

NETFLIX BUSINESS DATA ANALYSIS CASE STUDY

BY SAI SURAJ MATTA

INTRODUCTION

Netflix, the world's leading streaming entertainment service, has seen exponential growth by offering a wide array of movies, TV shows, and documentaries in various genres and languages. As Netflix continues to evolve, emphasizing both content distribution and original production, it seeks to deepen its understanding of diverse audience preferences, refine its content strategy, and bolster viewer engagement globally.



OVERVIEW

Data Overview

The dataset at hand provides detailed information on Netflix's offerings, including unique identifiers (show ID), type (movie or TV show), title, director, cast, production country, addition date to Netflix, release year, audience rating, duration, genre classifications, and a concise description.

Case

In light of shifting viewership dynamics and variable subscriber growth across different regions and content categories, Netflix aims to ensure its investments in new acquisitions, original content creation, and licensing deals are strategically aligned with its objectives and audience inclinations.

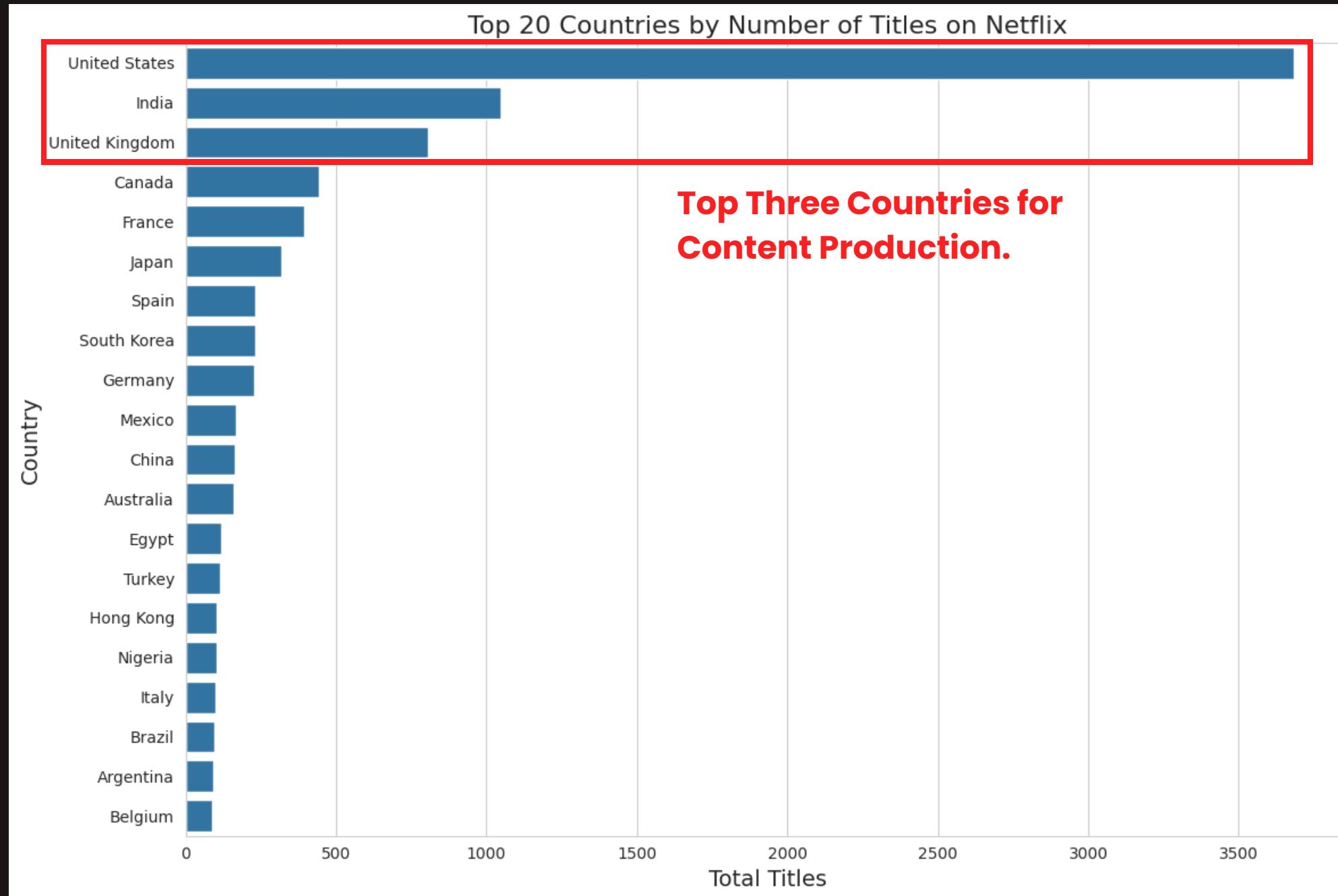


PROBLEM STATEMENT

Netflix intends to utilize its comprehensive dataset to extract actionable insights for guiding its content strategy and elevating engagement levels. The company seeks answers to pivotal questions:

1. How do viewer preferences vary across different geographies, and what implications does this have for the procurement and development of new content?
2. Which genres and content types (movies vs. TV shows) resonate most with audiences, and how has this preference evolved over time?
3. Are there particular directors, actors, or production countries that consistently draw larger viewerships, indicating potential areas for strategic emphasis or partnerships?
4. What influence does the scheduling of content additions (both seasonally and relative to release years) have on viewership trends?
5. How do content ratings and durations impact viewer engagement, and what does this mean for content development and promotional strategies?

VIEWER PREFERENCES BY GEOGRAPHY



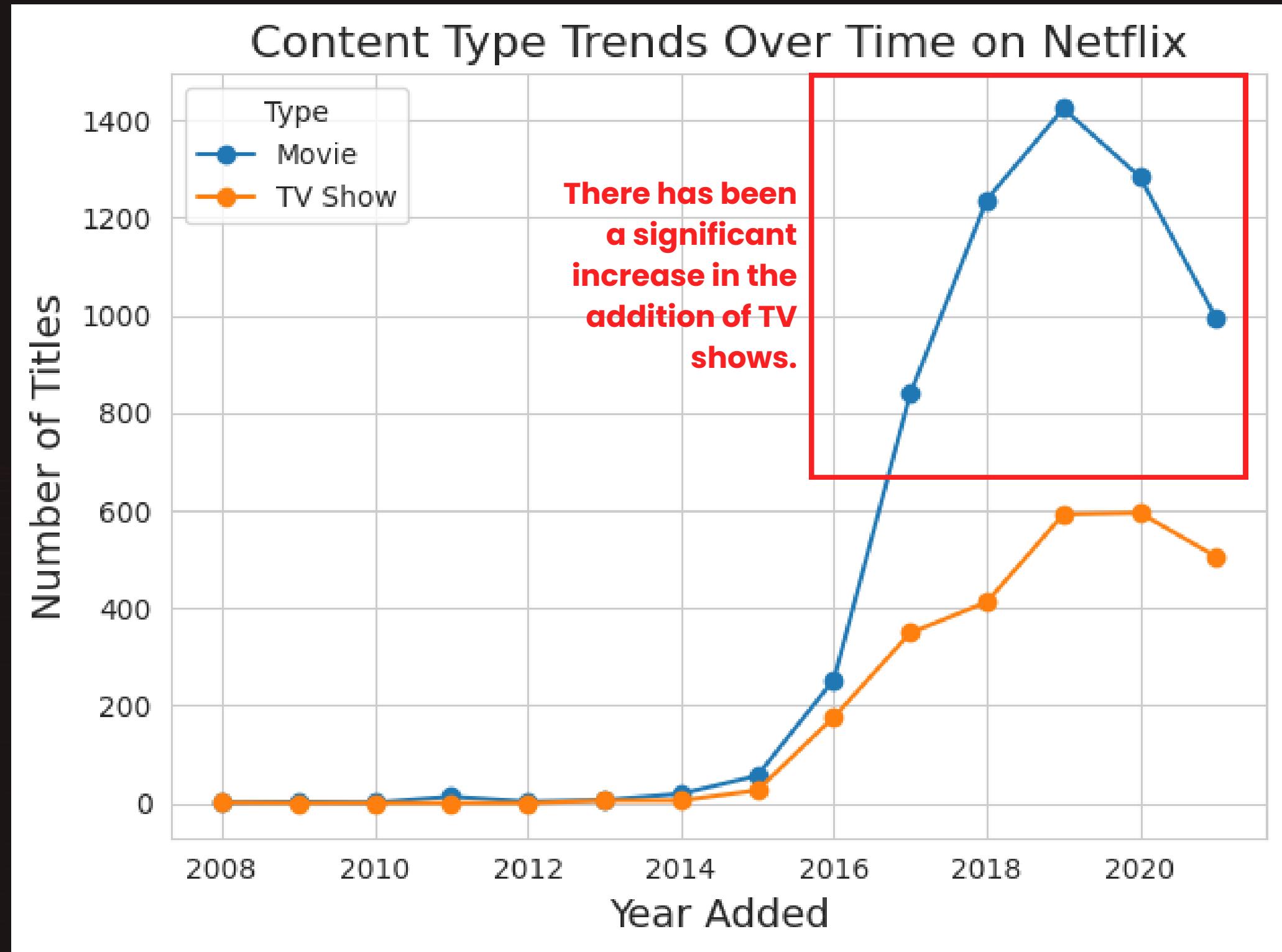
KEY FINDINGS

All content produced by Netflix comes largely from three countries: the USA, India, and the UK. It makes them very strategic in the content library.

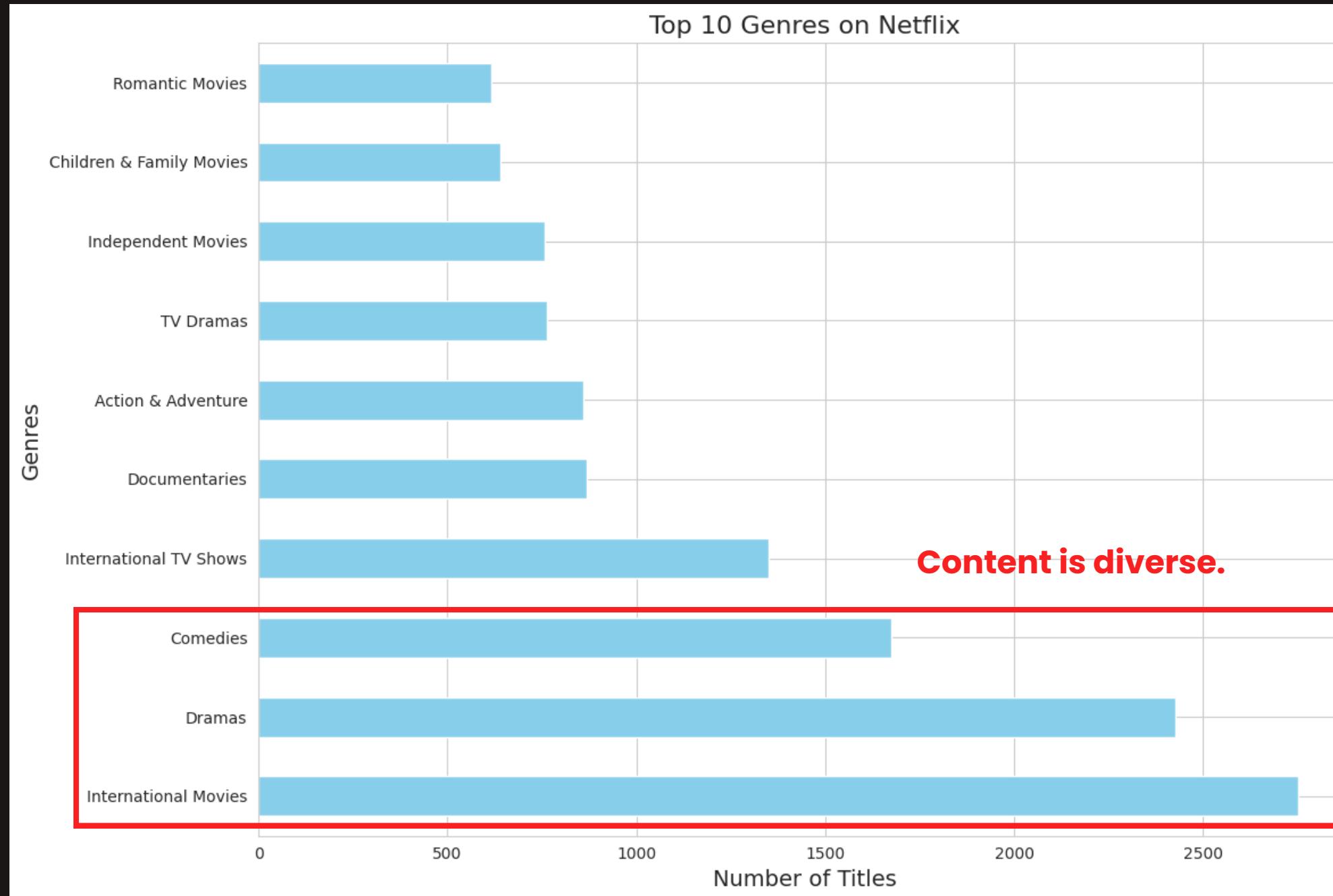
CONTENT TYPE TRENDS OVER TIME

KEY FINDINGS

In recent years, **Netflix has seen a big surge in adding both movies and TV shows, especially TV series.** This shows they're paying attention to what viewers want, as more people are getting into binge-watching series alongside movies.



GENRE DISTRIBUTION



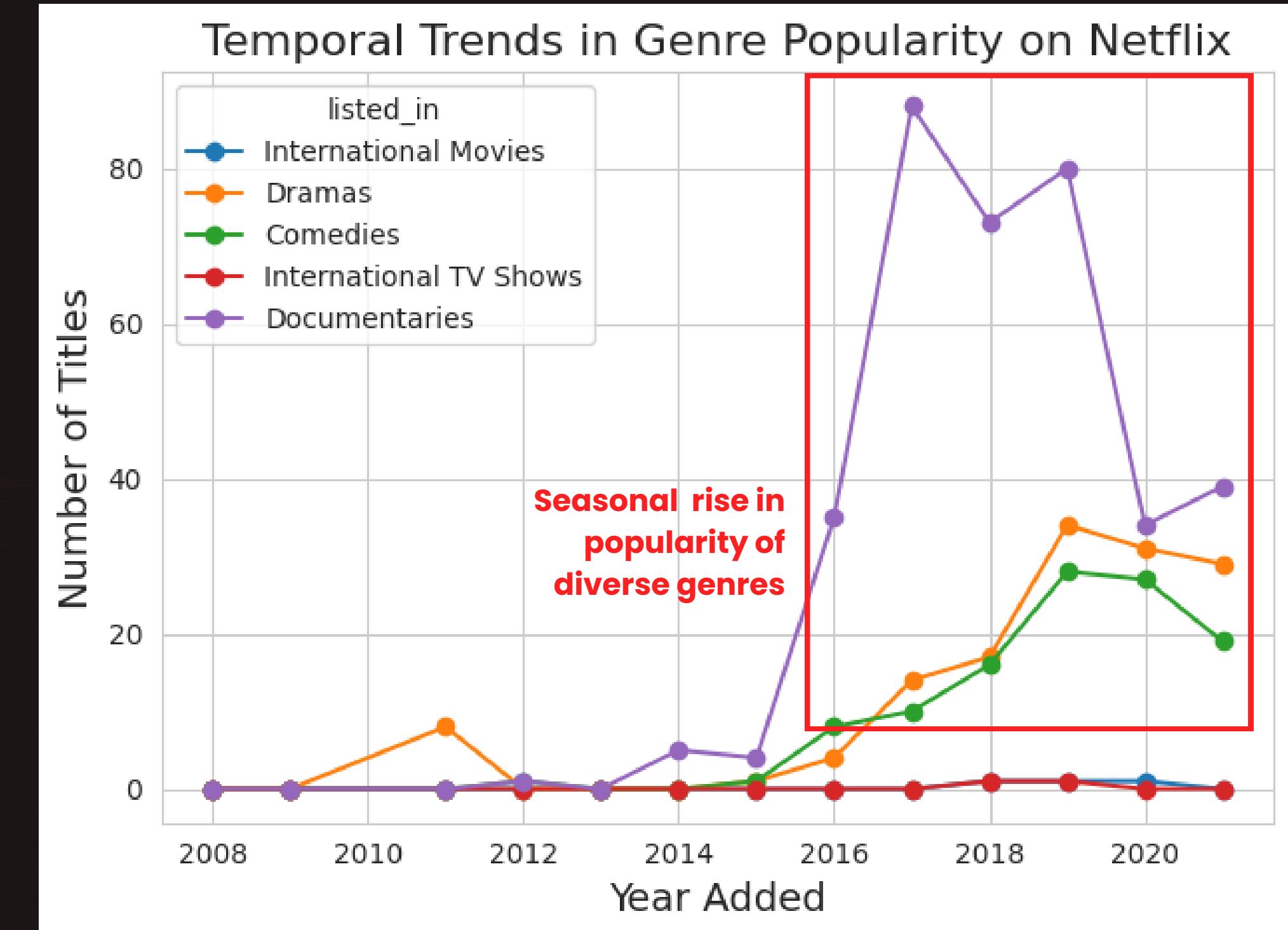
KEY FINDINGS

On Netflix, you'll find a variety of sections like International Movies, Dramas, Comedies, and Documentaries. They aim to cater to diverse tastes and prioritize international content to reach a global audience.

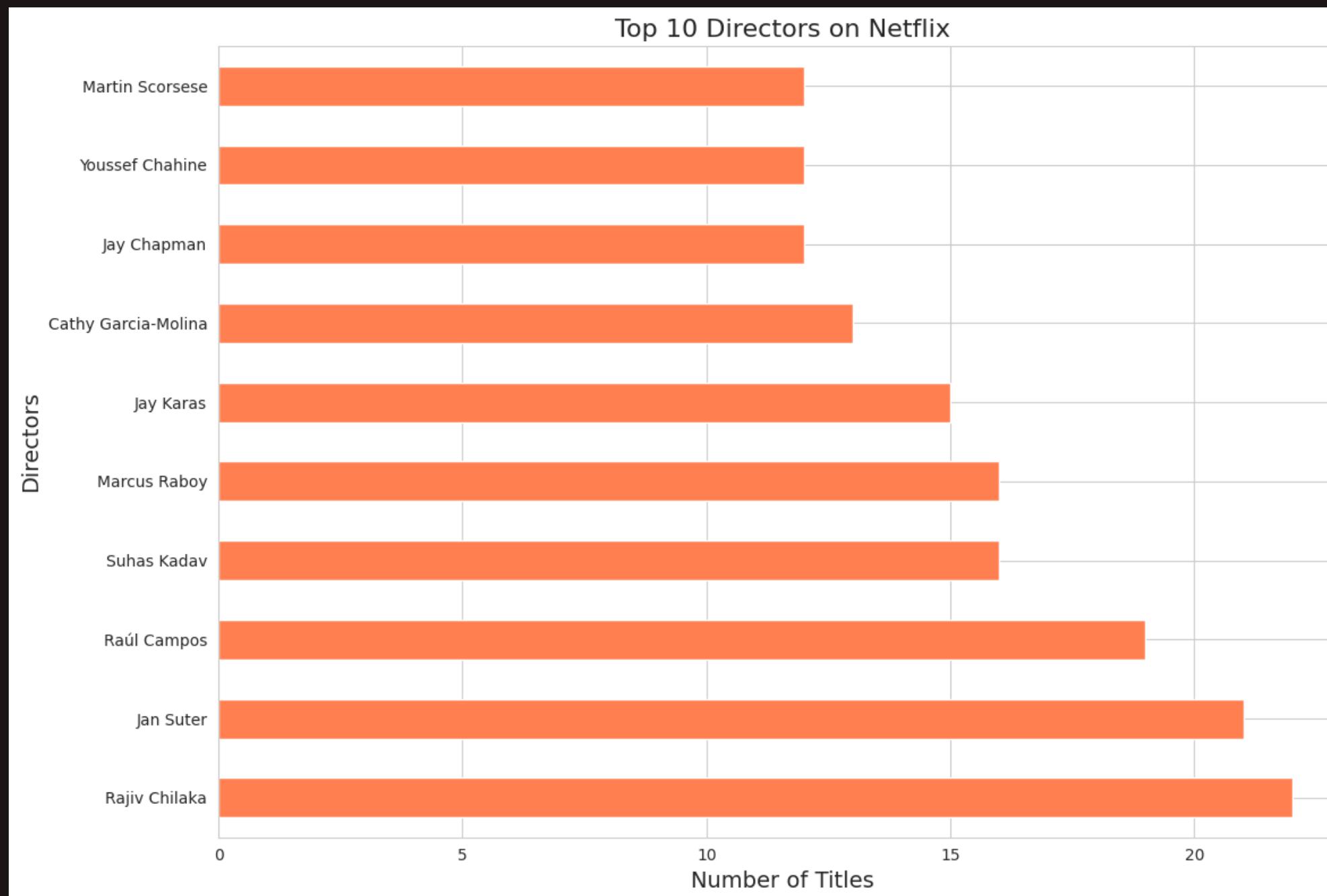
TEMPORAL TRENDS IN GENRE POPULARITY

KEY FINDINGS

Looking at the trends over time, we can see shifts in the popularity of different genres. Some genres steadily rise, while others show more unpredictable trends. This suggests either changing viewer preferences or Netflix's strategic decisions in showcasing and creating content across a range of genres.



TOP DIRECTORS



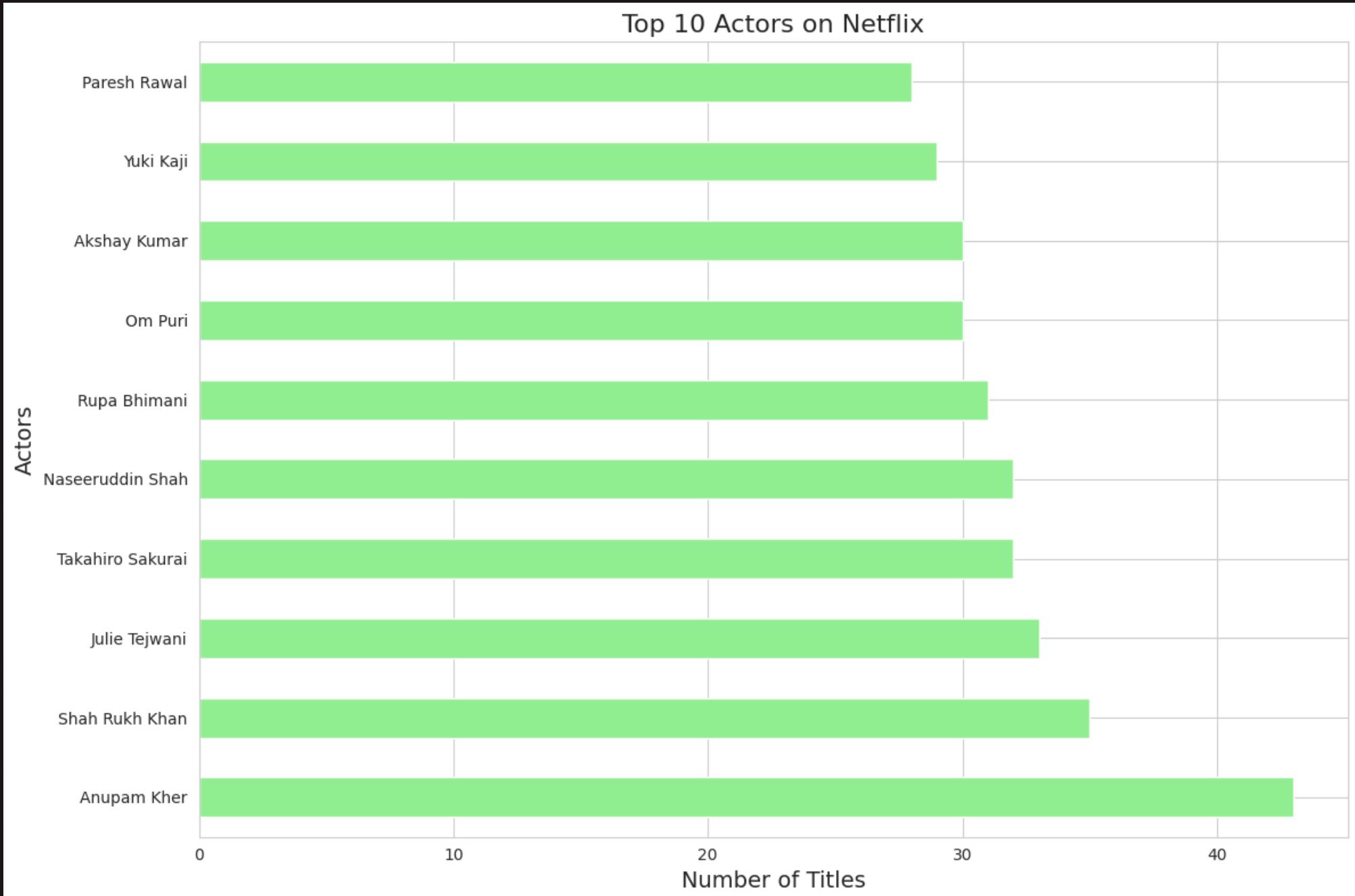
KEY FINDINGS

The directors you see a lot on Netflix have a bunch of titles, showing they're either really busy or have something special that fits Netflix's plan. They're likely there to grab viewers' attention or match certain styles or themes.

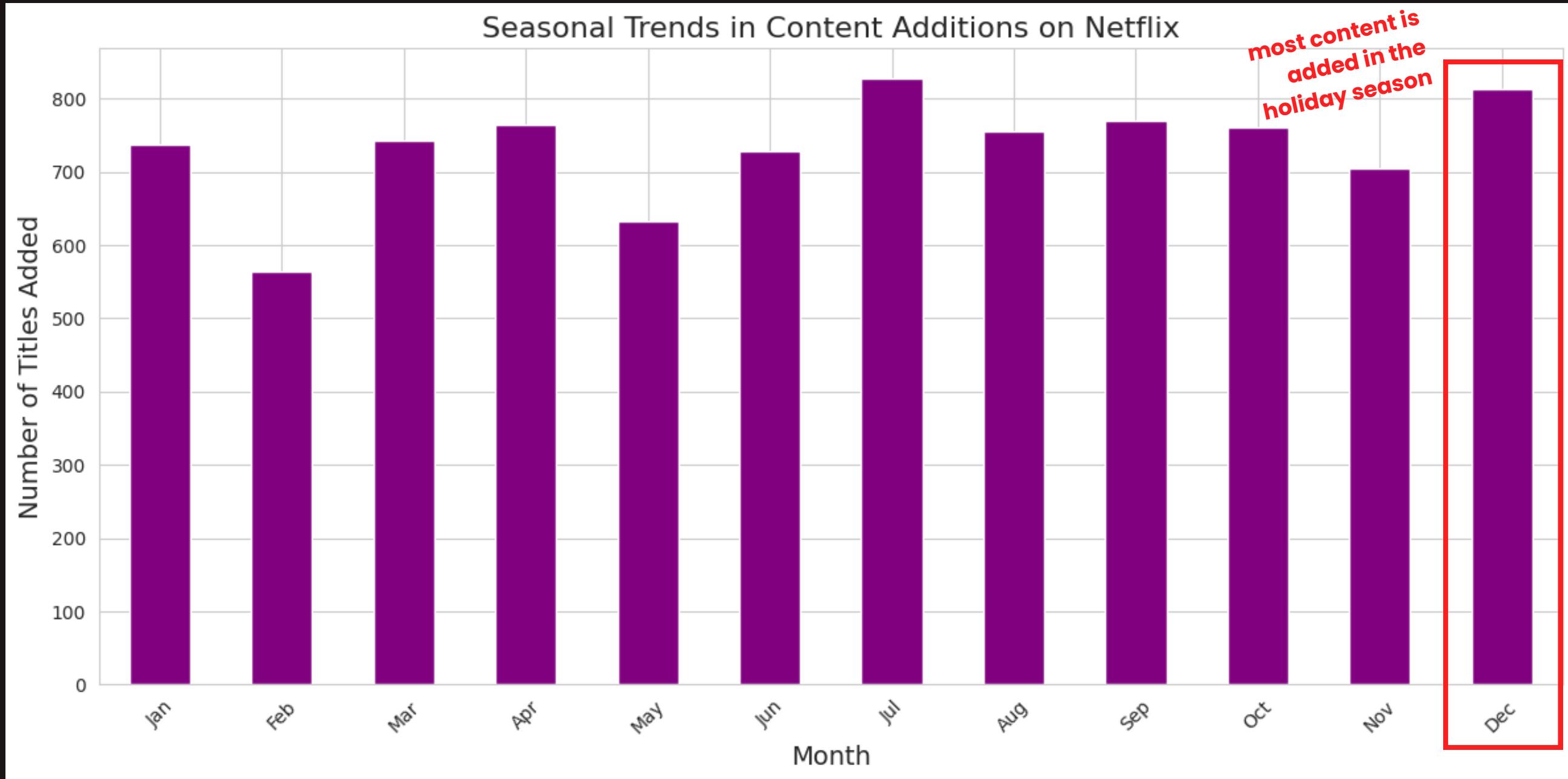
TOP ACTORS

KEY FINDINGS

The top actors in Netflix's lineup are usually popular or versatile, appearing in a variety of content. This could be because they're well-liked by audiences or because Netflix strategically casts them to draw in viewers who recognize them.



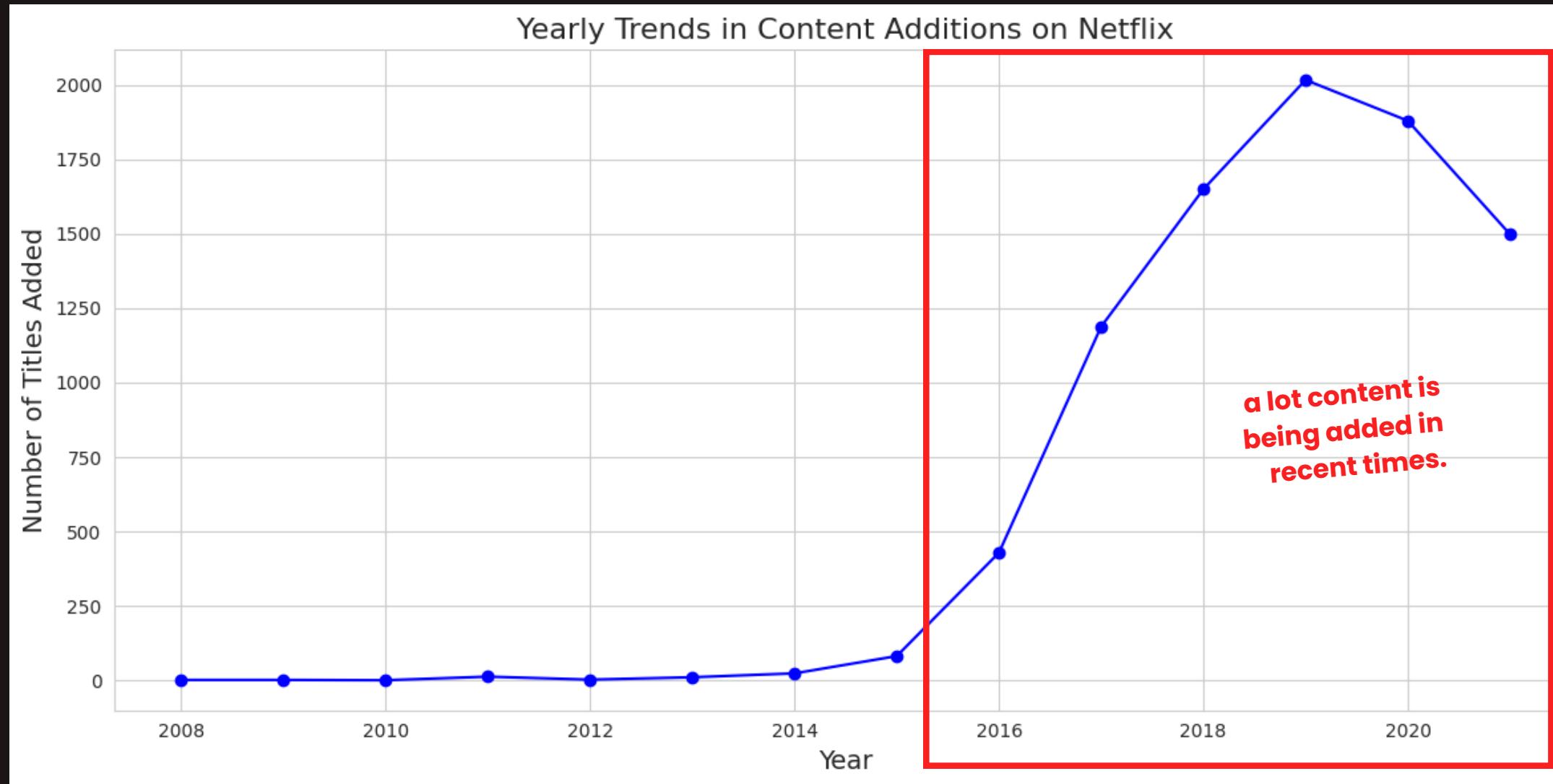
SEASONAL TRENDS



KEY FINDINGS

more stuff gets added to Netflix at certain times of the year, especially towards the end of the year. so they want to make sure there's plenty to watch and keep everyone entertained.

YEARLY TRENDS



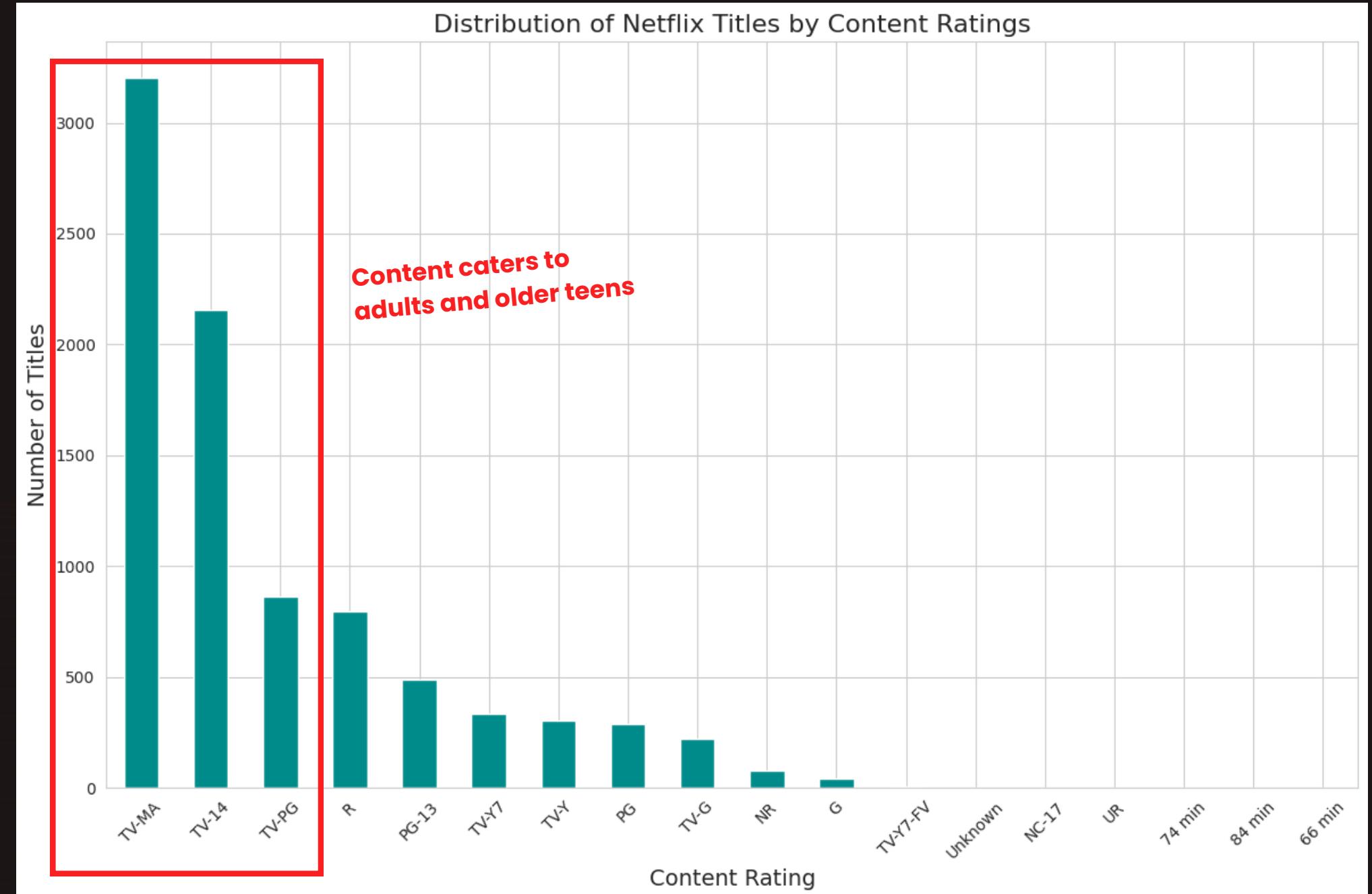
KEY FINDINGS

Over time, Netflix has steadily expanded its content library, demonstrating a strong commitment to offering viewers a wide array of choices. **They're dedicated to ensuring there's something for everyone to enjoy.**

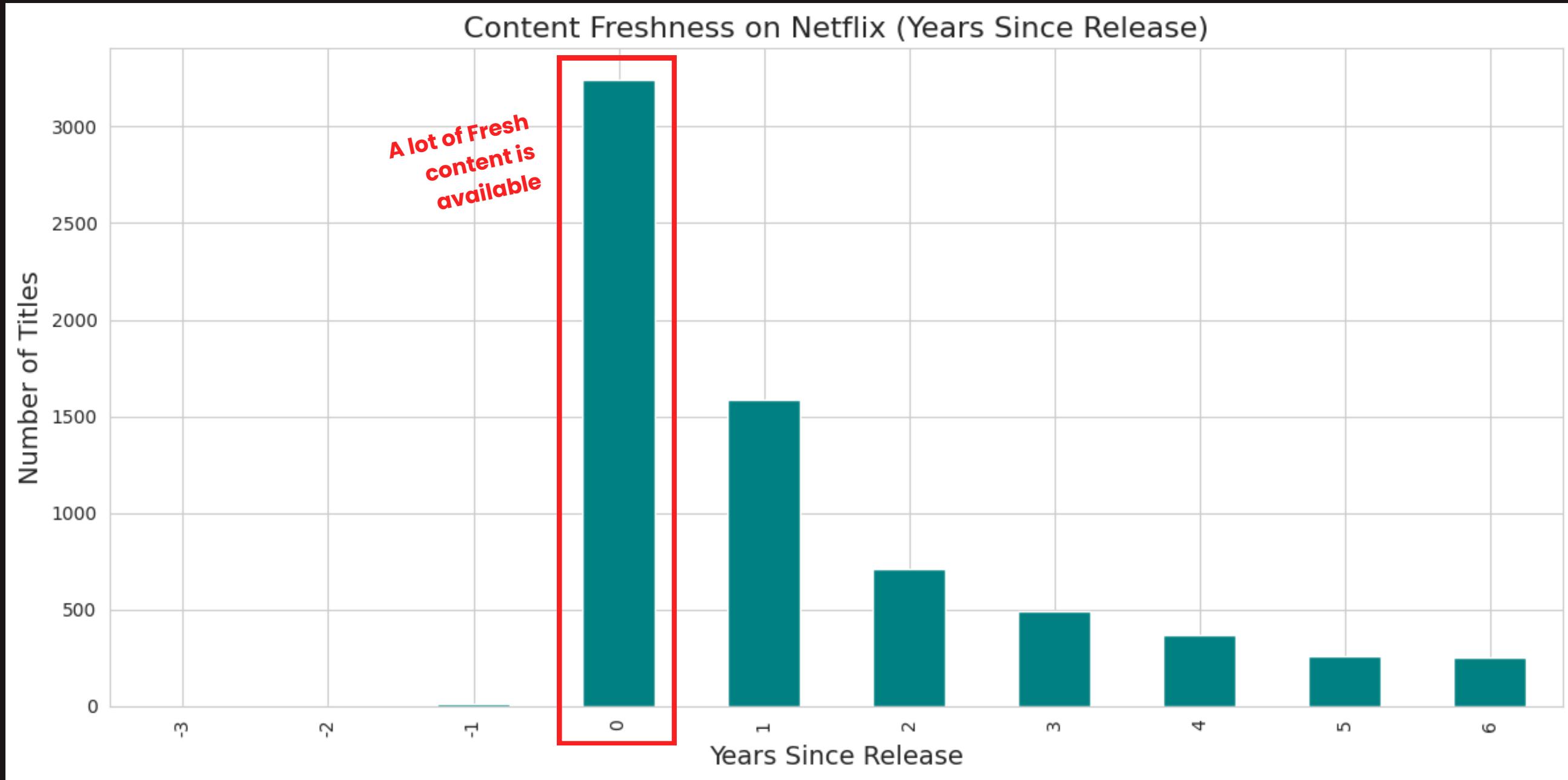
RATINGS DIVERSITY

KEY FINDINGS

Netflix offers a diverse range of content ratings to suit different audiences. You'll come across ratings like TV-MA (for Mature Audiences) and TV-14 (suitable for viewers over 14), indicating they cater to adults and older teens with plenty of options.



CONTENT FRESHNESS



KEY FINDINGS

You'll notice a lot of the content on Netflix is pretty fresh, which keeps things exciting because they're always adding new stuff. But they also mix in some older titles, catering to different preferences.

BUSINESS RECOMMENDATIONS

- Expand international content for diverse audiences.
- Align releases with seasonal demand.
- Partner with well-known directors and actors.
- Maintain a diverse and fresh content library.
- Utilize data analytics for content strategy.
- Personalize marketing and engagement tactics.
- Implement a robust feedback system.

THANKS

For Your Attention

saisurajmvv@gmail.com

saisurajmatta.github.io