Netflix and Chill 2.0

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Abstract

This report provides a short summary of the a breakdown of which genres are most profitbale, which studios are most liked, and what is most liked on Netflix.

1. Introduction

Data

Data is provided for lead movie studios in the *movies* data set. This data set provides insight into which movie genre is most profitable and most liked, according to the audience score and rotten tomatoes percent. The *titles* and *credits* data set contains information on the movies and shows present on the Netflix platform.

1.1. Most Profitable Movie Genre

Lets take a look at what genres are most profitable, as the more money accumulated from a movie type, indicates that more people have watched it. 1.1 provides the average profitability of each genre.

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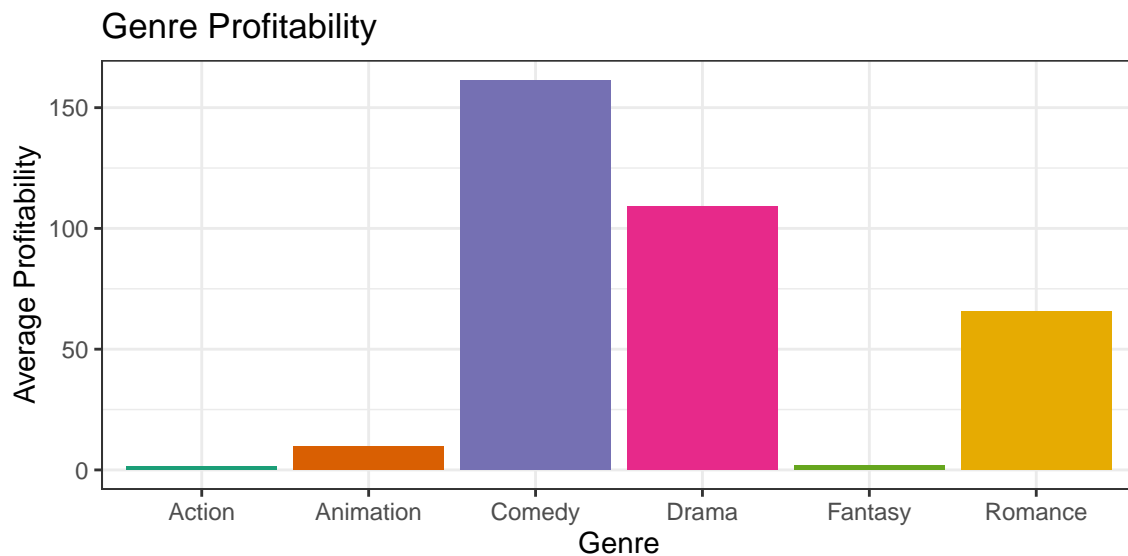*Email address:* 20772998@sun.ac.za (TasheN Naidoo)

Figure 1.1: Genre Profitability

There are three dominant genre categories if profitability is an objective for the firm. These are averages (in millions) for each category. This is an interesting insight into what movie genre's are most viewed, by consumers. Now lets take a look at the movie studios **??** ranked from least popular to most popular on the Audience score ratings. All the values are averages.

```
## # A tibble: 14 x 5
##    lead_studio          Audience_Score_percent Profitability World_Gross Rotten
##    <chr>                                 <dbl>         <dbl>       <dbl>  <dbl>
##  1 CBS                                      47          2.2         77.1     20
##  2 New Line                                 47          2.07        20.7     15
##  3 Lionsgate                                53          1.81        76.3      7
##  4 Warner Bros.                           58.3          3.21        173.    36.4
##  5 Paramount                              58.5          2.59        80.3    46.2
##  6 20th Century Fox                         61          2.53        78.4     49
##  7 Independent                            63.5          6.58        81.4    47.2
##  8 <NA>                                     64          3.31        92.6     39
##  9 Universal                              64.6          4.44        169.     59
## 10 The Weinstein Company                  68.7          1.22        23.3    71.7
## 11 Fox                                      69          4.51        120.    51.8
## 12 Sony                                   69.5          4.84        101.     52
## 13 Disney                                 71.9          7.41        289.    65.3
## 14 Summit                                 73.2          6.38        248.    39.2
```

This table shows that the Worldwide Gross income from a movie increases as the audience score increases. This intuitively makes more sense, as the more an audience likes a movie, the more they will influences others to watch it. This means that the Audience Score should be a good metric to guide what Studios should be included on the streaming platform.

2. The Best of Netflix

Netflix is a popular streaming platform that boasts about offering a variety of highly acclaimed genres to its audience. Lets take a look at their top ten movies and shows, according to the IMDB score. The IMDB score is my preferred metric, as it is a controlled opinionated platform. As movies and shows are subjective, I believe that this may offer a better indicator of how popular movies are, compared to the TMDB score. The TMDb score is crowd sourced, which means that there is possible bias present for the score rating. The Make Use of website provides good insight to support my choice.

```
## $Top_Movies
## # A tibble: 10 x 6
##    title                                  type   relea~1 genres tmdb_~2 imdb_~3
##    <chr>                                  <chr>    <dbl> <chr>    <dbl>   <dbl>
##  1 No Longer Kids                         MOVIE     1979 comed~     7.7       9
##  2 Chhota Bheem & Krishna in Mayanagari   MOVIE     2011 anima~     5.1       9
##  3 C/o Kancharapalem                      MOVIE     2018 drama      7.6       9
##  4 David Attenborough: A Life on Our Planet MOVIE   2020 docum~     8.5       9
##  5 Forrest Gump                           MOVIE     1994 drama~     8.5     8.8
##  6 Inception                              MOVIE     2010 scifi~     8.4     8.8
##  7 Sky Tour: The Movie                    MOVIE     2020 docum~      NA     8.8
##  8 Bye Bye London                         MOVIE     1982 comed~     7.5     8.7
##  9 A Lion in the House                    MOVIE     2006 docum~     6.5     8.7
## 10 Anbe Sivam                             MOVIE     2003 comed~     7.5     8.7
## # ... with abbreviated variable names 1: release_year, 2: tmdb_score,
## #   3: imdb_score
##
## $Top_Shows
## # A tibble: 10 x 7
##    title                 type   release_year genres   seasons tmdb_~1 imdb_~2
##    <chr>                 <chr>         <dbl> <chr>      <dbl>   <dbl>   <dbl>
##  1 Khawatir              SHOW           2005 "reali~       11      NA     9.6
##  2 #ABtalks              SHOW           2018 ""             1      NA     9.6
##  3 Breaking Bad          SHOW           2008 "drama~        5     8.8     9.5
```

```
##  4 Avatar: The Last Airbender SHOW          2005 "scifi~      3    8.7    9.3
##  5 Our Planet                SHOW          2019 "docum~      1    8.8    9.3
##  6 Kota Factory              SHOW          2019 "drama~      2    8.2    9.3
##  7 Reply 1988                SHOW          2015 "comed~      1    8.7    9.2
##  8 My Mister                 SHOW          2018 "drama~      1    8.9    9.2
##  9 Who Rules The World       SHOW          2022 "drama~      1    8.7    9.2
## 10 The Last Dance            SHOW          2020 "docum~      1    8.2    9.1
## # ... with abbreviated variable names 1: tmdb_score, 2: imdb_score
```

The above table shows Netflix's top ten shows and movies. It appears that Netflix's most recent shows, from the past 5 years, are the highest scored. It also appears that short lived shows, one season wonders, are highly rated compared to the shows with longer seasons. The top ten movies mainly consist of the drama genre, as half of the top ten are dramas.This correlates to the genre breakdown in 1.1.

3. Conclusion

When looking at Netflix's top ten shows/movies and what genre is most profitable, it is clear that shorter series are highly rated, and drama's and comedy is a necessity - for profitability and high audience and critic scores.