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Data Science Programming (CMP-262)

In this project I decided to do an analysis on Netflix data about their shows and movies. In order to analyze this data I had used Python in Jupyter Notebooks, the two primary packages being Pandas dataframes and Matplotlib graphs. I had come up with five primary questions and these were the insights that I discovered from each of these questions:

### What regions have the best produced content?

*On average, from fifth to first, the top production countries that produced the best reviewed content were Canada, United States, Great Britain, Japan, and then South Korea. This makes sense as these are some of the most popular countries that produce entertainments in terms of movies and shows, but it was very interesting to see that it two North American countries, followed by one European countries, and the top two being Asian countries.*

### Does movie runtime correlate to the popularity of a movie?

*Although at first, the first two decades didn’t show any real patterns (not to mention that amount of data from those years is a bit scarce) overtime audiences tend to lean towards movies over two hours, but as time went on the shift of popularity went to movies being shorter. This can come from a lot of reasons, but I would suspect that with the rise of social media and saturation of entertainment from streaming services made the retention rate of audiences harder to keep, therefore more people like shorter movies and shows.*

### As time goes on, has the overall reception of movies being made gone up or down?

*For the first five decades there seemed to be a consistent alternate between overall quality that tend to stay in the range of 6.5 to 8.0. However, following after the year 2,000 this is a steady decline of the overall reception of movies and shows.*

### How do movies and shows compare to average ratings based on the audience's age?

*Although there are some movies on average that have the same score as movies, there are no cases where movies have a higher rating than shows in the same age range. Therefore, shows in every case have a better or same average rating compared to movies in the same age range.*

### Do the genres of a show or a movie make a difference of the audience's reception of it?

*There are cases where depending on the genre where movies are more well received compared to shows in the same genre and vice versa. Therefore, there is no strong correlation or evidence that the genre of the type of entertainment plays a major factor into the overall reception.*

From this analysis I would conclude that Netflix should place a higher emphasis on where their content is being produced, leaning more towards countries like Japan and South Korea, but also keep in mind their audience and focus on shorter length entertainment products as they tend to be more popular. There are many factors that go into why a show can be successful critically and commercially, in the future I would like to look more deeply into how multi-genre and multi-country produced products differ from products that are singular from both categories.