

Analysis of **hulu** & **NETFLIX**

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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%
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-

Top Genres on Each Platform

Netflix:

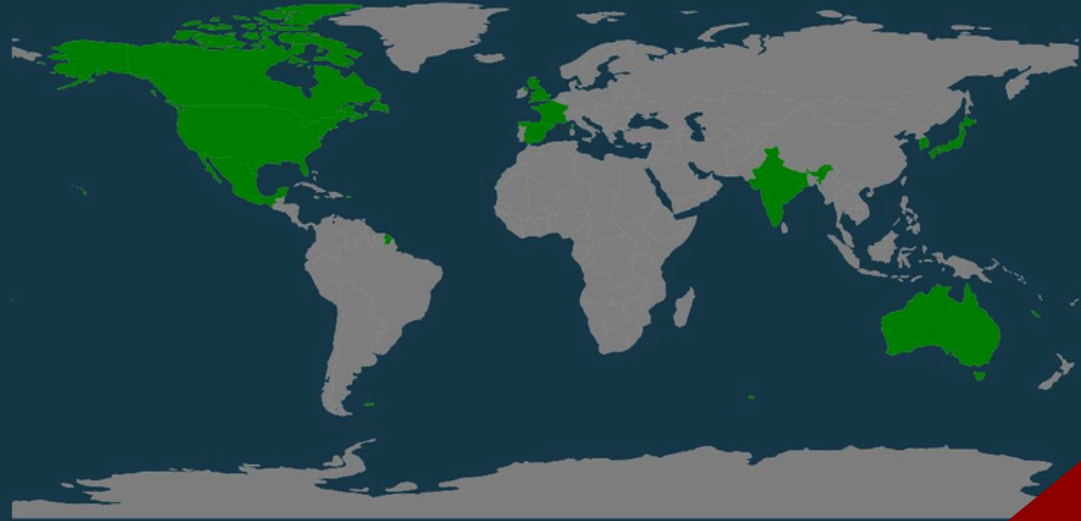
1. **International Movies:** 2,752 (14.2%)
2. **Dramas:** 2,427 (12.6%)
3. **Comedies:** 1,674 (8.7%)
4. **International TV Shows:** 1,351 (7.0%)
5. **Documentaries:** 869 (4.5%)
6. **Action & Adventure:** 859 (4.4%)

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%)

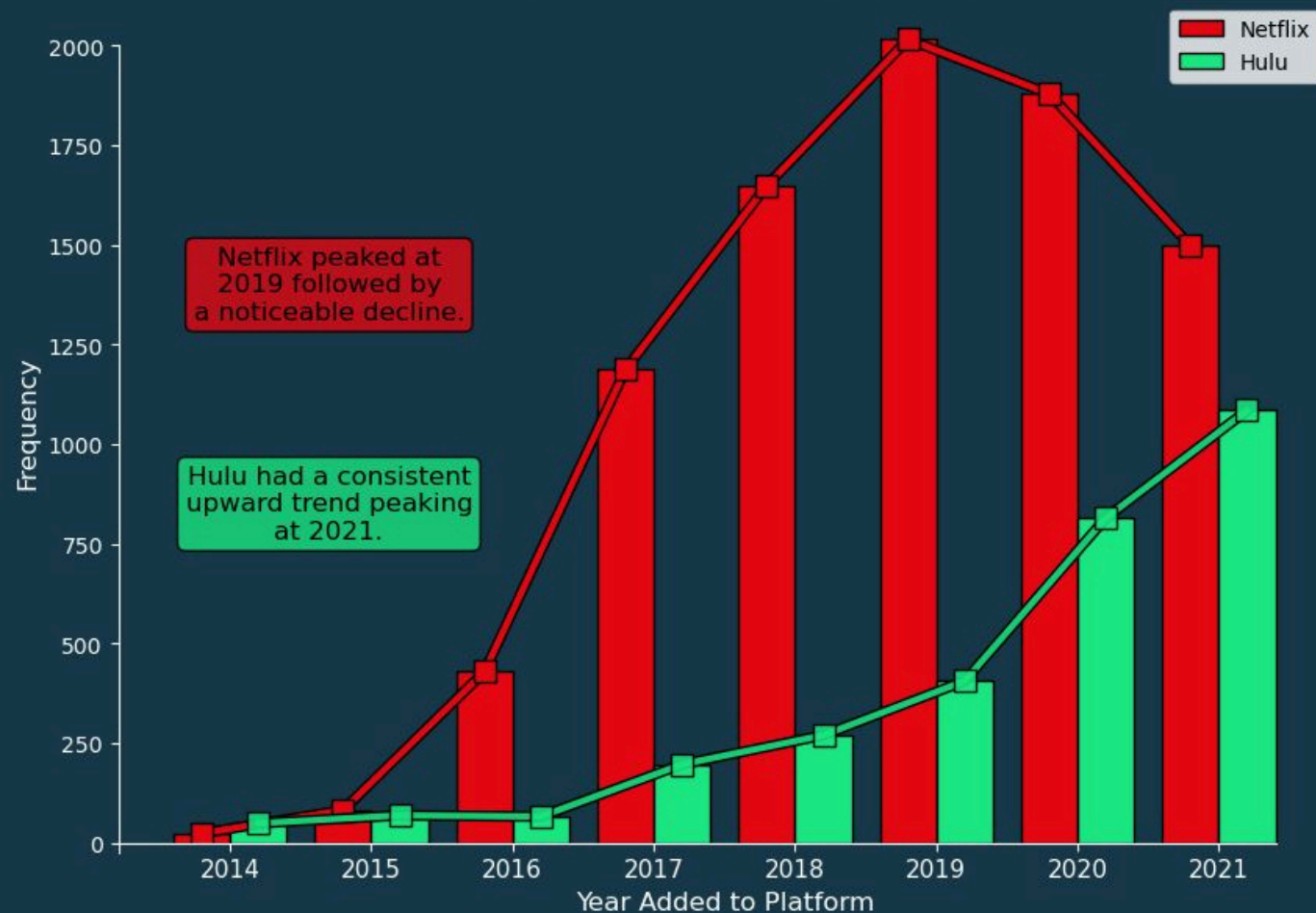
Year Added to Platform

- After 2010: 11828 (99.9%)
- After 2015: 11649 (98.4%)
- After 2020: 5277 (44.6%)



Analysis of Variables over Time

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



● Netflix's downward trend

○ Competition

○ Changes in content strategy

○ Audience preferences

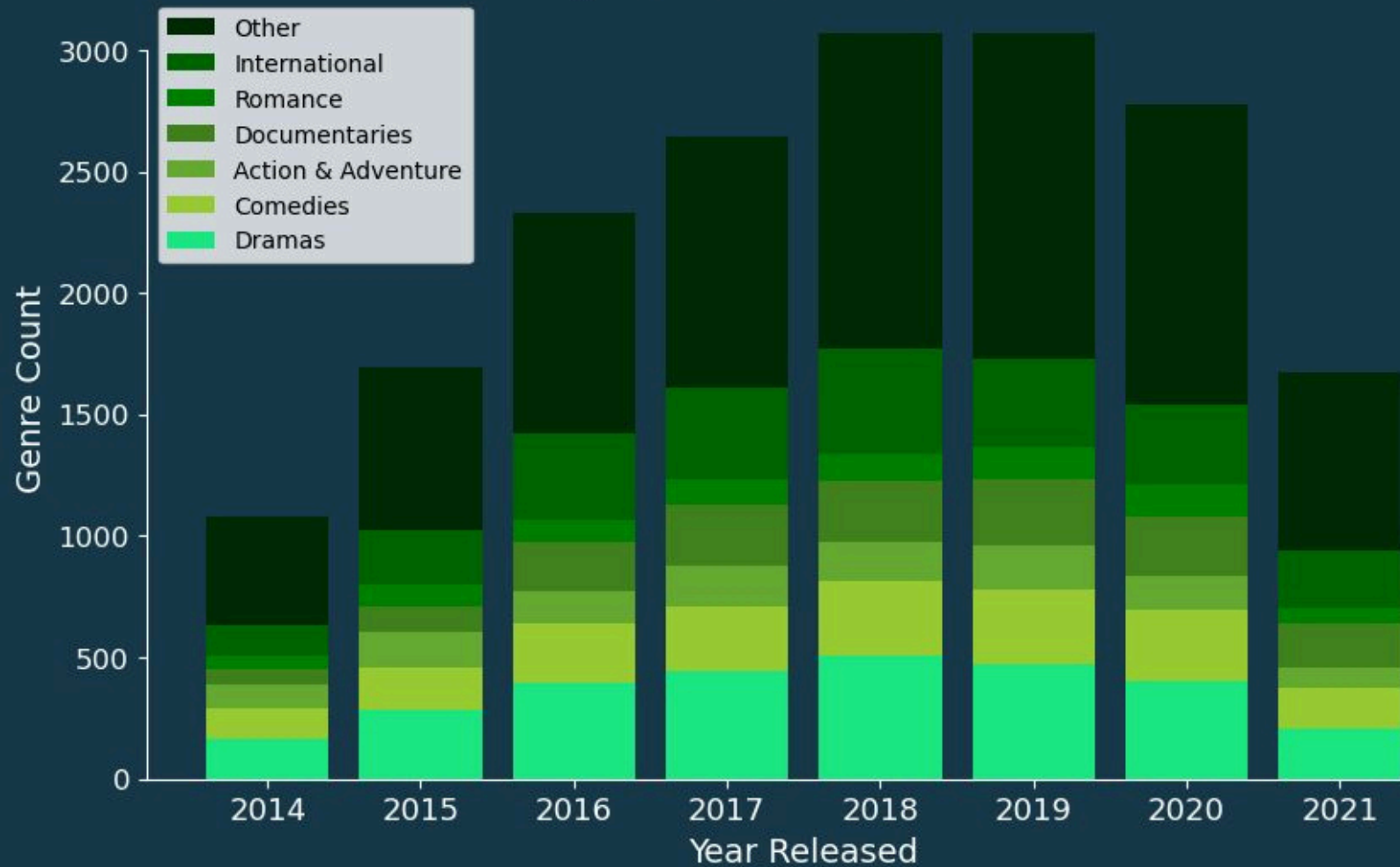
● Hulu's upward trends.

○ Exclusive content

○ Aggressive marketing

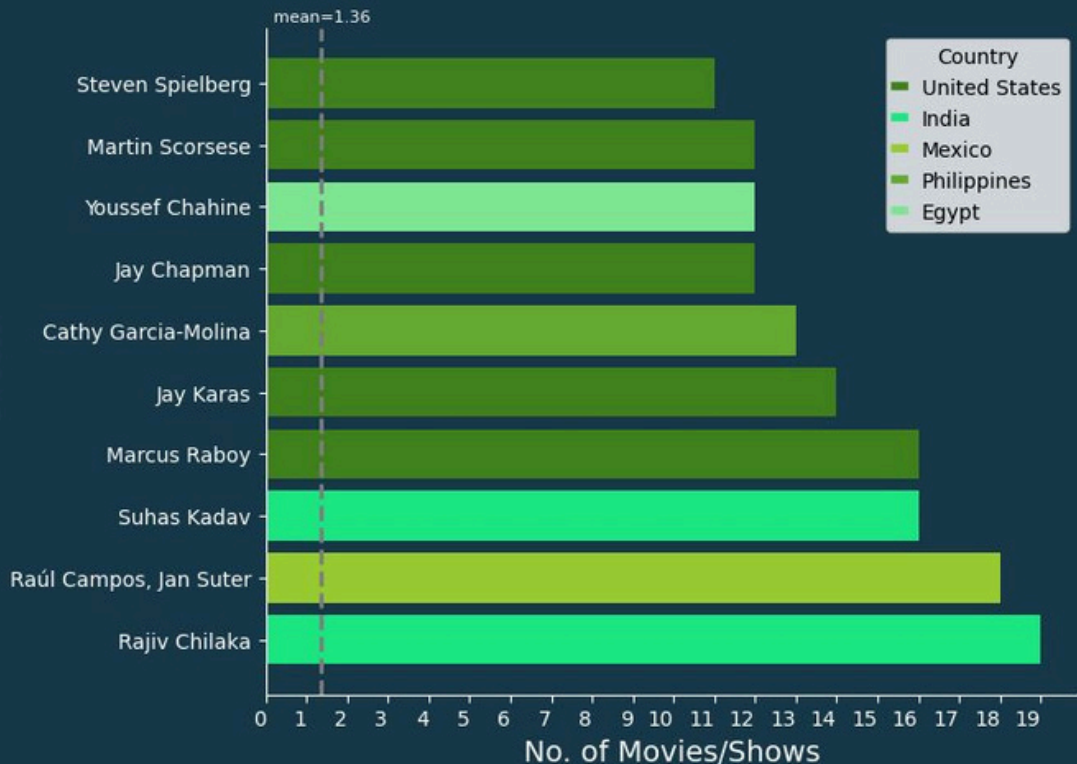
○ Strategic partnerships

Popular Genres over Time



Directors with Most Movies/Shows

Director



Country

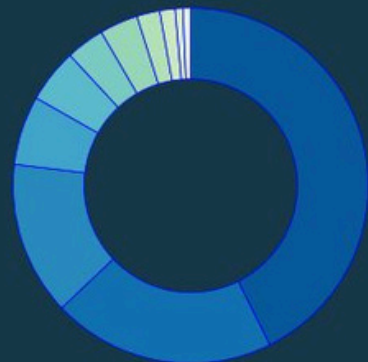
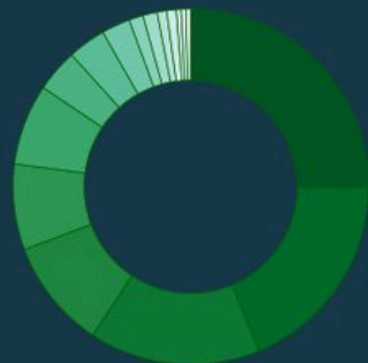
- United States
- India
- Mexico
- Philippines
- Egypt

Genres

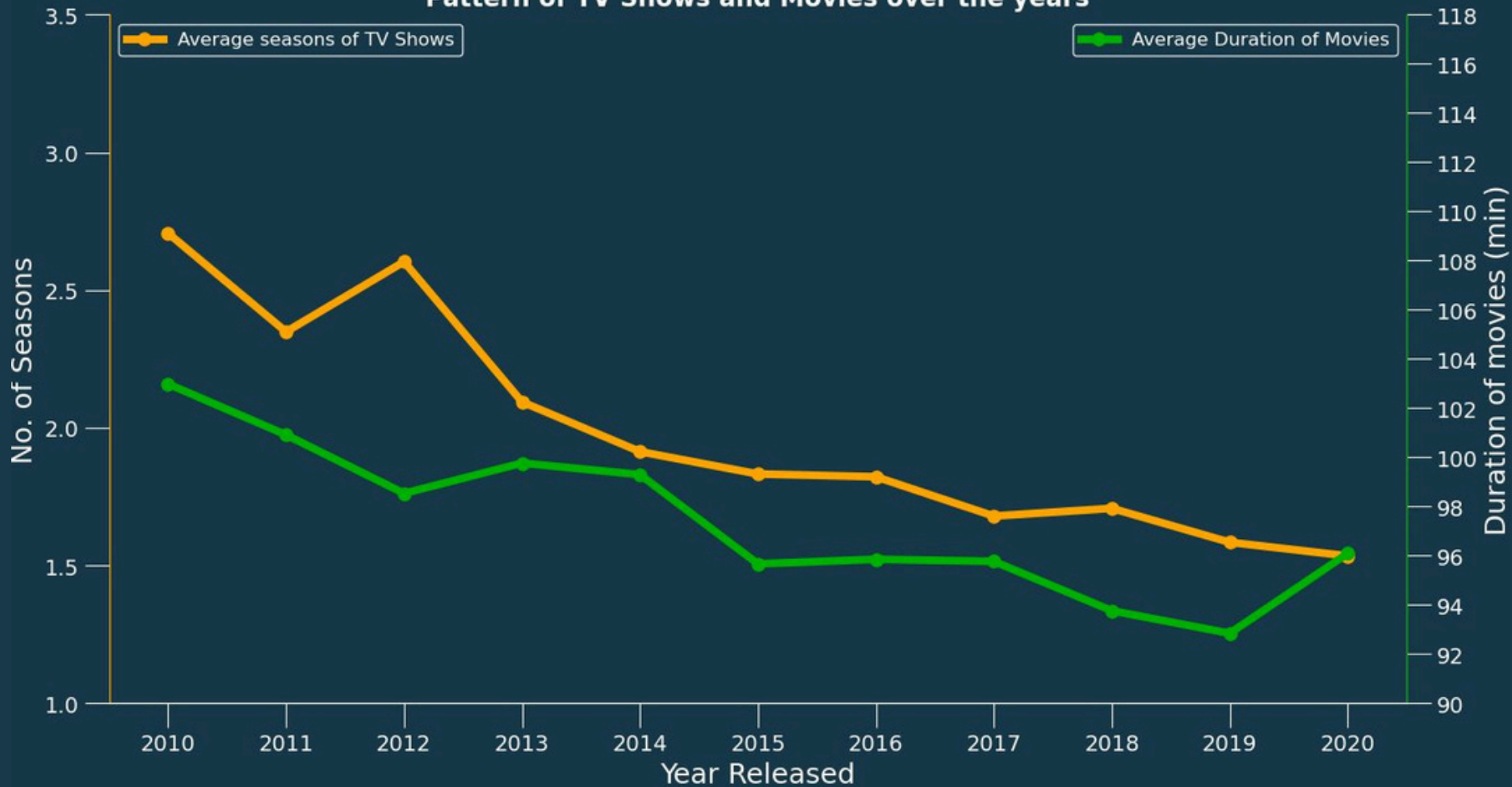
- Stand-Up Comedy
- Children & Family Movies
- Dramas
- International Movies
- Classic Movies
- Comedies
- Romantic Movies
- Music & Musicals
- Action & Adventure
- Sports Movies
- Independent Movies
- Thrillers
- Documentaries
- Stand-Up Comedy & Talk Shows
- TV Comedies
- Sci-Fi & Fantasy

Ratings

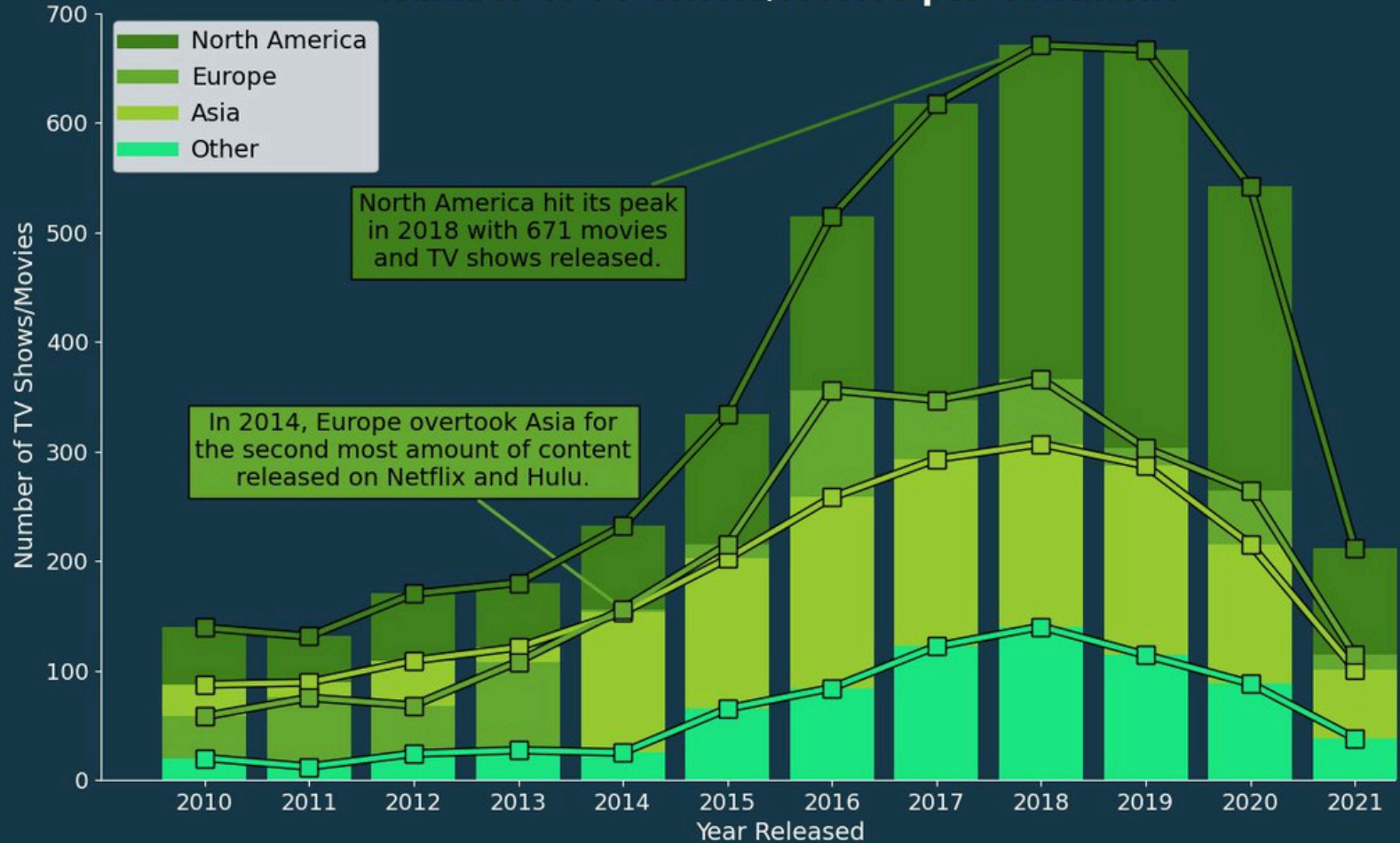
- TV-MA
- TV-Y7
- TV-14
- R
- PG
- TV-Y
- PG-13
- TV-G
- TV-PG
- TV-Y7-FV
- NR



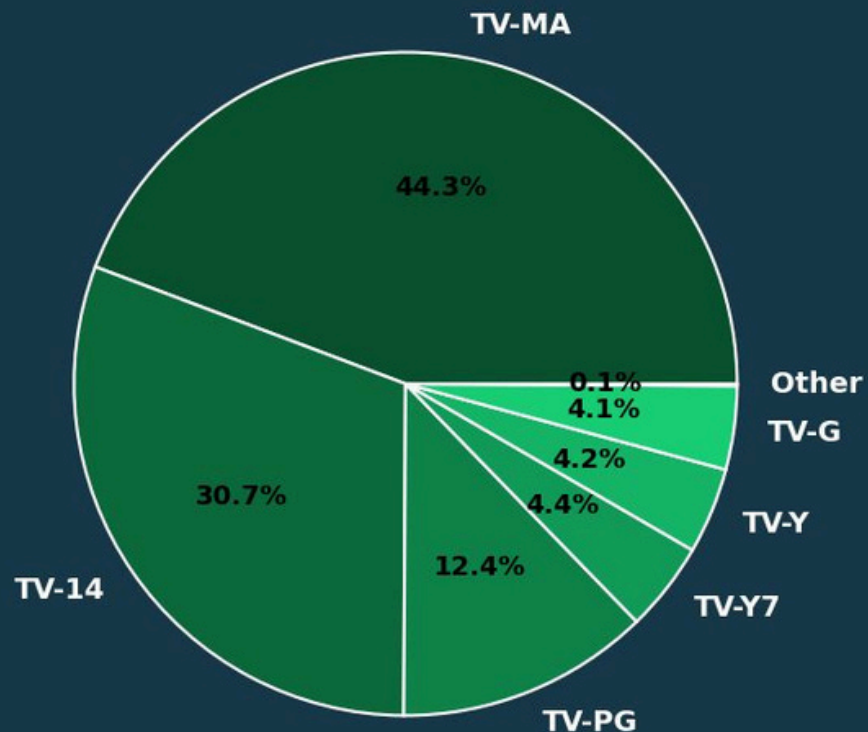
Pattern of TV Shows and Movies over the years



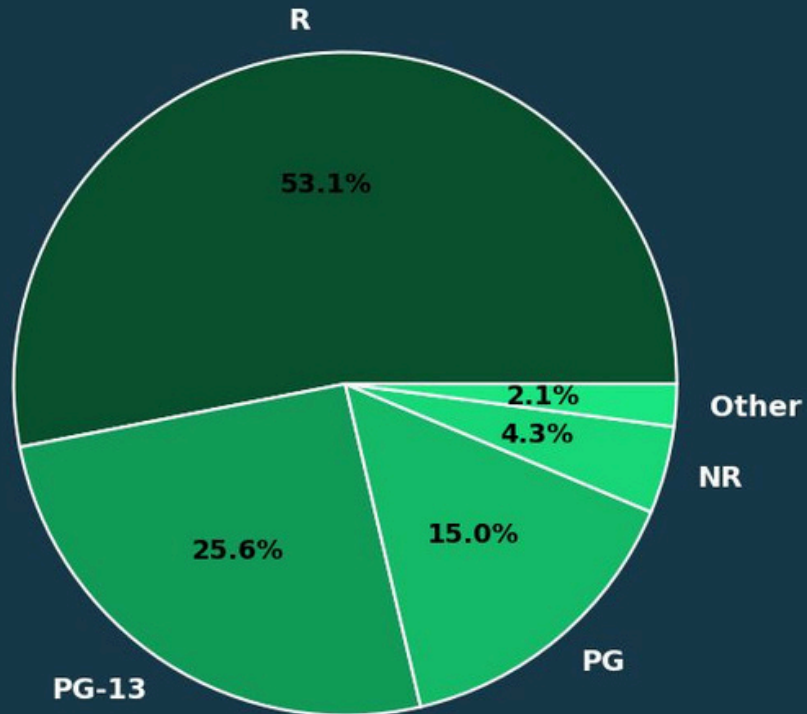
Number of TV Shows/Movies per Continent



TV Parental Guidelines Percentages



MPAA Rating Percentages





Thank You!