

# **Final Project**

## **Netflix Movies and TV Shows**

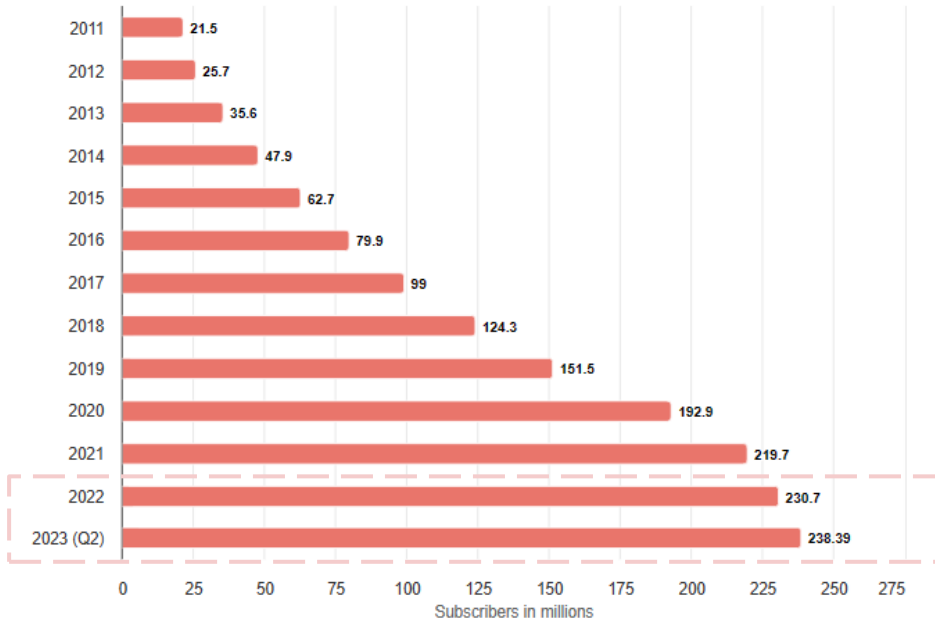
**Personal Project by:**  
**NGUYEN TRI THUC**



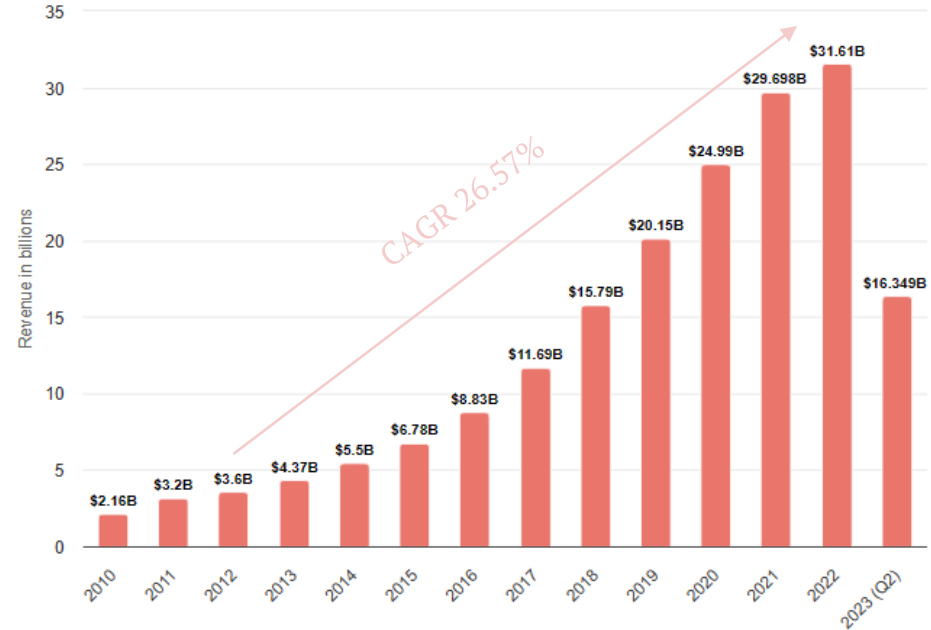
**Topic: How has the distribution  
of Netflix content evolved by  
release year and rating?**

# Overview

## Netflix Subscriber Count Over the Years



## Netflix's Revenue Over the Years



## Table Content:

- Introduce dataset
- Exploratory Data Analysis
- Data cleaning
- Data visualization
- Conclusion



# Data overview:

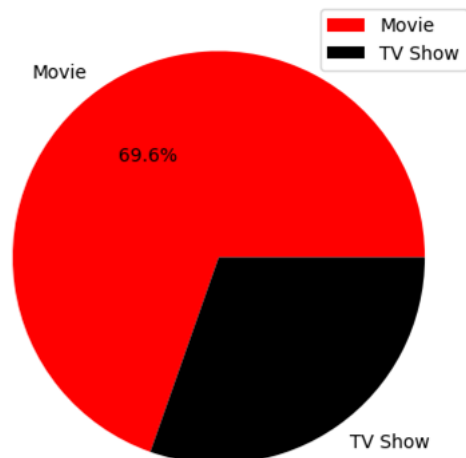
- The dataset used in this project comes from [Kaggle.com](#).
- Data size: 8807 rows and 12 columns.
- Null percentage in dataset: **country: 9.4%; rating: 0.7%; date\_added: 1.1%** - The null values in the dataset could be due to various reasons such as missing data, data corruption, or data entry errors
- Transform into **year\_added, month\_added, quarter\_added, day\_of\_week** from **date\_added**.
- New column **target\_ages** from column rating to Age ratings of TV shows and movies, top genres by age rank.

## Attribute Information:

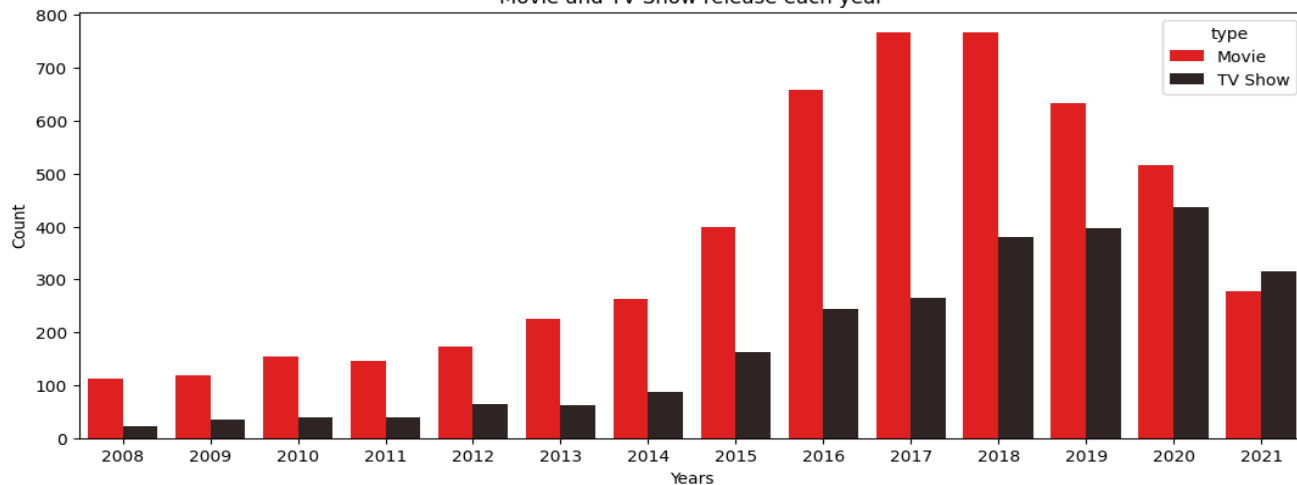
<ul style="list-style-type: none"><li>• <b>show_id</b>: Unique ID for every Movie/ TV Show</li></ul>	<ul style="list-style-type: none"><li>• <b>date_added</b>: date it was added on Netflix</li></ul>
<ul style="list-style-type: none"><li>• <b>type</b>: Identifier - a movie or tv show</li></ul>	<ul style="list-style-type: none"><li>• <b>release_year</b>: actual release year of the movie/ tv show</li></ul>
<ul style="list-style-type: none"><li>• <b>title</b>: title of the movie/ tv show</li></ul>	<ul style="list-style-type: none"><li>• <b>rating</b>: tv rating of the movie/ tv show</li></ul>
<ul style="list-style-type: none"><li>• <b>director</b>: director of the movie</li></ul>	<ul style="list-style-type: none"><li>• <b>duration</b>: minutes or number of seasons</li></ul>
<ul style="list-style-type: none"><li>• <b>cast</b>: actor/ actress involved in the movie/ tv show</li></ul>	<ul style="list-style-type: none"><li>• <b>listed_in</b>: genres</li></ul>
<ul style="list-style-type: none"><li>• <b>country</b>: country where the movie/ tv show was produced</li></ul>	<ul style="list-style-type: none"><li>• <b>description</b>: the summary description</li></ul>

# Movies are the dominant content offered by Netflix

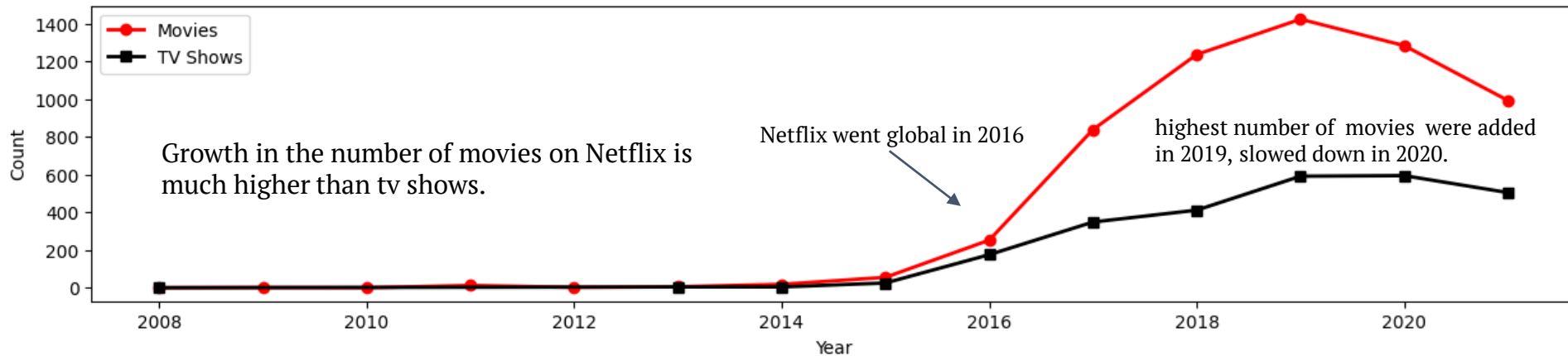
Total Number of Show Types



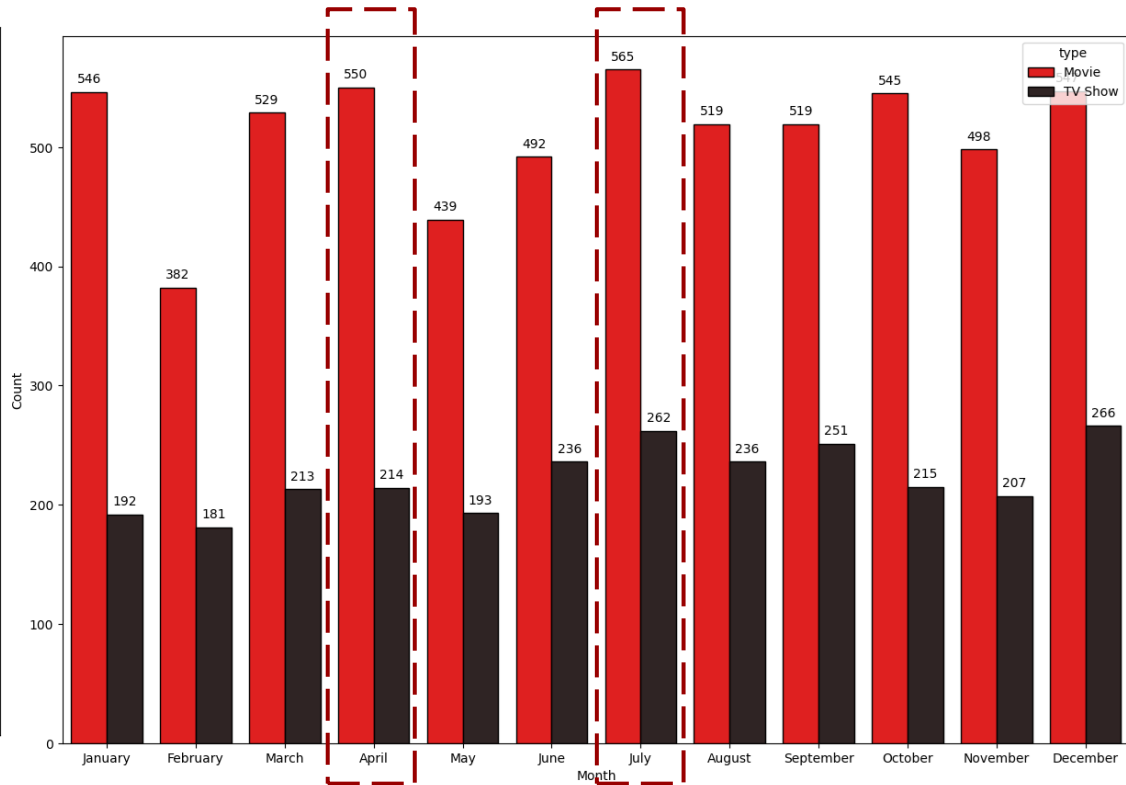
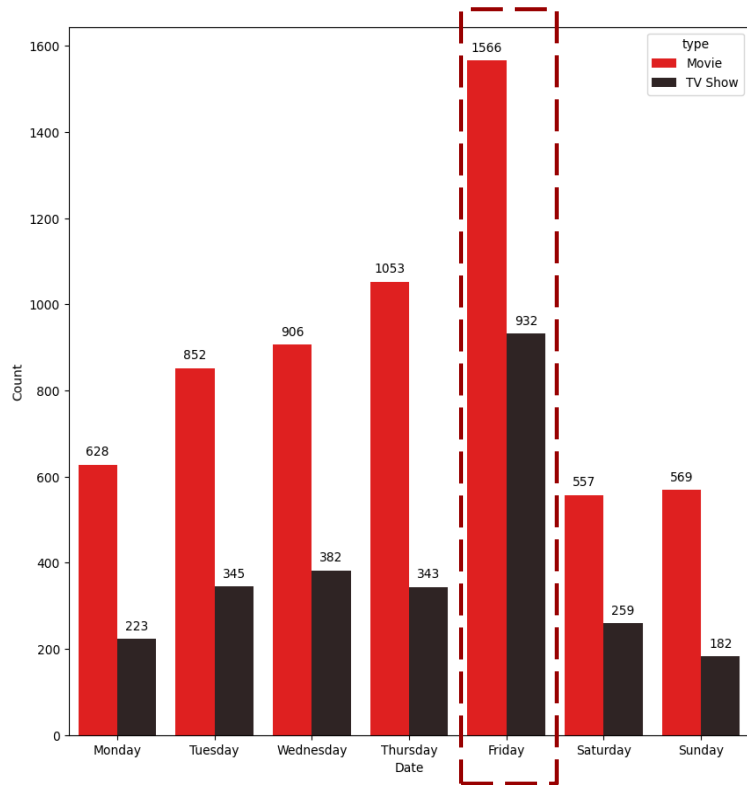
Movie and TV Show release each year



Movie and TV Show added over time

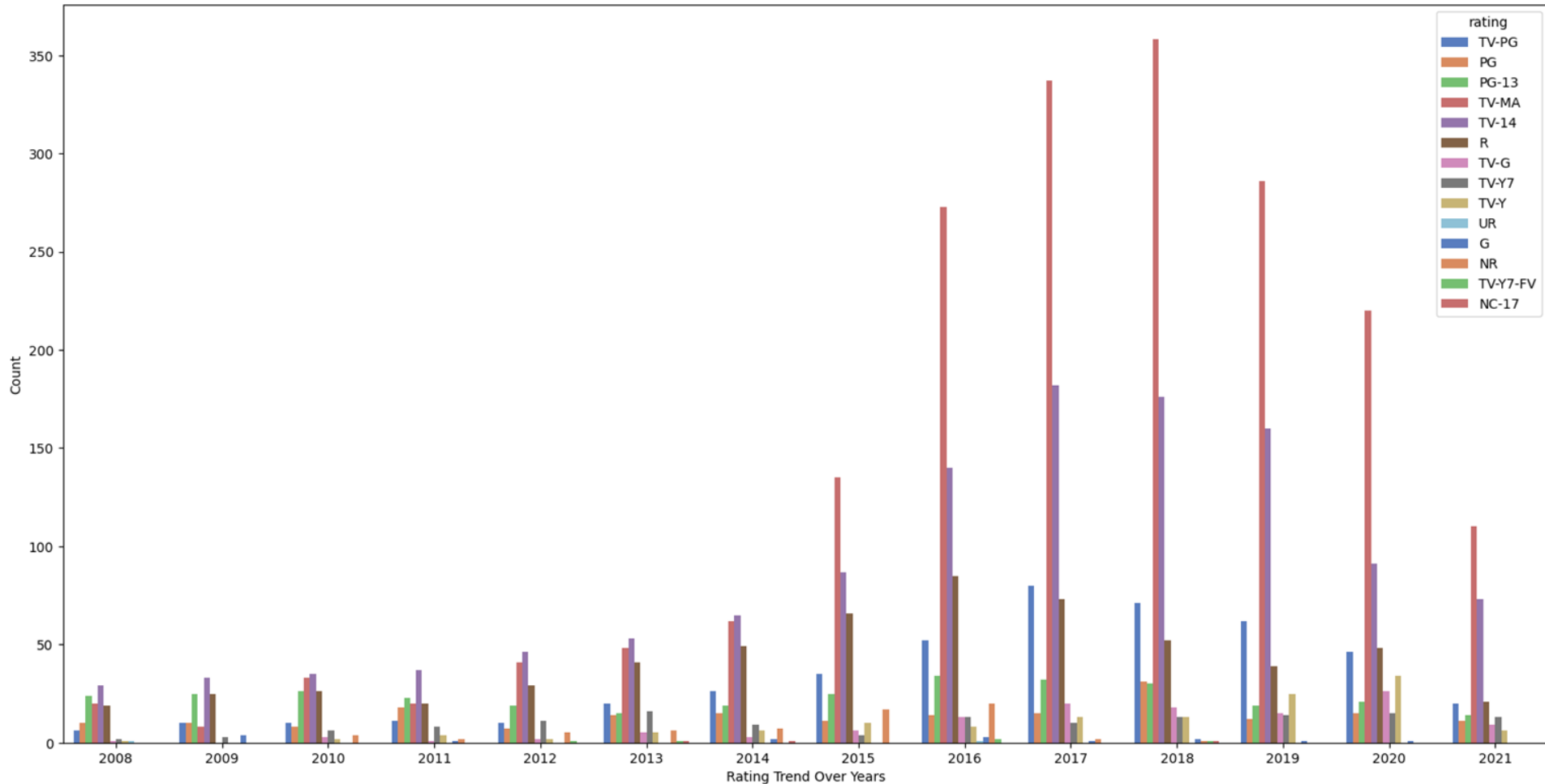


# Distribution content by **time**



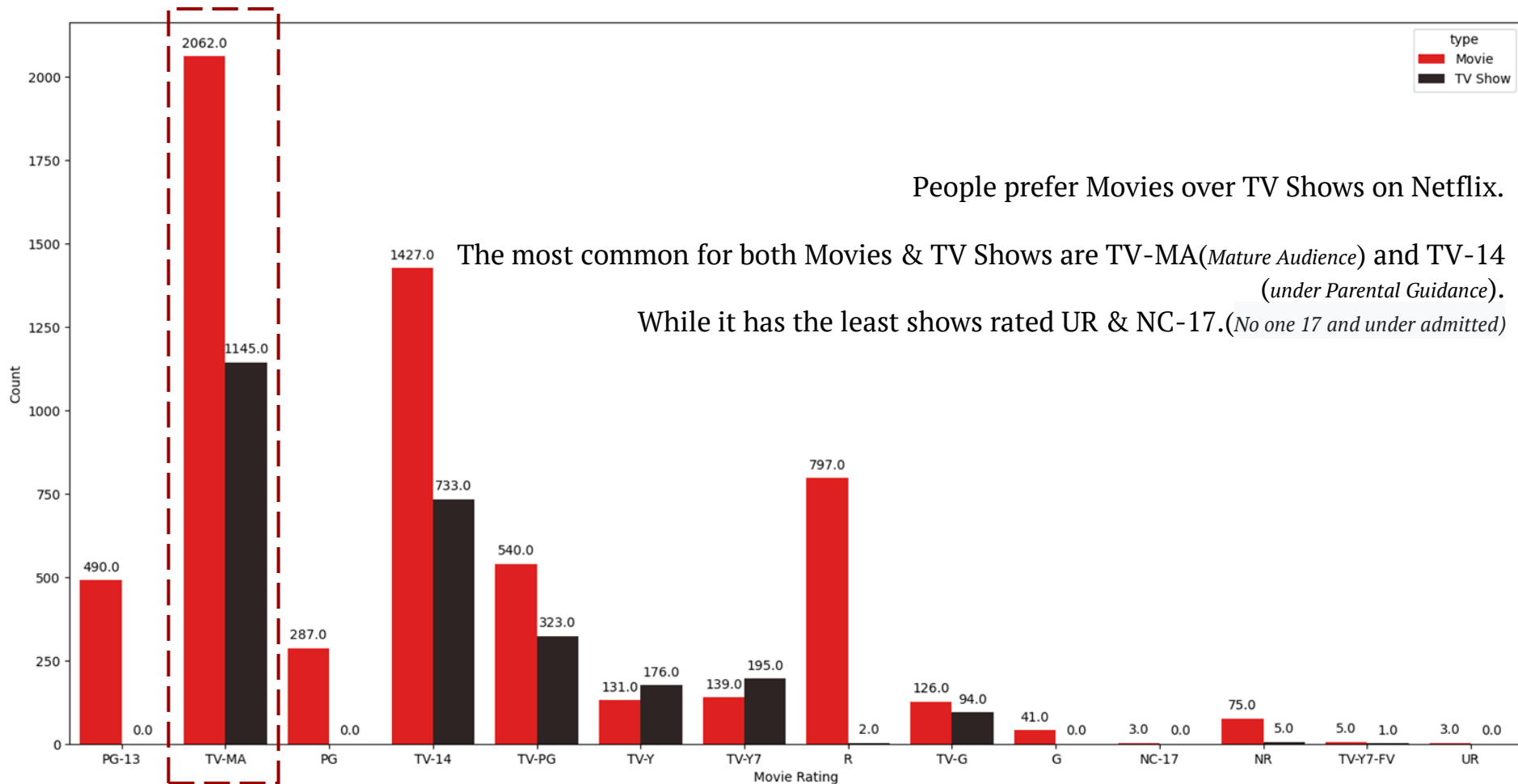
- The most movie additions on Netflix are **July and April** - In summer people have more leisure time, school vacations encourage family outings, the pleasant weather in western countries like US & UK attracts indoor activities, and international holiday periods widen the audience base.
- **December and January**, around Christmas and New Year, also see a significant number of additions, likely due to the festive season, making it a good time for movie releases on Netflix.
- **Friday** is the best day followed by **Thursday**

# Trend rating by year

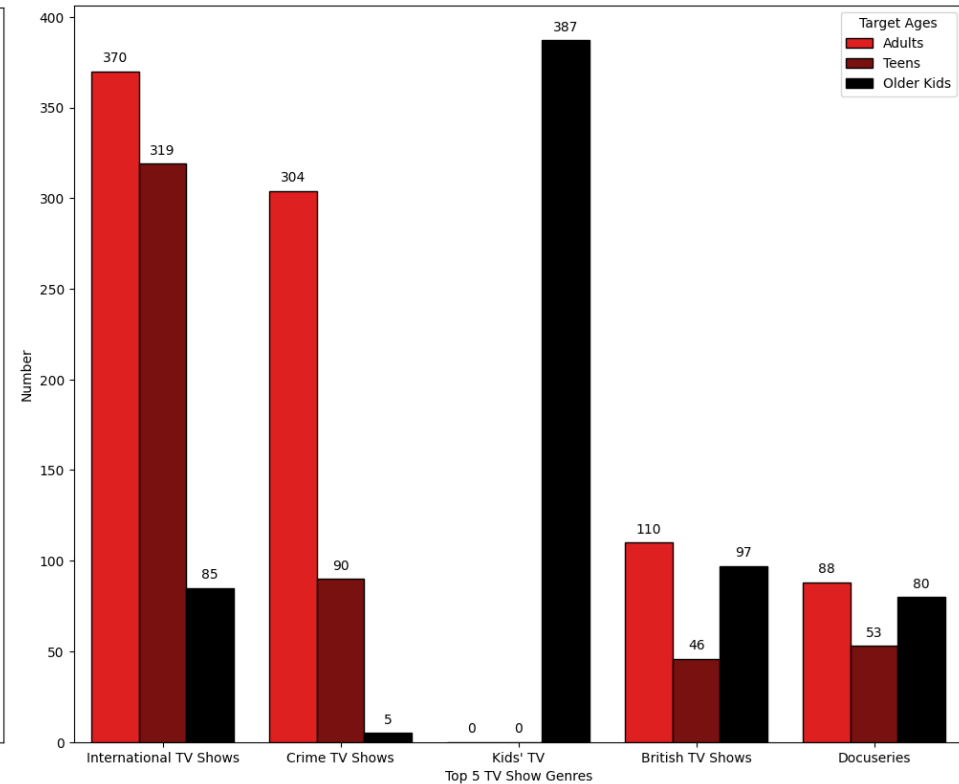
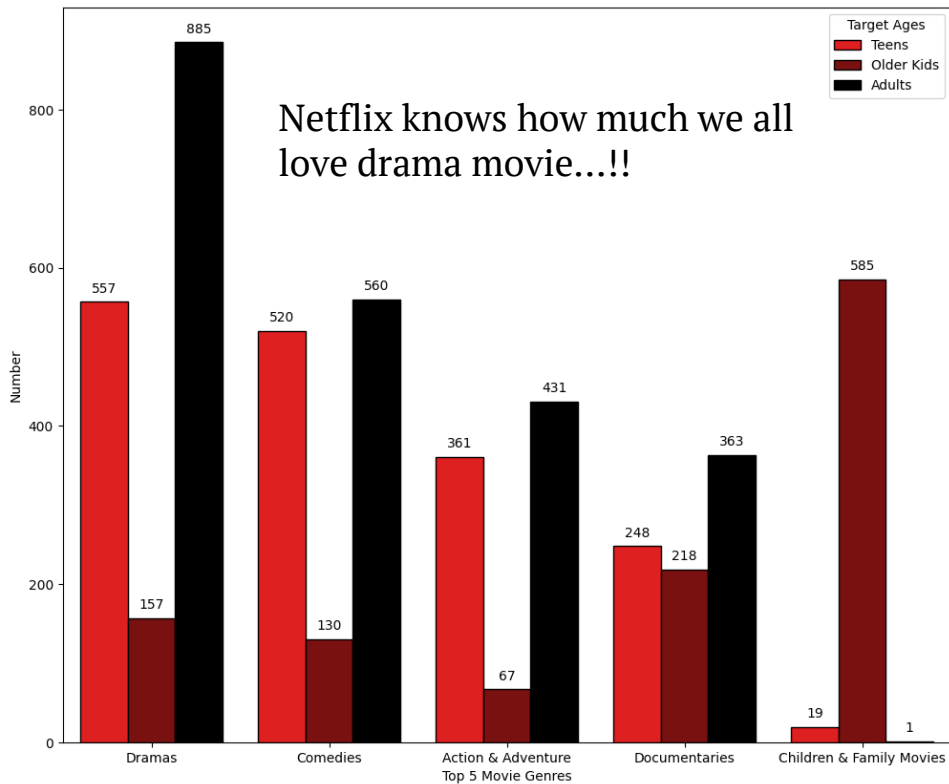




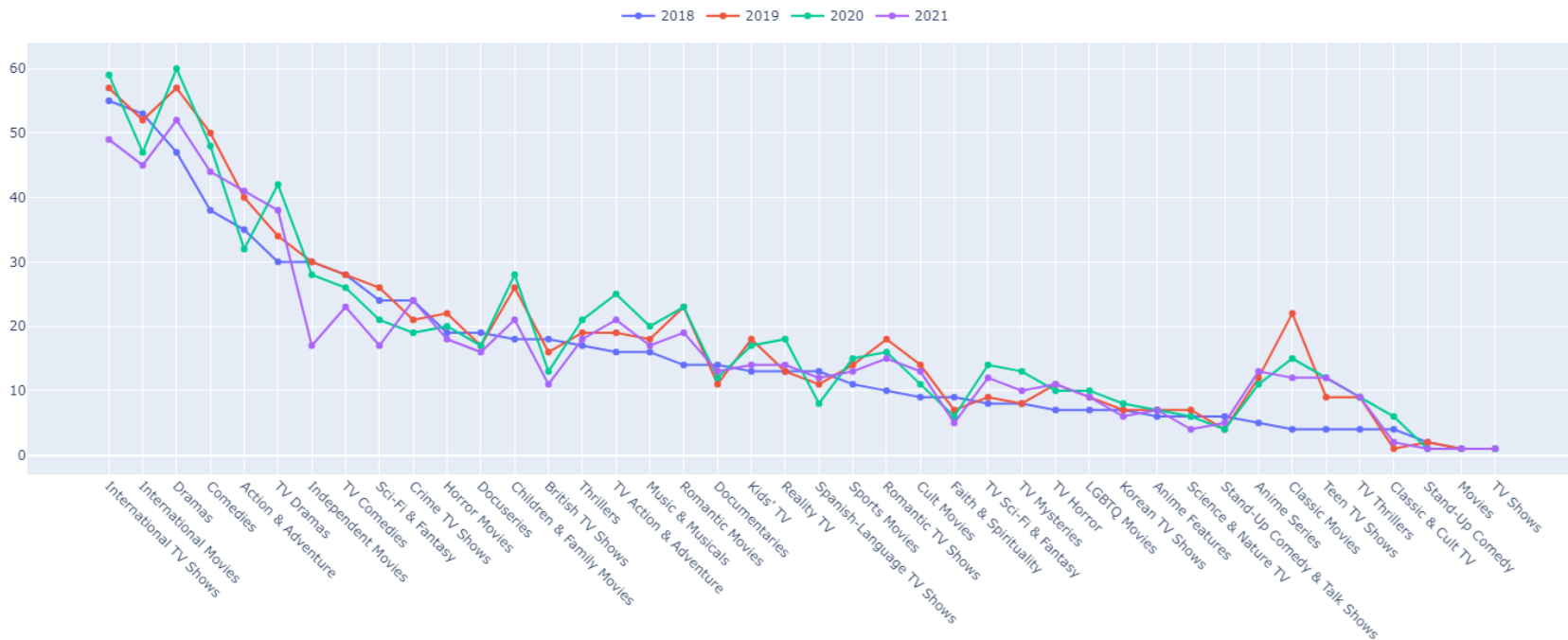
# Count of each rating genre



# Distribution Genres by Target Ages

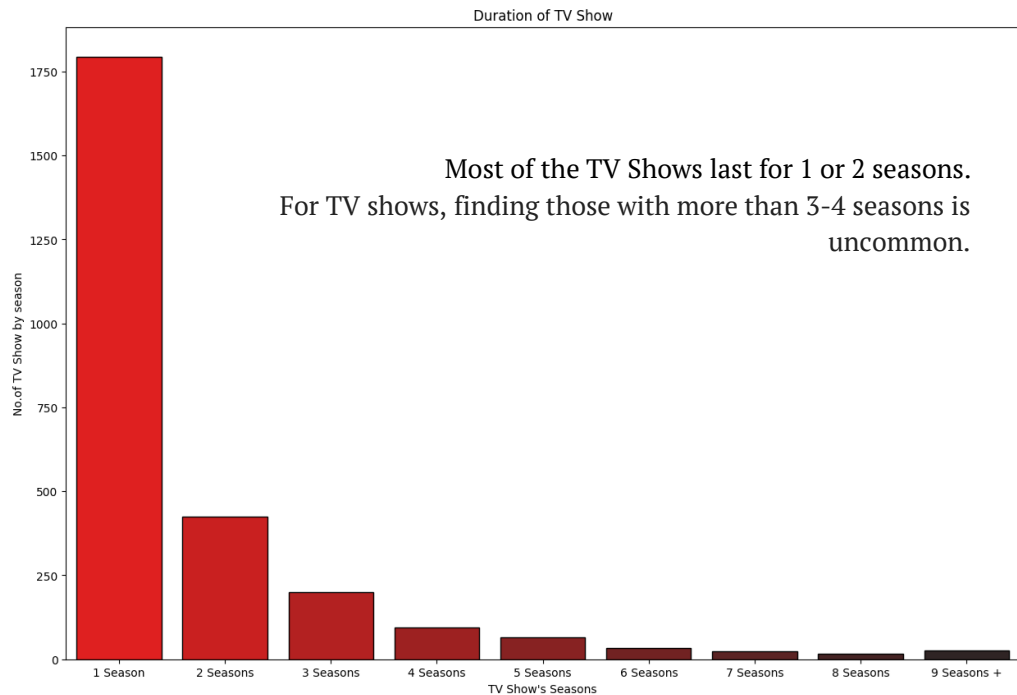
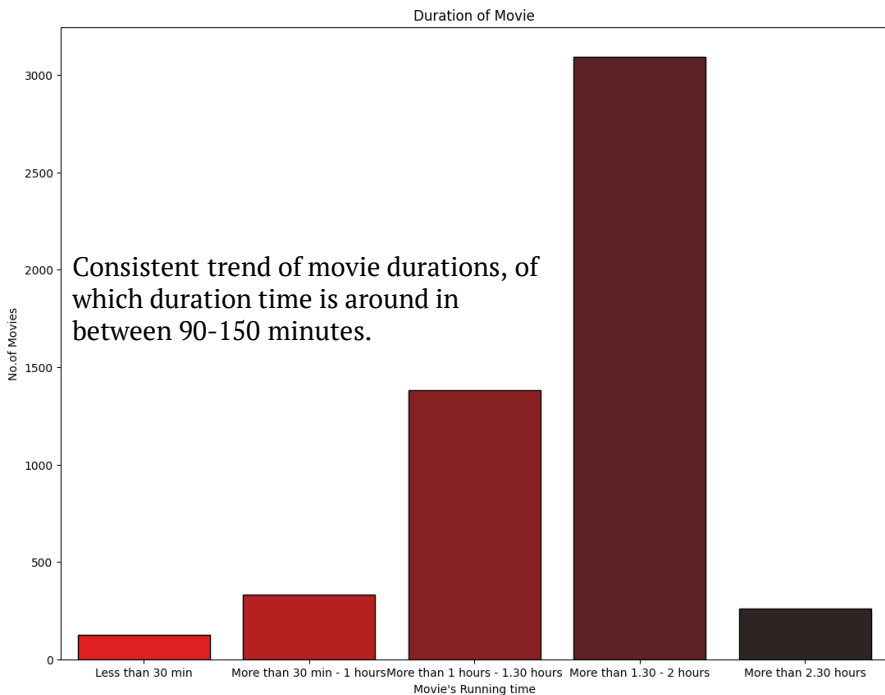


# Most genres added recent years



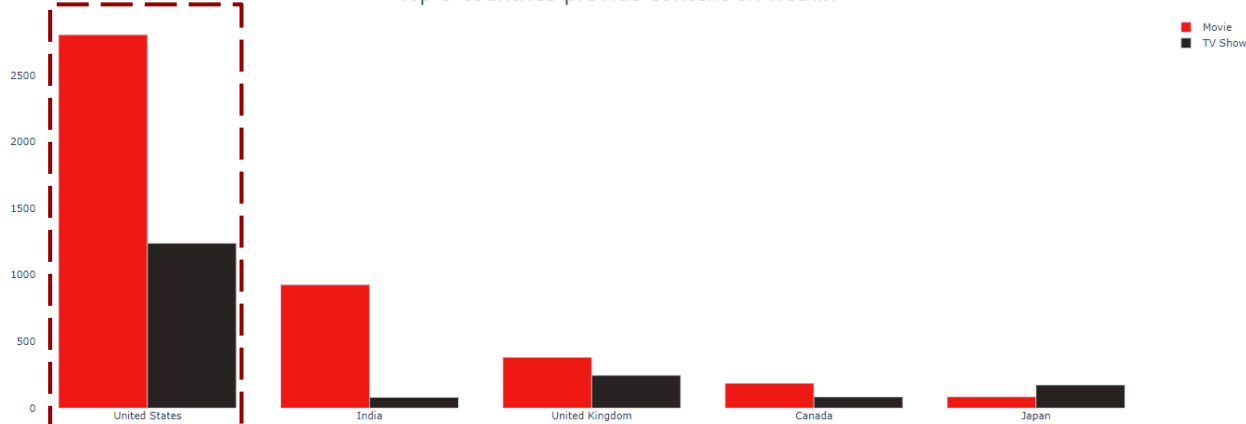
- There are more Movies than Tv Shows on Netflix, which might be enough to assume that Netflix focuses more on Movies than Tv Shows. But the data proves this assumption wrong.
- The above scatter plot shows that Netflix has been adding many International Tv Shows, Tv Dramas, Tv Comedy Shows and many more tv shows in the recent years compared to Movies.
- From this observation, Netflix might be shifting slowly towards Tv Shows.

# Distribution of Movie Lengths and TV Show Episode Counts



# Trends of countries on Netflix

Top 5 countries provide content on Netflix

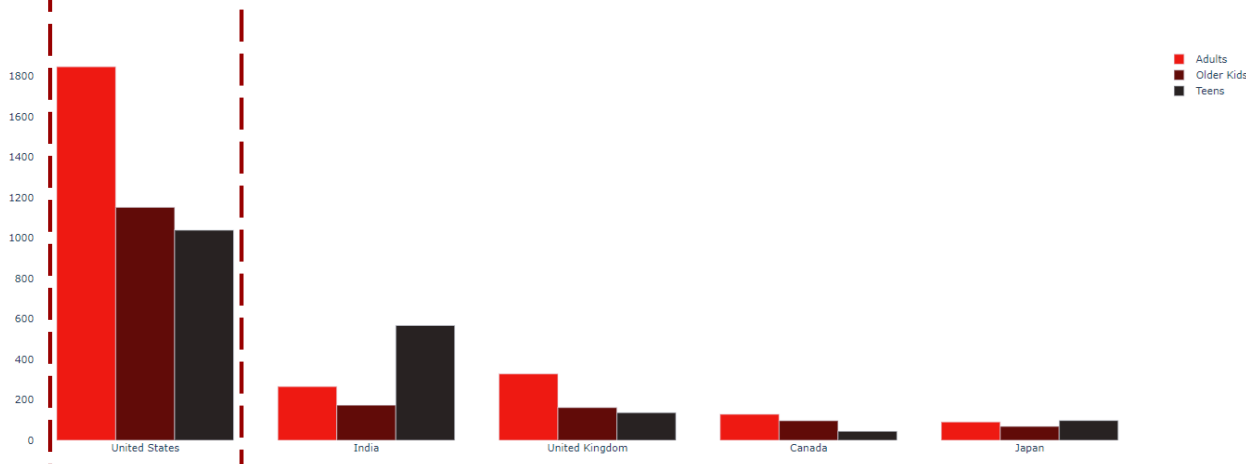


**United States** is the top country where Netflix is popular

**Bollywood** focus of this industry is **Movies** and not TV Shows - **India** is the ranked **second largest contributor**

The popularity of **Japanese** major players in the realm of TV shows - **Anime** is an industry in Japan

Target ages proportion of total content by country



Very interesting results.

Here we see interesting differences between countries. Most shows are targeted to **teens, for instance**.

It is also interesting to note similarities between culturally similar countries - the US & UK are closely aligned with their Netflix target ages, yet vastly different to say, India or Japan!.



### 3. Conclusions:

- It was interesting to find that majority of the content available on Netflix is Movies, but in the recent years it has been focusing more on TV Shows.
- **July** emerged as the month when Netflix adds the most content, closely followed by **December**, indicating a strategic approach to content release.
- **United States** and **India** are among the top 5 countries that produce all of the available content on the platform.
- **TV-MA tops the charts**, indicating that mature content is more popular on Netflix. The typical age of a Netflix user is **individuals aged 18-49**. ⇒ Most of the audience is of mature age.
- Most **TV shows** on Netflix have **one season**, suggesting a preference for shorter series among viewers.
- The distribution of **ratings** over the years offers insights into the evolving content landscape and audience reception.
- Words like **love, life, family**, and **adventure** were frequently found in titles and descriptions, capturing recurring themes in Netflix content.
- Our data analysis journey showcased the power of data in unraveling the mysteries of Netflix's content landscape, providing valuable insights for viewers and content creators.

### 4. Suggestion:

- Since TV Shows are in trending, we need to produce more shows in popular **Genre**.
- TV Shows with less seasons and movies with 90-120 mins duration on 'Dramas' & 'Comedies' Genre is preferable.
- Since, USA and Canada have similar popularity in Genre, but have less movies in Canada. We can produce more to increase business in Canada. Similarly, India has common interest. We can provide movies to attract both Audience.
- Produce more dramatic film content, because this is popular film content.
- Target 18-49 years old to keep up with Movie and TV series trends because this is the age group with the most popular viewers.

The Netflix logo, consisting of the word "NETFLIX" in white, sans-serif capital letters on a red rectangular background. The background of the entire slide is a dark, dimly lit room with a couple lying in bed, looking at a television screen that displays the Netflix logo.

NETFLIX

**Thank You For  
Attention**

December 2023



## reference source

1. [Netflix: The New Golden Age of Television? - The Atlantic](#)
2. [In 2015, Netflix Became a TV Network. Where Does It Go From Here? | WIRED](#)
3. [Netflix Is Now Available Around the World - About Netflix](#)
4. [Motion Picture Association film rating system - Wikipedia](#) - for meaning ratings system
5. [A Case Study On Netflix Marketing Strategy \(safalta.com\)](#) - target market audi
6. [South Korea and Japan Emerge as Key Battlegrounds in the Streaming Wars – The Hollywood Reporter](#)