

# FINAL REPORT

In this project a dataset on **Netflix Movies and TV Shows** was given to me the dataset was sourced from Kaggle.com. Founded in 1997, Netflix is one of the most popular media and video streaming platforms with 149 million subscribers. Since Netflix allows people to share accounts we can anticipate that there might be two to three times more subscribers. This tabular dataset consists of listings of all the movies and tv shows available on Netflix, along with details such as - cast, directors, ratings, release year, duration, etc.

## Summary

An Exploratory Data Analysis on the data set showed that there is 56% more movies in comparison to TV Shows. United States followed by India are the countries producing the highest amount of movies. The number of TV Shows are highest in United States followed by U.K. Majority of the TV Shows have 1 season and very few had more 10 seasons. Majority of the movies and TV shows were listed in the International Movie genre.

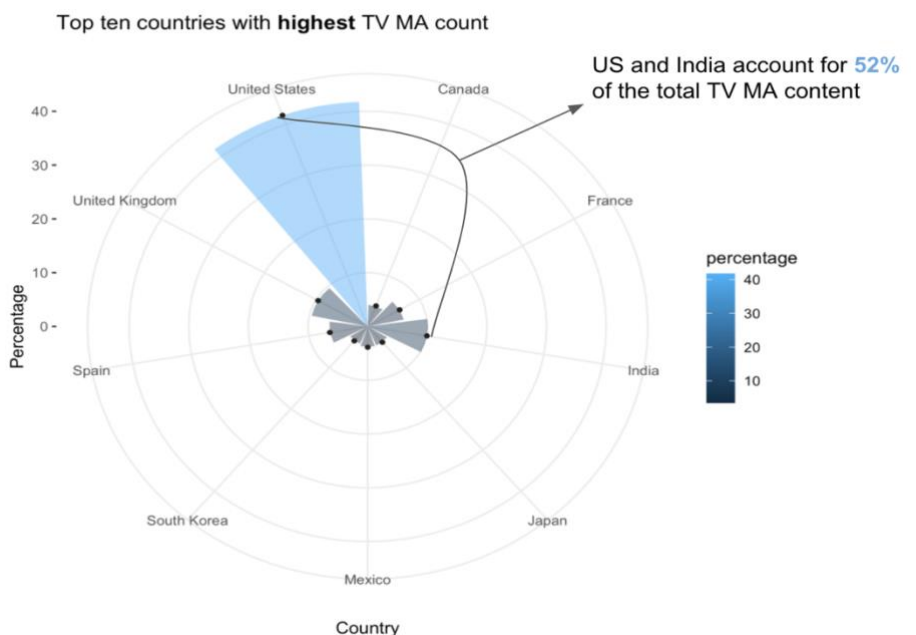
## Task Assigned:

I was given a task to find the top five countries with the highest number of TV-MA shows and the trend of the number of movies and Tv shows added and released on Netflix.

To understand which are the top 5 countries that have the highest number of TV-MA shows I comma separated multiple countries in one row. Removed the white space at the start of the country by using trims. I filtered the data using TV-MA and then groupby the data according to the ratings and data frame , summarized it by count, filtered it to TV-MA and arranged it in descending order.

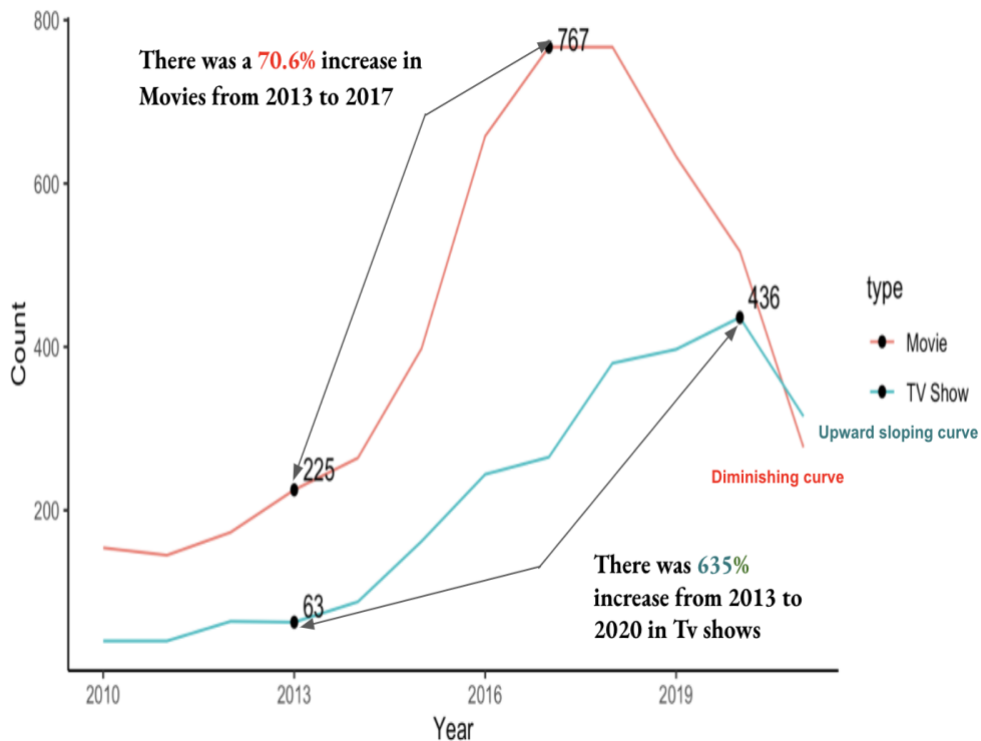
For Visualization: I created a map using coord\_polar. I used gradients to show the countries with highest and lowest TV-MA content. Reduced the ink to data ratio and annotated it for a better interpretability.

The infographic to the right shows that United States followed by India, U.K, Spain, France and Canada we the top contributors to the TV-MA content on Netflix with United States recording the highest numbers i.e. 1101. Bangladesh followed by Syria, Russia and China contributed the lowest to this content. The possible reason behind this could be Netflix is restricted in these countries. Moreover, many country have their own television ranking system and rating processes. This might have lead few countries to fall back on the rating



To illustrate the trend in movies and tv shows released on Netflix I filter the data to years equal to greater than 2010, group by release year and type. To plot the trend I used geom\_line and marked the relevant points on the trend line using geom\_points. Labeled the relevant points using geom\_text\_repel. The lab function was used to change the axis and I tweaked the theme function to reduce the ink to data ratio.

A trend of movies and tv shows **released** on Netflix over the years

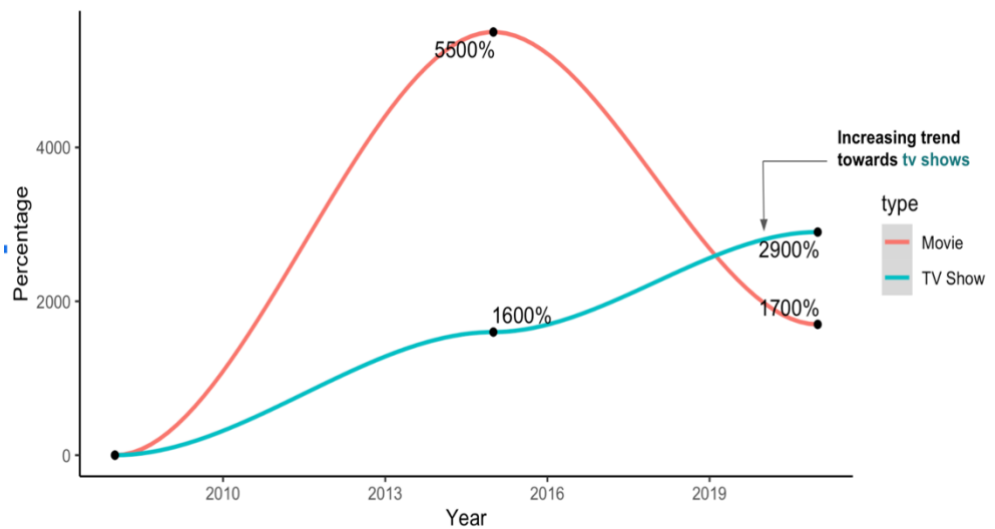


The graph to the left shows a yearly trend in the number of movies added to Netflix. The number of movies and Tv shows added to Netflix has been steady up until 2015. Post 2015, there was a 462.8% increase in the number of movies added to Netflix. This possibly could be because Netflix started producing their own content in form of Netflix originals in 2013. In the year 2016 Netflix became a worldwide OTT platform and also Netflix rapidly acquire the exclusive rights to broadcast licensed shows with Netflix original. A drop in 2019 was because The company realized that 75% of what people watch was being driven by recommendations, so it didn't need the huge catalog and by then pandemic had already taken its toll

### Does that mean Movies are preferred over TV Show?

The graph to the right shows that in the recent years there are a lot of TV Shows that is added to Netflix also it not only illustrates an increasing trend towards tv shows but also depicts a strategy of Netflix to increase viewership and engagement on their website as these tv shows hold viewers for a longer time on Netflix.

A percentage change in movies and tv shows **added** on Netflix from 2008 to 2021



### Suggestions:

- Having its own rating system: Netflix system still uses IMDb and user rating data to create a content-based predictor. Money Heist added in 2017 but skyrocketed in 2018 this was because the IMDB rating were really low in 2017 and that is the reason it failed to appear in the viewers suggestion back in 2017
- Having something similar to “next episode” for movies too: this will increase the time user spends on Netflix.