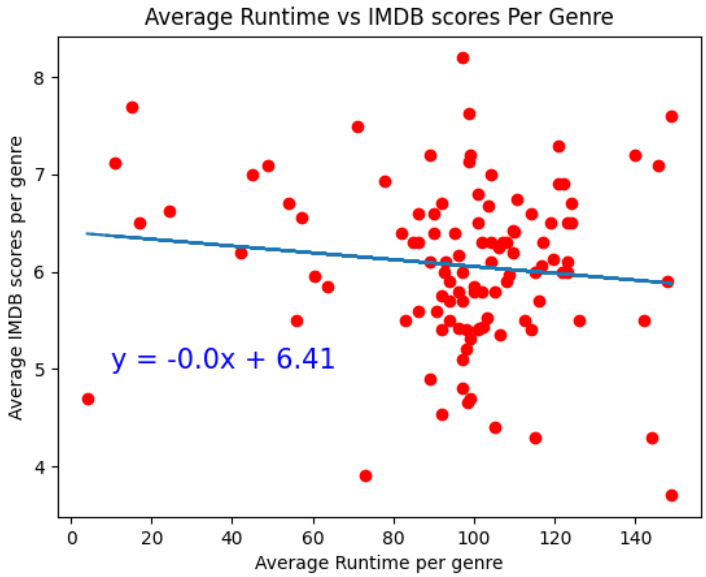
**Does runtime affect how well a show is received?:**

We also set out to explore whether or not runtime had an effect on how enjoyable a show was to watch. We used up to date imdb ratings from our omdb api to gauge the reception of the show and be our measure of how well a show was received.

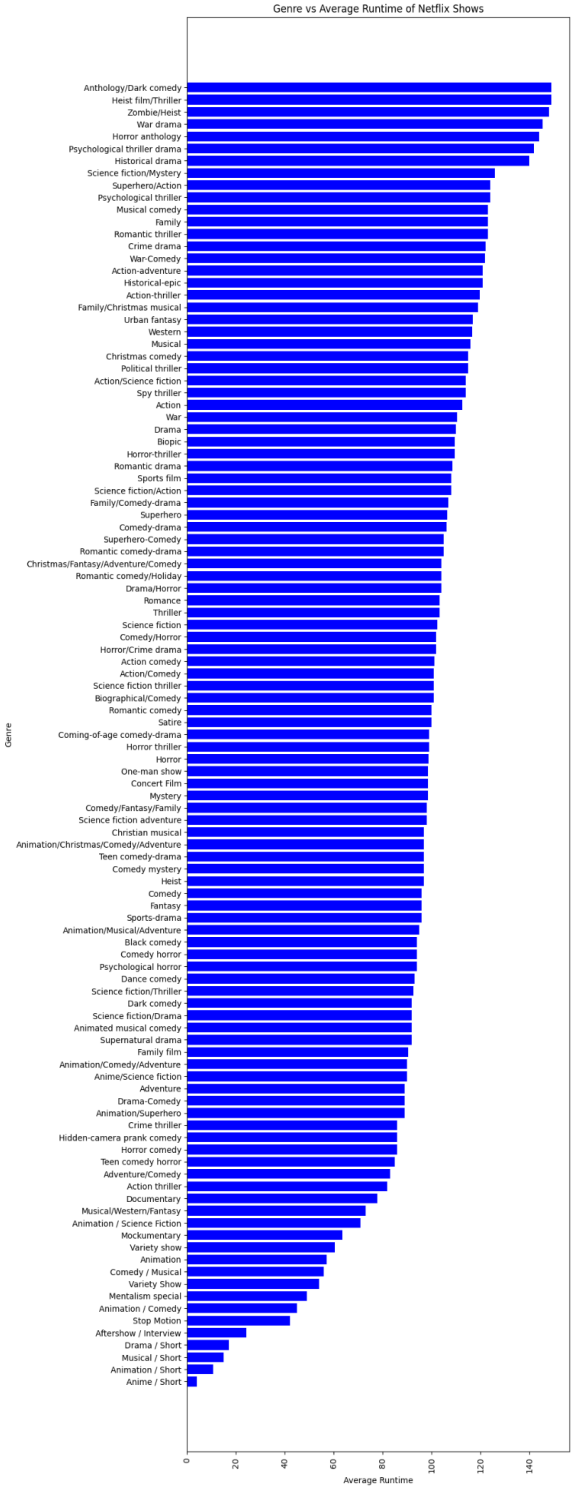
When looking at all shows individually, we can see that show length has a weak, positive correlation with imdb scores of 0.05723. We can infer from this that potentially people give longer shows a higher review as they are enjoying them for a longer time - and thus view their time spent more positively than a shorter, equally enjoyable show.




Meanwhile, when we compare the scores within a given genre, there is a weak negative correlation of -0.1171. This could suggest that as genres get saturated with longer, less entertaining content, negative reviews will begin to weigh down the overall score of the genre. Genres with longer averages could also be targeting more niche interests, and as such their reception from a netflix watcher may be more polarised.



**Is runtime affected by genre and how has runtime changed over time?:**




At first, we looked at each of the genres' average runtime. This was useful for indicating high variance between each genre. It also highlights that the genres shown have not been refined. Many genres have overlapping themes which could be lumped into larger categories to better categorise our data. It shows a limitation of our dataset as such. Refining our results in categories such as “Horror”, “Action”, “Comedy”, etc. may lead to subjective judgement. But could create a more emotive dataset to analyse.

We were able to learn from our data that the average length of shows increased year on year. This may be due to the increasing budget of Netflix to produce specials, thanks to their ever increasing revenue and resources to produce longer television. This may be intentional to ensure viewers spend more time watching Netflix, to increase familiarity and routine with the platform - or to better suit the consumer demand for more longform television and movie content.