Data Bootcamp – Project 1: Presentation Outline

**Introduction:**

It is impossible to overstate the transformative effect Netflix has had, not only on the way audiences watch television and movies, but also on audience expectations, viewing habits and behaviors (i.e. binge watching) to name a few. The initial novelty of its distribution model—now commonplace amongst a plethora of OTT (over-the-top) video streaming services—has contributed greatly to the increasing obsolescence of appointment viewing dictated by television schedules—characterized by prolonged commercial interruptions, in addition to the reliance on physical media.

Netflix’s first mover advantage in the subscription-based OTT service space has served it well, as it continues to hold a dominant position in both U.S and global markets—with nearly 74 million and 195 million subscribers, respectively (*Forbes*).

However, in recent years, the pronounced surge of mainstream market entrants—backed by some of the world’s largest and most powerful corporate entities (i.e. Amazon Prime Video, Disney+ in conjunction with Hulu, Apple TV, HBO Max, and more), has left this space more crowded and competitive than ever before.

In light of this highly competitive marketplace, it has become incumbent upon these services to distinguish themselves, most notably through the combination of quantity and quality of the content made available to subscribers at a competitive price point. Naturally, these new entrants have endeavored to retain their own IP in order to bolster their own services in lieu of licensing said properties to Netflix, for example (*Business Insider*).

**Primary Question:**

Has the nature of Netflix’s content evolved over time in a distinct and quantifiable manner in light of increased market competition and diminished licensing opportunities as it relates to popular movie and television properties?

**Objectives:**

1. Conduct exploratory data analysis utilizing a dataset comprising the Netflix content library with attention to features such as:
   1. Content type
   2. Genre
   3. National origin
   4. Release date (Films)
   5. Date added
   6. Age guidance ratings
   7. IMDb and Rotten Tomatoes Ratings (quality of content indicators)
   8. Netflix Original productions
2. Visualize summary data analysis.
3. Identify observed trends and changes in the composition of Netflix content over time.
   1. Posit potential explanations for observed data results.
4. Conduct comparative analysis of Netflix content with that of its primary market competitors:
   1. Amazon Prime Video,
   2. Hulu,
   3. Disney+