

Defining the Effect of Percentage of Population with Internet Access and Recent GDP on the Pricing System of Netflix Subscriptions in Various Countries

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Introduction

- Netflix is a popular streaming service
- Price varies a lot country to country [1]
- What factors could influence this?
 - GDP? [3]
 - Internet Availability? [2]
- Found Datasets for netflix prices, GDP and internet availability and got working!

Tidy and Joining Process

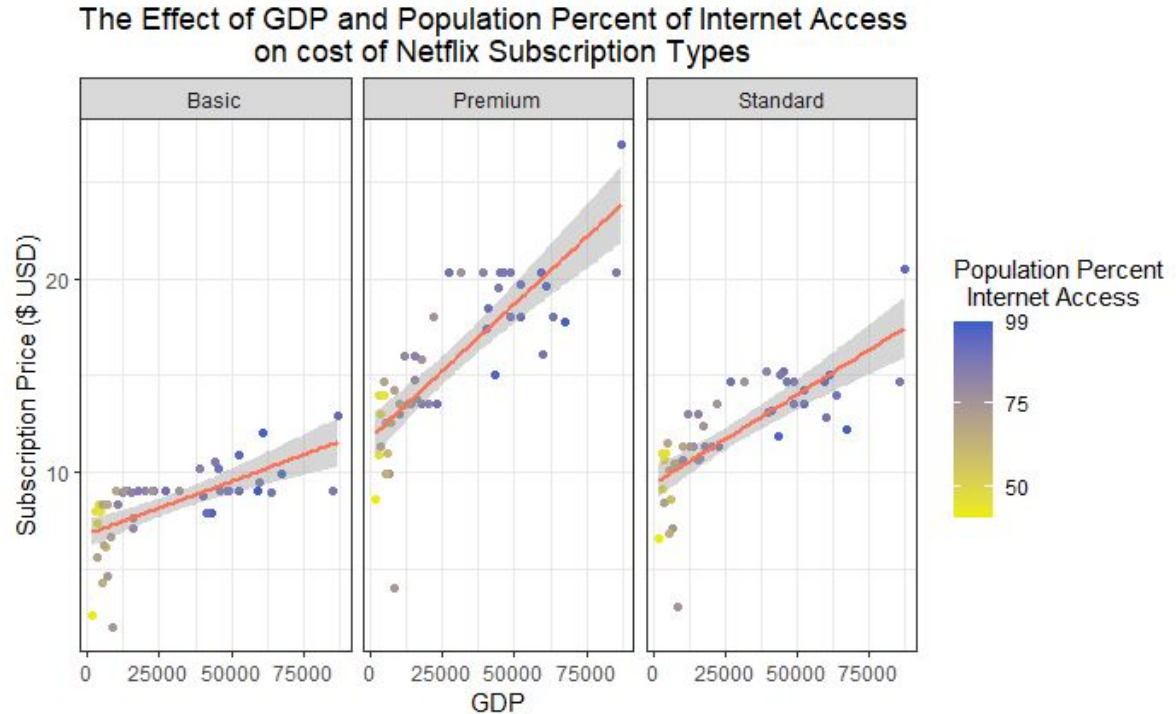
- Tidying and wrangled every dataset individually
 - Some of the wrangling was easier with untidy data
 - Primarily used `pivot_longer` for tidying
- Ex: Netflix subscription
 - Basic, Standard and Premium -> `Subscription_Type` and Price
- After tidying we ...
 - First joined the GDP and Internet Access datasets as they were extremely similar and found it would be easiest to join these two datasets
 - After the first merge we then joined together the Netflix Subscription data into one large dataset

Wrangling Findings

- Used the dplyr summary function
- We mutated a new column "interesting cases"
 - Interesting cases categorical variable
 - Define whether a country fell under the condition
 - lower GDP than the global average
 - higher average subscription price than the global average
- Only 10.64% of the countries fit in the interesting cases criteria
 - Costa Rica, Greece, Portugal, Spain, Uruguay
- Library Size
 - Numeric variable
 - The global average library size is 5368
 - The actual finding was 5368.596 libraries however this is a discrete value!

Visualization

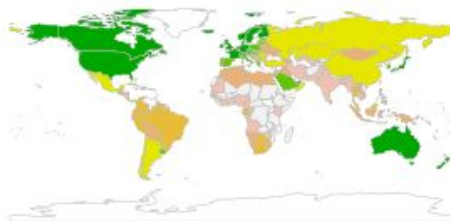
- Compare:
 - Netflix Subscription Price
 - GDP
 - Internet Availability
- Finding:
 - Positive correlation between all three!



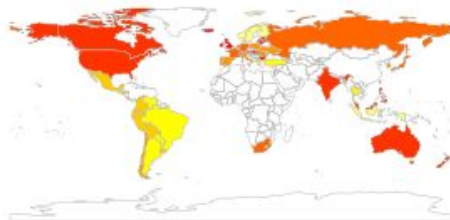
Just for Funsies!

- Lost a lot of data through joins
- Wanted to visualize data availability
- Found that countries generally follow trend of neighboring countries

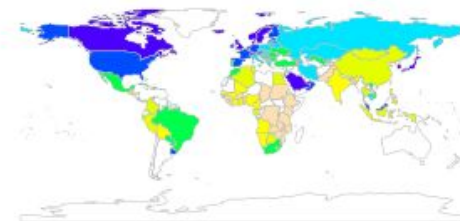
Gross Domestic Product



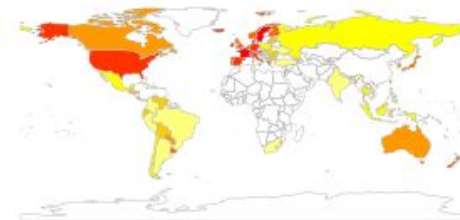
Netflix Library Size



Population Percentage with Internet Access



Netflix Average Price



Work Cited

[1] <https://www.kaggle.com/datasets/prasertk/netflix-subscription-price-in-different-countries>

[2] <https://data.worldbank.org/indicator/IT.NET.USER.ZS>

[3] <https://data.worldbank.org/indicator/NY.GDP.MKTP.CD>