

Contents

1. Background	2
2. Problem Statement	2
2.1 Brainstorming what kind of analysis can be done	2
3. DataSet Analysis	3
3.1 Observations on the shape of data, missing values	3
3.1.1 Treatment of Missing Values	3
3.2 Non-Graphical Analysis: Value counts and unique attributes.....	4
3.3 Visual Analysis - Univariate, Bivariate after pre-processing of the data	5
3.3.1 Univariate analysis in type variable	6
3.3.2 Univariate analysis in duration variable	6
3.3.3 Univariate analysis on Release year.....	7
3.3.4 Univariate analysis on Rating column.....	9
3.3.5 Univariate analysis of country variable	9
3.3.6 Univariate analysis on directors	10
3.3.7 Univariate analysis on cast field.....	11
3.3.8 Univariate analysis on title field	12
3.3.9 Bivariate analysis on Year and Type field.....	12
3.3.10 Bivariate analysis with type and duration variables	12
3.3.11 Bivariate analysis of Listed_in and type	14
3.3.12 Bivariate analysis of Listed In and year_added	14
3.3.13 Bivariate analysis of Rating and Release year.....	15
3.3.14 Bivariate analysis of Type and Release year	15
3.3.15 Bivariate analysis of Country and Listed_In = International.....	16
3.3.16 Trivariate analysis of Population, Number of shows and Countries for ListedIn=International	16
3.3.17 Trivariate analysis of Country and Type and Show Count	18
3.3.18 Bivariate analysis on directors	18
3.3.19 Bivariate analysis of Number of Shows and Number of words in the title of TV Shows	19
3.3.20 Trivariate analysis of Number of Shows, Number of Seasons and Number of words in the title	19

4. Business Insights	21
5. Recommendations.....	24
5.1 Help Netflix in deciding which type of shows/movies to produce.....	24
5.2 How Netflix can grow the business in different countries	24
6. What Next.....	25

1. Background

Netflix is one of the most popular media and video streaming platforms. They have over 10000 movies or tv shows available on their platform, as of mid-2021, they have over 222M Subscribers globally

A dataset consisting of listings of all the movies and tv shows available on Netflix, along with details such as - cast, directors, ratings, release year, duration has been provided.

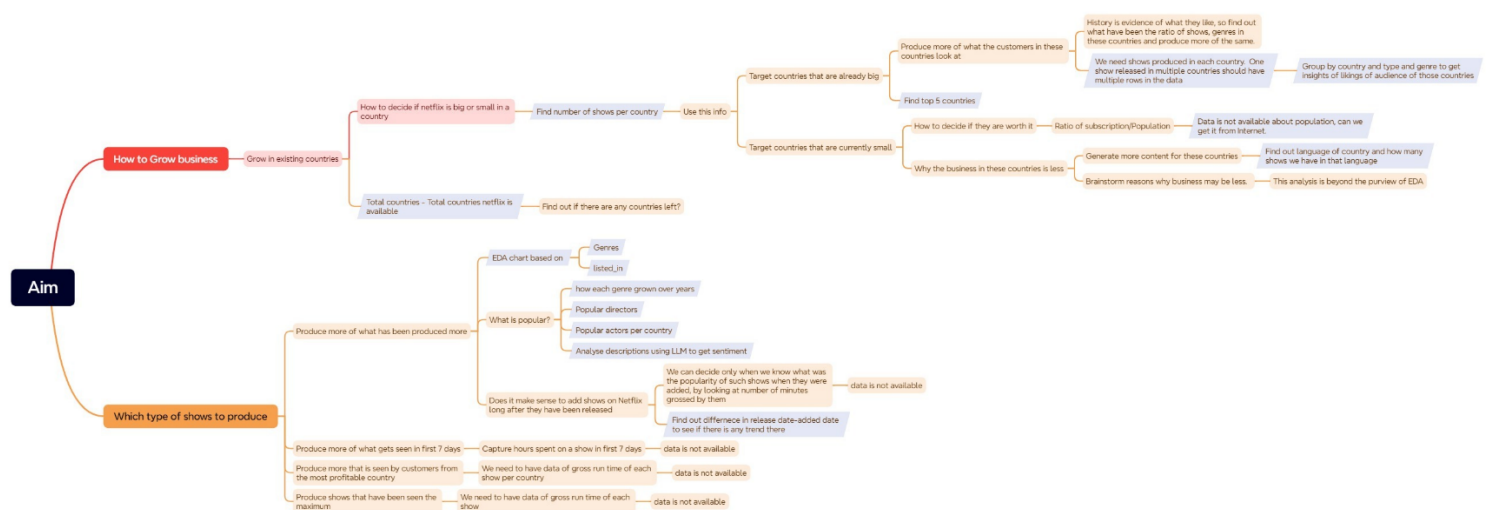
https://d2beiqkhq929f0.cloudfront.net/public_assets/assets/000/000/940/original/netflix.csv

2. Problem Statement

1. Help Netflix in deciding which type of shows/movies to produce
2. How they can grow the business in different countries

2.1 Brainstorming what kind of analysis can be done

See the chart in 300% zoom



3. DataSet Analysis

3.1 Observations on the shape of data, missing values

The data contains 8807 rows and 12 columns

Column	Observation	Significance
Show_id: Unique ID for every Movie / Tv Show	Categorical data It is a string with s<number> format. A unique id for every show	Can be useful if we split the data per country
Type: Identifier - A Movie or TV Show	categorical, nominal , two values	Important
Title: Title of the Movie / Tv Show	categorical, nominal, name of show	Not much use
Director: Director of the Movie	categorical, nominal, comma separated, has nulls	Can be useful once we zero in on type
Cast: Actors involved in the movie/show	categorical, nominal, comma separated, has nulls	Can be useful once we zero in on type
Country: Country where the movie/show was produced	categorical, nominal, comma separated, has nulls	Important
Date_added: Date it was added on Netflix	Numerical, Interval	Important Range analysis
Release_year: Actual Release year of the movie/show	Numerical	Similar to date has only year.
Rating: TV Rating of the movie/show	ordinal, 14 possible values	Important
Duration: Total Duration - in minutes or number of seasons	Numerical, ratio contains duration in minutes and seasons, needs to be normalized	Important
Listed In	Categorical, nominal Comma separated	Important
description	categorical, nominal	Important if we could do sentiment analysis on it.

Following columns have null values. Here are the details

Column: director, NA Values: 2634

Column: cast, NA Values: 825

Column: country, NA Values: 831

Column: date_added, NA Values: 10

Column: rating, NA Values: 4

Column: duration, NA Values: 3

3.1.1 Treatment of Missing Values

The missing values in following columns were fixed

Variable	Treatment of missing value
director	Missing values were filled with the string 'other'
cast	Missing values were filled with the string 'other'
country	Missing values were filled with the string 'ALL'. The reason is the assumption that if some row is missing country, maybe that show was released in all 124 countries, which may be difficult to store, hence they may have left the cell empty
date_added	Used the release year to fill these values. Last day of that year was assumed to be the day the show got listed on Netflix. For ex, if release year is 2020, then 31-Dec-2020 was filled.

rating	TV-MA is the most common rating (mode) for both Movie and TV Show. So imputed the missing values with this value
duration	The duration values were wrongly put in rating column. So just copied the values from there

3.2 Non-Graphical Analysis: Value counts and unique attributes

- Analysis on **Type** column
 - There are two type of shows – Movies and TV Show
 - There are 6131 movies and 2676 TV Shows
- Analysis from **Director**
 - The field is a comma separated list of values
 - Of the total 8807 shows, directors for 2634 shows' director details are missing
- Analysis from **Cast**
 - The field is a comma separated list of values
 - For 825 shows, cast details are not available in the data
- Analysis from **countries** field
 - The field is a comma separated list of values
 - Netflix is present in 124 countries out of approx. 197 countries present in the world
 - For 831 shows, country information is not provided. We shall be assuming that these shows are released in all countries.
- Analysis of **Year** fields
 - The Date Added field shows when the show was added to Netflix, while the year field tells when the show was actually produced.
- Analysis on **Ratings**
 - There are 14 Ratings - 'PG-13', 'TV-MA', 'PG', 'TV-14', 'TV-PG', 'TV-Y', 'TV-Y7', 'R', 'TV-G', 'G', 'NC-17', 'NR', 'TV-Y7-FV', 'UR'

Here are the meanings and full forms of each of these rating categories:

1. **G (General Audience)**: Suitable for all ages. No content that would offend parents if viewed by children.
2. **NC-17 (No Children Under 17)**: Only adults admitted. Explicit content that may be inappropriate for viewers under 17.
3. **NR (Not Rated)**: The film has not been submitted for a rating or is an uncut version of a film that was submitted.
4. **PG (Parental Guidance)**: Some material may not be suitable for children. Parents are urged to provide "parental guidance."
5. **PG-13 (Parents Strongly Cautioned)**: Some material may be inappropriate for children under 13. Parents are urged to be cautious.
6. **R (Restricted)**: Restricted to viewers over 17, unless accompanied by an adult. Contains adult content.
7. **TV-14 (Parents Strongly Cautioned)**: May contain material unsuitable for children under 14. Parents are urged to exercise caution.
8. **TV-G (General Audience)**: Suitable for all ages. Contains no strong language, sexual content, or violence.
9. **TV-MA (Mature Audience)**: Suitable for mature audiences only. May include explicit content.

10. **TV-PG (Parental Guidance Suggested)**: Contains material that parents may find unsuitable for younger children.
 11. **TV-Y (All Children)**: Suitable for all children, especially younger ones. Not expected to frighten younger children.
 12. **TV-Y7 (Directed to Older Children)**: Suitable for children age 7 and older. May include mild violence or themes.
 13. **TV-Y7-FV (Directed to Older Children – Fantasy Violence)**: Same as TV-Y7 but with more intense fantasy violence.
 14. **UR (Unrated)**: The film has not been rated by the Motion Picture Association.
- These ratings indicate content suitable for kids:
 - **G (General Audience)**: Safe for all ages.
 - **TV-G (General Audience)**: Suitable for all viewers, including kids.
 - **TV-Y (All Children)**: Specifically for young children.
 - **TV-Y7 (Directed to Older Children)**: Suitable for kids age 7 and older.
 - **TV-Y7-FV (Directed to Older Children – Fantasy Violence)**: Suitable for kids age 7 and older, with some fantasy violence.

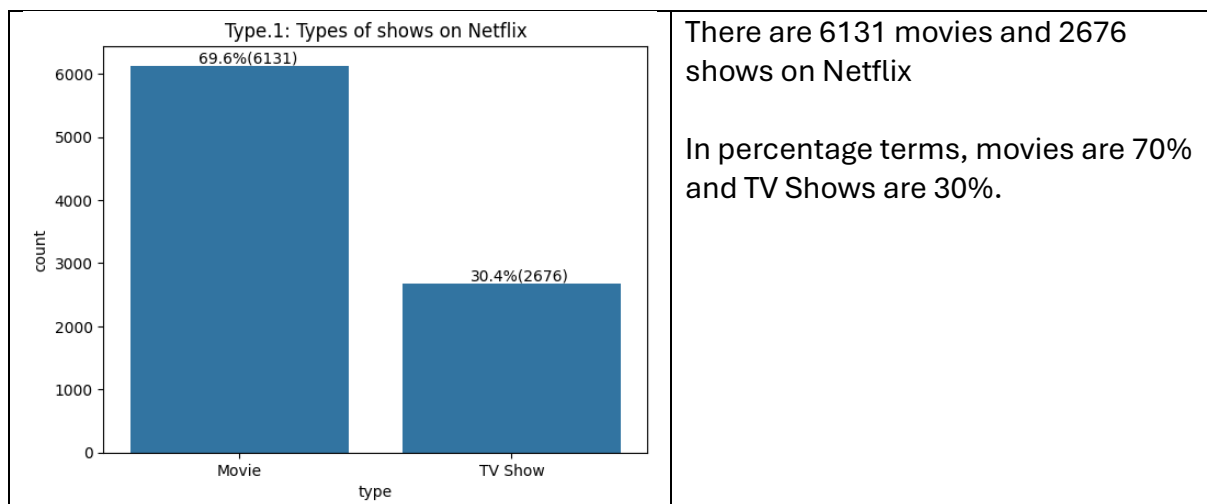
- TV-MA is the most common rating for both movies and TV Show
- Analysis of **duration** field
 - For movies, the value is given in minutes, for TV shows the value is given in number of seasons.
 - Comparison, aggregation will require normalization.
- Analysis from **listed_in** field
 - The field is a comma separated list of values
 - It contains the following 42 unique values - 'Documentaries', 'International TV Shows', 'TV Dramas', 'TV Mysteries', 'Crime TV Shows', 'TV Action & Adventure', 'Docuseries', 'Reality TV', 'Romantic TV Shows', 'TV Comedies', 'TV Horror', 'Children & Family Movies', 'Dramas', 'Independent Movies', 'International Movies', 'British TV Shows', 'Comedies', 'Spanish-Language TV Shows', 'Thrillers', 'Romantic Movies', 'Music & Musicals', 'Horror Movies', 'Sci-Fi & Fantasy', 'TV Thrillers', 'Kids' TV', 'Action & Adventure', 'TV Sci-Fi & Fantasy', 'Classic Movies', 'Anime Features', 'Sports Movies', 'Anime Series', 'Korean TV Shows', 'Science & Nature TV', 'Teen TV Shows', 'Cult Movies', 'TV Shows', 'Faith & Spirituality', 'LGBTQ Movies', 'Stand-Up Comedy', 'Movies', 'Stand-Up Comedy & Talk Shows', 'Classic & Cult TV'

3.3 Visual Analysis - Univariate, Bivariate after pre-processing of the data

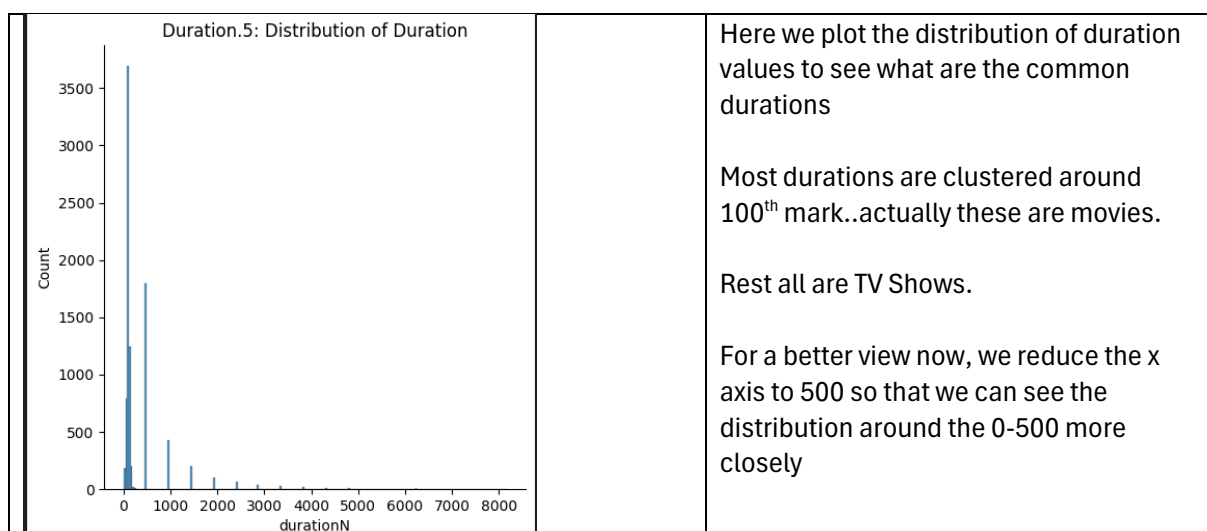
Preprocessing

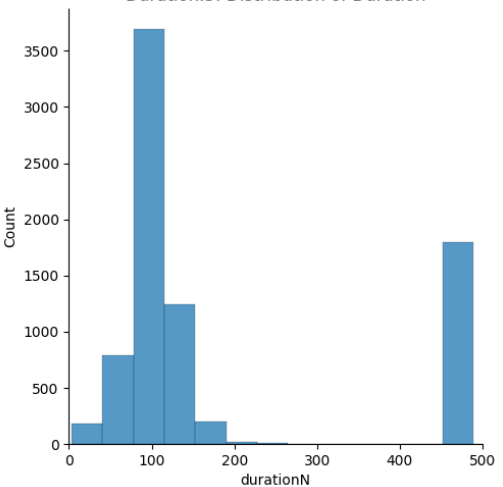
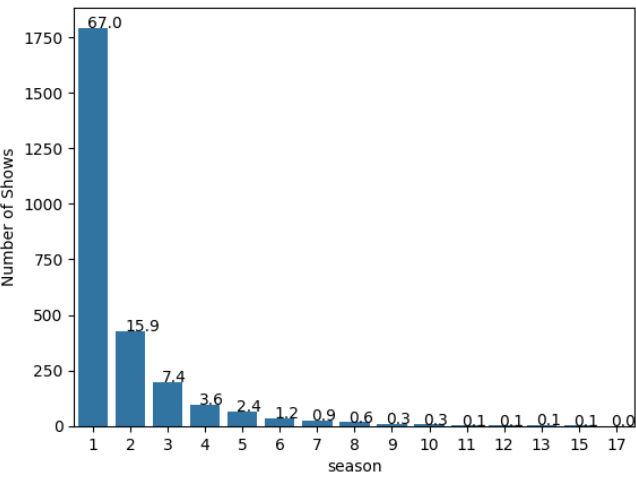
1. For some analyses, Country, director and cast was splitted to see shows across countries
2. Duration field was normalized for movies and tv shows by assuming that each season of a TV show contains 12 episodes lasting 40 minutes.
3. For some analysis, additional data on population per country was secured via open apis available on Internet

3.3.1 Univariate analysis in type variable

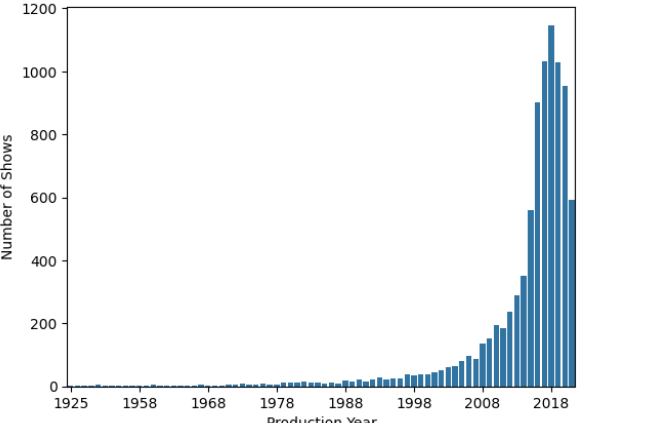


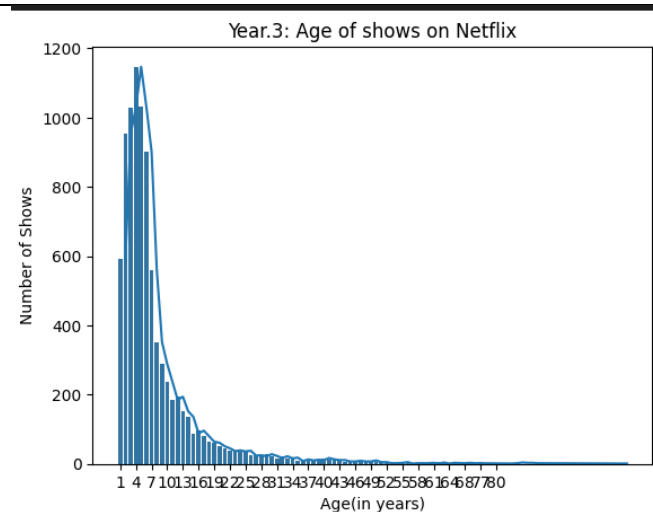
3.3.2 Univariate analysis in duration variable



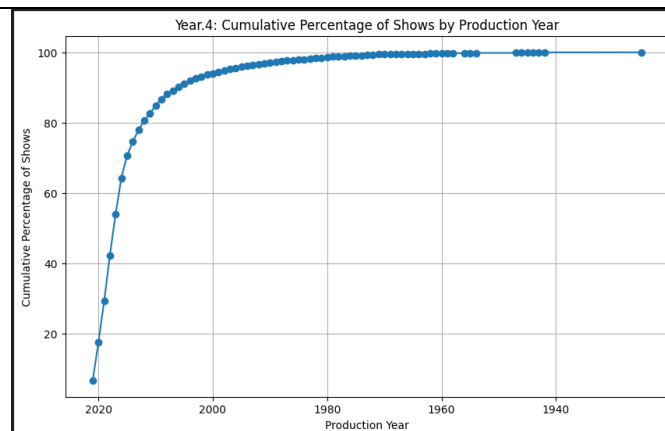
<p>Duration.5: Distribution of Duration</p> 	<p>We can see that the durations are clustered around two points – 100 min and 480 minutes.</p> <p>The bivariate plots done later will reveal that the graph around 100 min is for movies and graph bar at 480 min is for TV Shows</p>
<p>Duration.4: Number of TV shows with 1 or more seasons</p> 	<p>Lets focus on TV shows. We are now looking at sorted values for seasons of TV Shows.</p> <ul style="list-style-type: none"> Plot reveals that 67% of TV shows did only <i>one</i> season Thus we infer that 33 percent of shows went on to make a new season after season 1. A show will only go for a new season if it was successful in the first one. It can be construed that 33 percent of shows are successful <p>Recommendation 2: Netflix should encourage producers of TV Shows that have done more than one season to do more seasons</p>

3.3.3 Univariate analysis on Release year

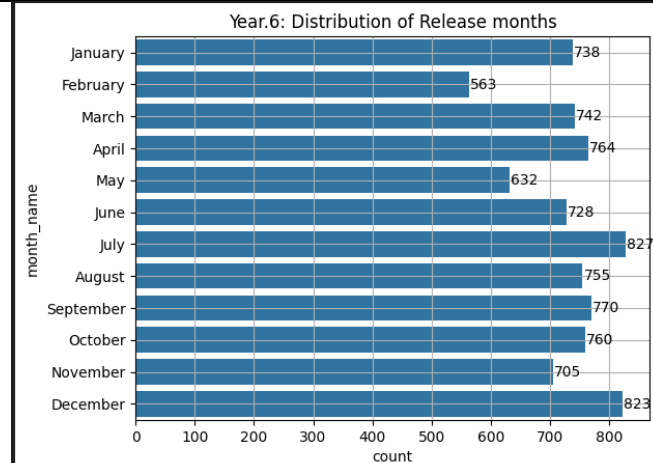
<p>Year.2: Production timeline of Shows available on Netflix</p> 	<ul style="list-style-type: none"> Netflix has a movie as old as 1925, indicating an impressive range of shows curated by them
--	---



- Most shows on Netflix are not more than 10 yrs old
- Max number of shows are 4 yrs old.

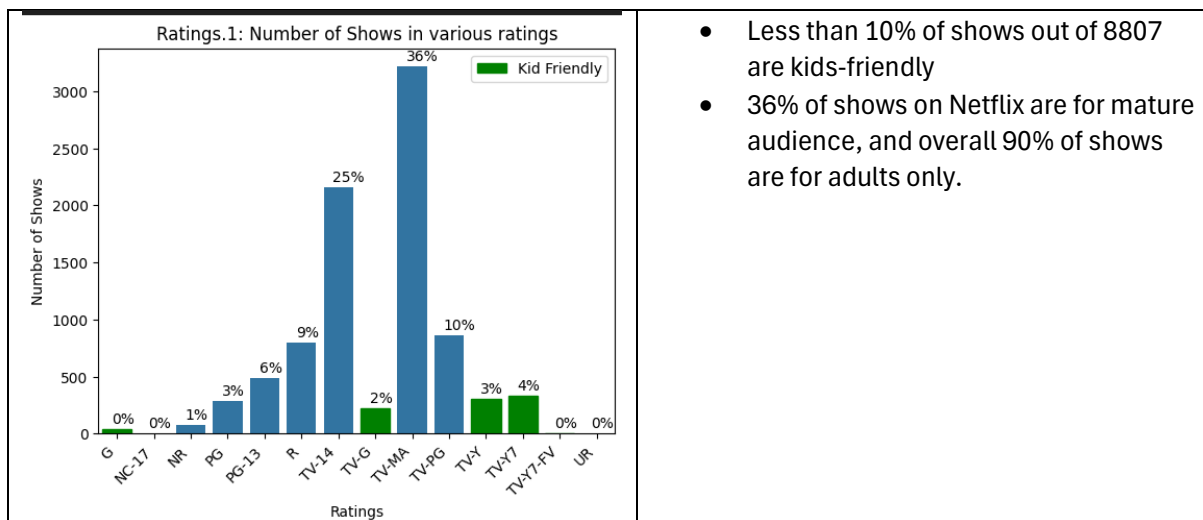


- 50% of shows are 5yr or less old
- 80% are 9 yr old or less
- Interpretation: It confirms that most shows are of recent production and customers prefer not to see very old movies or shows. Maybe only hit or classic shows will make it to Netflix which are more than 10 yrs old.

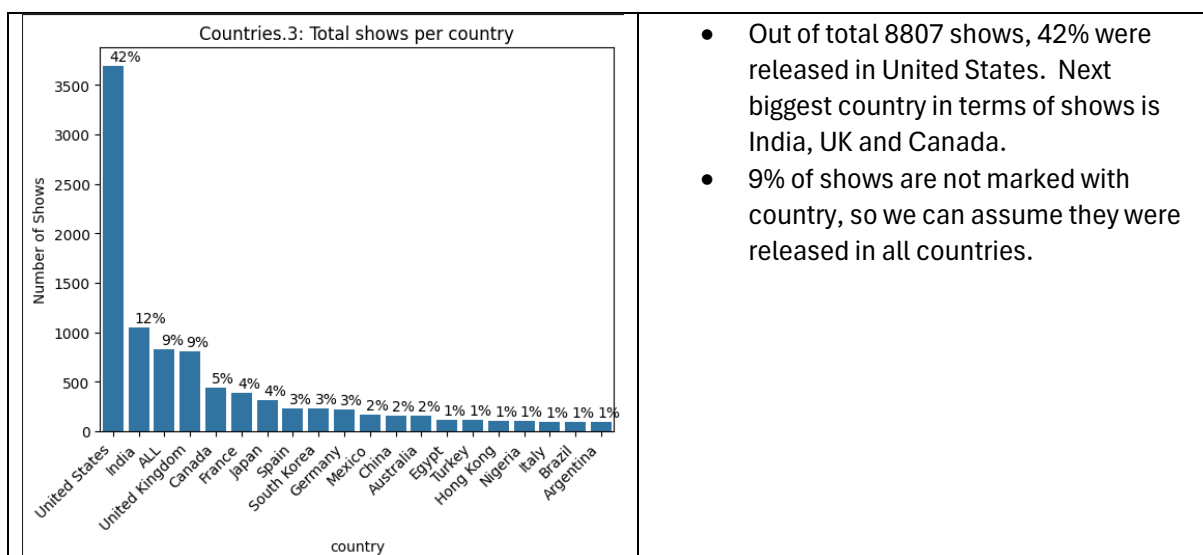


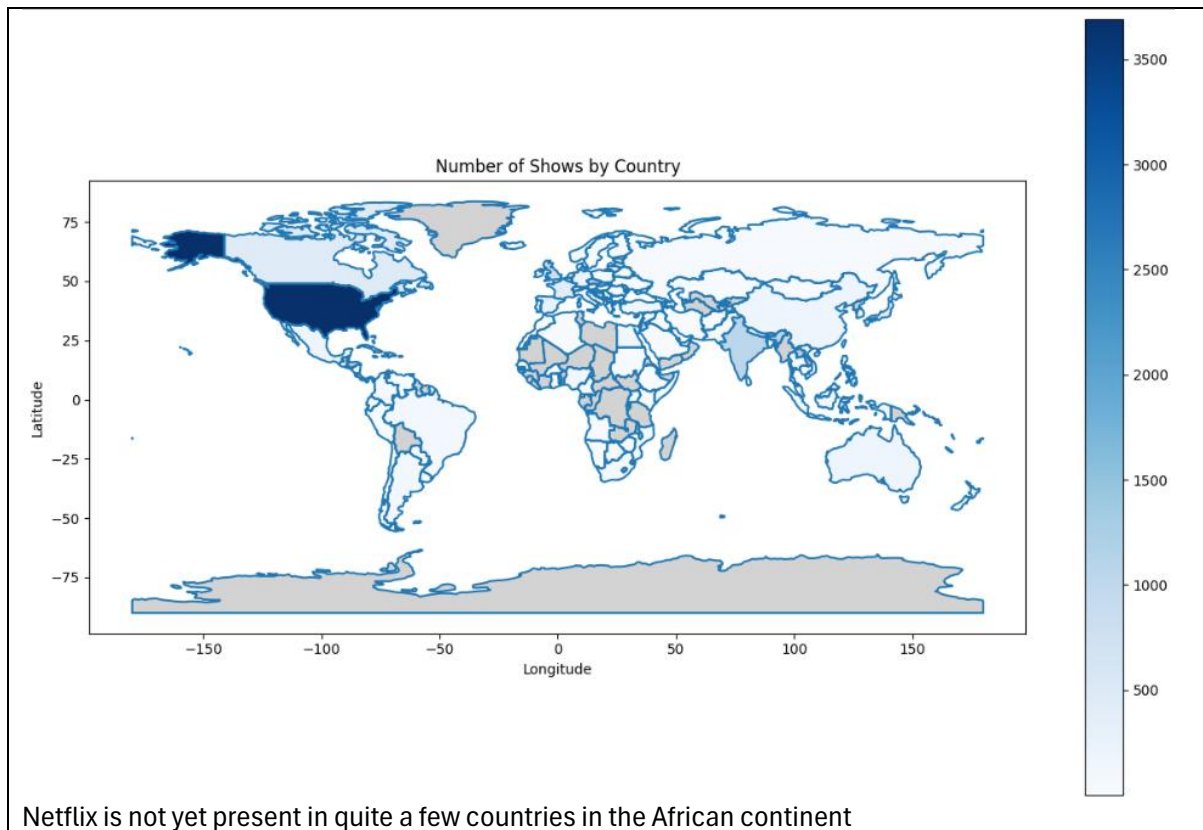
- Max number of shows are released in July and December. July is the start of the season maybe due to US independence day.
- Feb has the least number of releases

3.3.4 Univariate analysis on Rating column

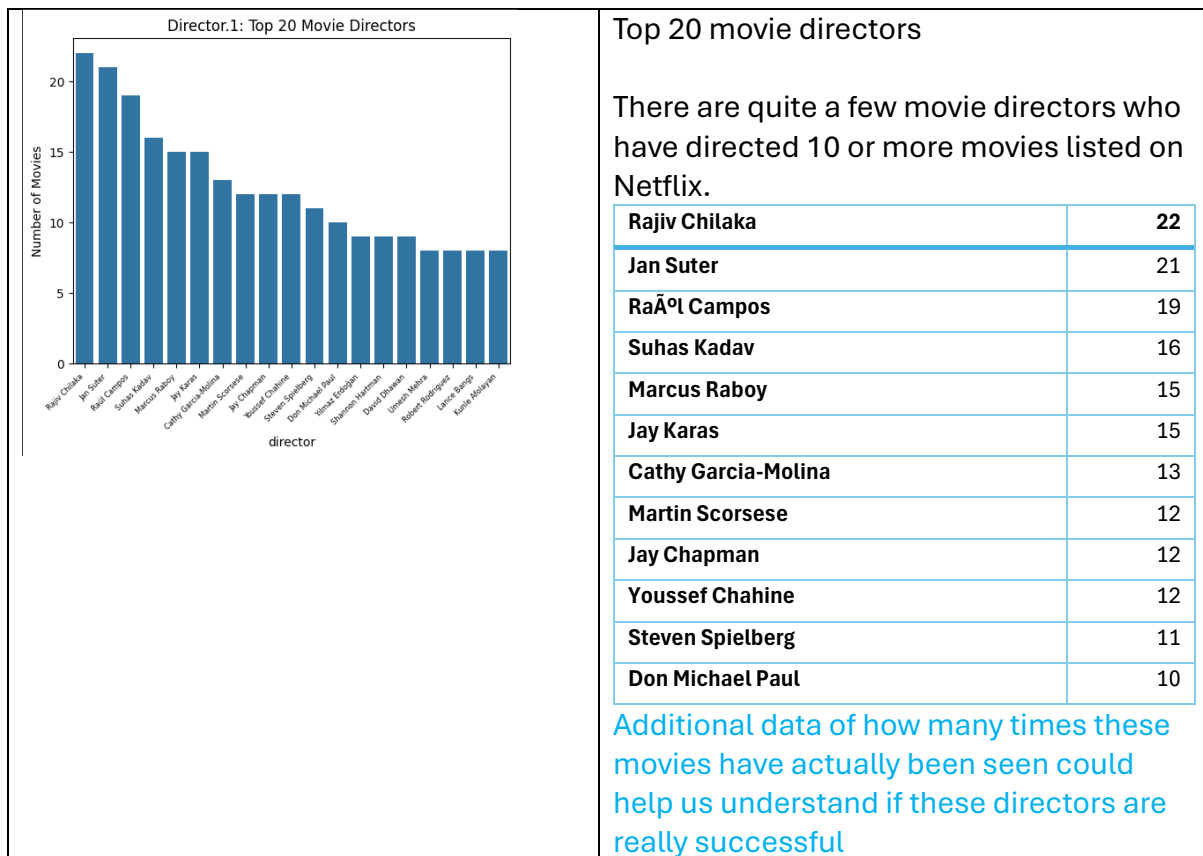


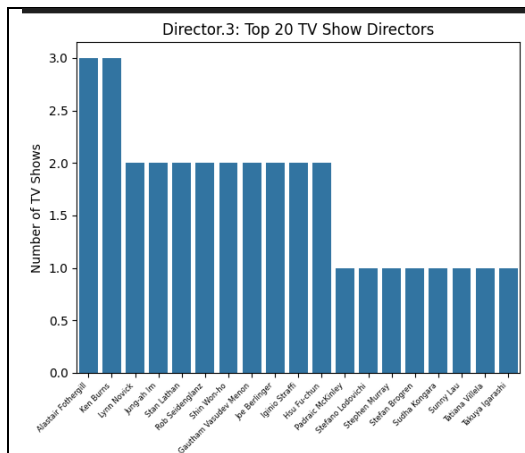
3.3.5 Univariate analysis of country variable





3.3.6 Univariate analysis on directors

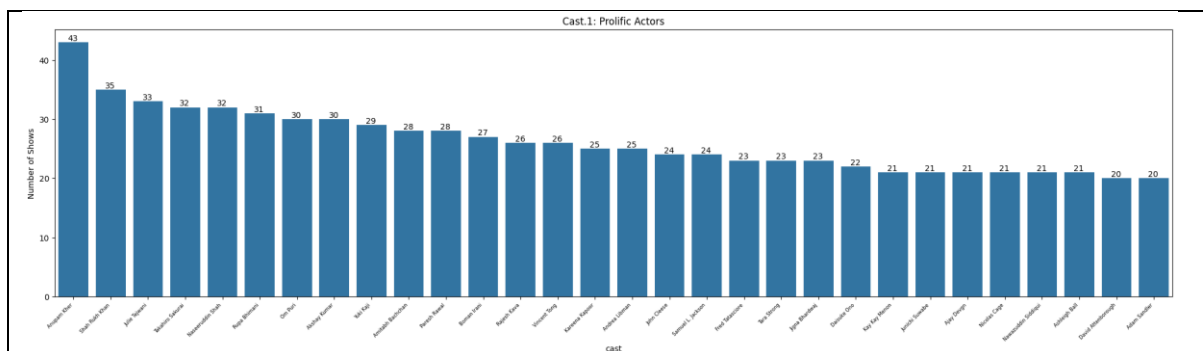




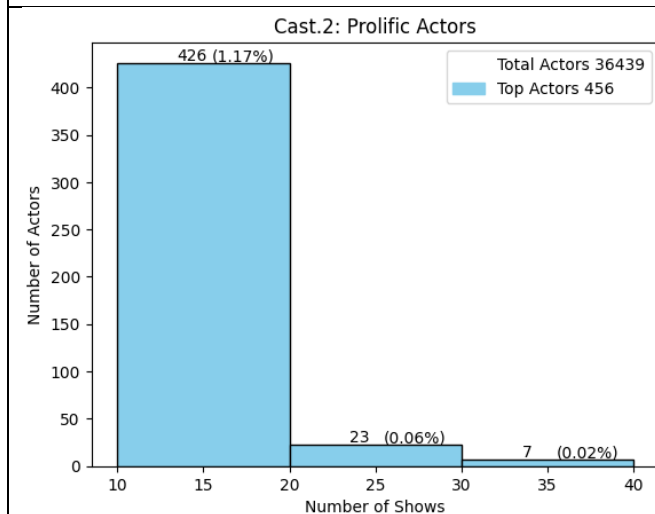
Only 2 TV show directors are there who have given more than 2 TV Shows.

Only 10 TV show directors out of 299 are there who have produced more than 1 TV show.

3.3.7 Univariate analysis on cast field



Anupam Kher ,Shah Rukh Khan ,Julie Tejwani are the most prolific actors on shows on Netflix. But there are many actors who are promising and have done 10+ shows. Lets find out more about their numbers.

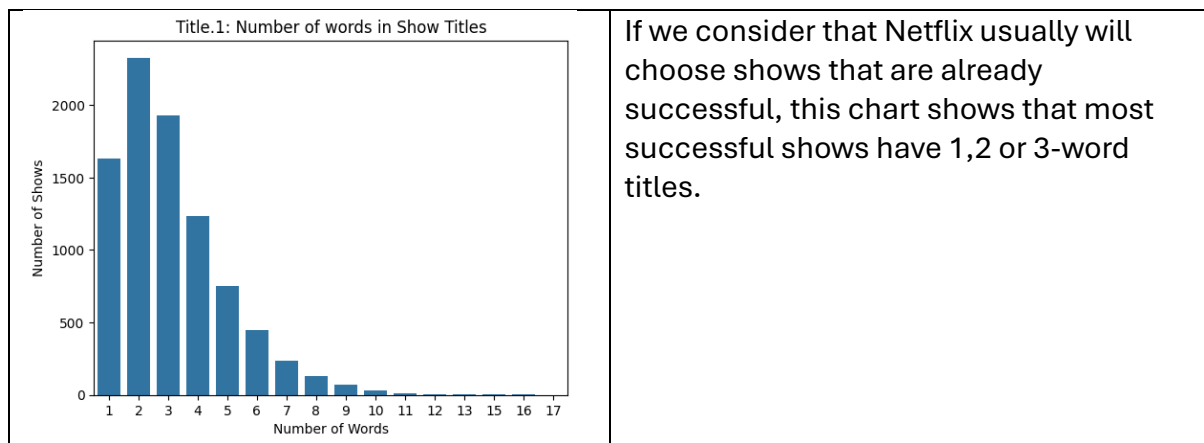


426 actors have done 10-20 shows
23 actors have done 20-30 shows
7 actors have done more than 30 shows

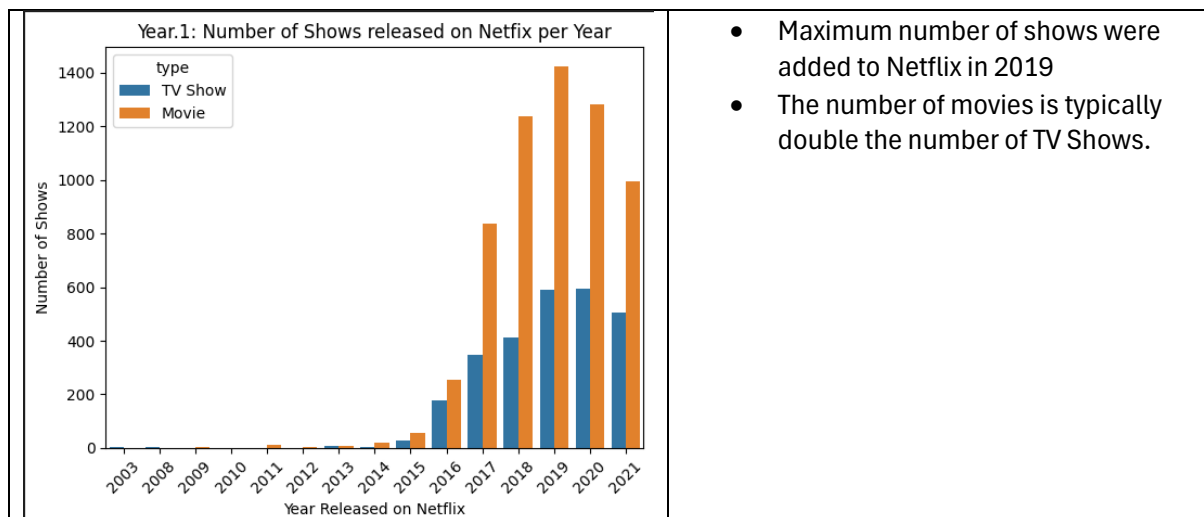
Total number of actors = 36439
Top Actors = 426+23+7= 456

Recommendation 9: Any movie by these 456 actors should be released on Netflix

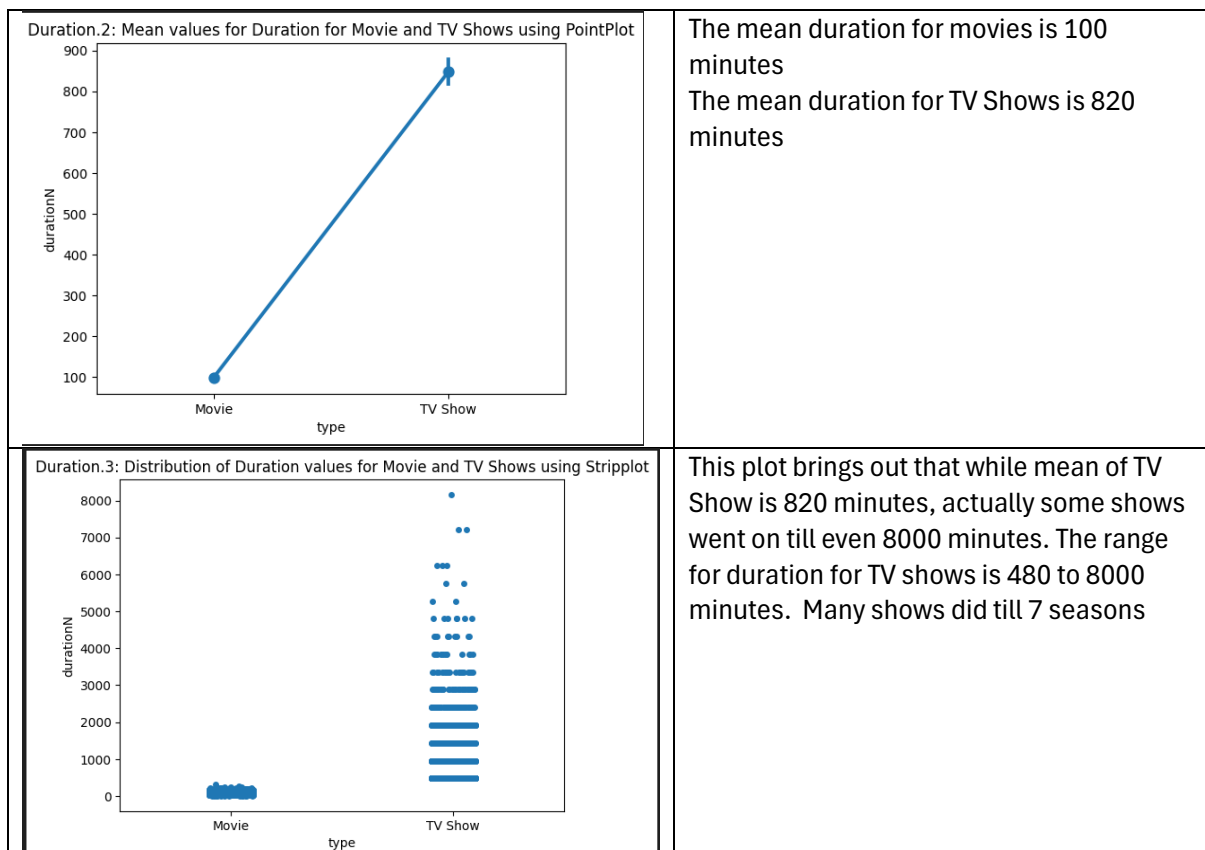
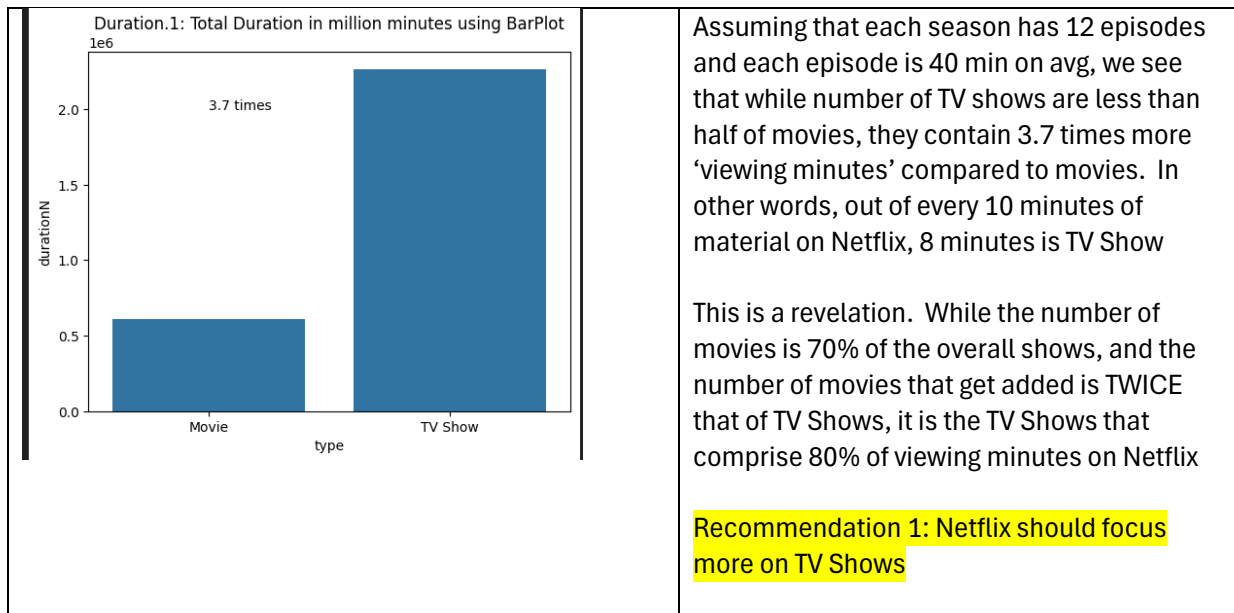
3.3.8 Univariate analysis on title field



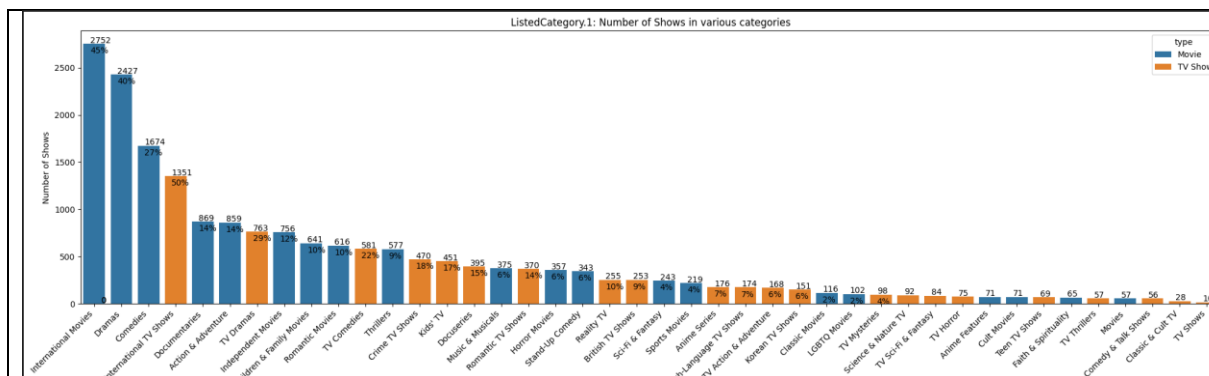
3.3.9 Bivariate analysis on Year and Type field



3.3.10 Bivariate analysis with type and duration variables



3.3.11 Bivariate analysis of Listed_in and type



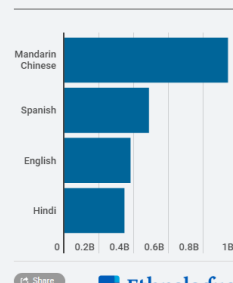
- Out of 6131 movies, 45% are international movies
- Out of 2676 TV Shows, 50% are international TV Shows
- Drama is the most popular category for both TV Shows and Movies, every 2 out of 5 movies is a drama, every 1 out of 3 TV Shows is a drama
- Every 4th movie is a comedy
- Every 5th tv show is a comedy

At this point, it may be useful to find out the most popular languages. I used following external resource

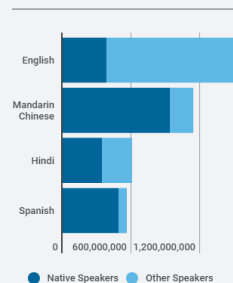
<https://www.ethnologue.com/insights/most-spoken-language/>

Mandarin Chinese is the largest language in the world, if you count only native speakers. If you count both native and non-native speakers, English is the largest.

Languages with the most native users, 2024



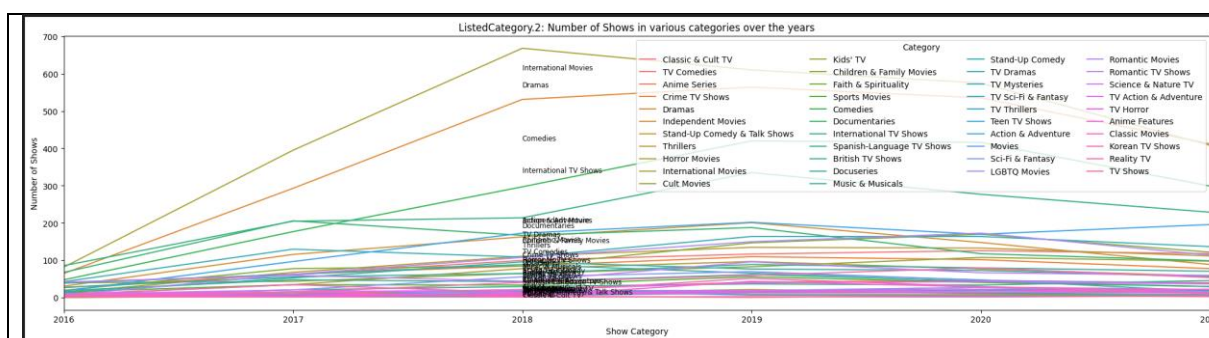
Languages with the most speakers, 2024



So for the purpose of this study, the relevant statistic is the Languages with most speakers

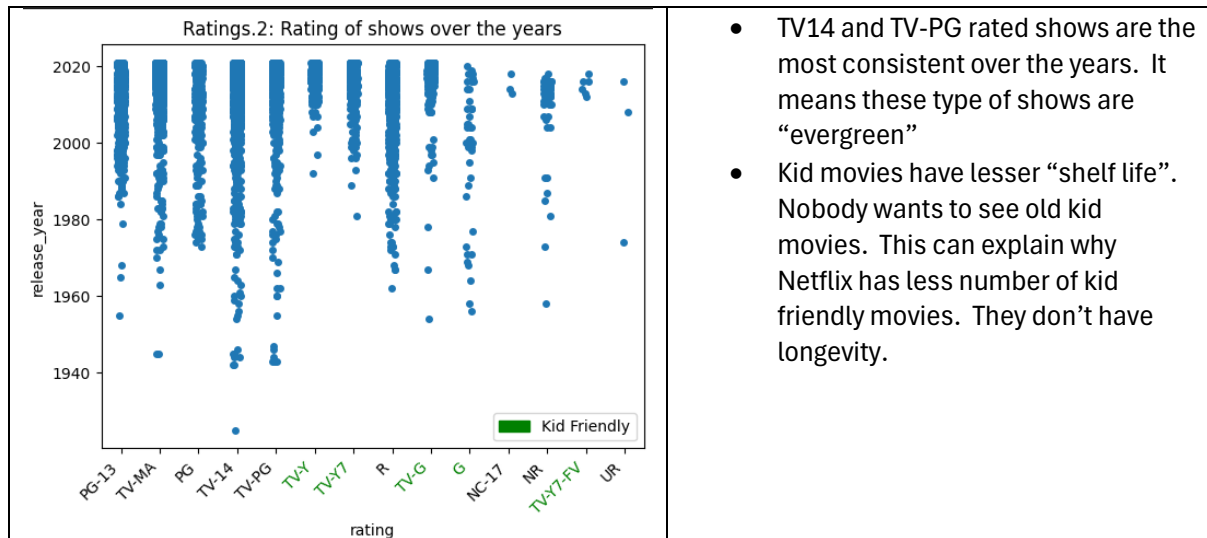
English: Approximately 1.515 billion speakers.
Mandarin Chinese: Around 1.140 billion speakers.
Hindi: About 609 million speakers.
Spanish: Around 560 million speakers.
Arabic: Approximately 332 million speakers.
French: Around 312 million speakers.
Bengali: About 278 million speakers.
Portuguese: Around 264 million speakers.
Russian: Approximately 255 million speakers.
Urdu: Around 238 million speaker

3.3.12 Bivariate analysis of Listed In and year_added

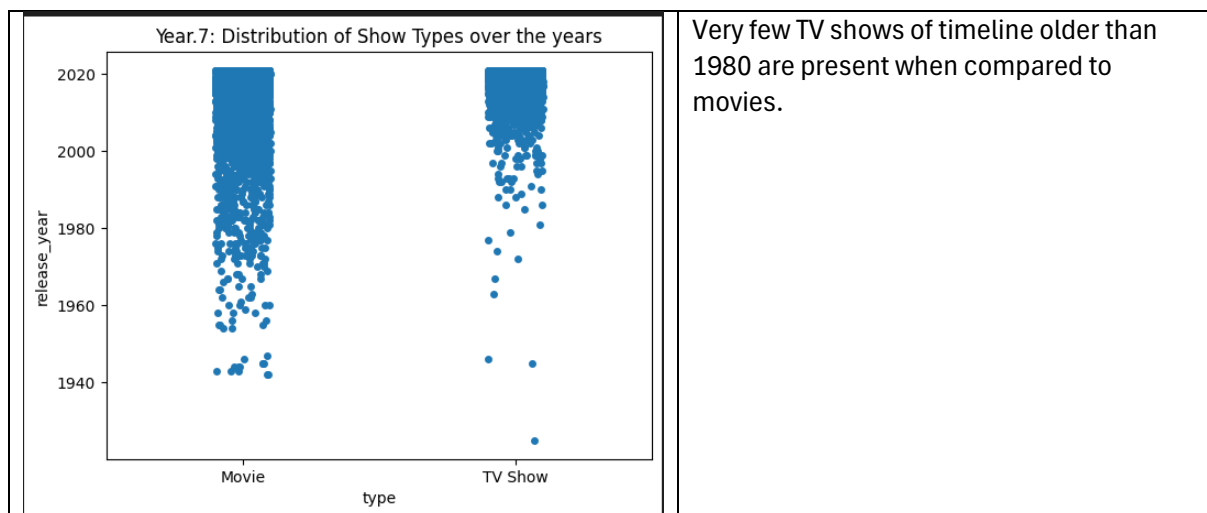


- International movies, Drama and Comedies are the three categories that saw maximum percentage rise in recent years.
- **Recommendation 5:** International movies, Drama and Comedies are the show categories that should be encouraged more

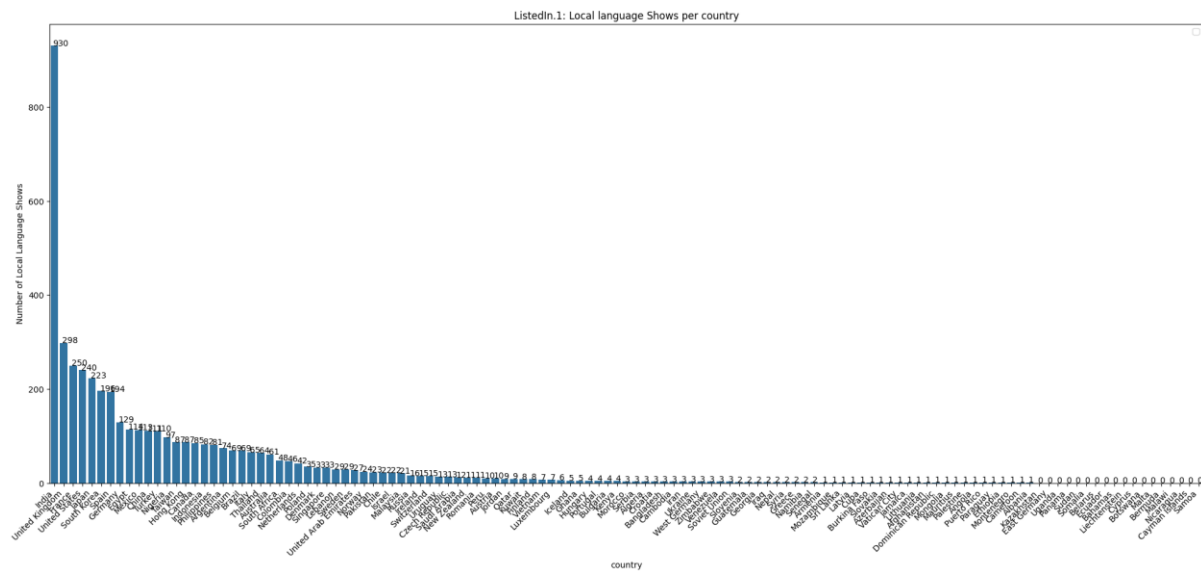
3.3.13 Bivariate analysis of Rating and Release year



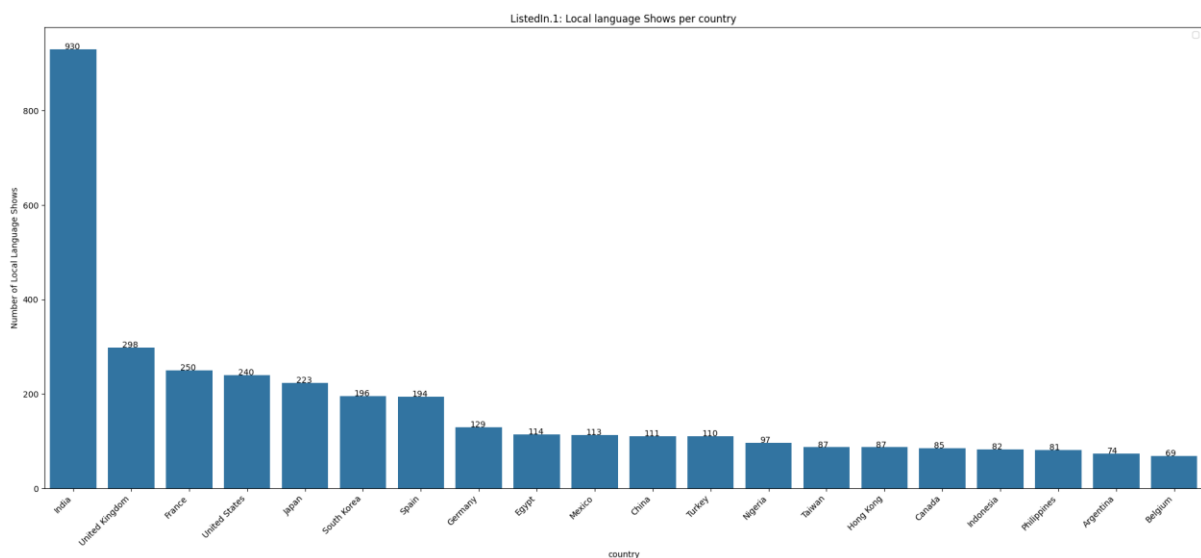
3.3.14 Bivariate analysis of Type and Release year



3.3.15 Bivariate analysis of Country and Listed_In = International



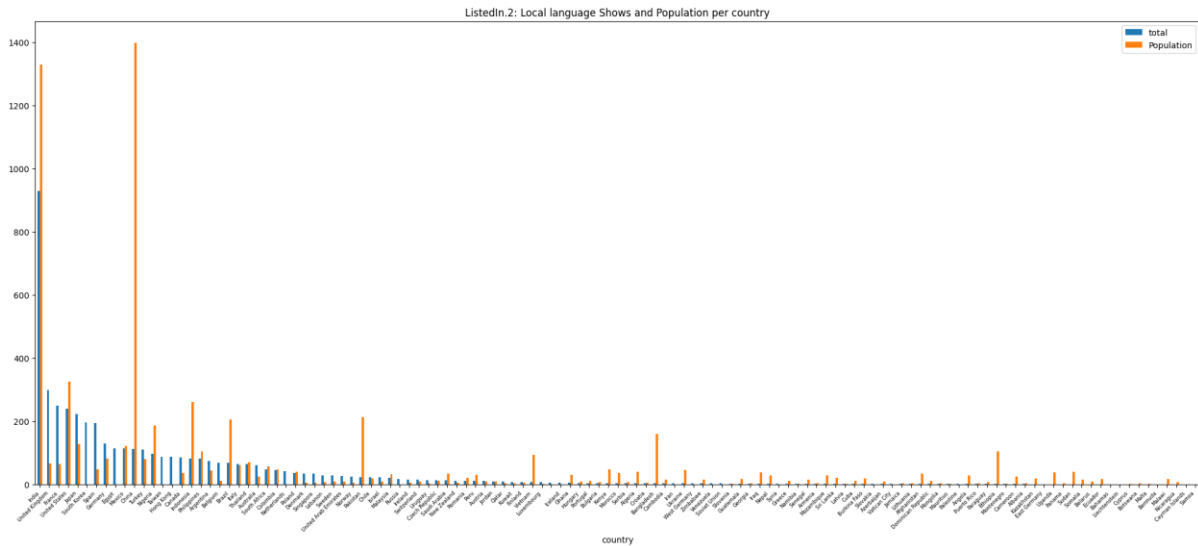
Reducing to first 20 countries



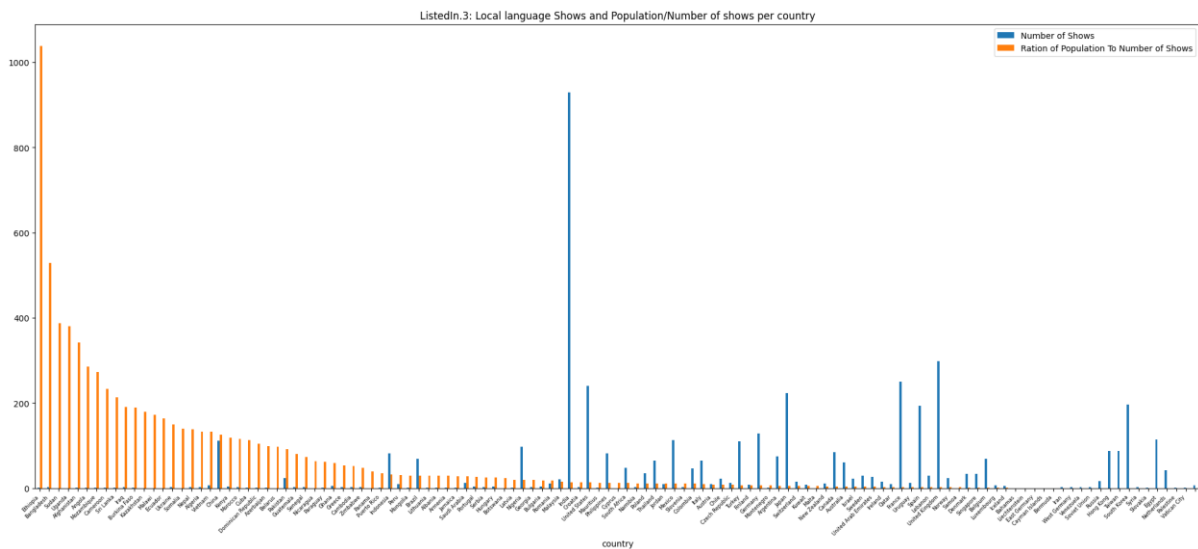
- India has the maximum number of international shows listed
- Japan and South Korea are Asian countries with more shows than China, despite having significantly less population than China

3.3.16 Trivariate analysis of Population, Number of shows and Countries for ListedIn=International

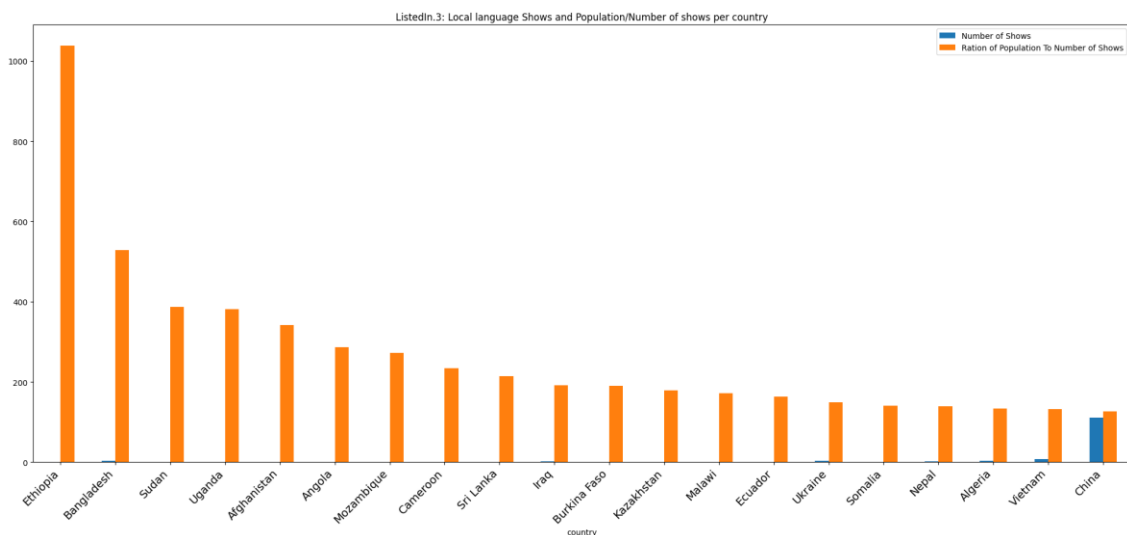
We bring in third party data of population of each country to identify any possibility of a recommendation from this extra data



We calculate ratio of Population to Number of shows to see if there is any country which has large population but less number of shows

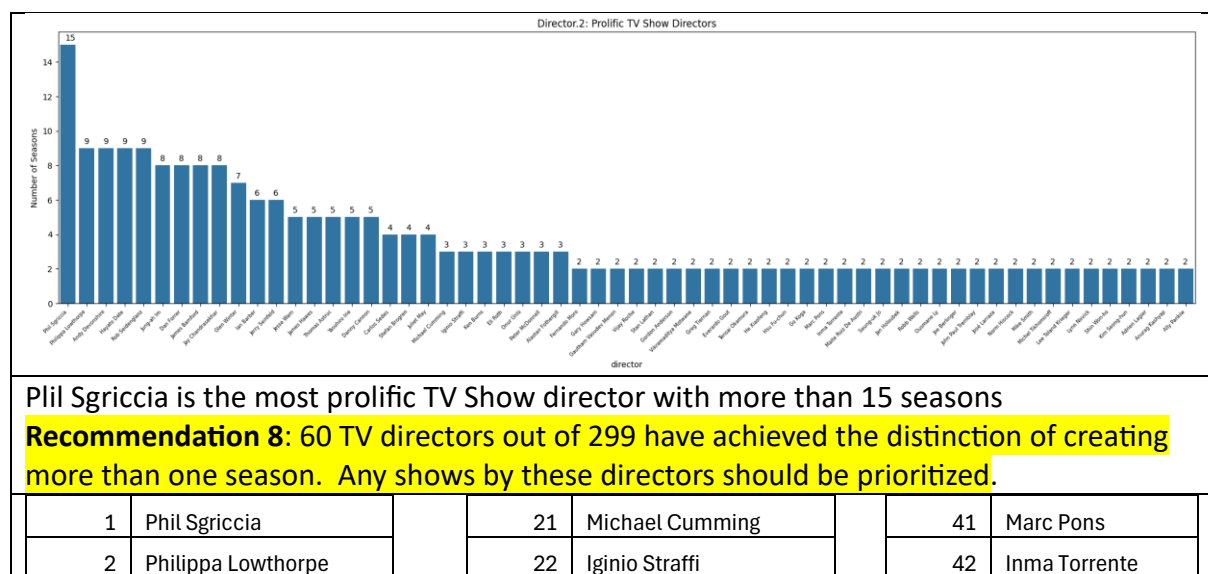


Bigger plot, only first 20 countries with higher ratio



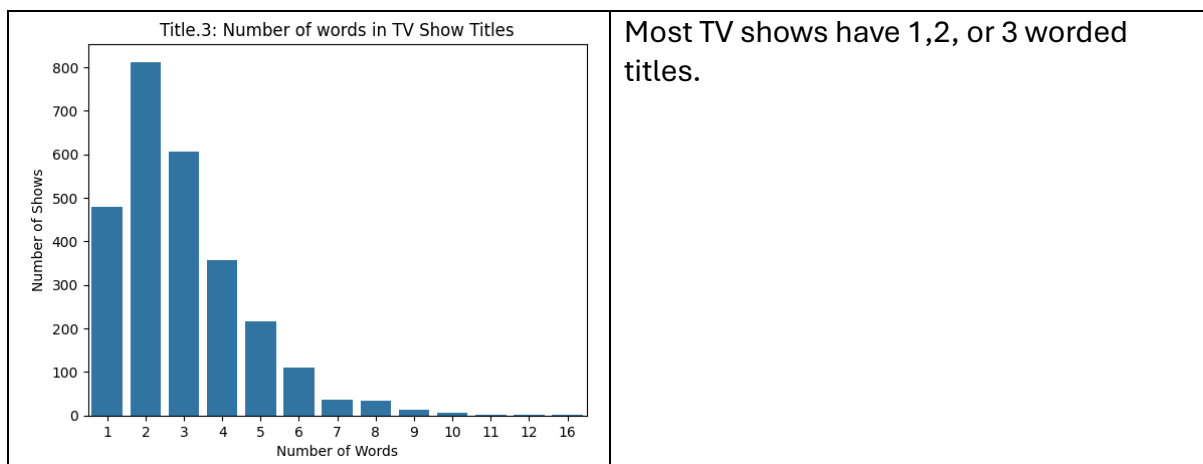
Recommendation 6: Netflix can look into how to reach out to some of the populous countries in Africa like Ethiopia, Sudan and Uganda, and Bangladesh

3.3.17 Trivariate analysis of Country and Type and Show Count



3	Andy Devonshire	23	Ken Burns	43	Maite Ruiz De Austri
4	Hayato Date	24	Eli Roth	44	Seung-uk Jo
5	Rob Seidenglanz	25	Onur ÅœnÃ¼	45	Jan Holoubek
6	Jung-ah Im	26	Peter McDonnell	46	Robb Wells
7	Dan Forrer	27	Alastair Fothergill	47	Ousmane Ly
8	James Bamford	28	Fernando Moro	48	Joe Berlinger
9	Jay Chandrasekhar	29	Gary Howsam	49	John Paul Tremblay
10	Glen Winter	30	Gautham Vasudev Menon	50	JosÃ© Larraza
11	Ian Barber	31	Vijay Roche	51	Norm Hiscock
12	Jerry Seinfeld	32	Stan Lathan	52	Mike Smith
13	Jesse Warn	33	Gordon Anderson	53	Michel Tikhomiroff
14	James Hawes	34	Vikramaditya Motwane	54	Lee Toland Krieger
15	Thomas Astruc	35	Greg Tiernan	55	Lynn Novick
16	Yasuhiro Irie	36	Everardo Gout	56	Shin Won-ho
17	Danny Cannon	37	Tensai Okamura	57	Kim Seong-hun
18	Carlos Sedes	38	He Xiaofeng	58	Adrien Lagier
19	Stefan Brogren	39	Hsu Fu-chun	59	Anurag Kashyap
20	Juliet May	40	Go Koga	60	Ally Pankiw

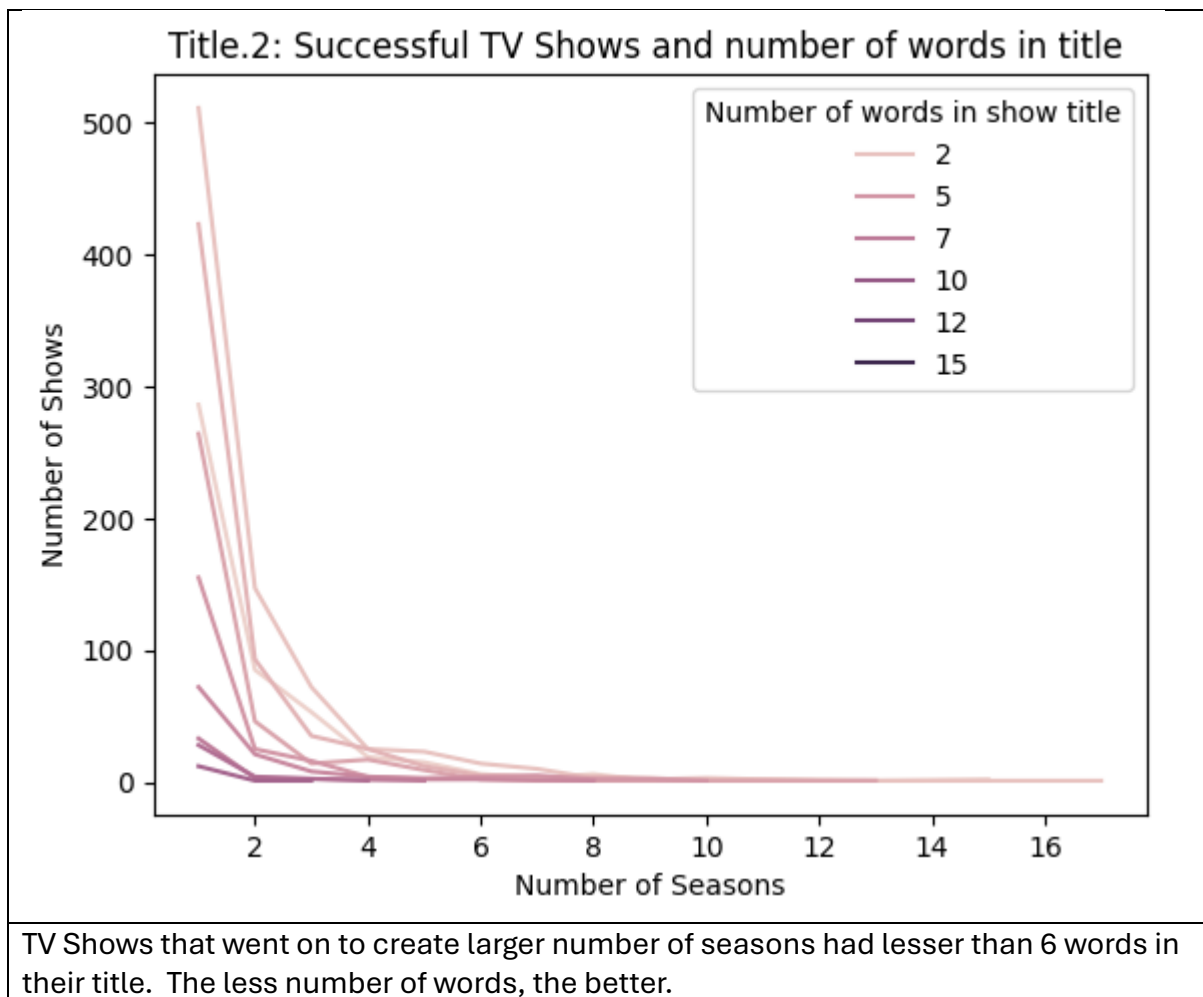
3.3.19 Bivariate analysis of Number of Shows and Number of words in the title of TV Shows



3.3.20 Trivariate analysis of Number of Shows, Number of Seasons and Number of words in the title

We want to see if there is any relation between number of words in show title and its success. We can do this analysis for TV shows as we have some criteria to judge if TV Show is successful -*If a TV show did more than one season, it can be considered*

successful. So we are trying to see the relationship between number of words and success



4. Business Insights

- Business insight from **type** field
 - While the number of movies is 70% of the overall shows, and the number of movies that get added every year is TWICE that of TV Shows, it is the TV Shows that comprise 80% of viewing minutes on Netflix. TV shows are much more popular and engaging than movies. *If we have had data on the actual duration of these shows consumed, it can be used to corroborate which amongst the two types has higher shelf life.*
 - **Recommendation 1:** Netflix should focus more on TV Shows
- Business insight from **duration** field
 - Out of every 10 minutes of material on Netflix, 8 minutes is TV Show
 - 32 percent of TV Shows went on to create more than one season. A show will only go for a new season if **it was** successful in the first one. It can be construed that 32 percent of shows are successful (see Duration.2 plot)
 - **Recommendation 2:** Netflix should encourage producers of TV Shows that have done more than one season to do more seasons
- Business insight from **Ratings** Field
 - 36% of shows on Netflix are for mature audience, and overall 90% of shows are for adults only. This indicates that mostly the subscribers of Netflix may be the audience that prefers this genre of material.
 - **Recommendation 3:** Most people using Netflix are looking for adult content. So quality content in these genres is always going to sell
- Business insight from **Year** fields
 - Maximum number of shows were added to Netflix in 2019
 - Netflix has a movie as old as 1925
 - Most shows on Netflix are not more than 10 yrs old
 - Max number of shows are 4 yrs old.
 - 50% of shows are 5yr or less old
 - Only 6% of shows on Netflix are older than the Year 2000
 - It confirms that most shows are of recent production and customers prefer not to see very old movies or shows. Maybe only hit or classic shows will make it to Netflix which are more than 10 yrs old.
- Business insight from **listed_in** field
 - 55% movies and 50% TV Shows are in English (considering Netflix data that mentions *International* pertains to non-English shows). While English is surely the most common language understood in the world, Chinese, Hindi, Spanish, Arabic and French speakers combined are twice those of English speakers. While many of these people may be bilingual and understand English too, there is surely a case for larger share of International shows in Netflix's repertoire.
 - **Recommendation 4:** International shows (non English) currently comprise of 50% of overall shows, and this count can be inched up
 - Drama is the most popular category for both TV Shows and Movies, every 2 out of 5 movies is a drama, every 1 out of 3 TV Shows is a drama(see chart ListedCategory1)
 - Every 4th movie is a comedy(see chart ListedCategory1)

- Every 5th tv show is a comedy(see chart ListedCategory1)
- International movies, Drama and Comedies are the three categories that saw maximum percentage rise in recent years. (see chart ListedCategory2)
- **Recommendation 5:** International movies, Drama and Comedies are the show categories that should be encouraged more.
- Business insight from **countries** field
 - Netflix is present in 124 countries out of approx. 197 countries present
 - Netflix is not yet present in quite a few countries in the African continent
 - In the countries Netflix is not present, top 10 countries in terms of population is Tanzania, Myanmar, Uzbekistan, Madagascar, Niger, Mali, Zambia, Chad, Rwanda, Guinea. The maximum population is in Tanzania of around 50 million.
 - Largest number of local language movies are released in India
 - Among countries where Netflix has 400+ shows, South Korea has highest ratio of TV Show versus Movies. There are many more TV shows released in S Korea as compared to Movies
 - On basis of ratio of population to number of local language show, Ethiopia, Bangladesh, Sudan and Uganda are countries to target. **But this needs more analysis in terms of per capita income. How many people can afford Netflix in these countries. However psychological studies have shown that even people with relatively lesser per capita income can become Netflix subscribers. Here is a summary of that study**

The desire for people in lower-income countries to subscribe to a service like Netflix can be understood through several psychological and sociocultural lenses:

1. **Aspiration for a Better Lifestyle:** This urge might stem from the desire to experience aspects of a lifestyle they perceive as more affluent or desirable.
2. **Social Inclusion:** Access to popular global content can create a sense of connection with wider global cultures and trends, reducing feelings of exclusion.
3. **Escapism and Entertainment:** People might seek entertainment and escape from daily challenges. Streaming services offer a broad range of content that provides a mental getaway.
4. **Access to Information:** Educational content and documentaries can provide valuable information and learning opportunities that might not be readily available otherwise.
5. **Status Symbol:** Subscribing to an international service can serve as a status symbol, reflecting modernity and technological savvy.
6. **Psychological Comfort:** Having access to the same entertainment options as those in wealthier countries can offer psychological comfort and a sense of equity.
7. **Brand Loyalty and Trust:** Recognizable global brands like Netflix often garner trust and loyalty, making people inclined to subscribe.

These motivations can be collectively referred to as **aspirational consumption**—the pursuit of goods or services that represent a higher social status or improved quality of life.

- **Recommendation 6:** Netflix can look into how to reach out to some of the populous countries in Africa like Ethiopia, Sudan and Uganda, and Bangladesh
- Out of total 8807 shows, 42% were released in United States. Next biggest countries in terms of shows are India, UK and Canada with 12%, 9% and 5% share respectively
- 9% of shows are not marked with country, so we can assume they were released in all countries.
- **Recommendation 7:** In China, the world's second most populous country, only 2% of shows were released out of total 8807 shows. The reason for this can be investigated further

- Business insight from **Director**
 - Plil Sgriccia is the most prolific TV Show director with more than 15 seasons
 - **Recommendation 8**: 60 TV directors out of 299 have achieved the distinction of creating more than one season. Any shows by these directors should be prioritized
- Business insight from **Cast**
 - 456 actors have done more than 10 shows on Netflix with 30 doing more than 20 shows.
 - **Recommendation 9**: 456 actors have done more than 10 shows on Netflix. That represents a number less than 2% of actors that have done any show on Netflix. Hence, any show by the 456 actors should be released on Netflix
- Business insight from **title** field
 - TV show titles having more than 4 words are not likely to succeed. Its best to have 1-4 word titles.

5. Recommendations

Here is a summary of the recommendations.

To see on what basis the recommendation has been made, you can search on **Recommendation <number>** in the entire document

5.1 Help Netflix in deciding which type of shows/movies to produce

Recommendation 1: Netflix should focus more on TV Shows
Recommendation 2: Netflix should encourage producers of TV Shows that have done more than one season to do more seasons
Recommendation 3: Most people using Netflix are looking for adult content. So quality content in these genres is always going to sell However this does not mean that they would not prefer non-adult contents as many a time people are watching with entire family. Netflix can look at adding more content that is kids' friendly which is currently less than 10% of the shows available.
Recommendation 4: International shows (non-English) currently comprise of 50% of overall shows, and this count can be inched up
Recommendation 5: International movies, Drama and Comedies are the show categories that should be encouraged more. Data related to language will help to further refine this decision
Recommendation 8: 60 TV directors out of 299 have achieved the distinction of creating more than one season. Any shows by these directors should be prioritized
Recommendation 9: 456 actors have done more than 10 shows on Netflix. That represents a number less than 2% of actors that have done any show on Netflix. Hence, any show by the 456 actors should be released on Netflix
Recommendation 10: Top 10 movie directors with more than 10 titles to their names have been identified. Any movie by these directors should be prioritized

5.2 How Netflix can grow the business in different countries

Recommendation 4: International shows (non English) currently comprise of 50% of overall shows, and this count can be inched up
Recommendation 6: Netflix can look into how to reach out to some of the populous countries in Africa like Ethiopia, Sudan and Uganda, and Bangladesh.
Recommendation 7: In China, the world's second most populous country, only 2% of shows were released out of total 8807 shows. The reason for this can be investigated further

6. What Next

Some additional data can be collected to corroborate or draw new insights out of the existing dataset. These have been shown in [cyan color](#) throughout the document. Here are some more data that can be collected

1. Population of countries – this data was collected from Internet and used, as part of this study
2. Languages of the world by popularity – this data was collected from Internet and used, as part of this study
3. Per capita income of various countries – is available on Internet
4. Total duration each show has been actually consumed – Netflix team can provide
5. Number of Netflix subscribers in various countries over the years– Netflix team can provide
6. Primary language of the shows– Netflix team can provide