



NETFLIX BUSINESS CASE STUDY

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Basic Insights of Data Frame

1) Time Duration of Data:

- We have data from 2008-01-01 to 2021-09-25 where movies/series was added to the OTT platform in our dataset

2) Oldest Movie added to Netflix :

- The oldest movie added to the dataset is → “Pioneers: First Women Filmmakers” from 1925

3) Number of countries :

- There are total of 197 countries where the movie/show was been produced.

4) Unique Director and cast :

- There are total of 5121 directors and 39298 cast whose movies/TV shows has been released on Netflix.

5) Number of Movies and TV shows:

- There are total of 8809 Movies and TV shows added on Netflix during the timeframe where 6131 are movies and 2676 are TV shows.

6) Viewers specified:

- Movies and TV shows are categorised into 14 sub-category according to ratings. Namely :-

1 : PG-13

2 : TV-MA

3 : PG

4 : TV-14

5 : TV-PG

6 : TV-Y

7 : TV-Y7

8 : R

9 : TV-G

10 : G

11 : NC-17

12 : NR

13 : TV-Y7-FV

14 : UR



7) Sub-category :

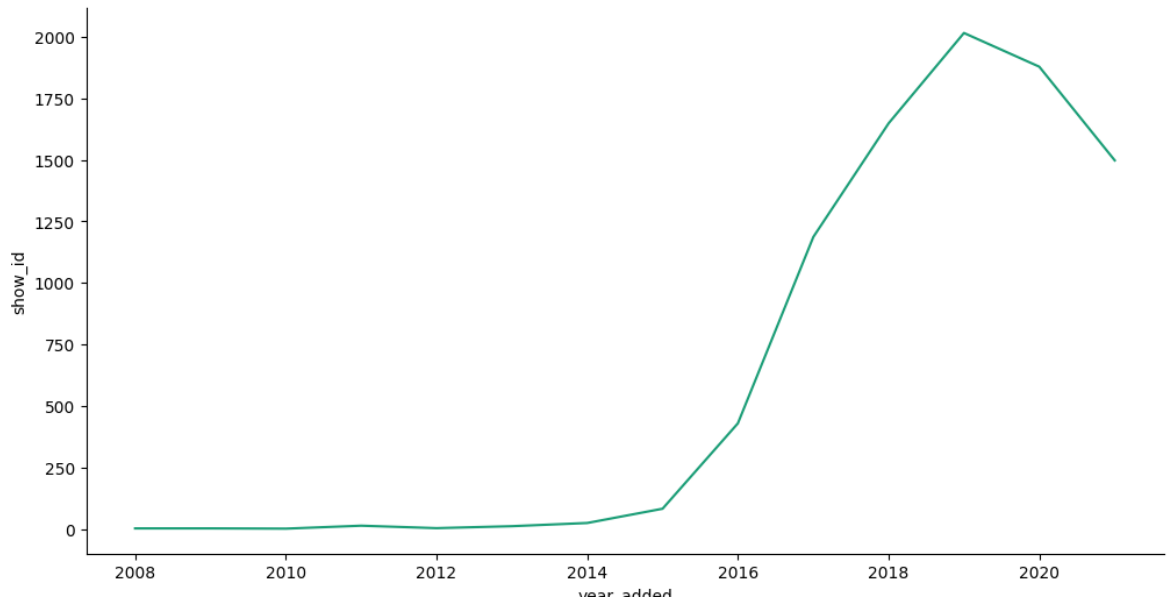
Movies and TV Shows has been listed into another 73 types. Namely:-

['Documentaries', 'International TV Shows', 'TV Dramas',
'TV Mysteries', 'Crime TV Shows', 'International TV Shows',
'TV Action & Adventure', 'Docuseries', 'Reality TV',
'Romantic TV Shows', 'TV Comedies', 'TV Dramas', 'TV Horror',
'Children & Family Movies', 'Dramas', 'Independent Movies',
'International Movies', 'British TV Shows', 'Comedies', 'Dramas',
'Docuseries', 'Comedies', 'Crime TV Shows', 'TV Comedies',
'Spanish-Language TV Shows', 'Thrillers', 'Romantic Movies',
'Music & Musicals', 'Horror Movies', 'Sci-Fi & Fantasy',
'TV Thrillers', 'Kids' TV', 'Thrillers', 'Action & Adventure',
'TV Sci-Fi & Fantasy', 'Classic Movies', 'Horror Movies',
'Anime Features', 'Reality TV', 'Sports Movies', 'Anime Series',
'Kids' TV', 'International Movies', 'Korean TV Shows',
'Sci-Fi & Fantasy', 'Science & Nature TV', 'Teen TV Shows',
'Cult Movies', 'Classic Movies', 'TV Shows',
'Children & Family Movies', 'Faith & Spirituality',
'LGBTQ Movies', 'Stand-Up Comedy', 'TV Action & Adventure',
'Movies', 'Stand-Up Comedy & Talk Shows', 'Classic & Cult TV',
'Stand-Up Comedy & Talk Shows', 'Anime Features',
'Documentaries', 'Romantic TV Shows', 'Cult Movies',
'Independent Movies', 'TV Horror', 'Spanish-Language TV Shows',
'Classic & Cult TV', 'Music & Musicals', 'Romantic Movies',
'LGBTQ Movies', 'Stand-Up Comedy', 'TV Sci-Fi & Fantasy',
'Sports Movies',]



In Depth Exploration

1) Year wise Movie/TV Show added to Netflix:



y-axis → count of show_id
x-axis → years

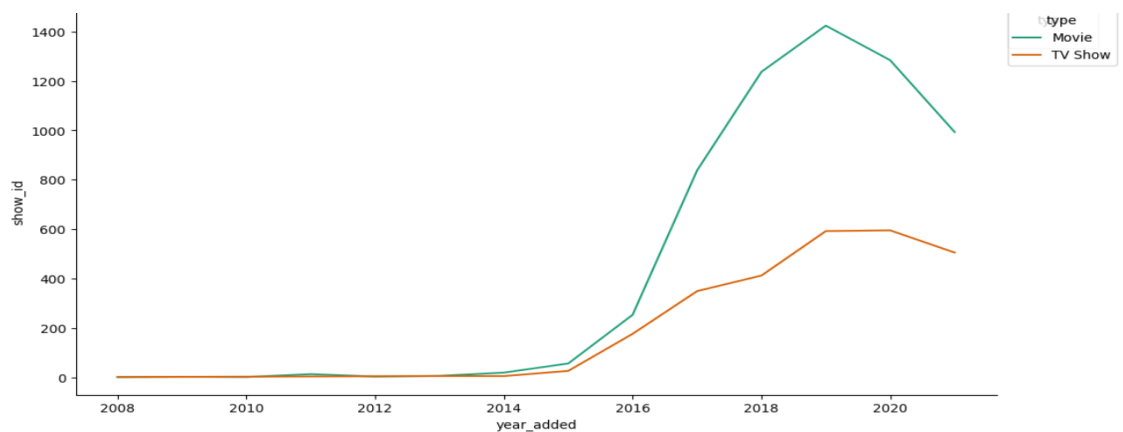
Insights:-

The graph shows Movies + TV Shows added during the years. It indicates an exponential growth over the years but also indicates a linear decline after the year 2019 to 2021.

Recommendation:-

Netflix shall work on adding new series and movies so that it could satisfy the different needs of different types of customers.

Movie and TV show comparison:-



**Insights:-**

The graph shows comparison between movies and TV shows added over the years. Clearly visible that movies addition is more than TV shows.

Recommendation:-

Number of TV shows is way less than movies. Hence Netflix should be paying more focus on producing more TV shows in future to attract more customers who are found of watching TV shows.

Most Series produced – country wise data exploration.

	country	show_id
0	United States	847
1	United Kingdom	246
2	Japan	174
3	South Korea	164
4	United States	91

- Most TV Shows is produced in United States followed by United Kingdom and Japan.

Most Movies produced – country wise data exploration.

	country	show_id
0	United States	2363
1	India	927
2	United States	388
3	United Kingdom	382
4	Canada	187

- Most movies is produced in United States and India.



2) Rating wise data exploration

Most Movies having rating of

rating	
TV-MA	2062
TV-14	1427
R	797
TV-PG	539
PG-13	490
PG	287
TV-Y7	139
TV-Y	131
TV-G	126
NR	75
G	41
TV-Y7-FV	5
UR	3
NC-17	3

Insights:

The Table shows number of movies added to the OTT having rating of what kind. Rating with TV-MA has most movies released followed by TV-14 and R which all are recommendation for mature audiences.

Recommendation:

With the increase sales of smart TVs over the year, Netflix can work to produce more of “G” or “TV-G” rating movies that a whole family can watch it together. This will also increase the subscription of Netflix and will also make it popular for elderly audiences.



Most Series having rating of

rating	
TV-MA	1145
TV-14	733
TV-PG	323
TV-Y7	195
TV-Y	176
TV-G	94
NR	5
R	2
TV-Y7-FV	1

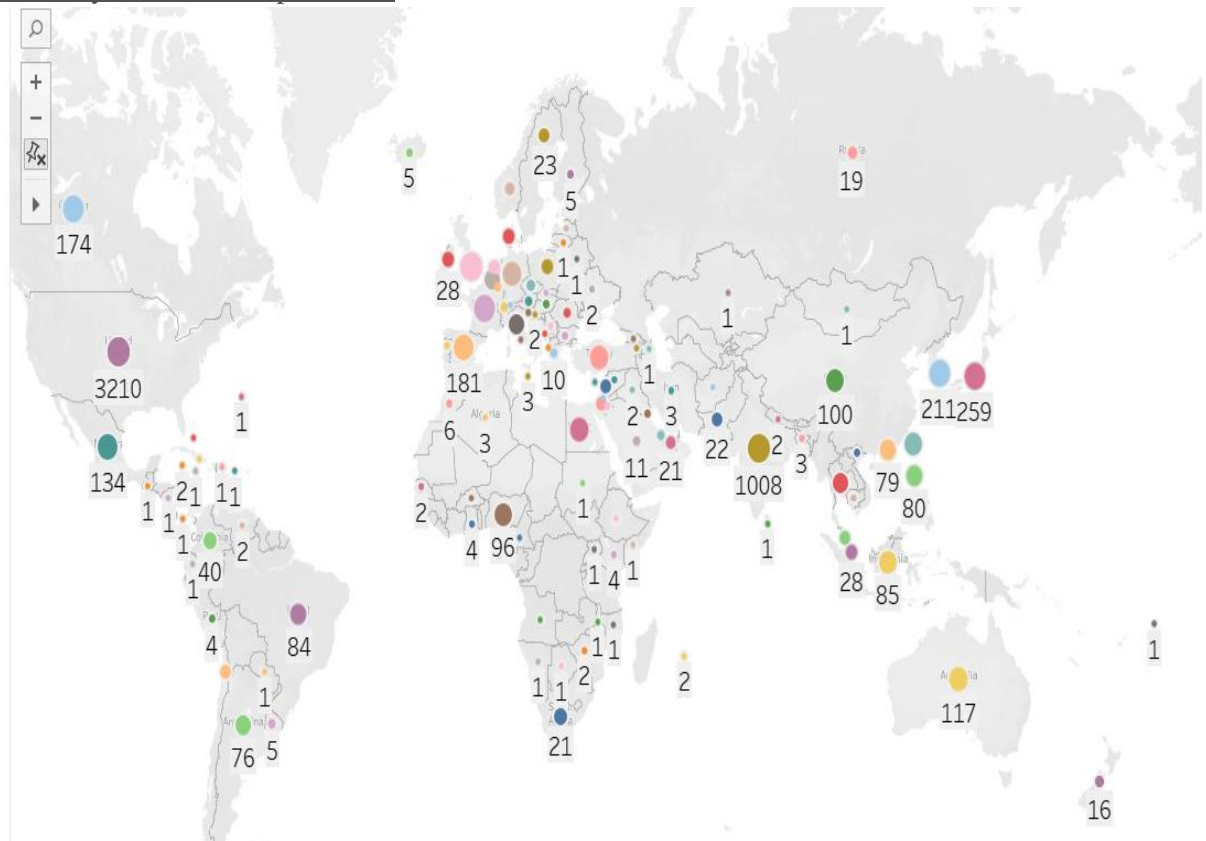
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3) Country wise data exploration





Insights:

Given above is the heat map of the countries producing number of movies + TV shows. Most number of shows are produced in USA followed by India and United Kingdom. Least show are produced in African continent.

Recommendation:

- Country except Nigeria and south-africa all other country in Africa has minimal show production. Netflix can focus more in Africa which is untouched by other industries as well. This could lead to a very high productivity for Netflix.
- It is also advisable to Netflix to focus on China which has a huge population but very few shows produced.
- Netflix should also produce more shows in India which has a huge market demand of entertainment.

4) Average duration of TV Shows and Movies

Insights:

- Average duration of Movies is found to be 106 minutes or 1 hr 46 mins.
- Average duration of TV Shows is found to be of 2 seasons.

Recommendation:

More number of shows are being made of the duration maybe because of viewers need. Netflix shall promote it.

5) Month Wise Data Exploration

month	
12.0	156
5.0	146
4.0	145
7.0	145
8.0	145
9.0	145
3.0	144
10.0	142
6.0	141
2.0	137
1.0	134
11.0	119



Insights:

Above given table is month wise count of movies per month. Data shows most movies released in the month of December followed by May and April. Lowest In the month of November followed by January and February.

Recommendation:

Netflix is advised to release more shows in the month of November, January and February to stop clash of its own product and give viewers more options in these months.



Director/Cast Data Exploration

Insights regarding Directors and Actors

- **Most movies** is produced by Director Rajiv Chilaka on Netflix platform.

director	movies_count
Rajiv Chilaka	22
Raúl Campos	18
Jan Suter	18
Suhas Kadav	16
Jay Karas	15

- **Most series** directed by Alastair Fothergill and Ken Burns on Netflix platform.

director	
Alastair Fothergill	3
Ken Burns	3
Jung-ah Im	2
Shin Won-ho	2
Gautham Vasudev Menon	2

- Most successful director(based on movies/year) is Jan Suter and Raúl Campos for movies on Netflix.

director	movies_count	year_max	year_min	year_diff	MoviesPerYear
Jan Suter	18	2018	2016	2	9.0
Raúl Campos	18	2018	2016	2	9.0
Justin G. Dyck	7	2018	2017	1	7.0
Joey So	6	2020	2019	1	6.0
Fernando Ayllón	8	2020	2018	2	4.0



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- Most successful director(based on series/year) is Gautham Vasudev Menon , Stan Lathan , Rob Seidenglanz & Iginio Straffi

director	series_count	year_max	year_min	year_diff	seriesPerYear
Gautham Vasudev Menon	2	2021	2020	1	2.0
Stan Lathan	2	2017	2017	1	2.0
Rob Seidenglanz	2	2020	2019	1	2.0
Iginio Straffi	2	2017	2017	1	2.0

- **Most movies** acted by an actor is Anupam Kher followed by Rupa Bhimani Om Puri and Shah Rukh Khan

	cast	show_id
0	Anupam Kher	38
1	Rupa Bhimani	27
2	Om Puri	27
3	Shah Rukh Khan	26
4	Boman Irani	25
5	Paresh Rawal	25
6	Julie Teiwani	24
7	Akshay Kumar	23
8	Rajesh Kava	21
9	Amitabh Bachchan	20

- **Most series** acted by an actor is Takahiro Sakurai

	cast	show_id
0	Takahiro Sakurai	24
1	Yuki Kaji	17
2	Ai Kayano	17
3	Junichi Suwabe	17
4	Daisuke Ono	14



Recommendation :

- Netflix can make a movie with director Jan Suter and Anupam Kher or Shah Rukh Khan as the director has most experience and these actors are very famous and experienced. Alastair Fothergill
- Netflix can make a series with Alastair Fothergill as the director and actor Takahiro Sakurai both are very famous and experienced.
- Netflix can make a series with Alastair Fothergill as the director with rating TV-MA.
- Netflix can make a movie with Jan Suter as the director with rating TV-MA of duration 1 hr 46 mins and produce it in USA and India.
- Netflix can make a series with Alastair Fothergill as the director with rating TV-MA or TV-14 of 2 series and produce it in United Kingdom and USA or Japan.