

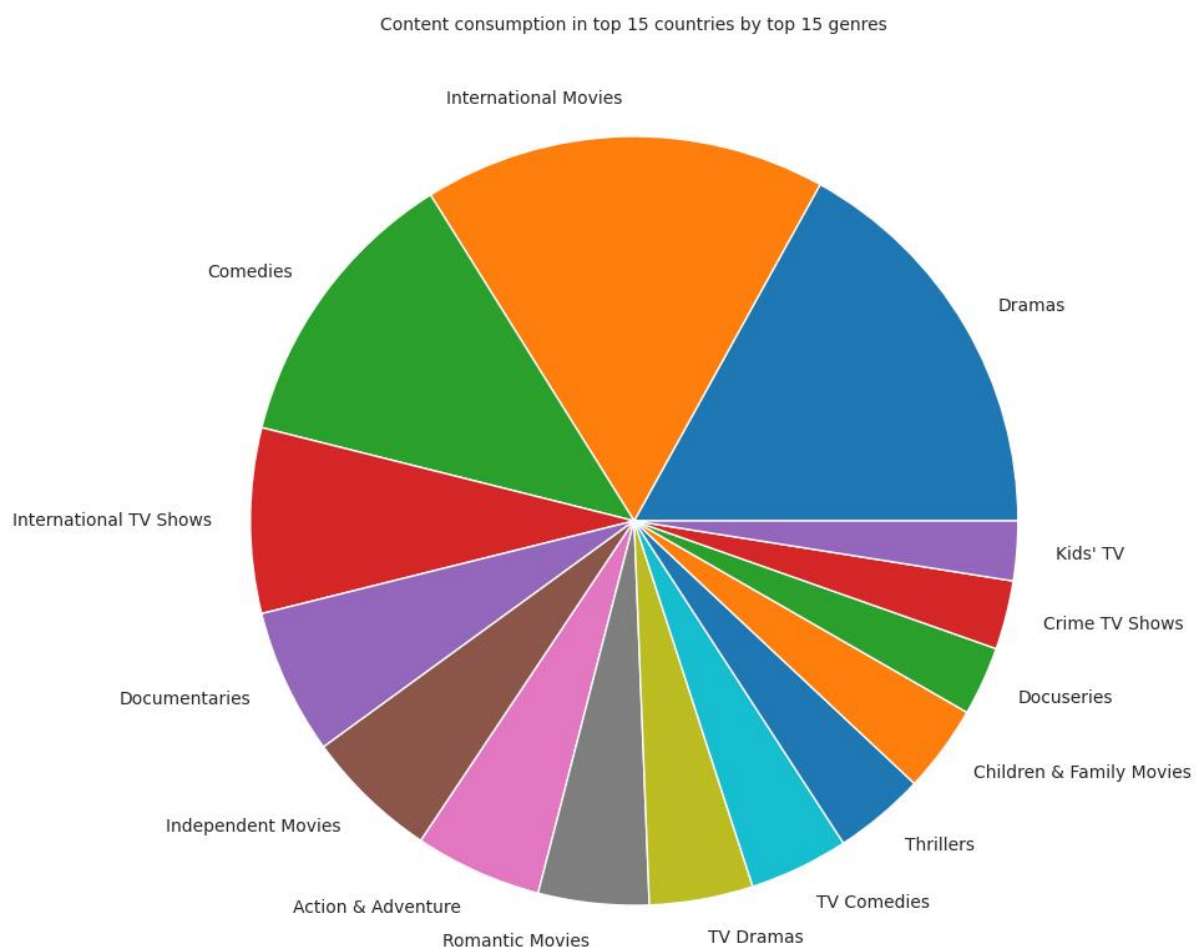
Colab Notebook

:Please note that the description here is just a short summary only. The details can be found in the Colab notebook:

https://colab.research.google.com/drive/1YeoVThuXiXuWhpzq_c5fU45RTuD2wsm?usp=sharing

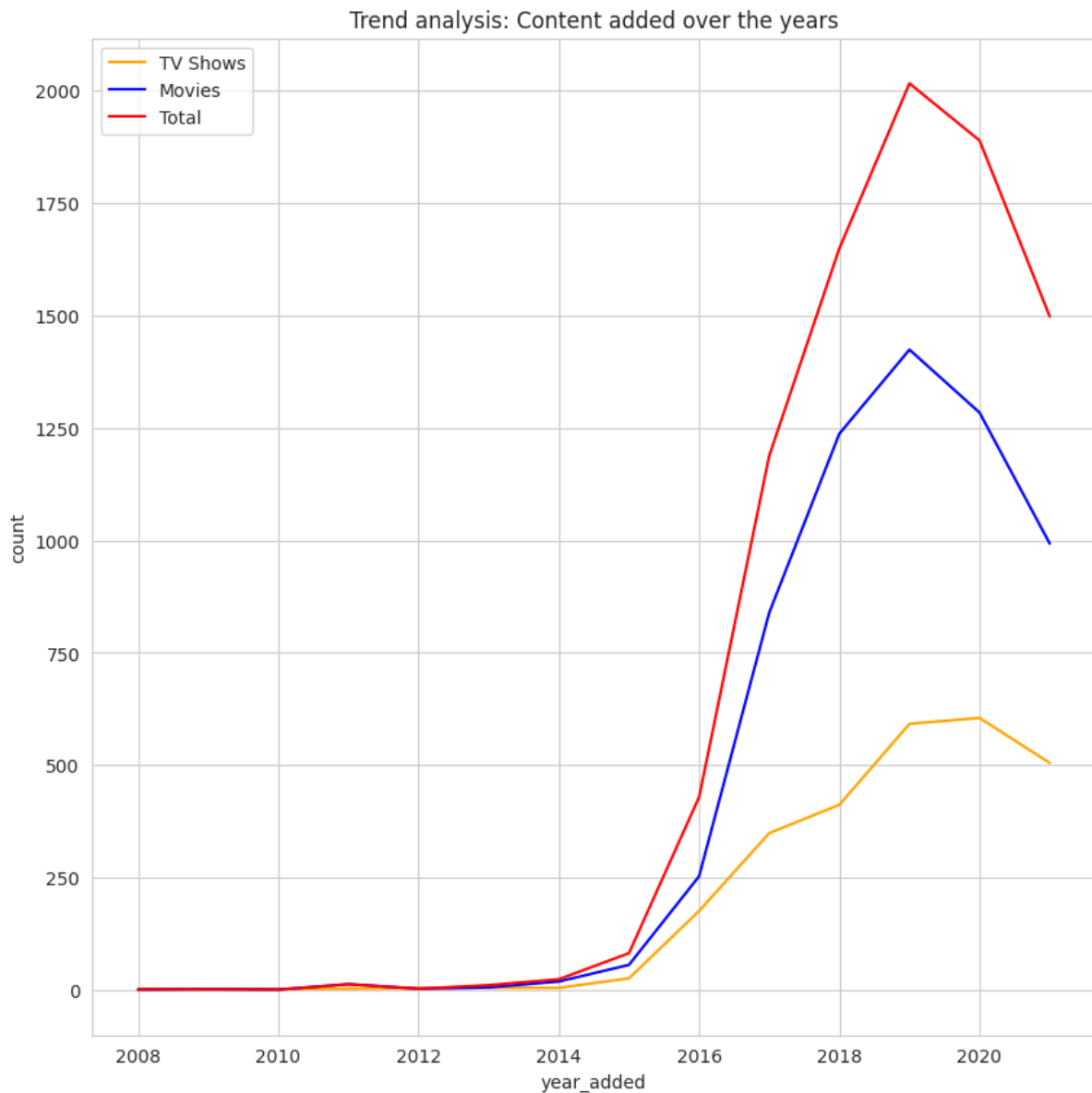
Q1. What type of content is available in different countries?

A1: International Movies, Dramas & Comedies are the most popular Movie content type. International TV Shows, Documentaries, TV Dramas and TV Comedies are popular in TV Show content category.



Q2. How has the number of movies released per year changed over the last 20-30 years?

A: The number of movies released per year changed from less than 100 in 2015 to a little less than 1500 in 2019, when it peaked.

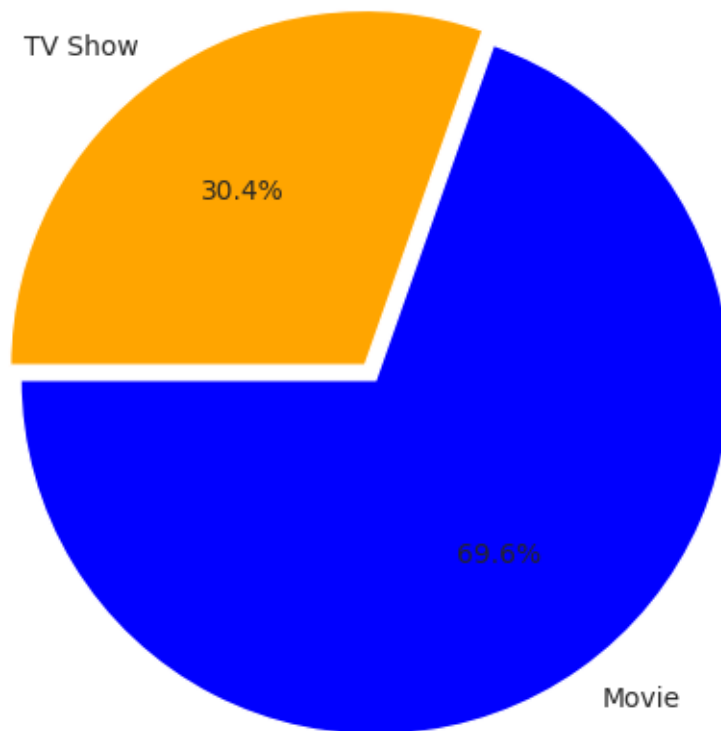


Q3. Comparison of tv shows vs. movies.

A3: In general, the content for both 'Movie' and 'TV Show' have exploded since 2014. However, there are substantially more Movies than TV shows on Netflix.

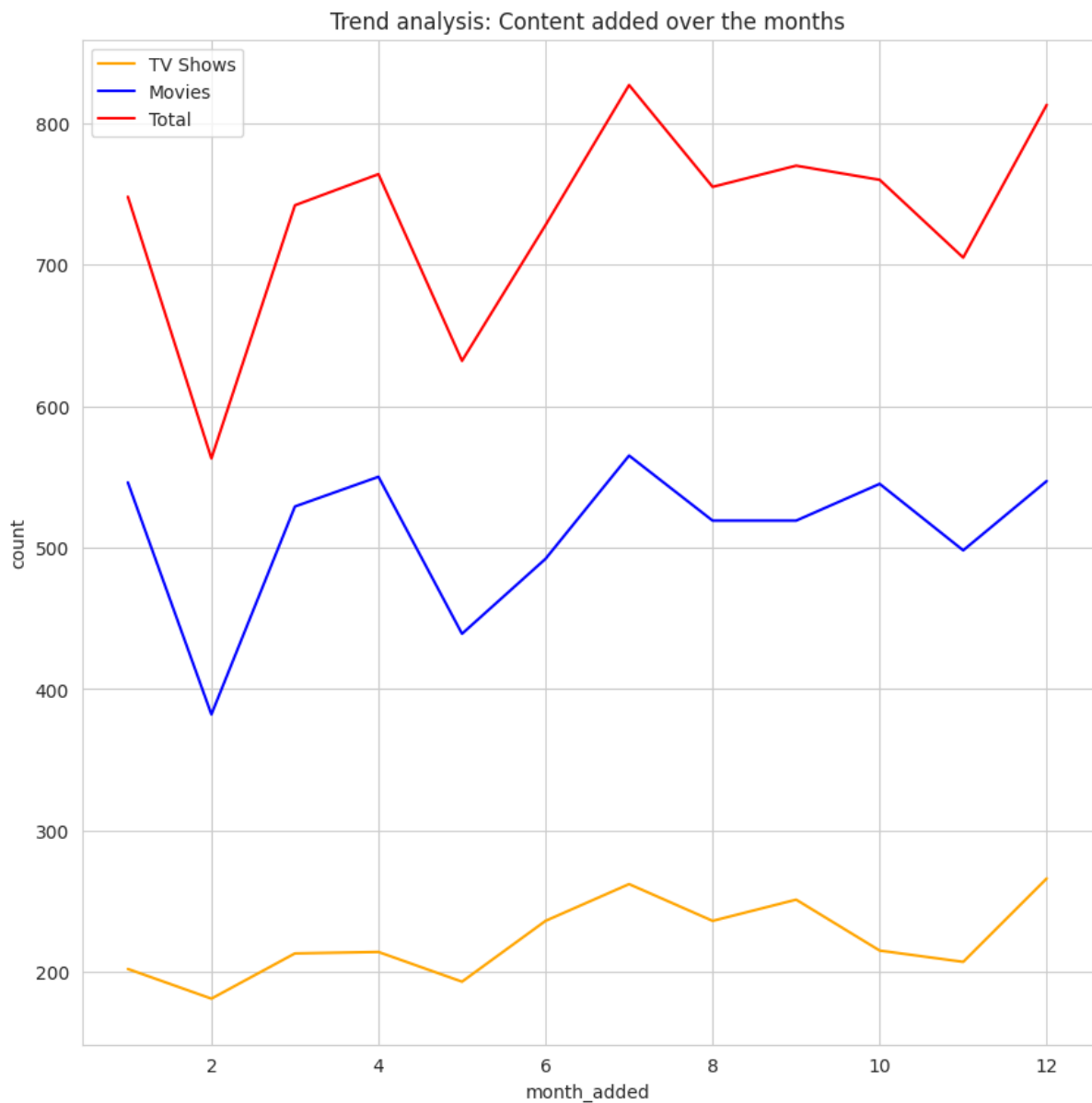
- 1) 'Movie' is preferred by audiences in most countries.
- 2) There are some countries in East Asia who seem to prefer 'TV Show'.
- 3) There are countries like UK where there is balance between 'Movie' and 'TV Show' in content preference.

Percentage of Netflix Titles that are either Movies or TV Shows



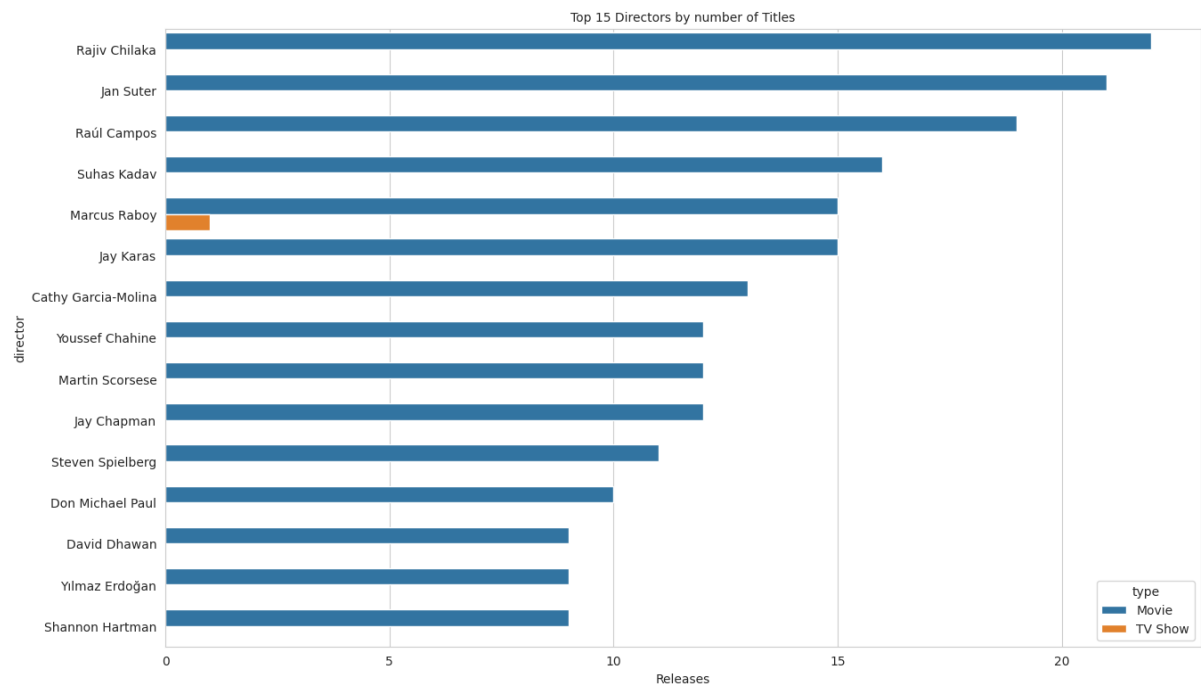
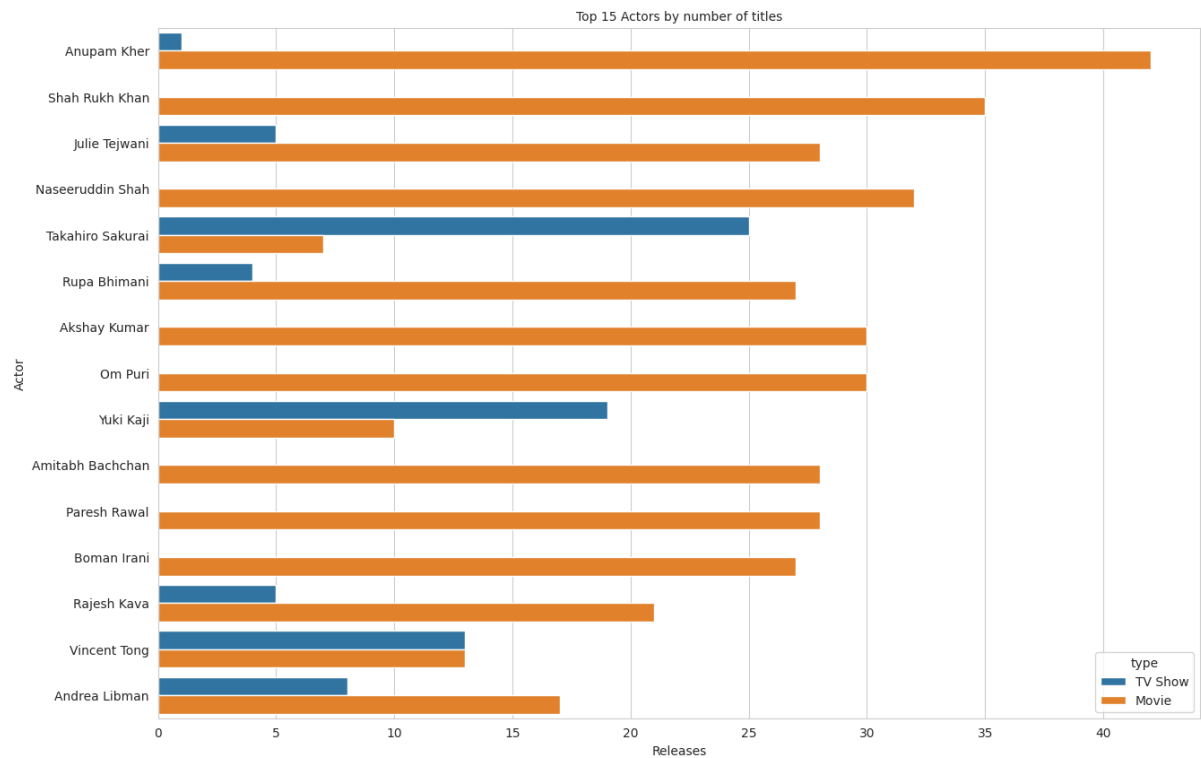
Q4. What is the best time to launch a TV show?

A4: Period between September and December is typically the best time to launch new content, as this coincides with the holiday season.



Q5. Analysis of actors/directors of different types of shows/movies.

Below you can find an overview of top 15 actors and directors (across both 'Movie' and 'TV Show'):



Q6. Does Netflix have more focus on TV Shows than movies in recent years?

A6: Although there is tremendous growth in both 'Movie' and 'TV Show' content category since 2014 onwards , it is quite clear that 'Movie' as content category leads 'TV Show' on Netflix by quite a distance on a global average. But, having said that, there are some regional preferences, for example,

audiences in East Asian countries like Japan, Korea, Taiwan & Australia seem to prefer 'TV Show'. Also, there are other countries like UK that have a good balance between Movie and TV Show.

BUSINESS INSIGHTS:

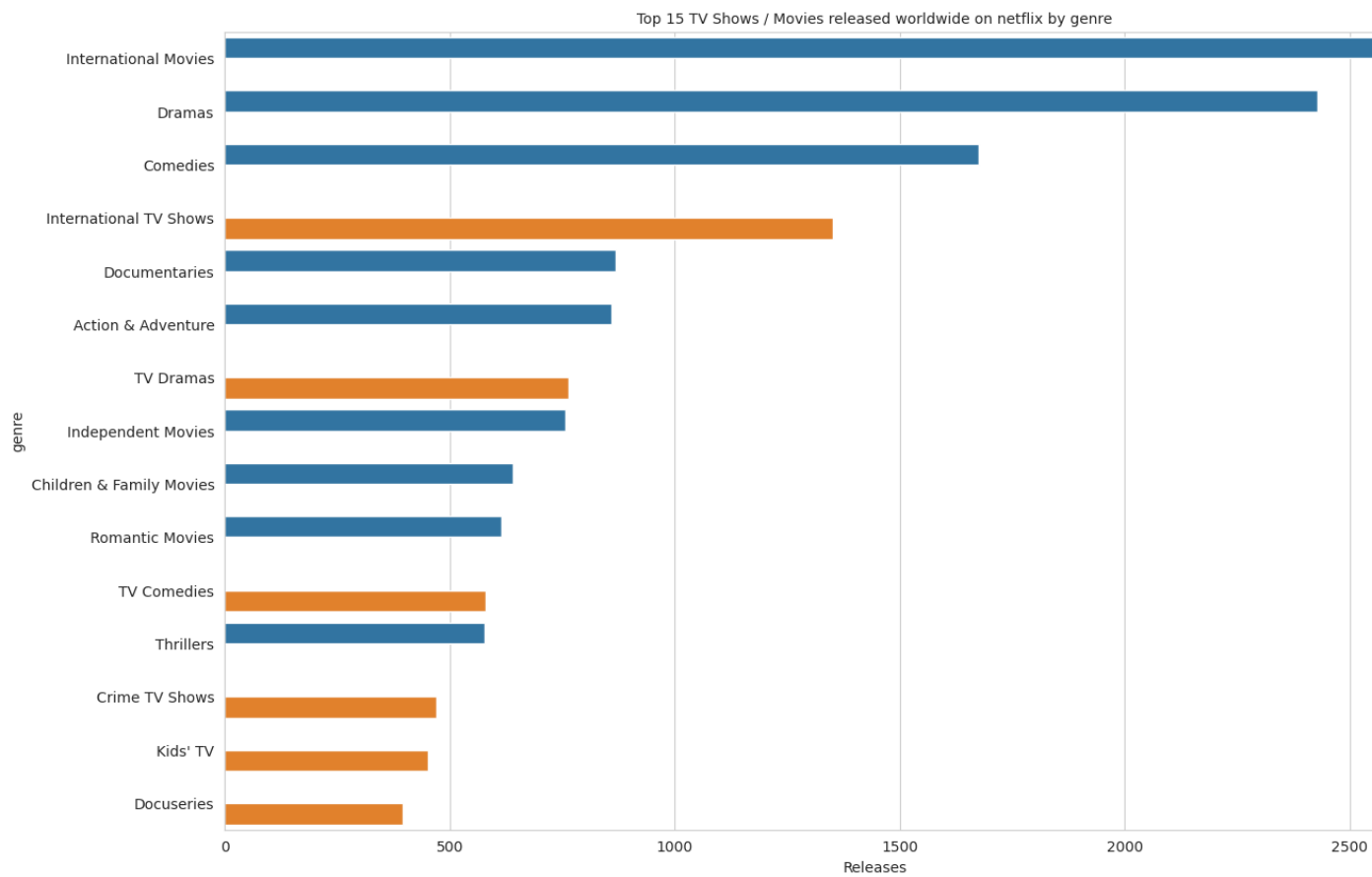
- 1) Movies are more popular than TV Shows in general by quite some distance. However, there are countries like UK, Japan, Korea & Taiwan where TV shows are more popular than movies.
- 2) Netflix started to get more popular as a streaming platform since 2014. Since then, the amount of content added has exploded, although there is a small dip after 2019.
- 3) United States, India & United Kingdom are the top 3 producers for Netflix content, with USA being the biggest producer by a distance.
- 4) "International Movies", "Dramas" & "Comedies" are the most popular genres in the 'Movie' type, whereas "International TV Shows", "TV Dramas" & "TV Comedies" are the top genres for the 'TV show' type.
- 5) The 2 top 'rating' for content on Netflix are 'TV-MA' & 'TV-14' across 'TV show' and 'Movie'.
- 6) Majority of the content is Netflix is for 'Adults' followed by 'Teens', 'Older Kids' and 'Kids'. The adults and teens have a strong preference for movies, but for kids there is more balance. Analysing the distribution of ratings could help Netflix identify the target audience for the majority of content on the platform.
- 7) There is some annual seasonality with regard to upload of content on Netflix. It seems that there is a steady increase in content uploaded from September through December before it starts to decline again. September and December are the most popular release months on Netflix, whereas February and May are the least popular months.
- 8) Within the week, the content upload rate stays nearly the same, however, it is on '**Friday**' when the maximum amount of content is uploaded on the streaming platform.
- 9) Majority of the movies are in the sweet spot of 80-120 minutes in duration.
- 10) Majority of the TV shows run for less than 4 seasons, with '1 season' as being the most common by a huge distance.
- 11) The most popular 'TV Show' actor on Netflix TV is Takahiro Sakurai (Japan).
- 12) The most popular 'Movie' actor on Netflix is Anupam Kher (India).
- 13) 'Rajiv Chilaka' is the most popular movie director with the greatest number of movies on Netflix, whereas, 'Joe Berlinger' is the most popular TV director with the greatest number of TV shows on Netflix.
- 14) 'Shaun the Sheep' is the 'TV Show' that received the biggest release in 8 countries, whereas 'Barbecue' is the 'Movie' with the biggest release in 12 countries.
- 15) Most TV Shows get added to Netflix in the same year as release, whereas Movies get added with a delay of 1 year on a global average.

RECOMMENDATIONS:

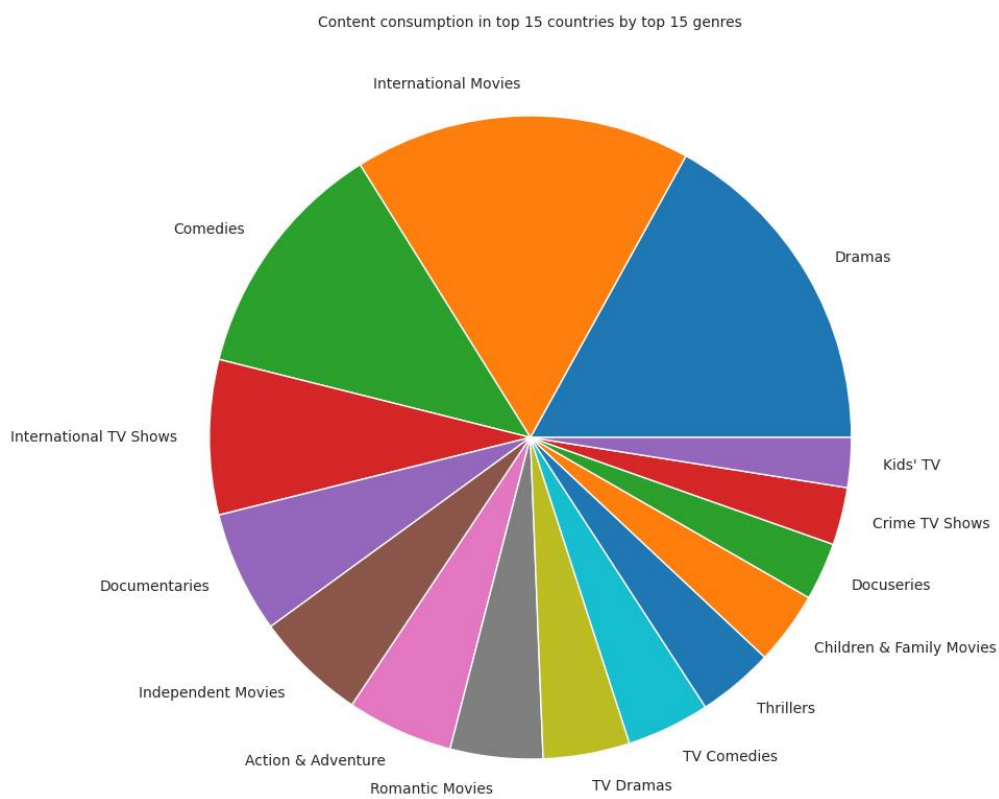
- 1) 'Movie' is the dominant content type on Netflix in most markets like USA and India, whereas 'TV Show' works best in East Asian countries like Japan, Korea & Taiwan. Netflix should take into account the regional preference for the content type to boost their content strategy.
 - a. US & India – The number of Movies on Netflix outweighs the number of TV Shows.
 - b. UK - The preference between Movie content and TV Show content is more balanced.
 - c. East Asia – Focus on TV Show content.
- 2) 'Movie' should be in the range of '80-120 mins' and 'TV Show' ideally should be in the range of 1-4 seasons to start with on Netflix. Further seasons should be released only if the popularity sustains.
- 3) 'International Movies/TV Shows', "(TV)/Dramas", "(TV)/Comedies", "Documentaries", "Independent Movies" are working best with the Netflix audience. Netflix should focus on these content genres.
- 4) September to December is the best time to get eyeballs, typically signals the beginning of holiday season. This is the right time to focus on new customer acquisition & make exciting content available for existing subscribers to stay ahead of competing streaming platform.
- 5) In growth markets like say Egypt & Turkey, Netflix can try reducing the age of the movies/TV Shows (viz. 'date_added' – 'release_year') to see if that boosts viewership of content.
- 6) The content acquisition strategy of Netflix should take into account the content with various 'rating' suited for – Adults, Teens, Older Kids & Kids as per the demand trends for each type of content.
- 7) If Netflix can combine popularity of content (Movie/TV show) with 'country of origin' data, it can help in streamlining content acquisition strategy.

SCREENSHOT OF THE COLAB notebook:

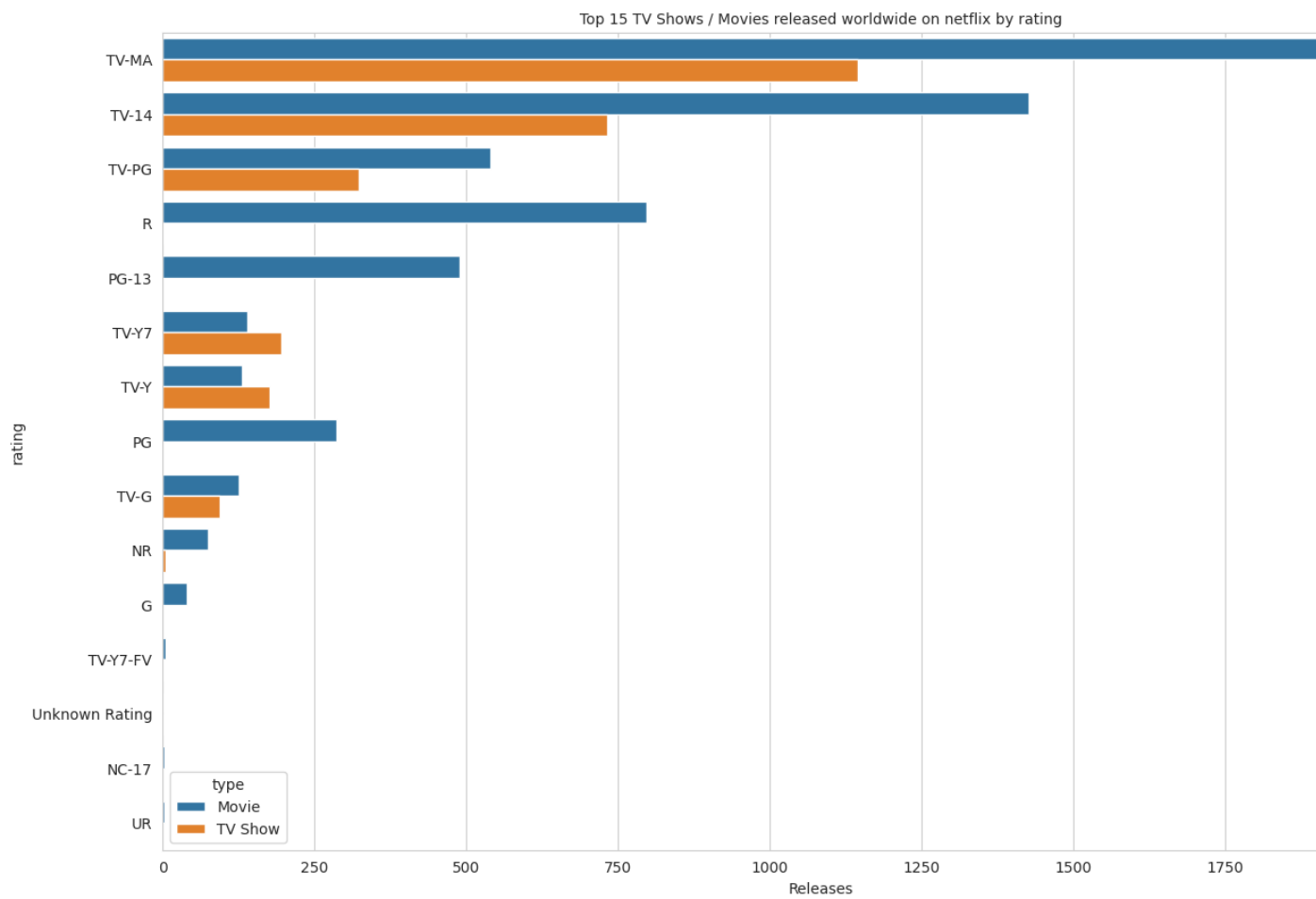
#Top 15 genres across TV shows / Movies.



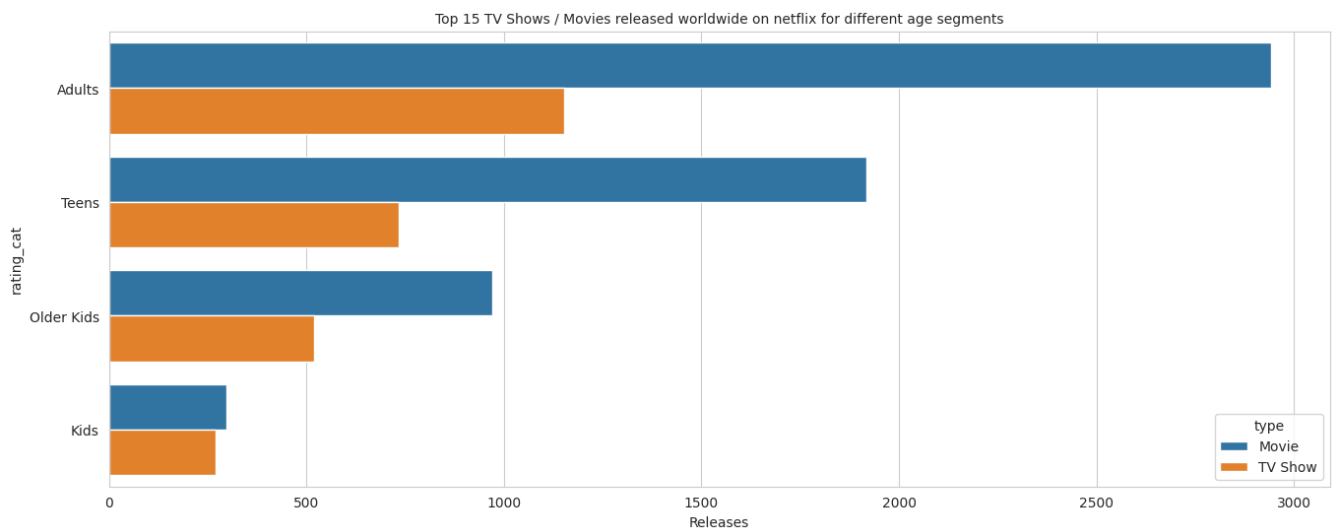
#Share of top 15 genres in top 15 countries



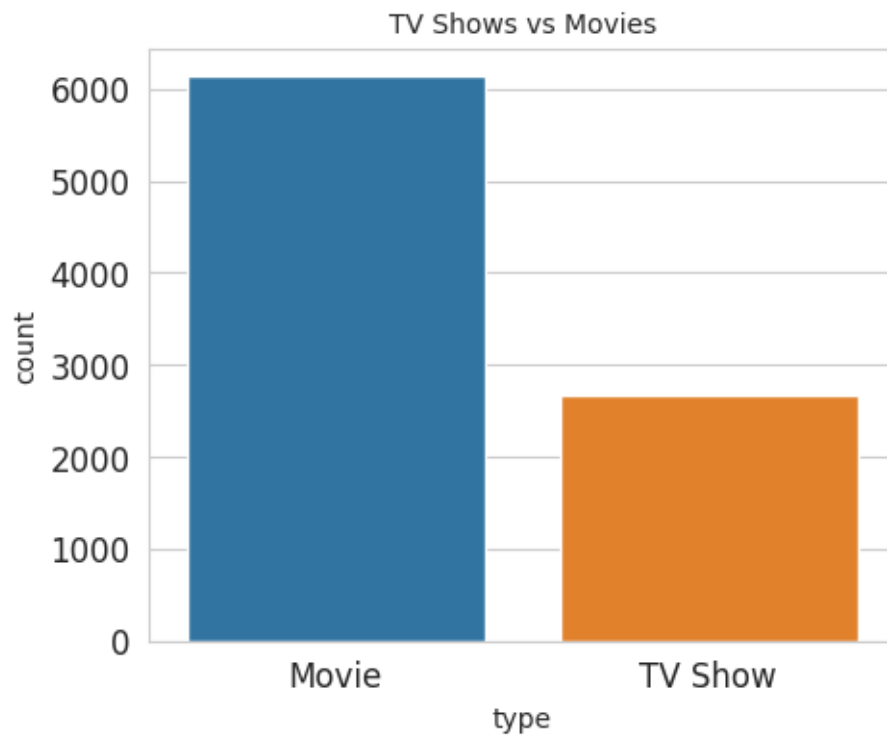
#Number of TV shows / Movies by rating



#Top 15 content consumption by Age Segment

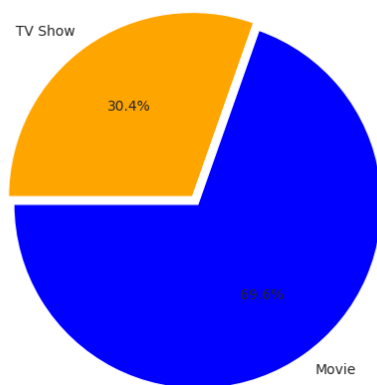


#Comparison TV Show vs Movies

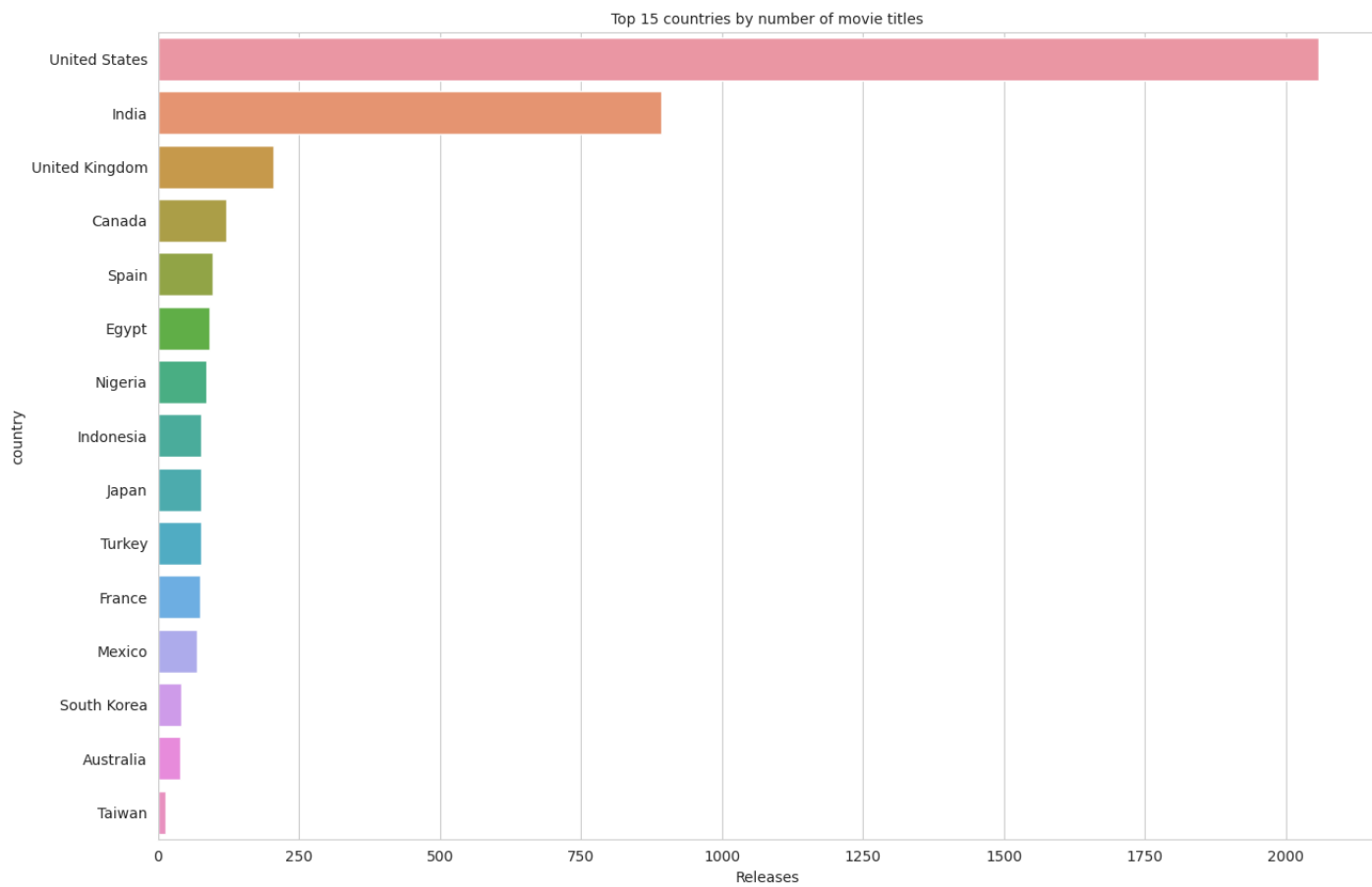


#Percentage share of 'TV Show vs Movie'

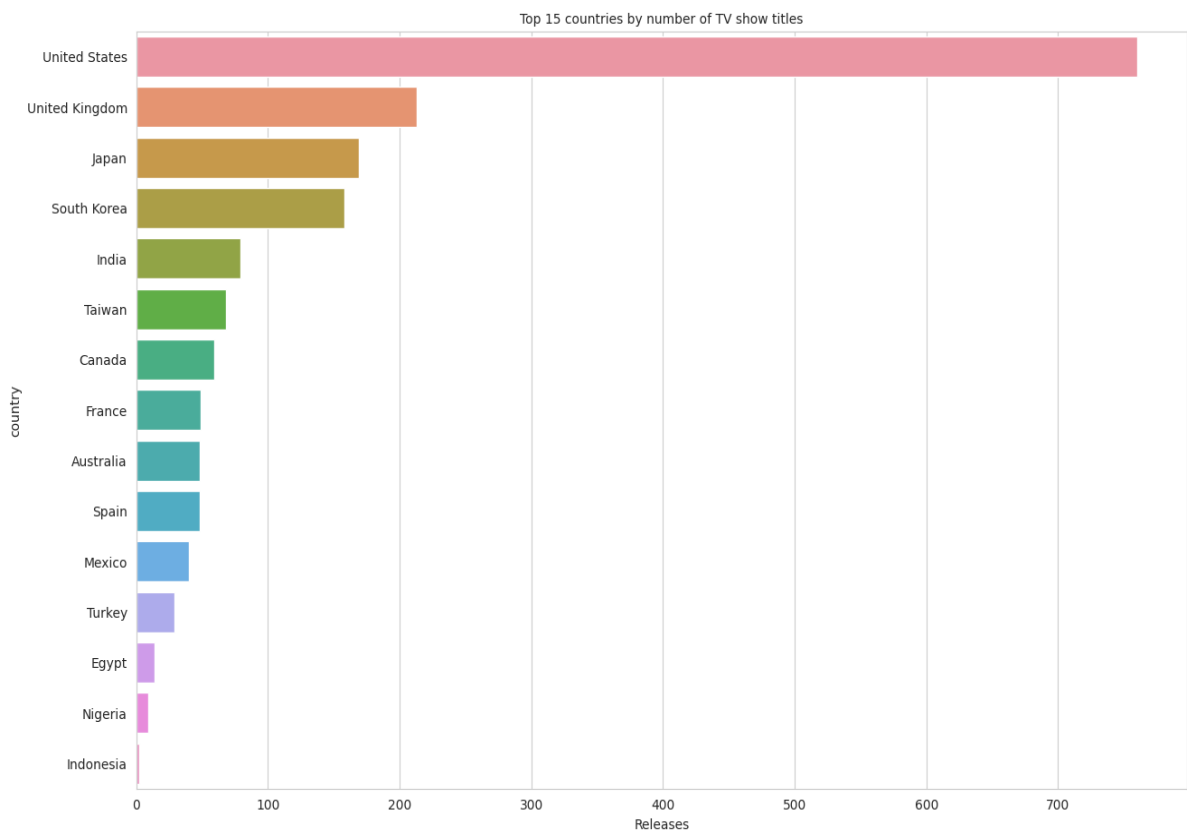
Percentage of Netflix Titles that are either Movies or TV Shows



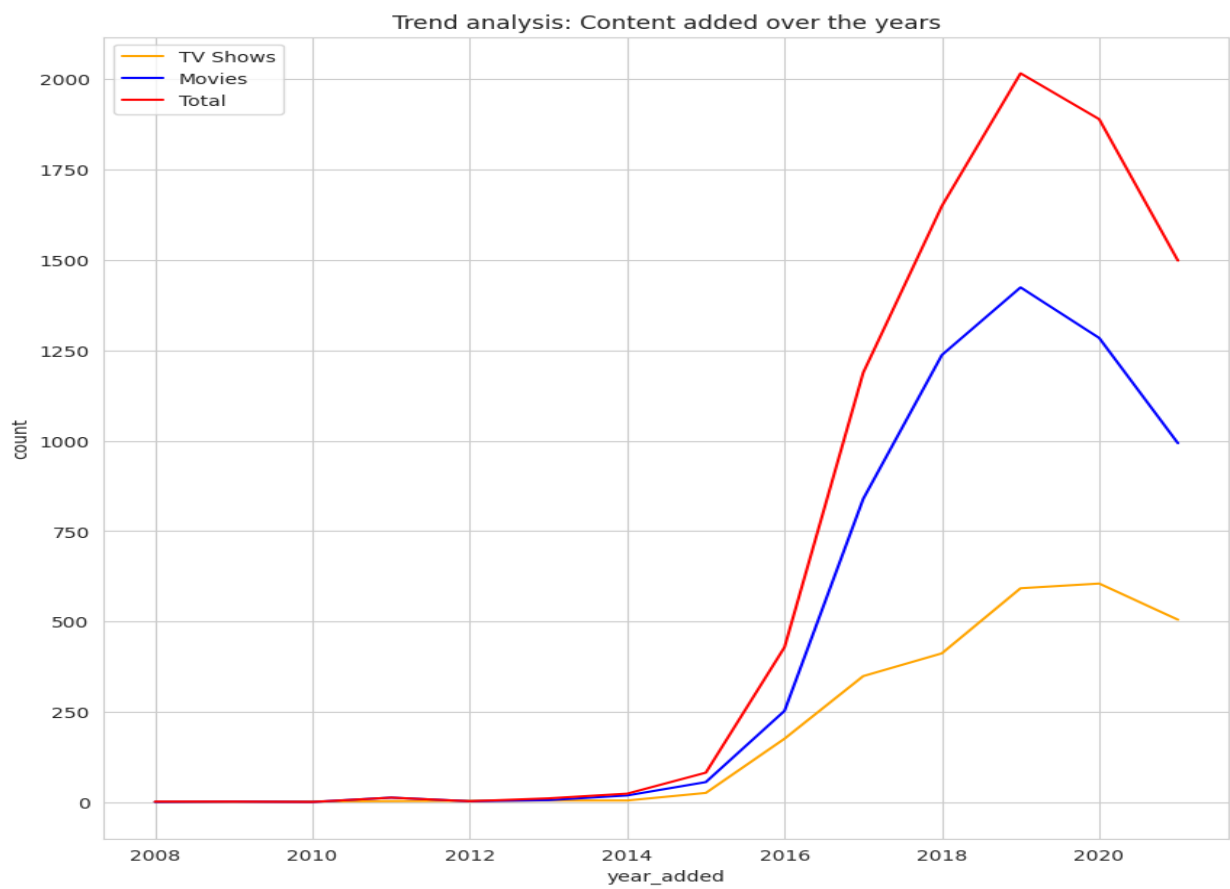
#Top 15 countries by Movie content



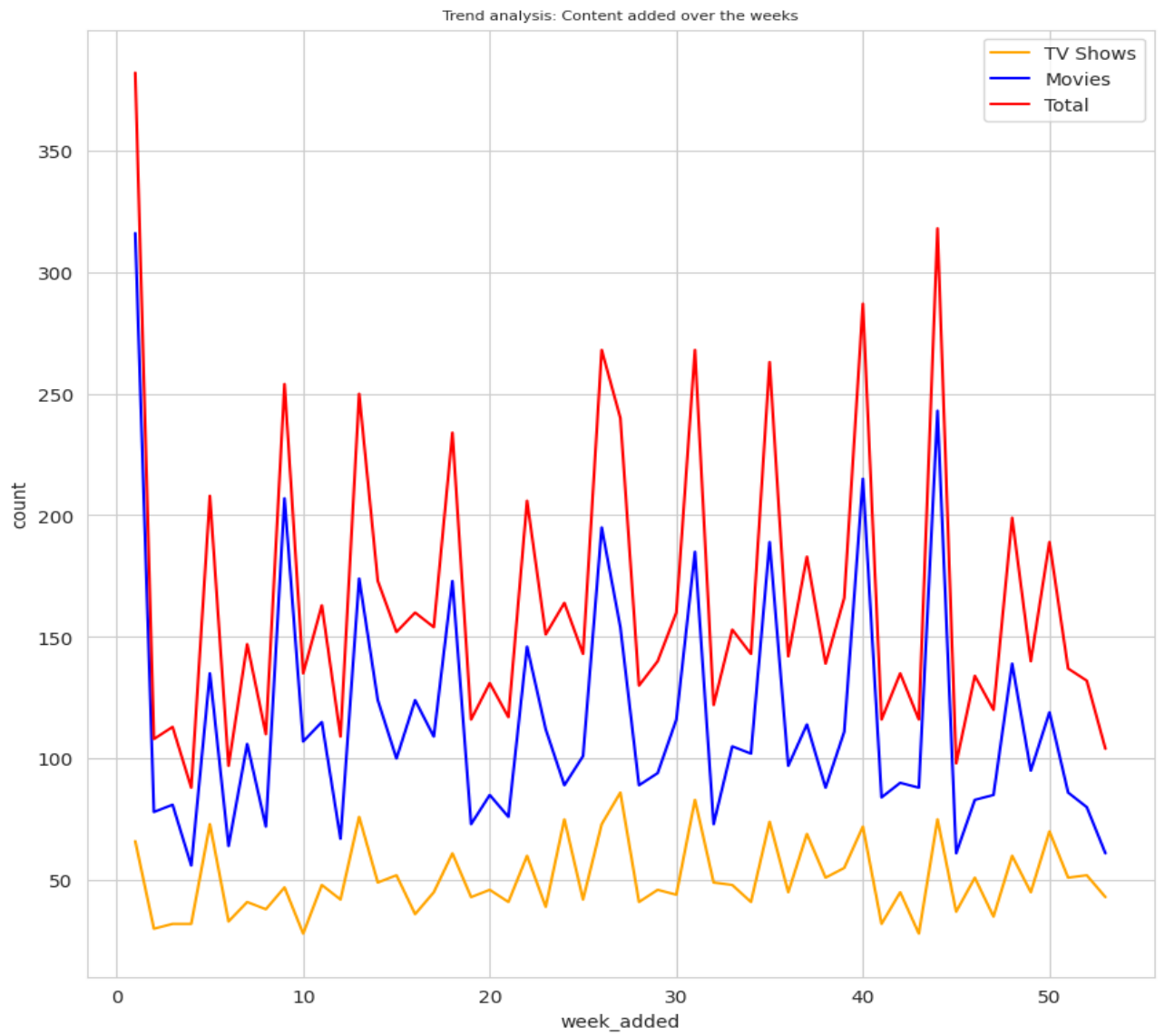
#Top 15 countries by 'TV Show' content



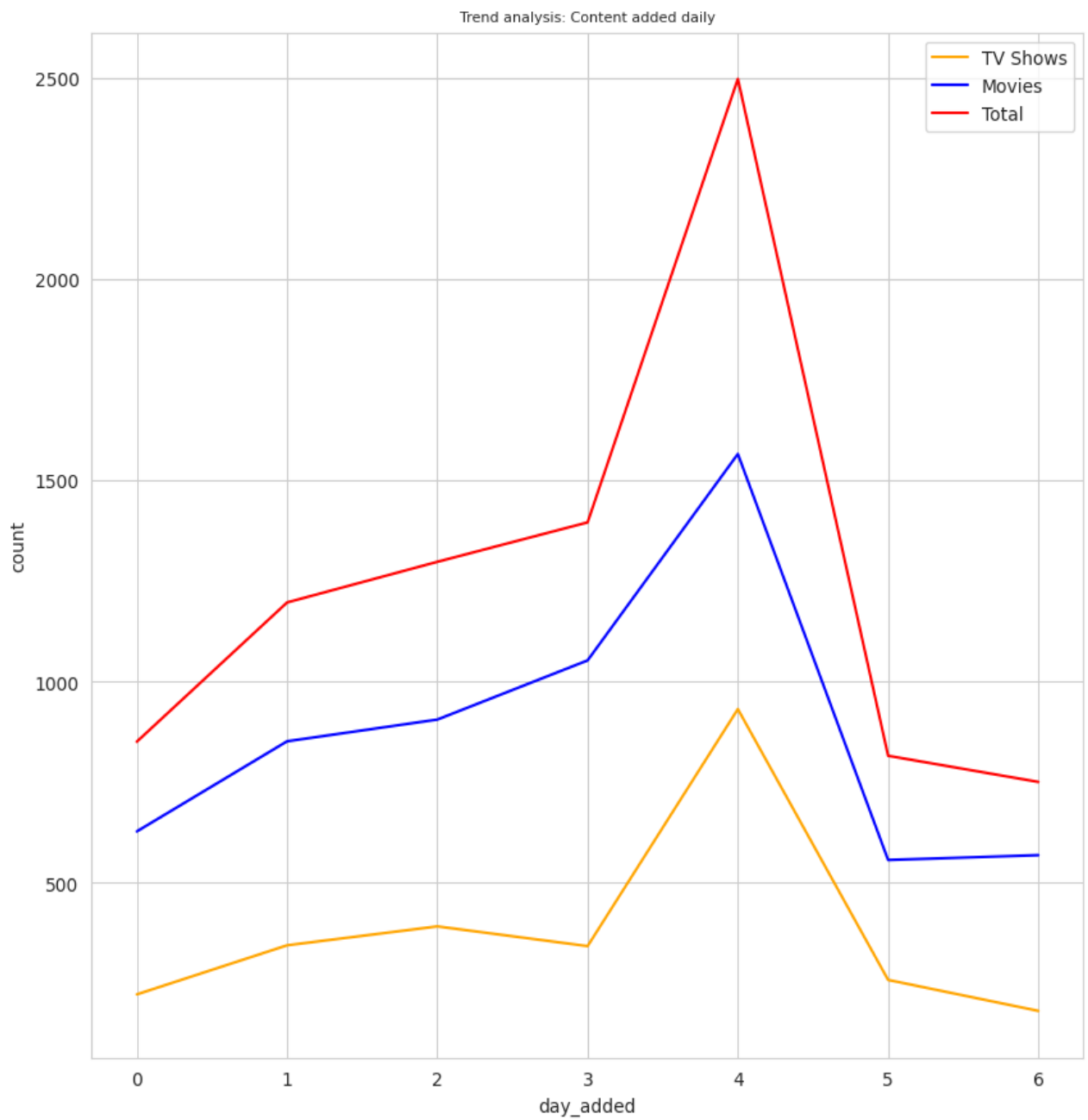
3. What is the best time to launch a Movie/TV show?



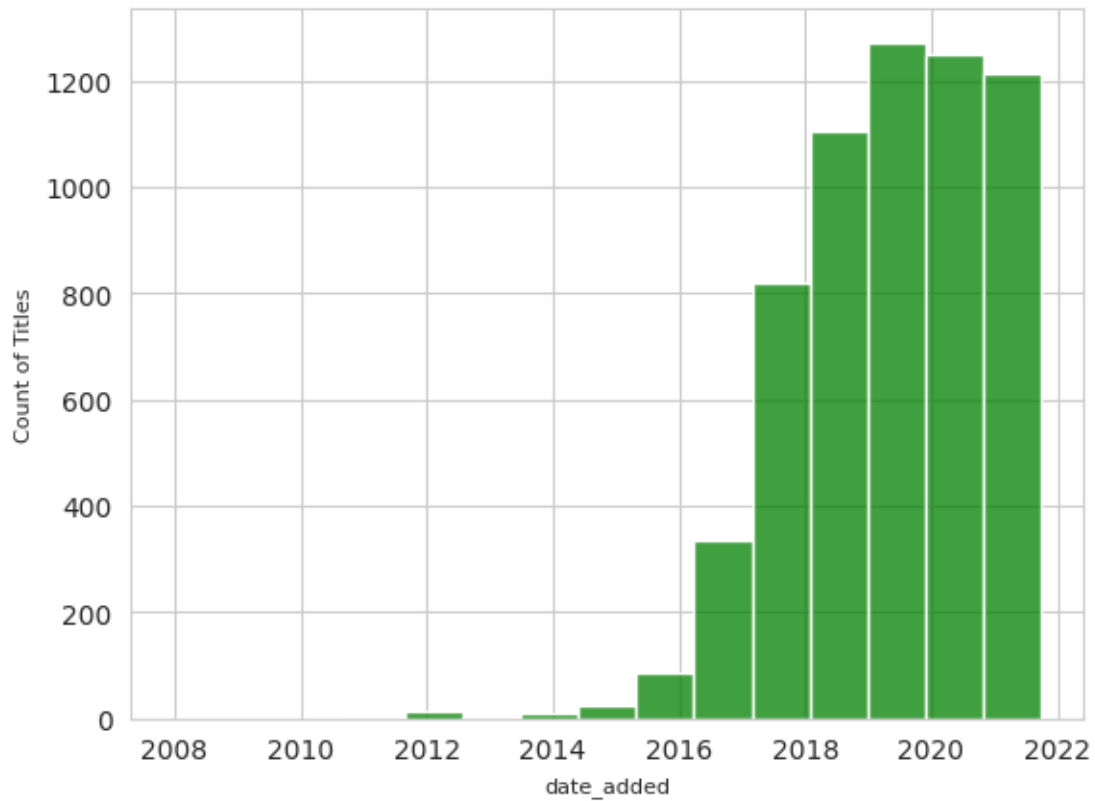
#Line plot to show content added weekly on Netflix over the year



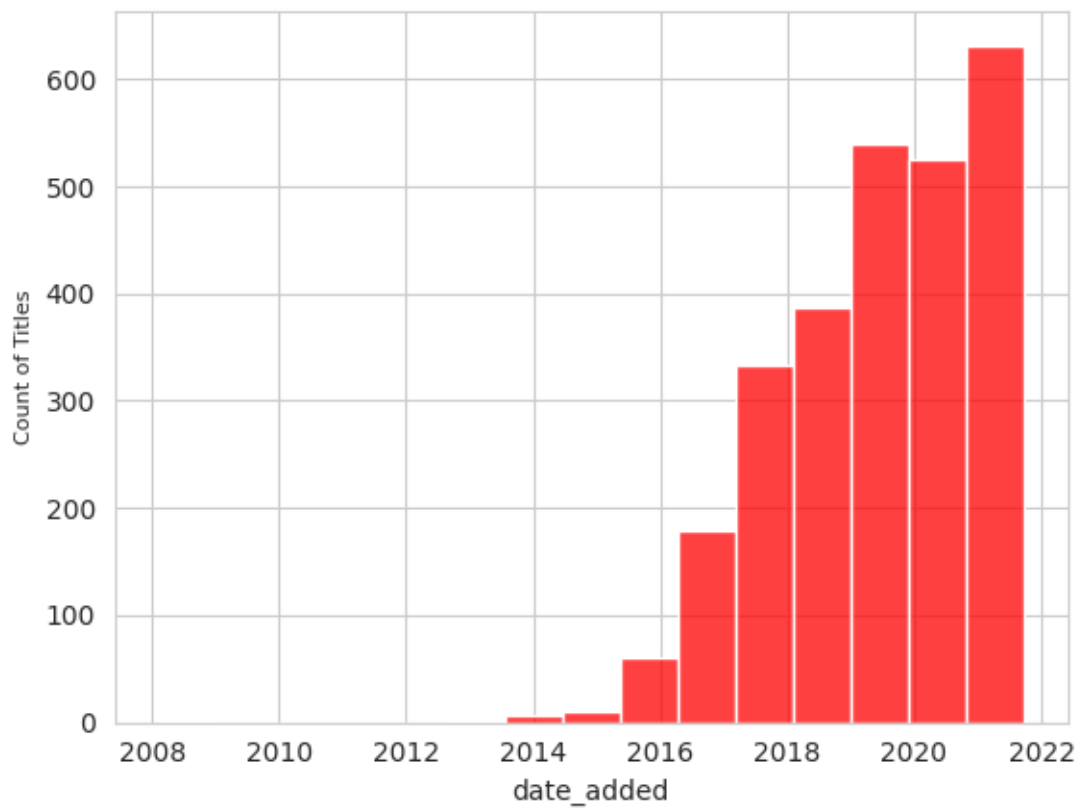




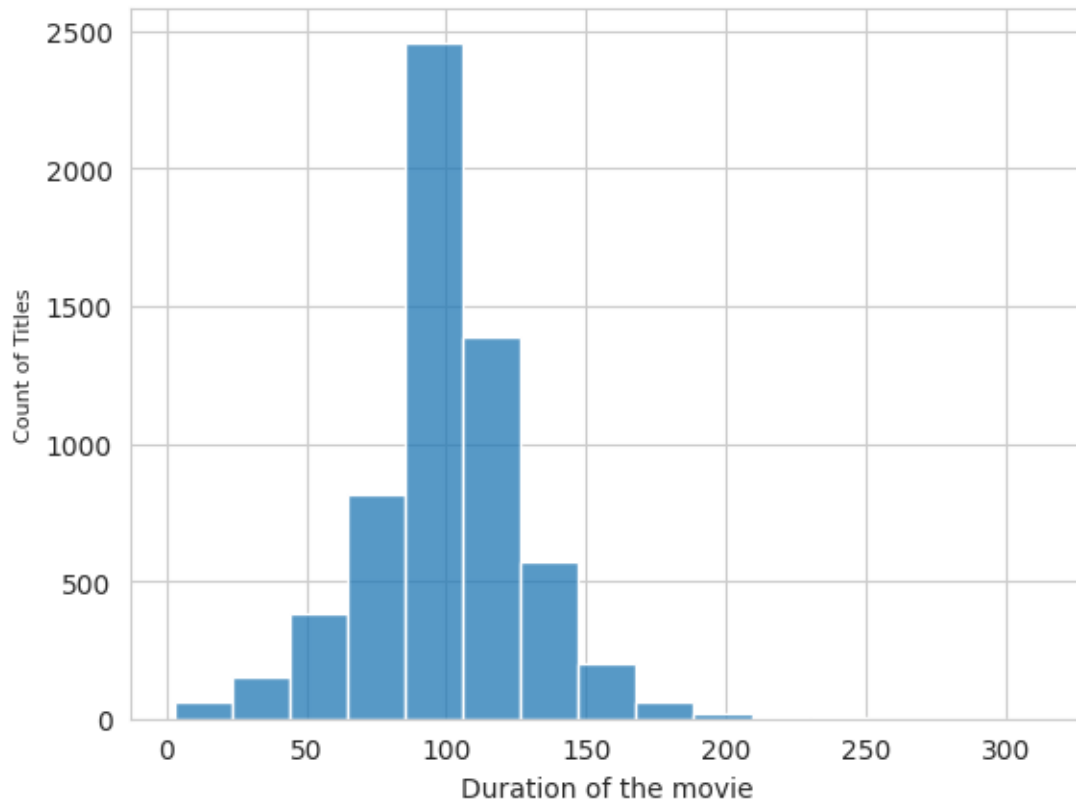
#Histogram analysis to show when was most of the movies were added to Netflix



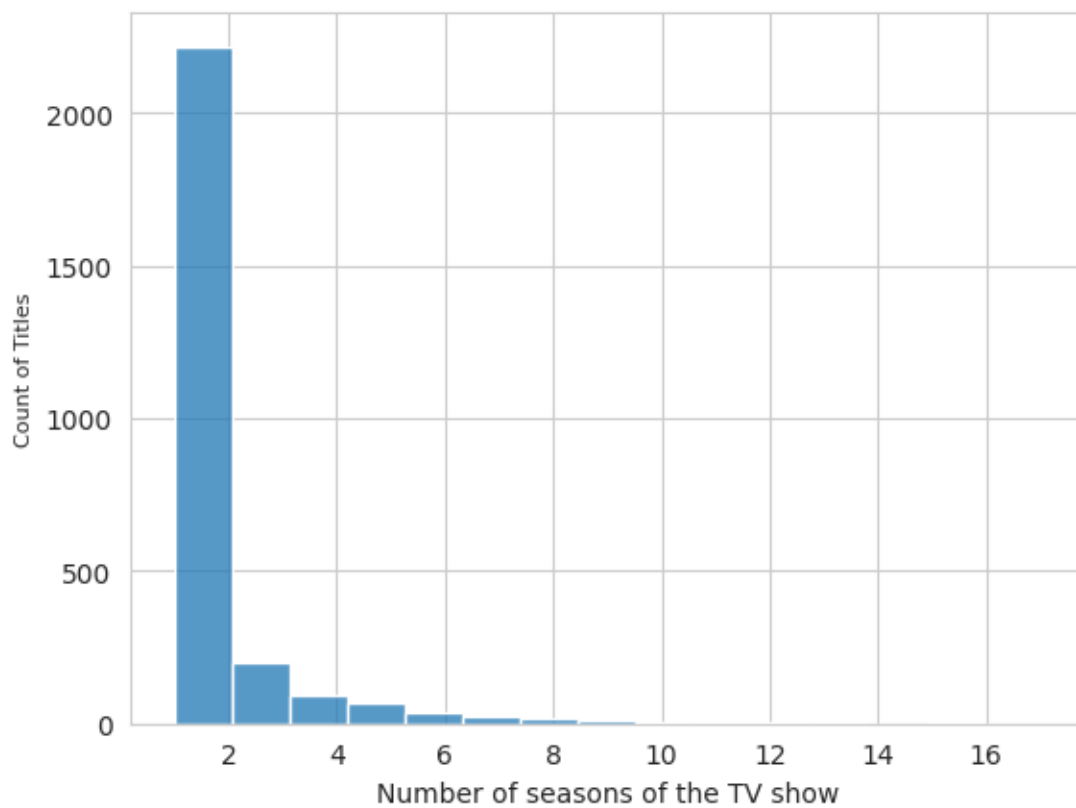
#Histogram analysis to show when was most of the TV shows were added to Netflix



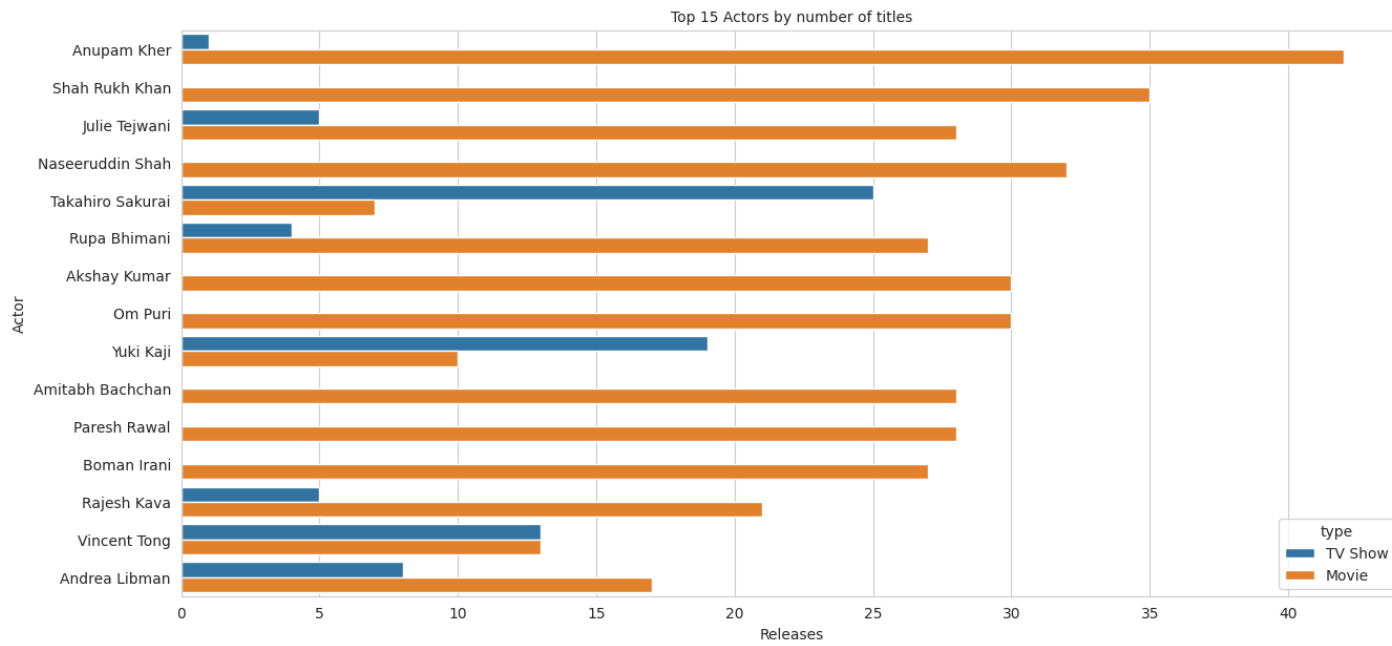
#Histogram to show distribution of 'Movie' content by duration of movies



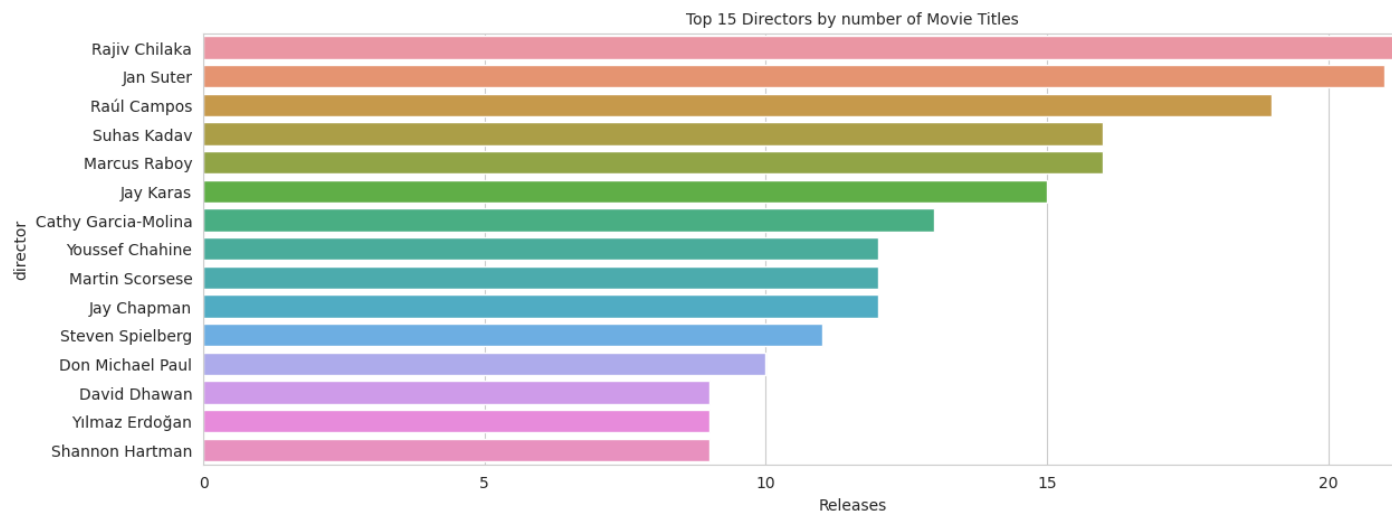
#Histogram to show distribution of TV Show' content by number of seasons



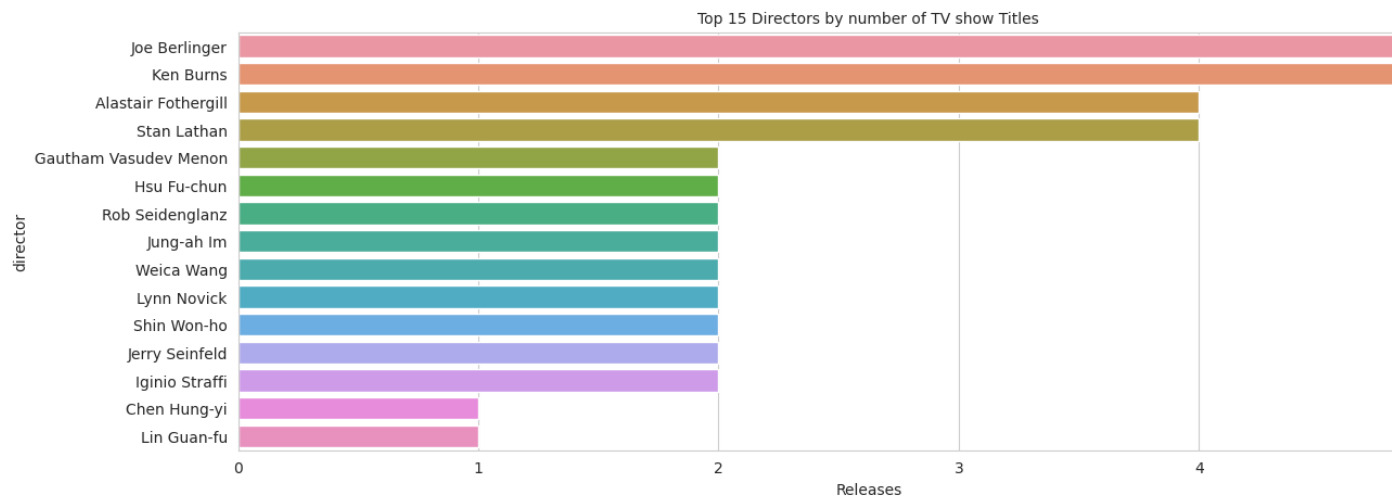
#Analysis of actors/directors of different types of shows/movies.



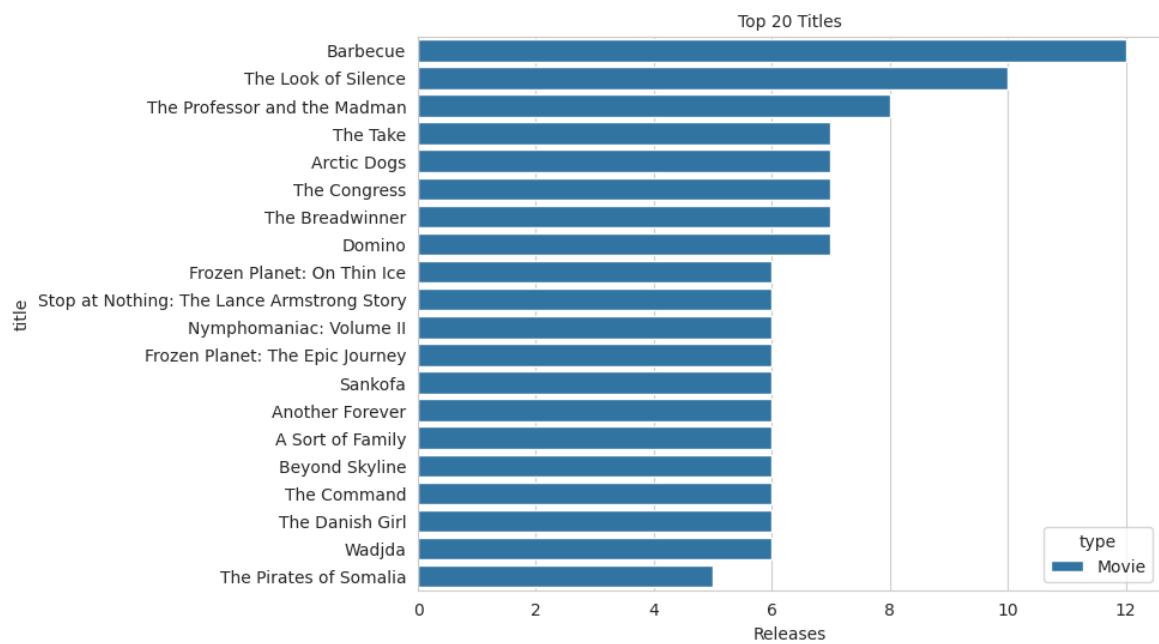
#Top 15 movie directors



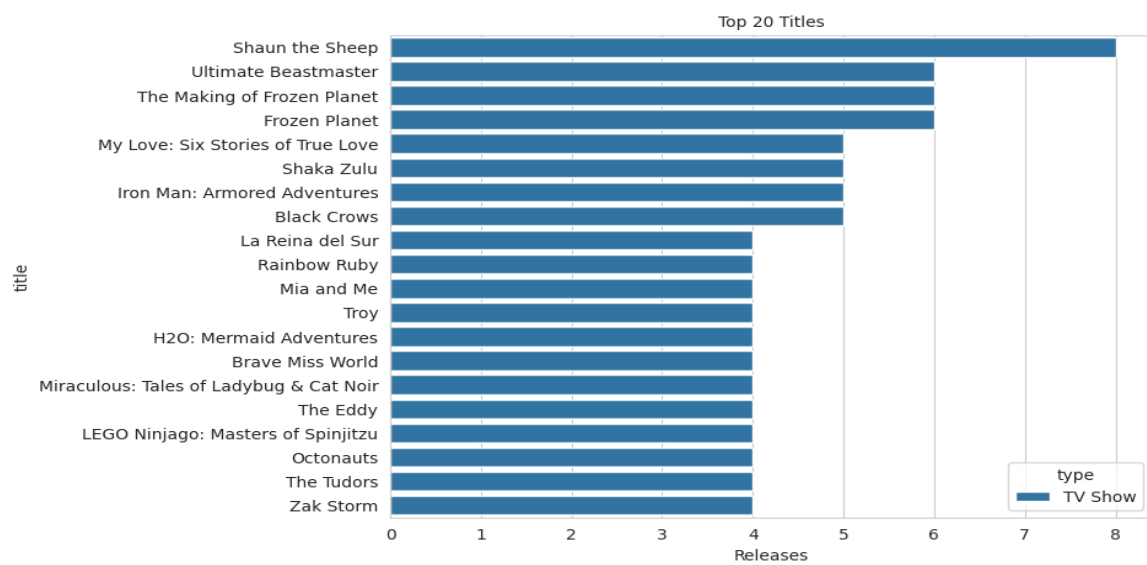
#Top 15 TV show directors



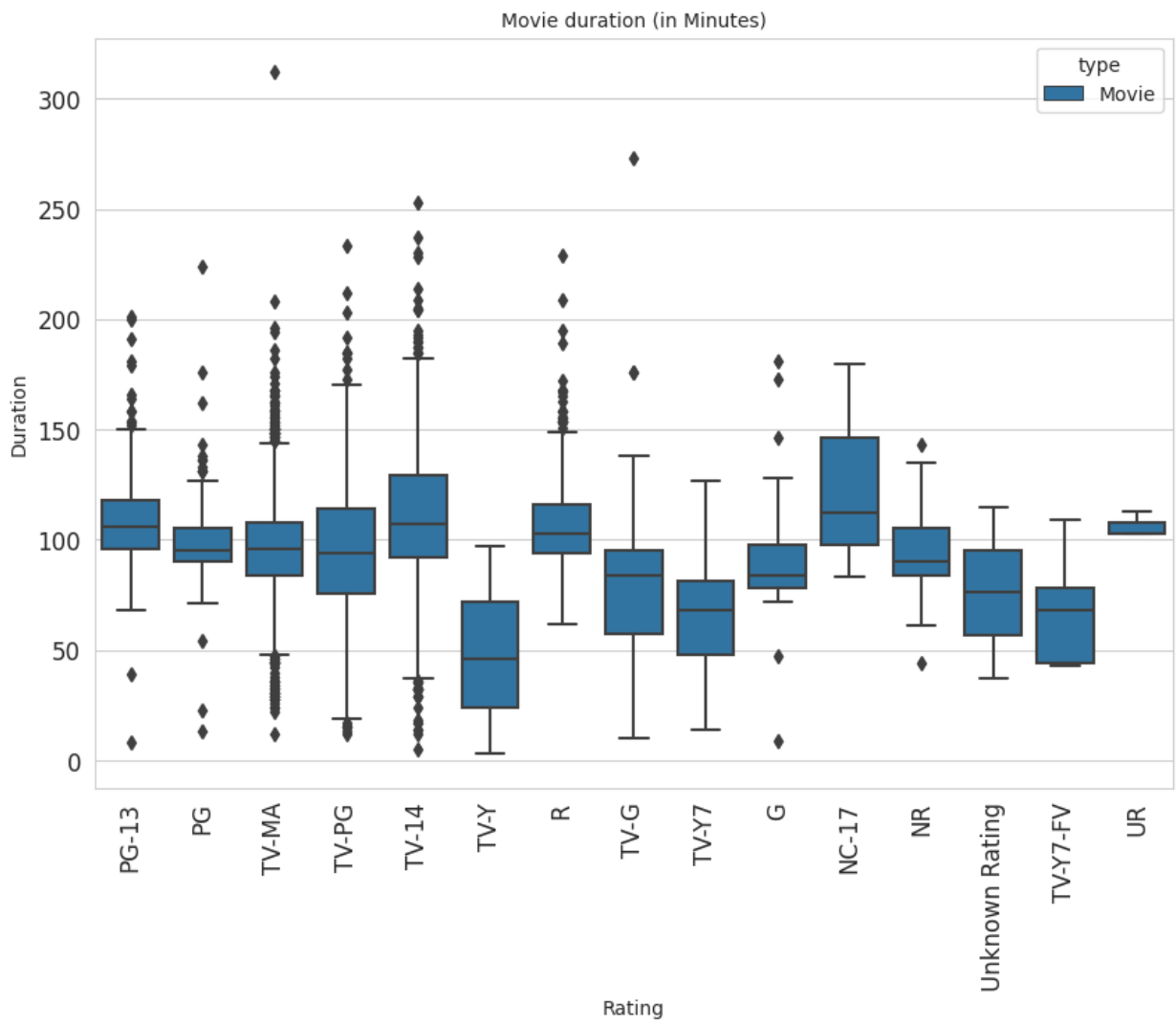
#Top 20 'Movies'



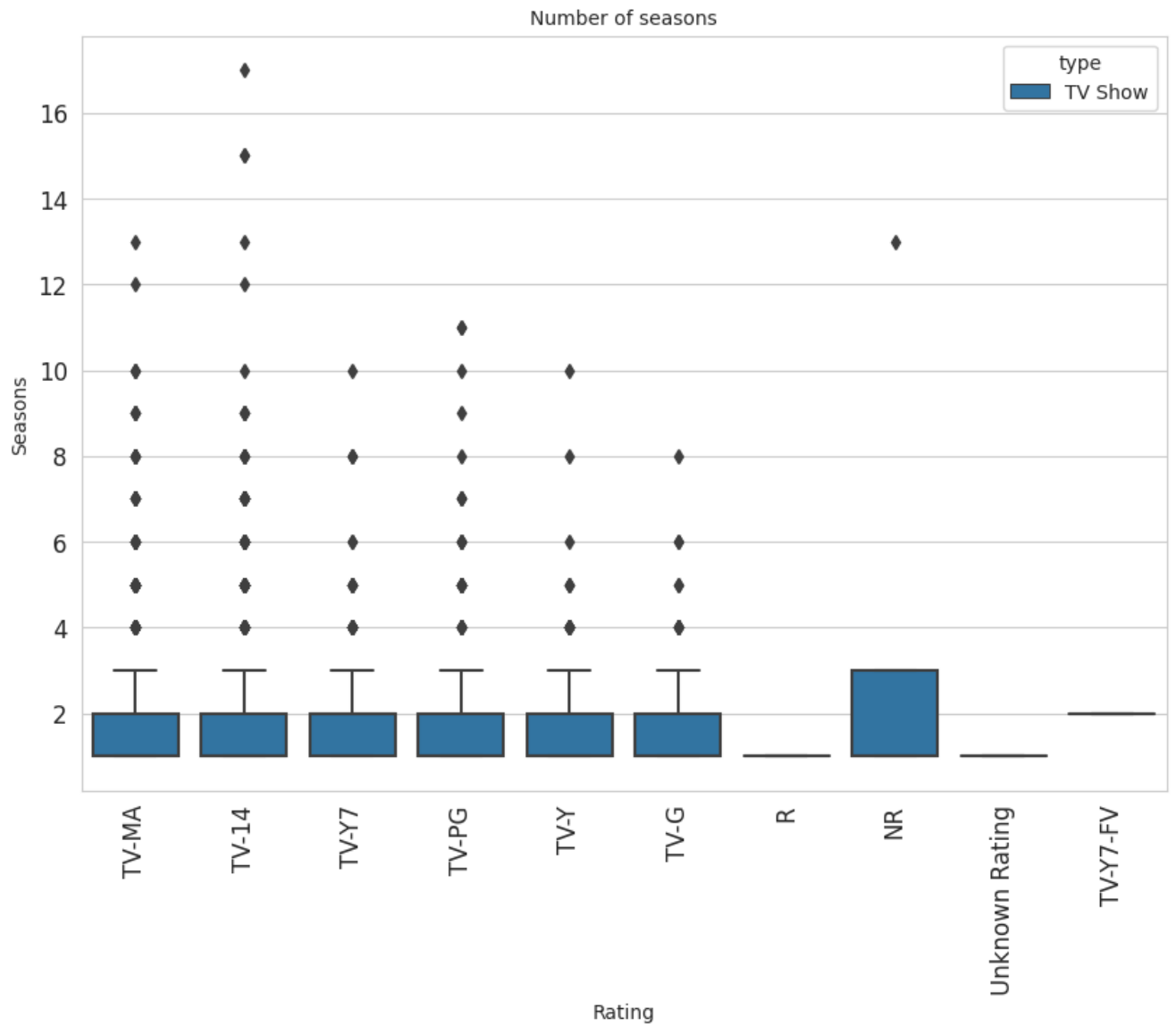
#Top 20 'TV show'



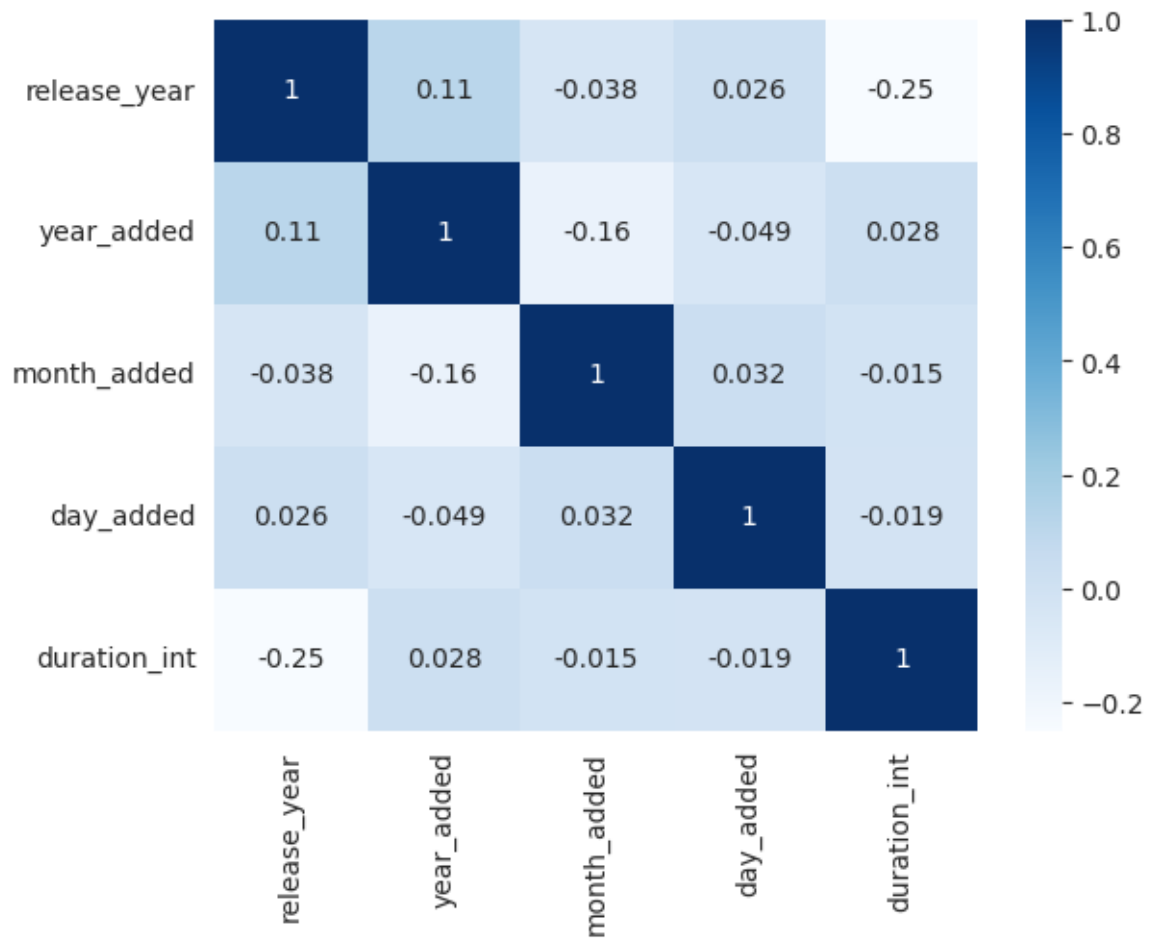
#Boxplot to show the outliers in terms of 'duration of Movie '



#Boxplot to show the outliers in terms of 'number of seasons for TV show'



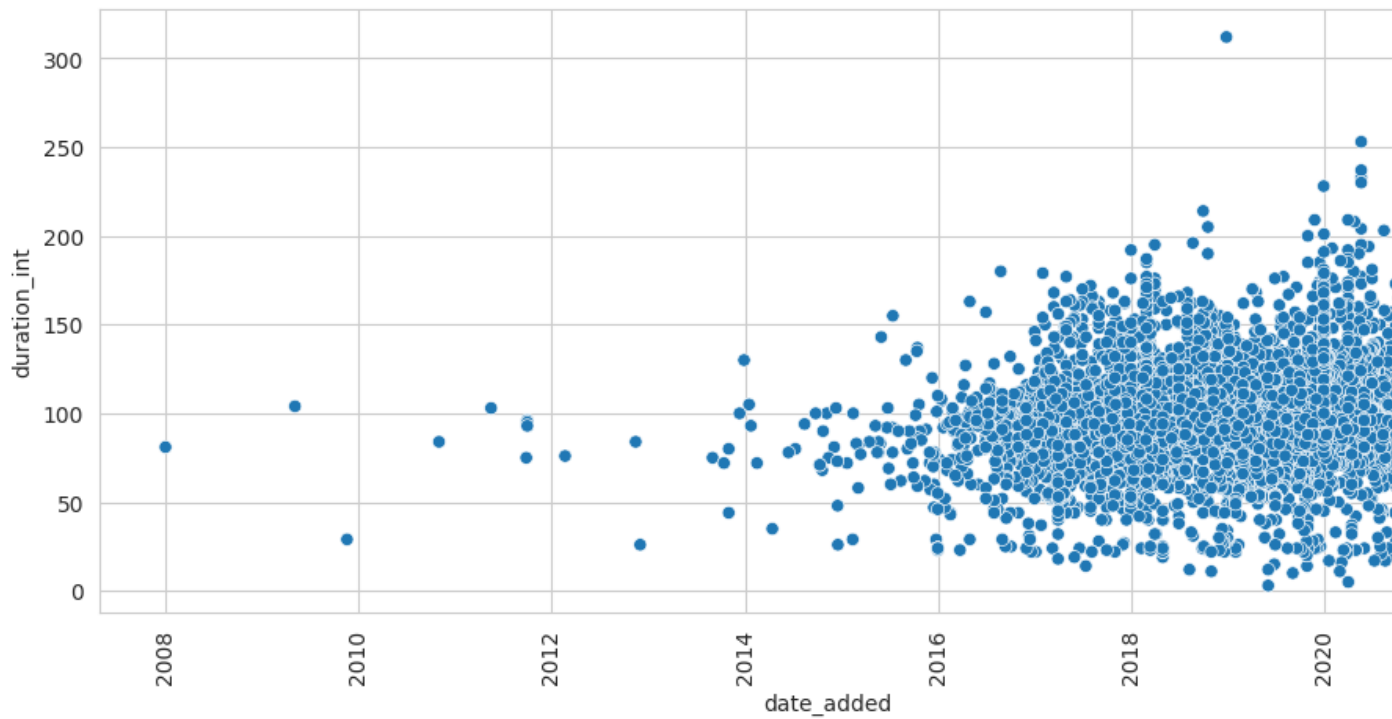
#Correlation between 'year of release' and 'date added on Netflix'



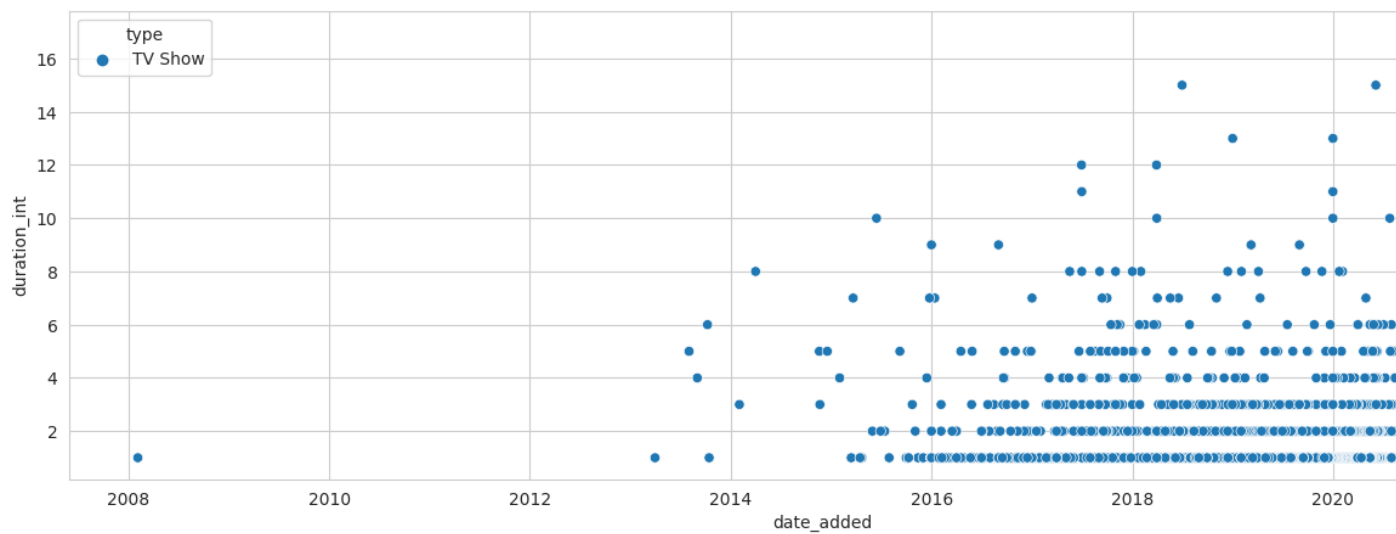
#Pairplot to show correlation between 'release year' and 'date added'



#Correlation between date of ‘adding content to Netflix’ and ‘duration of the movie’ (How duration of moving is changing over the years?)



#Correlation between date of 'adding content to Netflix' and 'Number of seasons of the TV show'
(How no. of seasons are changing over the years?)



#Find after how many days the movie/TV show will be added to Netflix after the release of the movie/TV show (you can consider the recent past data: Since 2014)?

