

MOVIES STREAMING PLATFORMS



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Introduction

Movies streaming services becoming increasingly popular, in this EDA project, We are searching for the most impressive movie library of any on-demand streaming service, with a wider range of new and classic content. The objective is to make a comparison and, suggest striges lead to improvement.

Data Preparation



Data Exploration

Discovering Data
and what each
column hold.



Data Cleaning

Eliminate errors ,
duplicated and null
values

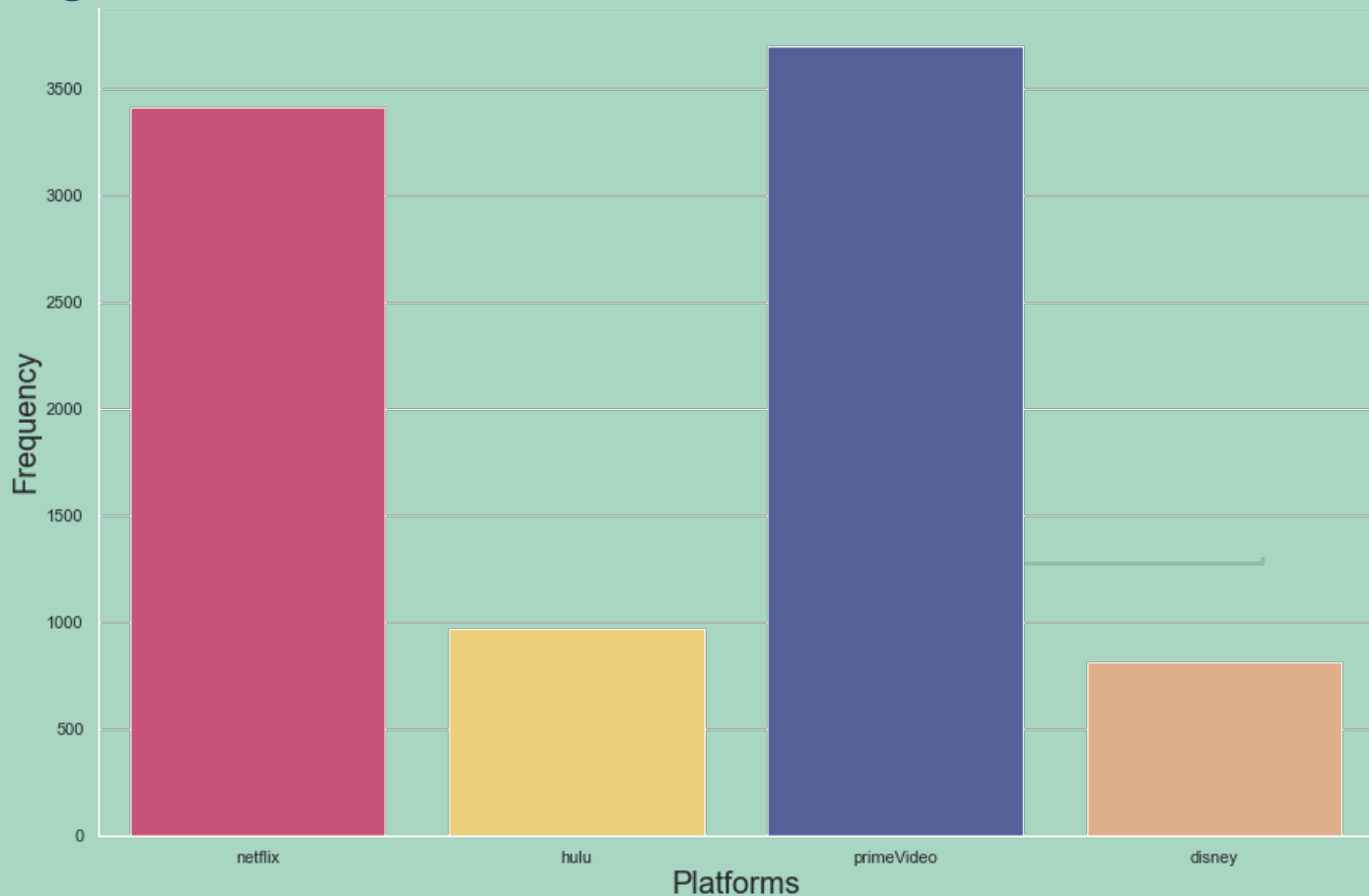


Data wrangling

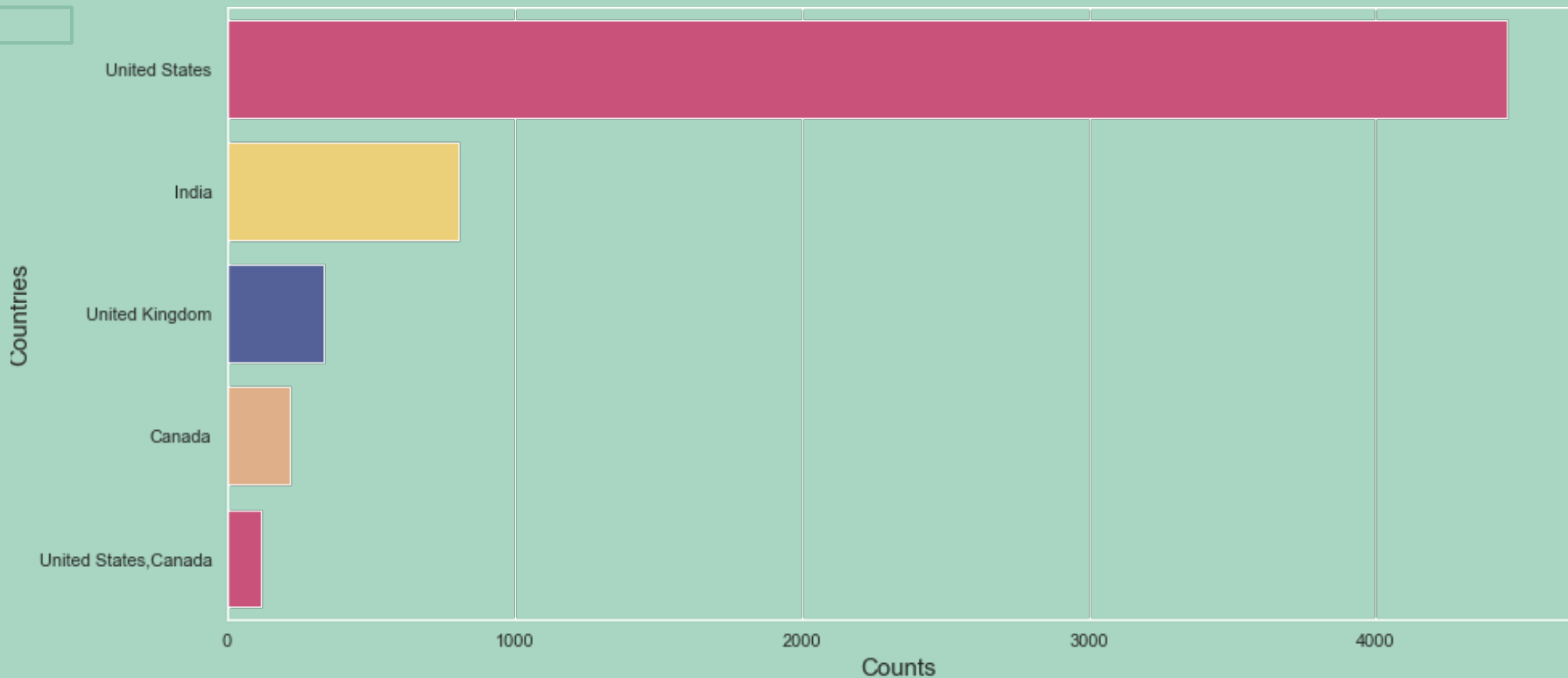
unifying messy and
complex data sets for
easy access and analysis



01. Highest Platforms Content

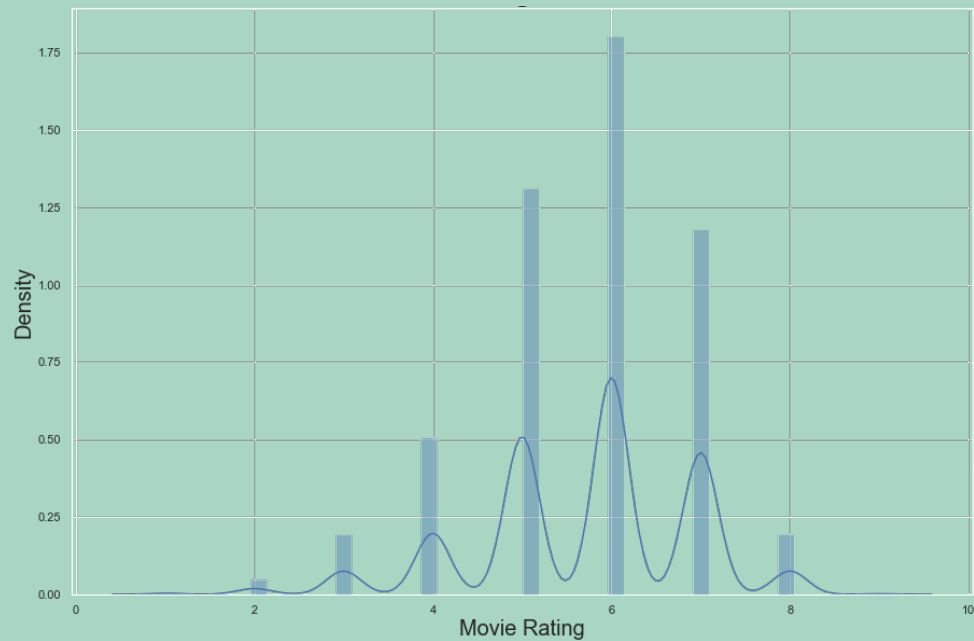
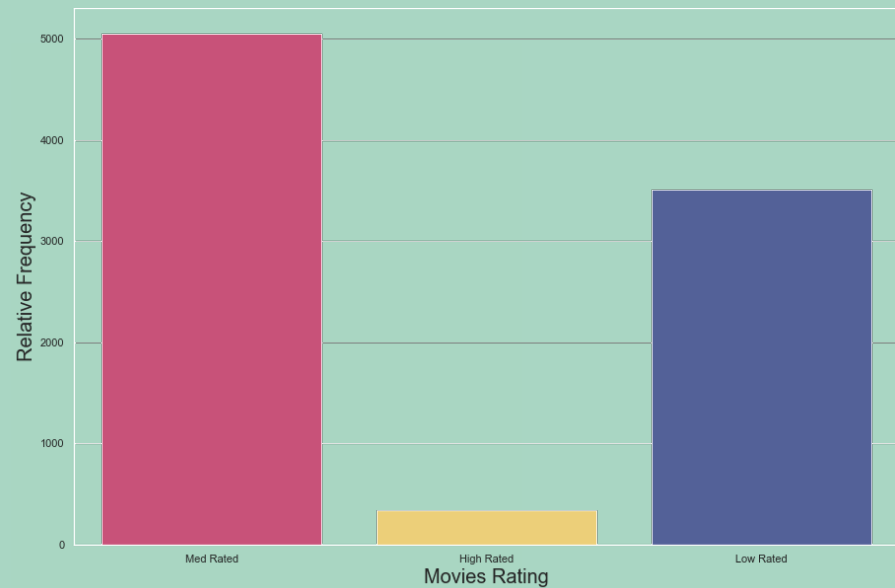


02. Highest Country Content



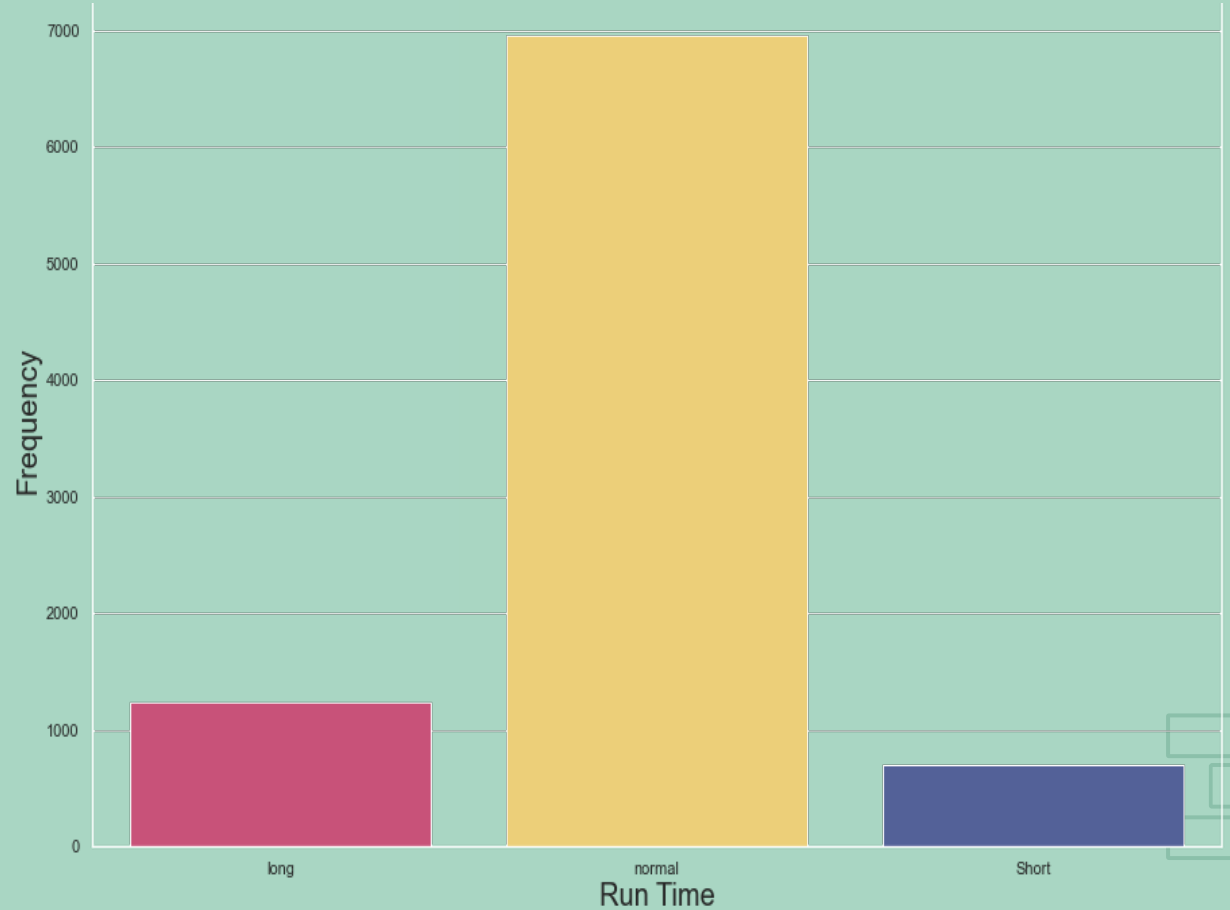
- Customize special promos in their holidays.

03. High Rated Movies



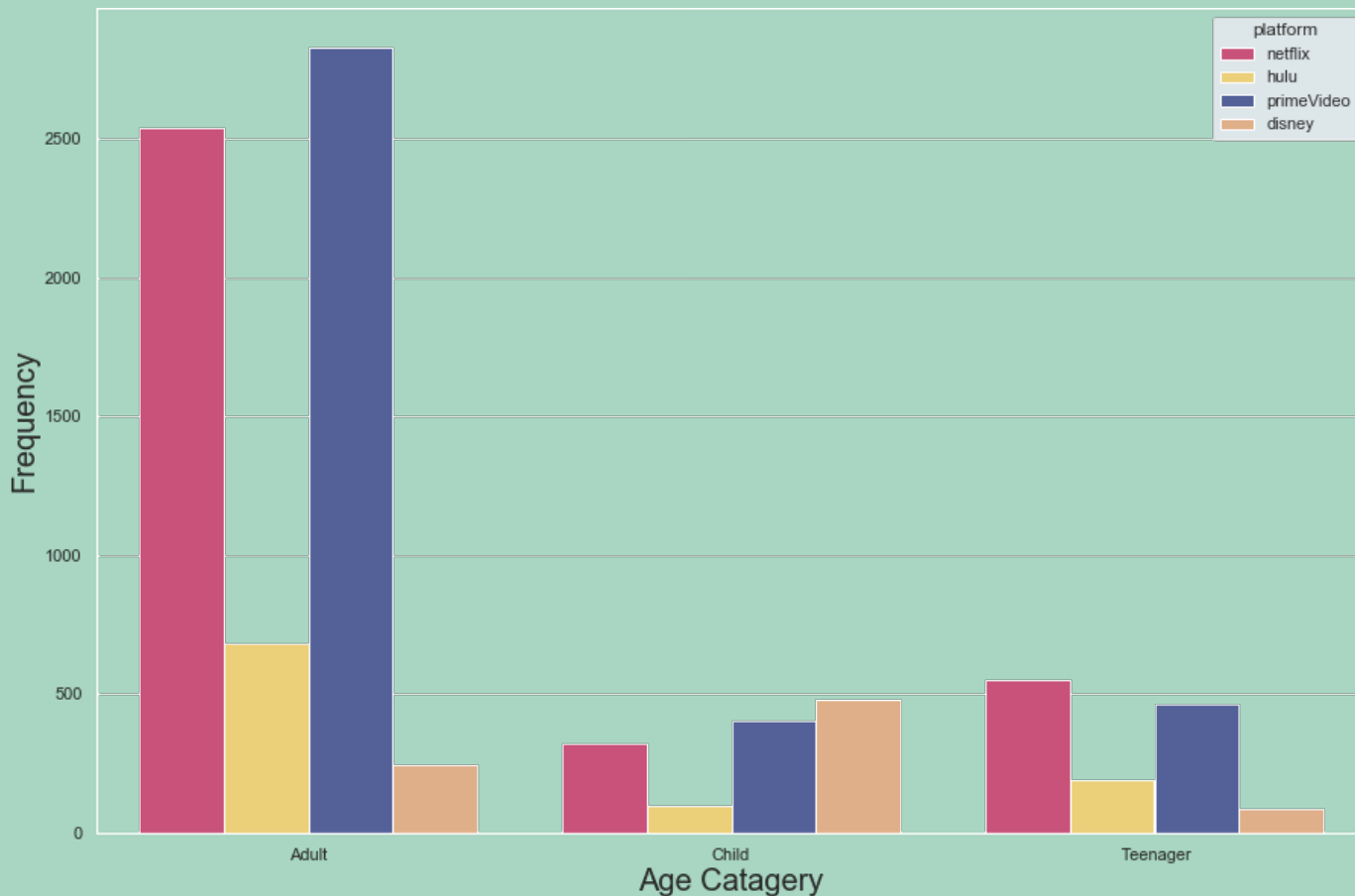
- Create a new section for rent the trends and high rated movies

04. Shortest and Longest Runtime

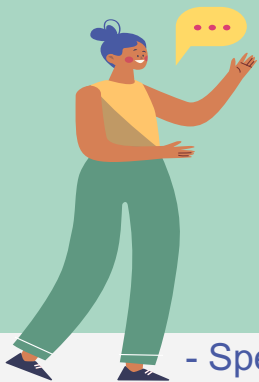


- One time access for long and short time run time

05. Highest Age Category Content



- Special Promo for highest age content using their academic Id to sing up



Insight ..

Companies need to adopt excellent strategy to reach more customers, and compete in the market. The strategy behind Amazon success is to offer so many deals that would encourage more users to use their services at lower price which called cost leadership strategy.





Conclusion..

After careful analysis of the data, we decide to suggest differentiation focus strategy to Netflix to adapt, so they can have a competitive advantage to use against other competitor in the market.



THANK YOU for your listening
Do you have any questions 😊 ?

