Data Analysis

of Netflix movies and TV shows in India

Presented by Group 12 - Team F

Meet Our Group

Salman Alfarisi

Annisa Karima

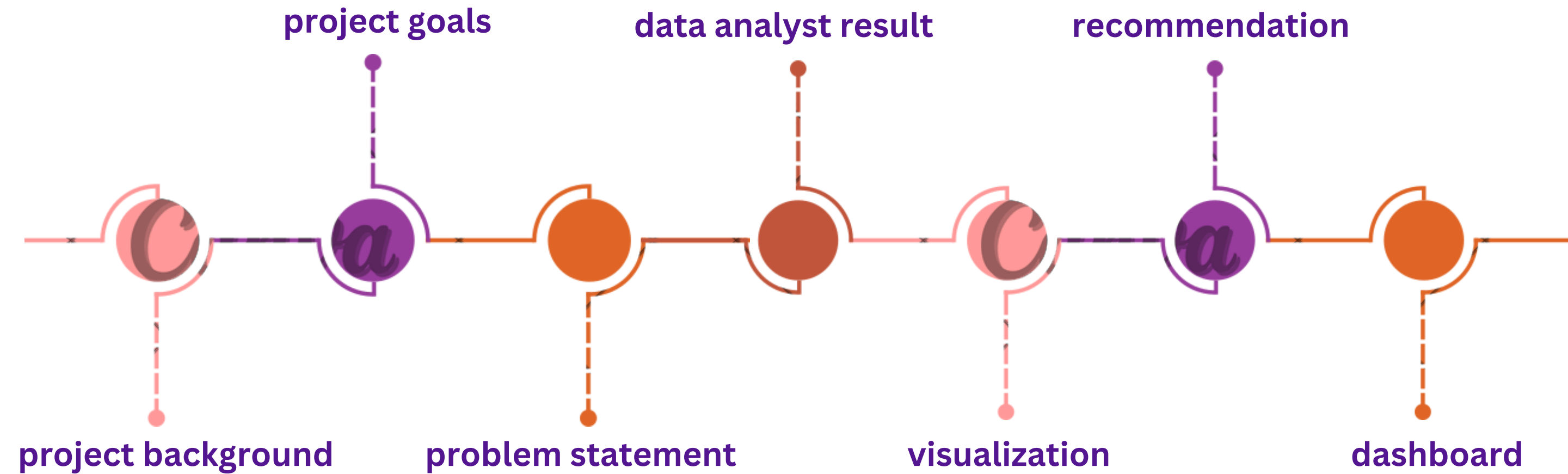**Nabil M. Rizky**

Novia Dina Fadhilah

Shafiyyah Al-H.

Riska Maulida

Timeline

project goals

data analyst result

recommendation

project background

problem statement

visualization

dashboard
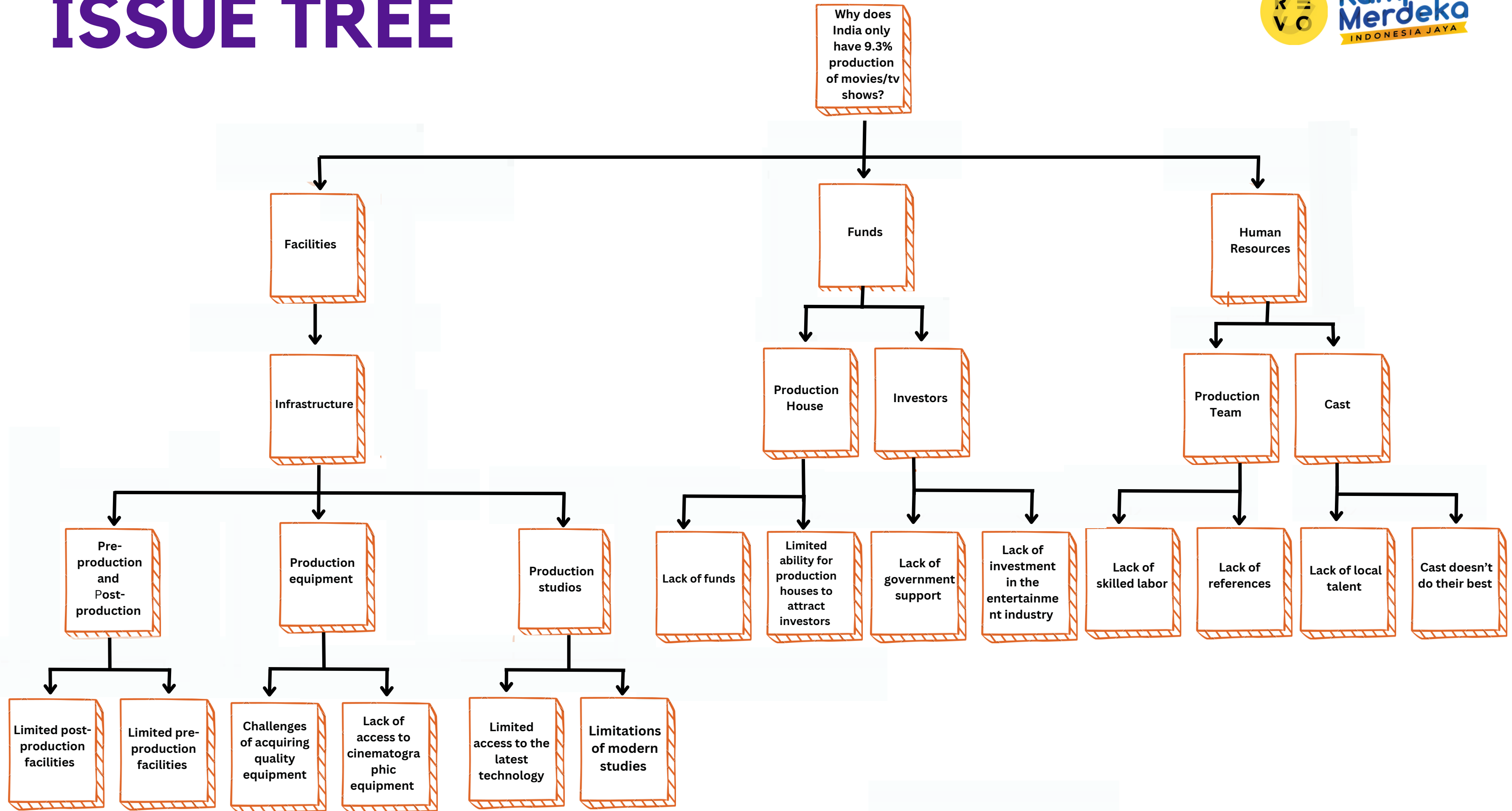
Background Story

Shifa as a dedicated data analyst with a passion for the vibrant world of Indian cinema. After completing her studies in data analyst, Shifa landed a job at a prominent entertainment data company. Her primary responsibility was to analyze details of Indian films, covering various aspects such as ratings, genres, types, and audience demographics to increase Movies/TV Shows production in India from 9.3% to 12% in 2022.

ISSUE TREE

Why does India only have 9.3% production of movies/tv shows?

Facilities
- **Infrastructure**
  - **Pre-production and Post-production**
    - Limited post-production facilities
    - Limited pre-production facilities
  - **Production equipment**
    - Challenges of acquiring quality equipment
    - Lack of access to cinematographic equipment
  - **Production studios**
    - Limited access to the latest technology
    - Limitations of modern studies

Funds
- **Production House**
  - Lack of funds
  - Limited ability for production houses to attract investors
- **Investors**
  - Lack of government support
  - Lack of investment in the entertainment industry

Human Resources
- **Production Team**
  - Lack of skilled labor
  - Lack of references
- **Cast**
  - Lack of local talent
  - Cast doesn't do their best

METRICS

Possible Root Cause	Hypothesis	Metrics	Metrics Reasoning
Lack of skill from the production team	If we build a production team with capable and creative people, we can increase the percentage of Movies/TV Shows released by 12% in 2022	The number of Movies or TV Shows produced by the same director	This metric allows us to compare one director to another. We can see who is the most prolific or successful in the industry
Lack of government support for the entertainment industry	If we encourage the government to increase the budget and incentives for the entertainment industry, we can increase the percentage of Movies/TV Shows released by 12% in 2022	Total Movies/TV Shows	Analyze the growth in the number of new movies and TV shows over time to evaluate the production rate and development of the platform or production company
Lack of modern production facilities and infrastructure needed to support massive production	If we develop a modern production center with the best facilities and latest technology to attract international productions, we can increase the percentage of Movies/TV Show releases by 12% in 2022	Total Ratings	Calculate the average rating of all reviews to understand how well the average content is rated by users. Comparison of this rating with content from other providers can also provide valuable insights

OUR GOAL

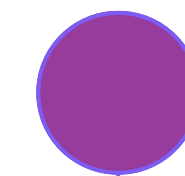To increase the percentage of Movies/TV Shows added to Netflix in India from 9.3% to 12% in 2022

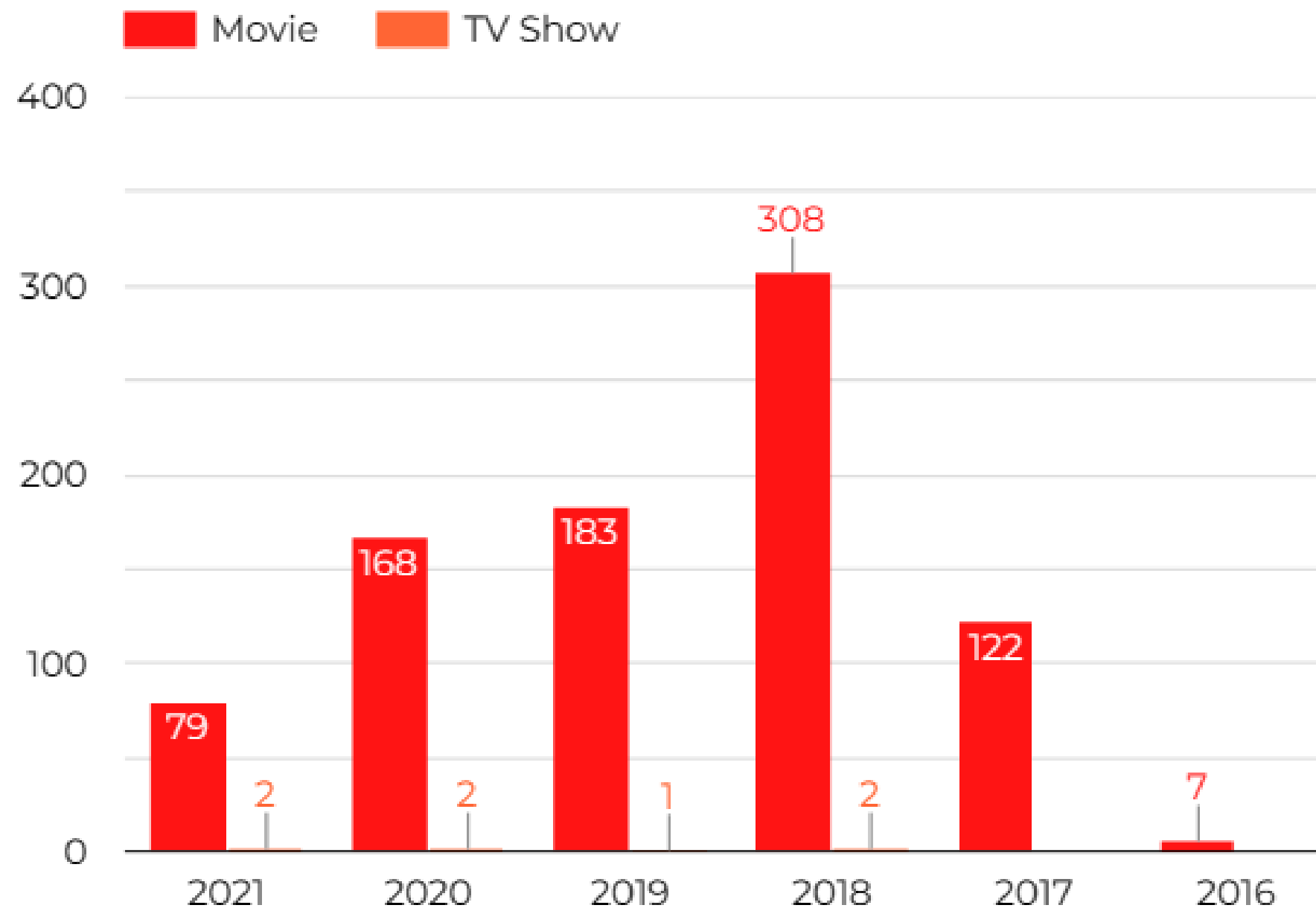# OUR SCOPE

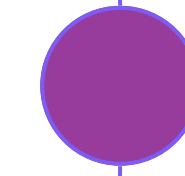Using dataset of countries that added Movies/TV Shows to Netflix in the last 5 years starting from 2016 to 2021

Business Overview

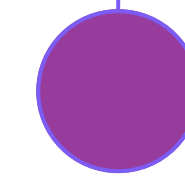**Movie** **TV Show**

400	
300	308
200	183
100	168 122
0	79 7

2021 · 2 2020 · 2 2019 · 1 2018 · 2 2017 2016

Business Situation

● **The highest** number of movie / tv show productions is 310 in 2018 or **35,5 %**

● **The lowest** number of movie/tv show productions is 7 in 2016 or **0,8%**

● **Average** total production per year is 174,8 or **20%**

Problem Statement

How to increase adding Movies/TV Shows to Netflix in the country of India from 9.3% to 12% in 2022 ?

Top Directors in India

David Dhawan is the director with the highest number of films produced.

Production teams of people **who have high capabilities and creativity** tend to be more productive, thus providing a significant influence over the percentage increase of Movies and TV Shows

David Dhawan has contributed to many movies that became popular among the audience and have established a powerful image in the industry

Recommendation

1

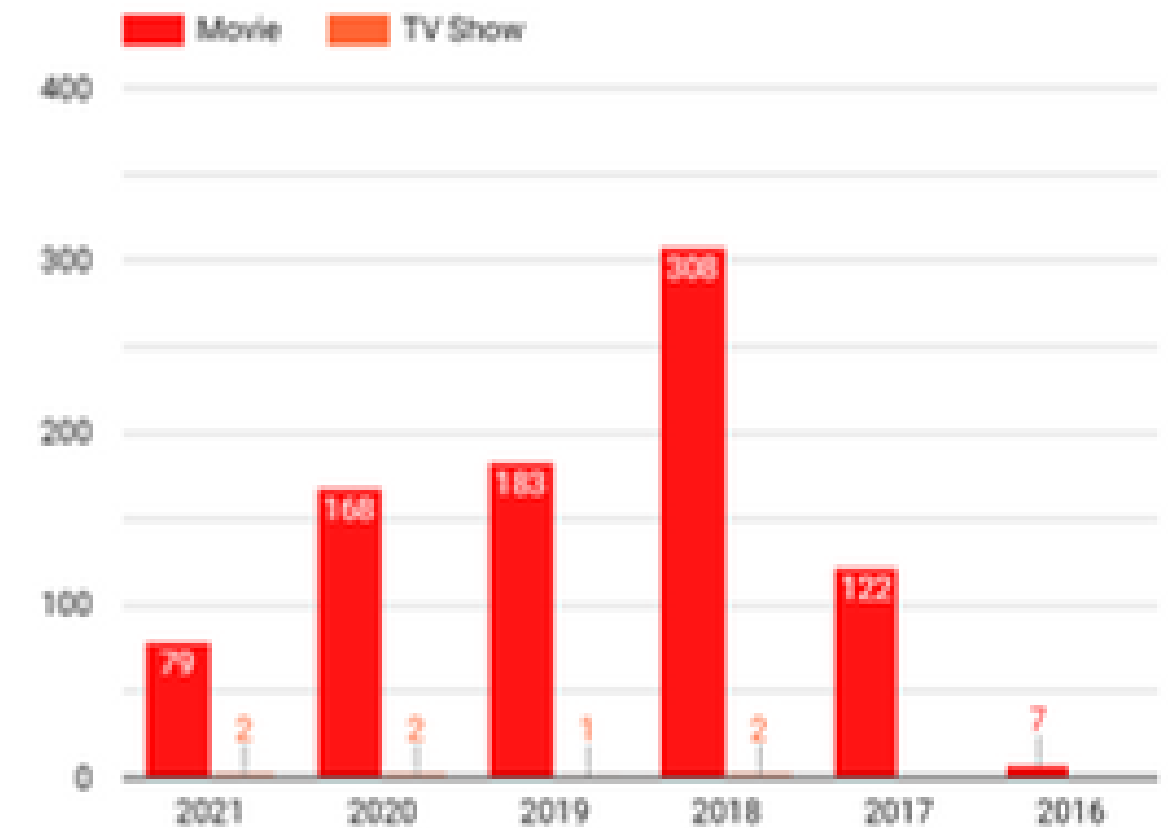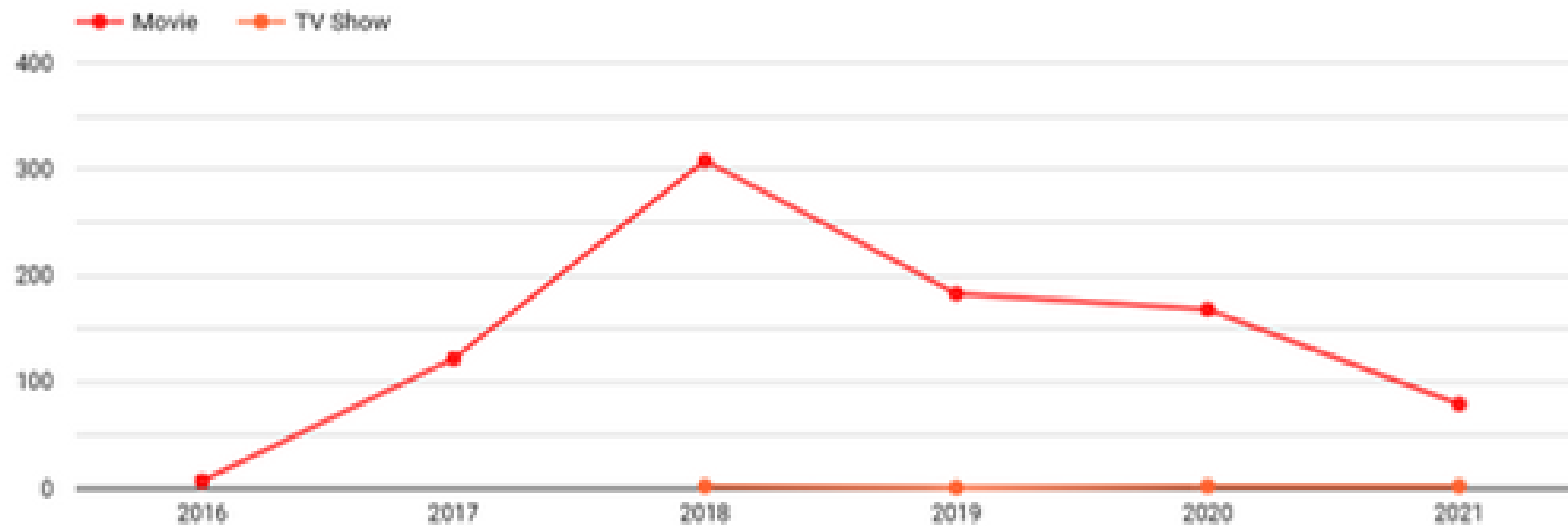Netflix can make a collaboration with these directors

2

Collaborations with these famous directors can be used as part of a promotional strategy

3

Netflix may consider producing original movies directed by these directors

Total Distribution Production in The Last 5 Years

Movies experienced a significant **increase** in releases **in 2018** amounting to **152.46%**

The number of TV show releases did not experience any different changes, but in 2019 it **decreased by 50%**

The growth of movies in 2016 - 2018 grew rapidly, but in the following years it experienced a decline starting from 40.58% in 2019, 8.20% in 2020, and 52.98% in 2021

Recommendation

1

Investing in exclusive content

2

Netflix should understand well the preference and culture of the Indian audience

3

Netflix can make a partnership with Indian TV producers

The Highest Rating

	Title	Genre	Rating ▼
1.	Chal Mere Bhai	Comedies, International Mo...	9.2
2.	Puriyatha Puthir	International Movies, Thrillers	9.1
3.	Guna 369	Action & Adventure, Dramas,...	9
4.	Thug Life	Comedies, Dramas, Internati...	9
5.	Ek Hasina Thi	Dramas, International Movie...	9
6.	Lupt	Horror Movies, International ...	8.9
7.	Drive	Action & Adventure, Internati...	8.9
8.	Lechmi	Comedies, Horror Movies, In...	8.8
9.	Maine Pyar Kiya	Dramas, International Movie...	8.8
10.	Irada Pakka	Comedies, Dramas, Internati...	8.7

The highest IMDb ratings are generated by the Comedies movie.

Data shows that **Dramas movies** have a very wide range of ratings, from **the highest at 9** to **the lowest at 2.3**

Recommendation

1

Netflix can continue to produce and acquire high-quality content

2

Netflix should do a strict evaluation of low content

3

Netflix can establish partnerships with prominent content makers in industry

NETFLIX
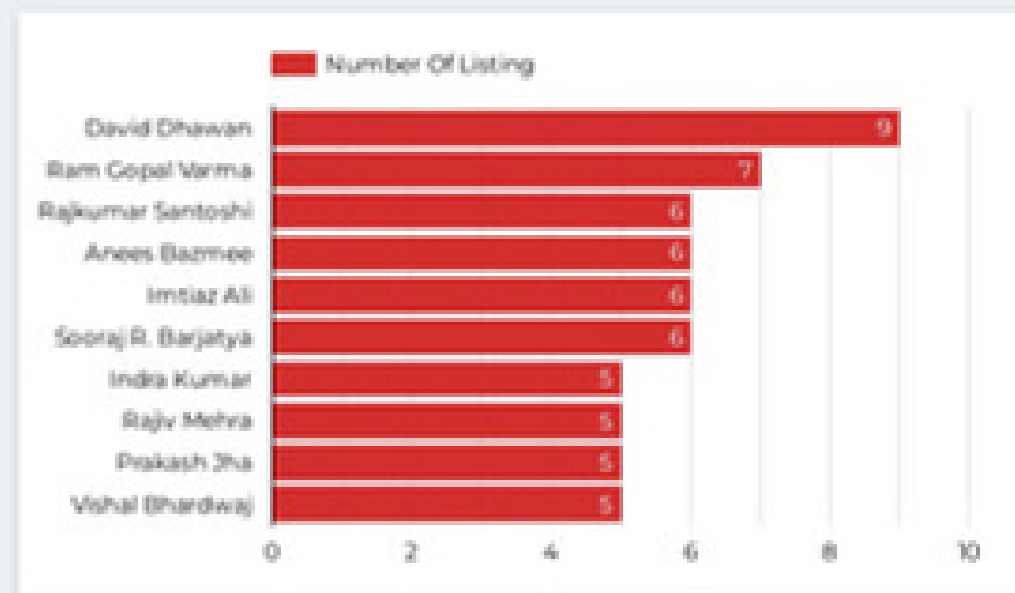## INDIAN MOVIES & TV SHOW DASHBOARD

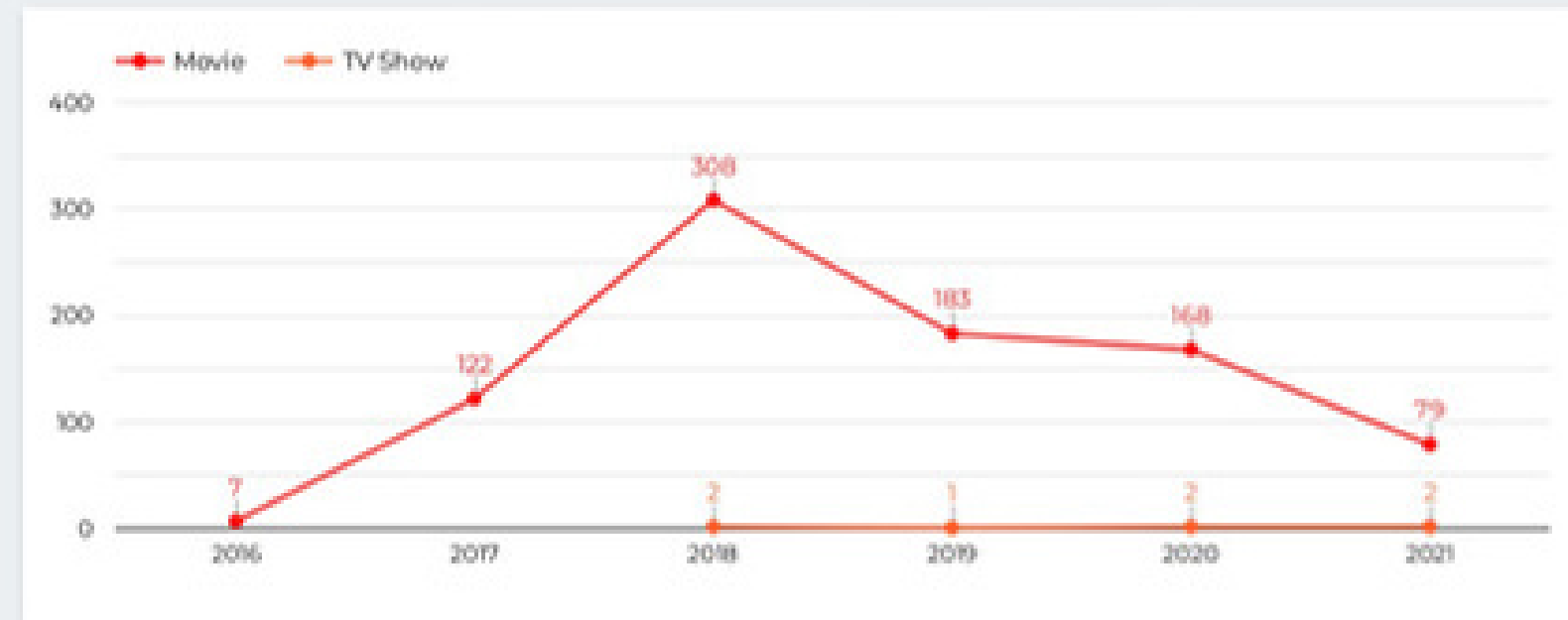| Director ▾ | Type ▾ | Year ▾ |

Total Movies 867

Total TV Shows 7

Number of Director 630

Rating Average 6,63
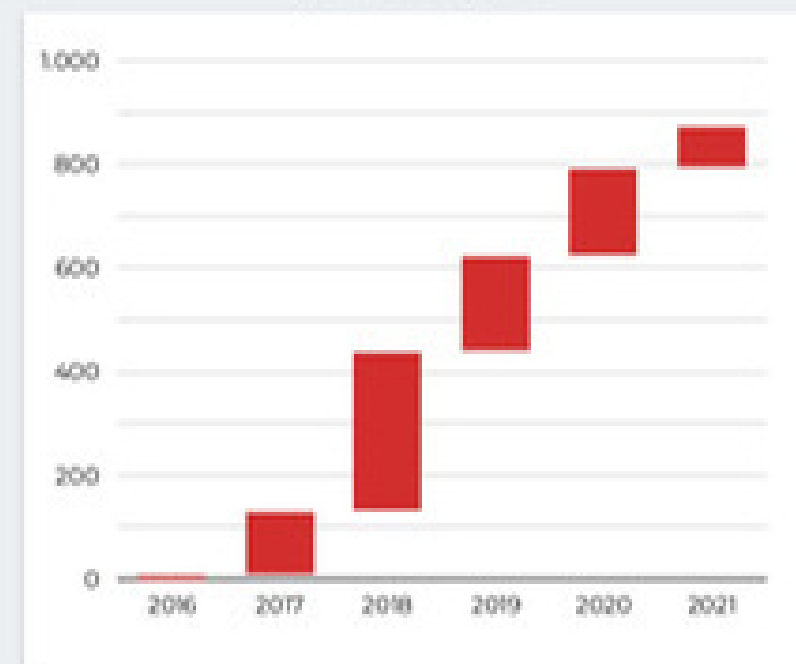
Top 10 Directors Based on The Number of Films Produced

Number Of Listing

Director	Value
David Dhawan	9
Ram Gopal Varma	7
Rajkumar Santoshi	6
Anees Bazmee	6
Imtiaz Ali	6
Sooraj R. Barjatya	6
Indra Kumar	5
Rajiv Mehra	5
Prakash Jha	5
Vishal Bhardwaj	5

Number of Film Distribution in the last 5 years

Movie — TV Show

Movie: 2016: 7, 2017: 122, 2018: 308, 2019: 183, 2020: 168, 2021: 79
TV Show: 2016: 0, 2018: 2, 2019: 1, 2020: 2, 2021: 2

Number of Listing by Type

Movie TV Show

Movie: 2021: 79, 2020: 168, 2019: 183, 2018: 308, 2017: 122, 2016: 7
TV Show: 2021: 2, 2020: 2, 2019: 1, 2018: 2, 2016: 7
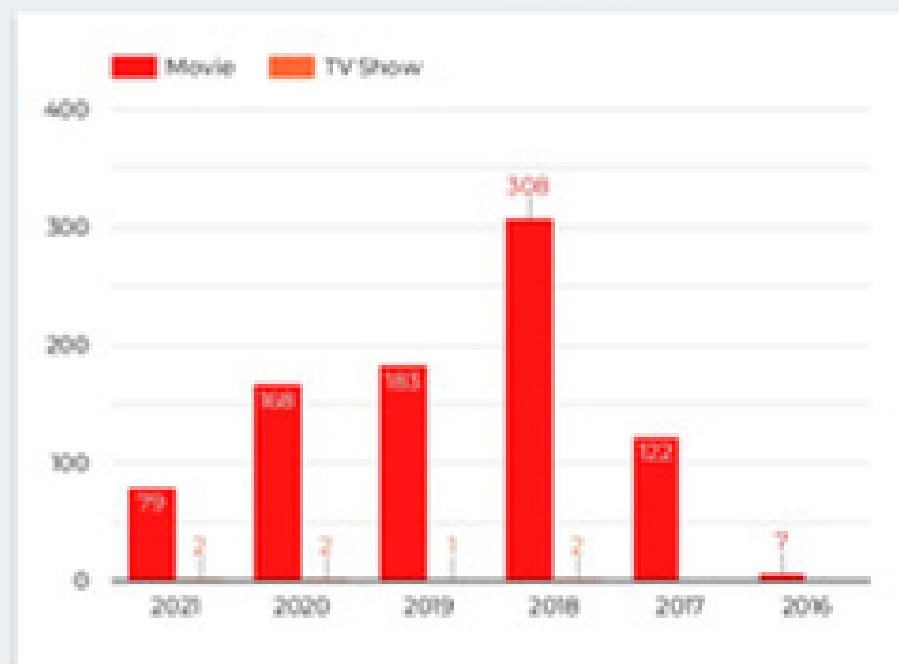
Annually increased production over the previous 5 years

2016, 2017, 2018, 2019, 2020, 2021

Number of Rating by Each Type

	Title	Genre	Rating ▾
1.	Chal Mere Bhai	Comedies, International ...	9.2
2.	Puriyatha Put...	International Movies, Thri...	9.1
3.	Guna 369	Action & Adventure, Dra...	9
4.	Thug Life	Comedies, Dramas, Inter...	9
5.	Ek Hasina Thi	Dramas, International Mo...	9
6.	Lupt	Horror Movies, Internatio...	8.9
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Dashboard

Appendices

Dataset After Cleaning

Syntax SQL for Analysis

Syntax Python for Analysis

Data Analyst Result

Dashboard