Analysis of

hulu &

NETFLIX

By: Matthew Ohanian, Tyler Gallup, & Pooja Baralu Umesh

About the Data

Variables

Provided:
- Show ID
- Type
- Title
- Director
- Cast
- Country
- Date Added
- Release Year
- Rating
- Duration

- Listed in
- Description
- Platform

Created:
- Decade
- Year Added
- Continent

Comparisons

Netflix to Hulu:

- Netflix: 8,807 (74.1%)
- Hulu: 3,073 (25.9%)

Hulu Movies to Shows:

- Movies: 1,484 (48.3%)
- TV Shows: 1,589 (51.7%)

Netflix Movies to Shows:

- Movies: 6,131 (69.6%)
- TV Shows: 2,676 (30.4%)

NETFLIX

hulu

Missing Values

	1990-1999	2000-2009	2010-2019	2020 - Current
Director 48.01%	185	545	3520	1303
Cast 32.81%	155	428	2341	827
Country 19.22%	74	180	1207	773
Date_added 0.31%	8	15	12	0
Rating 4.41%	7	18	226	18
Duration 4.05%	14	23	278	23
Description 0.03%	0	1	1	1
Total	443 (3%)	1210 (9.3%)	7584 (58%)	3324 (25%)

- Missing values: 12934 out of 154440 (8%)

- Highest amount of missing values:

- 2010-2019 : 58% (7584 out of 12934)

- 2020 - Current : 25% (3324 out of 12934)

- Out of missing values: Directors and cast makes >50%

Top Genres on Each Platform

Netflix:

1. **International Movies**: 2,752 (14.2%)
2. **Dramas**: 2,427 (12.6%)
3. **Comedies**: 1,674 (8.7%)
4. **International TV Shows**: 1,351 (7.0%)
5. **Documentaries**: 869 (4.5%)
6. **Action & Adventure**: 859 (4.4%)

Hulu:

1. **Drama**: 907 (13.4%)
2. **Comedy**: 667 (9.9%)
3. **Adventure**: 556 (8.2%)
4. **Action**: 555 (8.2%)
5. **Documentaries**: 524 (7.8%)
6. **Anime**: 329 (4.9%)

Top 10 Countries in Descending Order

- United States: 39.0%
- India: 10.1%
- United Kingdom: 5.5%
- Japan: 5.3%
- Canada: 2.2%
- South Korea: 2.2%
- Spain: 1.5%
- France: 1.3%
- Mexico: 1.2%
- Australia: 1.1%
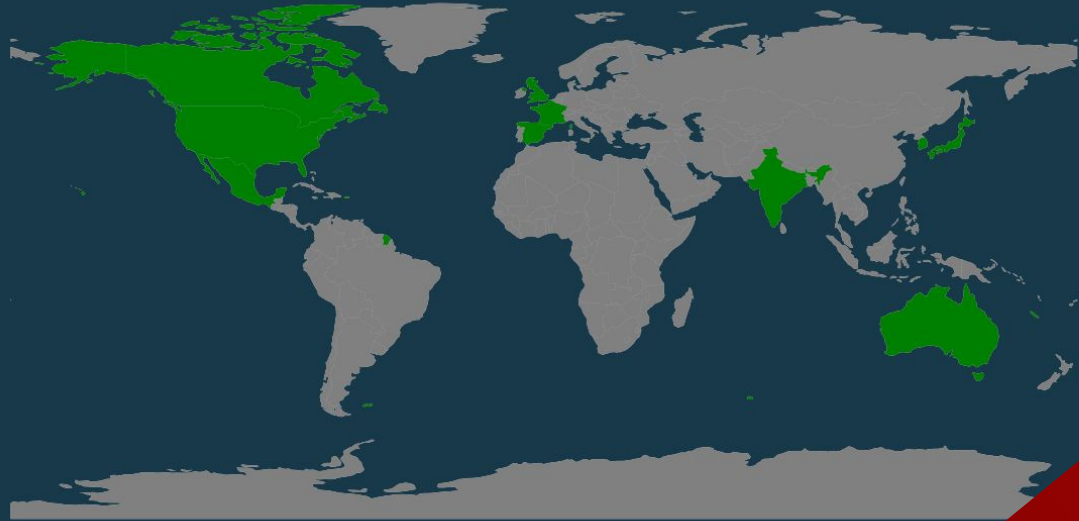
Year Released

- After 2000: 11071 (93.2%)

- After 2010: 9847 (82.9%)

- After 2015: 8058 (67.8%)

- After 2020: 2148 (18.1%)

Year Added to Platform

- After 2010: 11828 (99.9%)

- After 2015: 11649 (98.4%)
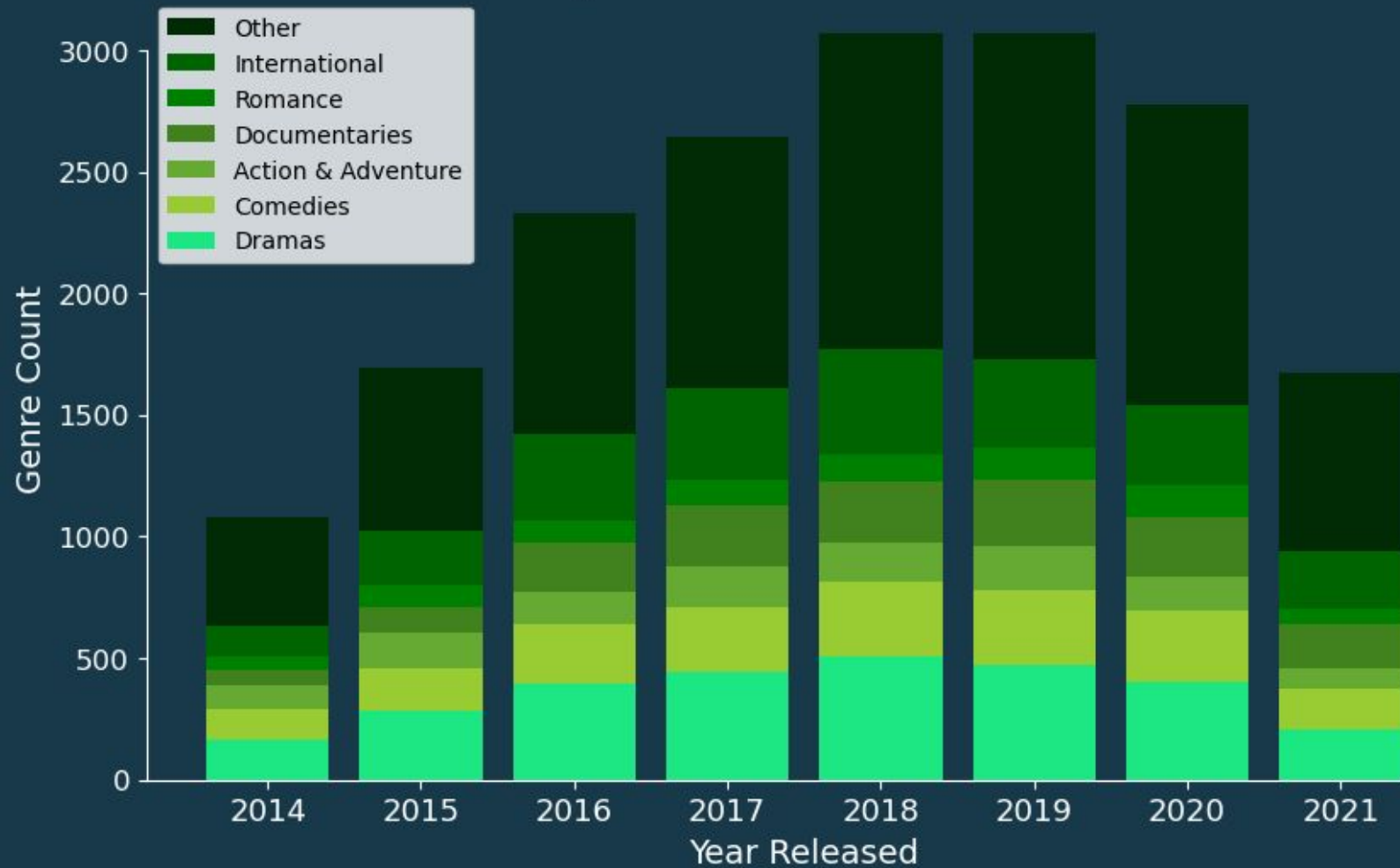
- After 2020: 5277 (44.6%)

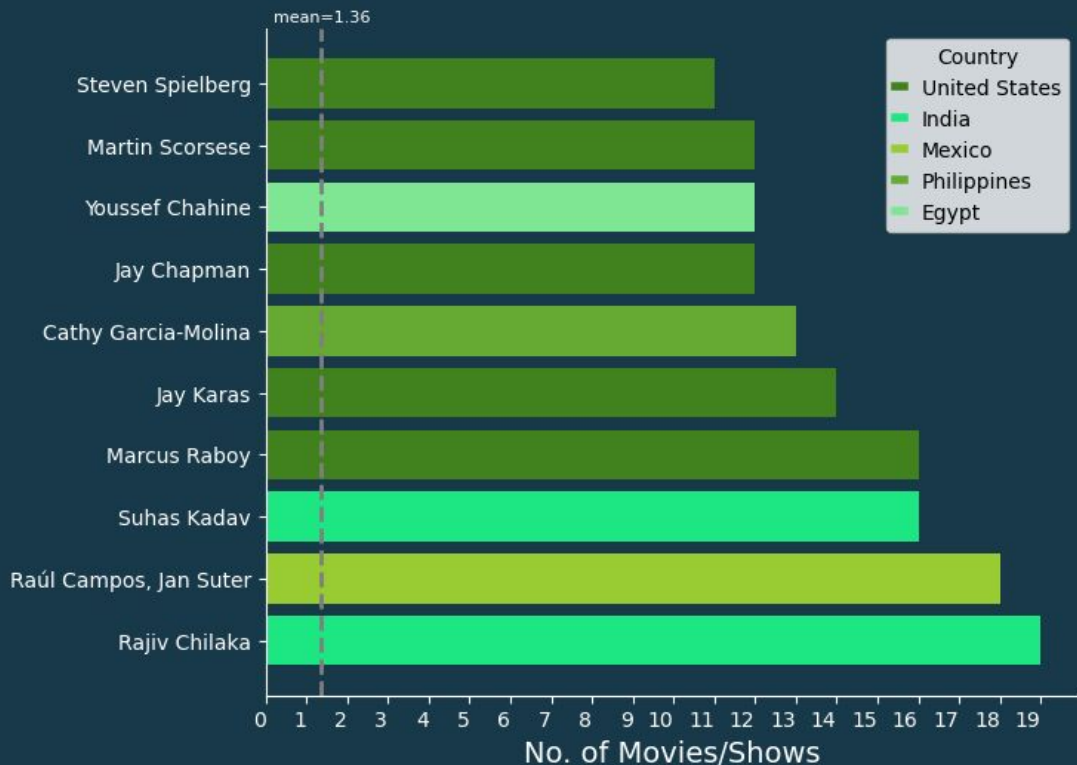Number of Movies/TV Shows added on Netflix and Hulu every year

- Netflix's downward trend
  - Competition
  - Changes in content strategy
  - Audience preferences

- Hulu's upward trends.
  - Exclusive content
  - Aggressive marketing
  - Strategic partnerships

Popular Genres over Time

Directors with Most Movies/Shows
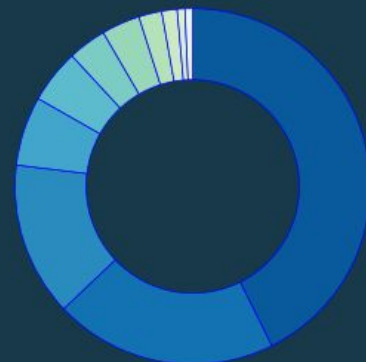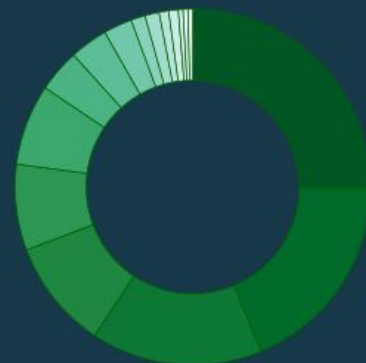

Country
- United States
- India
- Mexico
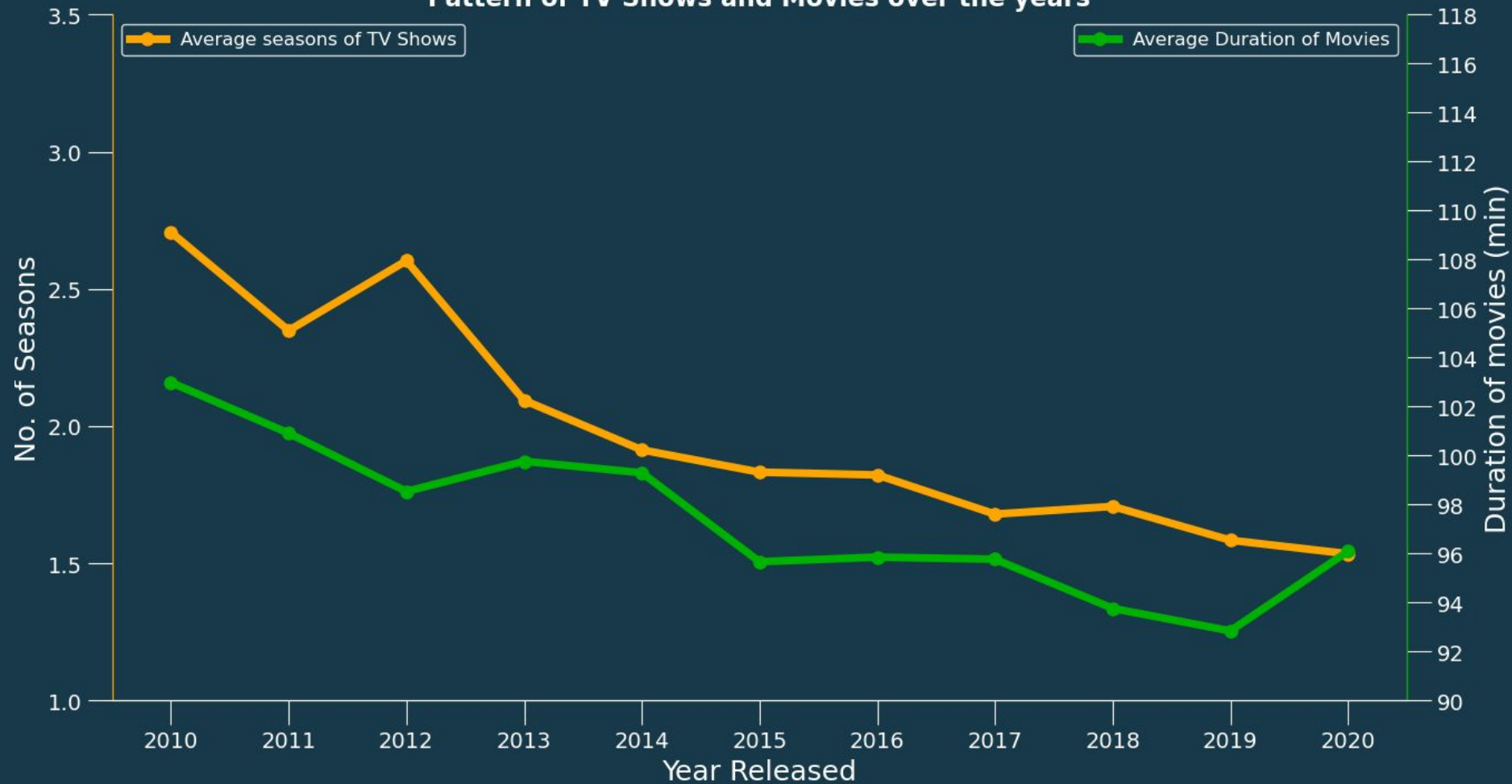- Philippines
- Egypt

Genres
- Stand-Up Comedy
- Children & Family Movies
- Dramas
- International Movies
- Classic Movies
- Comedies
- Romantic Movies
- Music & Musicals
- Action & Adventure
- Sports Movies
- Independent Movies
- Thrillers
- Documentaries
- Stand-Up Comedy & Talk Shows
- TV Comedies
- Sci-Fi & Fantasy

Ratings
- TV-MA
- TV-Y7
- TV-14
- R
- PG
- TV-Y
- PG-13
- TV-G
- TV-PG
- TV-Y7-FV
- NR

Director (y-axis): Steven Spielberg, Martin Scorsese, Youssef Chahine, Jay Chapman, Cathy Garcia-Molina, Jay Karas, Marcus Raboy, Suhas Kadav, Raúl Campos, Jan Suter, Rajiv Chilaka

No. of Movies/Shows (x-axis): 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

mean=1.36

Pattern of TV Shows and Movies over the years

Legend: Average seasons of TV Shows — Average Duration of Movies

X-axis: Year Released (2010–2020)
Left Y-axis: No. of Seasons (1.0–3.5)
Right Y-axis: Duration of movies (min) (90–118)

Number of TV Shows/Movies per Continent

Legend:
- North America
- Europe
- Asia
- Other

North America hit its peak in 2018 with 671 movies and TV shows released.

In 2014, Europe overtook Asia for the second most amount of content released on Netflix and Hulu.

Y-axis: Number of TV Shows/Movies (0, 100, 200, 300, 400, 500, 600, 700)

X-axis: Year Released (2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021)
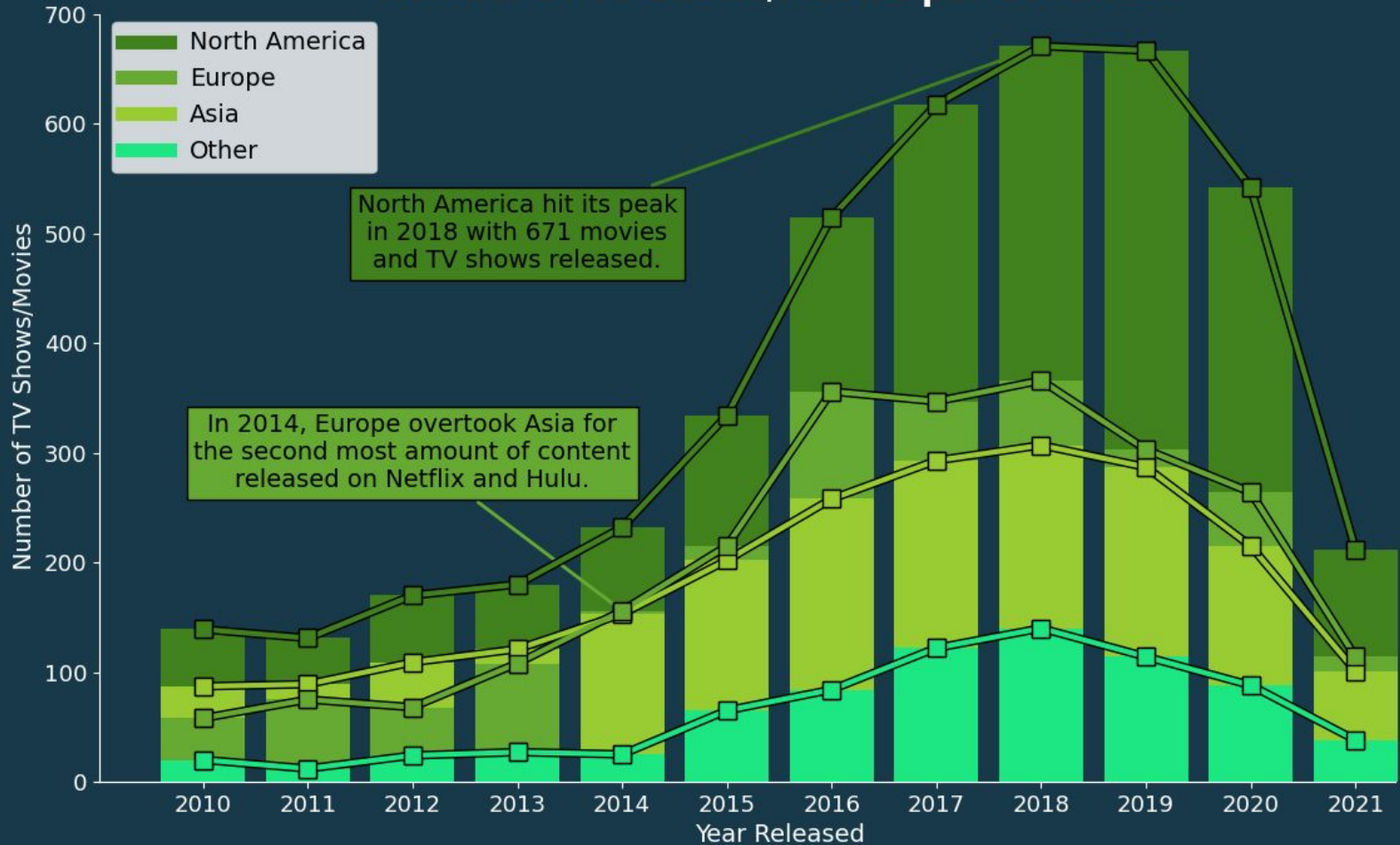
TV Parental Guidelines Percentages

- TV-MA 44.3%
- TV-14 30.7%
- TV-PG 12.4%
- TV-Y7 4.4%
- TV-Y 4.2%
- TV-G 4.1%
- Other 0.1%
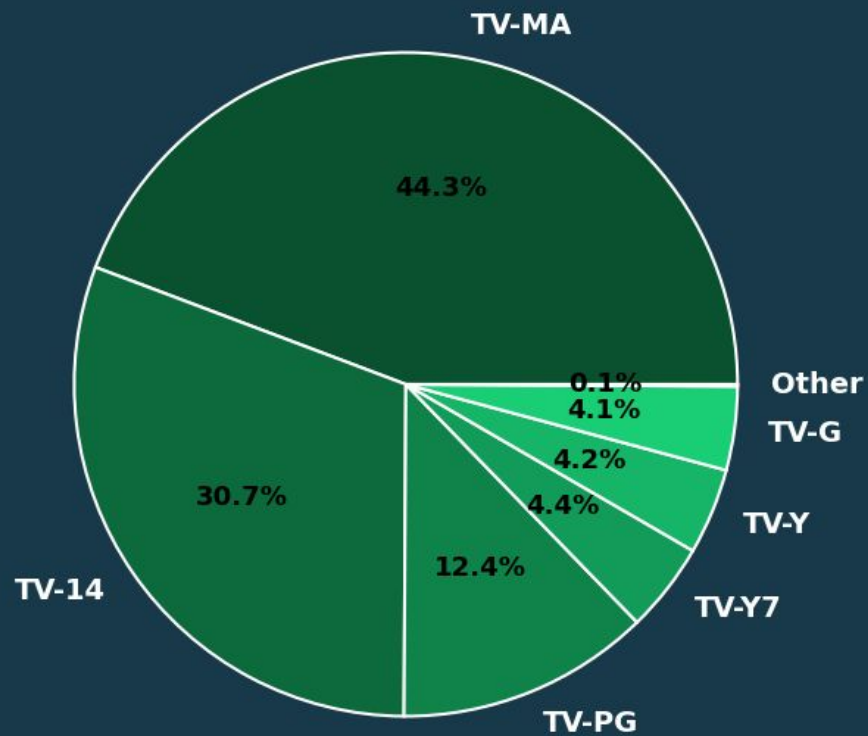
MPAA Rating Percentages

- R 53.1%
- PG-13 25.6%
- PG 15.0%
- NR 4.3%
- Other 2.1%

Thank You!