

Research into Netflix

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Abstract

This article aims to compare the popularity of Netflix titles in an effort to determine the most optimal cohort of movie and series offerings to place on a new streaming service to attract maximum revenue.

1. Introduction

This is a short summary report detailing the current offerings on the Netflix streaming service. The following analysis showcases the scope of offerings provided by Netflix as well as their associated popularities through IMDB and TMDB scores.

2. Data {Findings}

Table 2.1: Netflix Content Type

Type	N	Percent
MOVIE	3759	64.74
SHOW	2047	35.26

?? indicates that approximately two thirds of Netflix's offerings on the platform are movies (or 64.7%), while the remaining third is comprised of series.

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Contributions:

The data utilised in this report has been kindly provided by Netflix.

Table 2.2: Runtime Summary

Type		Min	Max	Mean	Median	N
MOVIE	Duration	3.00	251.00	98.79	98.00	3759
SHOW	Duration	0.00	225.00	38.82	41.00	2047

As seen in ??, the average length of a movie on the platform is just under 99 minutes, while the average length of an episode of a show is just under 39 minutes.

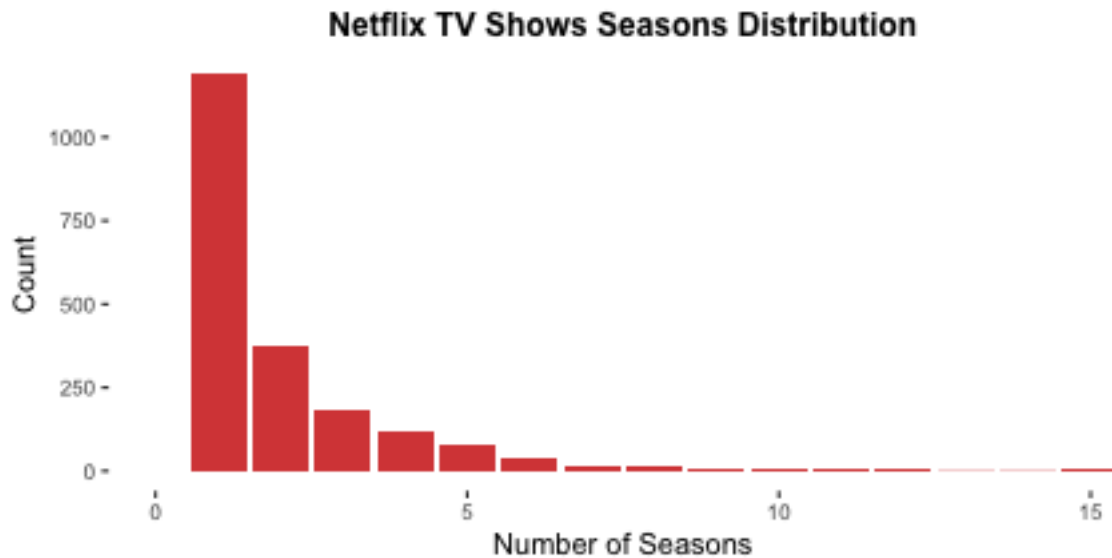


Figure 2.1: Drop off Rate of Netflix Shows per Season on the Platform

We can see in 2.1 that there is a large drop-off rate for shows after their first season. This indicates that, while Netflix has many offerings of tv shows on their platform, they may not be of quality or do not capture an audience effectively enough to maintain interest for subsequent seasons of the show.

```
##           title  imdb_votes  imdb_score
## 1      Inception    2268288         8.8
## 2   Forrest Gump    1994599         8.8
## 3   Breaking Bad    1727694         9.5
## 4  Django Unchained  1472668         8.4
## 5 Saving Private Ryan  1346020         8.6
## 6   Stranger Things    989090         8.7
## 7   The Walking Dead    945125         8.2
```

## 8	Taxi Driver	795222	8.3
## 9	The Imitation Game	748654	8.0
## 10	Full Metal Jacket	723306	8.3

Before jumping into a full analysis of the overall ratings of titles on the platform, here is a quick overview of the top-rated offerings on the platform. Inception is the most highly-rated offering on the platform, sitting at an 8.8 rating on IMDB with over 2.2 million votes on the site. Clearly, it is a popular choice among viewers.

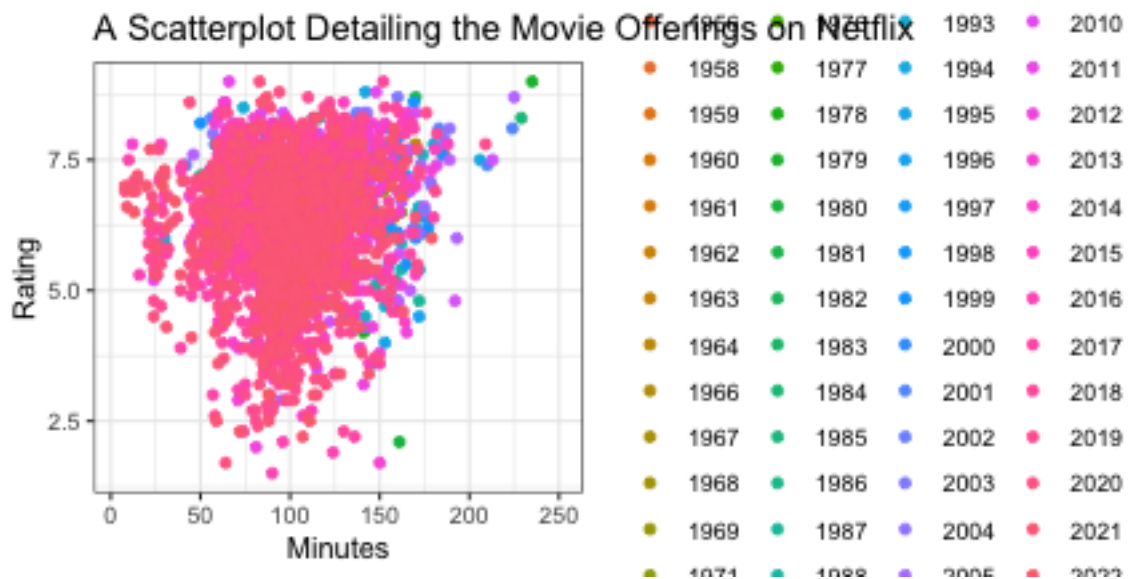


Figure 2.2: IMDB Ratings of Netflix Offerings

2.2 shows us a great deal about the movie offerings on Netflix. As seen by the predominantly pinkish hues, most movies on the site have been released in the last decade or so. Further, most movies lie between 60 and 120 minutes, and it seems as though the ‘golden spot’ where movies see the most success in IMDB ratings is at around 90 minutes of screentime. It appears as though Netflix’s ‘classics’ offering (the movies released over ten years ago) have achieved better ratings. It may be a good idea to include more classics on the new platform.

3. Conclusion

It appears as though movies dominate on the streaming platform, and that, while shows are popular on the service, they do not often have many seasons (there is a high dropoff rate after season 1 of most Netflix shows). The optimal running time of movies and shows seems to be around 98 and 40

minutes respectively, considering the clustering around these runtimes we see in the data. Lastly, of the movies on the site, it appears as though there are many new movies on the site, though it is more ‘classic’ titles which appear to have higher IMDB scores overall.