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NETFLIX

Who's presenting?

Ammarah      Eoghan      Nana      Nida      Safa

MANAGE PROFILES

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## Research Questions

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

2

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

3

Has there been a shift in target audience demographics?

4

Did the pandemic change tastes in favour of reality TV?

4

## The Dataset

The screenshot shows a Kaggle dataset page for 'Netflix Movies and Shows'. The title 'The Dataset' is at the top. Below it is the 'kaggle' logo. The main section features the title 'Netflix Movies and Shows' and a 'NETFLIX' logo. Below the title, there's a brief description: 'Decoding Trends in Entertainment: A Deep Dive into Netflix's Content Library'. There are three links: 'Data Card', 'Code (4)', and 'Discussion (1)'. The 'About Dataset' section includes a 'Description' of the dataset, which provides a comprehensive view of movies and shows available on Netflix. It lists various features like title, type, release year, age certification, runtime, and genres. To the right of the description are metrics: 'Usability' (10.00), 'License' (Apache 2.0), 'Expected update frequency' (Monthly), and 'Tags' (Internet, Movies and TV Shows). The entire page has a dark background with red highlights.

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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})

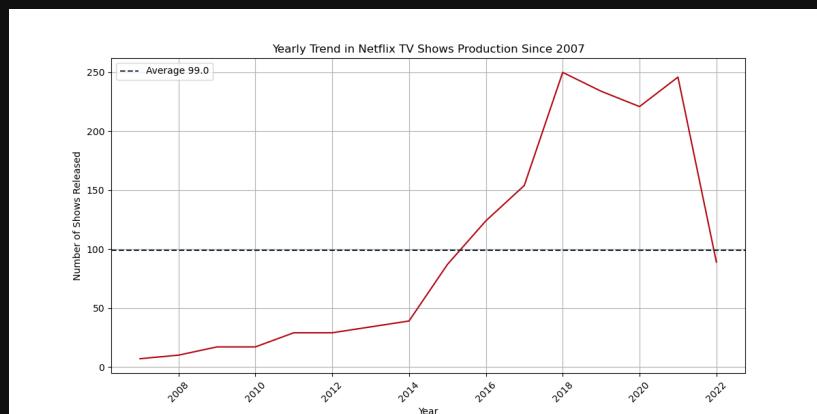
    # Convert the API response to JSON format
    show_data = response.json()

    # 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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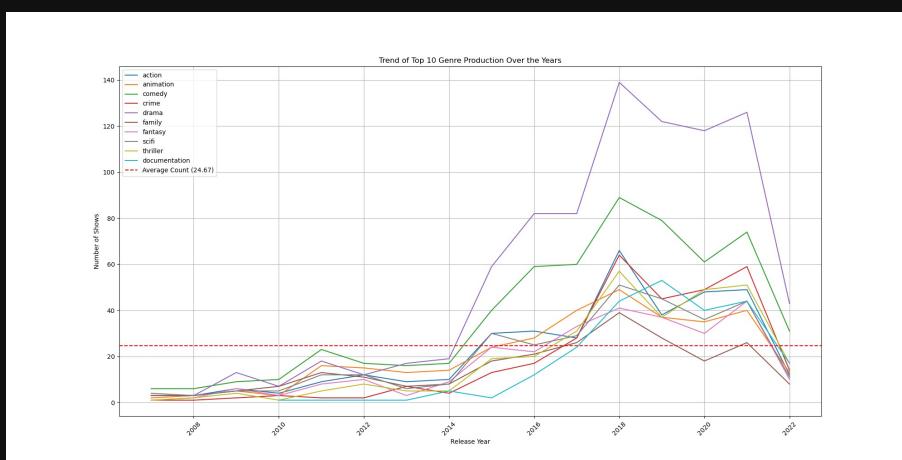
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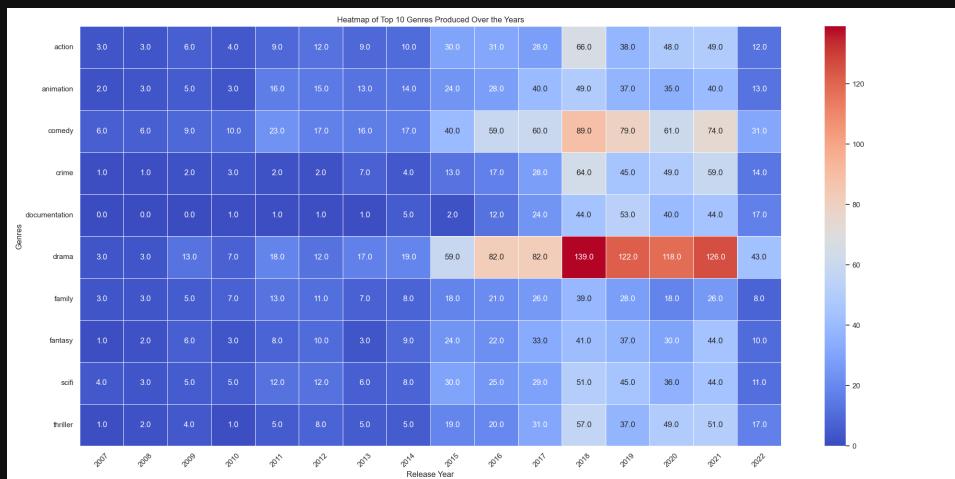
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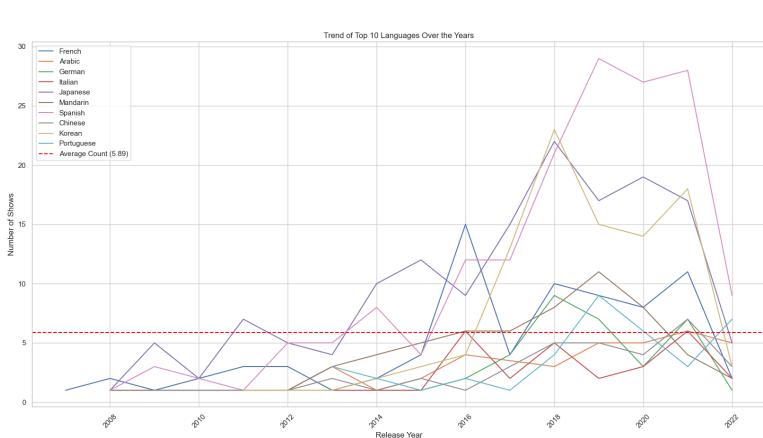
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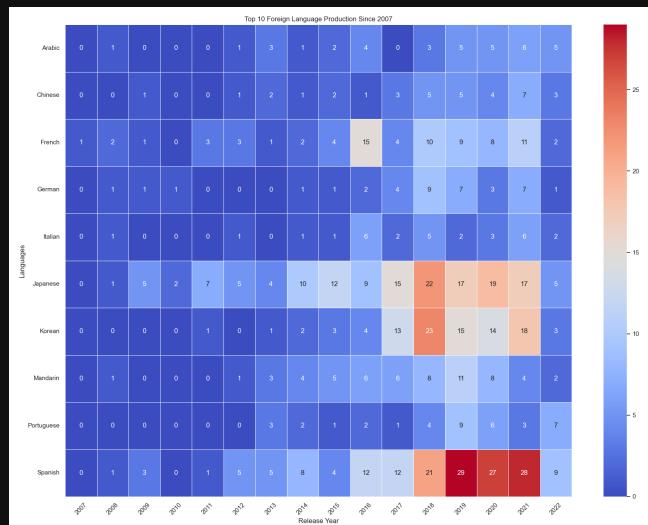
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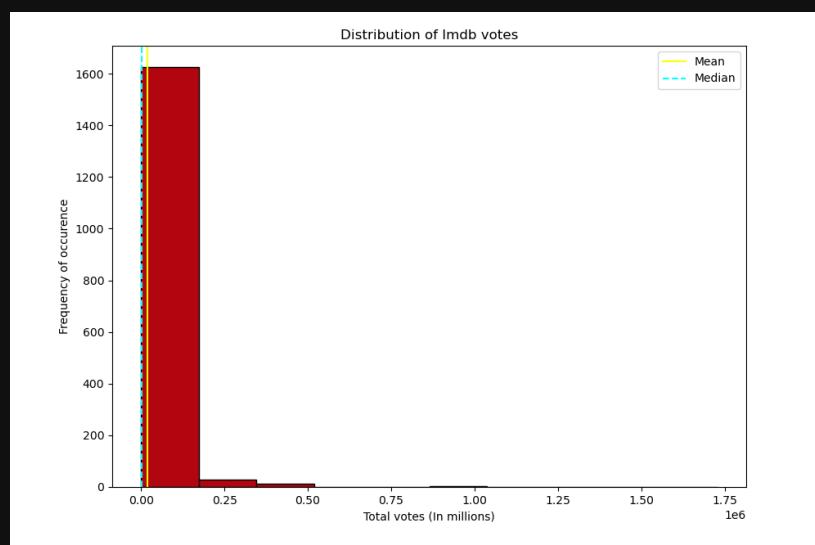
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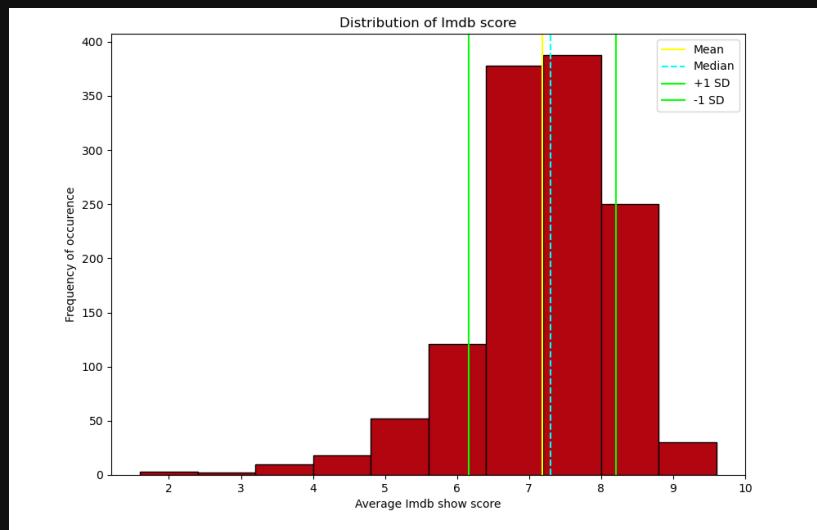
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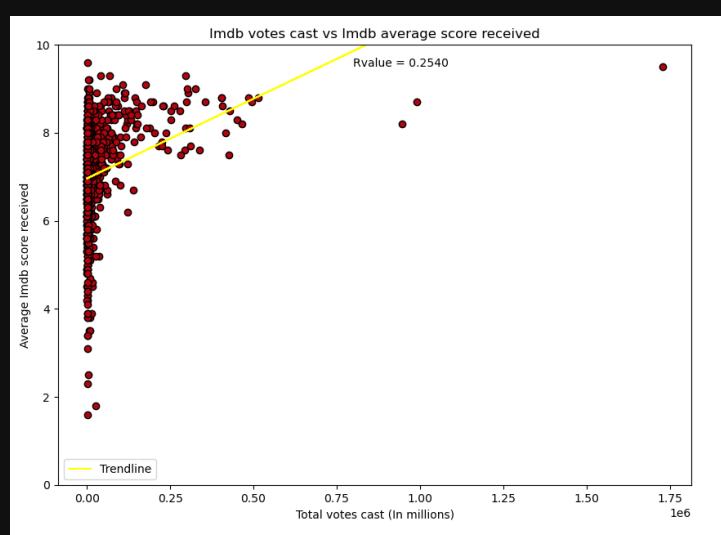
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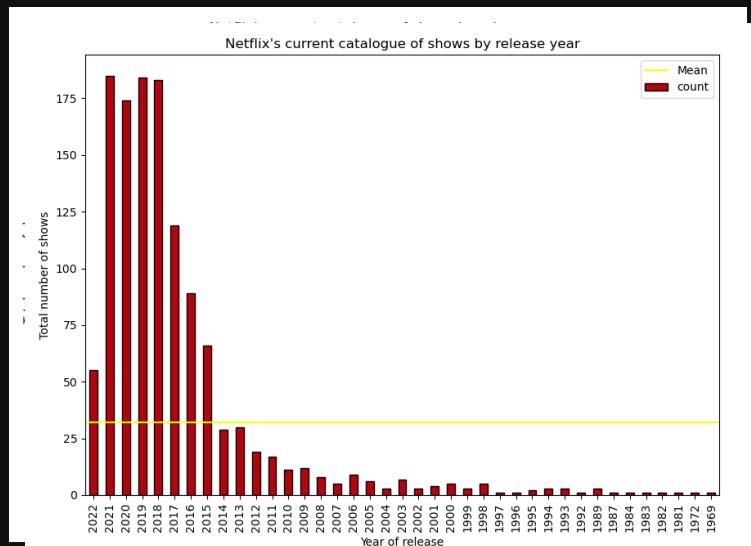
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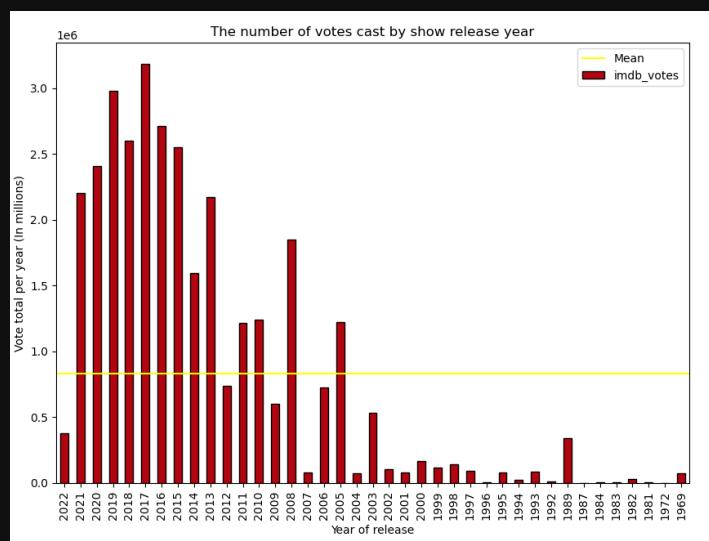
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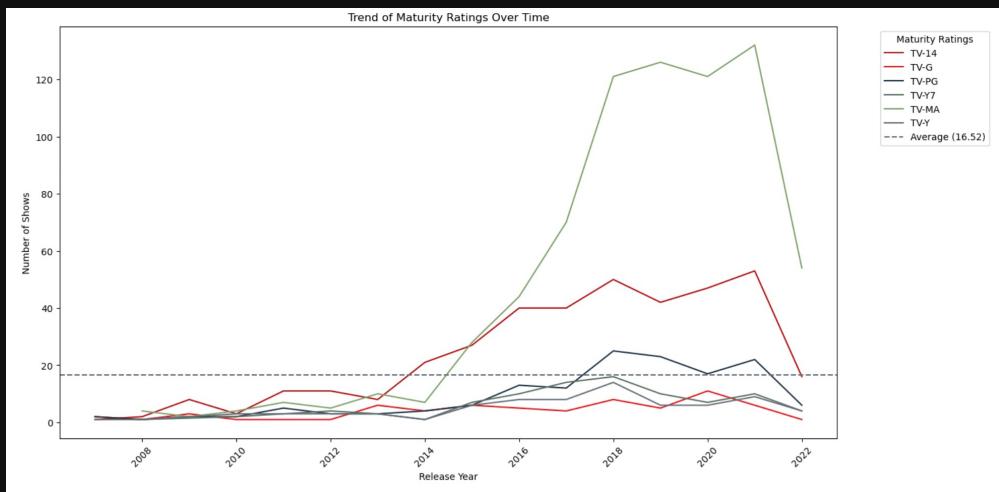
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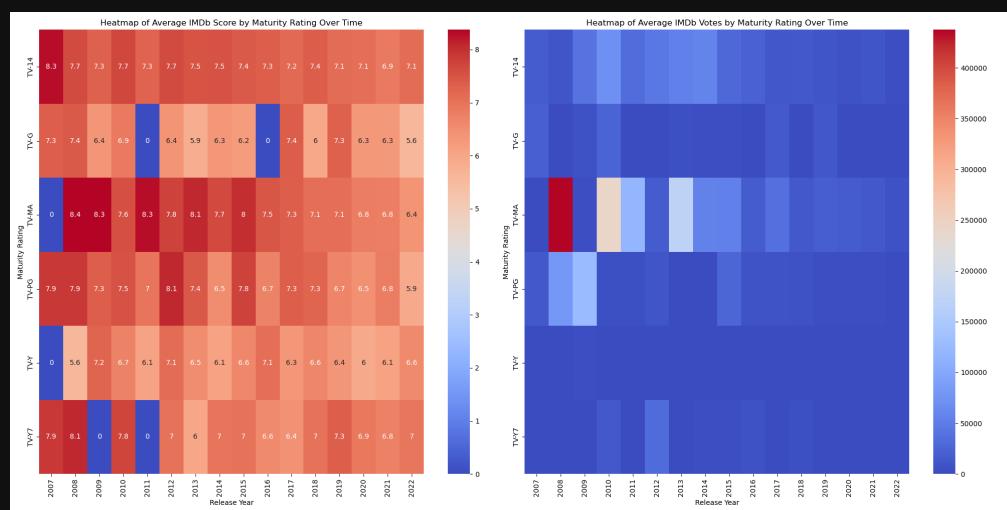
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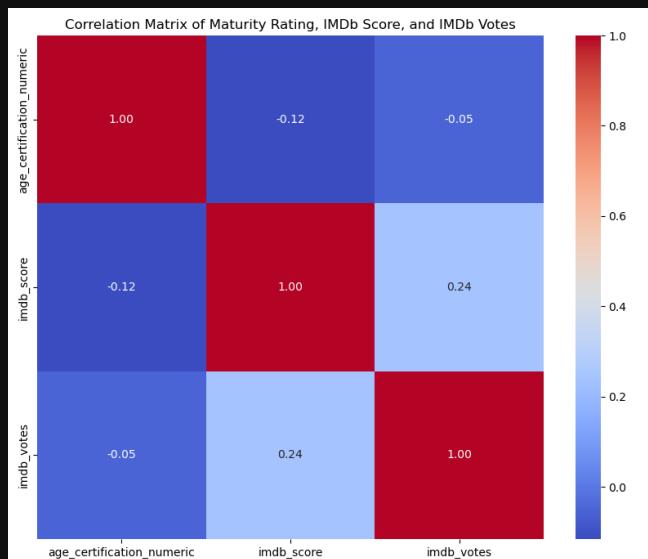
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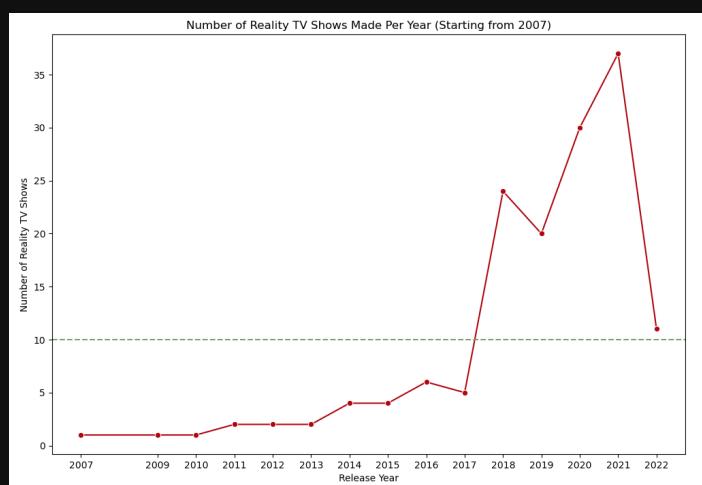
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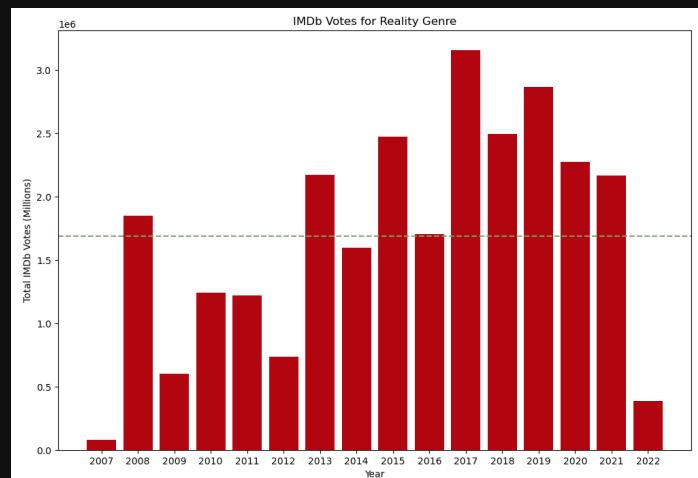
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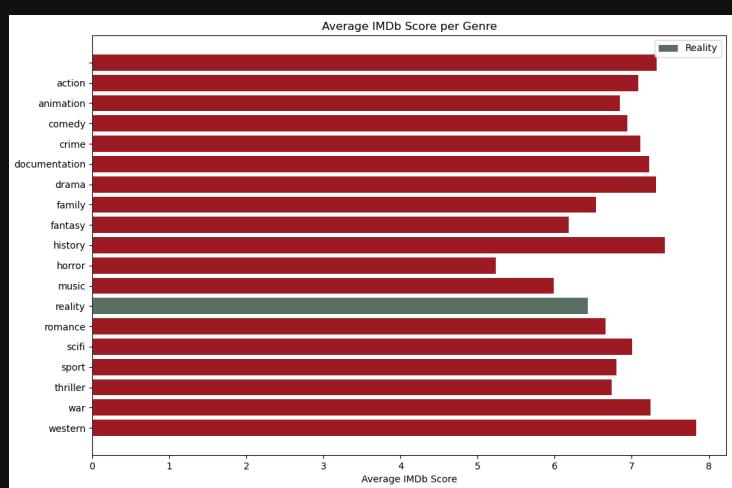
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