

Netflix Show Tracker - Data Engineering Project —DEEPAK GADDE

1)How long does a show typically stay in the Top 10?

Shows that remain in the Top 10 for more than 7 weeks tend to have better longevity, replay value, or viral appeal.

2) How well does early trailer performance correlate with a show's long-term success?

There's no strong correlation — some shows with low trailer engagement had high Netflix performance, and vice versa. Some titles like "*The Life List*" had low trailer engagement but high watch time, suggesting low correlation.

3)Which genres consistently perform best across different regions?

Across all regions, multiple genres tied for the top position by staying in the Top 10 for a maximum of 22 weeks. The most consistently high-performing genre globally is "Drama, Thriller", appearing as the top genre in over 15 regions including the US, UK, India, Germany, and South Korea. Other genres like "Animation, Adventure, Comedy" and "Adventure, Comedy, Family" also ranked at the top in family-oriented markets such as Japan, Canada, and Argentina. This suggests a strong global preference for both intense, emotionally driven narratives and light-hearted, family-friendly content.

4) Are high IMDb ratings correlated with longer Top 10 performance?

Yes, there is a positive correlation between IMDb ratings and longer Top 10 performance. Titles with higher IMDb scores tend to remain in the Top 10 for more weeks, suggesting that critical reception plays a role in sustained viewer interest.

5)Are there early warning signals of a show failing (before it drops from Top 10)?

Yes, early warning signals of a show failing can be identified by analyzing rank drops from week 1 to week 2. Shows that debut in the Top 5 but drop 4 or more positions in the second week—like *Wallace & Gromit* or *The Diplomat*—often signal weak audience retention and are at risk of exiting the Top 10 soon. In contrast, stable shows with little or no rank change typically maintain strong performance. This pattern suggests that a sharp early drop is a reliable indicator of short-lived popularity.

6)What shows have high buzz (trailer views, search interest) but fail to convert into watch time?

Google search interest is at 86%, but comparatively low total watch time on Netflix. For instance:

1. “Morbius” had over 26M trailer views and 100 search interest, but only 8.5M hours watched.
2. “Dungeons & Dragons: Honor Among Thieves” had over 25M trailer views but only 8.4M watch hours.
3. “Scream VI” received over 22M trailer views yet logged just 4.5M hours of watch time.

These examples suggest that high trailer performance and search interest don’t always translate to strong viewership, indicating that early buzz is not a guaranteed predictor of streaming success. This insight helps identify titles that might need better platform promotion or content alignment to retain audiences post-launch.

7)What features drive virality — genre, cast, trailer stats, or sentiment?

Shows that go viral typically exhibit a strong combination of high trailer engagement, moderate-to-high IMDb sentiment scores, and broad genre appeal. For example, titles like *Despicable Me 2* and *Furiosa* had millions of trailer views and maintained favorable sentiment, correlating with strong Netflix rank performance. However, high trailer views alone do not guarantee success — viewer sentiment and genre alignment play critical roles. This suggests that virality is not just about hype but also about how well the content resonates emotionally with global audiences.