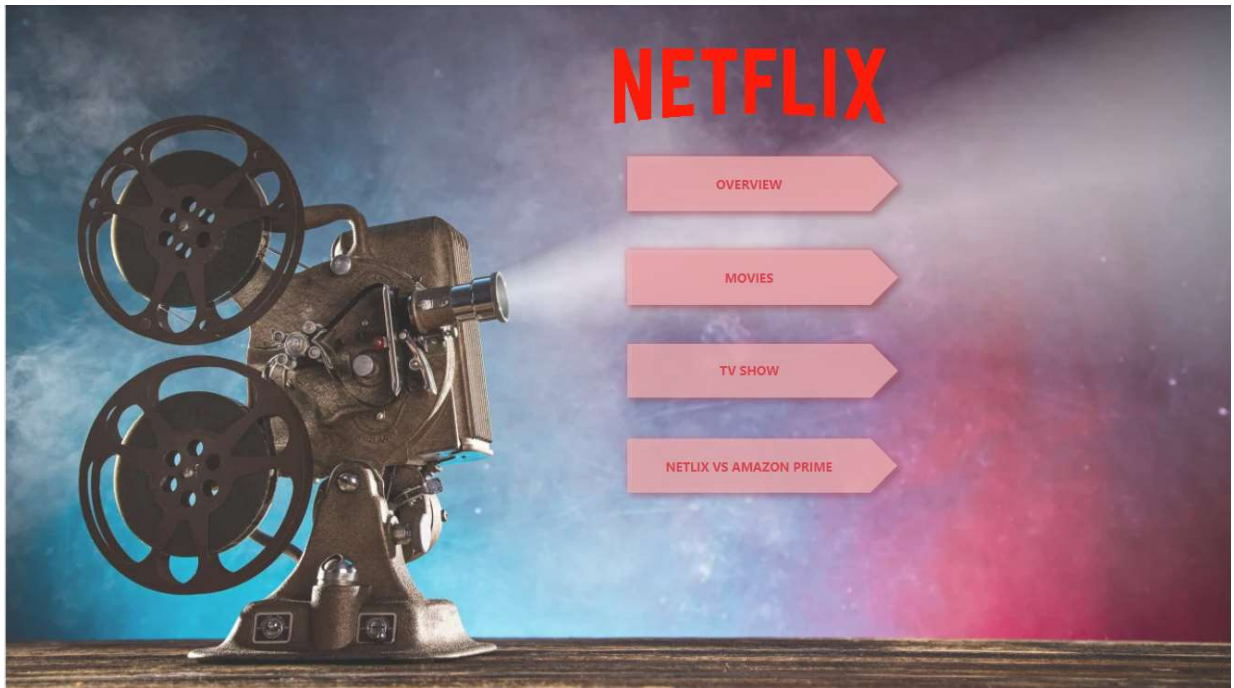


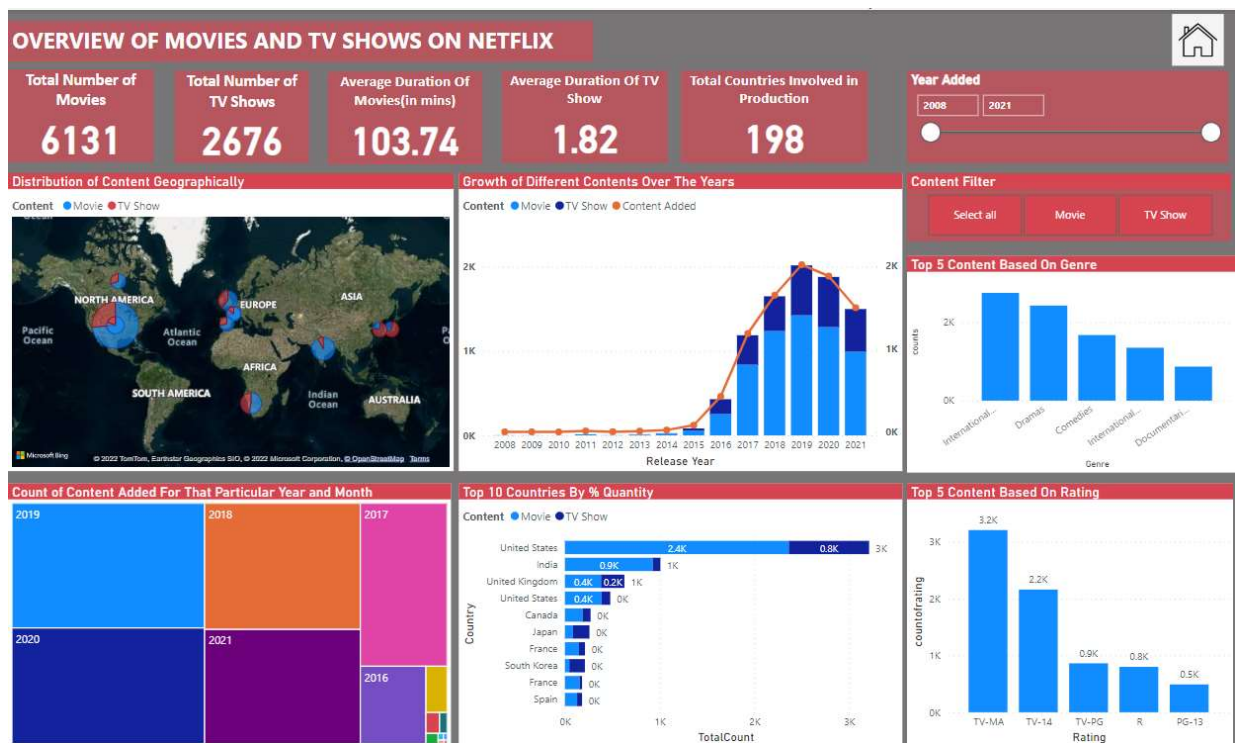
NETFLIX DATA ANALYSIS

Since Netflix debuted in 1997, the streaming market started to soar in 2015 and 2016 with tremendous growth as they were gradually released in international countries. Netflix Movies and TV Shows Analytics dashboards detail the growth of international digital contents on Netflix over the years. It helps users understand and study the development of the streaming services ecosystem that is associated with each content/genre/maturity rating type/IMDB rating, segmented based on different factors.



Overview Of Data:

- 1) Out of the total available data, we can clearly see that Netflix has a lot more Movies(6131) in it's list compared to the TV Shows(2676).
- 2) There has been a change in approach to this from Netflix from the year 2016, it is slowly shifting it's attention to add TV Shows, the pandemic was an added advantage to their change, so we can see there is a slight rise in the number of TV shows added from 2018 - 2020.
- 3) Since Netflix is based off USA, the number of content producers is significantly more there a total of 3211, which is followed by India.
- 4) Netflix has focused on the International Movie genre to attract crowd all over the world, focus is to increase their target audience seeing the number of International Movies are more in it's content list.
- 5) The average duration of a Movie in Netflix is 103.74 minutes and where as a TV show averages 1.82, this indicates that Netflix understands that people don't have time to sit for long hours.



MOVIE ANALYSIS:

Note: I have grouped the ratings as Kids, Teens, Mature and the Unavailable data as Others.

Kids: G,TV-G,TV-Y,TV-Y7,TV-Y7-FV

Teen: PG, PG-13,TV-14,TV-PG

Mature: R,NC-17,NR,TV-MA,UR

- 1)Netflix focuses largely on the Mature group category, it shows that Netflix is targeting the group of 18-40+. It shows that there is a large section of people in this age group who are addicted to watching Movies.
- 2)The line graph also clearly indicates there is a significantly higher number of Movies that is being added of the maturity content in recent years.
- 3)Director Rajiv Chilika has a total of 19 Movies which is available in Netflix making him the highest.
- 4)Top 3 Genre's are International Movie, Dramas and Comedy.
- 5)The longest movie is Black Mirror which is 312 minutes long. The average movie duration in Netflix is concentrated in the region of 100-120 minutes.



TV SHOW ANALYSIS:

1)The TV Shows have a good balance of Content in them focusing on all kinds of Groups, Netflix has been trying to expand it's wings to all categories and there is a significant improvement towards that.

2)The duration of a TV Show might be a subject to disscussion since people tend to get attracted to the characters having short duration TV Show might not exactly be the right way to go about it, the average being close to 2. Netflix might want to look into that.

3)The longest TV Show Netflix has is Grey's Anatomy, John Was Trying To Contact Aliens, The Claudia Kishi Club and What did Jack Do?

4)As I mentioned the percentage of division is good Mature(43.05%) toping the list compared to Kids(17.41%) and Teen(39.46)



NETFLIX VS AMAZON PRIME CONTENT ANALYSIS:

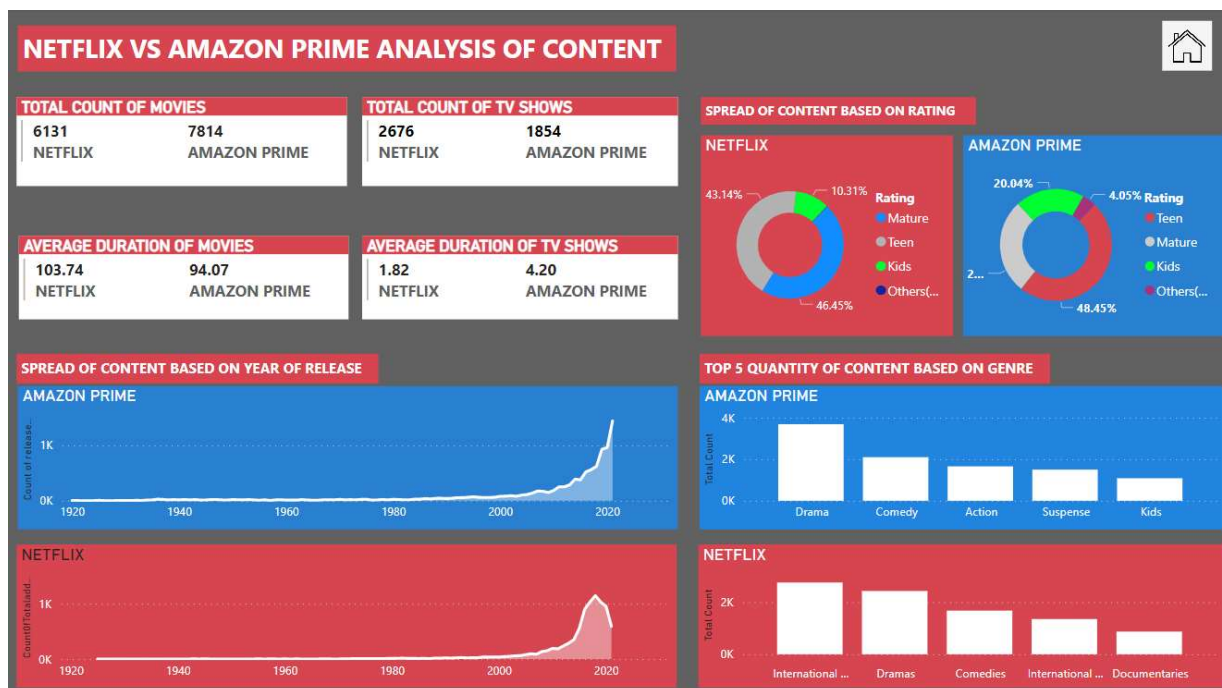
1)Netflix has a total content of 8807, Amazon Prime has 9668 which includes both TV Show and Movies. Amazon holding a slight edge in this.

2)Netflix has an average duration of 103.74 min compared to 94.07 min of Amazon Prime, the difference comes in the TV Show duration, Amazon prefers shows which are longer averaging 4.20, this is a plus point considering people get attached to the shows.

3) We can see a dip in content added from the year 2020 to 2021 in Netflix where the graph of Amazon has not dipped and continues to grow.

4) The major difference we can see is the target audience, Netflix prefers to target the Mature audience (18+) whereas Amazon targets the Teen group (7-18), very interesting approach taken by Amazon to target this section, I feel teens might get distracted and not focus on their career or studies given the lack of maturity at that age.

5)Netflix has stated previously targets International genre whereas Amazon targets the Drama genre, the one common genre between the two is comedy.



Note:

Although the dashboard provides a fundamental understanding of the content ecosystem on Netflix, the analytics could go much deeper if I am able to access users' data(ex: user subscription, user experience, user behavior, etc), which is usually not open to public due to confidentiality. As a next step, if I can break through the limitations of data, I may be able to provide more insights to help connect content usability with user data to discuss more in-depth insights for potential business growth opportunities.

Thank You for reading, I hope you liked it.

C Varun