


# Zuckflix Proposal

An orange speech bubble with a tail pointing towards the bottom left, containing white text.

Recommendations derived  
through Netflix Movies & TV  
Shows Dataset

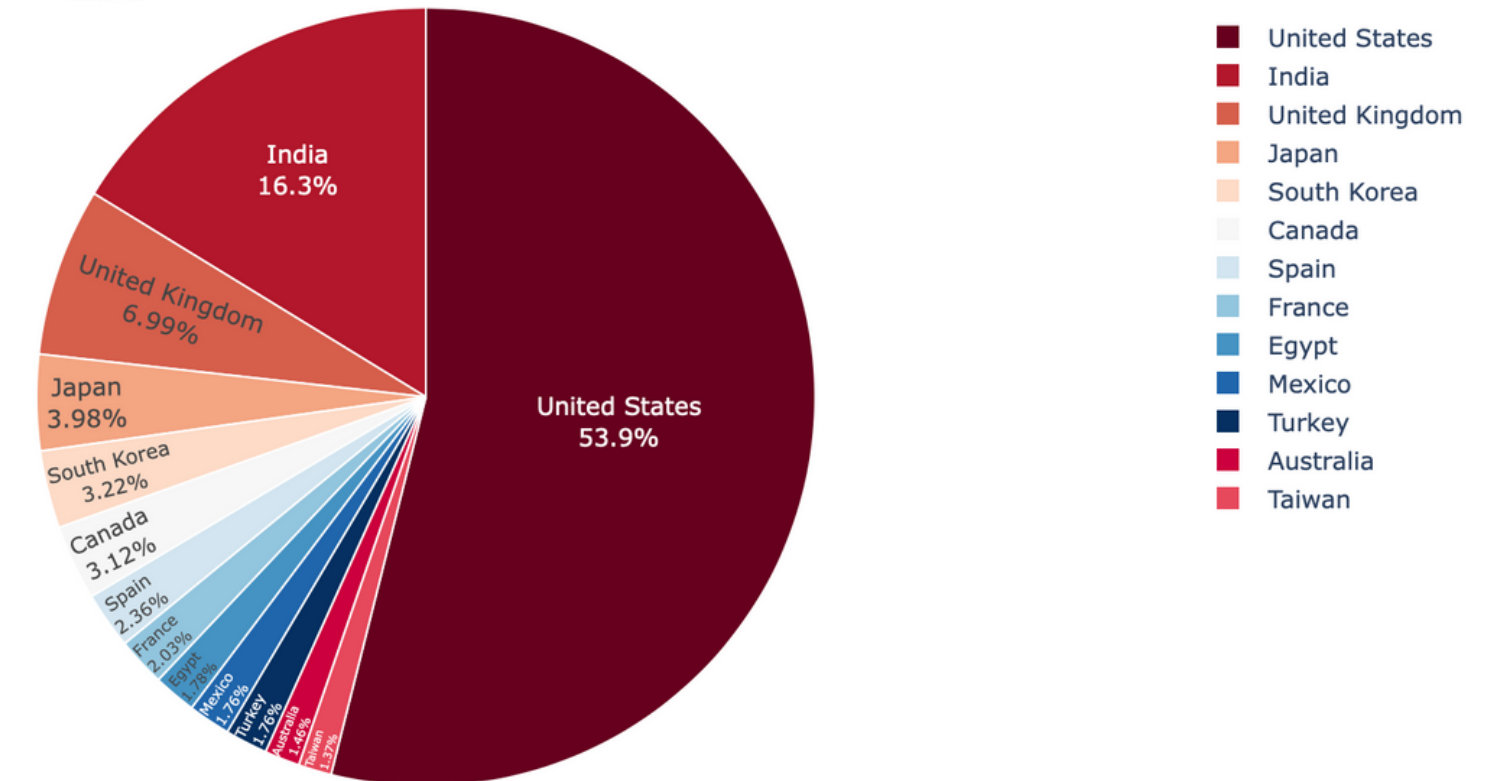
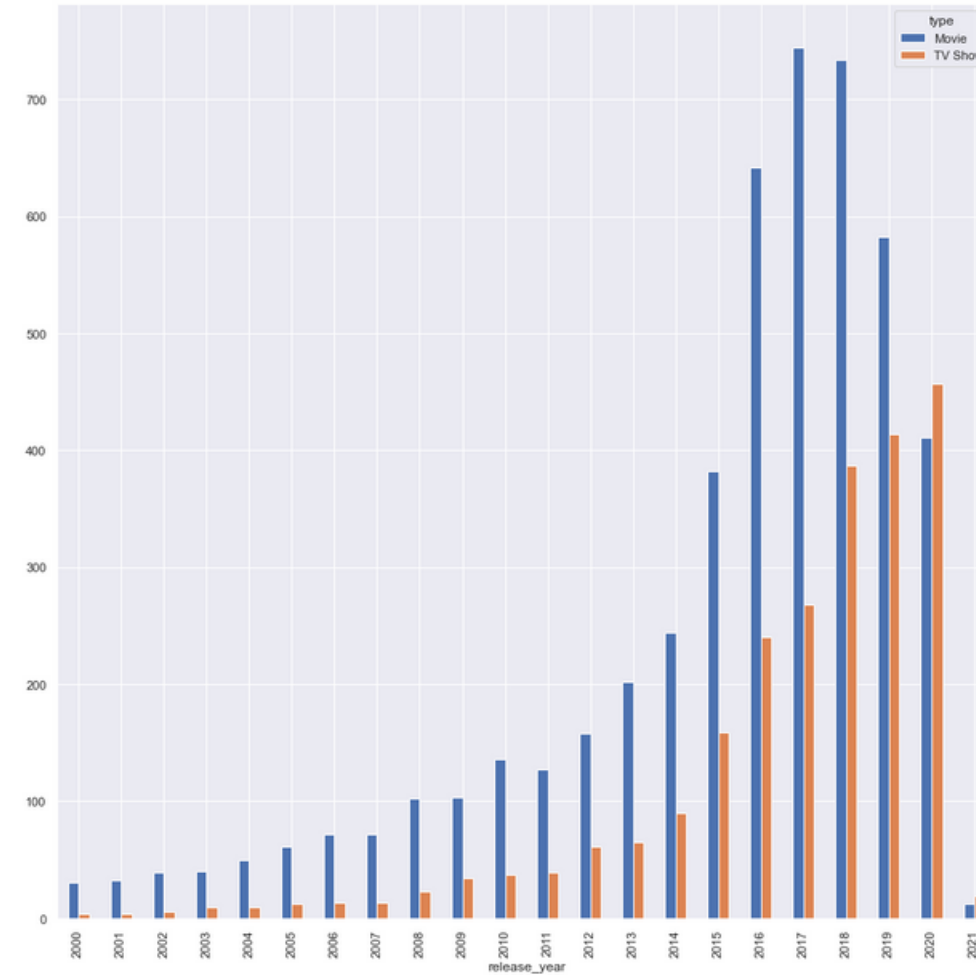
# Today's Agenda

- 1 Motivation of analysis
- 2 Exploratory Data Analysis
- 3 Conclusions
- 4 Recommendations

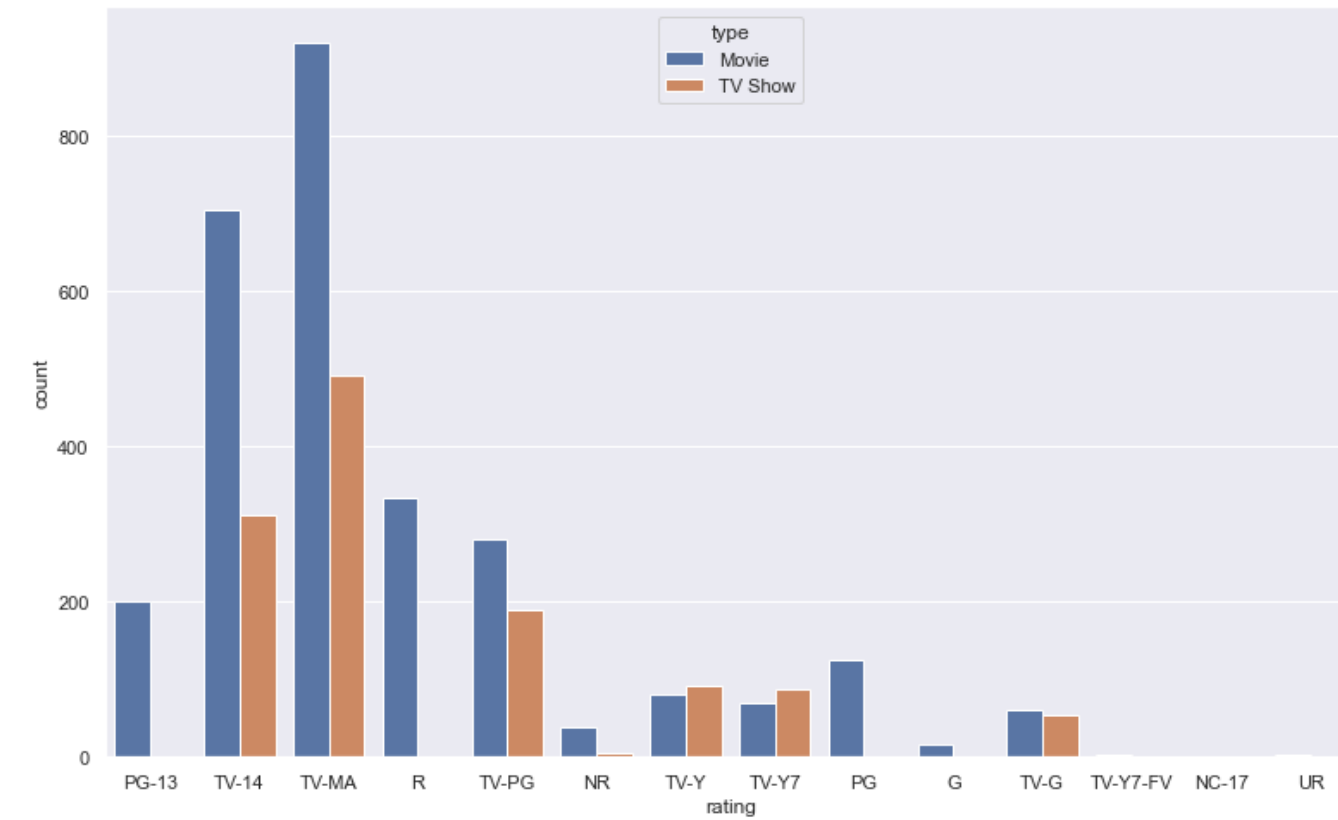
# Motivation

## 1940–2021 Netflix Movies & TV Shows

- understanding what content is available in different countries
- finding recent year trend in the publication of movies and TV shows
- identifying the common key words used in describing movies & TV shows

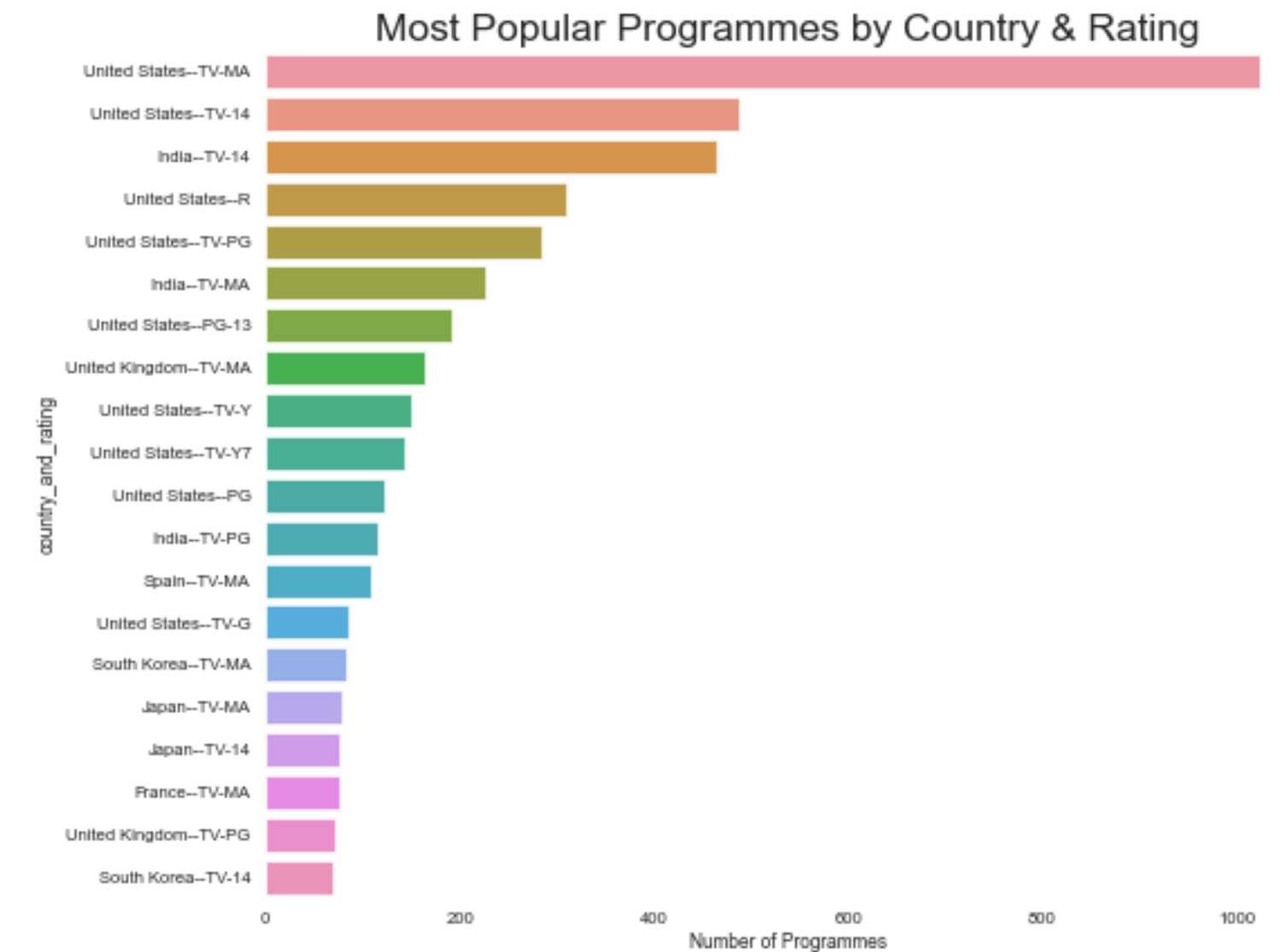


# Popular Programs by Rating & Country



Overall vs by country...

- 1 TV-MA and TV-14 are the most popular overall and in India and the US
- 2 US top3: TV-MA, TV-14, R
- 3 India top3: TV-14, TV-MA, TV-PG

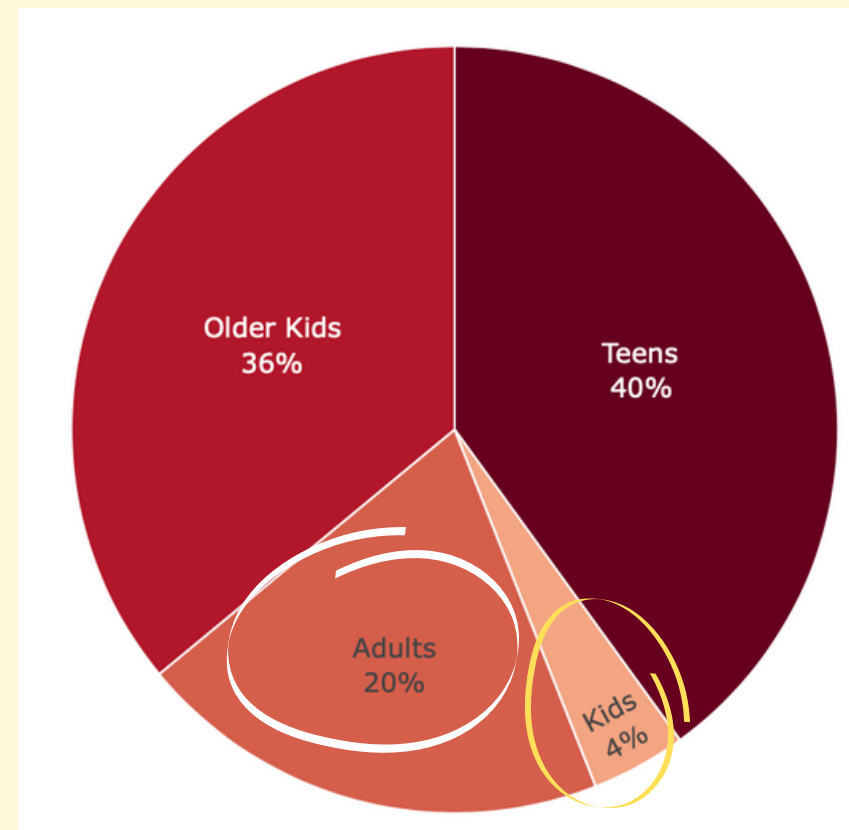


## TARGETING AUDIENCE

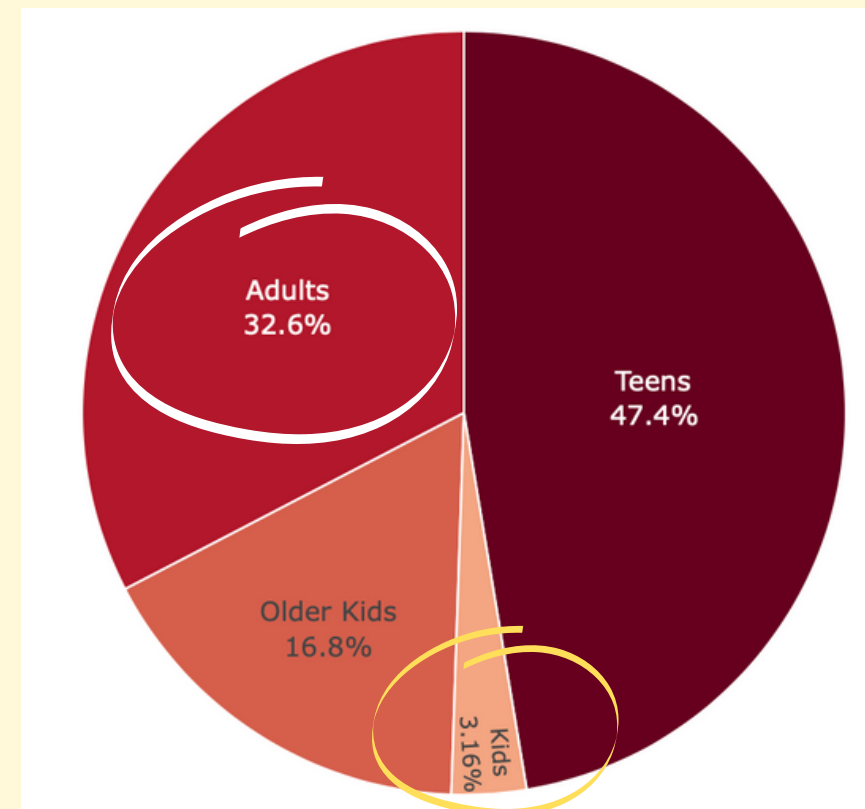
- To compare the trends within the modern US, UK, and Indian movies and TV shows, I split the timeline into three: 2000, 2010, and 2020

- kids content ↑
- adults content ↑
- teens content–
- older kids content ↓

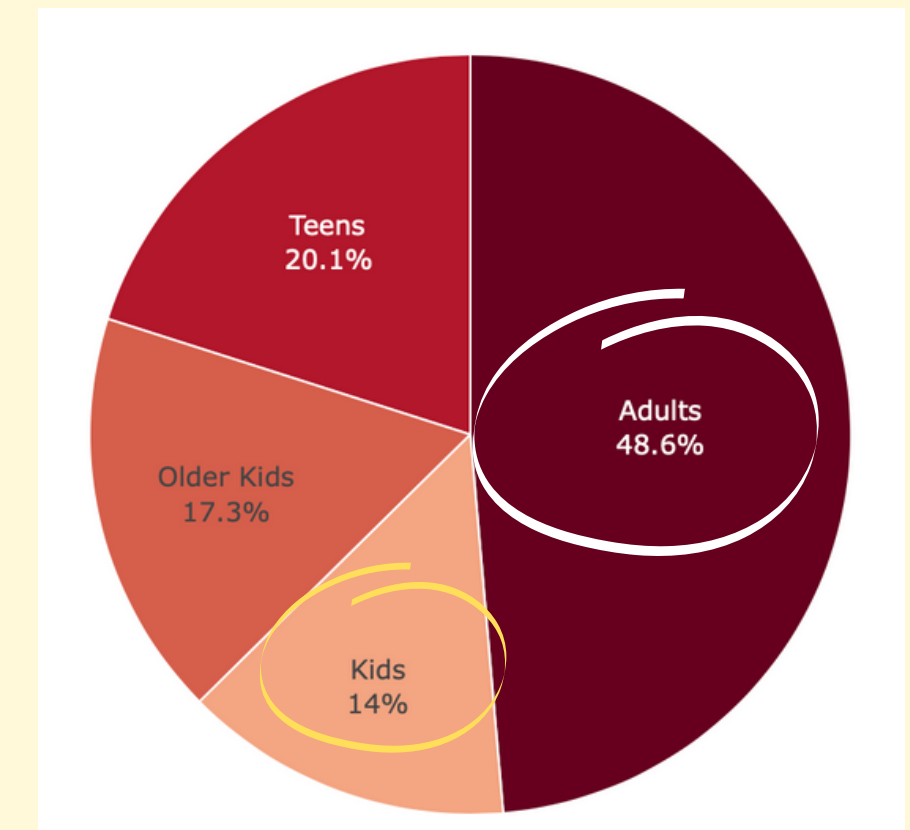
2000 Content Distribution by Target Audience



2010 Content Distribution by Target Audience



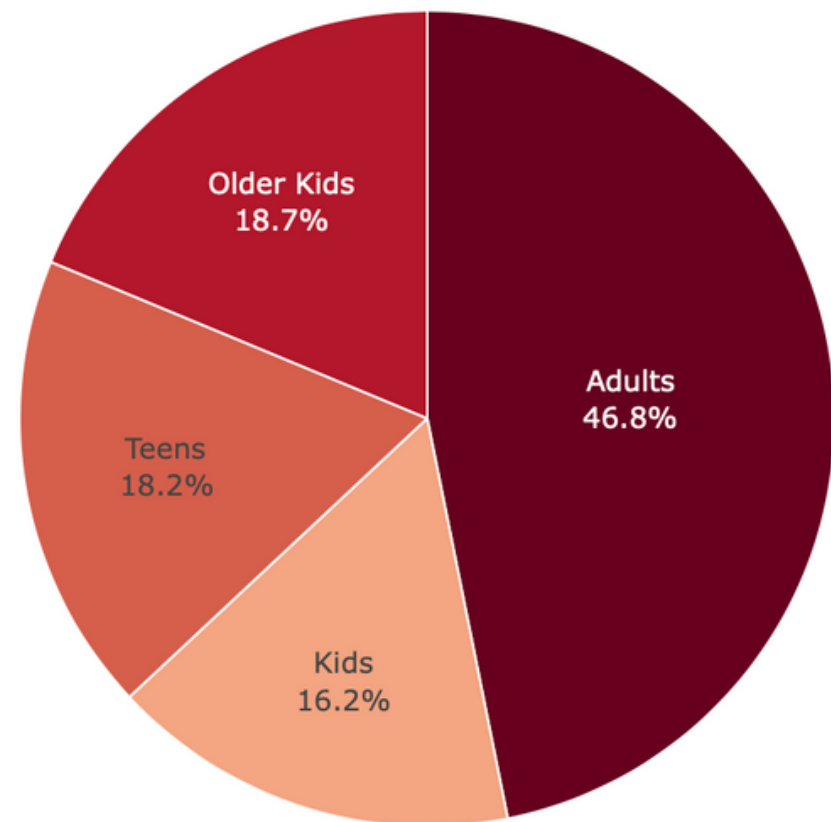
2020 Content Distribution by Target Audience



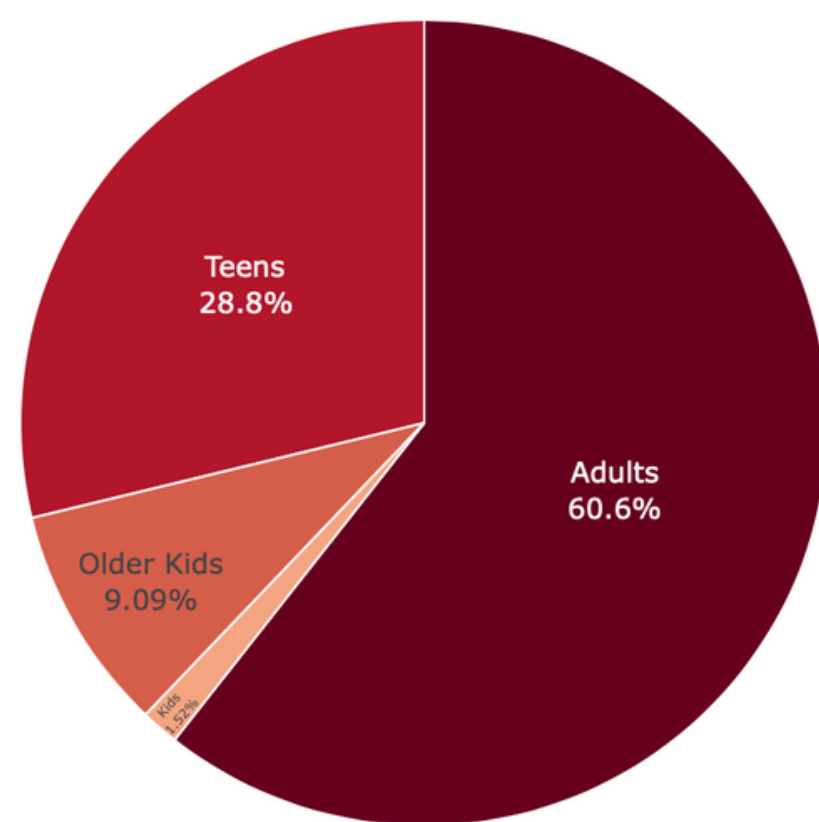
# Target Audience Distribution by Country

2020 Netflix Movie & TV  
show data in the US, UK,  
and India (top 3 countries)

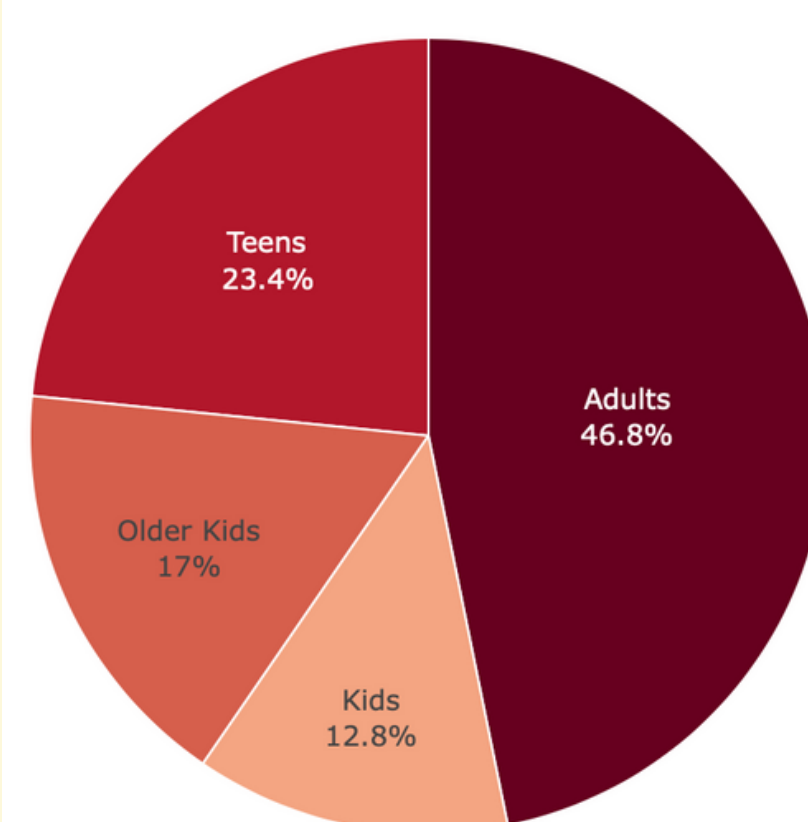
United States



India



United Kingdom

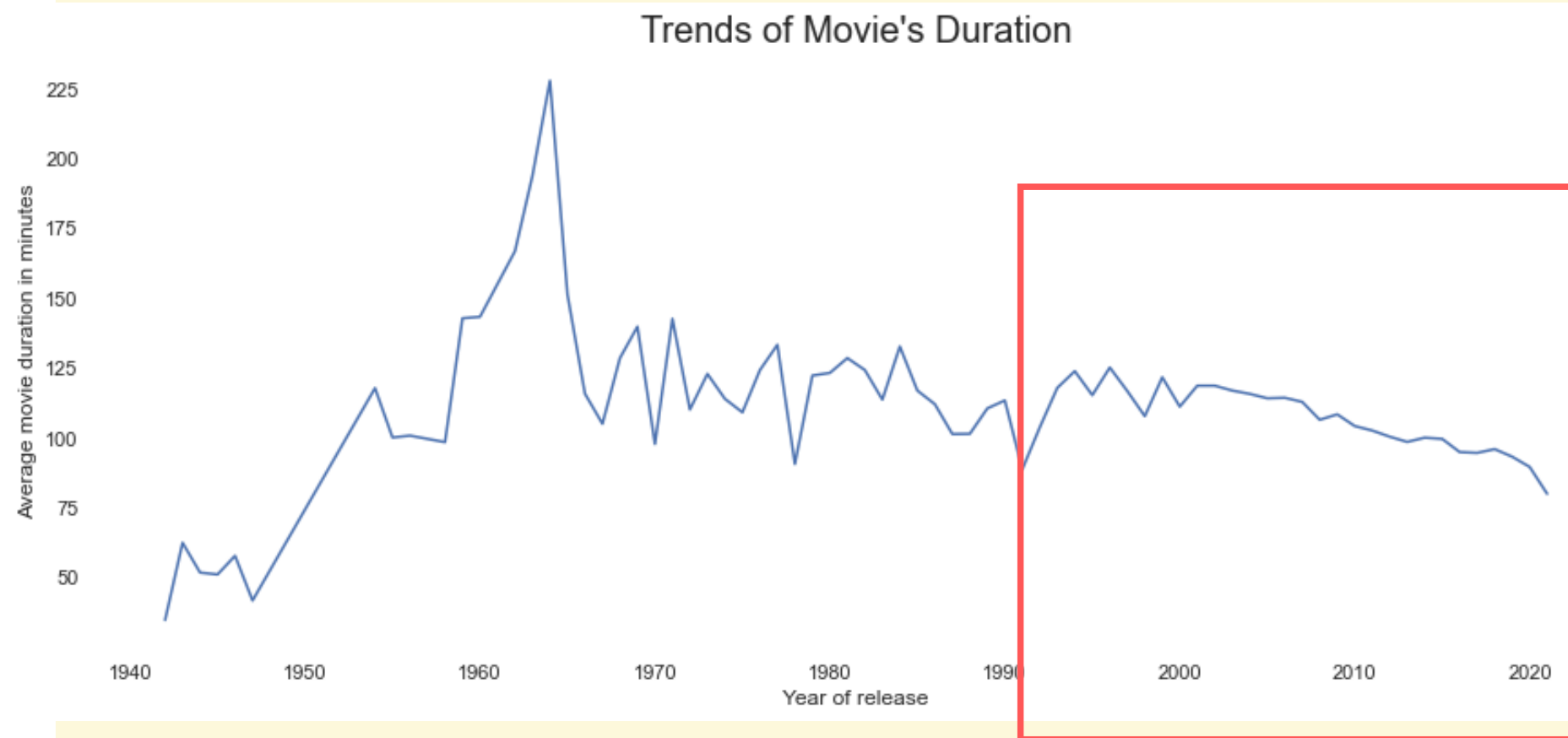


- Kids targeted movies&TV shows take the majority in both US and UK
- Teens targetd is the second most popular in all three countries
- India show different trend compared to the US and the UK

# Duration of Movies & TV Shows

What are the trends for the duration of movies and TV shows on netflix in the past 80 years?

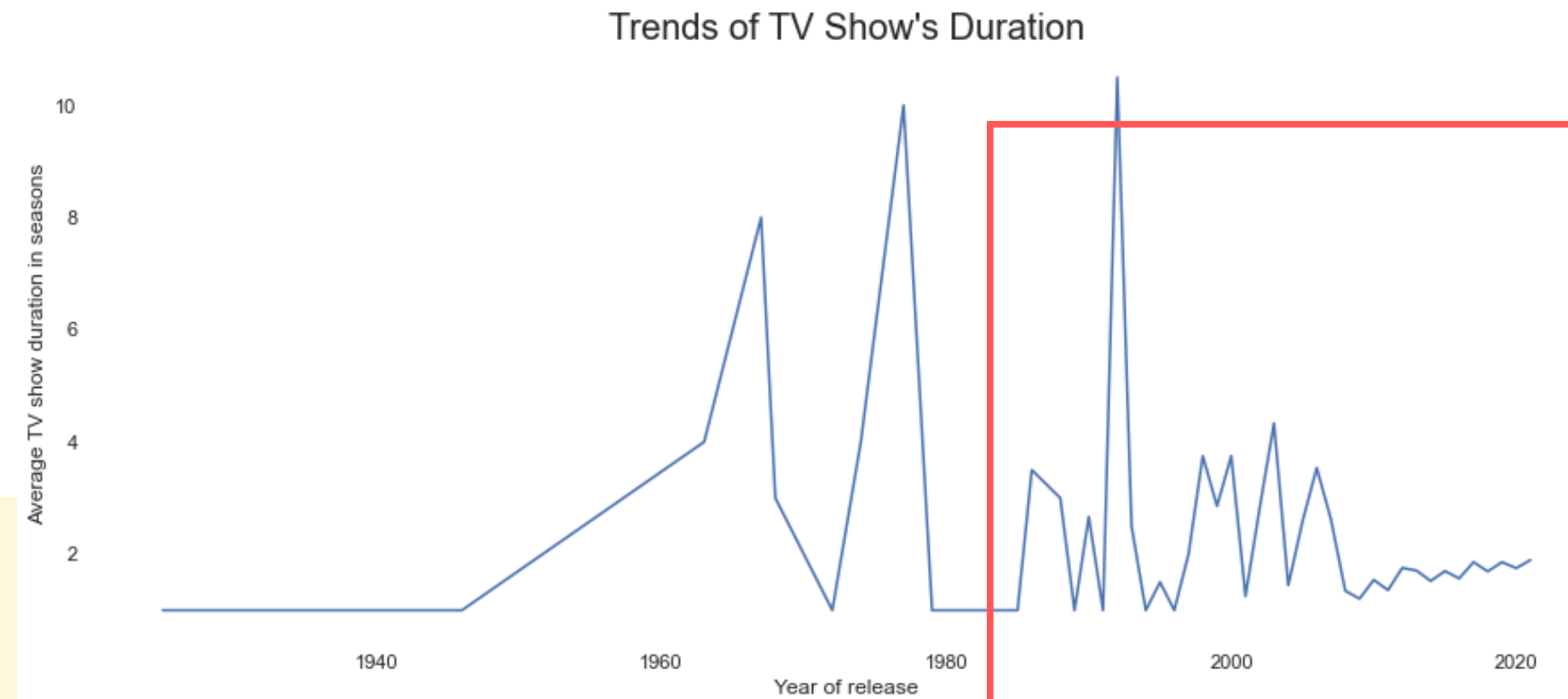
## Movie Duration



## Trend for Common Lengths for Movies & TV Shows

- overall: decreasing trend of duration for both movies and TV shows
- movies: stable decreasing trend
- TV shows: peek around 1990, big variance in the number of seasons published

## TV Show Seasons

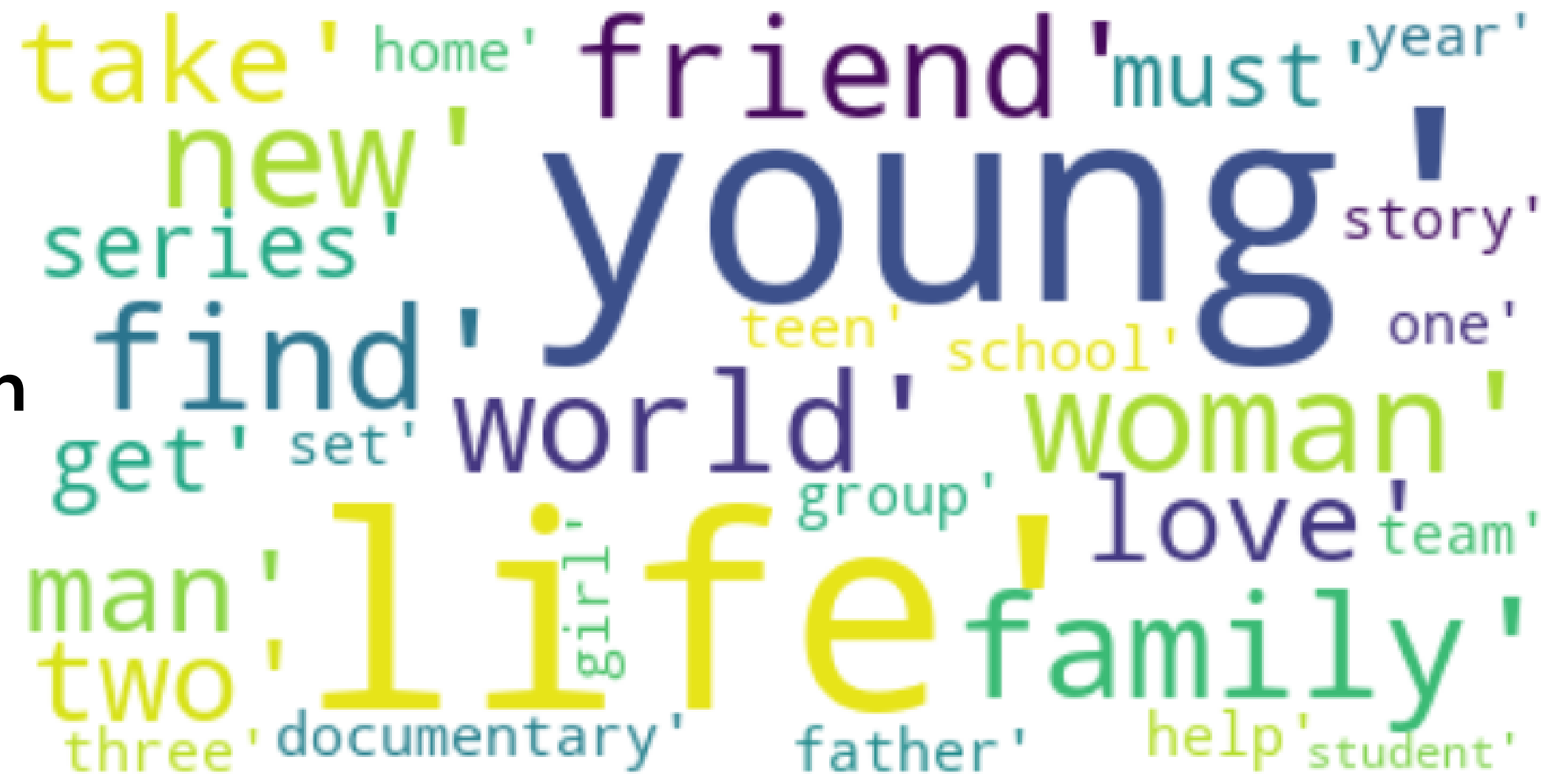


# Top Key Words

## Top key words used in the movie & TV show description

most used words:

- young
- life
- friend
- world
- woman
- woman
- man
- love
- family
- new





What will make Zuckflix successful?

# Conclusions & Recommendations

Analysis based on...

- Movie & TV show rating by Country
- Targeted age distribution
- Trend of movie & TV shows duration
- popular contents

1

American, British, and Indian TV-MA, TV-14, R rated shows

2

45% targeting adults, 25% targeting teens, increase kids targeted movies & shows

3

Optimal duration of movies: 90-110 minutes  
Optimal duration of TV shows: 2-4 seasons

4

Movies & shows with contents including: family, friends, youths, quests

# Thank you



Have a great  
evening!