

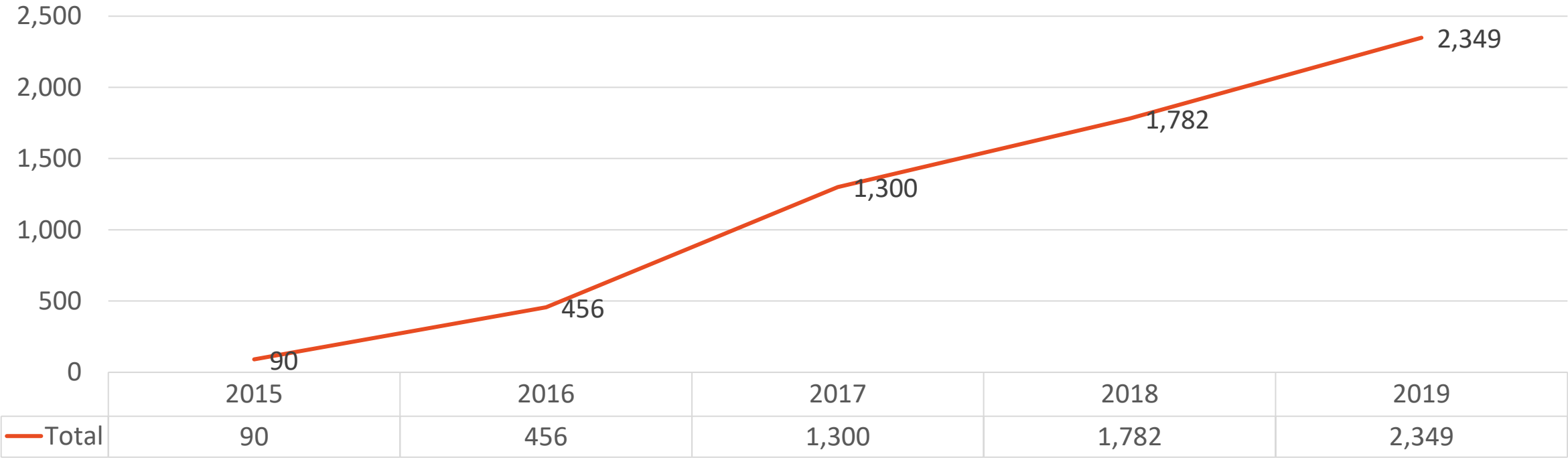
Data Analytics: Netflix Movies and TV Show Catalog

Goal

Netflix is very selective about the ratings they release for their content. In this case study, I wanted to examine what patterns I could find from this dataset in order to try and predict the content Netflix might produce or add to their catalog.

Methology:

Total Added Content from 2015 - 2019



Metric: Rate of content increase for entire catalog

2015 – 2016: 406% increase

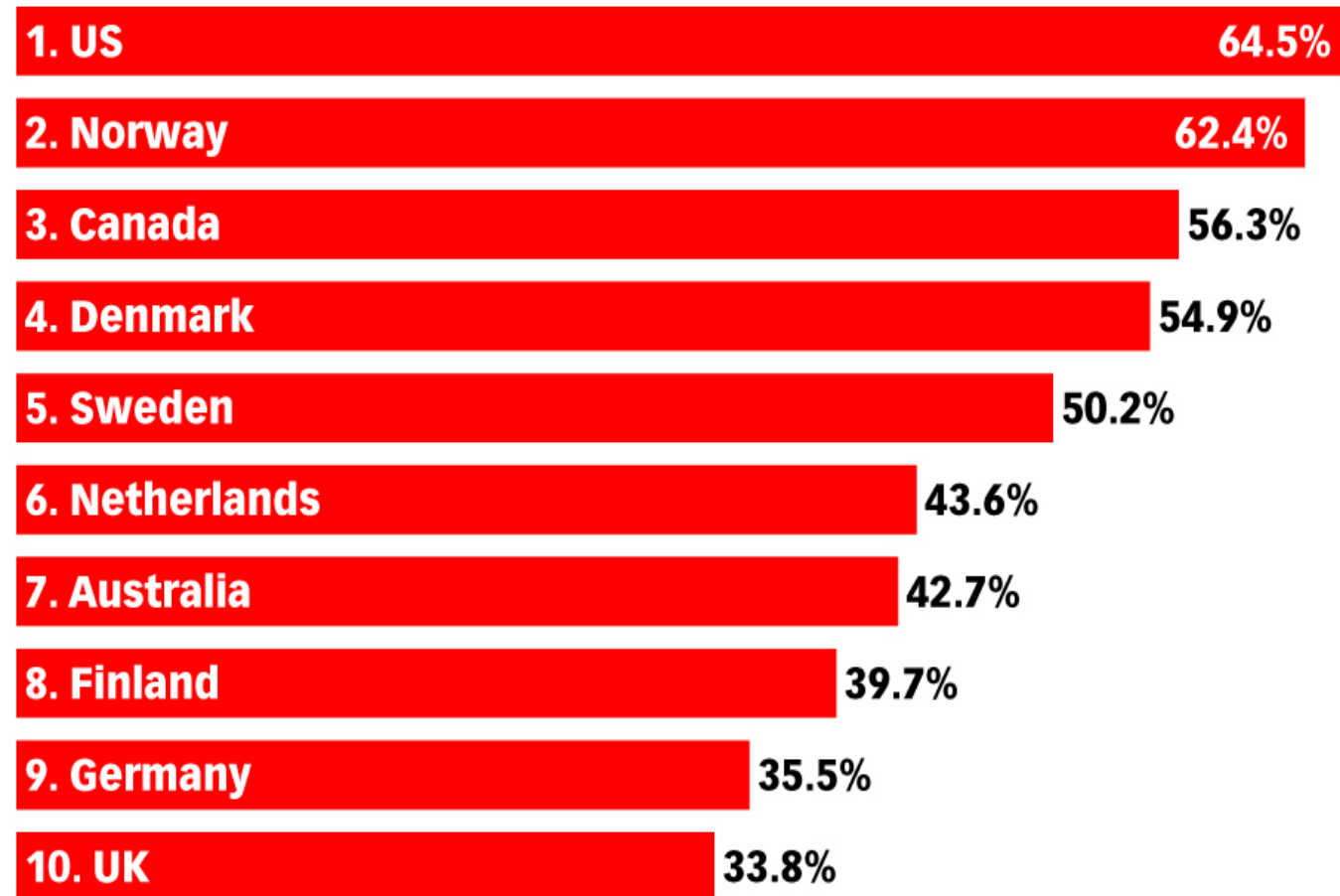
2016 – 2017: 185% increase

2017 – 2018: 37% increase

2018 – 2019: 32% increase

Top 10 Countries, Ranked by Netflix User Penetration, 2018

% of digital video viewers



Note: individuals of any age who watch Netflix via app or website at least once per month

Source: eMarketer, July 2018

Content Breakdown by Country:

1. United States

2. India

3. UK

4. Canada

5. Japan

6. France

7. South Korea

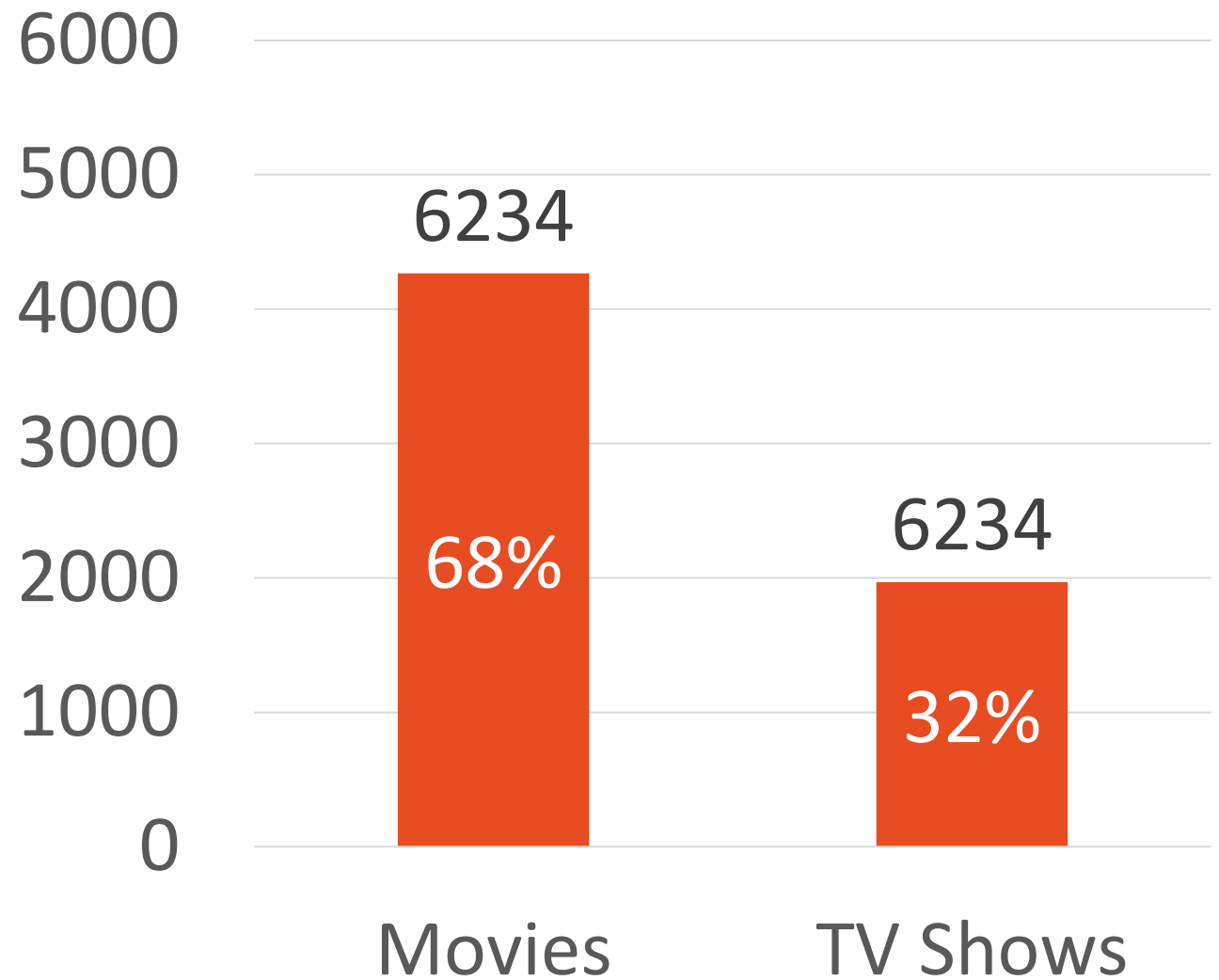
8. Spain

9. Mexico

10. Australia

Content: Movies vs TV Shows

*Netflix say average users watches two hours per day



Content Availability for US Subscribers

Top 5 Movie Genres:

1. Documentaries
2. Dramas
3. Independent Movies
4. Comedies
5. Action & Adventure

Top 5 TV Show Genres:

1. Comedies
2. Dramas
3. Kids' TV
4. Docuseries
5. Crime

*59% of US 16-34-year-olds say Netflix indispensable vs 35% of those aged 35+

