



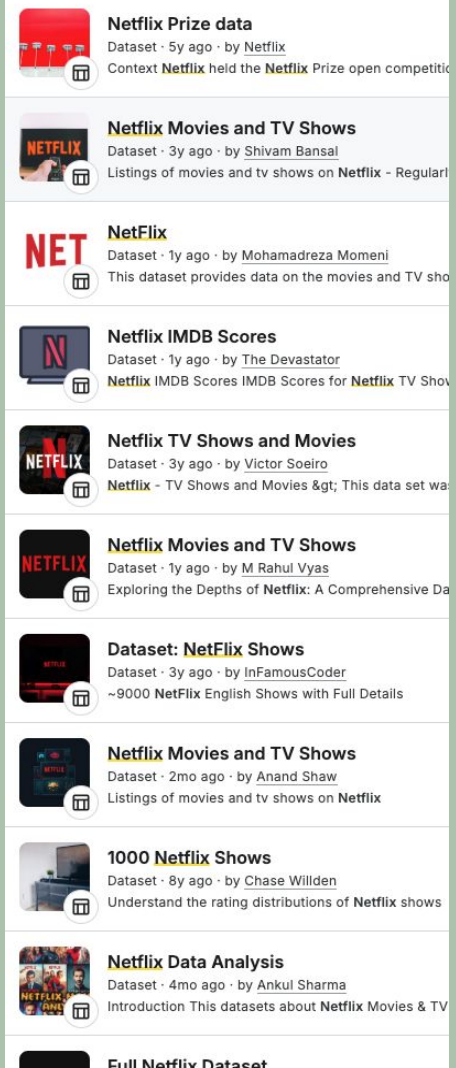
Iryna & Romy

Netflix local strategy

Project 1

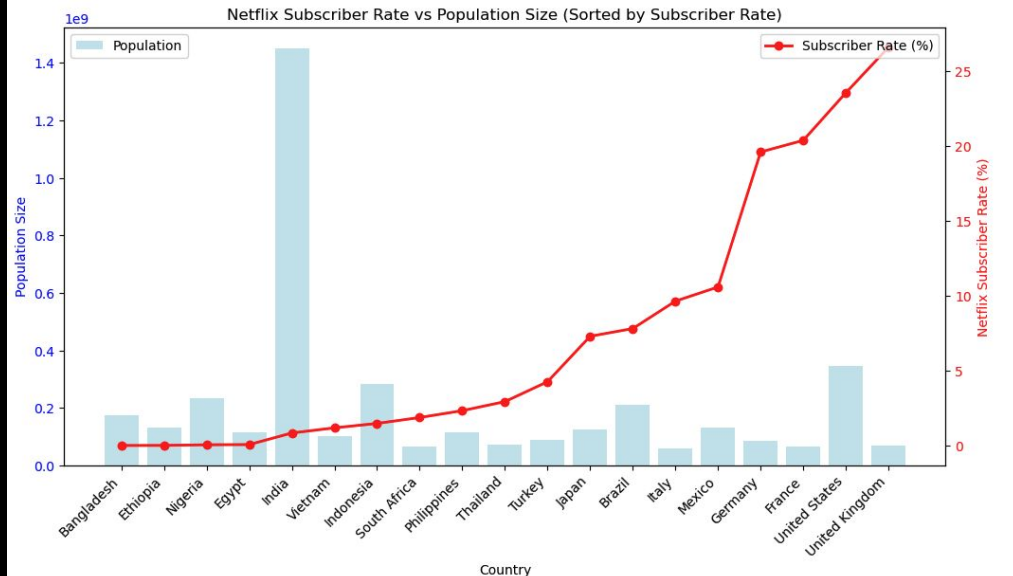
Netflix asked for our help in gaining subscribers
(they like giving amateurs a chance)

Question: What country
should Netflix invest in
and how?



A screenshot of a dataset listing page, likely from a platform like Kaggle. The page displays a vertical list of datasets related to Netflix. Each entry includes a small icon, the dataset title, the creator's name, the time since creation, and a brief description. The datasets listed include 'Netflix Prize data', 'Netflix Movies and TV Shows', 'NetFlix', 'Netflix IMDB Scores', 'Netflix TV Shows and Movies', 'Netflix Movies and TV Shows', 'Dataset: NetFlix Shows', 'Netflix Movies and TV Shows', '1000 Netflix Shows', 'Netflix Data Analysis', and 'Full Netflix Dataset'.

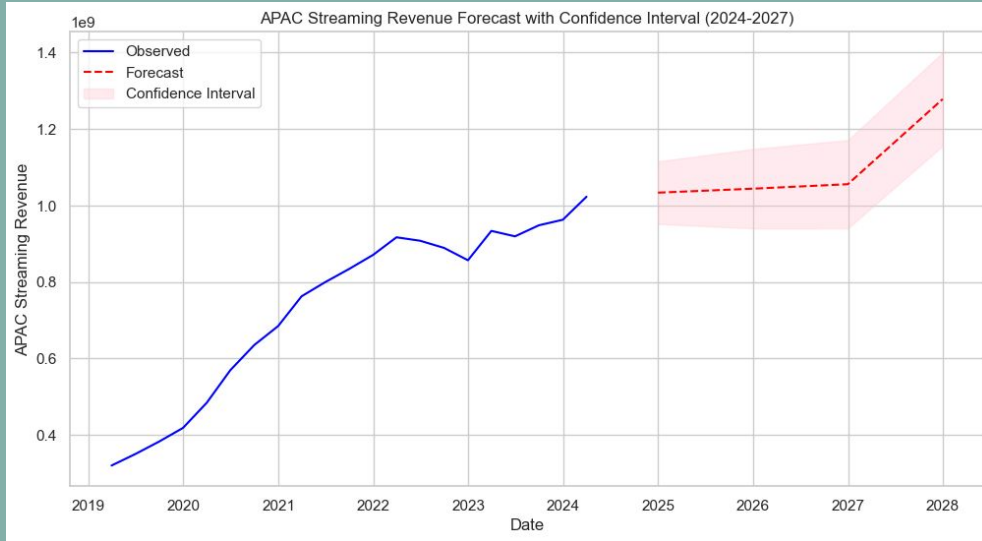
Dataset Title	Creator	Time Ago	Description
Netflix Prize data	Netflix	5y ago	Context Netflix held the Netflix Prize open competition
Netflix Movies and TV Shows	Shivam Bansal	3y ago	Listings of movies and tv shows on Netflix - Regular
NetFlix	Mohamadreza Momeni	1y ago	This dataset provides data on the movies and TV shows
Netflix IMDB Scores	The Devastator	1y ago	Netflix IMDB Scores IMDB Scores for Netflix TV Shows
Netflix TV Shows and Movies	Victor Soeiro	3y ago	Netflix - TV Shows and Movies > This data set was
Netflix Movies and TV Shows	M Rahul Vyas	1y ago	Exploring the Depths of Netflix : A Comprehensive Da
Dataset: NetFlix Shows	InFamousCoder	3y ago	~9000 NetFlix English Shows with Full Details
Netflix Movies and TV Shows	Anand Shaw	2mo ago	Listings of movies and tv shows on Netflix
1000 Netflix Shows	Chase Willden	8y ago	Understand the rating distributions of Netflix shows
Netflix Data Analysis	Ankul Sharma	4mo ago	Introduction This datasets about Netflix Movies & TV
Full Netflix Dataset			



We have a winner: India

What country?

- 2 datasets
- 1: Netflix subscribers per country
- 2: Population per country
- Merge datasets to find subscriber rate
- Focus on 20 largest countries



APAC revenue and forecast

Revenue trend

- Dataset with regional Netflix streaming revenue
- Focus on APAC: Asia and Pacific
- Trend is moving upward already
- Safe-ish investment

Viewing preferences

- Dataset: weekly top 10 Netflix movies and TV shows per country, 2021-2023
- Look only at India
- Use value counts to see frequency of titles in weekly top 10
- Create new top 10s →

Top 10 Netflix movies in India:

show_title	
RRR (Hindi)	25
Sooryavanshi	20
Haseen Dillruba	17
Red Notice	15
Mimi	14
Bhool Bhulaiyaa 2	12
Kantara (Hindi)	11
Chandigarh Kare Aashiqui	10
Badhaai Do	10
Meenakshi Sundareswar	9

Name: count, dtype: int64

Top 10 Netflix TV shows in India:

show_title	
Money Heist	94
Stranger Things	46
Manifest	37
The Good Doctor	32
Never Have I Ever	31
Squid Game	30
Wednesday	28
All of Us Are Dead	28
Friends	25
Lucifer	20

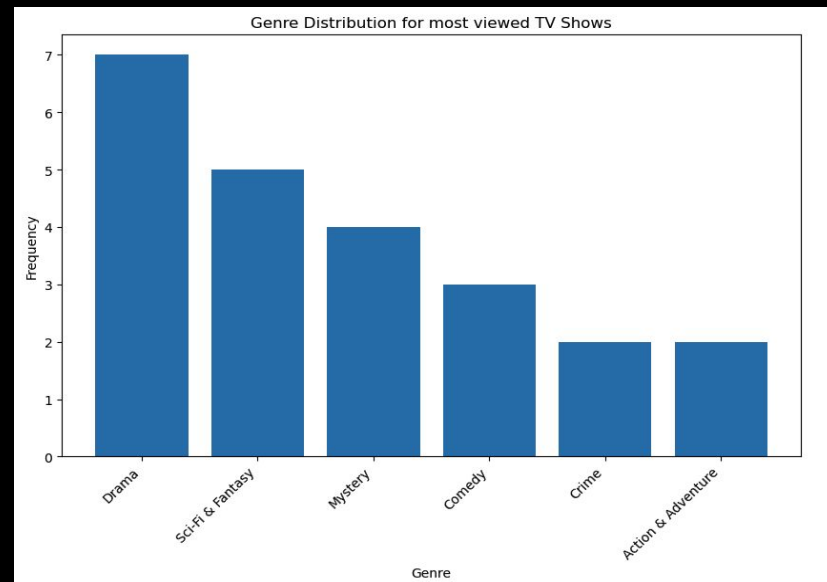
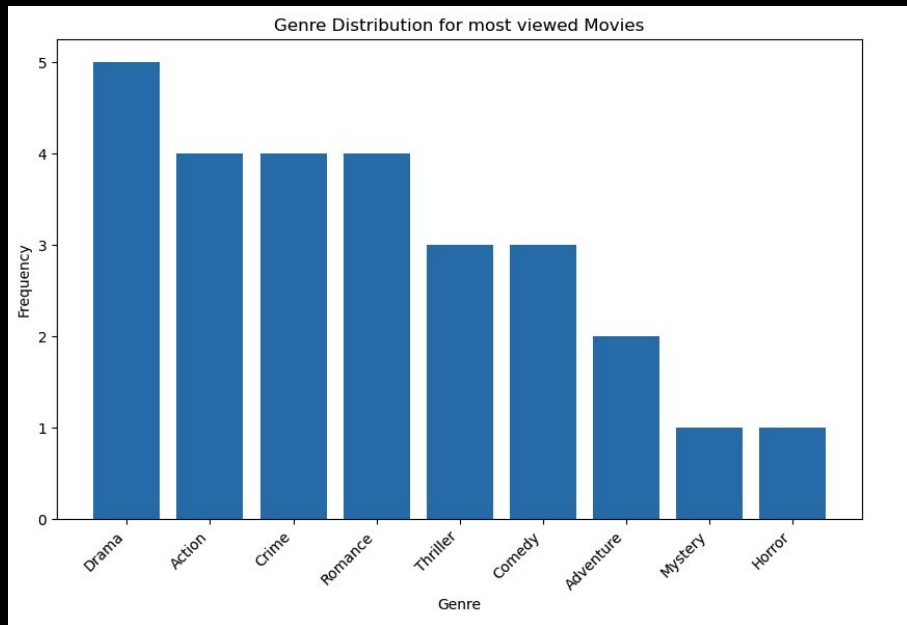
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API: The Movies Database (TMDB)

- Use API to get more info on the top 10 movies and TV shows
- Production details (language, country)
- Genre

	genres	original_language	production_countries
RRR (Hindi)	[Action, Adventure, Drama]	te	India
Sooryavanshi	[Action, Crime, Thriller]	hi	India
Haseen Dillruba	[Mystery, Thriller, Crime, Romance]	hi	India
Red Notice	[Action, Comedy, Crime]	en	United States of America
Mimi	[Drama, Romance]	en	United Kingdom
Bhool Bhulaiyaa 2	[Horror, Comedy]	hi	India
Kantara (Hindi)	[Action, Adventure, Thriller]	kn	India
Chandigarh Kare Aashiqui	[Drama, Romance, Crime]	hi	India
Badhaai Do	[Comedy, Drama]	hi	India
Meenakshi Sundareshwar	[Romance, Drama]	hi	India

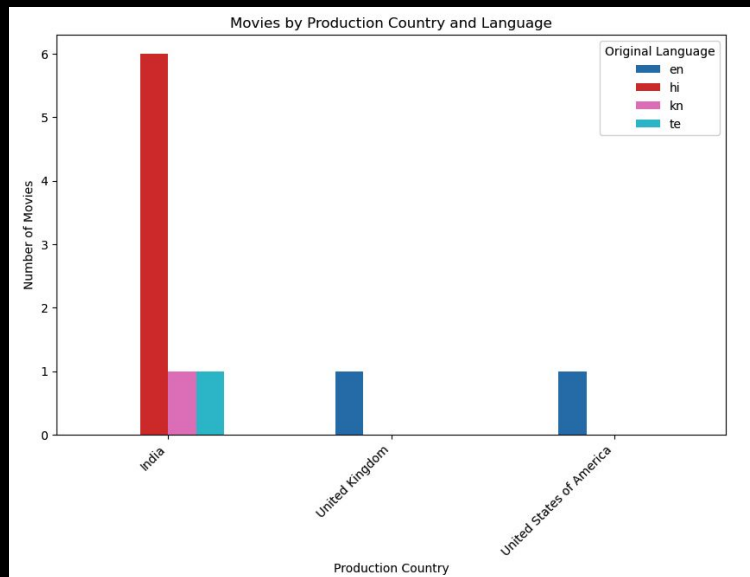
Favourite genres



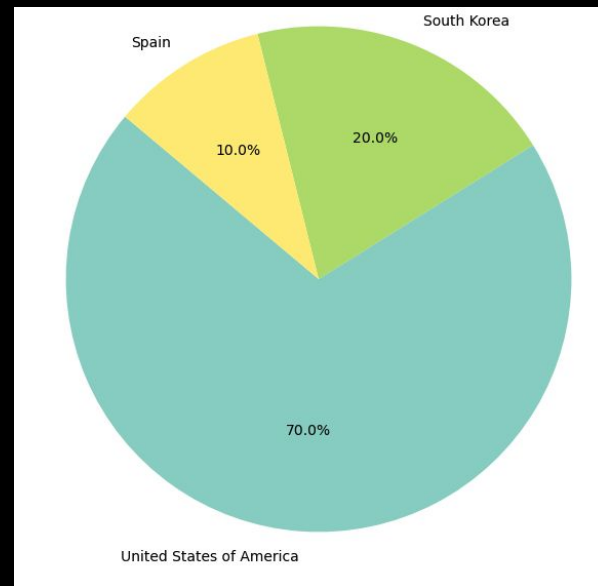
Drama, drama, drama

Production countries of most viewed movies & shows

Movies: 80 % created in India



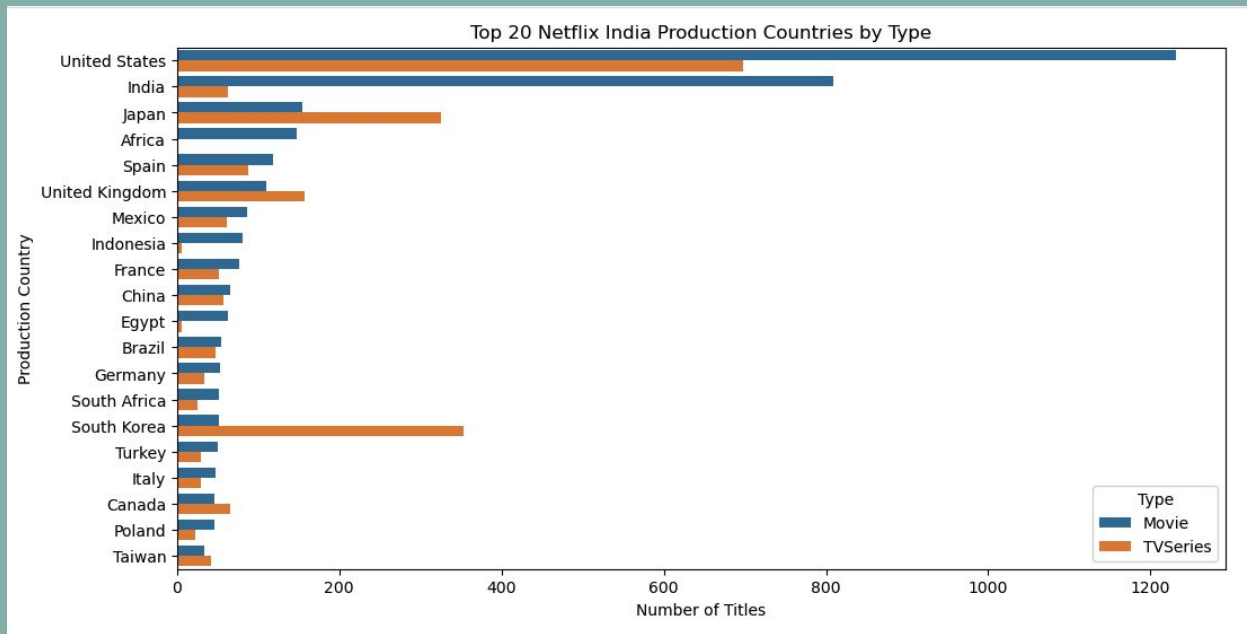
TV shows: 0% created in India



Do Indian Netflix subscribers prefer Indian movies, but not Indian shows?

Current offer Netflix India

- Dataset: all movies and TV shows available on Netflix India (2024)
- Look at production countries
- Many Indian movies available
- Few Indian TV shows



If Indian Netflix subscribers prefer Indian movies, even when there are more American movies available, would they not prefer Indian TV shows as well, if only there were more available?

We think yes

**1. Keep investing in
Indian movies**

→ You know they're a hit

**2. Start investing
more in Indian TV
shows**

→ They're likely to be a
hit

3. Make it juicy

→ Viewers want the
drama

Our Advice

Challenges

Picking a topic

- So many datasets available
- Difficult to see at first glance whether something is interesting/useful

Using multiple datasets

- Not all datasets cover the same periods
- Some of the datasets have overlapping, but different info

2 girls, 1 Google Colab

- Getting the datasets into the file through Drive
- Creating the final file to upload

Thank you!

Iryna & Romy