

## Dear Participant,

Congratulations on clearing the first round of the Data Analytics Case Competition!

You are now presented with a business case along with a dataset.

Teams are expected to work on the case and answer the questions given through a presentation deck.

## Instructions:

- You can use MS - Excel/ Google Sheets/ Tableau or any other analysis and visualization software for your analysis.
- The relevant dataset is supplied along with this PDF in a spreadsheet.
- Each team should submit only ONE presentation deck (ppt) as their submission for this round.
- The upper cap on the number of slides in the presentation deck is 6 (including the cover page).
- The presentation deck must be saved as <TeamName\_LeaderName>. If the file submitted is named in any other way, it will be rejected without review.
- The deadline for submissions is 11:59 PM, 26 September 2021. Submissions made after the deadline will not be entertained.
- All decisions in matters of eligibility, authenticity, and final judgments will be with the organizing committee of DATA 360 and Boolean Tech Club, Sri Venkateswara College.

All the best

**Team DATA 360 and Team Boolean**

## The Problem

You are appointed as the Managing Director, India by Netflix.

Your team is working on analyzing the trends and subscriber behaviour on the company's platform to make decisions about what content to release in the coming quarter. The data analytics team has supplied you with data consisting of TV shows and movies available on Netflix as of 2019\*.

Your very first task as the MD is the following:

1. Calculate the number of films released in the years 2017, 2018 and 2019 in India
2. List down the directors, actors with the most number of releases on Netflix in India
3. Identify the genre that was the most published in the past 5 years

[Click here to download the dataset.](#)

After gaining all the insights from the data, suggest a few recommendations to the department for the upcoming release on the OTT platform in India.

## Additional Information

In 2018, Netflix released an interesting [report](#) which shows that the number of TV shows on Netflix has nearly tripled since 2010. The streaming service's number of movies has decreased by more than 2,000 titles since 2010, while its number of TV shows has nearly tripled. It will be interesting to explore what all other insights can be obtained from the same dataset.

\*The dataset is collected from Flixable which is a third-party Netflix search engine.