

# 22894551 - Question 3 - Netflix

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## 1. Introduction

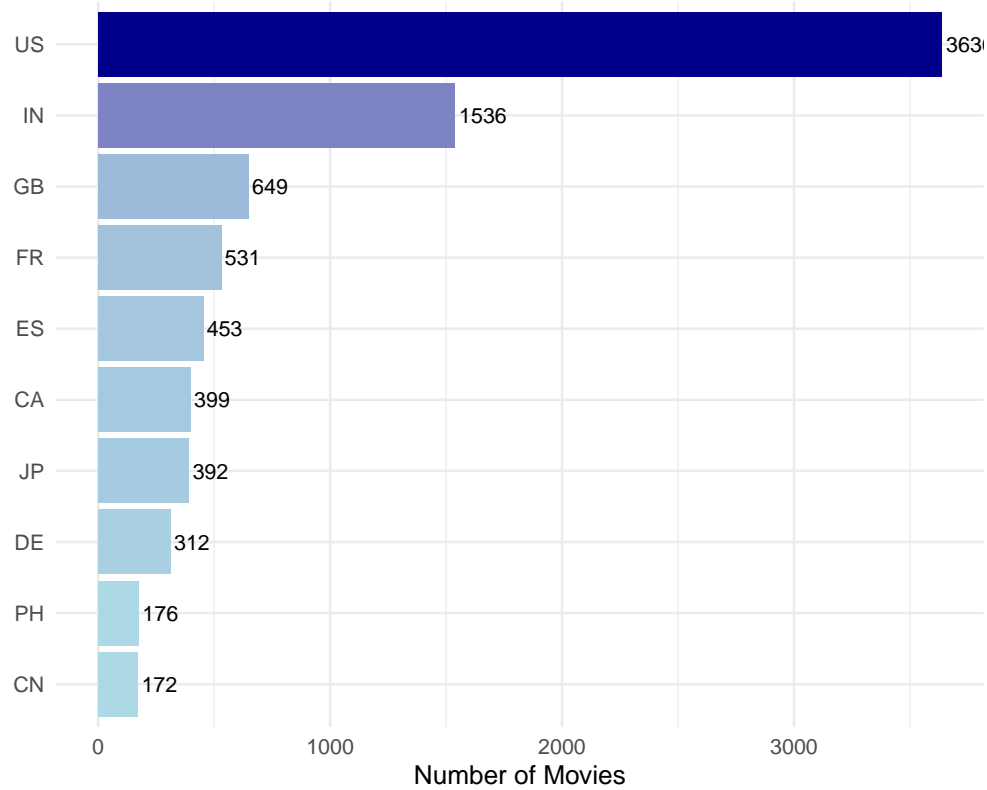
Is there a market for another streaming service? If there is, the content included in its library must be particularly enticing. In an industry that is becoming more and more saturated - trends in preferences and production need to be analysed.

## 2. Top production countries

The United States, India and Great Britain produce the highest amount of movies, based on the Titles data frame. This makes sense, as Hollywood, Bollywood and BBC are three of the largest production areas in the world.

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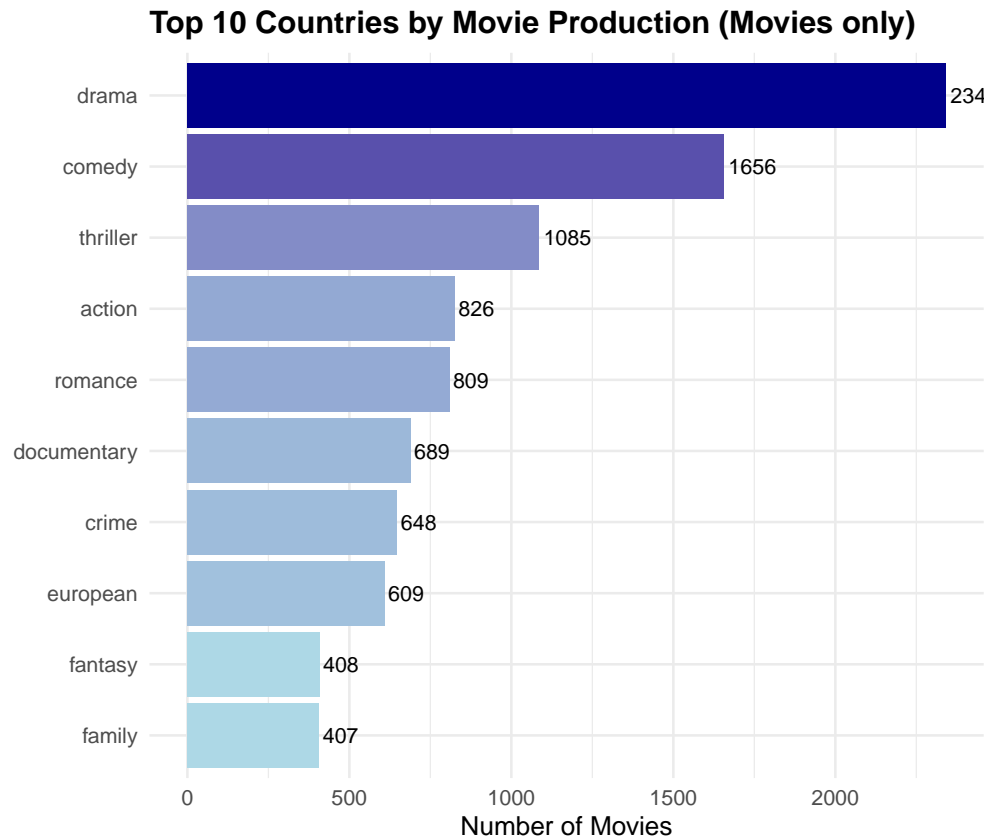
### Top 10 Countries by Movie Production (Movies only)



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### 3. Genre popularity

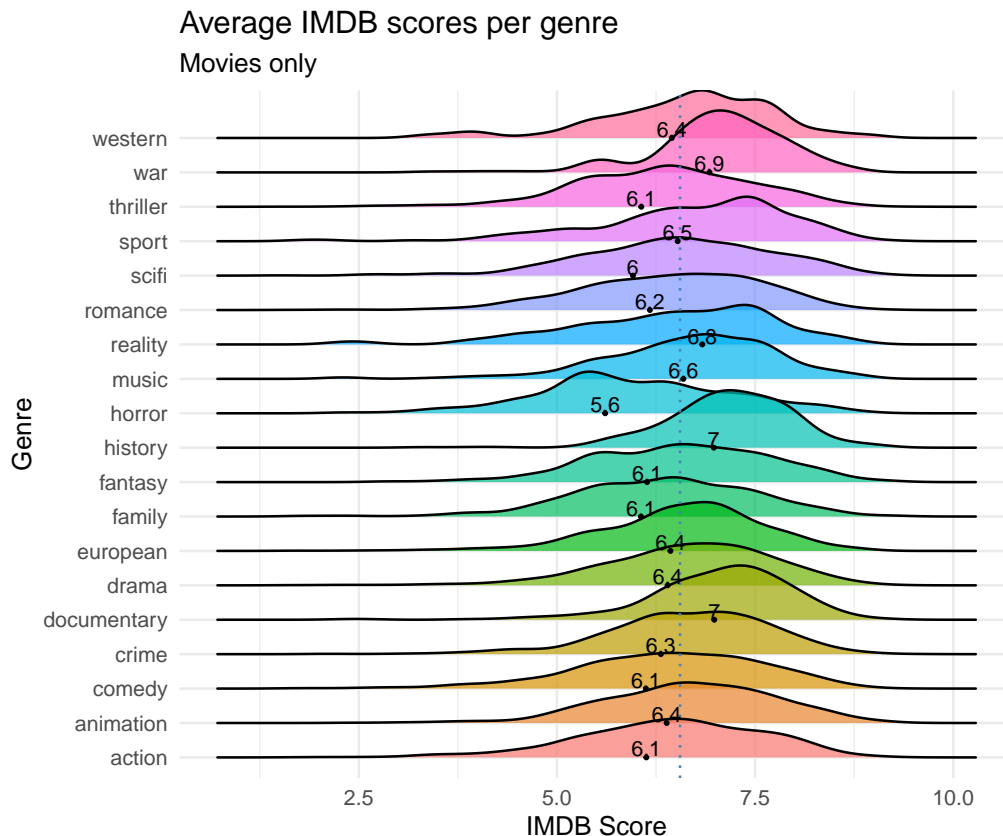
The most common movie genres by movie production count are drama and comedy, followed by thriller and action. However, high production frequency doesn't correlate with quality - these genres show the widest quality variance in ratings. Thriller and action films follow, indicating audience demand for suspense-driven content.



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#### 4. Genre ratings of top countries

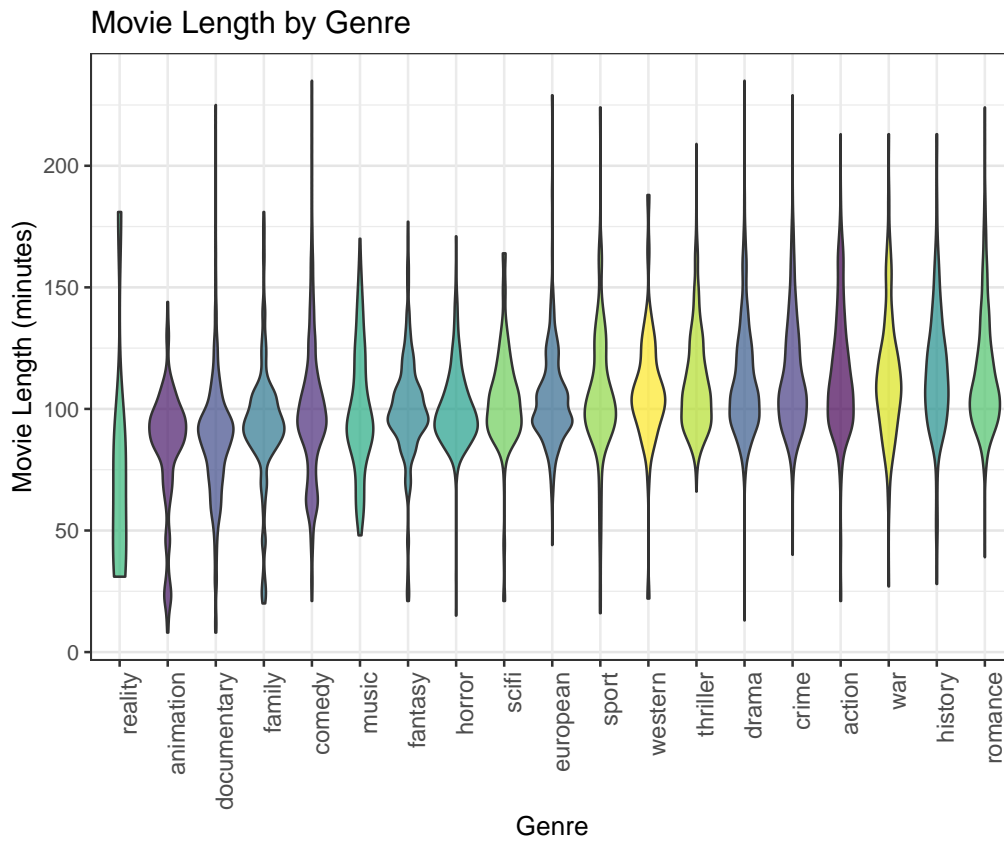
The genres with the highest average rating overall is documentary and history. This is not significantly higher than many other genres, often only being 0.1 points above another, on a scale of 1-10. Notably, while production volumes are lower, their tight rating distributions suggest more consistent quality compared to mainstream genres.



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## 5. Length of movies by Genre

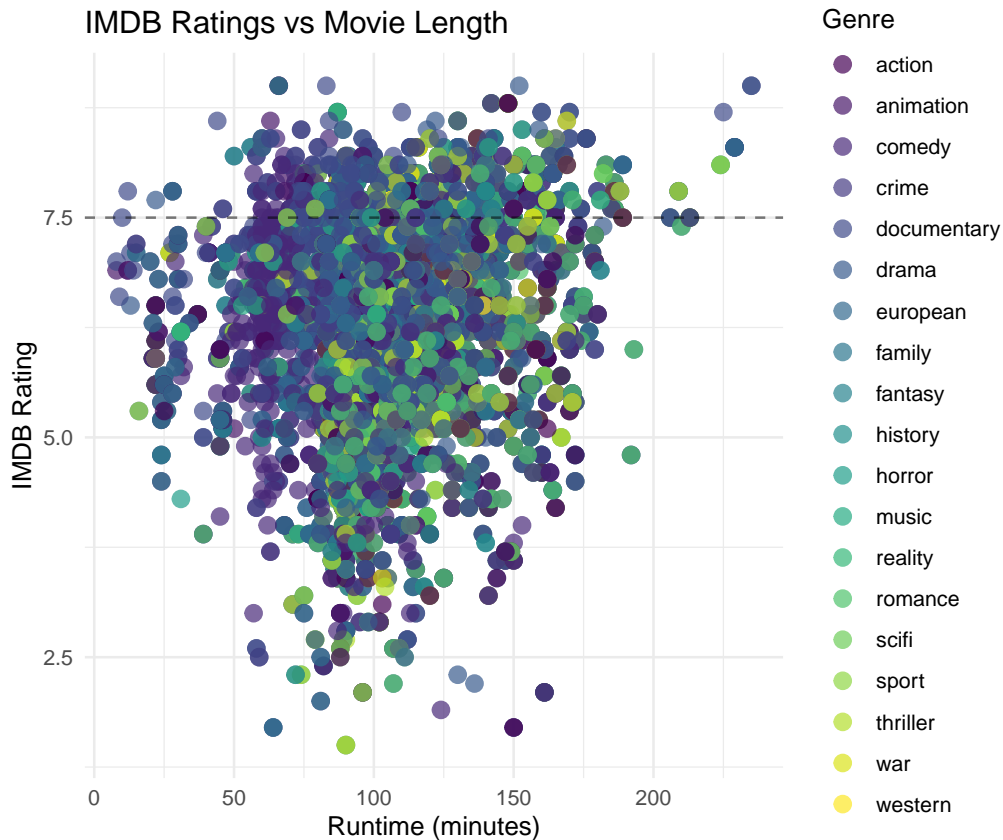
The distribution of all genres are around 100 minutes. The identified popular genres, 'documentary' and 'history' share the sentiment.



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## 6. Rating of movies by runtime

As we can see in the scatterplot, the movies with the highest ratings (above the 7.5 threshold), are of various lengths. However, it remains bundled between 60 and 120 minutes. Preference for movies around 100 minutes remain evident. Extremely long (>150 min) or short (<60 min) films rarely achieve top ratings, suggesting viewers prefer substantial but concise narratives.



## 7. Conclusion

A new service could succeed by curating a specialised library of premium documentaries and international arthouse films (90-110 minutes), filling gaps left by platforms focused on mass-market content. This “quality niche” strategy would attract viewers who are underserved by current streaming services.