



NETFLIX : DECODING TRENDS & STRATEGIES

BBA PROJECT

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Overview

- To increase the count of subscribers.
- To produce more Netflix Original Content based on viewer's preferences
- To add more Movies & TV Shows with respect to popular genre.
- Make data-driven decisions with the analysis so that the subscriber sticks for long.

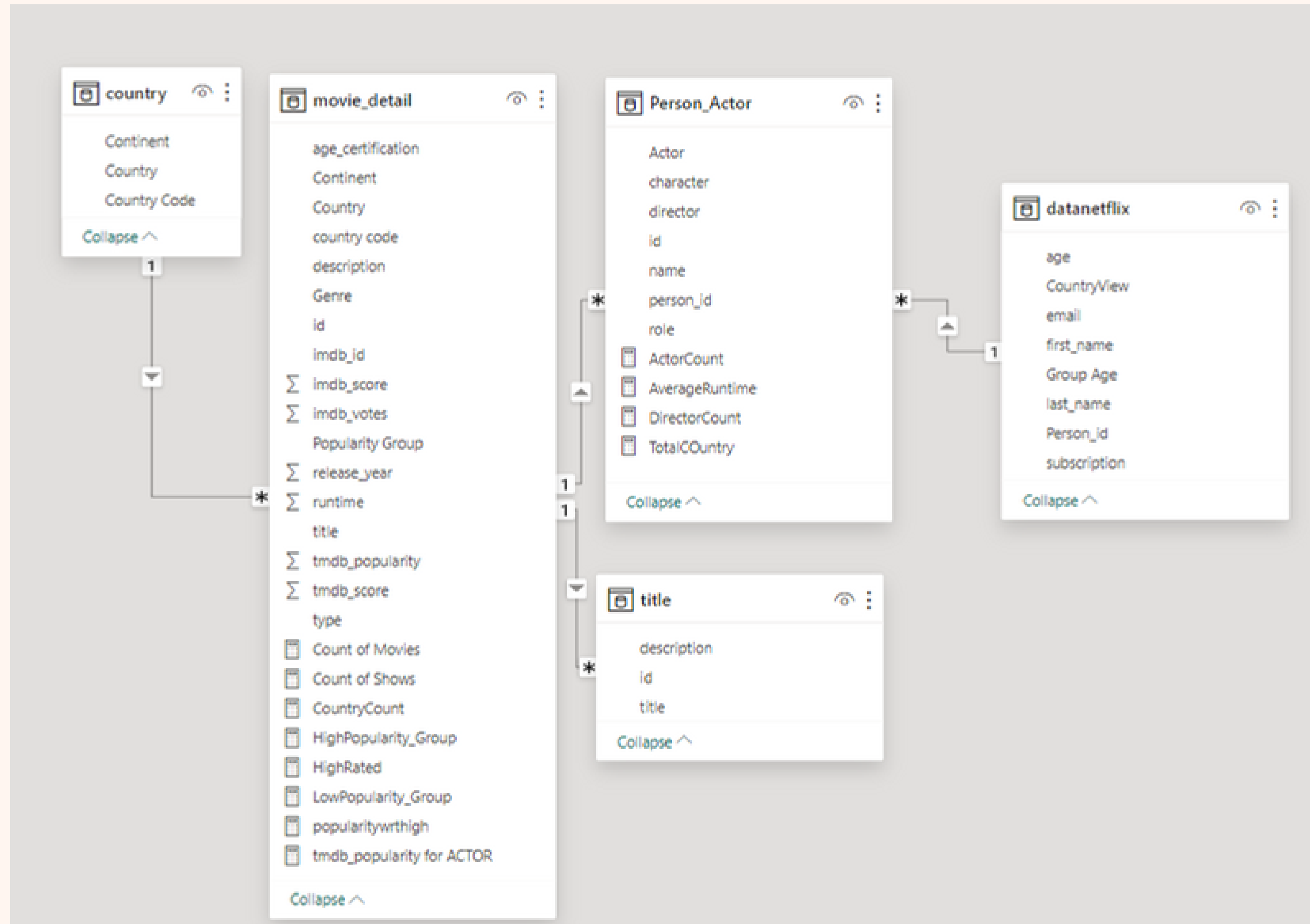
NETFLIX

Analysis

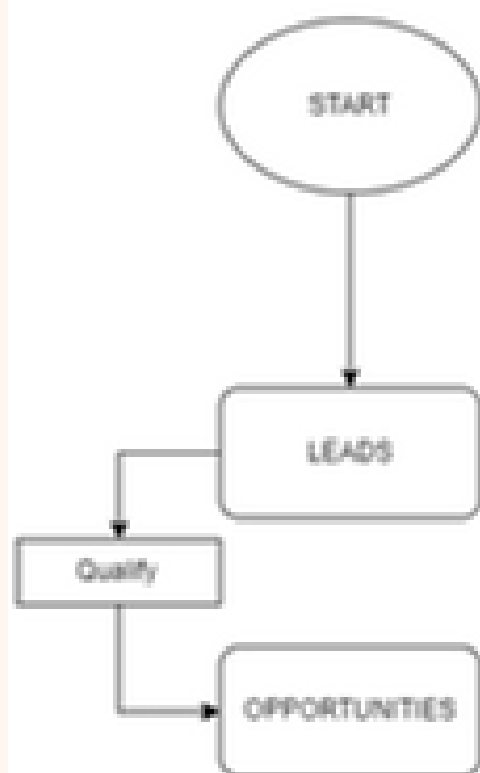


- To understand the balance in the content library.
 - To understand the distribution of content across different countries.
 - To understand which genres are more popular with respect to popularity, runtime and type
 - To provide insights into the preferred duration of content and how it is affected by popularity.
 - To understand the segregation of users based on region, subscription plan and age-group.
 - To analyze the level of user engagement with different pieces of content.
-

Tables & Relationships



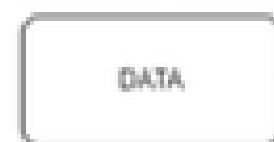
Customer relationship with CRM



Data Extracted



Data is extracted from excel



Data can be stored in databases

MICROSOFT SQL SERVER
MANAGEMENT STUDIO



Data is stored into database to maintain data integrity

Data is visualized into Power BI

ETL



POWER BI

Visualisation



Flow Diagram

Customer Relationship Management

My Open Leads*

Edit columns

Edit filters

Filter by keyword

<div><div></div></div> Name	Topic	Status Reason	Created On	Group Age	Email
Diana Wheeler	free	New	12/3/2023 9:03 PM	40-50	diana.wheeler@ex...
Madison Hooper	free	New	12/3/2023 9:03 PM	18-28	madison.hooper@e...
Michael Branch	free	New	12/3/2023 9:03 PM	40-50	michael.branch@e...
Linda Henry	free	New	12/3/2023 9:03 PM	29-39	linda.henry@exam...
Jonathan Kim	free	New	12/3/2023 9:03 PM	51 & Above	jonathan.kim@exa...
Sheila Grant	free	New	12/3/2023 9:03 PM	18-28	sheila.grant@exam...
Benjamin King	free	New	12/3/2023 9:03 PM	18-28	benjamin.king@ex...
Nicole Morris	free	New	12/3/2023 9:03 PM	18-28	nicole.morris@exa...
David Bautista	free	New	12/3/2023 9:03 PM	51 & Above	david.bautista@ex...
Stacey Payne	free	New	12/3/2023 9:03 PM	18-28	stacey.payne@exa...
Kenneth Ray	free	New	12/3/2023 9:03 PM	51 & Above	kenneth.ray@exam...
Tiffany Summers	free	New	12/3/2023 9:03 PM	29-39	tiffany.summers@e...

DW

Diana Wheeler

- Saved

Lead · Lead

Lead to Opportunity Sal...

Active for 33 hours

Qualify (33 Hrs)

Summary

Details

Files

Related

Contact

Topic

*

free

First Name

+

Diana

Last Name

*

Wheeler

Job Title

Business Phone

Mobile Phone

Email

diana.wheeler@ex...

Company

GENRE DASHBOARD

18

Count of Genre

37.86K

Sum of imdb_score

NETFLIX

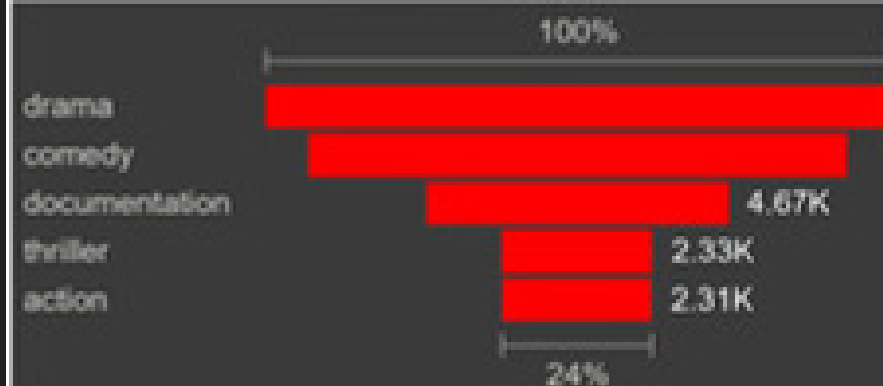
39.83K

Sum of tmdb_score

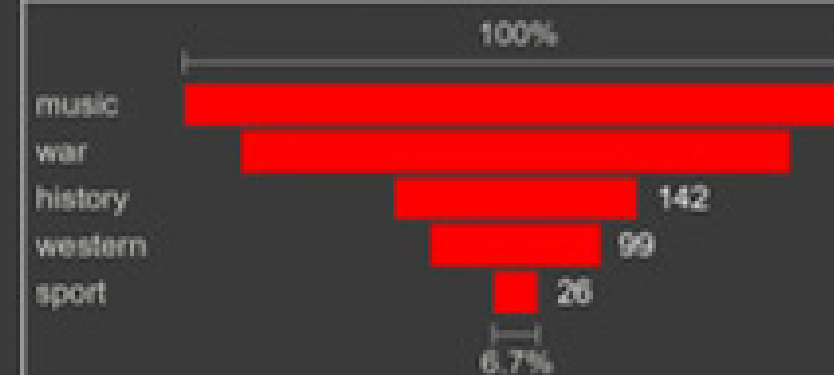
450K

Sum of runtime

Top 5 Genre



Bottom 5 Genre



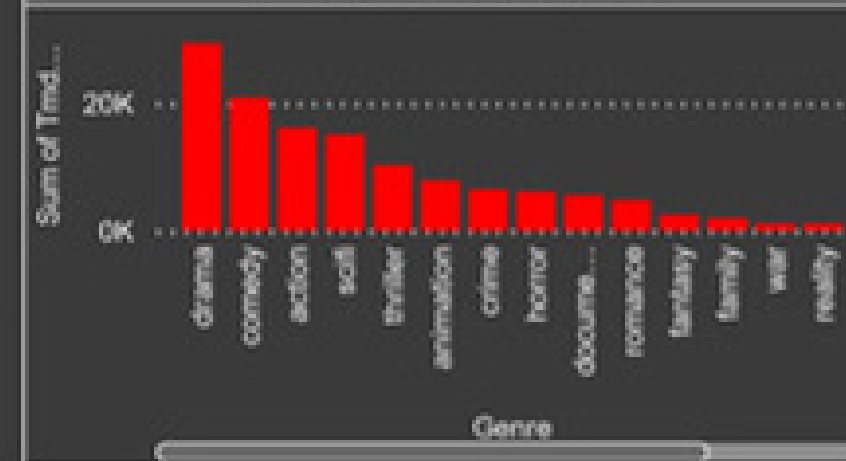
MOVIE

SHOW

Imdb Score VS Genre



Popularity VS Genre



RUNTIME DASHBOARD

Total Movie &TV Shows

5849

Total Views

77.80K

RUNTIME

Continent

Africa

Europe

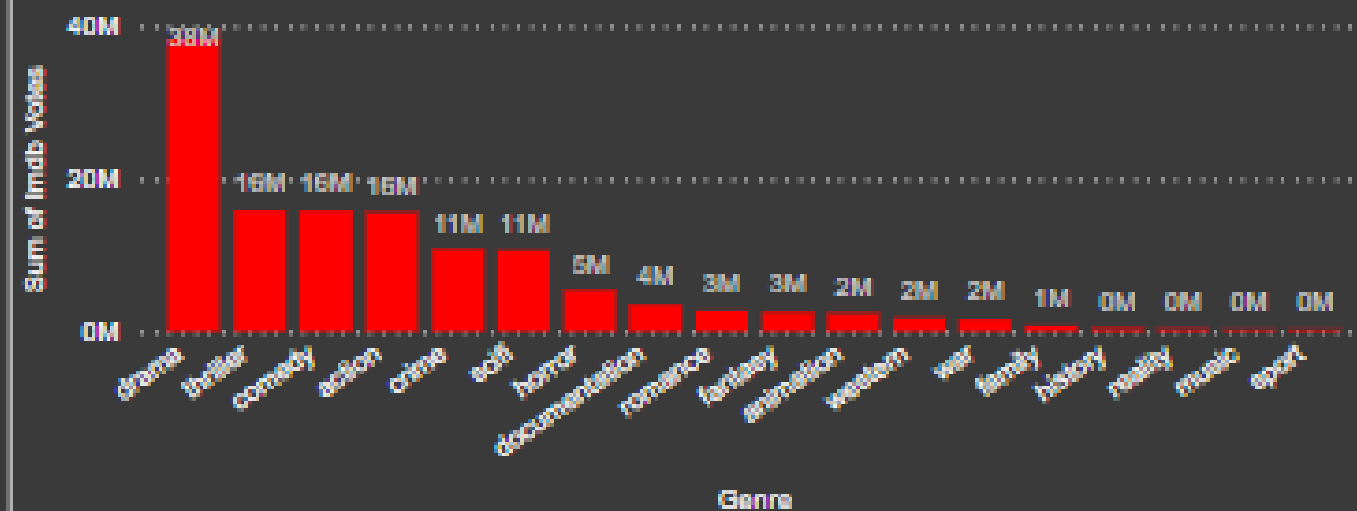
Oceania

Asia

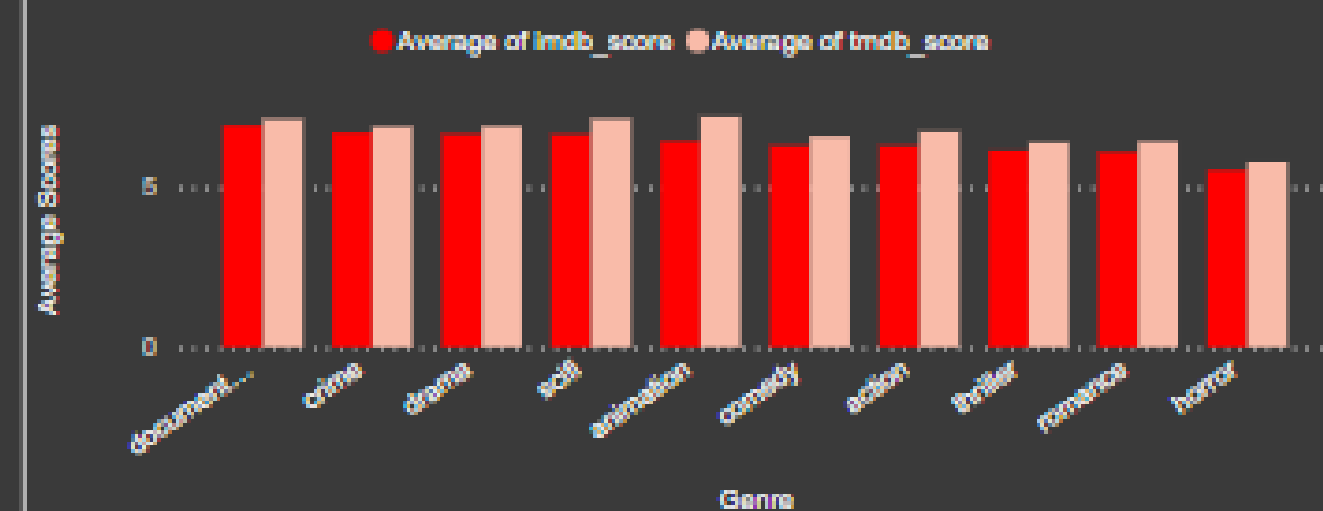
North America

South America

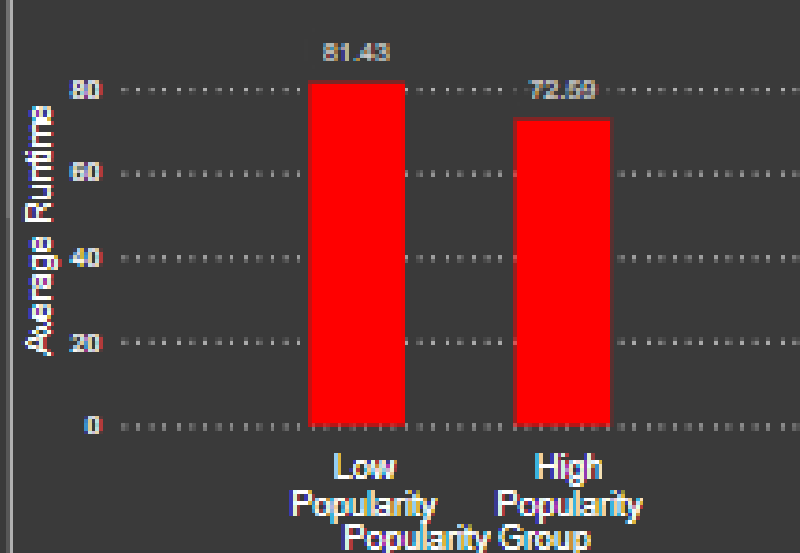
Sum of Imdb Votes by Genre



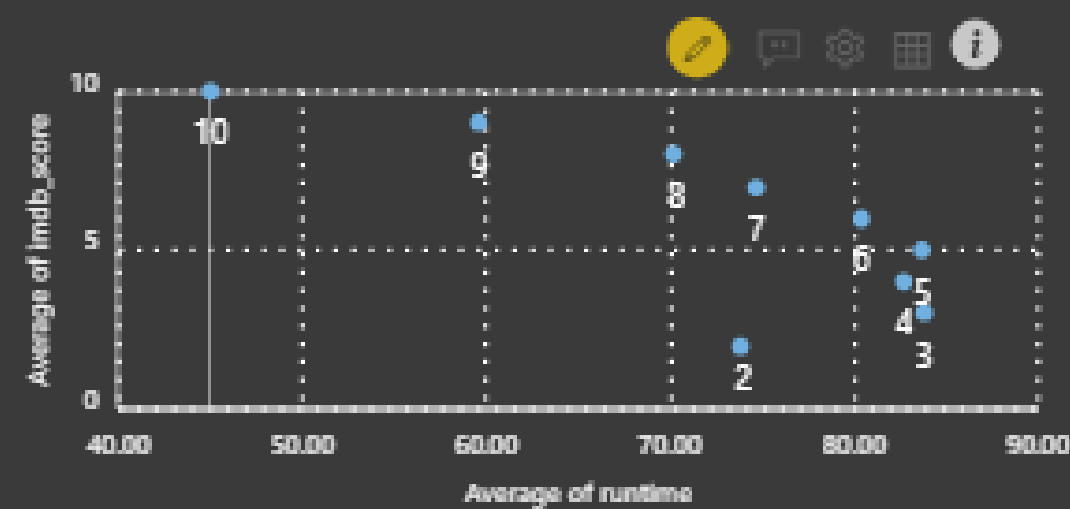
Avg Imdb & tmdb Score VS Genre



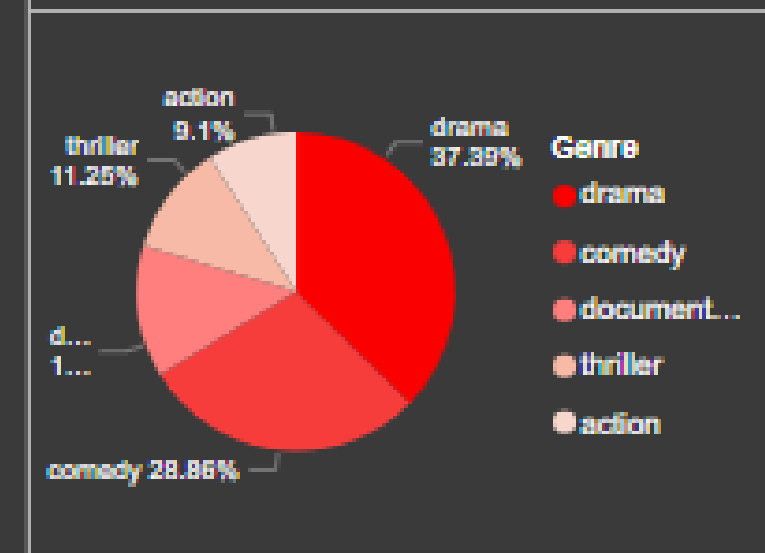
Runtime by Popularity Group



Average of Runtime & Average of Imdb Score VS Imdb Score



Runtime VS Genre



SUBSCRIBERS DASHBOARD

SUBSCRIBERS

1 month

8493
Count of subscription

1 year

8526
Count of subscription

3 months

8525
Count of subscription

6 months

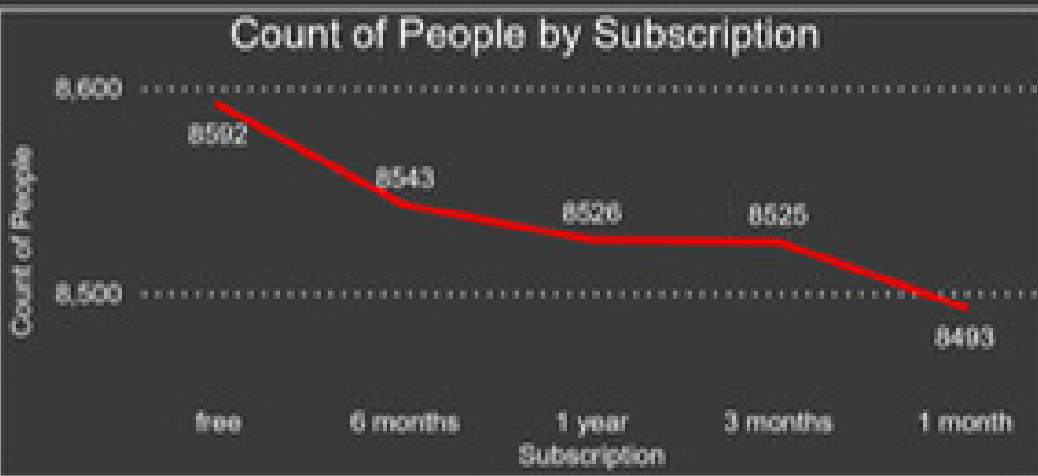
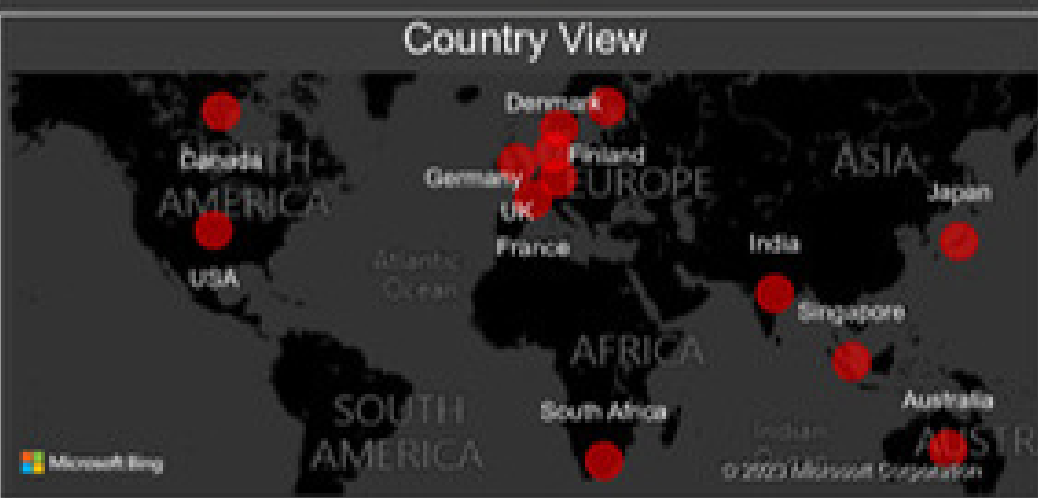
8543
Count of subscription

free

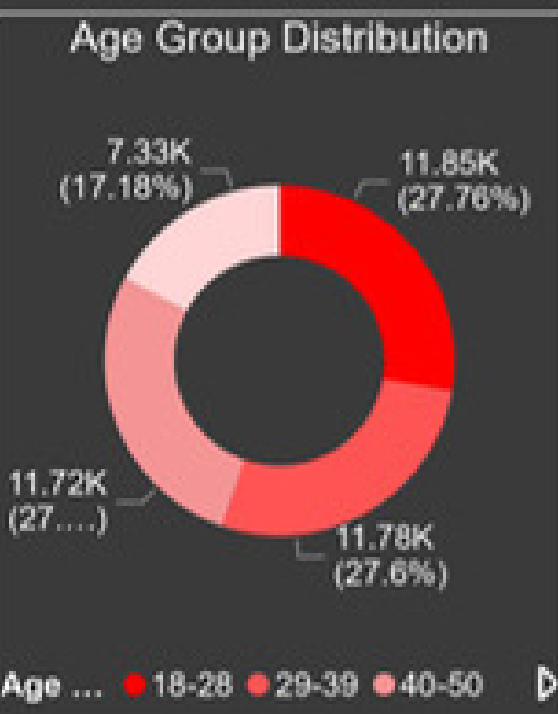
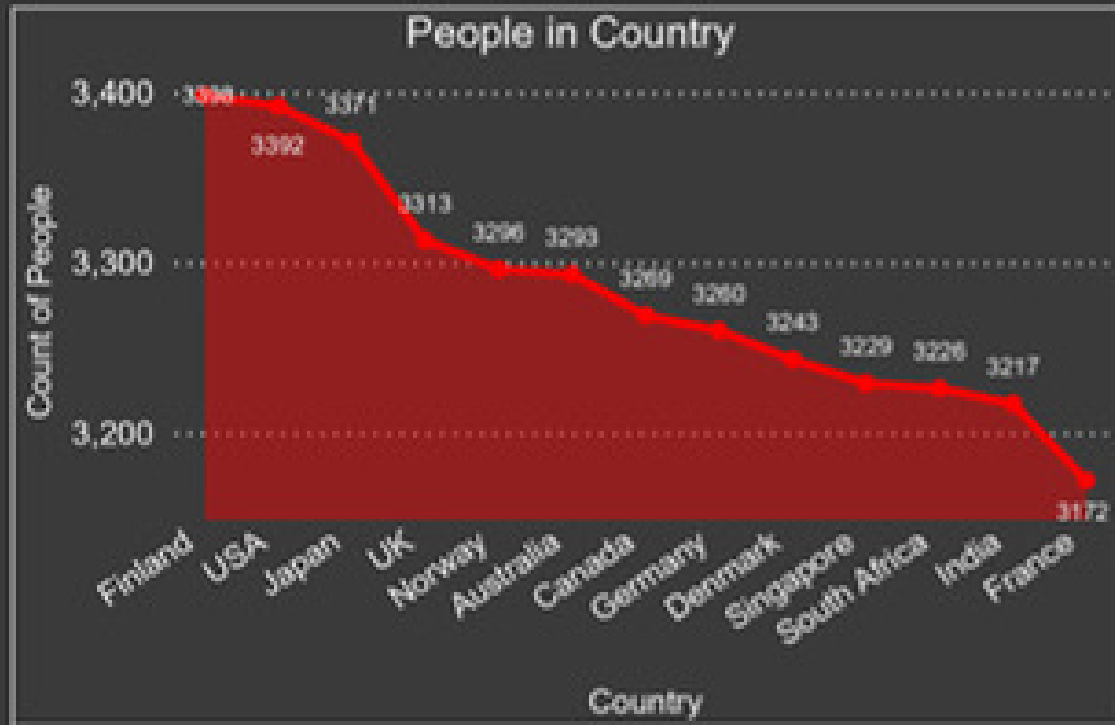
8592
Count of subscription

42.68K

Count of subscription



Group Age	1 month	1 year	3 months	6 months	free	Total
18-28	2407	2367	2332	2451	2292	11849
29-39	2320	2383	2334	2369	2372	11778
40-50	2209	2318	2365	2286	2450	11718
51 & Above	1467	1458	1404	1437	1478	7334
Total	8493	8526	8525	8543	8592	42679

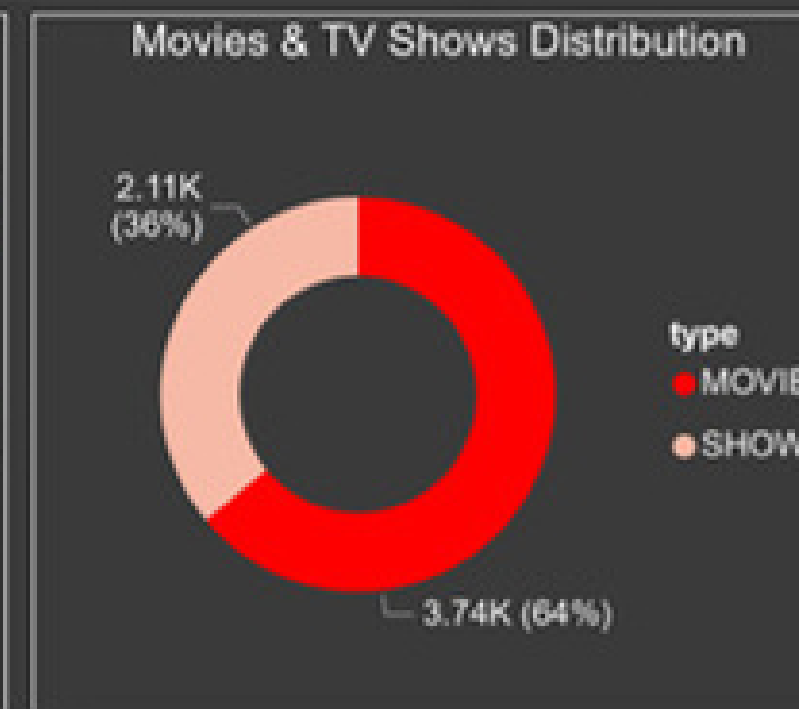
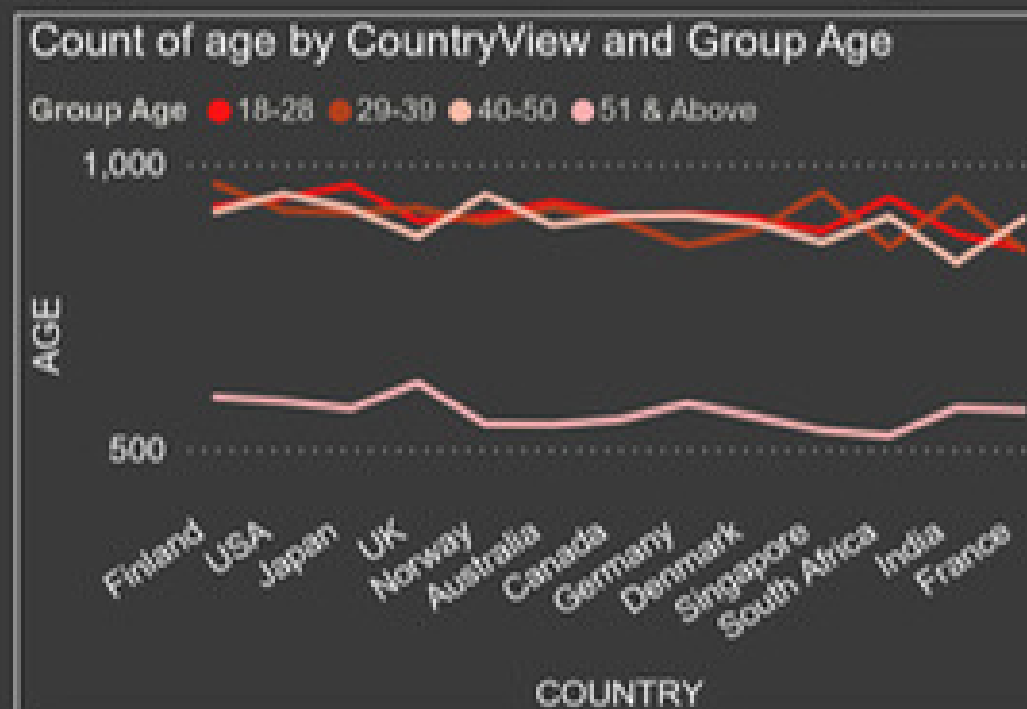
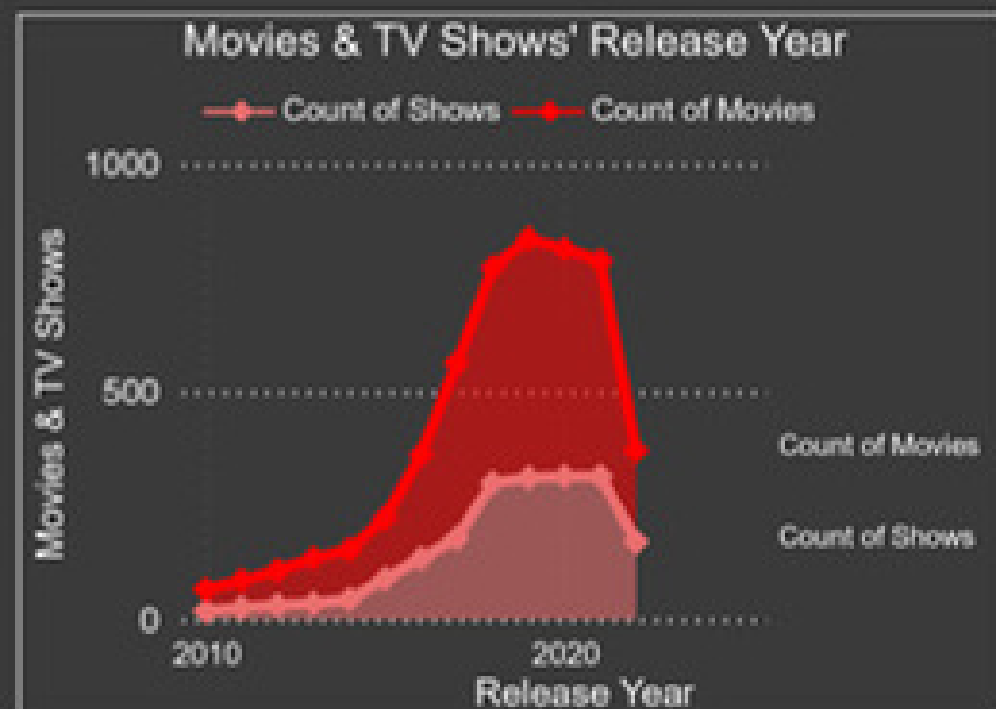
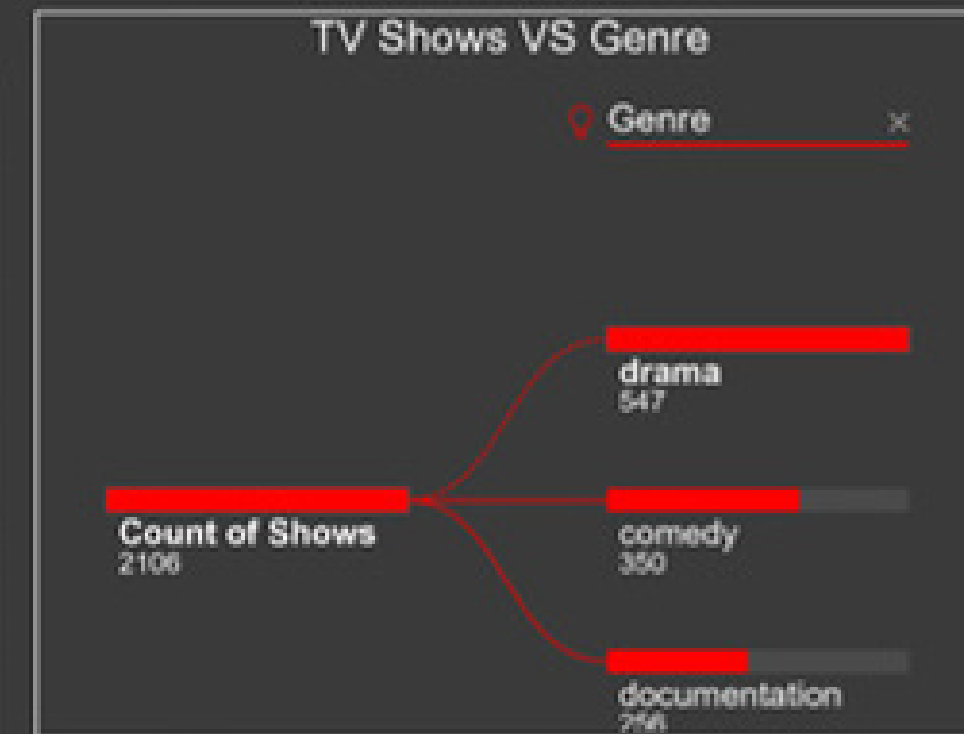
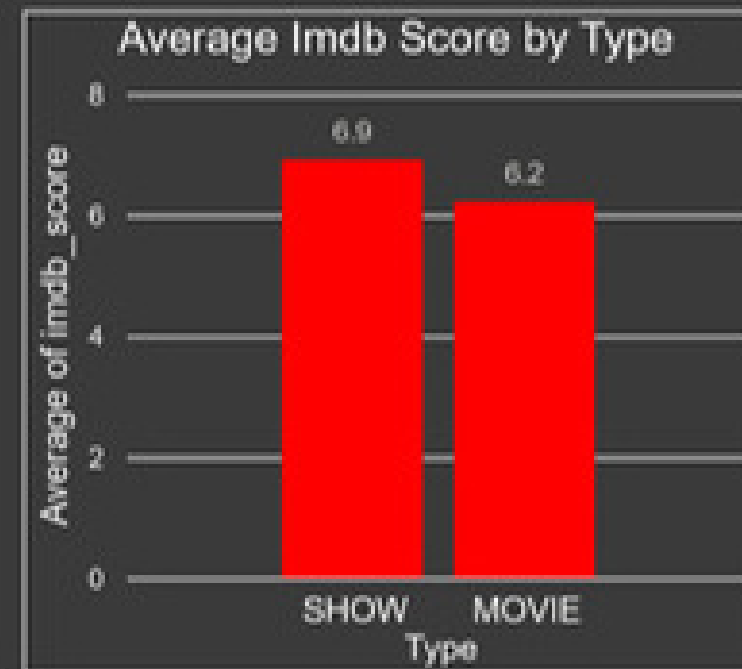
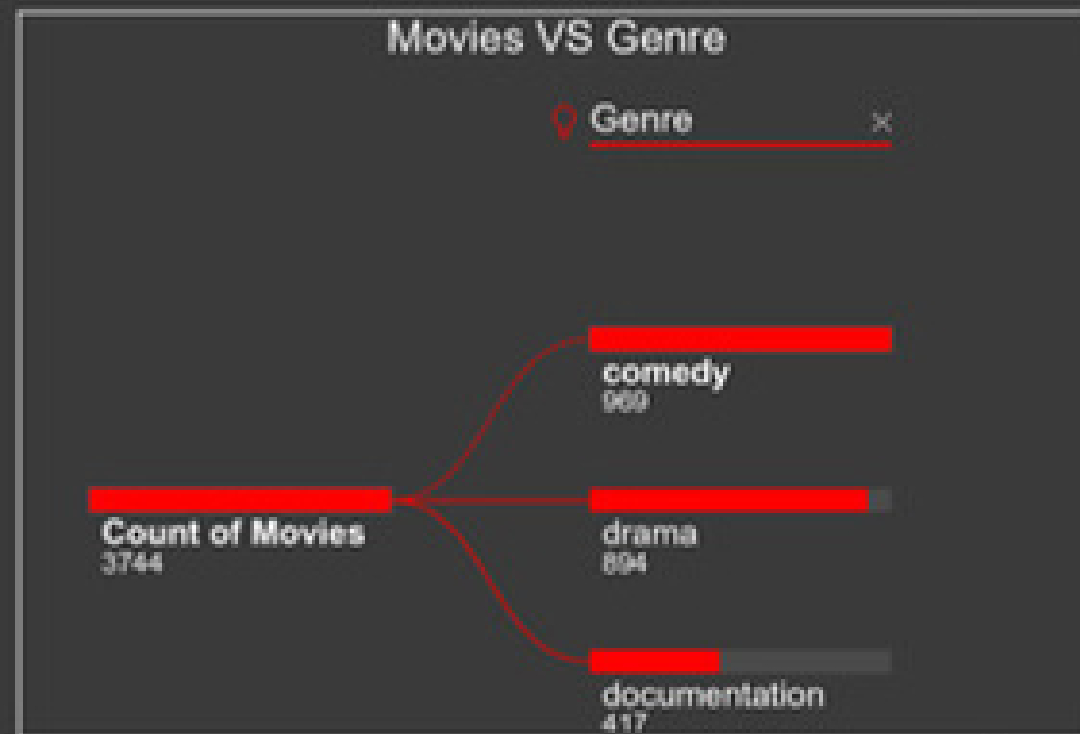


People VS Country

CountryView	Count of CountryView
Finland	3398
USA	3392
Japan	3371
UK	3313
Norway	3296
Australia	3293
Canada	3269
Germany	3260
Denmark	3243
Singapore	3229
South Africa	3226
India	3217
France	3172
Total	42679

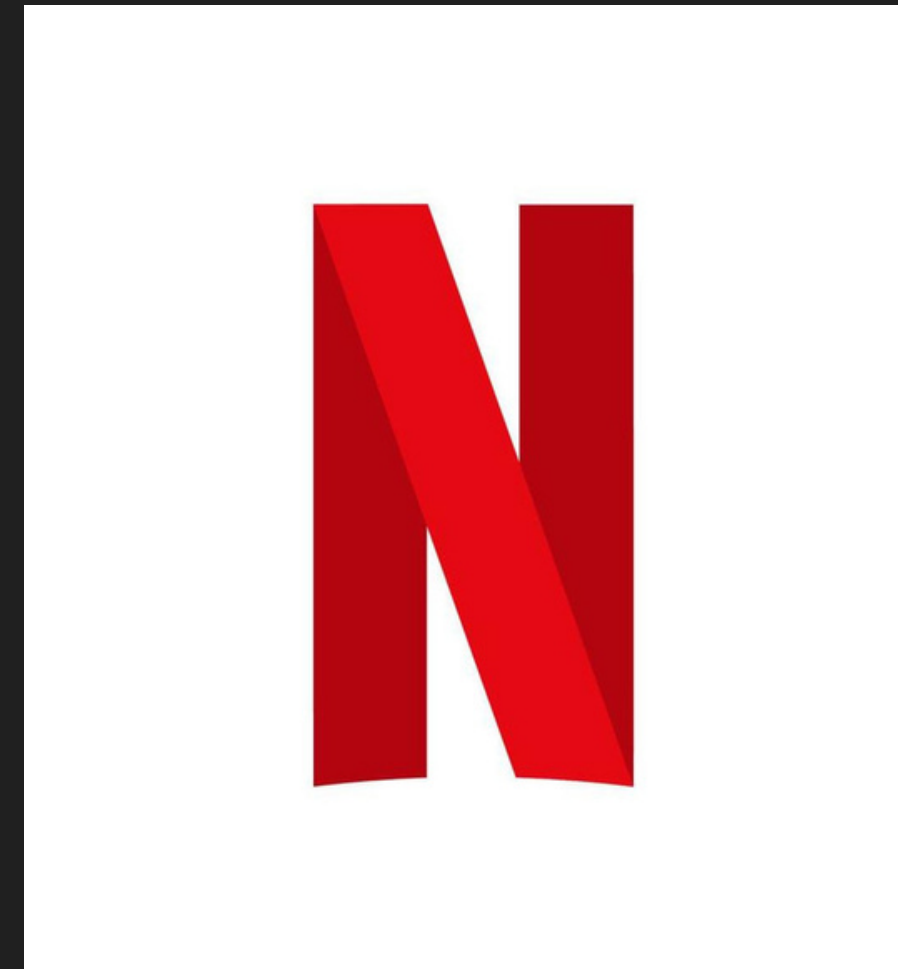
MOVIES & TV SHOWS DASHBOARD

MOVIES & TV SHOWS



BENEFITS OF THE SOLUTION

- The genre dashboard enables businesses to recommend the most suitable genre and identify popular genres in specific countries .
- The runtime dashboard tells the user-engagement and offers insights into audience preferences across continents.
- The Movies & TV Shows dashboard aids in strategic content planning and ensures a diverse and appealing entertainment selection for the audience, ultimately enhancing viewer engagement.
- The subscribers dashboard tells us which region has the most subscribers, facilitating targeted marketing efforts and strategic decision-making



FUTURE WORK

- Introduce a music platform for users.
- Since the recommendation system completely depends on user consumption behaviour Netflix can introduce mood analysis.
- Churn Rate could be reduced by providing new user experience such as introducing UI/UX experience.
- Enhancing Security for users personal data by creating a robust system and protect the users data from any kind of cyber attack.





THANK YOU!

By Calista Gonsalves & Sushmita Gupta

