

FACEBOOK     

Zuckflix

Content Recommendations

2022 Meta Data Challenge
Enock Niyonkuru
Trinity College

TL;DR, Data Insight

Part1: Content Recommendation

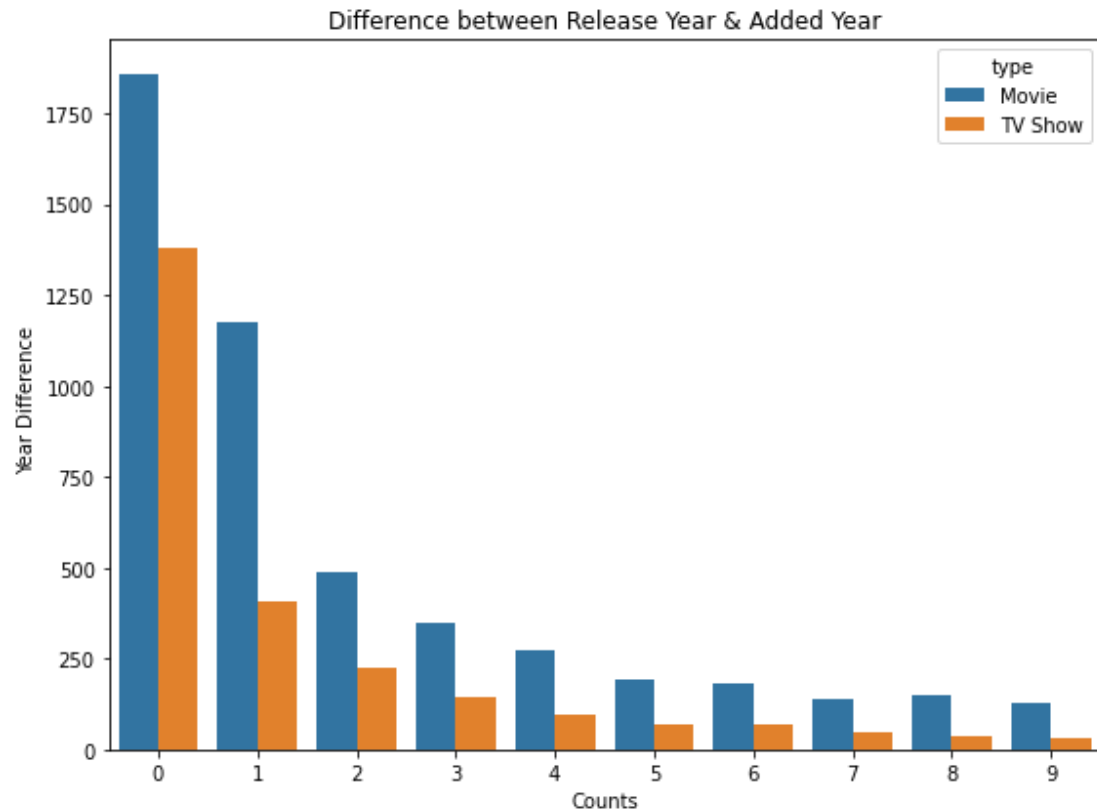
- Focus on Movies more at the beginning instead of TV Shows
- Adding movies in the same year as they are released
- Movies for adults are a priority, and then teens
- The top 10% of Genre has 45% of all the content, primarily International Movies, Dramas, and Comedies
- It is not significant to focus on a single cast,
 - 44% of the cast appeared in one movie or TV show
 - Top 10% cast has only 27% of all the movies &TV Show
- Top 20 directors have 4% of all the directors, most directors are Americans
- Most of the movies were produced in the US (32%), and India (10%)

Part 2: Country Recommendation

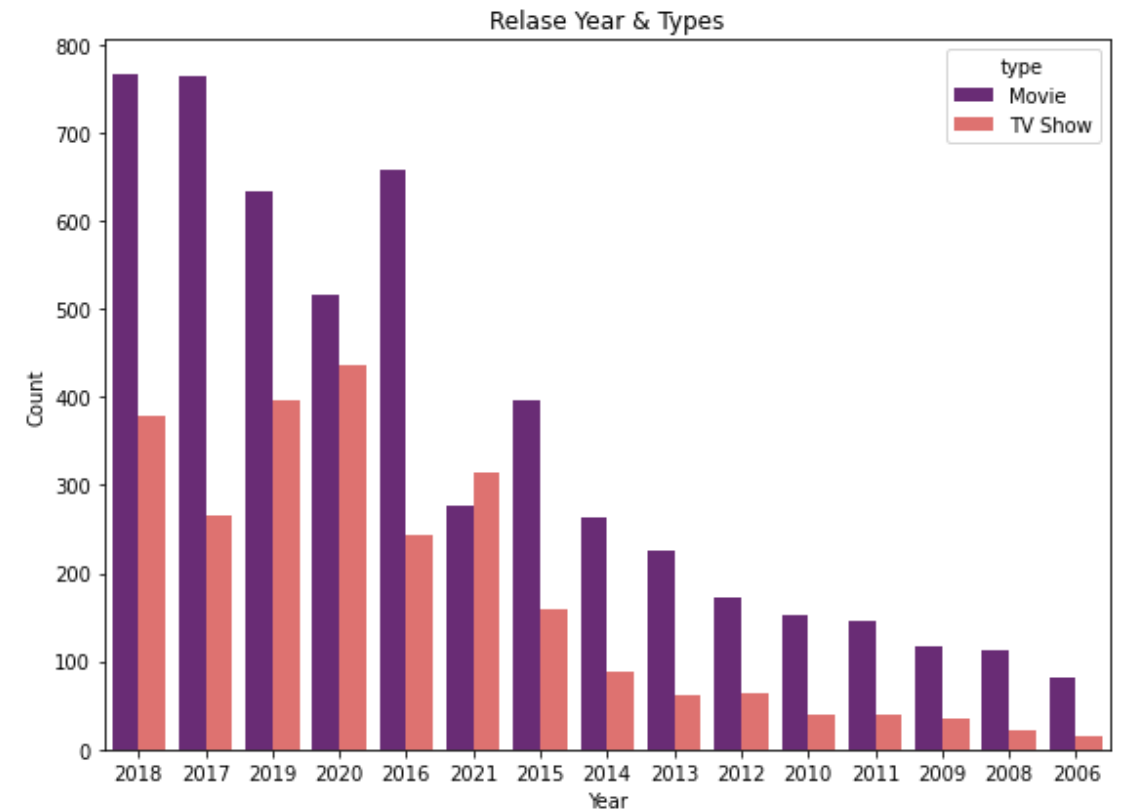
- The United States

The Trend in Type and Release Year

- Most of movies & TV Shows are added less than 1 year after being released



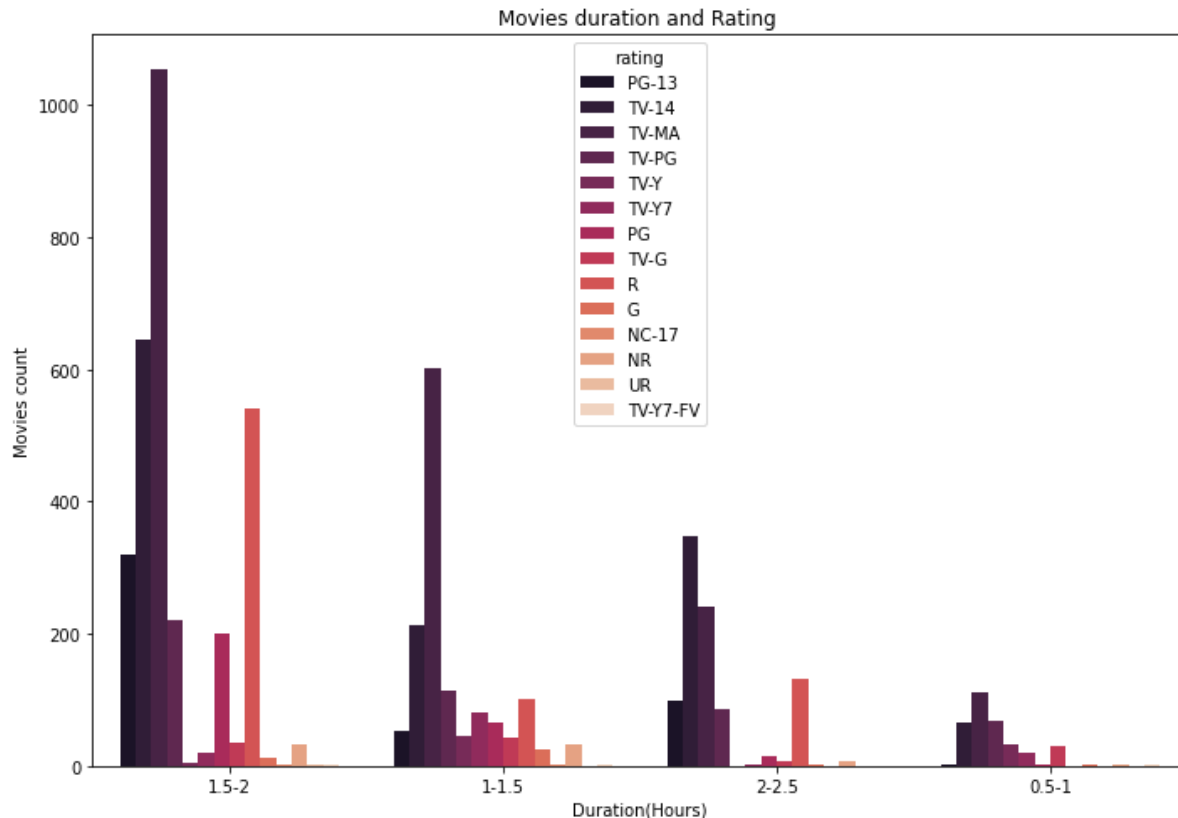
- Movies content is larger than TV Shows as time increases



Movies / TV Show Duration and Rating

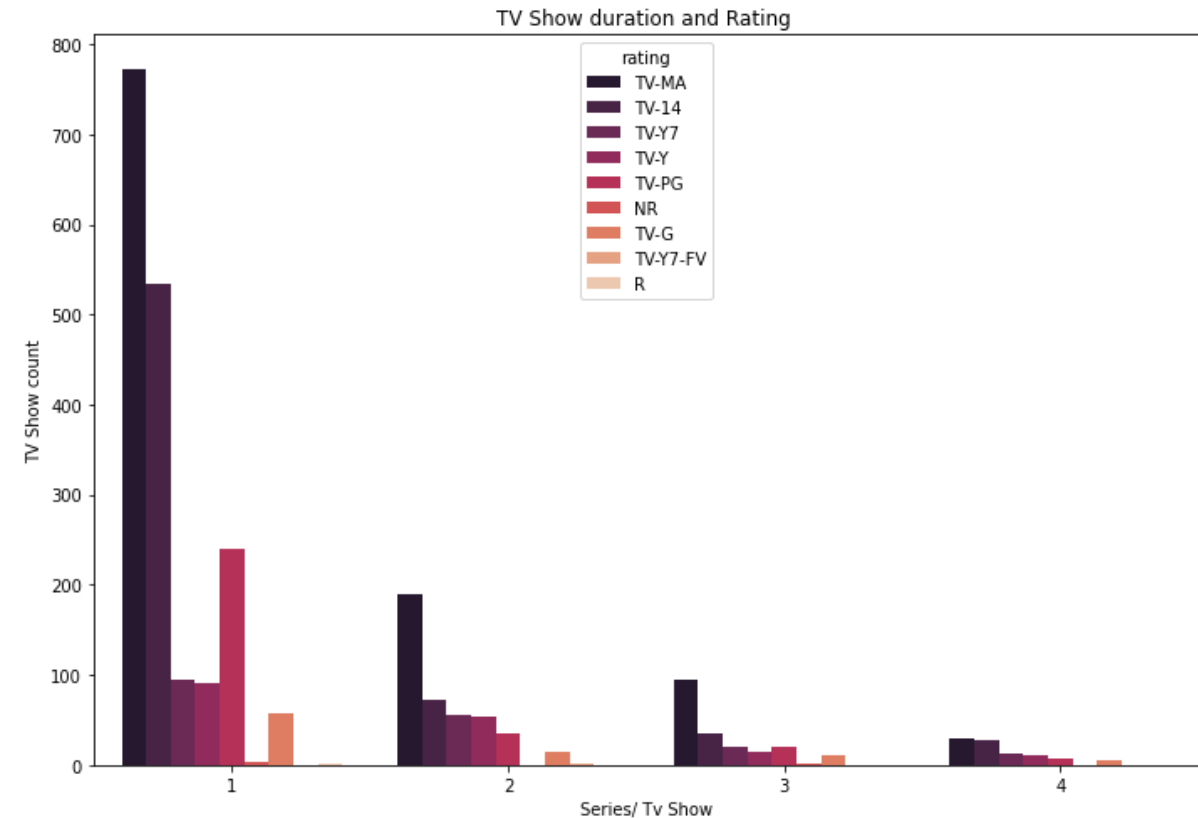
Common movies

- Durations: between 1 -2 hours
- Rating: Mostly Adults (TV-MA & TV-14)



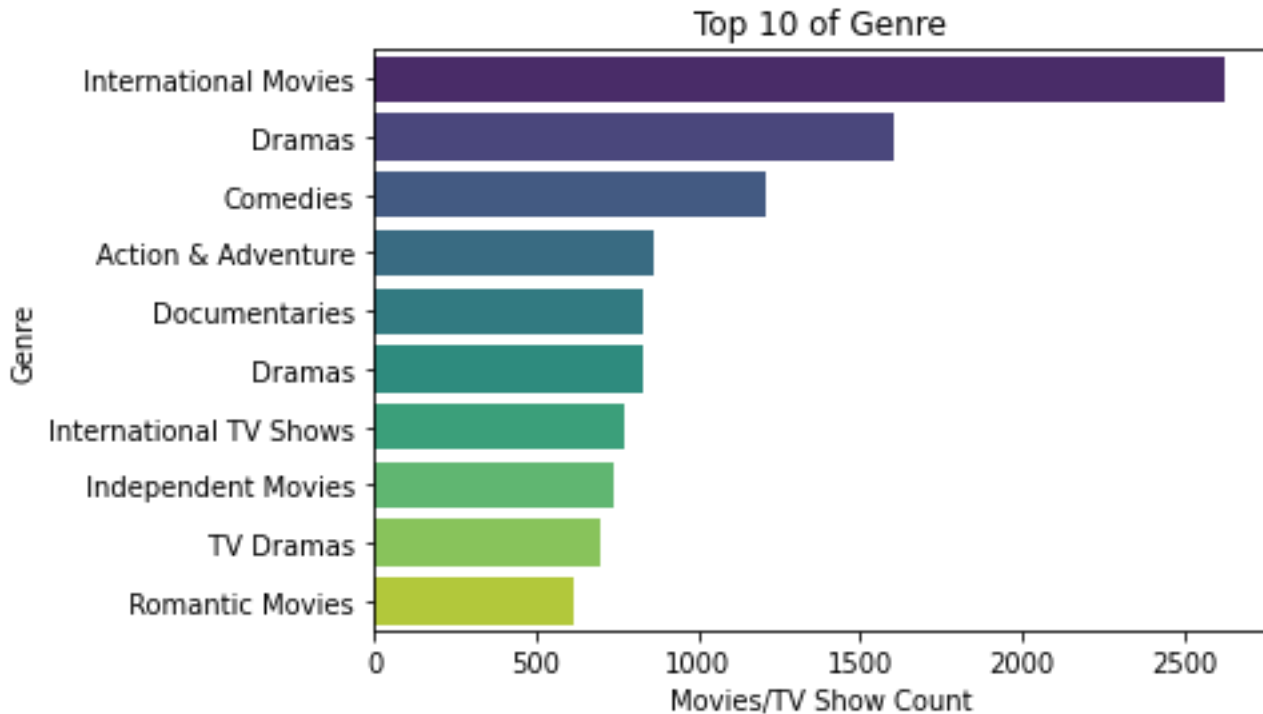
Common TV Shows

- Durations: 1 series
- Rating: Mostly Adults (TV-MA & TV-14)

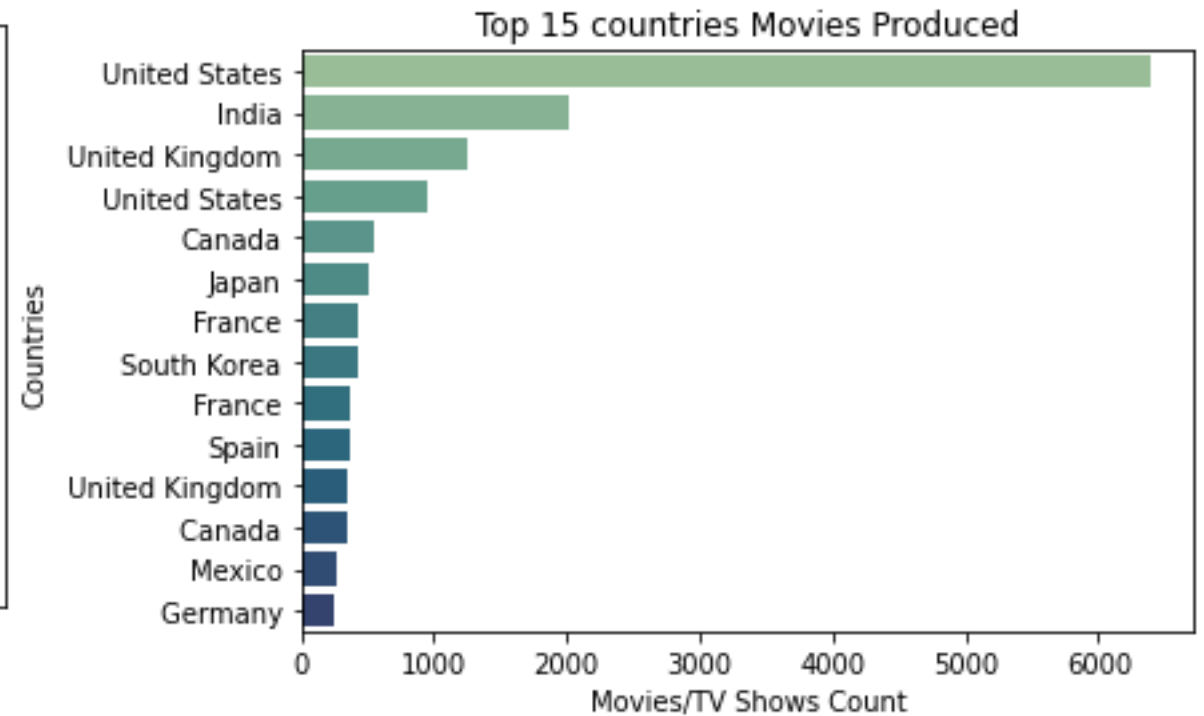


Genre & Country Production

- Top 10% of Genre has 45% of all the TV shows & Content



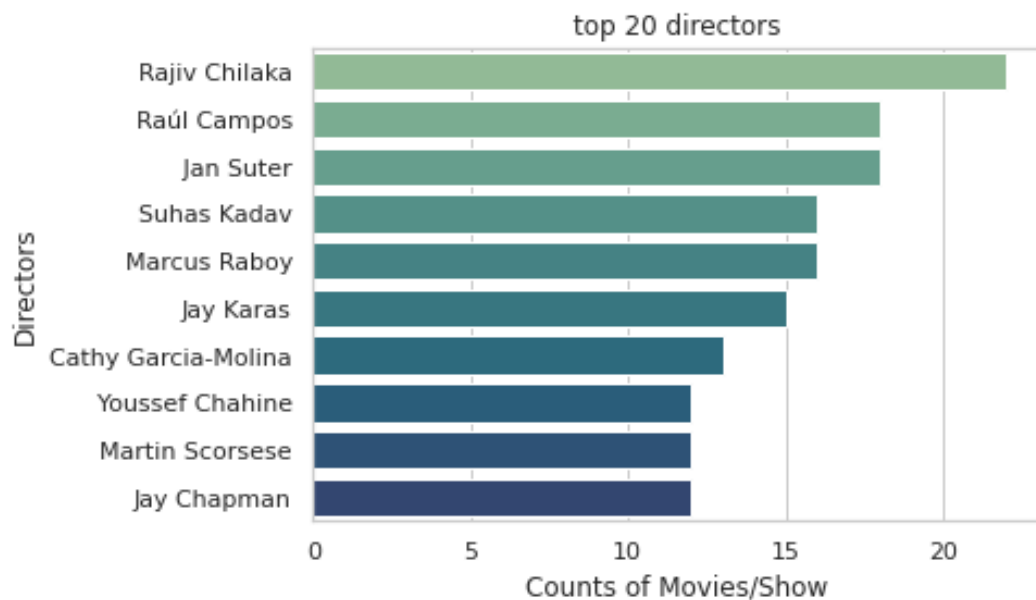
- Most movies were produced in the US (32%) and India (10%)



Directors & Cast Insight

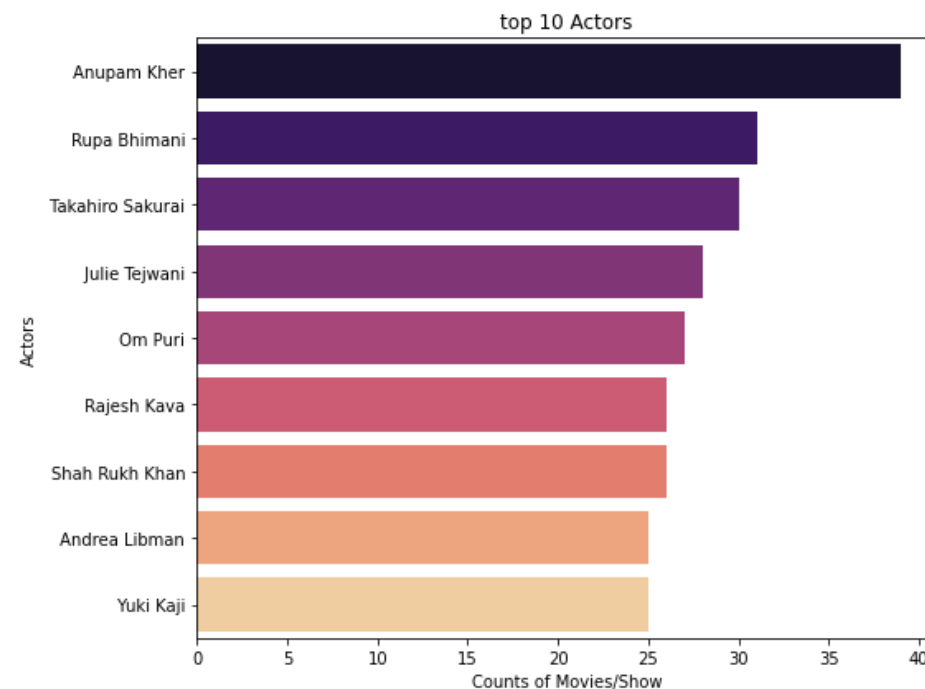
DIRECTORS:

- The top 20 Directors have 4% of all the directors
- Most directors are Americans & Indians



CAST:

- **44%** of the cast appeared in **one** movie or TV show
- TV show actors are mostly common to occur in multiple shows than movie actors



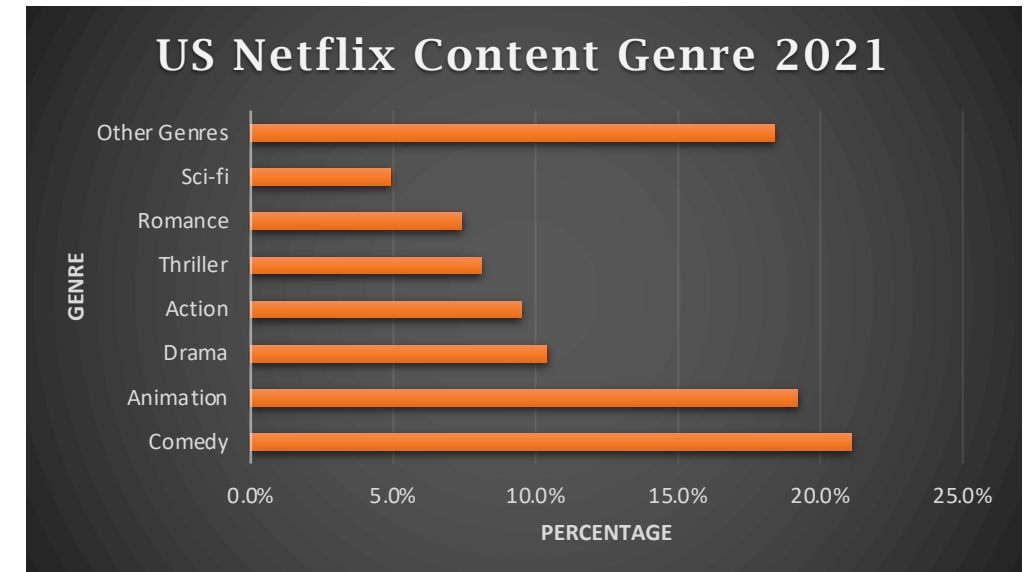
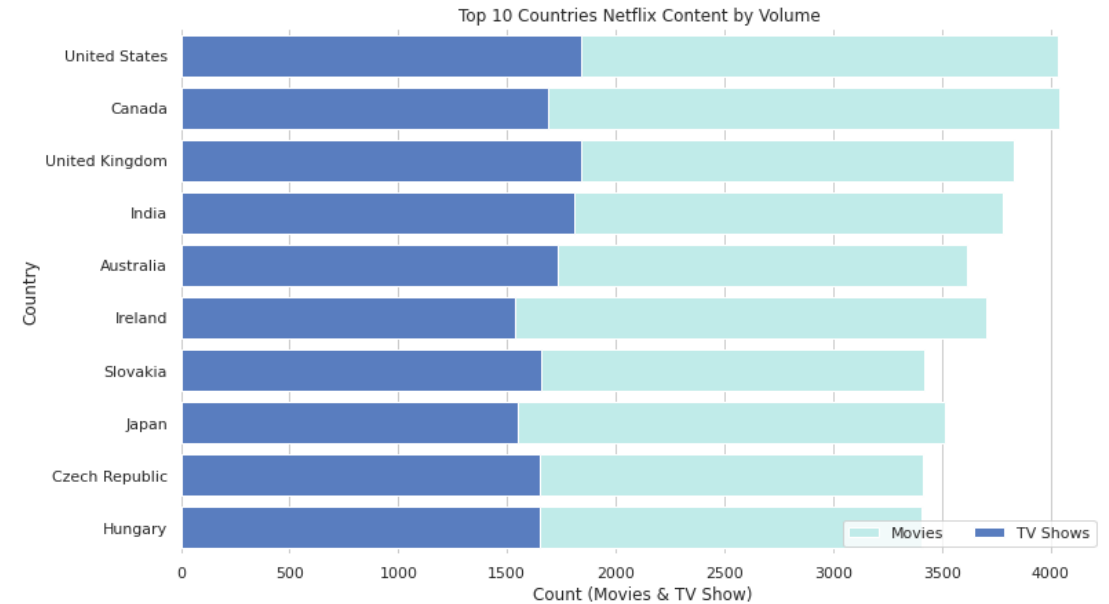
Country Recommendation:

Country: The United States

- **Ranked 1st** in Netflix content by volume (FlixWatch, the largest Netflix database)
- **The second-largest** market of Facebook with 240.0 Million users (2020-2021) (world population review)

Content:

- Comedy, Animation & Drama Genre



Conclusion

Content Recommendation of Zuckflix:

1. General Recommendation:

- Movies are approximately one to two hours long
- Geared toward adults (at least 17 years old)
- Movies in the international, drama, and comedy genres
- Produced in the US, and directed by an American director

2. Country Recommendation:

- Begin with the US as the first country, start with Drama & Comedy genre in addition to the above recommendation

Any Questions?

Thank You!

