

## User Documentation

Thi Van Anh DUONG Student ID: 90023112

Diploma of Information Technology, Curtin College

FOP1005: Fundamentals of Programming

Coordinator: Jason Brown

10 April 2022

### Student Declaration of Originality

<input checked="" type="checkbox"/>	This assignment is my own original work, and no part has been copied from another student's work or source, except where it is clearly attributed.
<input checked="" type="checkbox"/>	All facts/ideas/claims are from academic sources are paraphrased and cited/referenced correctly.
<input checked="" type="checkbox"/>	I have not previously submitted this work in any form for THIS or for any other unit; or published it elsewhere before.
<input checked="" type="checkbox"/>	No part of this work has been written for me by another person.
<input checked="" type="checkbox"/>	I recognise that should this declaration be found to be false, disciplinary action could be taken and penalties imposed in accordance with Curtin College policy.

### Electronic Submission:

<input checked="" type="checkbox"/>	I accept that it is my responsibility to check that the submitted file is the correct file, is readable and has not been corrupted.
<input checked="" type="checkbox"/>	I acknowledge that a submitted file that is unable to be read cannot be marked and will be treated as a non-submission.
<input checked="" type="checkbox"/>	I hold a copy of this work if the original is damaged, and will retain a copy of the Turnitin receipt as evidence of submission.

# Table of contents

10 April 2022

3	Abstract
4	Background
5	Methodology
6	Results
9	Conclusion and Future Work
10	References



## **Abstract**

The purpose of this program is to help Disney gain insight into movies contents for Netflix by processing 8790 movies according to genres, release years and ratings, from that they can improve their streaming service, Disney Plus. In this program, we will find out more about how many movies were released each year, how that comes and changes over times, what genres are popular in which year and the relationship between viewers and ratings. As a result, this will be the rich source of information to highly recommend Disney modify their content as well as their content strategy in the future.

## Background

As a Data Analyst for Disney, a fantastic enterprise. I developed a tool that assists them in improving their streaming service, Disney Plus, by analysing data from their Netflix competitor. This will provide Disney with a greater understanding of what Netflix watcher enjoy watching, allowing them to customise their material accordingly.

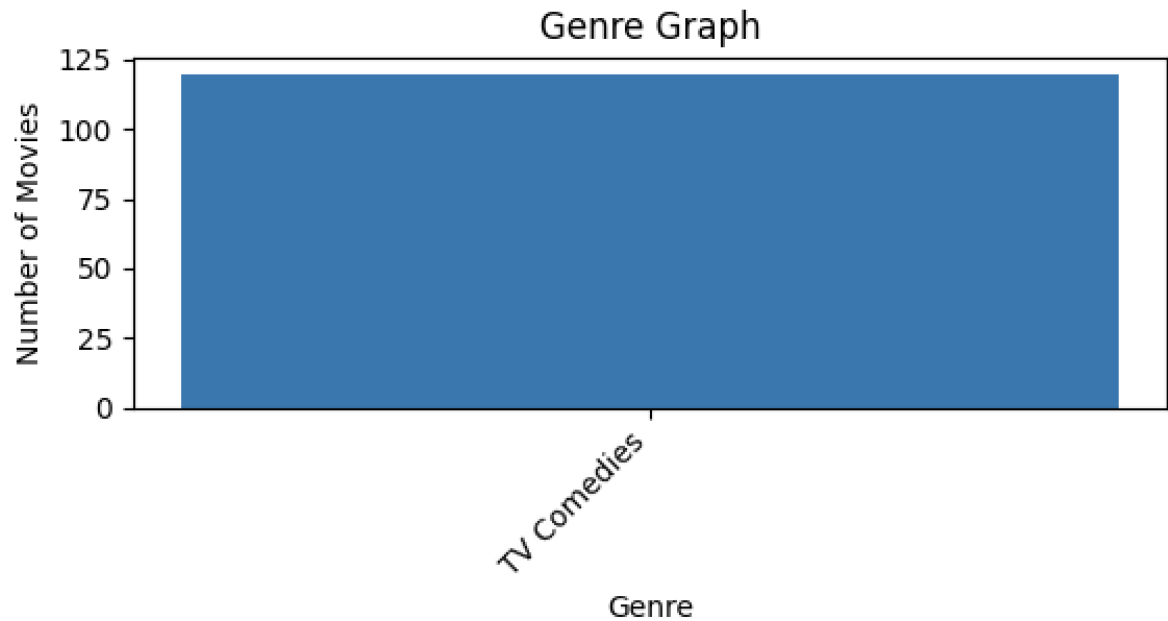
In this report, I will compare 8790 movies and TV shows from various genres, release years, and content ratings to Netflix data.

The program I create is to read data movies from netflix.csv which was posted in Moodle page.

<https://moodle.curtincollege.edu.au/mod/ncmzoom/view.php?id=311827>



And this is displayed by a graph:



Similarly with release year:

```
~~~~~WELCOME TO MY NETFILX PROGRAM  9(^_^)8 ~~~~~

Enter the option - (A)dd filters, (P)rint names, (G)raph data or e(X)it: a

~~~~~NOW LET'S ADD A FILTER THAT YOU WANT  0_0) ~~~~~

Please choose a filter type - (G)enre, Release (Y)ear, (R)ating:  y

*~~~~~*~~~~~*~~~~~*~~~~~*~~~~~*~~~~~*~~~~~*
Choose a year between 1925 and 2021 :

Please choose a minimun year: 2001
Please choose a maximun year: 2015
```

Total movies: **2581**

```
Movies:
The Trust : Discovering the location of a vault where a drug ring keeps its riches two run-of-the-mill Las Vegas cops hatch a dicey plan to burgle it.

Movies:
The Witch : Believing that a witch has cursed their family pilgrims homesteading on the edge of a primeval New England forest become increasingly paranoid.

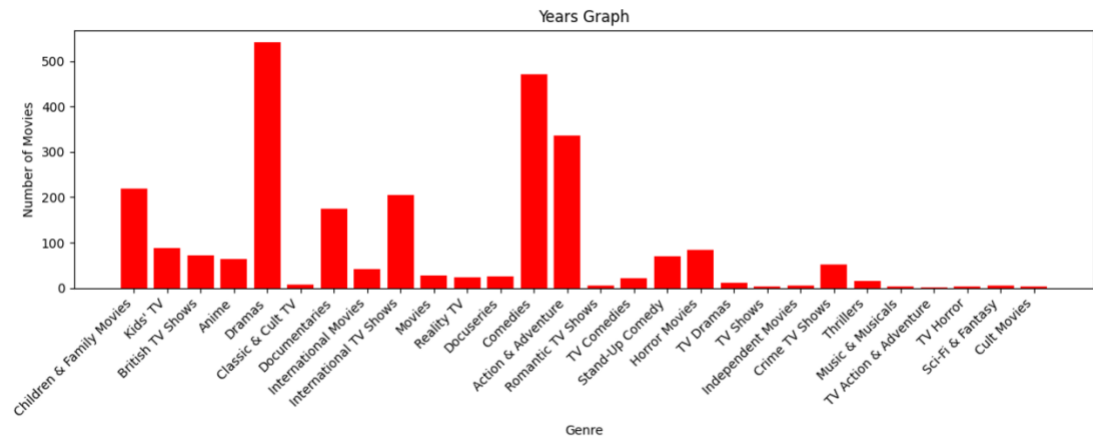
Movies:
Trumbo : When he is blacklisted by Hollywood for his leftist political views screenwriter Dalton Trumbo struggles to find work in secret as a ghost writer.

Movies:
We Are Your Friends : An ambitious young DJ who knows how to work a crowd puts everything at risk for a budding relationship with his mentor's girlfriend.

Movies:
While We're Young : A documentary filmmaker struggling with a creative block meets a vibrant young hipster couple who initially bring new energy into his li
fe and work.

Total movies: 2581
```

Bar graph:



And rating:

```
~~~~~WELCOME TO MY NETFILX PROGRAM  9(^_^)6  ~~~~~

Enter the option - (A)dd filters, (P)rint names, (G)raph data or e(X)it: a

~~~~~NOW LET'S ADD A FILTER THAT YOU WANT  0_0)  ~~~~~

Please choose a filter type - (G)enre, Release (Y)ear, (R)ating:  r

Rating list:  ['G', 'PG', 'PG-13', 'M', 'MA', 'R']
Choose a low rating: m
Choose a high rating: r
```

Total movies: **6163**

```
Movies:
The Seventh Day : An inexperienced priest teams up with a hardened exorcist to stop the demonic possession of a young boy. But darkness lies where they least expect it.

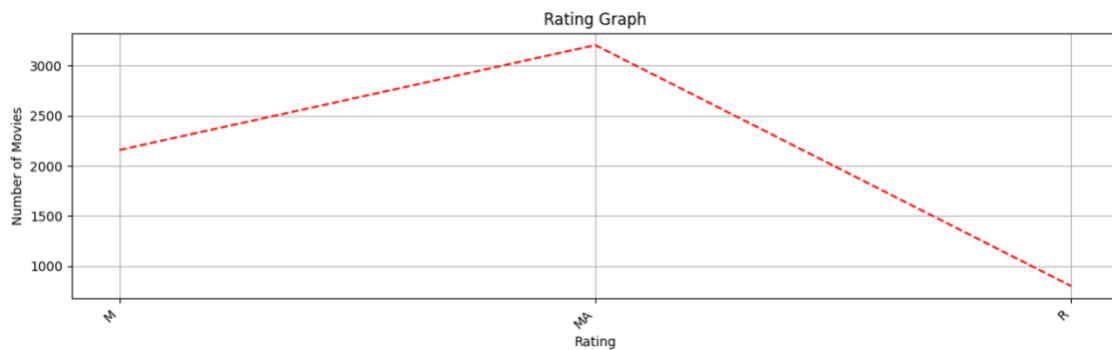
Movies:
The Vault : A genius engineer and his crew of amateur thieves plot a scheme to seize a legendary lost treasure hidden in a fortress beneath the Bank of Spain.

Movies:
The White Tiger : The ambitious driver for a rich Indian family uses his wit and cunning to escape from poverty and become an entrepreneur. Based on the bestselling novel.

Movies:
The Woman in the Window : Confined to her home by agoraphobia a psychologist becomes obsessed with her new neighbors – and solving a brutal crime she witnesses from her window.

Total movies: 6163
```

And the line graph:



If I don't want to choose the movies separately based the aforementioned kind. In this case I want to see which kind of movies released between 2020-2021 that suitable for children. It still can work:

```
~~~~~WELCOME TO MY NETFILX PROGRAM  9(^_^)8 ~~~~~

Enter the option - (A)dd filters, (P)rint names, (G)raph data or e(X)it: a

~~~~~NOW LET'S ADD A FILTER THAT YOU WANT  0_0 ~~~~~

Please choose a filter type - (G)enre, Release (Y)ear, (R)ating: y

*~~~~~*~~~~~*~~~~~*~~~~~*~~~~~*~~~~~*~~~~~*
Choose a year between 1925 and 2021 :

Please choose a minimun year: 2020
Please choose a maximun year: 2021

Enter the option: (A)dd filters, (P)rint names, (G)raph data or e(X)it: a

~~~~~NOW LET'S ADD A FILTER THAT YOU WANT  0_0 ~~~~~

Please choose a filter type - (G)enre, Release (Y)ear, (R)ating: r

Rating list: ['G', 'PG', 'PG-13', 'M', 'MA', 'R']
Choose a low rating: G
Choose a high rating: PG-13
```



**412** movies are found !

```

Movies:
The Paper Tigers : After reuniting as middle-aged men three kung-fu prodigies must set their differences aside and dust off their skills to avenge their be
oved mentor.

Movies:
The Starling : A woman adjusting to life after a loss contends with a feisty bird that's taken over her garden – and a husband who's struggling to find a w
y forward.

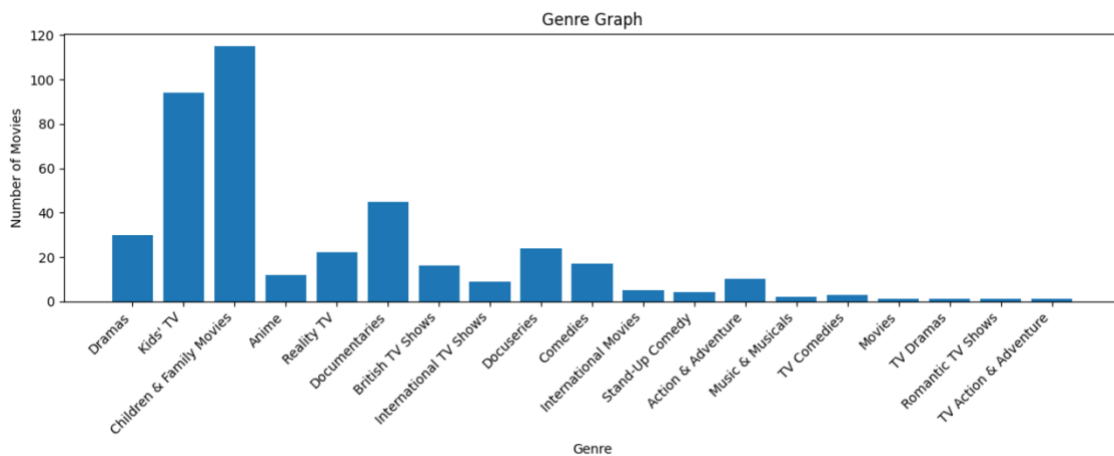
Movies:
Thunder Force : Two childhood best friends reunite as an unlikely crime-fighting superhero duo when one invents a formula that gives ordinary people superp
wers.

Movies:
Worth : In the wake of the Sept. 11 attacks a lawyer faces an emotional reckoning as he attempts to put a dollar value on the lives lost. Based on real eve
ts.

Total movies: 412

```

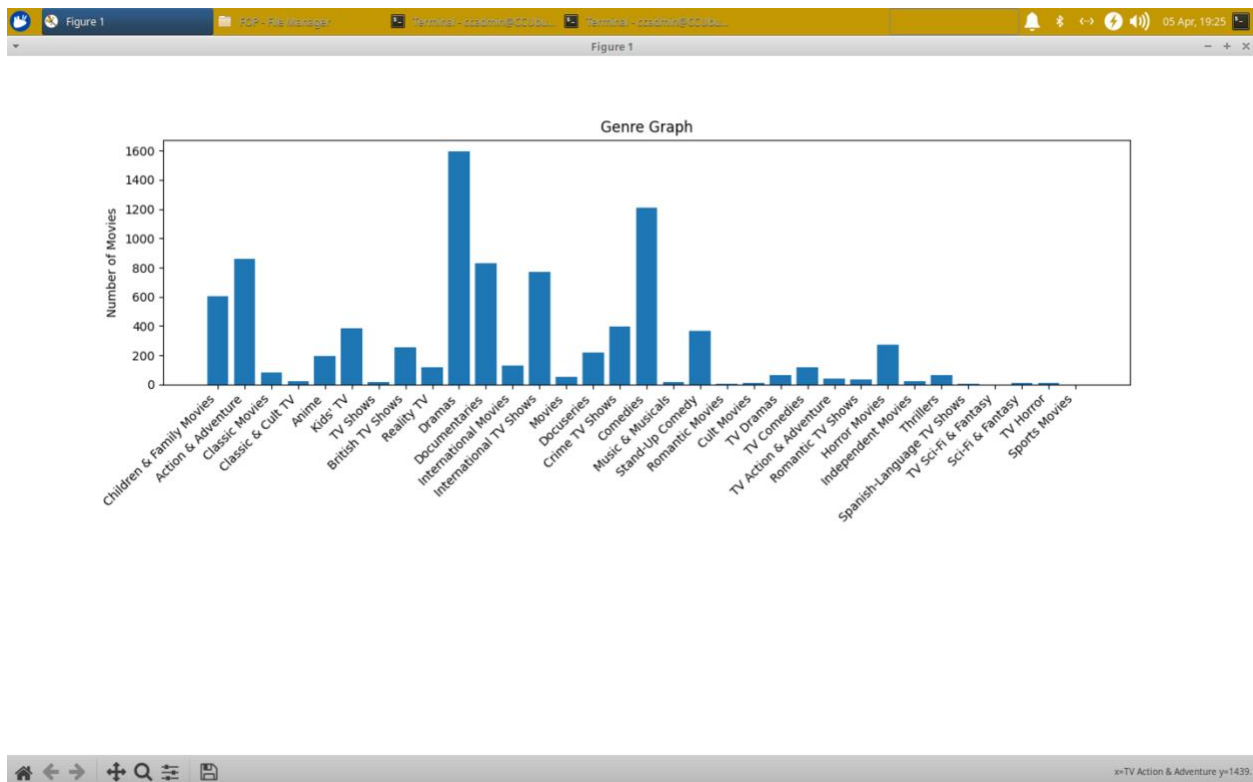
And let's check which kinds of genre are released in this period:



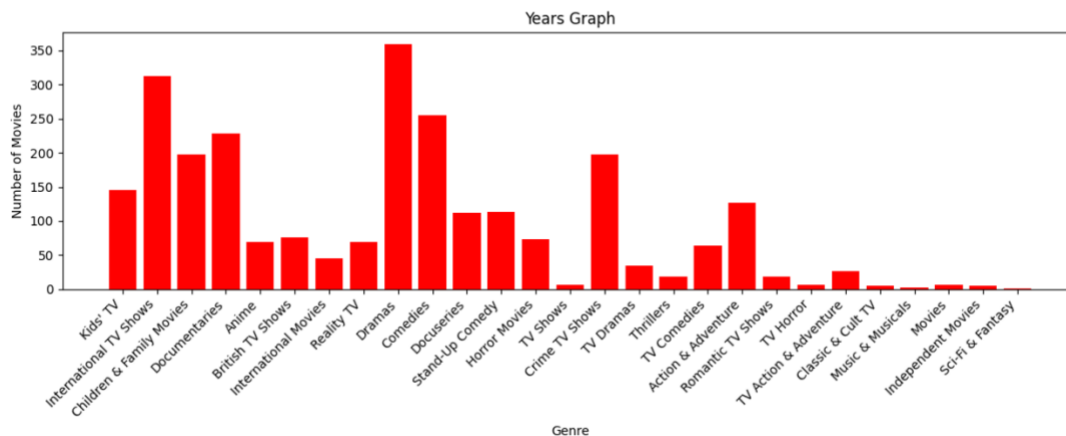
Obviously, you can see when using this filter program we can save time and process the data quickly without needing much effort.

## Result

Overall, from 1925 to 2021, Dramas and Comedies are two genres being popular among followers with nearly 1590 and 1240 movies produced respectively, followed by Action & Adventure (900 movies), Documentations (880 movies) and 820 movies in International TV Shows. By contrast, none of movies is manufactured for TV Sci-Fi & Fantasy over the shown years.

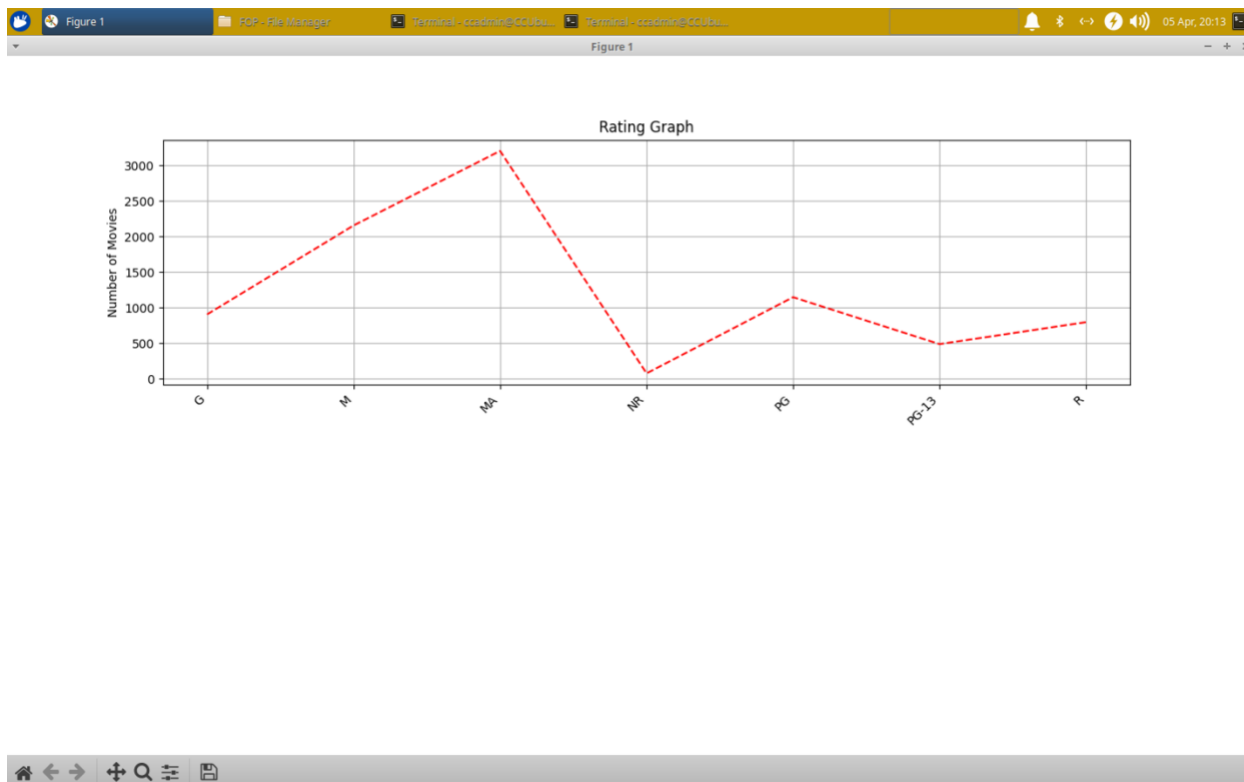


Let's take a look at those movies released recently.



International TV Shows witnessed a breakthrough when it took over Comedies to lead the second position at approximately 330 movies. However, Dramas still preferred by most of viewers throughout the assessed years.

Next: Rating Graph



Between 1925 and 2021, most of movies are for mature follower (MA) which reached up to 3500 movies, whereas, only 500 movies are allowed for children under 13 (PG-13). Especially, Not Rated movies seemed to be less ubiquitous.

## **Conclusion and Future Work**

**Conclusion:** It can be said that the more mature the content is, the more it grabs people attention. Additionally, if a movie is not judged or categorized, people will not put that in mind and find another content that more suit for them.

Additionally, Disney should focus more in developing Drama and Comedies content as well as try to rate every movie when release them in order to help customer save time when it comes choose movies properly without watching it beforehand. In addition, with the ever-increasing of globalization, International TV Shows are also popular among viewers, so Disney should investigate more in this genre to reach the potential viewers.

**Future Work:** Disney should concentrate on cooperating with dramas and comedies producers, as well as employing actors who are famous in these genres. In addition, Disney's content department must keep up with global knowledge and current young trends in order to make appropriate films. Apart from these genres, Disney should also try to diverse their genres to provide to viewers diverse options in Disney Plus platform. Regarding to rating, they should produce more Mature movies and try to avoiding not rating films before releasing it.

## References

Munro, M. (2006). *Report writing. Chambers desktop guides.*

<http://ebookcentral.proquest.com.ezproxy.newcastle.edu.au/lib/newcastle/reader.action?docID=350621&ppg=55>

The University of Newcastle. (n.d.) *Report Writing: What is the differences between a report and an essay?*

[https://www.newcastle.edu.au/\\_data/assets/pdf\\_file/0008/333773/LD-Report-Writing-LH.pdf](https://www.newcastle.edu.au/_data/assets/pdf_file/0008/333773/LD-Report-Writing-LH.pdf).