Steven Garrett

DATA1201 Final Exam

12/8/2023

Has Netflix Grown Oversaturated Over Time?

Question: My question stemmed from my own personal experience, and my perception of the media landscape around me. For the past few years I have noticed a general air of overwhelming indecision when using modern streaming platforms. From this inconvenience, I began to wonder if there was anything that could be causing this difference in experience. I then remembered a phenomenon that was experienced with a different type of media: Shovelware. This is the phenomenon in which low quality media is "shoveled" onto a platform to increase revenue. This was mainly an issue with Nintendo products from the 2010s, but Netflix could be suffering the same ailment. I wished to see if there was a general trend in the quality of programming on the site, and/or there was a drastic change in the amount of content put on Netflix over the years. After finding this question, it did not evolve significantly over the course of my research.

Getting the Data:

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1,TV-PG,49,tt15772846,7,3,15.0
5255,tm998544,Here and There,MOVIE,"As the community quarantine puts the nation on hold, a political science major and a student working part time as a delivery driver butt heads online â€" but soon find themsel
ves falling for each other. Will their love survive once itâ€"s taken offline?",2021,,98,tt14766058,6.6,48.0
5256,tm1099342,Devdas Brothers,MOVIE,"After their first heartbreaks, four jilted young men plan drastic ways to get back at the women who left them - and are in for a sobering lesson.",2021,,99,tt12478372,3.2,50
.0
5257,tm982470,Stuck Apart,MOVIE,"Entrenched in a midlife crisis, Aziz seeks solace from his mundane job, lonesome friends and rowdy family while pretending to have his act together.",2021,R,96,tt11213372,6.0,104
18.0
5258,tm898842,C/O Kaadhal,MOVIE,A heart warming film that explores the concept of romance with episodes involving four sets of people of different age group.,2021,,134,tt11803618,7.8,339.0
5259,tm1146635,Daiki Tsuneta: Tokyo Chaotic,MOVIE,"This documentary follows King Gnu frontman Daiki Tsuneta as he works with his musical collective millennium parade on their genre melding track ""2992"".",2021,
,89,tt16781874,7.1,15.0
5260,tm1091956,A Faraway Land,MOVIE,"In the Faroe Islands, a married woman meets a reporter filming a documentary on overseas Filipino workers, which soon sparks a complicated love story.",2021,,101,tt15260940,4
.9,133.0
5261,tm1046969,Myriam Fares: The Journey,MOVIE,"From pregnancy to album preparations, Lebanese singer and â€œQueen of the Stageâ€ Myriam Fares documents her experiences with her family while in lockdown.",2021,
,72,tt14773250,2.3,153.0
5262,tm1063339,Lee Su-geun: The Sense Coach,MOVIE,"Lee Su-geun's rise to Korean comedy stardom went hand in hand with his mastery over picking up social cues. Now, he's ready to share his know-hows.",2021,,45,tt
14880280,4.1,38.0
5263,tm1026043,Just in Time,MOVIE,A meticulous clerk for a bookstore that has just been shuttered suddenly finds herself taking care of her cousin's witty 11-year-old daughter.,2021,,92,tt14243986,7.0,43.0
5264,tm1080697,Binti,MOVIE,Four Tanzanian women are unknowingly connected through their ability to persevere extreme hardships in the city of Dar-es-Salaam.,2021,,99,tt11867140,5.7,118.0
5265,tm993616,The Tambour of Retribution,MOVIE,The son of the swordsman falls in love with the daughter of Tagaga in a social paradox based on selling joy (wedding) and buying death.,2021,,92,tt13657102,6.9,966.0
5266,ts273317,Pitta Kathalu,SHOW,"Four different women, four journeys of love and betrayal. The common thread? They all want to dismantle the patriarchy.",2021,TV-MA,37,tt13879000,5.1,727.0
5267,tm851599,Tersanjung: The Movie,MOVIE,"After growing up in a tumultuous household, Yura finds herself in a love triangle with two close friends as she faces a personal and financial crisis.",2021,,114,tt1166
8994,5.8,205.0
5268,tm1040832,Mommy Issues,MOVIE,"â€œMommy Issuesâ€ revolves around Ella (Pokwang), a hardworking single mother who has devoted her life for her only daughter Katya (Sue). Her zealousness to protect her daught
er leads to conflict but thanks to grandmother Fenny (Gloria Diaz), they blow over because of the quirky and fun ways she helps bridge the gap between her loved ones.",2021,,89,tt14880428,5.4,38.0
5269,tm1025616,Loyiso Gola: Unlearning,MOVIE,"South African comedian Loyiso Gola serves up filter-free humor as he riffs about race, identity, politics, and a school prank gone embarrassingly wrong!",2021,,60,tt
14111708,5.9,202.0
5270,tm846586,Layla Majnun,MOVIE,"While in Azerbaijan, Layla, an Indonesian scholar, falls for Samir, an admirer of her work â€" but her arranged marriage stands in the way.",2021,,119,tt11313944,6.1,272.0
5271,tm1106888,Meeting Point,MOVIE,"She is 24, has completed a postgraduate course, and speaks three languages. She likes the gothic style, rides a motorcycle and is an atheist. She is against any restrictions.
But the environment she is in, the music she listens to, and the conversation she makes has never satisfied her. She is obsessed with her question: â€œWhy am I here?â€ He is 54. He is a sarcastic manager and w
orkaholic. Successful, principled, proper and moral. He is Muslim, but drinks alcohol. He is at war with himself due to his strict adherence to his principles. Heâ€"s worried about his life passing by. He doesnâ
€"t feel that he belongs where he is. They meet at night on the pavement; having emerged from two different establishments for some fresh air. They will spend a few hours together. Very important hoursâ€¦ A warm
, night-time story about loneliness and community, distance and closeness.",2021,,90,tt15484242,4.2,423.0
5272,tm996479,Tuesdays And Fridays,MOVIE,Two millennials get into a relationship where they are allowed to meet only on 'Tuesdays & Fridays'.,2021,,106,tt9176102,4.5,758.0
5273,tm1097142,My Bride,MOVIE,"The story follows a young man and woman who go through various situations in their journey to find the right partner, which raises questions about traditional marriage and marriage
based on love.",2021,,93,tt14216488,4.9,281.0
5274,tm878575,The Heartbreak Club,MOVIE,"Coping with heartbreak, the shy owner of floundering cafe find solace in the Javanese love songs of Didi Kempot.",2021,,101,tt11841144,6.2,188.0
5275,ts286386,The Big Day,SHOW,"For six engaged couples, happily ever after begins on a spectacular note in this eye-popping look at Indiaâ€"s multibillion-dollar wedding industry.",2021,TV-MA,45,tt13887518,4.6,
327.0
5276,tm985215,Princess 'Daya'Reese,MOVIE,"Reese is a con artist from Manila who dreams of living like royalty. An opportunity arrives in the form of Princess Ulap, a runaway princess from the mysterious kingdom
of Oro, who looks exactly like her. Switching places in exchange for gold, Reese flies to Ulap's kingdom where she meets Caleb, a young and determined reporter who is doing a documentary on the island of Oro. Th
e road to happily ever after becomes bumpy when the man in search for truth begins to fall in love with the fake princess.",2021,,115,tt1399802,7.2,45.0
5277,tm904011,Time to Dance,MOVIE,"When a ballroom dancerâ€"s shot at a crucial tournament is jeopardized, a street dancer must face his own painful past and step up as her new partner.",2021,,107,tt8622232,2.2
,950.0
5278,tm1040816,Momshies! Your Soul is Mine,MOVIE,"Three women with totally different lives accidentally get their souls switched as they struggle with the comedic misadventures of their new worlds, they realize
that their own lives and families are worth loving and living for. Jolene, a famous person who always has fans in public, Mylene - an overprotected lady who always gets pleasure and love and Karlene - a rich fam
ous social media influencer all switch bodies but their lives did not just change, but their souls switched that leaves them with no choice but to stick together to live the peculiar lives of each other. Karlene
then has to convince a group of investors to invest in her near-bankrupt hotel, but no one believes her because she is trapped in Myleneâ€"s body. In the process of all of their imaginative scenarios, they drew
closer to each other into becoming the soul sisters they are destined to be.",2021,,108,tt14412240,5.8,26.0
5279,tm1045199,Fine Wine,MOVIE,"A beautiful love story that can happen between two people regardless of their age gaps.",2021,,100,tt13857480,6.9,39.0
5280,tm1045018,Clash,MOVIE,A man from Nigeria returns to his family in Canada and discovers that Western culture has changed his children in ways that he does not approve.,2021,,88,tt14620732,6.5,32.0
5281,tm1098060,Shadow Parties,MOVIE,A family faces destruction in a long-running conflict between communities that pits relatives against each other amid attacks and reprisals.,2021,,116,tt10168094,6.2,9.0
5282,ts271048,Mighty Little Bheem: Kite Festival,SHOW,"With winter behind them, Bheem and his townspeople usher in a sunny new season in all their favorite ways during the Makar Sankranti festival.",2021,,0,tt13
711094,8.8,16.0
[sjgarret@c28-0112-28 data1201]$ ▯
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One Lagos Night,MOVIE,2021,6.9,15
I Missed You,MOVIE,2021,5.7,243
African America,MOVIE,2021,5.2,63
Will You Marry?,MOVIE,2021,4.9,56
Tughlaq Durbar,MOVIE,2021,5.4,1566
My Amanda,MOVIE,2021,5.6,301
Geez & Ann,MOVIE,2021,5,285
Newton's Cradle,SHOW,2021,8,1565
Laabam,MOVIE,2021,3.4,777
Tribhanga,MOVIE,2021,6.2,2888
Navarasa,SHOW,2021,5.9,3470
I Need Romance,SHOW,2021,7.8,24
Trippinâ€™ with the Kandasamys,MOVIE,2021,5,366
The Five Juanas,SHOW,2021,6.9,1728
Madam Chief Minister,MOVIE,2021,4.8,1744
Little Big Mouth,MOVIE,2021,3.8,170
Abla Fahita: Drama Queen,SHOW,2021,6.6,433
A Naija Christmas,MOVIE,2021,4.7,336
Slay,MOVIE,2021,3.3,101
Lava Ka Dhaava,SHOW,2021,6,41
Sardar Ka Grandson,MOVIE,2021,4.3,4496
Sarbath,MOVIE,2021,5.6,262
Lokillo: Nothing's the Same,MOVIE,2021,4.6,51
Christmas Flow,SHOW,2021,5.8,702
Ankahi Kahaniya,MOVIE,2021,5.5,853
Korean Cold Noodle Rhapsody,SHOW,2021,7.3,15
Here and There,MOVIE,2021,6.6,48
Devdas Brothers,MOVIE,2021,3.2,50
Stuck Apart,MOVIE,2021,6,10418
C/O Kaadhal,MOVIE,2021,7.8,339
Daiki Tsuneta: Tokyo Chaotic,MOVIE,2021,7.1,15
A Faraway Land,MOVIE,2021,4.9,133
Myriam Fares: The Journey,MOVIE,2021,2.3,153
Lee Su-geun: The Sense Coach,MOVIE,2021,4.1,38
Just in Time,MOVIE,2021,7,43
Binti,MOVIE,2021,5.7,118
The Tambour of Retribution,MOVIE,2021,6.9,966
Pitta Kathalu,SHOW,2021,5.1,727
Tersanjung: The Movie,MOVIE,2021,5.8,205
Mommy Issues,MOVIE,2021,5.4,38
Loyiso Gola: Unlearning,MOVIE,2021,5.9,202
Layla Majnun,MOVIE,2021,6.1,272
Meeting Point,MOVIE,2021,4.2,423
Tuesdays And Fridays,MOVIE,2021,4.5,758
My Bride,MOVIE,2021,4.9,281
The Heartbreak Club,MOVIE,2021,6.2,188
The Big Day,SHOW,2021,4.6,327
Princess 'Daya'Reese,MOVIE,2021,7.2,45
Time to Dance,MOVIE,2021,2.2,950
Momshies! Your Soul is Mine,MOVIE,2021,5.8,26
Fine Wine,MOVIE,2021,6.9,39
Clash,MOVIE,2021,6.5,32
Shadow Parties,MOVIE,2021,6.2,9
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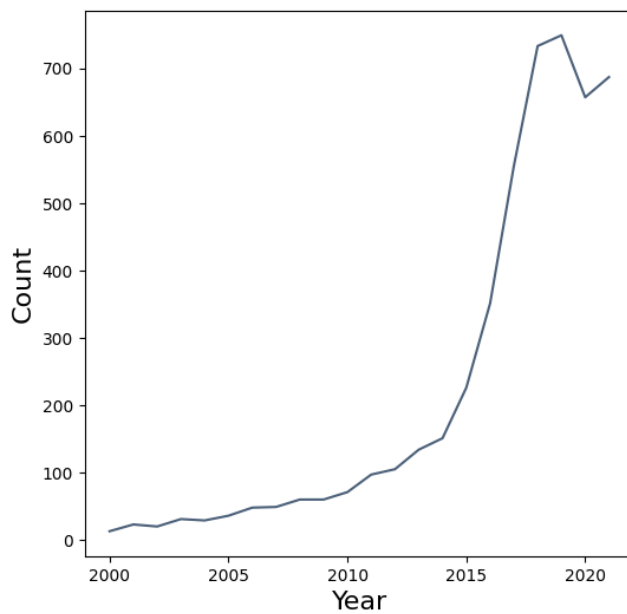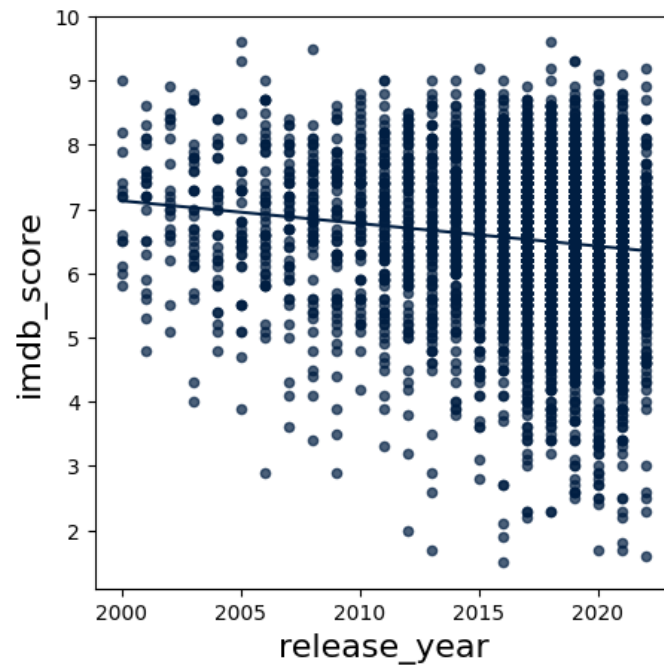
I received my data from Kaggle, which had information regarding items in Netflix's library and their associated IMDb scores. This data also held internal ids for these items, a very long description of the show/movie, age-rating, and runtime. All were

unnecessary for my purposes, so I cut them from my dataset using the Bash command line. The above picture is my data pre-simplified, and the lower post-simplified. The main visual noise being the description, removing it created a much more usable dataset. There are some ethical concerns from utilizing this database, as I am unsure if the internal ids were scraped from Netflix's internal database. However the data of which I am using is all publicly available, so there is limited real concern about the data within itself. However there is a concern with the lack of globalization within my dataset. As the data scraped is from American netflix and IMDb is primarily an American site, the data may not be replicable in areas outside of the United States. This is to be taken into consideration while coming to any conclusions.

Exploring the Data

From the data there seems to be a general downward trend in quality within Netflix's library overtime, and a drastic increase in content being flooded onto the platform. These are shown in these visualizations. The first graph regards the IMBd rating of movies versus the release year. As we can see the content on Netflix has had a slight drop in quality over time, and a drastic increase in the outliers with scores of 3 and below. Movies that have absolutely abysmal ratings. The next graph shows the amount of content on Netflix that was released each year from 2000 -

2022. This shows a drastic increase in new content being added to the site

especially after the year 2015. This shows that there is data to support the

perception that Netflix has been flooded by content over the past few years. And

that they may be suffering from "shovelware" in the same vein as the media types

that have suffered from it before.