

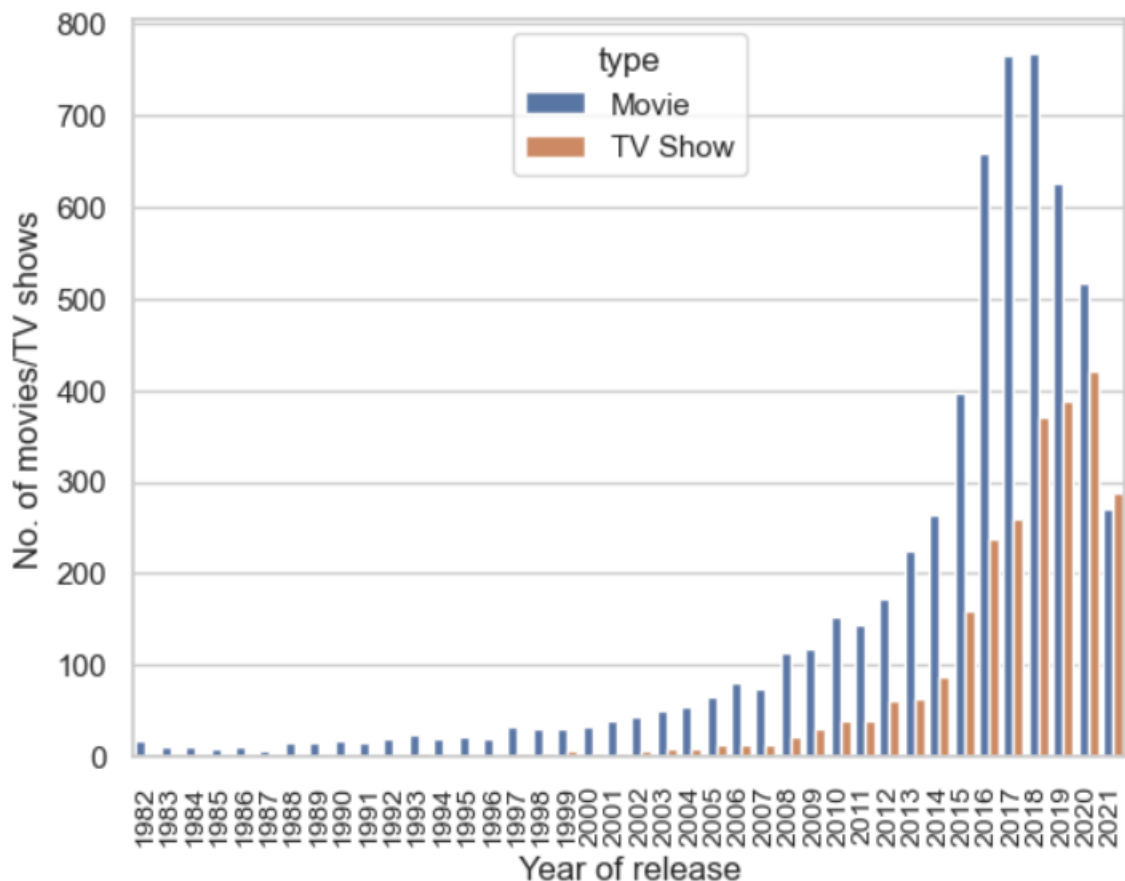
Netflix-Case Study

Business problem:

Analyze the data and generate insights that could help Netflix in deciding which type of shows/movies to produce and how they can grow the business in different countries.

The analysis needs to be performed on the dataset to identify what are the trends happening in the industry, what type of content are people liking the most recently, most famous directors, actors, and director-actor combo etc. This is being done in order to identify the areas to concentrate and hence grow the business.

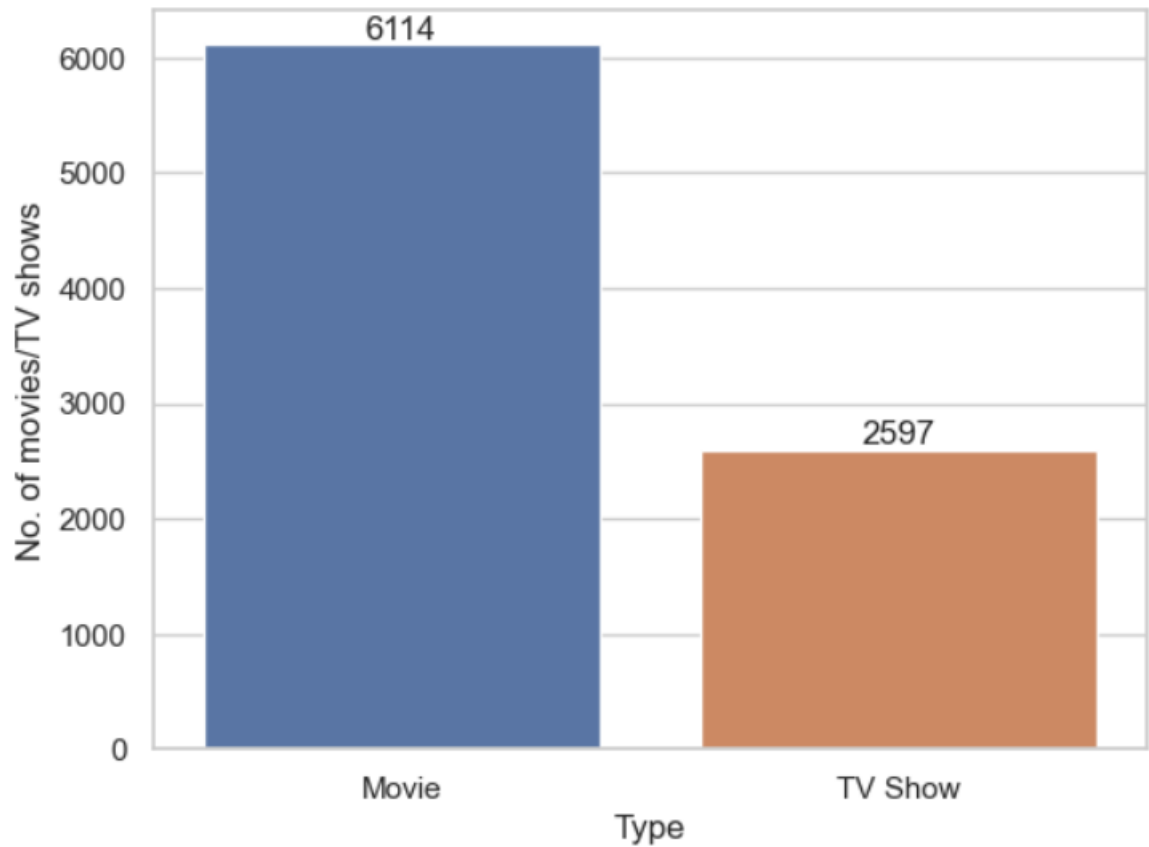
1.



Insight: Number of movies released has increased exponentially in the last 30 years. Exponential growth continued till 2018-19 and then had a small dip probably because Covid-19 and theatres were all shut.

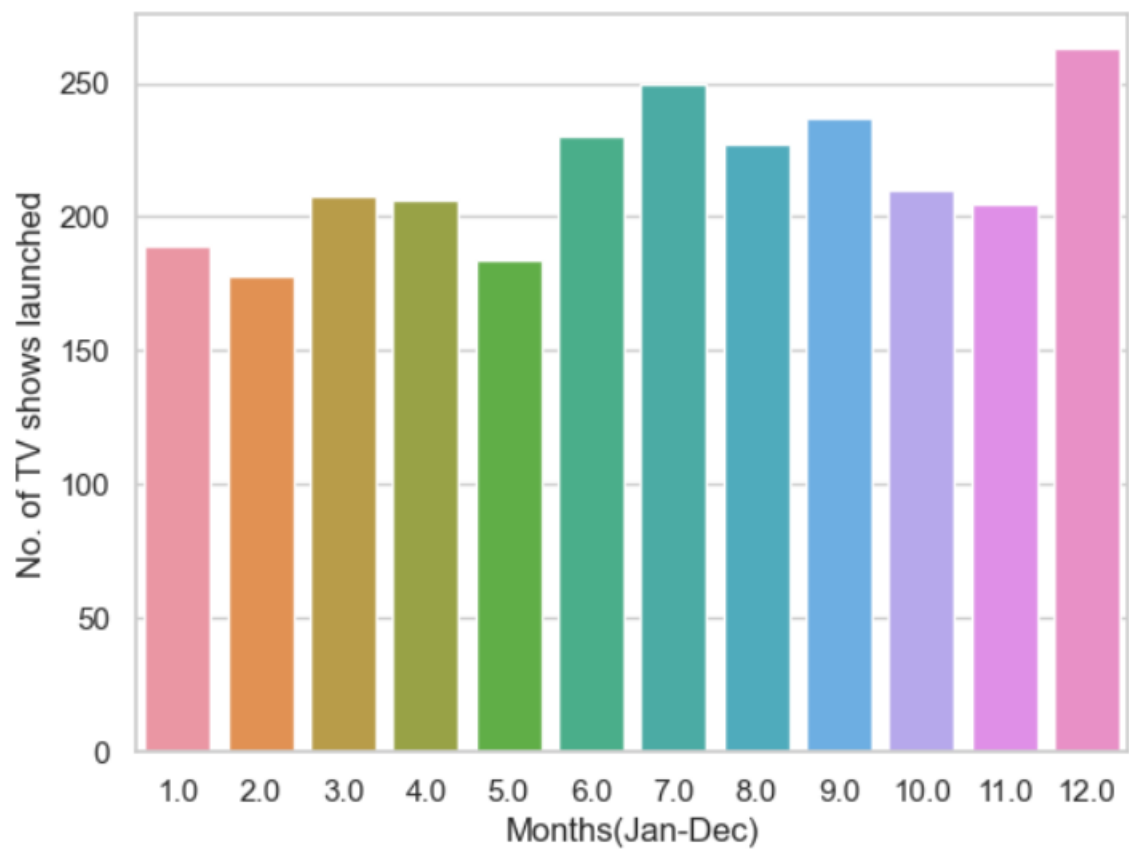
Similar is the case of TV shows but numbers are less compared to movies released in the same year. And, unlike movie it had a tip in 2018-19. It could be because TV shows are not released in theatres, rather it's released directly on OTT platforms.

2.



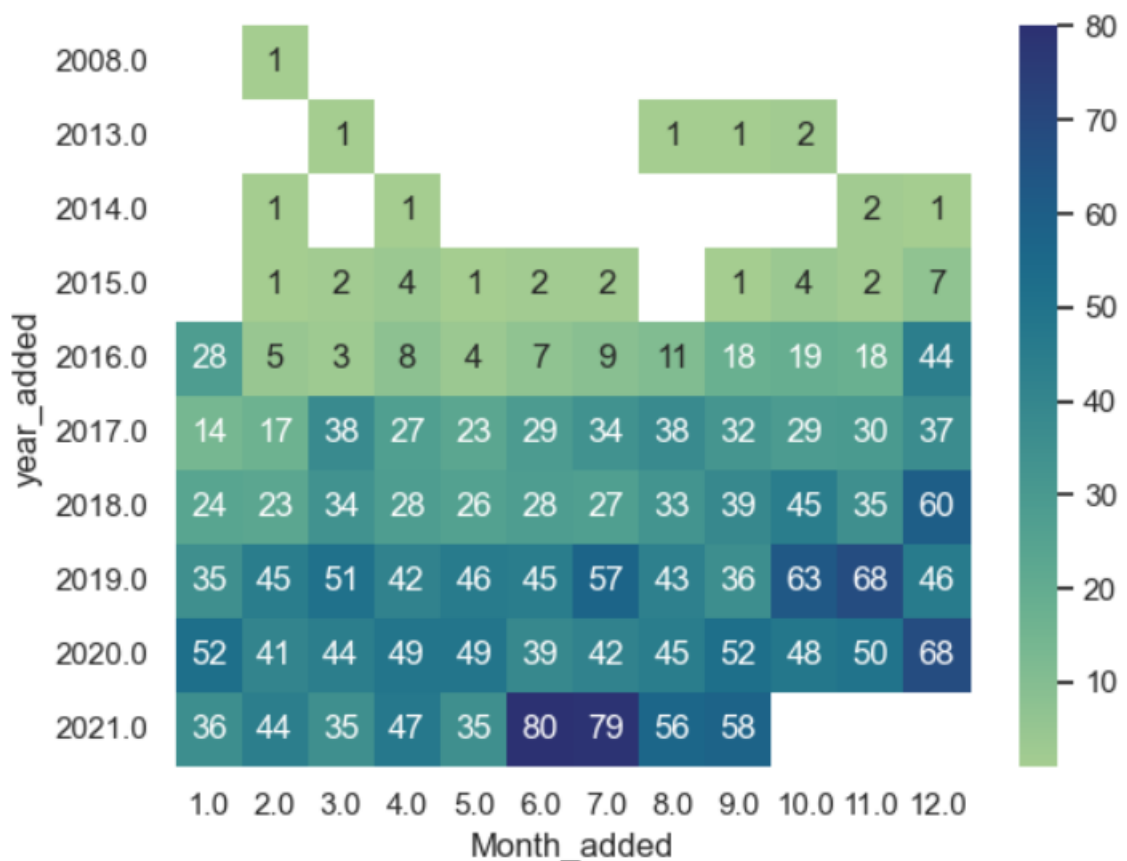
Insight: Out of 8817 data points major chunk is of movies(over 6000) and number of TV shows are less than 3000 that is less than half of the former one. Overall, Netflix has focussed more on movies.

3.



Insight: When considering the whole dataset, most number of TV shows has been launched in the month of December.

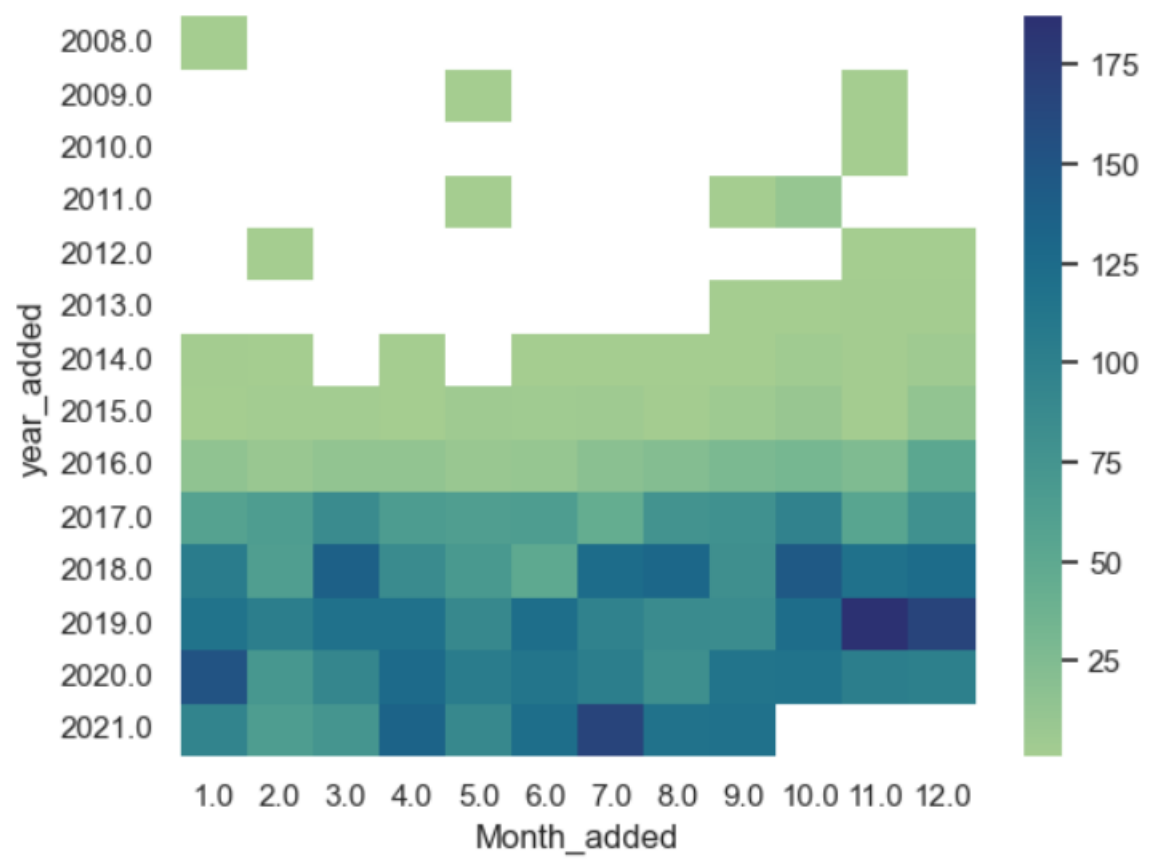
4.



Insight: The number of TV shows launched per month are generally increasing when we move towards the end of the year. For most of the years December month has the highest number of TV shows launched. But however, for the year 2021 we don't have the complete data. But we can see much higher number of shows launched in the month of June and July.

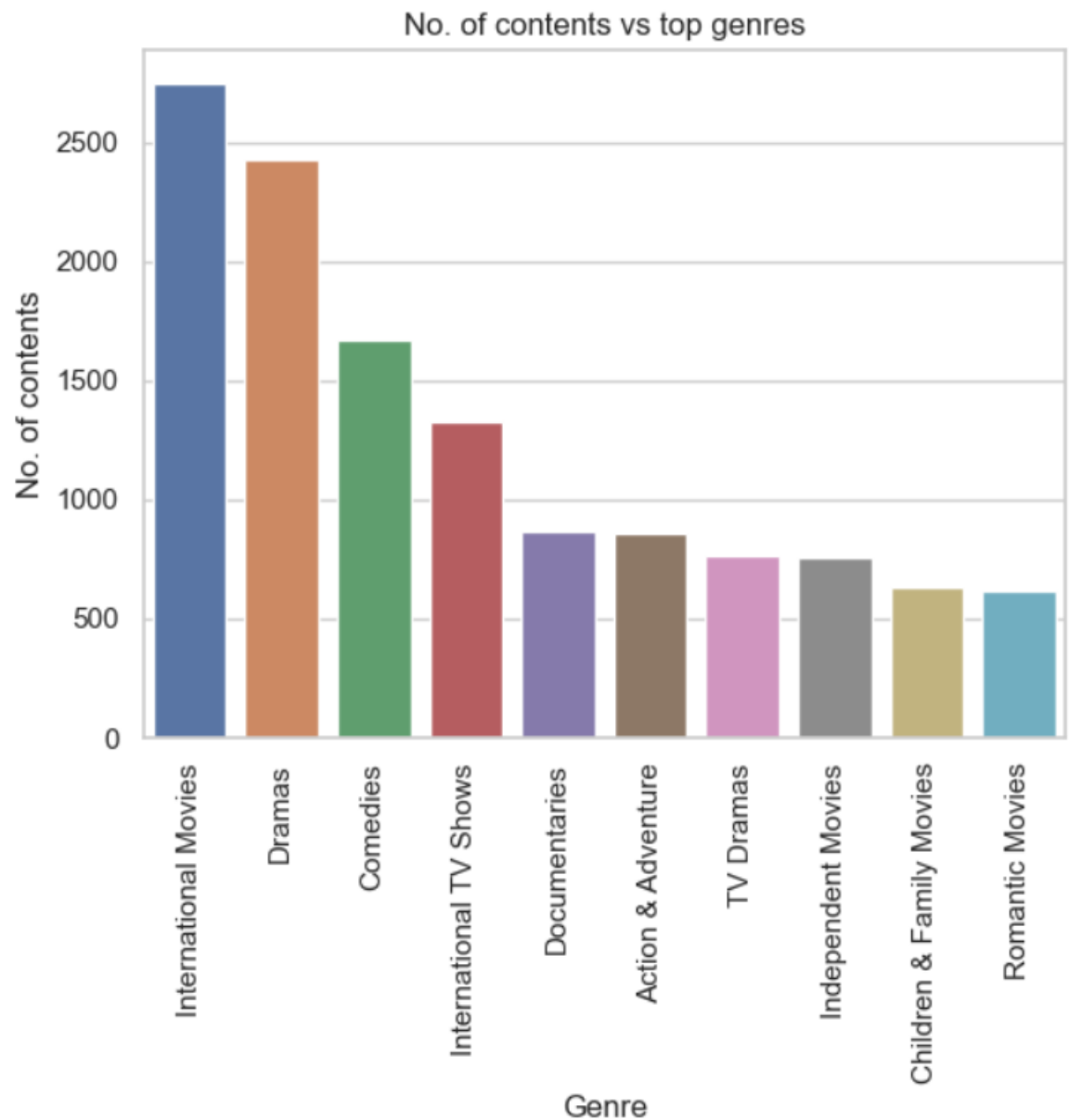
Recommendation: In general, we can say that December is the most suitable month for launching a TV show as the data shows and also, people will be having extra free time due to Christmas and New year vacations.

5.



Insight: Unlike TV shows, movies released per month doesn't really show any pattern.

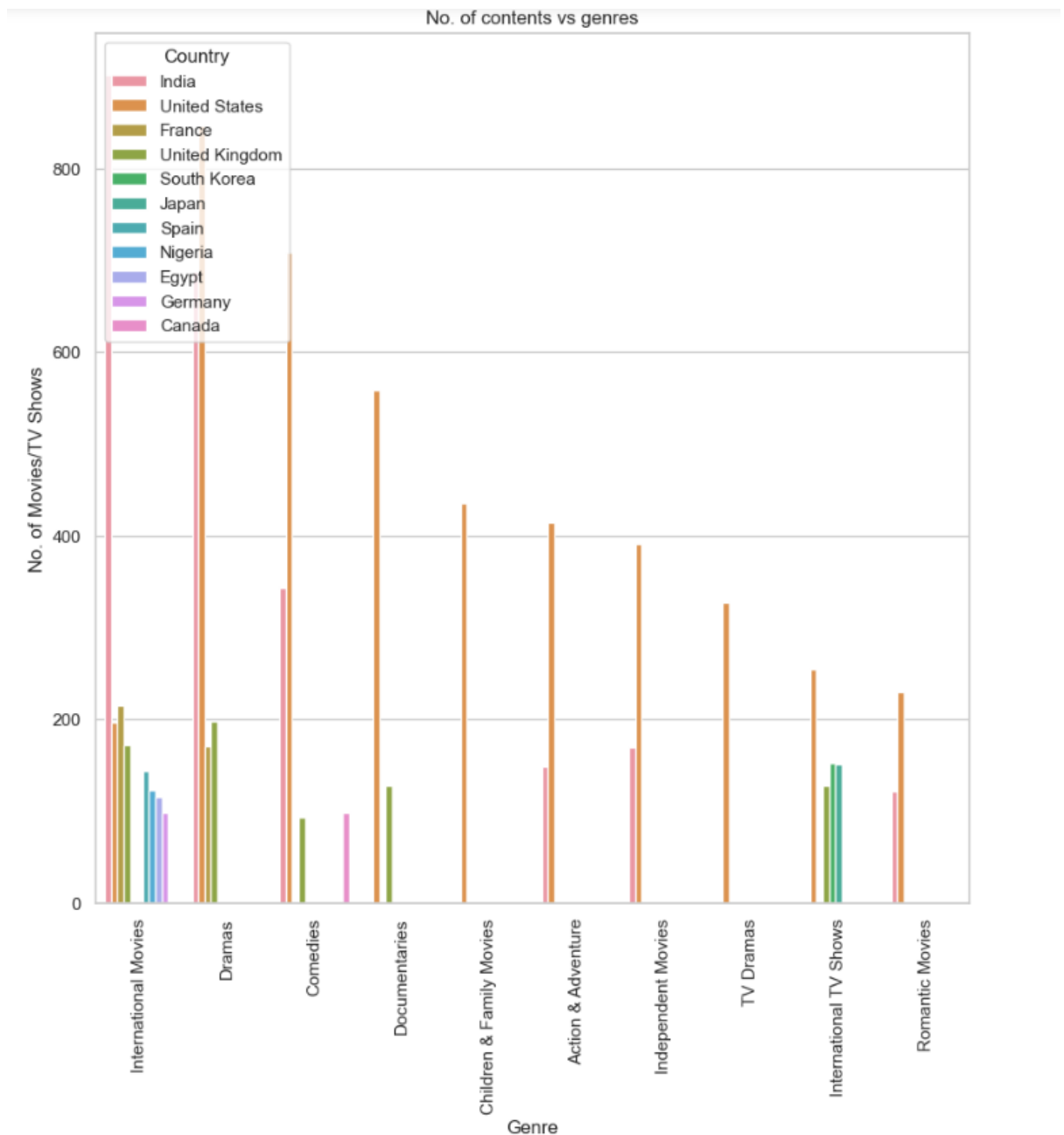
6.



Insight: Above are the top genres considering the no. of contents available for the same. International movies, Dramas, Comedies, International TV Shows are the favourite ones for the mob.

Recommendation: More contents needs to be produced in the above genres so that we can target the particular audience and grow the business.

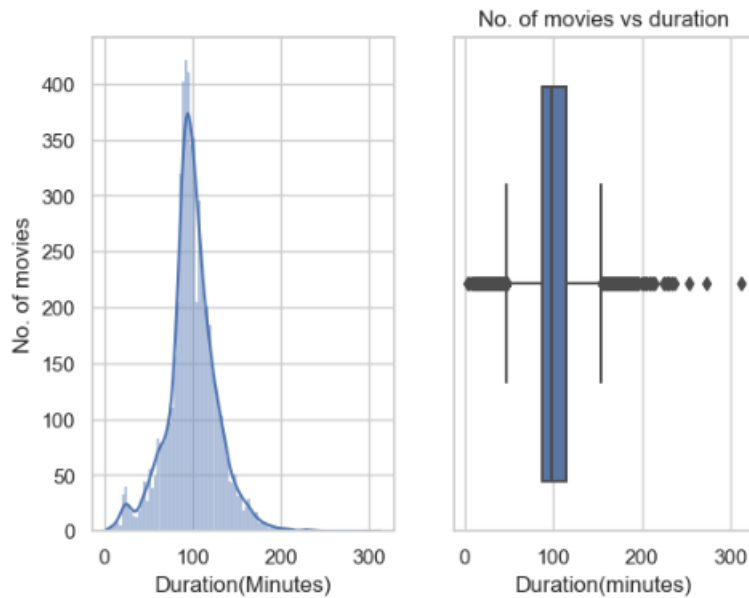
7.



Insight: Above are the top 10 genres and their distribution over top countries. International movies leads the list and India and United States top in the same. And, second comes Dramas and United States and India leading the list in Dramas genre. We can see that in all the top 3 genres, top 2 countries with respect number of content are either India or United States.

Recommendation: India and US are the 2 countries where Netflix is very popular, and when considering overall top genres like international movies, Drama, Comedies, etc, these are the countries where those genres are most watched as well. So when releasing new content these countries and other countries like France and UK also must not be omitted.

8.

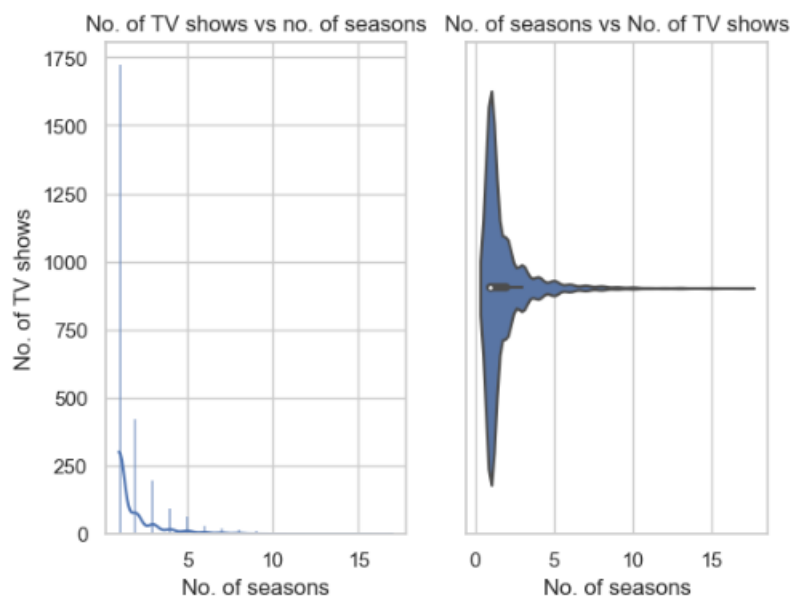


Insight: Here we can see that no. of movies are distributed normally with respect to duration in minutes around a mean of almost 90-100 minutes.

Here we can see that first second quartile and third quartile lie close to 100 minutes and ranges almost between 90 to 115 minutes. Here we have many outliers which is having a duration less than 50 minutes and above 160 minutes.

Recommendation: So when any new movie is under production plan, the duration needs to be set between 90 to 115 minutes as people are mostly comfortable with this duration range.

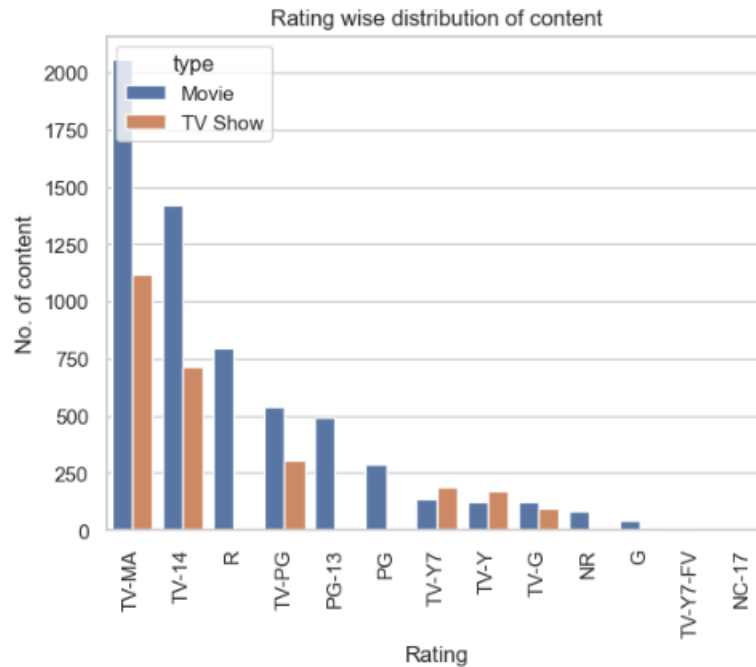
9.



Insight: Here we can see that most number of TV shows are with single season or 2 seasons. The distribution diminishes when we move towards higher number of seasons. However there are considerable number of TV shows ranging till 5 no. of seasons. There are many outliers ranging till 20 no. of seasons.

Recommendation: However when any new TV shows is under production planning, it would be ideal if we set the duration to a maximum number of seasons upto 2.

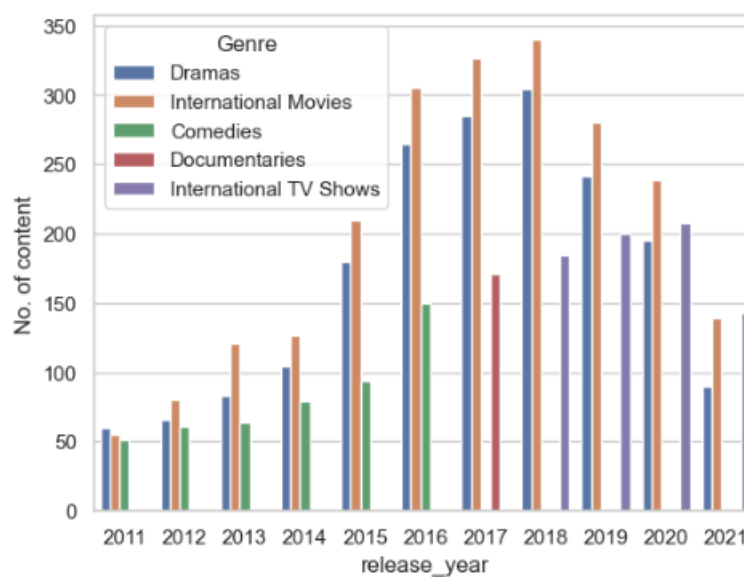
10.



Insight: Maximum content is from the rating TV-MA and TV-14 and applicable to both movies and TV shows.

Recommendation: More content could be produced in these two ratings and we could target that particular set of audience.

11.



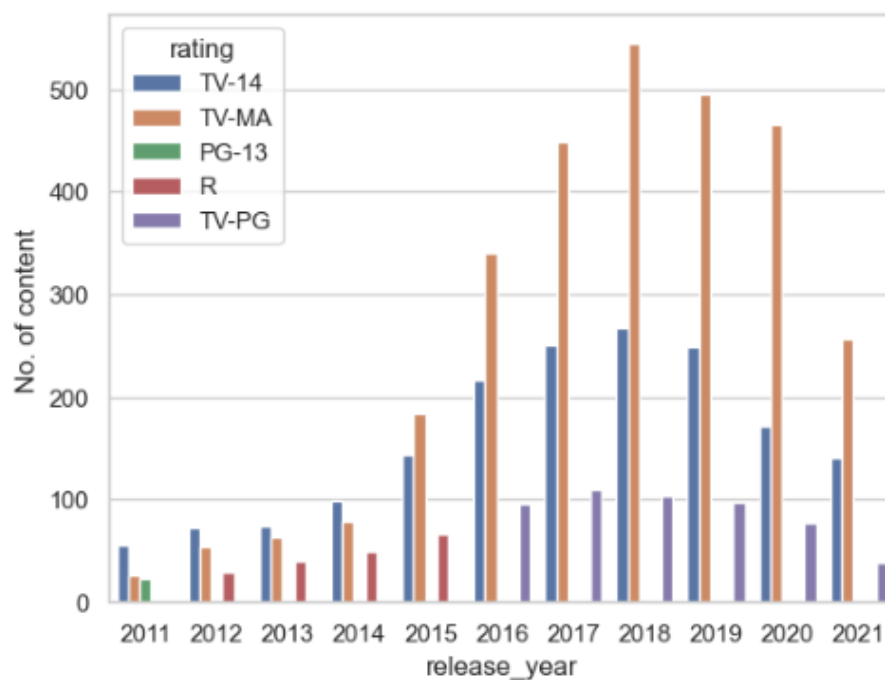
Insight: We can conclude that in the past 10 years, International movies is the genre that has always been in the top 3 considering no. of content released in the respective years. It's no. of

content increased till the year 2018. However it then took a dip from then on. Similar is the case of Dramas genre. It followed the same trend as International movies and stood in the second position till 2019.

International TV shows is growing well in terms of no. of content released per year. It overtook other genres by the year 2021 and is standing in the first position.

Recommendation: International TV shows are growing in demand and this is the area that we should be focusing on. New TV shows needs to be produced that has international reach. Either it needs to be in international language or the same can be dubbed into multiple local languages to increase the reach.

12.

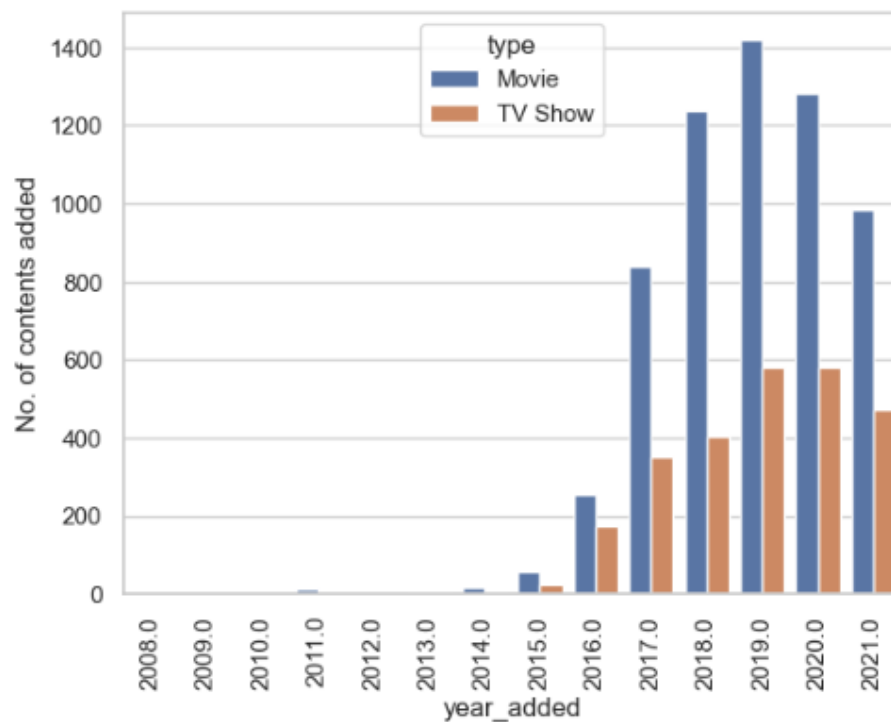


Insight: In the last 10 years, we can see from the above plot that demand for the content rated TV-MA has shot up. By the year it has come to the first position.

The demand for the contents rated TV-14 has also increased much. The ratings TV-MA and TV-14 are much superior when compared in terms of no. of content released per year.

Recommendation: More focus needs to be given so that we can target the audience who likes TV-MA and TV-14 rated contents and business could be expanded further in that manner.

13.



Insight: Its evident that number of movies are higher compared to number of shows from the above graph. Even though, number of movies took downturn after the year 2019, number TV shows stood almost still. The numbers of the year 2021 cannot be relied upon completely as the dataset contains the data till September month hence we cannot conclude if the number TV shows are also taking a downturn or not.

Recommendation: Its understood from the above plot that demand for TV shows are increasing, more TV shows in the favourite genres needs to be produced in order to cater this demand.