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NETFLIX

Who's presenting?

Ammarah Eoghan Nana Nida Safa

MANAGE PROFILES

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The Dataset

kaggle

Netflix Movies and Shows

Decoding Trends in Entertainment: A Deep Dive into Netflix's Content Library

NETFLIX

Data Card Code (4) Discussion (1)

About Dataset

Description:
This dataset provides a comprehensive view of movies and shows available on Netflix. It captures a range of information, offering insights into the type of content, its popularity, and other significant aspects. This dataset is ideal for exploring trends in entertainment, understanding preferences among different age groups, and conducting comparative analysis of genres and production locations.

Features:

- **title:** The name of the movie or show, an essential identifier.
- **type:** Distinguishes between a movie and a show, indicating the format of the content.
- **release_year:** The year the content was released, providing a temporal context.
- **age_certification:** Indicates the age suitability rating, important for audience targeting.
- **runtime:** Duration of the movie or show in minutes, reflecting content length.
- **genres:** Categories of the content, such as comedy, drama, or horror, crucial for understanding its theme.

Usability 10.00

License Apache 2.0

Expected update frequency Monthly

Tags

- Internet
- Movies and TV Shows

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OMDB API to supplement the primary dataset

```
#Using OMDB to add a column for languages using the imdb_id
netflix_shows["language"] = ""

# Iterate through the netflix_shows DataFrame
for index, row in netflix_shows.iterrows():
    # Get imdb_id from the DataFrame
    imdb_id = row["imdb_id"]

    # Set base URL for OMDB API
    base_url = "http://www.omdbapi.com/"

    # Make an API request using the imdb_id
    response = requests.get(base_url, params={"i": imdb_id, "apikey": api_key})

    # Convert the API response to JSON format
    show_data = response.json()

    # Grab the language from the results and store it in the netflix_shows DataFrame as a list
    try:
        netflix_shows.loc[index, "language"] = show_data["Language"]
    except:
        # If title is not found, print the message and set as N/A
        print(f"{imdb_id} - not found")
        netflix_shows.loc[index, "language"] = "N/A"
```

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Research Questions

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How has Netflix's content strategy for TV shows evolved?

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What are the factors that determine a show's success/popularity?

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Has there been a shift in target audience demographics?

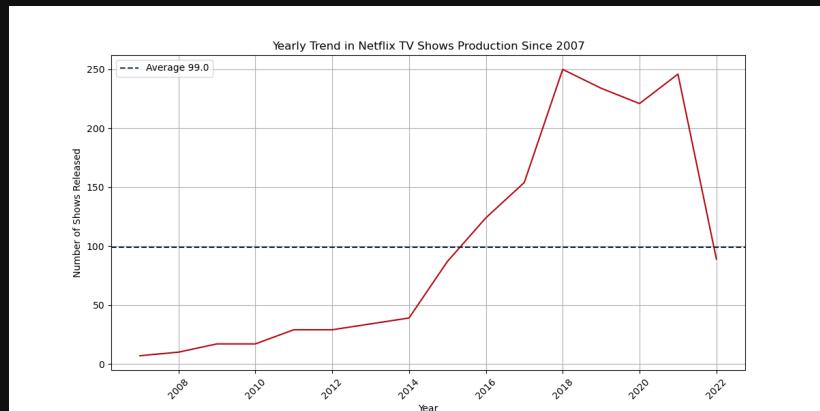
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Did the pandemic change tastes in favour of reality TV?

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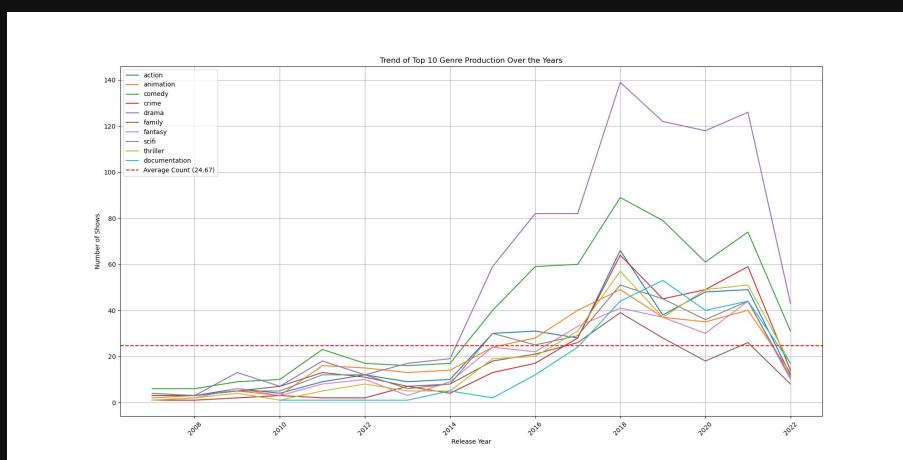
How has Netflix's content strategy for TV shows evolved?



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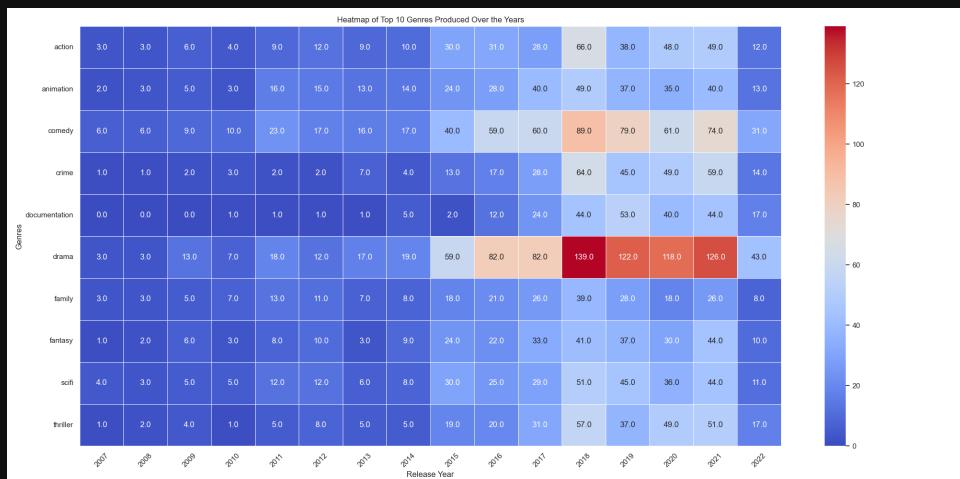
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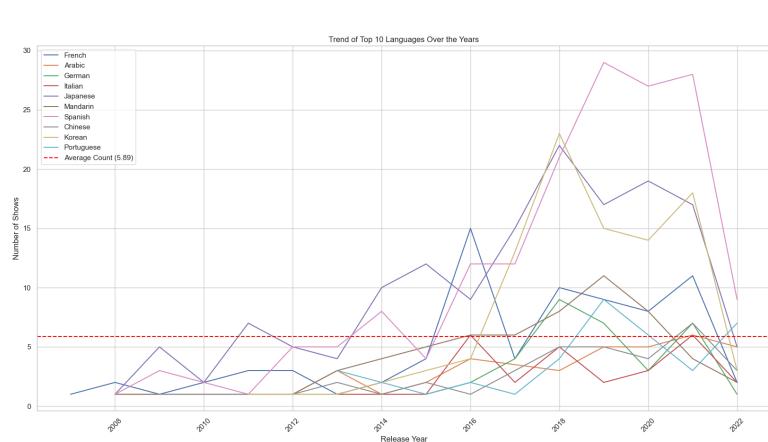
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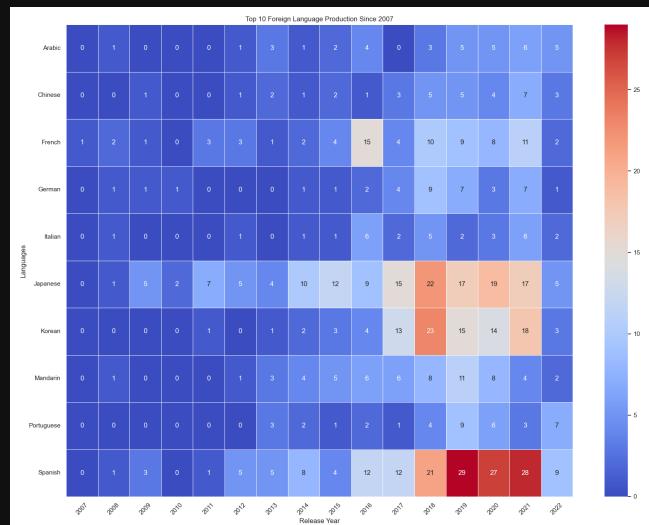
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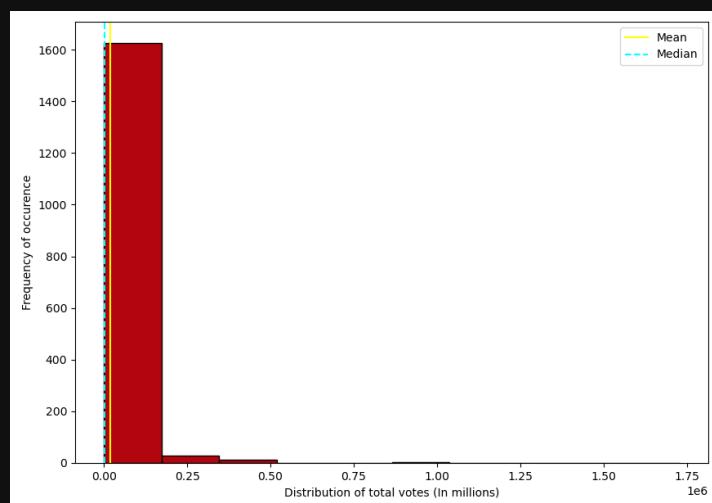
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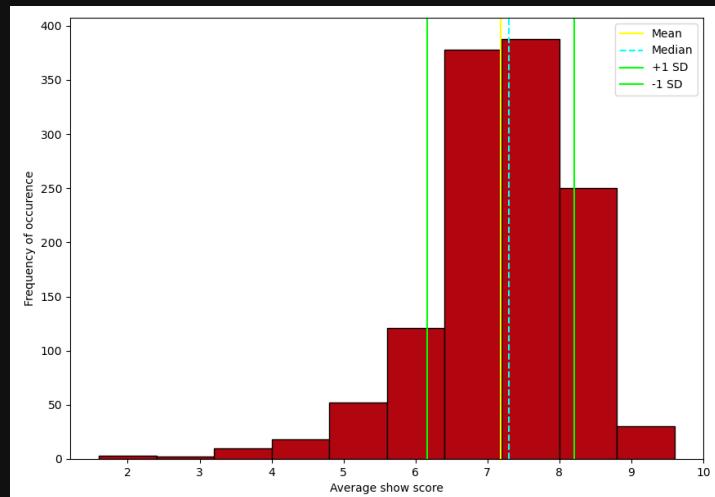
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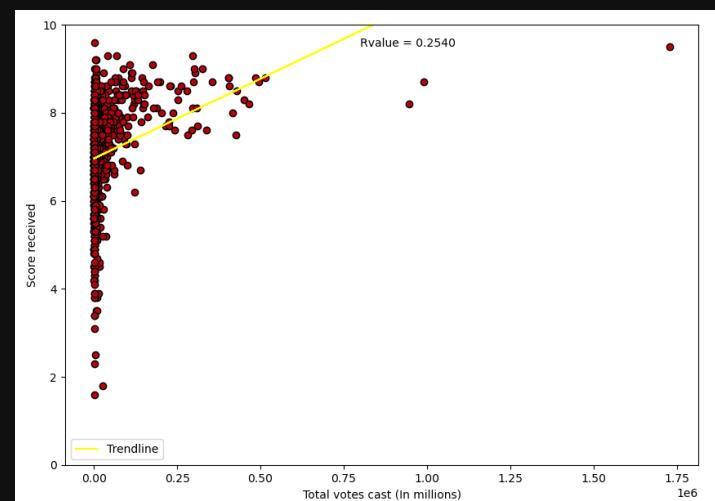
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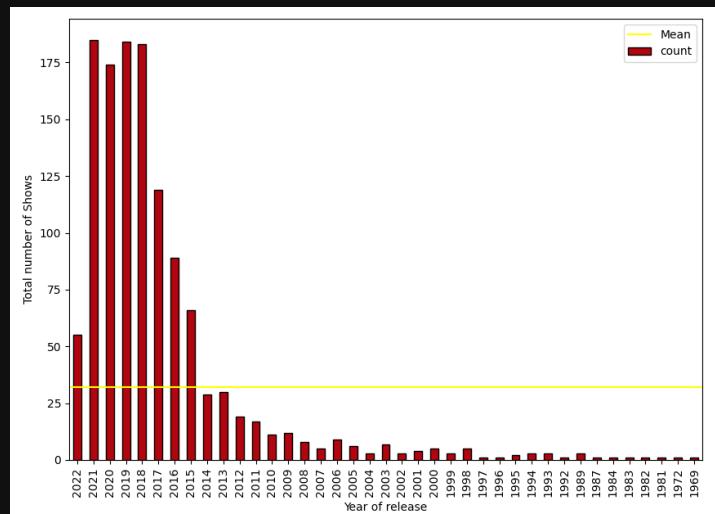
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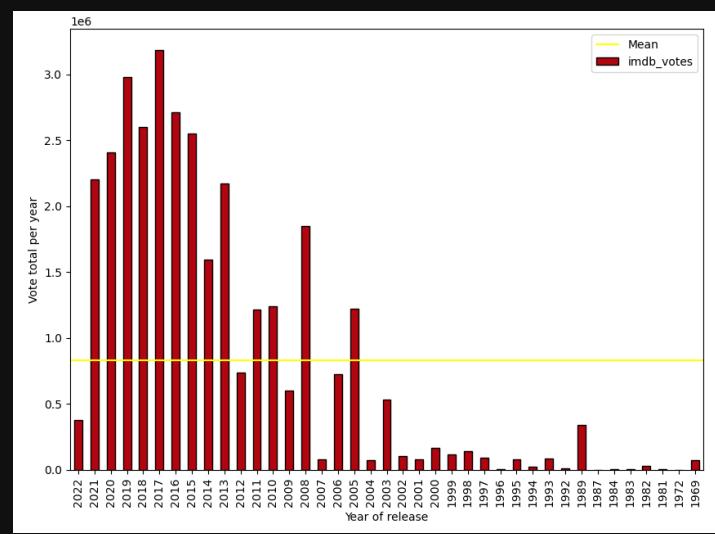
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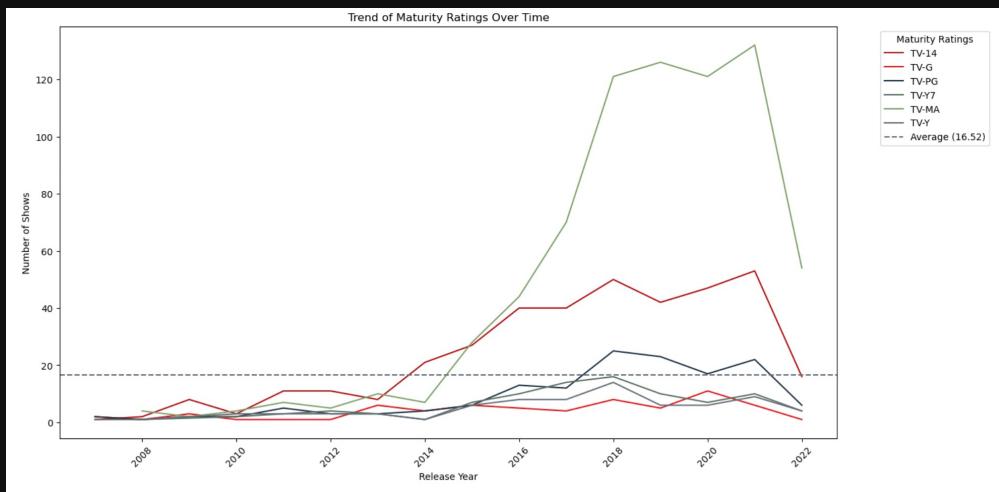
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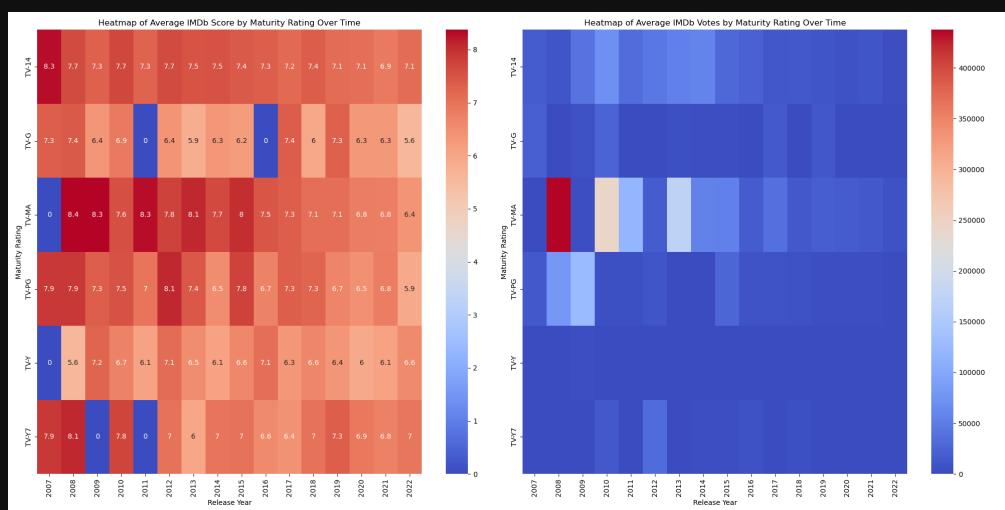
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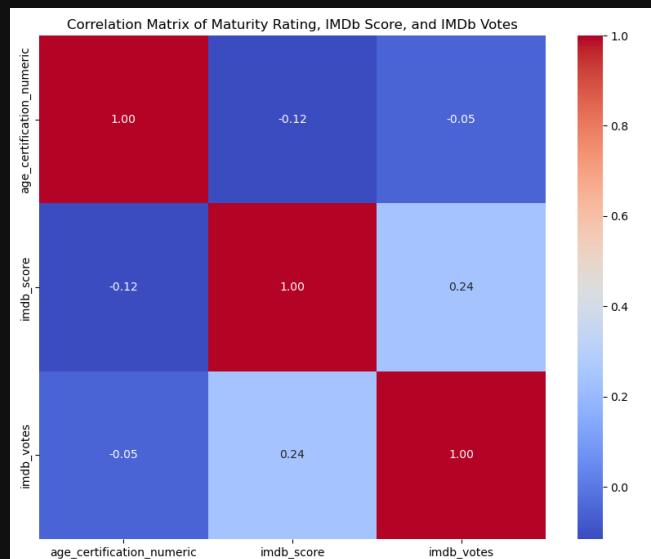
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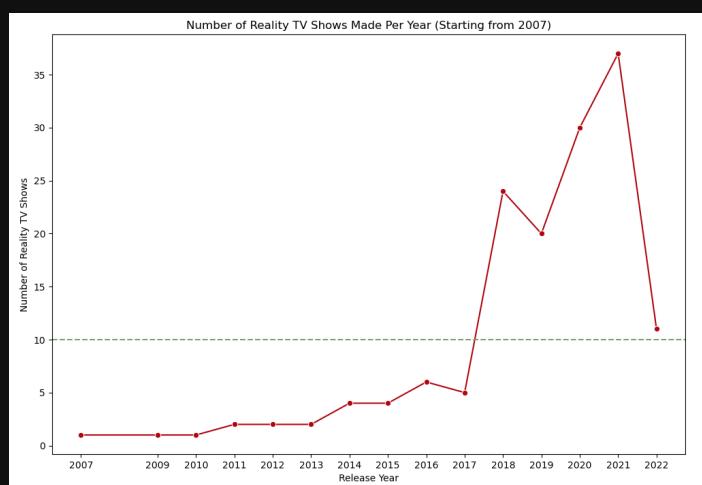
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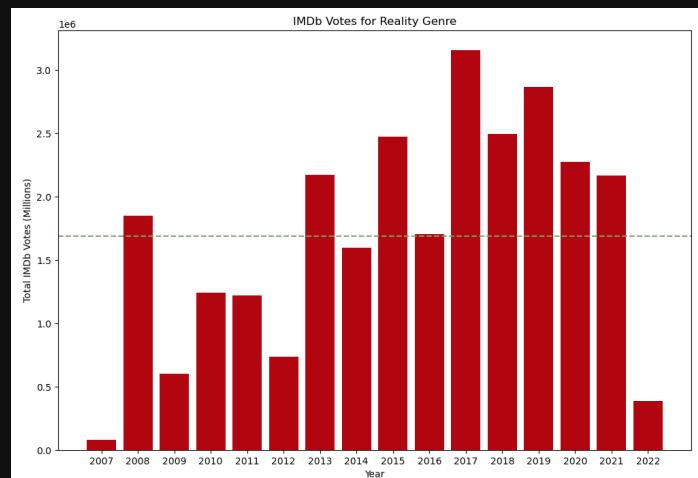
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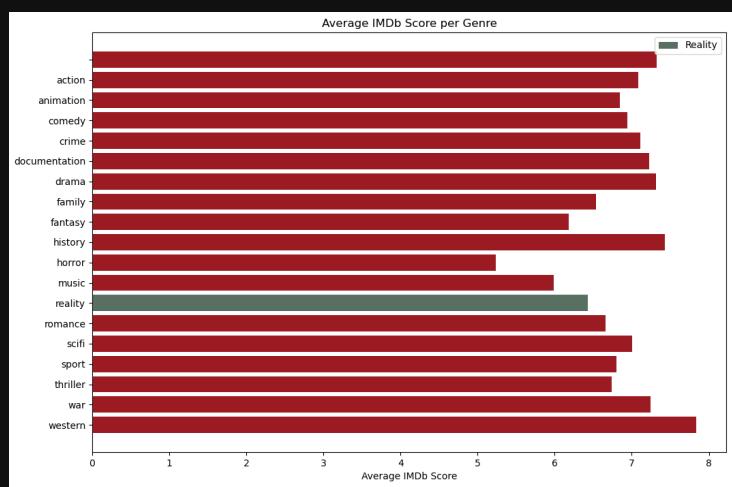
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