

NETFLIX

INTRODUCTION

- ▶ Netflix, Inc. is an American media company based in Los Gatos, California. Founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California, it operates the over-the-top subscription video on-demand service Netflix brand, which includes original films and television series commissioned or acquired by the company, and third-party content licensed from other distributors. Netflix is a member of the Motion Picture Association—having become the first streaming company to become a member.
- ▶ Netflix initially both sold and rented DVDs by mail, but the sales were eliminated within a year to focus on the DVD rental business.
- ▶ In 2007, Netflix introduced streaming media and video on demand. The company expanded to Canada in 2010, followed by Latin America and the Caribbean.
- ▶ In 2013, the service began to acquire and produce original content, beginning with the political drama House of Cards.
- ▶ By 2022, original productions accounted for half of Netflix's library in the United States, and the company had ventured into other categories, such as video game publishing via the Netflix service.

VALUE AND SUBSCRIPTIONS

- ▶ Netflix's current company valuation is \$234 billion. It is currently renowned as the most valued company/media company in the world and transcends even Disney. The success lies in a secret term that is no secret (but the way it's used in a certain way is a secret) — customer retention.
- ▶ Customer retention may be defined as the process of engaging the customers and appealing to them to use the service or buy the product.
- ▶ Now, this may look like a simple tactic at first glance but do note that this is considered by many as the most powerful tactic used by any media company. And Netflix used it so intelligently that their customer retention rate is extremely impressive and keeps increasing over the years.
- ▶ Can you guess the total subscribers of Netflix? Up until December 2020, Netflix subscribers (paid subscription) amounted to a whopping 203.66 million. This is an excellent milestone for Netflix, as it has crossed the 200 million mark for the first time.

CUSTOMER RETENTION

- ▶ Netflix's ability to collect and use the data is the reason behind its success. It results in better customer retention per year.
- ▶ The study says the rate of customer retention is increasing on Netflix because 80% of users follow the recommendation, and the recommended show or movie is streamed.
- ▶ Have you ever heard of 'green-light original content'? Green-light means being allowed to do something.
- ▶ So, green-lit original content is verified or rated content approved on the basis of various touchpoints taken from the user database.

MARKET POSITION

- ▶ One of the main differences between Netflix and its competitors is its massive wealth of original content.
- ▶ Worldwide, Netflix was estimated to spent around 18 billion U.S. dollars on its content in 2022, a value which is expected to expand in the future.
- ▶ The popularity of shows such as "House of Cards," "Stranger Things," and "Orange is the New Black" have made original programming integral to the company's continued success. Over half of users from the U.S. stated in a February 2021 survey that the announcement of new exclusive programming was their main reason to subscribe to Netflix, and nearly 50 percent of Netflix subscribers stated that the quality of Netflix original shows and movies are better now than they used to be in the past.

DISCRIPTION OF THE PROJECT

- ▶ This project is about Analysing and Visualizing the data from an example data set of Netflix.
- ▶ As Netflix is a subscription-based streaming service that allows subscribers to watch TV shows and movies on an internet-connected device.
- ▶ In this project we can analyze what content is being watched the most in different countries.
- ▶ Comparing the similar content that is screened in different countries of the world.
- ▶ The actors and director worked in a film

Observation

- ❖ In this data we observe is all about the Netflix users
- ❖ The Data consist of show id, type, title, director, cast, country, date added, release year, rating, duration, listed in, description
- ❖ It has 8808 records
- ❖ There are two categories one is Tv shows and the other one is Movies



- ❖ In that movies views are most in 2018, 2019, 2020
- ❖ Overall comparing of movies and tv shows, Movies have the most number of views
- ❖ In 2019 2020 Most views of Tv shows are there
- ❖ There is no participation on Tv shows and Movies in Netflix in western Asia and northern Africa like Iran, Iraq, Libya, Algeria, Sudan And other many of the places
- ❖ Over all the record Movies has more views with 6114 count and rest goes to Tv shows 265

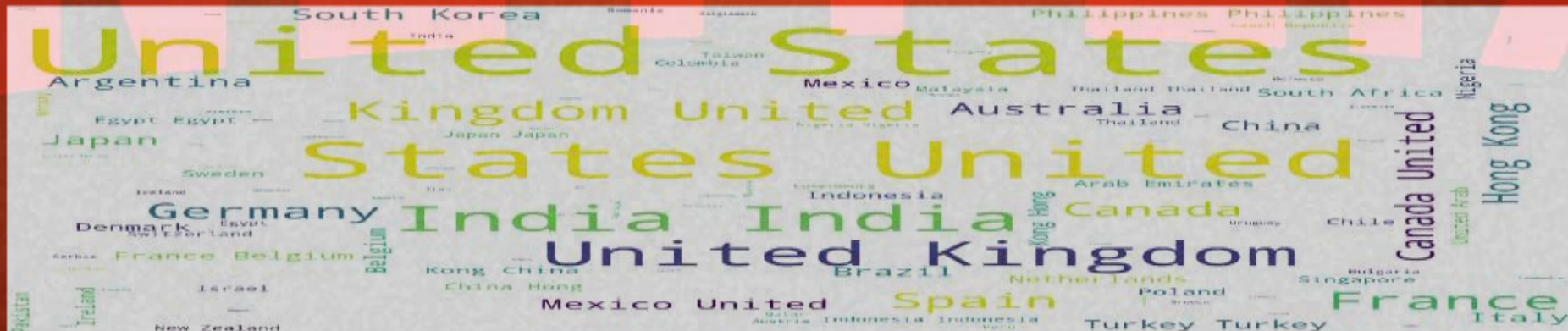
- ❖ Out of cent percentage movies having 69.70% and Tv shows having 30.30%

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Conclusion

- ▶ Netflix includes a wide variety of familiar network shows and more original series, films, documentaries and special than any of its myriad competitors. We have analyzed the given questions following and filtering the data and data cleaned next we have to original dataset to be create the visualization for different countries. We have to understanding the visualization will be move to contents by matching text-based features. We have calculate for following sets in Movie & Tv Shows by region and year wise, Infant Mortality rate, Observing Directors and Actors.

- ▶ We Analyze the visualization for Movies and TV shows the segregate the Region Based vision.
- ▶ We did visualise the TV shows& movie by year for take 2009 to 2012 is viewers is not much more than, we looking a customers for high in 2013 to 2019 years day by day increase the customers so widely increase within 1,232 and 1,420 is highest customers for a year. but web has helped Netflix expand this network to an even larger audience.



Shows Contents

- ▶ Netflix is a type of business that has the right ideas, allowing their customers to stay inside and being able to watch any movie or TV shows they want. Many more shows will be releasing the children & family movies, International TV shows, stand-up comedies, action & adventures, classic movies thrillers, TV action & adventures. The threat of new entrants that is very small but many companies have tried to enter the market, but Netflix entry barriers are very large which makes it harder for other companies to compete with Netflix.

Thank you

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