

NETFLIX REPOSITORY ANALYSIS

Case Study

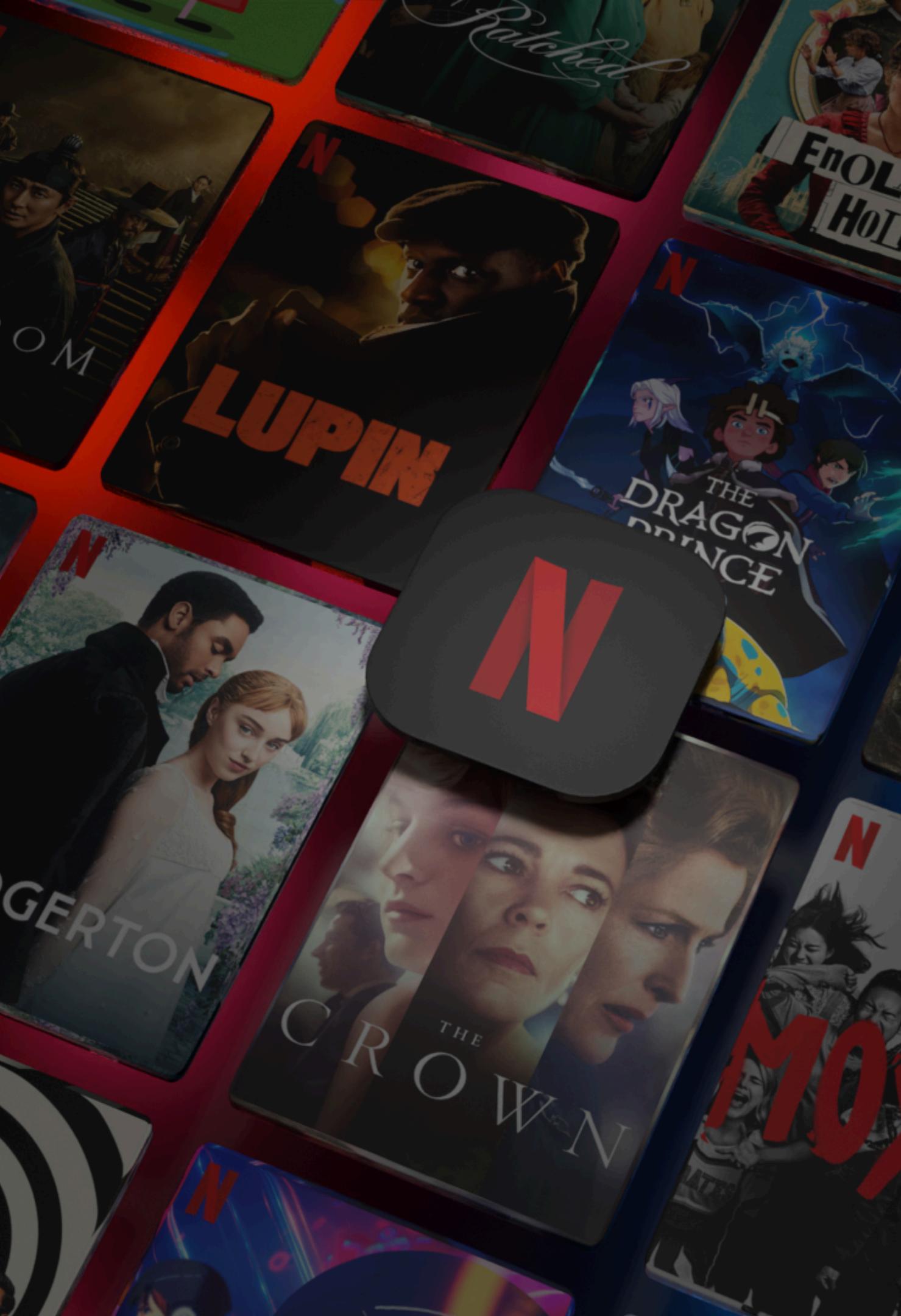
by Bintang Ary Pradana



Context Case Study

Netflix is the world's leading streaming entertainment service, offering TV series, documentaries, and feature films in various genres and languages. With 183 million paid subscriptions in more than 190 countries, Netflix provides high-quality content accessible to users worldwide.

Despite its top position, Netflix faces challenges such as intense competition from other streaming services, high content licensing costs, and the need to continually attract and retain subscribers. To maintain its competitive edge, Netflix must understand and adapt to viewer preferences and market trends.



Problem Statement

To address these challenges, we aim to analyze Netflix's content library and viewer engagement data to uncover insights that can inform strategic decisions. Specifically, our analysis will focus on the following this questions:

1. What percentage of Netflix's content is made up of movies and TV shows?
2. What is the most common category on Netflix?
3. Which country produces the most content on Netflix?
4. Which movie and TV show has the longest duration?
5. Which movie and TV show have been released the most in the last 10 years?
6. Which director has produced the most content on Netflix?

Data Source

Netflix Dataset

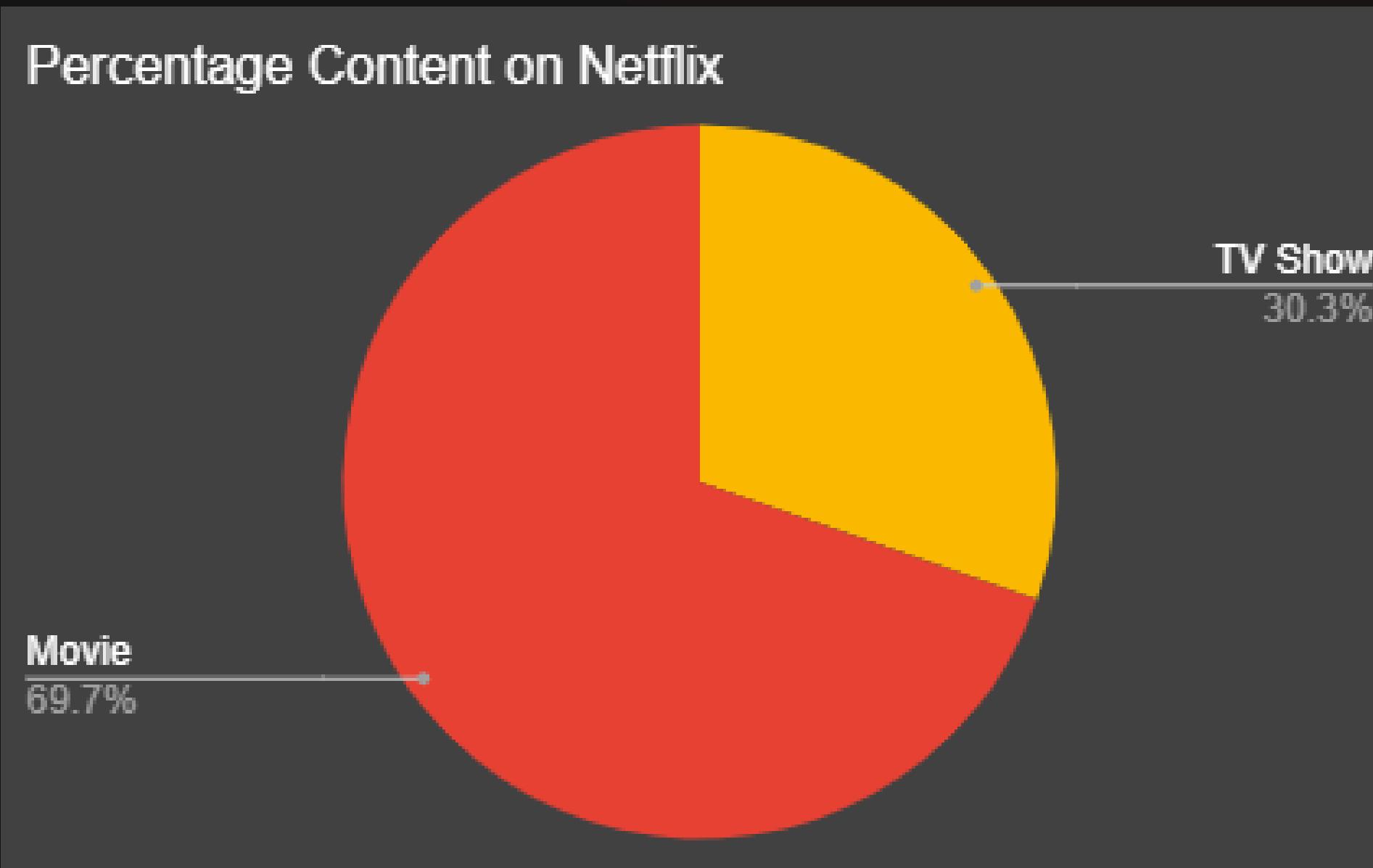
Tools



Data Analysis Process

- Data Cleaning: Remove Duplicates, fixed missing value, and manage irrelevant data.
- Created new data field: year_added, duration_reg_num.
- Changed data type to be relevant data type with the field.
- Analyzed using Pivot Tables.
- Created interactive dashboard with Looker.
- Made conclusion and suggestion.

What percentage of content is made up of movies and TV shows?



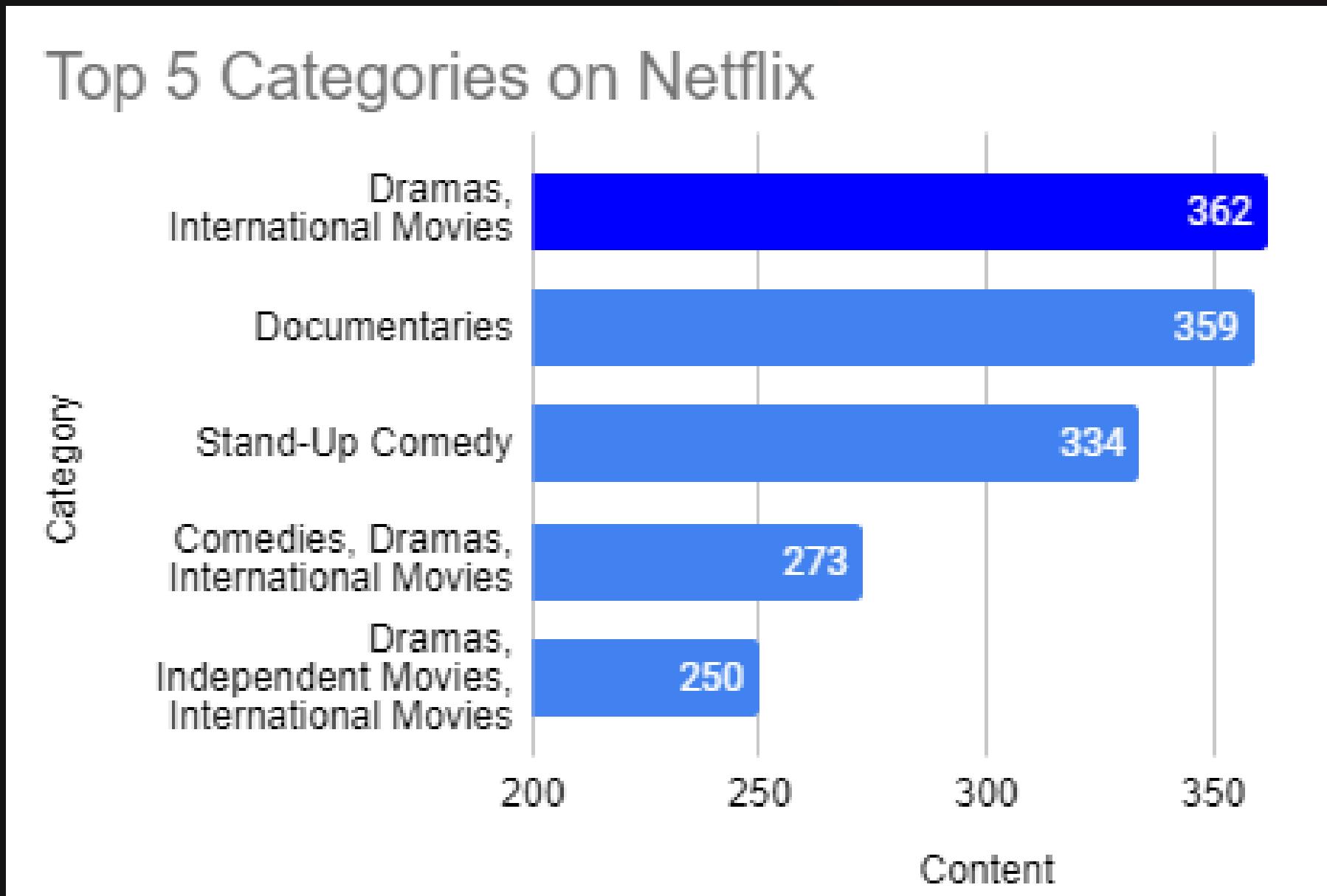
Movie

69,67%

TV Show

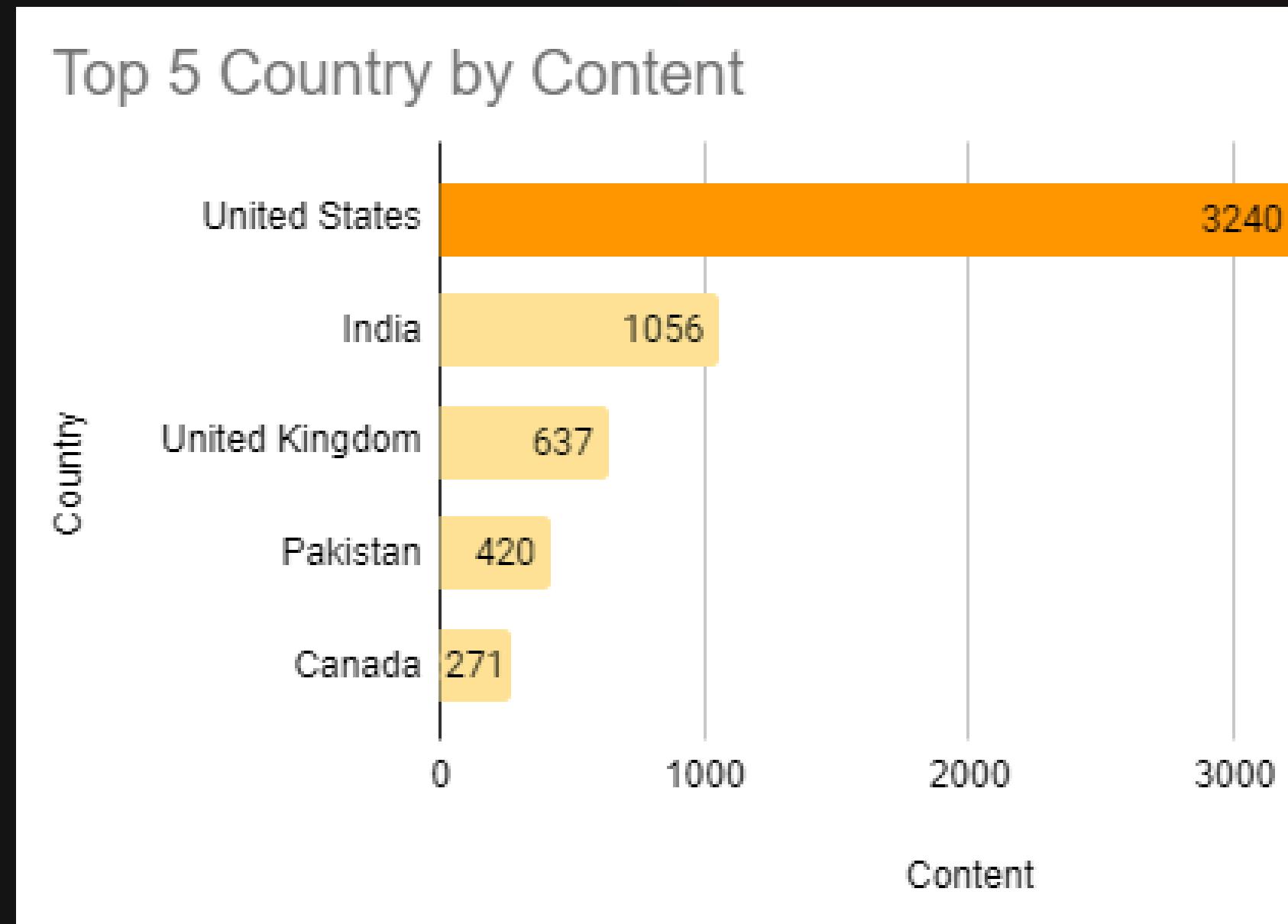
30,33%

What is the most common category on Netflix?



The most categories on Netflix is Dramas, International Movies with 362 contents was published on Netflix. Then, followed by documentaries and Stand-Up Comedy categories.

Which country produces the most content?

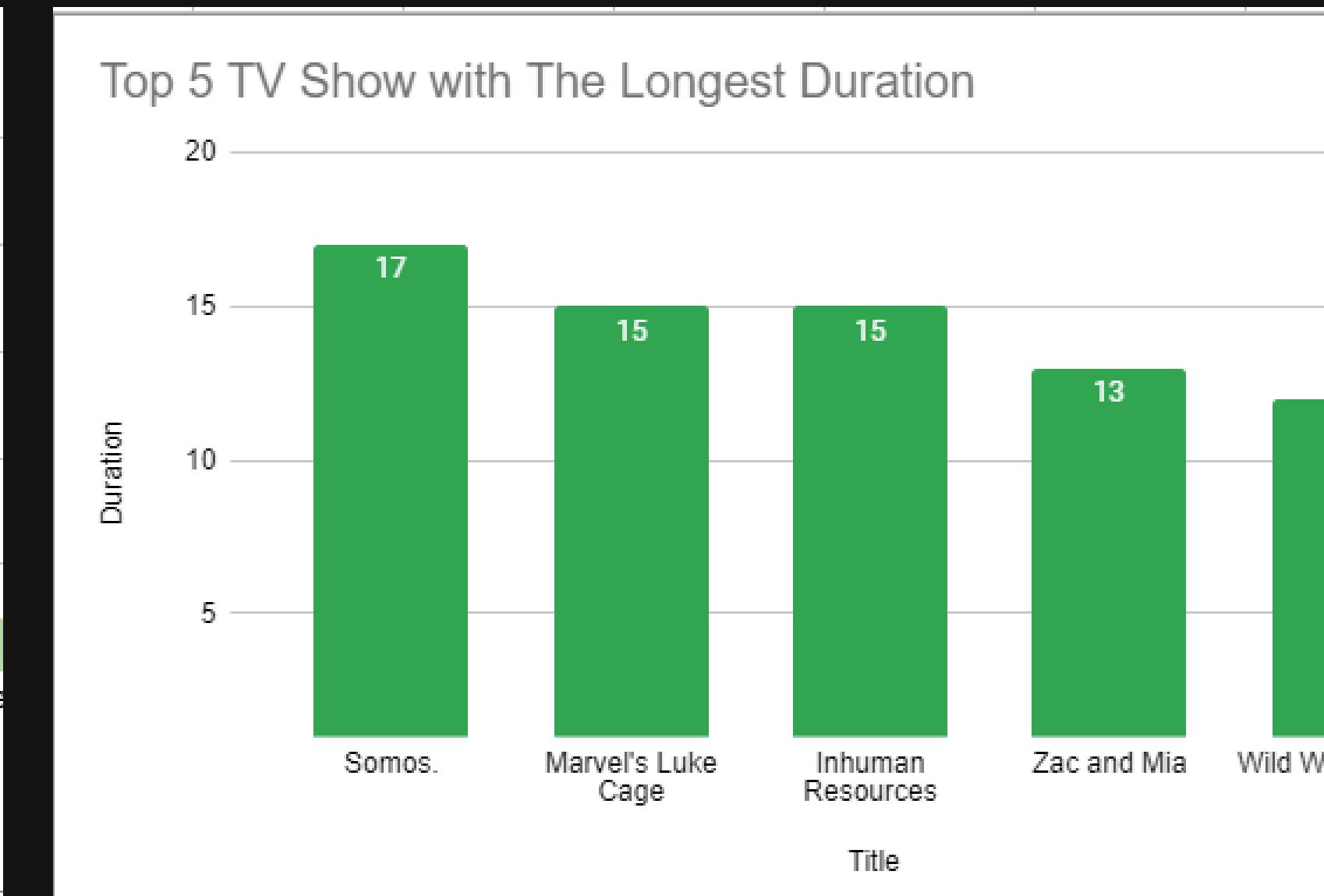
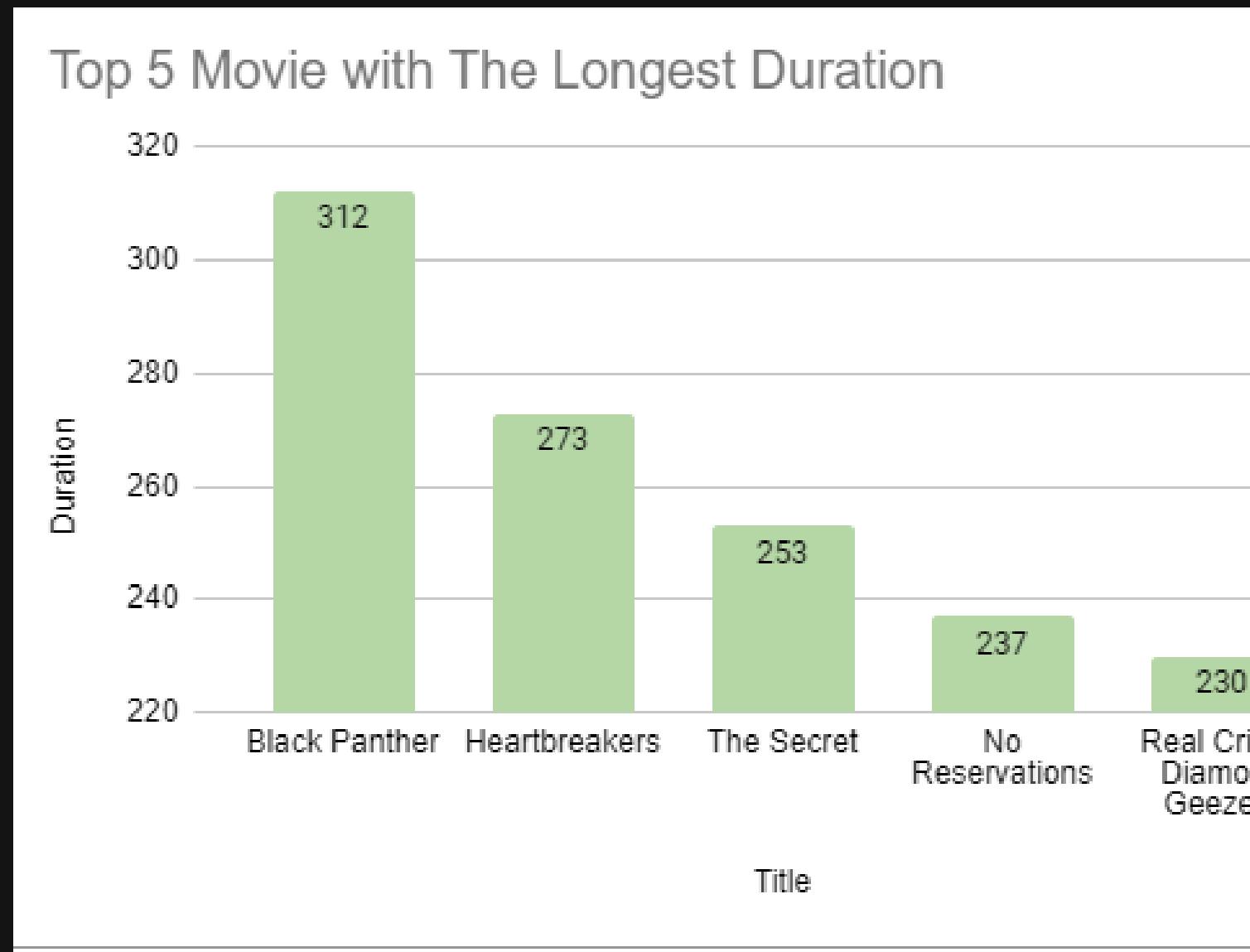


USA dominates in the production of the most content on Netflix. This is because the film industry in the USA is highly capable, and many well-known films originate from the USA.

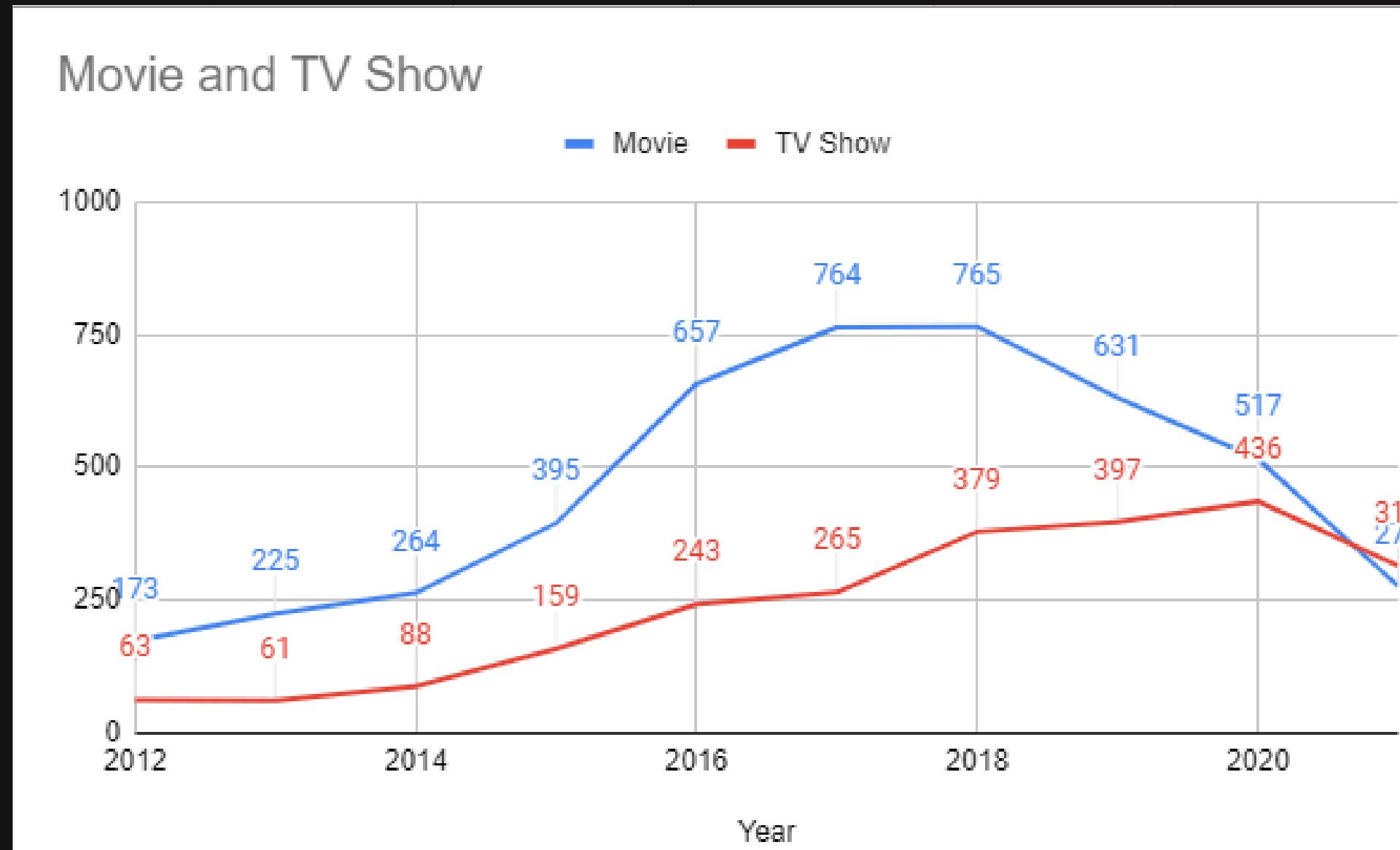
The amount of production in the USA is 3 times larger than in India. With this data, we know that the two biggest popular film industries in the world are the USA's Hollywood and India's Bollywood.

Which movie and TV show has the longest duration?

Black Panther is the longest Movie with 312 minutes. **Somos** is the longest TV Show with 17 seasons.



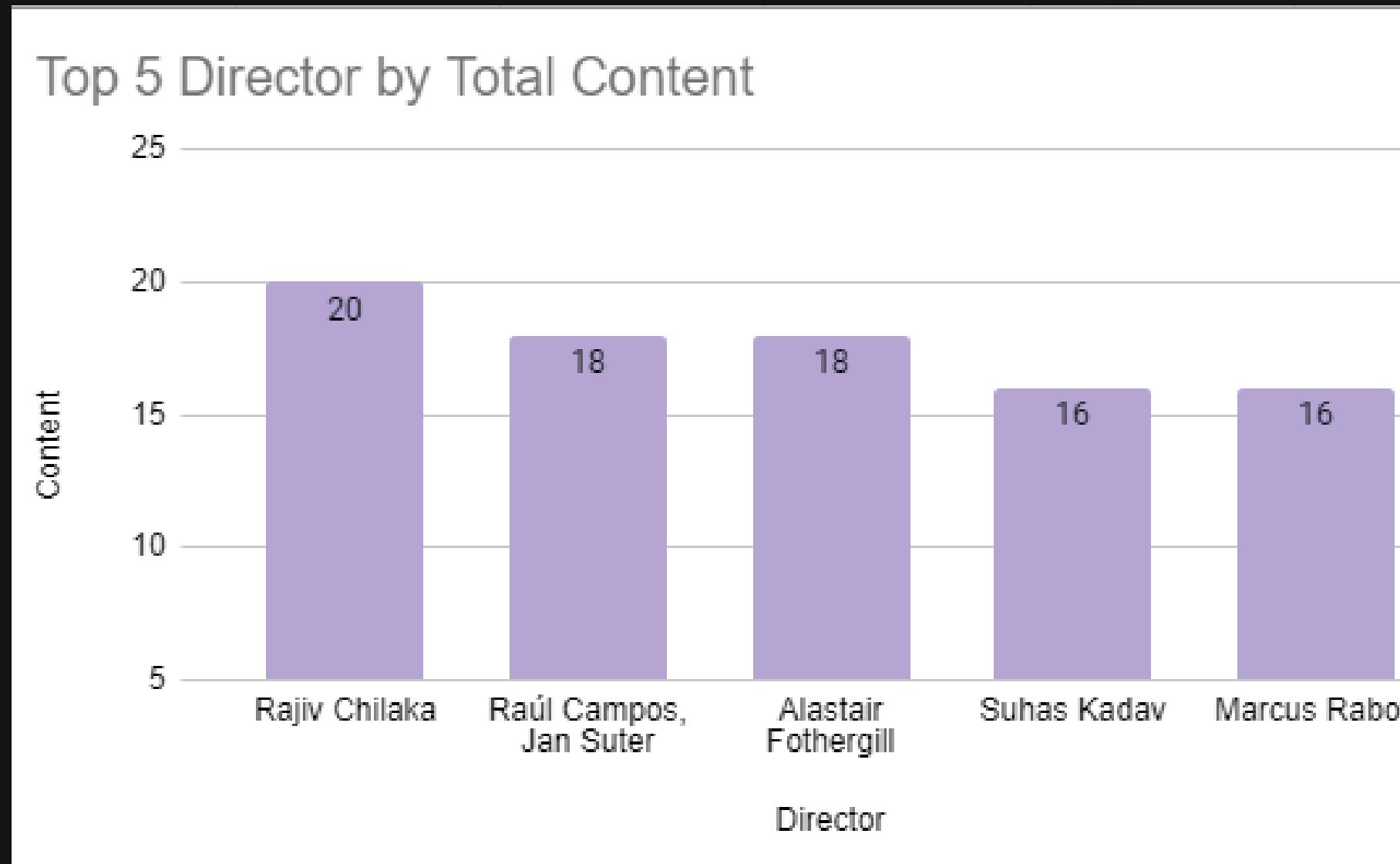
Which movie and TV show has been released the most in the last 10 years?



The most Movies released in 2020 with 436 movies, then the most TV Shows were released in 2018 with 765 TV Shows.

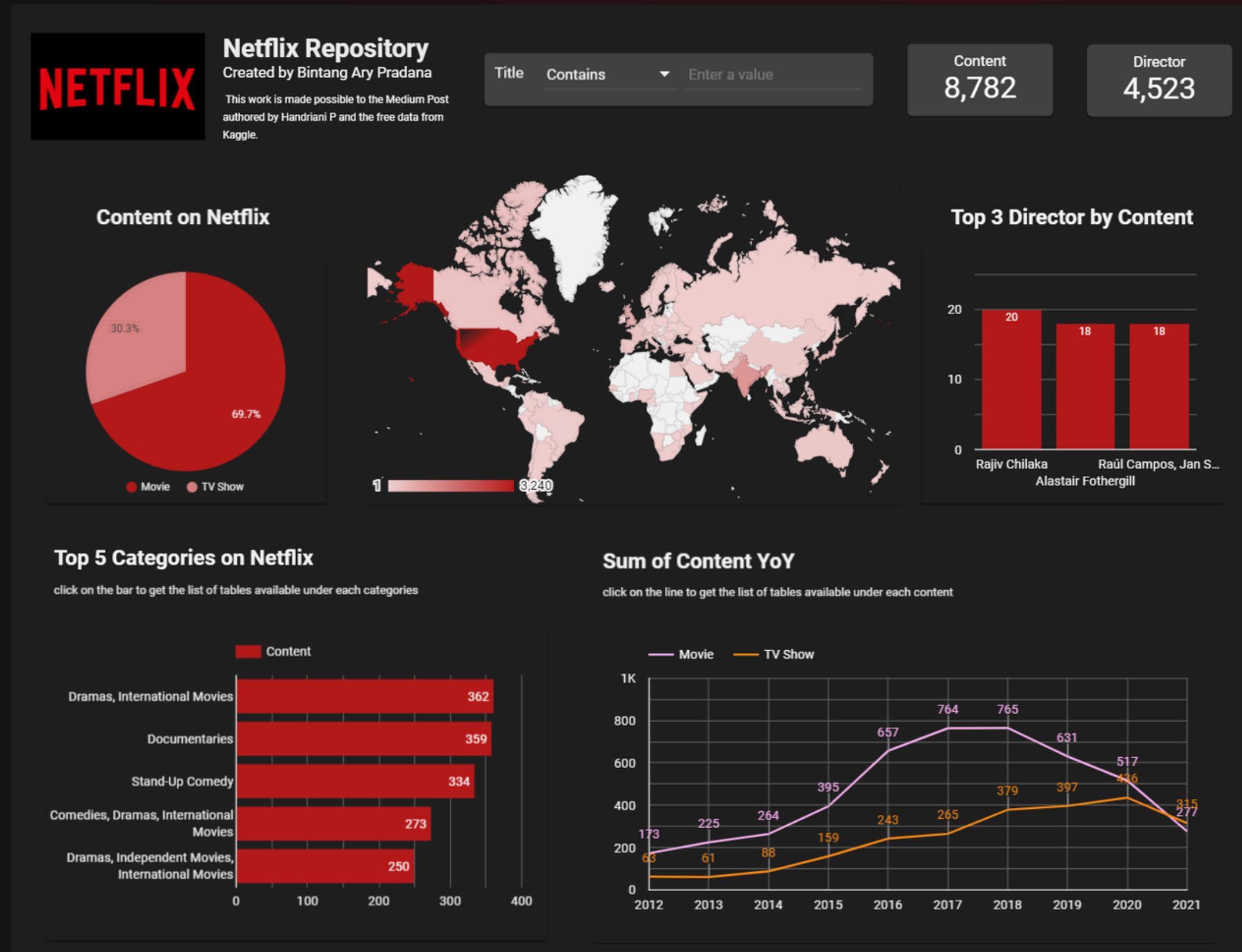
In the last 3 years, the movies released have decreased. While TV Shows tend to be stable.

Which director has made the most content?



The most director direct Movie and TV Show on Netflix is Rajiv Chilaka from India with 20 contents.

Data Visualization with Looker



See more at
[Link Dashboard](#)

CONCLUSION

- Movies is the most published on Netflix around 69,67%.
- Drama, International movie is the most genre available on Netflix.
- USA and India dominated Movie and TV Shows on Netflix.
- Black Panther is the longest Movie and Somos is the longest TV Show on Netflix.
- The most Movie released in 2018 and TV Show released in 2020.
- India's director, Rajiv Chilaka is the most director made content.

RECOMMENDATION



Increase Investment in Original Content

As we have seen in the last 3 years, to counter the decrease in content release due to the pandemic, Netflix should focus more on producing original content. This not only mitigates dependency on external content providers but also helps in creating exclusive content that can attract new subscribers and retain existing ones.



Focus on Localized Productions

Given the dominance of content from the USA and India, Netflix should consider increasing localized productions in other regions as well. This can help in catering to regional tastes and preferences, potentially boosting subscriber numbers in those areas.



Optimize Release Strategies

Given the data on release years, Netflix should analyze the optimal times for releasing new content to maximize viewership. This can include focusing on releasing more movies around 2018 trends and more TV shows around 2020 trends.

THANK YOU!