

**Group 1** – Nida Ballinger-Chaudhary, Eoghan Alton, Ammarah Ahmad, Nana Mensah, Safa Ali

**Project Title:** "Evolving Landscapes of Television: An Analytical Dive into TV Show Trends on Netflix"

**Objective:**

This project aims to conduct a comprehensive analysis of TV shows available on Netflix, focusing on their evolution over time, the impact of the pandemic on genre popularity, regional production trends, and the relationship between IMDb scores, votes, and genres. The analysis will leverage a primary dataset from Kaggle along with supplementary data from the OMDb API.

**Data Sources:**

- Primary Dataset: Netflix Movies and Shows dataset from Kaggle, focusing on TV shows (approx. 2500 data points) - <https://www.kaggle.com/datasets/maso0dahmed/netflix-movies-and-shows/data>
- Secondary Data: Supplemental information from the OMDb API, providing additional details like ratings, languages, and production countries.

**Key Questions:**

**1. Maturity Rating Evolution:**

- How do different age certifications (like TV-MA, TV-14) perform in terms of quantity and popularity?
- Does this reflect any broader market trends or shifts in audience demographics?

**2. Pandemic and Reality TV Popularity:**

- Was there a significant rise in the popularity of reality TV shows during the pandemic, and has this increase been sustained post-pandemic?
- How do scripted TV shows perform in comparison to non-scripted ones in terms of IMDb scores, viewer engagement, and production rates?

**3. Genre Production Patterns:**

- What can be inferred about Netflix's content strategy based on the genres and types of shows produced?
- How has the diversity of production regions and languages changed over time on Netflix?
- How does Netflix's content portfolio compare with its initial years versus the more recent years?

**4. IMDb Score, Votes, and Genre Relationship:**

- Are certain genres consistently receiving higher ratings and votes?
- Are older shows maintaining popularity, or is there a trend towards newer releases?
- What factors contribute to higher viewer engagement and popularity for TV shows on Netflix? (Consider aspects like genre, production country, language, and runtime.)

## **Proposed Methodology:**

### **1. Data Collection and Cleaning:**

- Collect data from the Kaggle dataset and supplement it with additional information from the OMDB API.
- Clean and pre-process the data, ensuring consistency and usability for analysis.

### **2. Individual Analysis Focus:**

- Each team member will focus on one specific question, conducting in-depth analysis and visualization.
- Utilize statistical methods and data visualization techniques to extract insights.

### **3. Data Visualization and Interpretation:**

- Employ tools like Python (Pandas for data manipulation and Matplotlib for visualization) to create insightful charts and graphs.

### **4. Documentation and Presentation:**

- One team member will focus on cleaning up the Data Frame, maintaining documentation in a README file, and preparing the presentation slide deck.

## **Project Conclusion:**

This project is designed to provide a detailed understanding of the dynamics of television content on Netflix. By examining various aspects such as maturity ratings, genre popularity, production trends, and viewer ratings, the study aims to offer valuable insights for content creators, media strategists, and streaming service analysts.