



NETFLIX

A Data-driven Movie Analysis
(2012-2016)

Welcome



Sumin



Anna



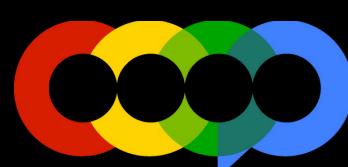
Devaughn



Choeden

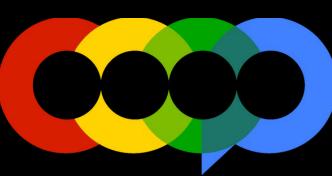


Gang



1. Introduction
2. Executive Summary
3. Context
4. Methodology
5. Data Visualizations
6. Conclusion

AGENDA



PART 1: Introduction





Data Analysis | Entertainment | Excel/Tableau

Netflix Movie Analysis (2012-2016)

Data From 2012 - 2016

In today's entertainment industry, staying ahead of the curve is essential. As Netflix aims to figure out the best ways to spend money by adding a new catalog of older movies on its platform, we need to find the best allocation of resources to maximize the revenue on each investment. This analysis will dive into crucial factors shaping financial outcomes, exploring the impact of genre, directors, release dates, and ROI on the selection process. By addressing central questions, we will visualize our findings to help Netflix to make decisions.



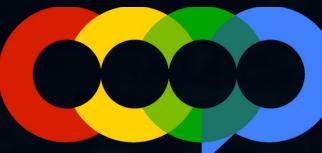
► STREAM NOW

ⓘ ALL EPISODES

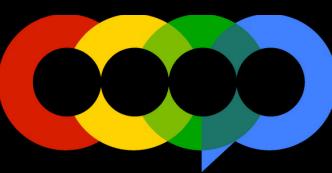
OUR RECOMMENDATIONS



16+



Part 2: **Executive Summary**



EXECUTIVE SUMMARY

🔍 What is the OBJECTIVE?

- ⓘ Our objective is to provide Netflix with insights into the optimal allocation of resources for expanding its catalog of older movies from the years 2012 to 2016.

🔍 What are the Findings and Recommendations?

- ⓘ The Genres' popularity and Directors' popularity based on profit, release dates, ROI and etc. Netflix should invest in the top three genres with the top 5-7 popular directors and release it during popular year and all these measurements are based off profit.



Adventure



Drama



Comedy



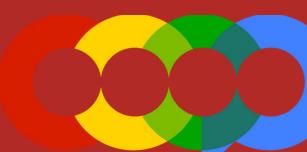
Horror



Animation



Biography



Part 3: Context



OUR MISSION

Our Mission

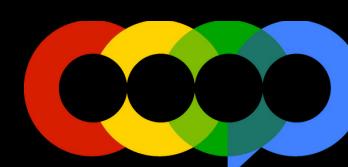


Netflix would like to know the best way to spend on older movies that they want to put into a new catalog based on data from Movies ranging from years 2012 to 2016

Importance of Mission



The analysis from this data should provide Netflix with insights that showcase the movies that are profitable in order for them to receive a high return on their investments. This will aid Netflix to compete against their competition (Hulu, MAX etc.) with profitable movie choices, maintain a wide profit margin, and retain subscribers.



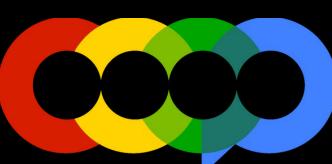
PART 4: METHODOLOGY



OUR METHODOLOGY

PROCESS

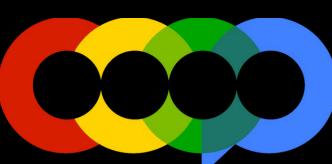
1. Determining how to measure the success of films (Profit/ROI)
2. Considering the factors that can affect profit (genre, release date, and directors)
3. Calculating Profit and ROI
4. Comparing the impact of each factor on profit with pivot tables
5. Creating Tableau visualizations



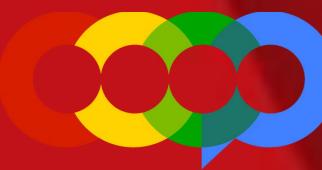
OUR METHODOLOGY

CONSIDERATIONS & DISCLAIMERS

1. Filtering Our Dataset
 - a. Focusing specifically on Genre, Release Date, and Directors as they relate to profitability
 - b. Additional categories within our dataset include Genre 2, Director 2, and Cast Members
2. Only Working Within Our Dataset
 - a. Example: only Despicable Me 2 from the series was included in our analysis



PART 5: DATA VISUALIZATIONS



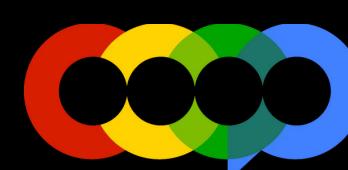
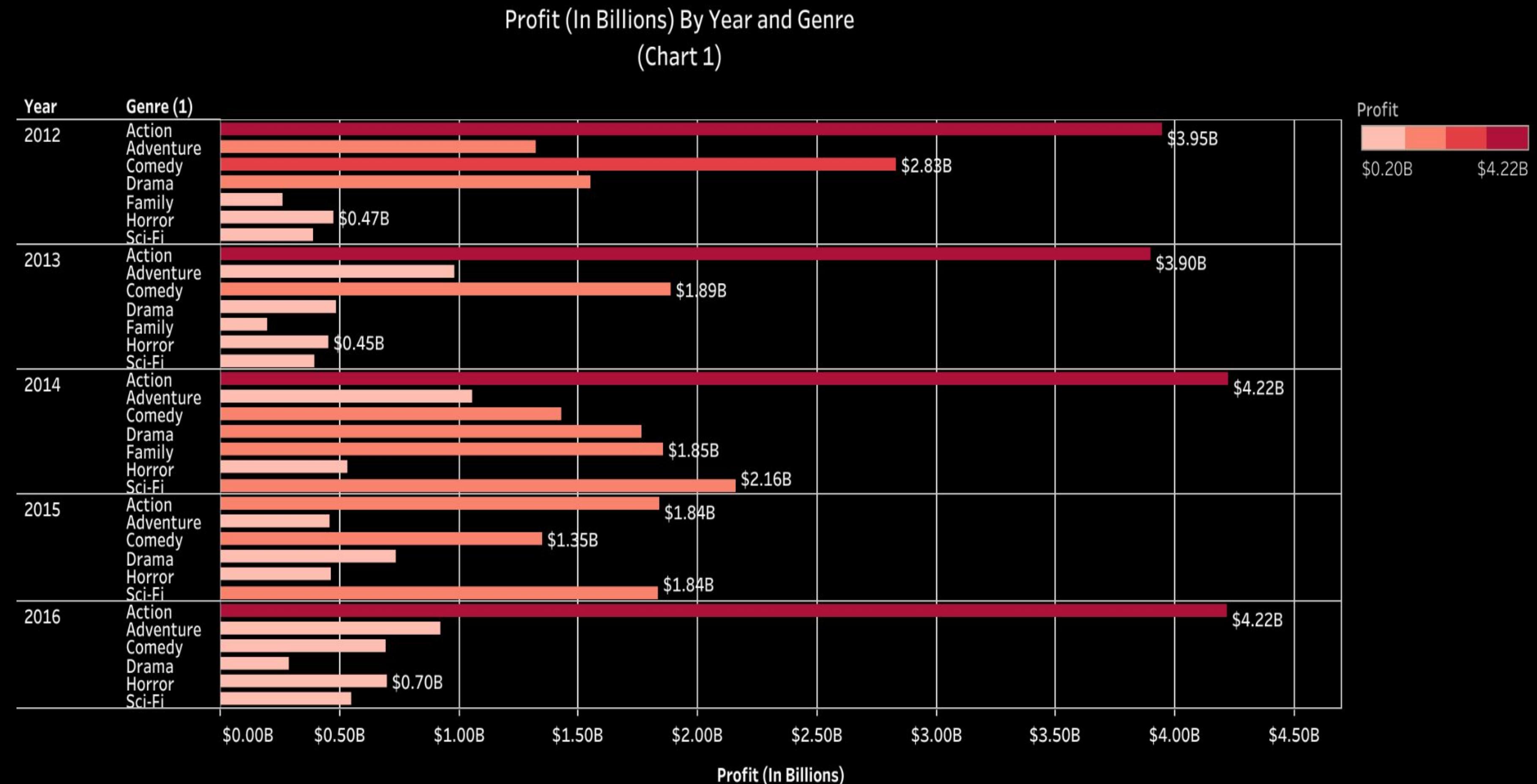
1. Profit by Year and Genre

TOP GENRES

Action, Comedy, Sci-Fi

TOP YEARS

2014, 2016



2. Profit by Month

Sum of Profit (In Billions) By Month (Chart 2)					
June \$6,858,000,000.00	May \$6,179,690,000.00	September \$4,658,800,000.00	February \$4,342,350,000.00	August	January
July \$6,478,000,000.00	March \$6,107,540,000.00	November \$4,344,300,000.00	December \$3,752,500,000.00	October	April

⌚ TOP MONTHS

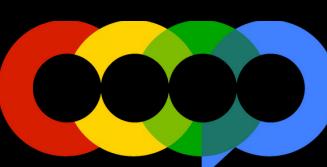
June, July, May

🕒 LOW MONTHS

October, April

NOTES

- Holiday Seasons:
February,
September,
November



3. Average ROI v. Budget by Genre

TOP GENRES

Horror, Religious, Documentary

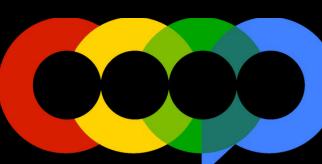
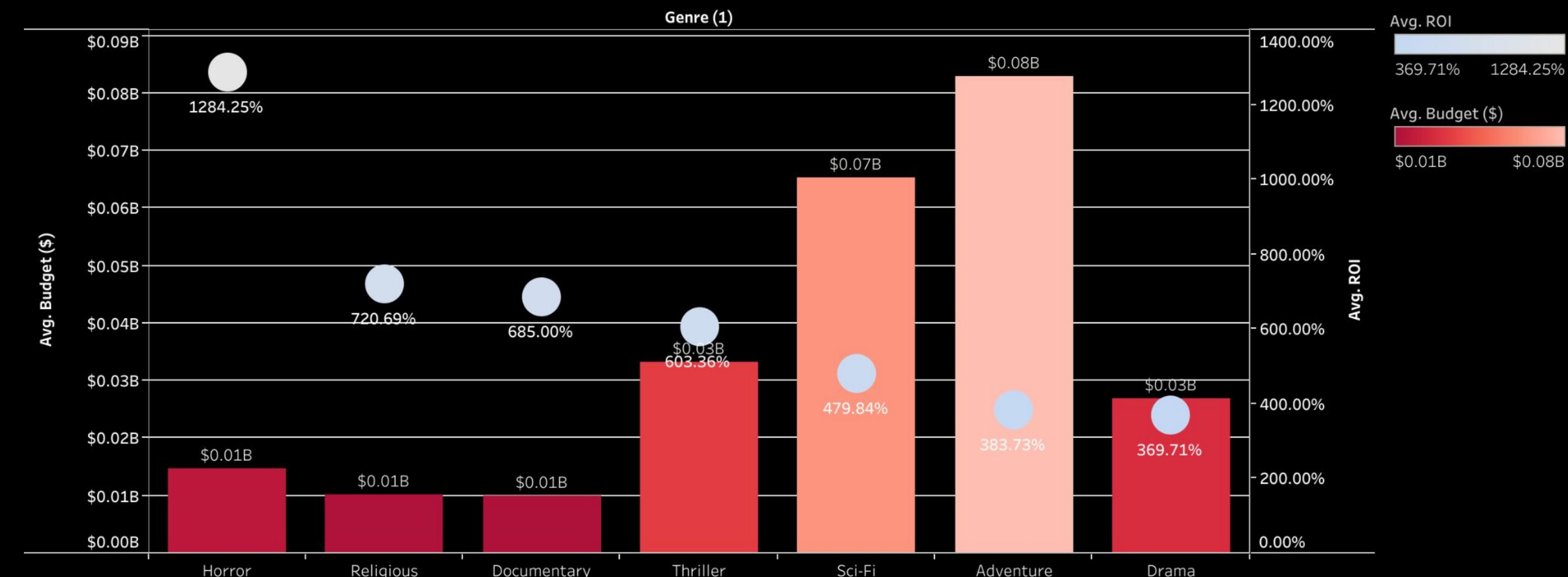
LOW GENRES

Sci-Fi, Adventure

NOTES

- Sci-Fi and Adventure still came up to top 7 despite high budgets and low ROI
- High budgets don't necessarily correlate with high ROI

Top 7 Average ROI and Average Budget based on Genre
(Chart 3)

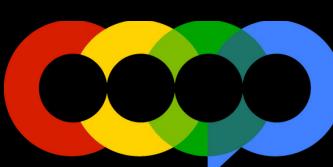
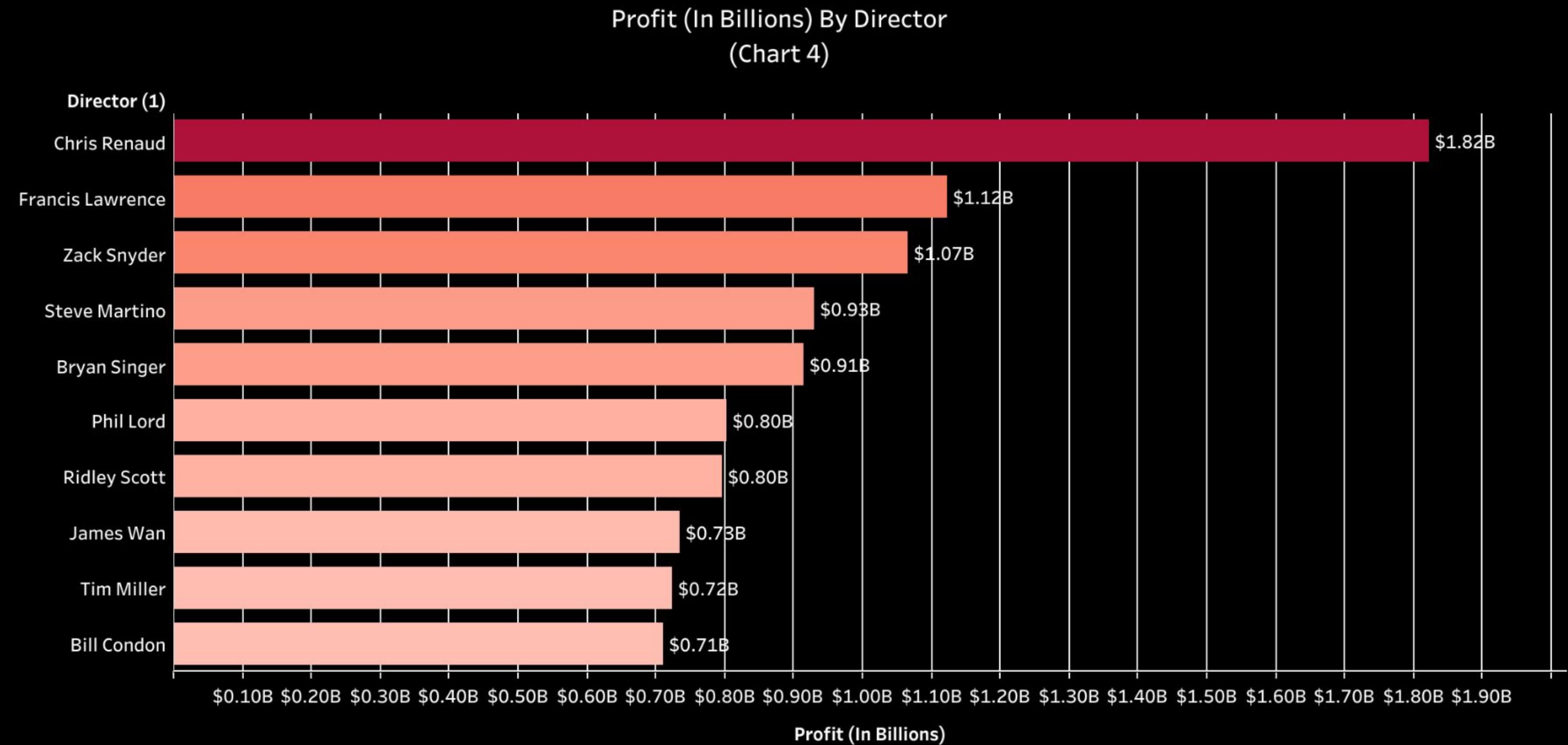




4. Profit by Directors

TOP DIRECTOR

Chris Renaud

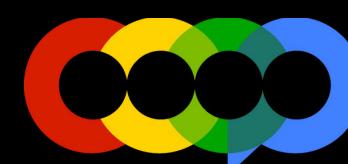


PART 6: Conclusion

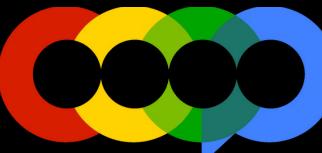


TOP 5 MOVIES

Director	Movie Title	Genre	Release Date
Bryan Singer	X-Men: Apocalypse	Action	2016-05-09
	X-Men: Days of Future Past	Action	2014-05-10
Chris Renaud	Despicable Me 2	Comedy	2013-06-20
	Dr. Seuss' The Lorax	Family	2012-03-02
	The Secret Life of Pets	Adventure	2016-07-08
Francis Lawrence	The Hunger Games: Mockingjay – Part 1	Sci-Fi	2014-11-10
	The Hunger Games: Mockingjay – Part 2	Sci-Fi	2015-11-04
Phil Lord	21 Jump Street	Comedy	2012-03-16
	22 Jump Street	Action	2014-06-04
	The Lego Movie	Family	2014-02-01
Ridley Scott	Prometheus	Sci-Fi	2012-06-08
	The Martian	Sci-Fi	2015-09-11
Steve Martino	Ice Age: Continental Drift	Adventure	2012-07-13
	The Peanuts Movie	Animation	2015-11-01
Zack Snyder	Batman v Superman: Dawn of Justice	Action	2016-03-19
	Man of Steel	Action	2013-06-14



OUR RECOMMENDATIONS





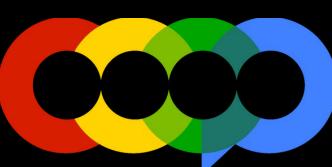
SOURCES

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"Netflix Movie Charts."

https://public.tableau.com/app/profile/sumin.chen/viz/NetflixMovieCharts_17127937490340/OnePage2.



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THANK YOU

