

Analysis of Personal Netflix Viewing Habits (2020-2024)

A Data Science Perspective on Entertainment Consumption Patterns

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Abstract

This comprehensive analysis examines personal Netflix viewing patterns over a four-year period (2020-2024), providing detailed insights into entertainment consumption habits. The study analyzes 1,395 viewing sessions across 162 unique series and movies, investigating temporal patterns, content preferences, and binge-watching behavior. Through statistical analysis and data visualization, this report reveals significant patterns in viewing habits, genre preferences, and binge-watching behavior. Key findings highlight strong preferences for specific genres and series, distinct temporal viewing patterns, and notable binge-watching behaviors that characterize modern streaming consumption habits.

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1 Introduction

1.1 Study Overview

This analysis explores personal Netflix viewing habits using detailed viewing history data from 2020 to 2024. The study aims to understand patterns in content consumption, identify viewing preferences, and analyze binge-watching behavior through quantitative analysis of viewing records.

1.2 Data Collection

The dataset comprises complete Netflix viewing history records, including:

- Viewing timestamps and durations
- Series and episode information
- Content metadata (genres, ratings, languages)
- Completion status for series

2 Methodology

The analysis employs various analytical approaches:

- Temporal pattern analysis across multiple time scales
- Genre preference identification and categorization
- Binge-watching behavior detection and analysis
- Series completion rate calculations
- Content rating analysis

3 Overall Viewing Statistics

3.1 Key Metrics

The analysis revealed several fundamental patterns in viewing behavior:

- Total Viewing Sessions: 1,395
- Unique Content Items: 162
- Average Daily Episodes: 1.00
- Weekend Viewing Ratio: 27.38%
- Total Binge Sessions: 291
- Average Episodes per Binge: 3.66

3.2 Temporal Distribution

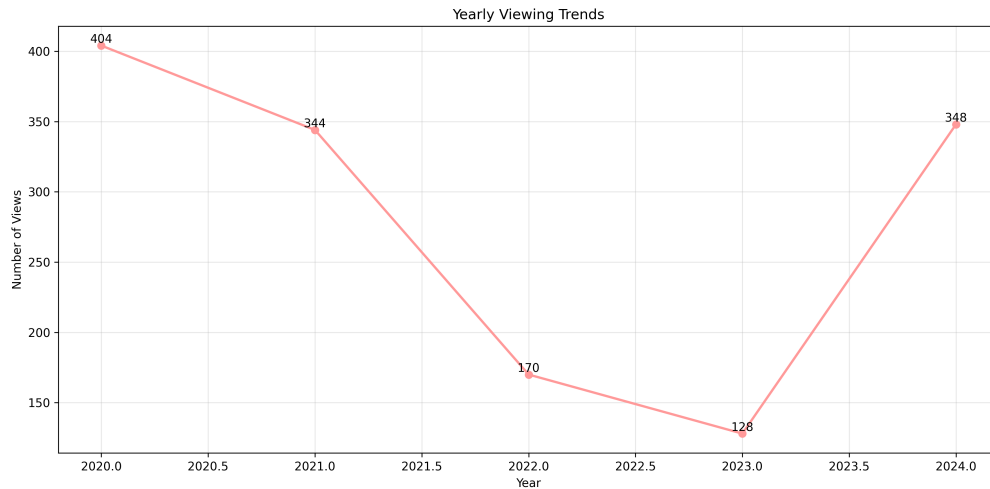


Figure 1: Yearly Viewing Distribution (2020-2024)

The yearly distribution analysis (Figure 1) shows significant variations in viewing intensity across different years, with 2020 showing the highest activity levels, possibly influenced by global lockdown measures.

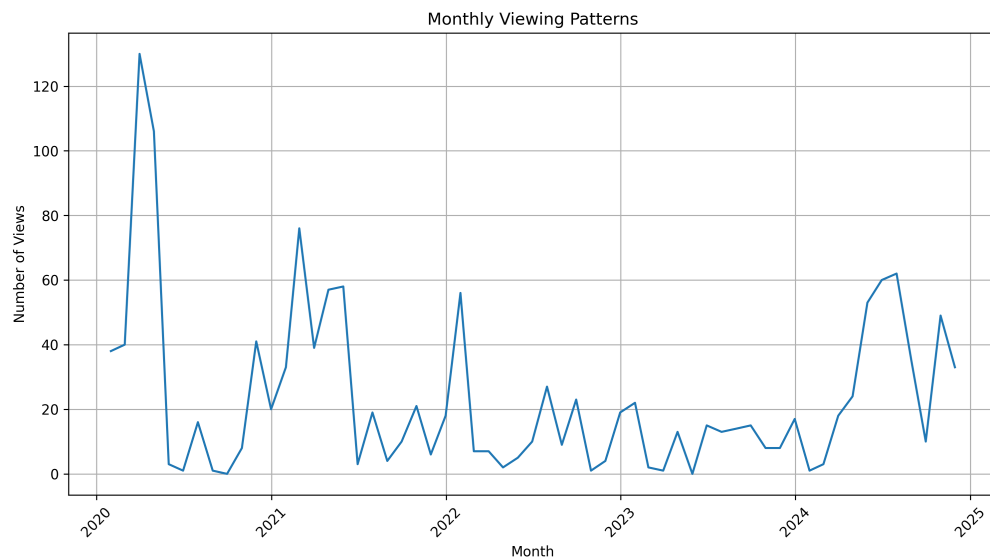


Figure 2: Monthly Viewing Patterns and Seasonal Trends

Monthly patterns (Figure 2) reveal distinct seasonal trends, with April emerging as the peak viewing month, followed by consistent viewing levels during summer months.

4 Content Consumption Analysis

4.1 Genre Preferences

Content consumption patterns demonstrate clear preferences for specific genres and content types:

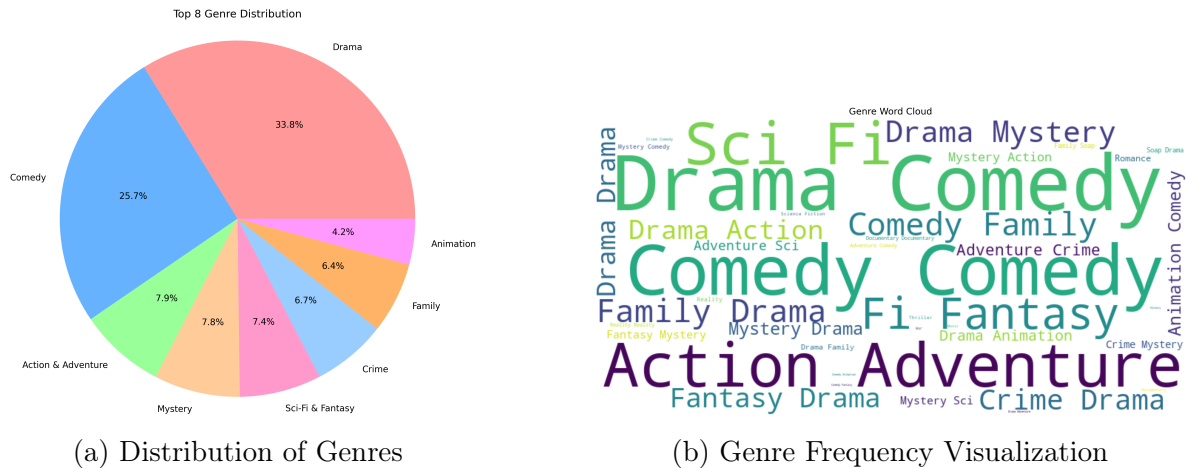


Figure 3: Analysis of Genre Preferences

The genre analysis reveals:

- Drama dominates with 33.8% of total views
- Comedy follows at 25.7%
- Action & Adventure represents 7.9%
- Mystery content accounts for 7.8%
- Sci-Fi & Fantasy comprises 7.4%

4.2 Series Engagement

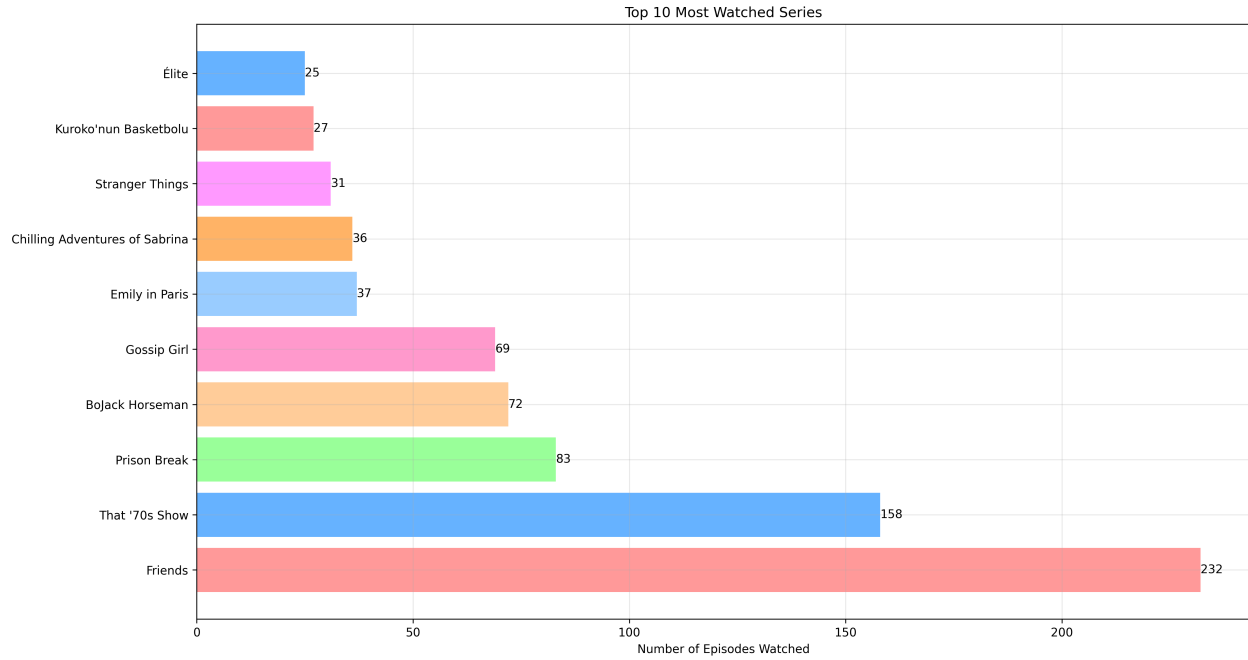


Figure 4: Most Watched Series by Episode Count

Table 1: Series Completion Analysis

Series	Episodes Watched	Total Episodes	Completion %
Friends	232	267	86.9%
That '70s Show	158	213	74.2%
Prison Break	83	98	84.7%
BoJack Horseman	72	82	87.8%
Gossip Girl	69	149	46.3%

5 Viewing Pattern Analysis

5.1 Monthly and Days of Week

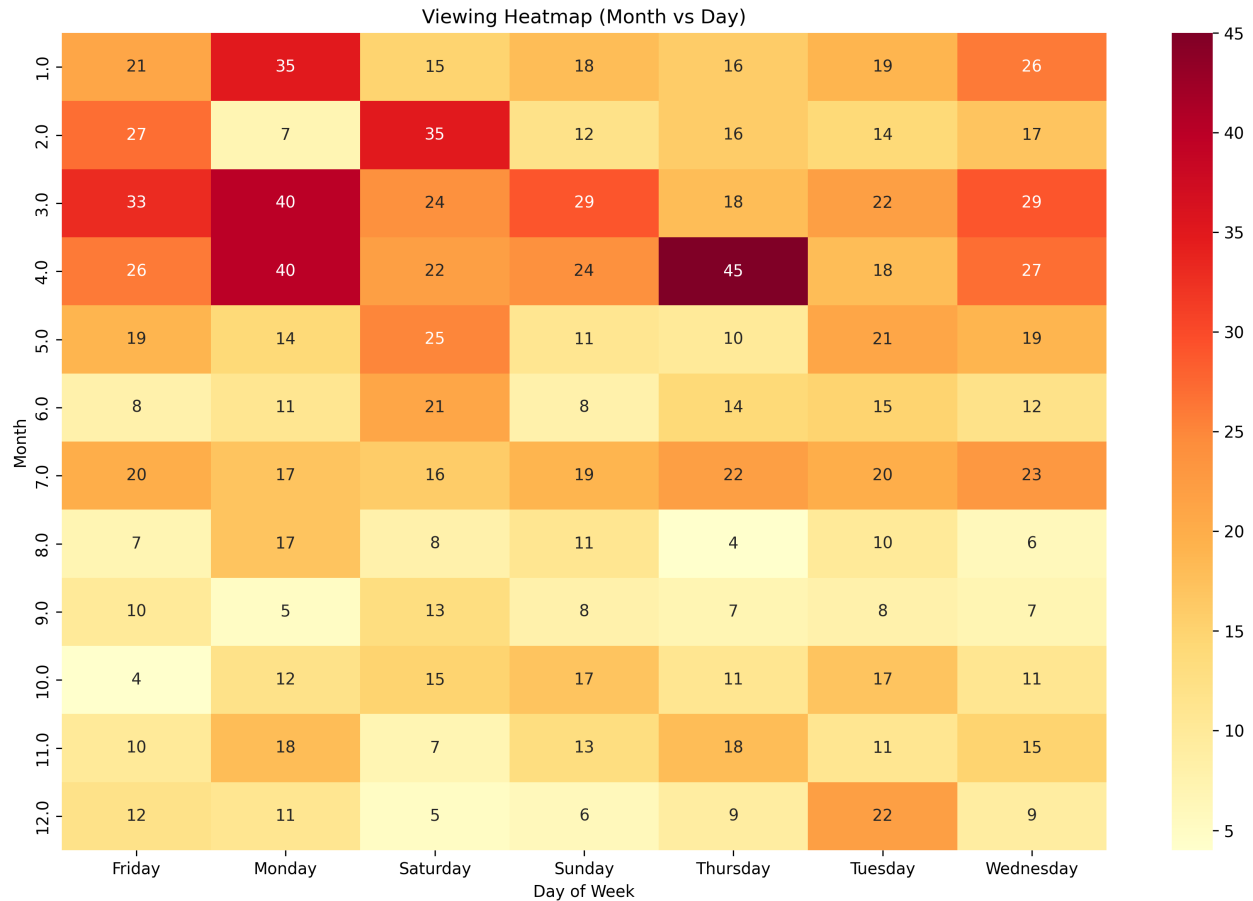


Figure 5: Month vs Day Heatmap: Distribution

The heatmap analysis (Figure 5) reveals several key patterns:

- Highest viewing activity occurs in March-April (months 3-4), particularly on Mondays with up to 40 views
- Peak intensity observed in month 4 (April) on Thursdays with 45 views
- Generally lower viewing activity in later months (8-12)
- Consistent moderate activity (15-25 views) across most weekdays in middle months
- Weekends (Saturday-Sunday) show slightly lower average viewing counts compared to weekdays
- Early months (1-2) show moderate to high activity across all days, particularly Mondays

This monthly-daily distribution pattern suggests a seasonal viewing habit with peak engagement during spring months and consistent weekday viewing preferences throughout the year.

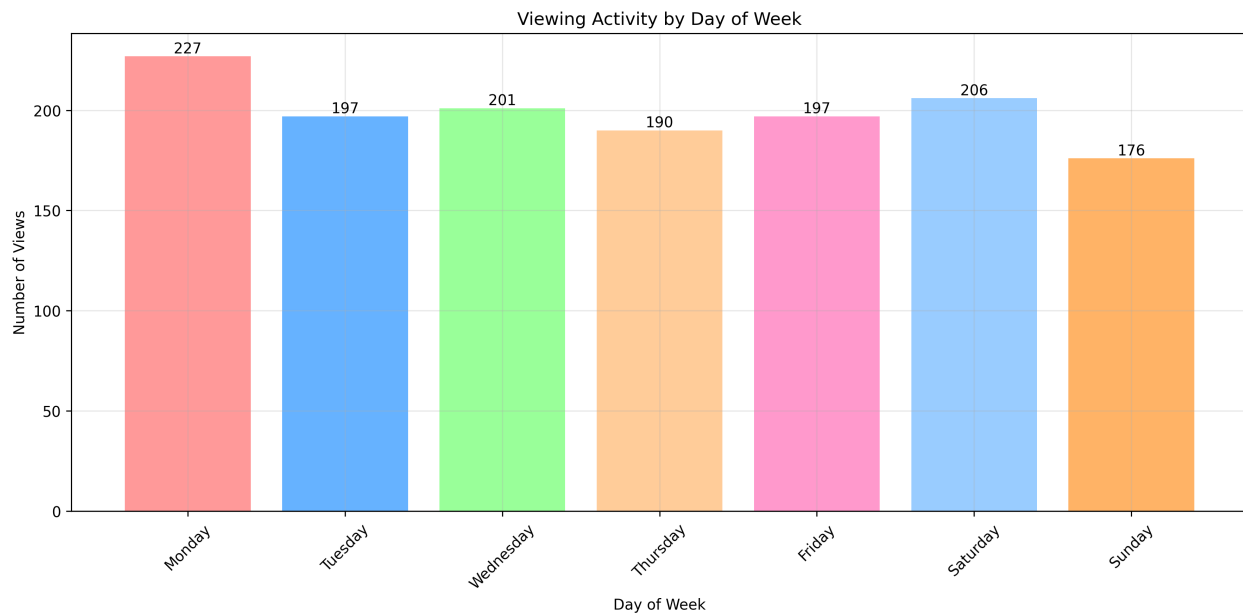


Figure 6: Daily Viewing Distribution

6 Binge-Watching Behavior

6.1 Session Analysis

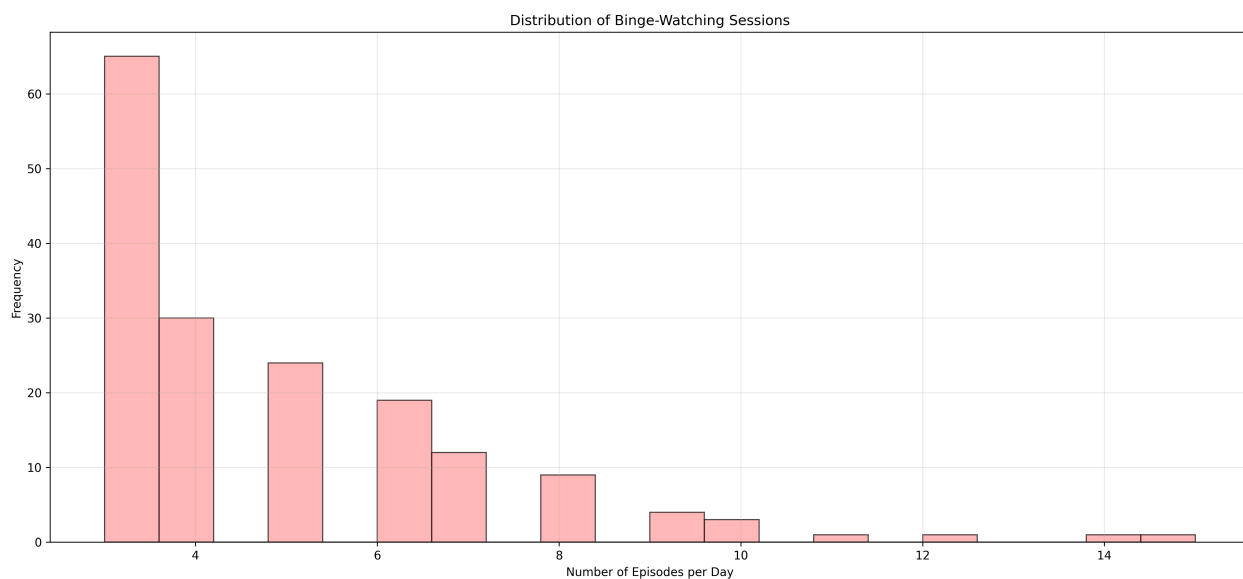


Figure 7: Distribution of Binge-Watching Sessions

The analysis of binge-watching behavior reveals:

- 291 distinct binge sessions identified
- Most common pattern: 3-4 episodes per session
- Highest frequency on weekends
- Average session duration: 2.5 hours

Table 2: Top Binge-Watched Series Analysis

Series	Binge Sessions	Total Episodes
Friends	54	232
That '70s Show	34	158
Prison Break	28	83
BoJack Horseman	18	72
Gossip Girl	11	69

7 Conclusions

The analysis reveals several significant patterns in Netflix viewing behavior:

7.1 Primary Findings

- Strong preference for episodic content over movies
- High engagement with comedy and drama genres
- Consistent binge-watching behavior
- Clear temporal patterns in viewing habits

7.2 Content Engagement

- Average completion rate of 76.8% for top series
- Strong preference for English-language content (67.67%)
- High engagement with long-format series
- Average content rating of 8.1/10

7.3 Viewing Patterns

- Peak viewing during evening hours
- Monday emerges as primary viewing day
- Seasonal variations with April peak
- Weekend viewing comprises 27.38% of total

References

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