

Streaming company provides  
Movies and Tv shows  
in Netflix, Amazon Prime and Disney +

Carlo Marmolejo

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# What, Why, Where

## WHAT is

EN It's a source created by 3 different resources: Netflix, Prime and Disney plus, which contains media released on each platform

ES Es una fuente creada por 3 recursos diferentes: Netflix, Prime y Disney plus, que contiene el contenido lanzado en cada plataforma

## WHY

EN Streaming company has a lot of content to publish and wants to keep users subscribed for as long as possible

ES La empresa que nos contrató tiene mucho contenido por publicar y quiere mantener suscrito a los usuarios el máximo tiempo posible

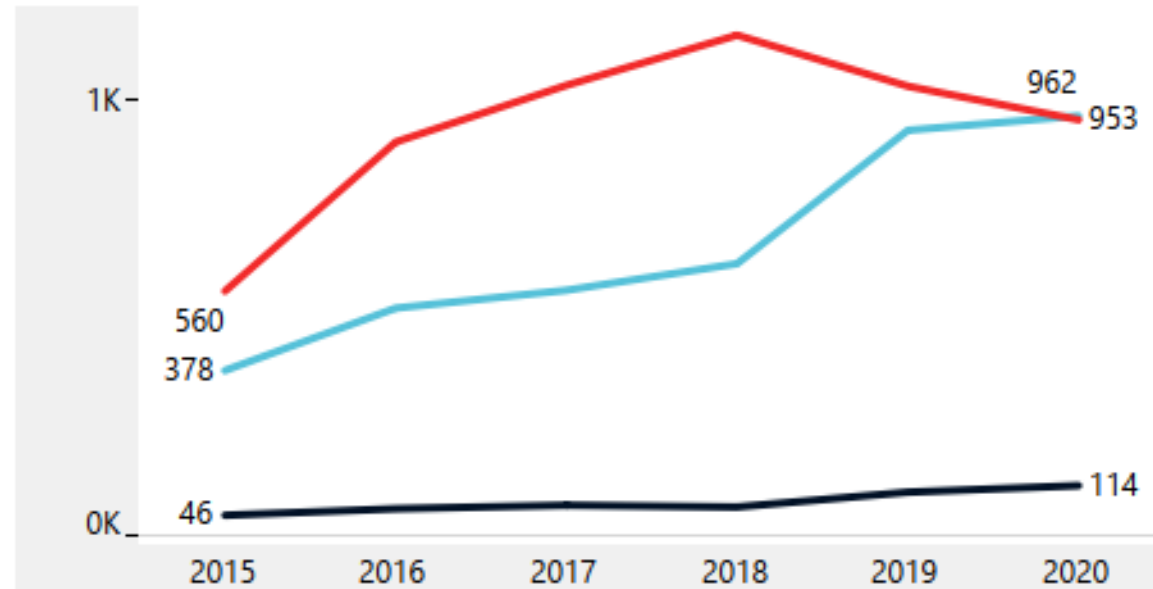
**WHERE** is possible to use results

- Marketing
- Revenue management
- Content Creation
- BI

# How did we build this EDA?

## What kind of entertainment are Netflix | Prime doing?

Num of movies + tv shows



In the 4th lustrum of the century, **Netflix's** content **increased**  
Meanwhile **Amazon Prime Video** its catalog **grow faster**

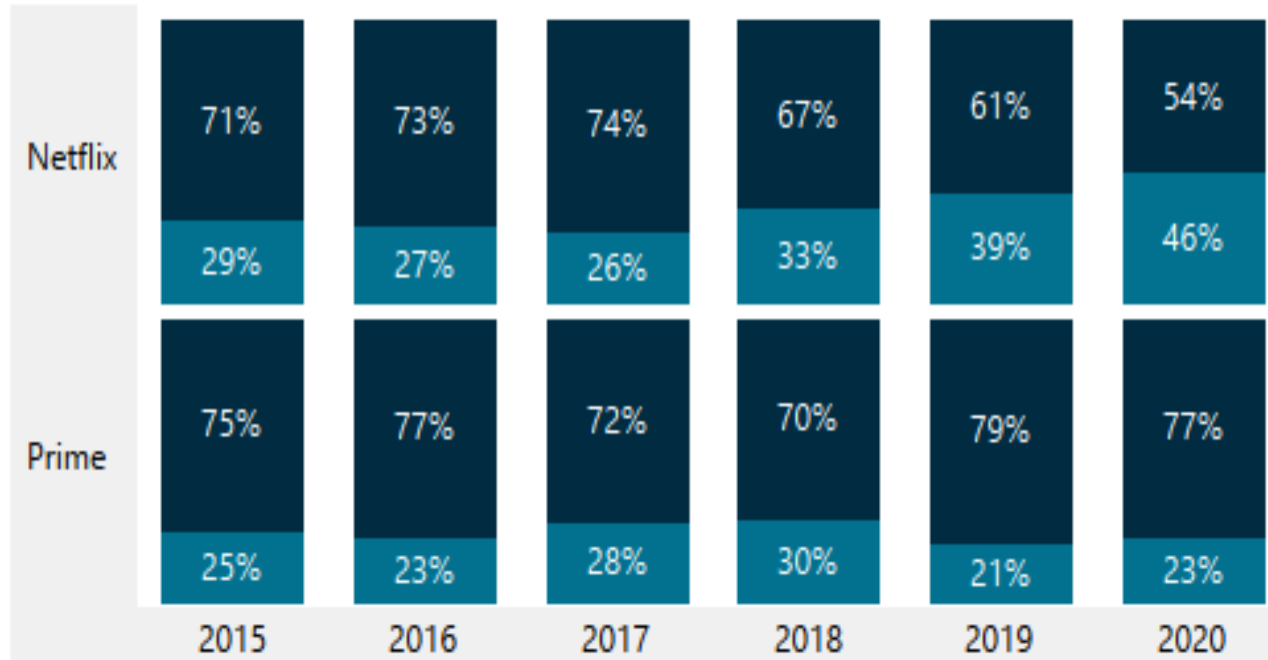
On this datasource ther'es a little data to analyze for **Disney +** , we will skip it

Since the pandemic, the production of content fell, but...  
How did Netflix **keep releasing** content?

# How did we build this EDA?

## What kind of entertainment are Netflix | Prime doing?

Series and movies by year ■ Movie ■ TV Show



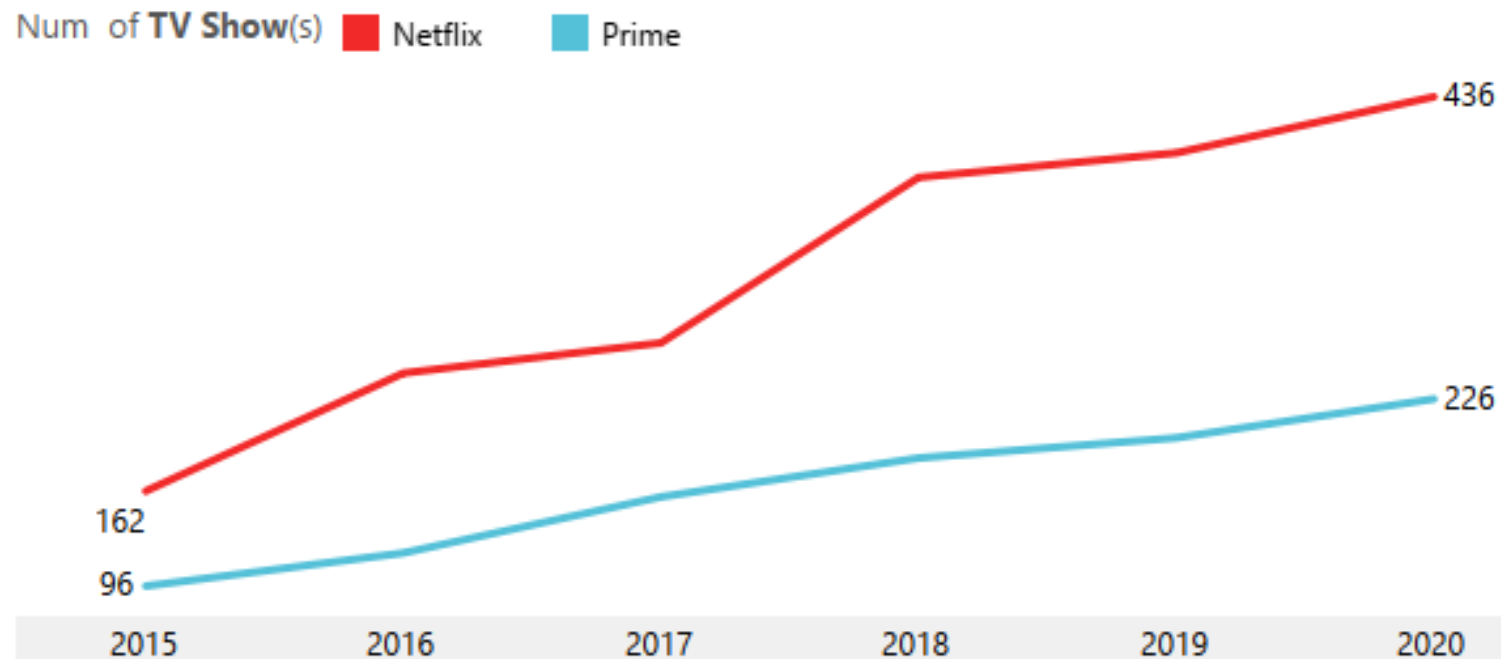
**Netflix** TV shows **increased ~17%**

**Amazon Prime Video** keeps **same growth** between series and movies

What about TV shows on **Netflix** and **Amazon Prime Video**?

# How did we build this EDA?

## What about TV shows on **Netflix** and **Amazon Prime Video**?



**Netflix** tv show increase 227%

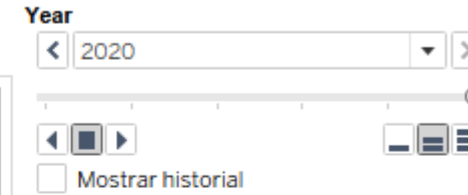
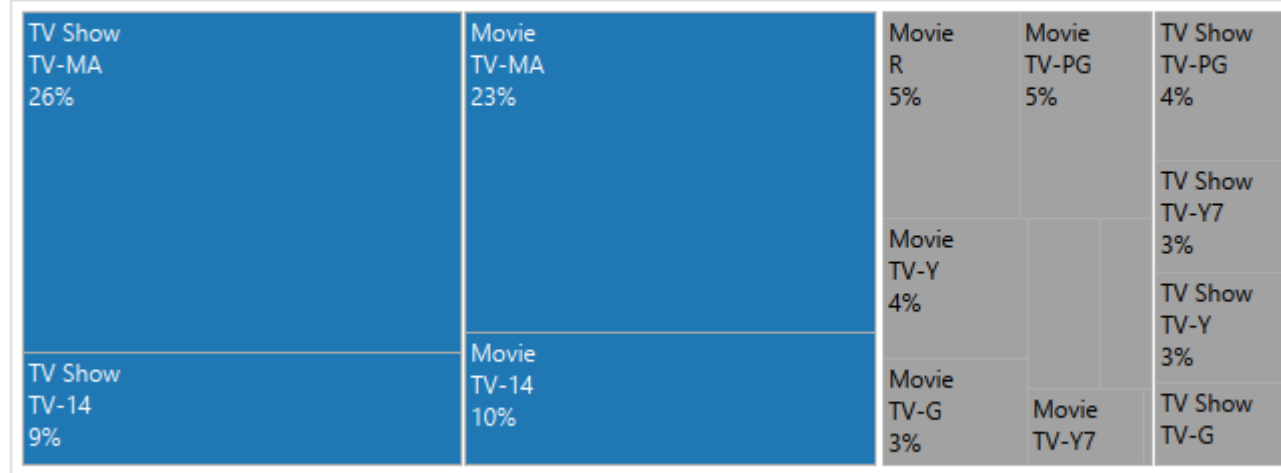
**Amazon Prime Video** 235%

Why **Netflix** and **Prime** are creating a lot of tv shows than ever?

# How did we build this EDA?

Why **Netflix** and **Prime** are creating a lot of tv shows than ever?

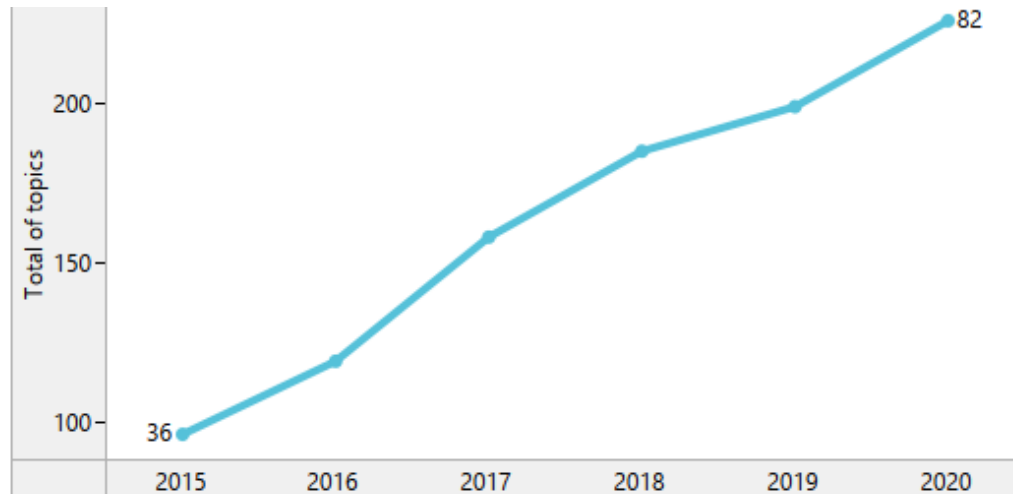
Num of series by rating for year :2020



In **2020 TV -shows** are the most produced for **main ratings**

68% of total content.. **35%** are **tv show**

**TV-MA:** Is mature content that may be unsuitable for audiences under the age of 17.  
**TV-14:** Parents are strongly cautioned. May be unsuitable for children 14 years and under.



There are **more topics** than at **beginning**.



## 1 **Staggered series release**

Keeping the user subscribed

## 2 **Duration**

If tv show does not meet the expected standards, it's easier to cancel it than a movie

## 3 **Quick feedback**

We can use strategy: Stop, Start, Keep. Example: Stop doing soccer series, keep musical drama, and start Mexican comedy



## Create a system recommendation for Netflix , Prime and Disney +

- Must offer more tv series than movies, doesn't matter if user watched a movie
- Get a database with avg(or other KPI) subs time for user, to publish tv shows according KPI
- schedule premieres

