

# Netflix Business Case

Netflix gained major popularity when the platform launched online streaming services. Let's have a look at how the platform earns.

- Based Business Model: Netflix offers monthly subscription fees with three different price options: basic, standard, and premium plan. Today, Netflix has over 125 million paid members from over 190 countries and generates \$15 billion annually.
- Important partnerships: Built alliances with a wide range of movie producers, filmmakers, writers, and animators to receive content and legally broadcast the contents required by aligning licenses.
- Internet Service Provider: One of the most influential tactics implemented was its ability to build alliances with a wide range of movie producers, filmmakers, writers, and animators to receive content and legally broadcast the contents required by aligning licenses.
- Netflix was able to establish a well-reputed image worldwide and increased its customer base day by day. When it comes to giving competition, the brand has devised various digital marketing strategies and has gained wide popularity on digital media platforms. With the help of the best digital marketing services, they have kindled the excitement and craze in the people to travel and host.

## Contents

### 1) Approach

The following is the approach that I followed.

Based on the initial data exploration it is understood that most of the data categorical variables, some of which contained nested data and there were numerous NaN values. to conclude it was understood that for clear analysis data cleaning is required.

Data Cleaning Process: -

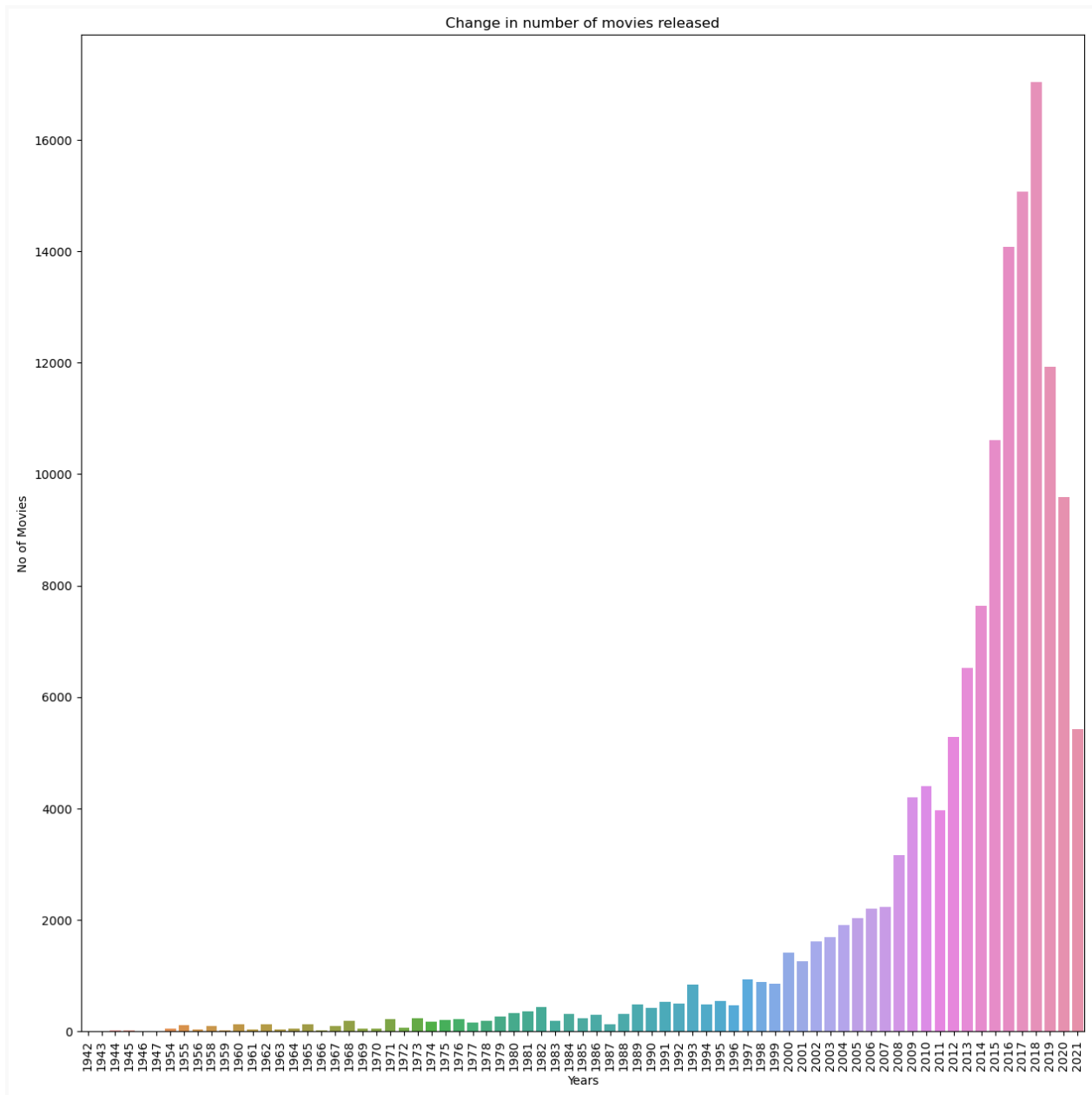
- a) For all the nested data was split and stacked in each of the movie/TV SHOW titles
- b) Merged and combine all the dataset into one final dataset with all Unnested data
- c) Deleted the excess columns under each of column category
- d) Replacing all the NaN value with "Others"
- e) Changed Date format
- f) added a column "duration\_value"

### 2) Code

The following analysis is attached.- [Link](#)

### 3) Data Visualization and Recommendation

A) How has the number of movies released per year changed over the last 20-30 years?



Based on this trend we can understand there is a drastic change in number of Movies from 2015 and its peaks around 2018 with more than 16000, then there is slow depletion in the trend.

b) Comparison of tv shows vs. movies.

	type	count
0	Movie	145843
1	TV Show	56148

Based on the Table it is understood that Movies have higher count over year from 1942 to 2020,

```
#Three Most popular actor and director in TV shows
tvshows = final_df.loc[final_df['type']=='TV Show']
tvshows['cast_x'].value_counts().index[:3]

✓ 0.0s
Index(['Others', 'David Attenborough', 'Takahiro Sakurai'], dtype='object',

+ Code + Markdown

#Three Most popular actor and director in Movies
movies = final_df.loc[final_df['type']=='Movie']
movies['cast_x'].value_counts().index[:3]

✓ 0.0s
Index(['Others', 'Liam Neeson', 'Alfred Molina'], dtype='object', name='cas

#Three Most popular actor and director in TV shows
tvshows = final_df.loc[final_df['type']=='TV Show']
tvshows['cast_x'].value_counts().index[len('cast_x')-3:len('cast_x')]

✓ 0.0s
Index(['Yuki Kaji', 'Ai Kayano', 'Junichi Suwabe'], dtype='object', name='c

#Three Least popular actor and director in Movies
movies = final_df.loc[final_df['type']=='Movie']
movies['cast_x'].value_counts().index[len('cast_x')-3:len('cast_x')]

✓ 0.0s
Index(['John Krasinski', 'Salma Hayek', 'Frank Langella'], dtype='object',
```

Based on the analysis it is understood that most popular actors in both Movies and Tv shows are others which implies that the data is unknown or anonymous. This opens up opportunities for actors who are not in mainstream acting career, based on this I would recommend concentrating more distribution this category.

```
#Three Most popular director in TV shows
tvshows = final_df.loc[final_df['type']=='TV Show']
tvshows['director_x'].value_counts().index[:3]

✓ 0.0s

Index(['Others', 'Noam Murro', 'Thomas Astruc'], dtype='object', name='director_x')

#Three Most popular director in Movies
movies = final_df.loc[final_df['type']=='Movie']
movies['director_x'].value_counts().index[:3]

✓ 0.0s

Index(['Others', 'Martin Scorsese', 'Youssef Chahine'], dtype='object', name='director_x')

#Three Most popular director in TV shows
tvshows = final_df.loc[final_df['type']=='TV Show']
tvshows['director_x'].value_counts().index[len('director_x')-3:len('director_x')]

✓ 0.0s

Index(['Rob Seidenglanz', 'Alejandro Lozano', 'Jay Oliva'], dtype='object', name='director_x')

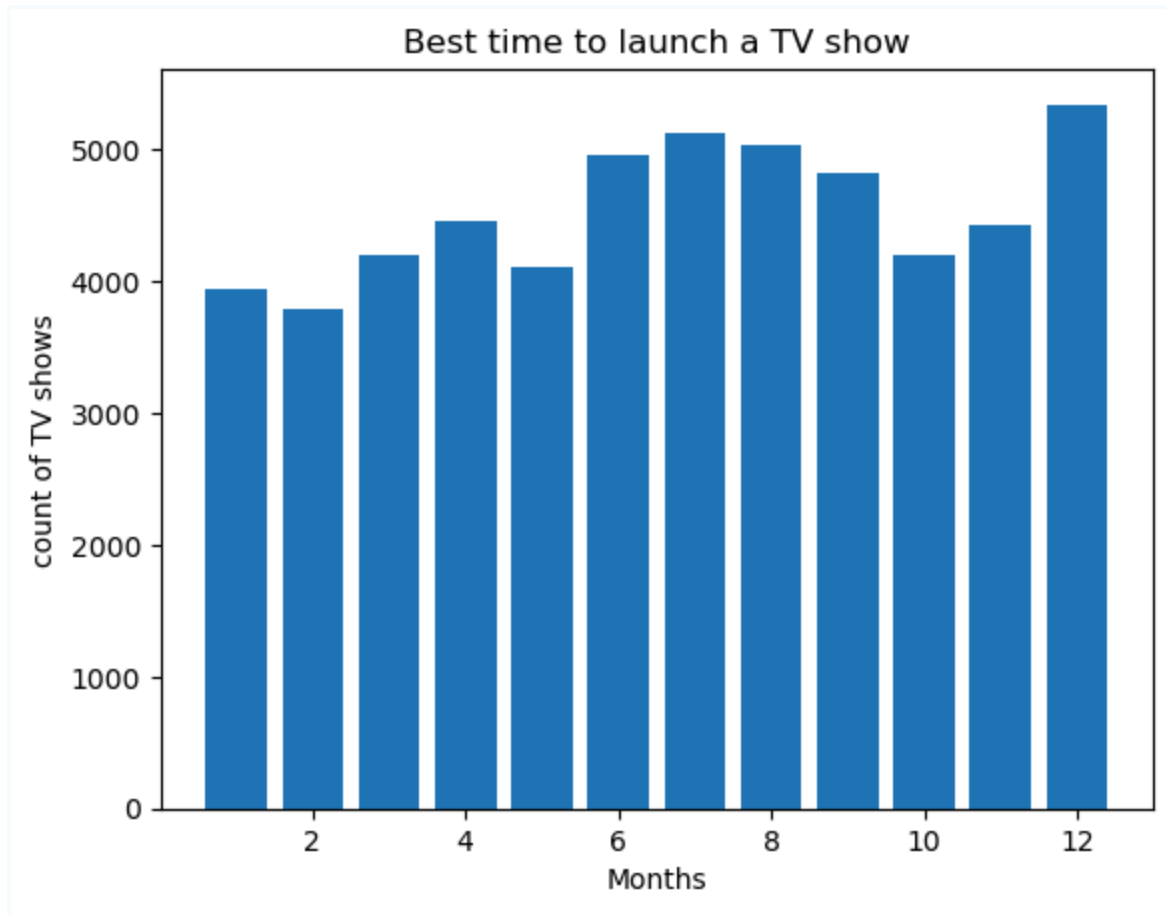
#Three Least popular director in Movies
movies = final_df.loc[final_df['type']=='Movie']
movies['director_x'].value_counts().index[len('director_x')-3:len('director_x')]

✓ 0.0s

Index(['Tom Hooper', 'McG', 'David Dhawan'], dtype='object', name='director_x')
```

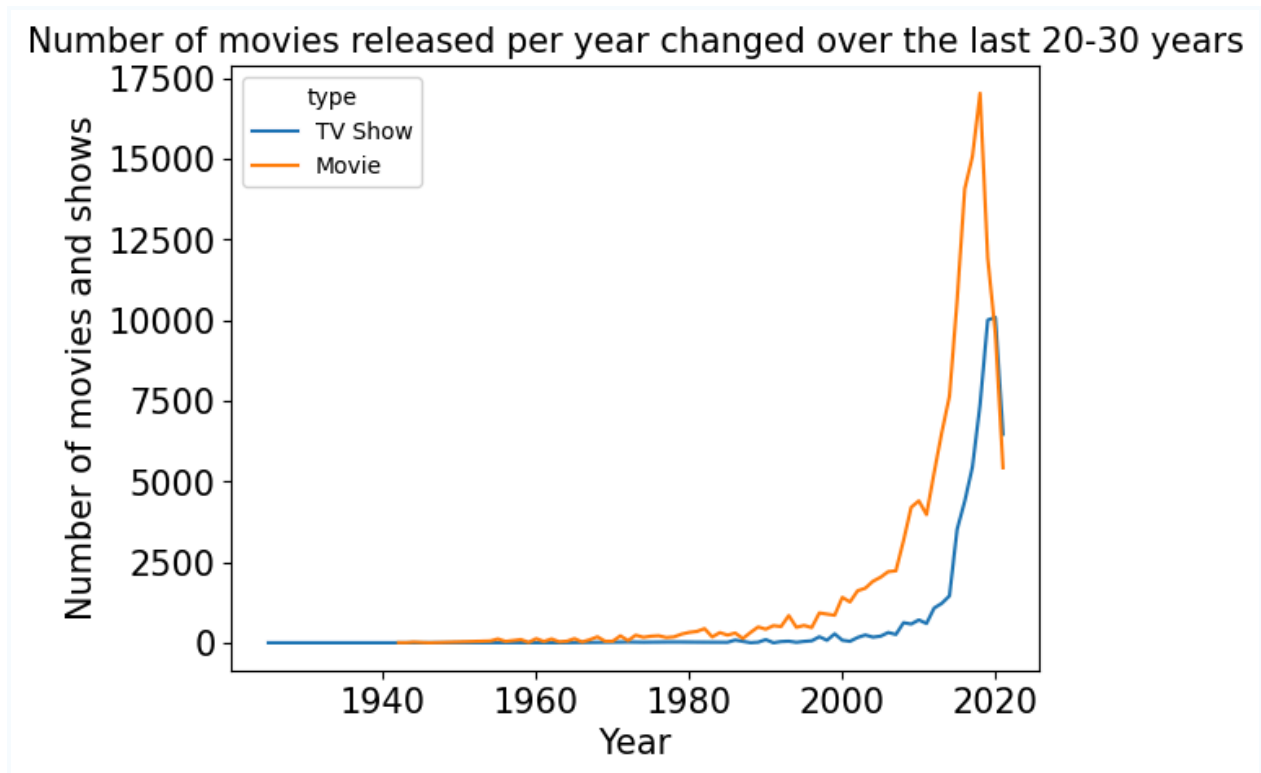
Based on the analysis it is understood that most popular directors in both Movies and Tv shows are others which implies that the data is unknown or anonymous. This opens up opportunities for actors who are not in mainstream acting careers, based on this I would recommend concentrating more distribution in this category.

c) What is the best time to launch a TV show?



Based on the trend it is understood that most of the tv shows are released during December month. So, I recommend releasing more Tv shows during the month of December.

d) Does Netflix has more focus on TV Shows than movies in recent years



Netflix has mostly focused on releasing movies than tv shows. Based on the trend, the decline ratio of movies is higher than TV shows, so I would recommend concentrating more on TV shows for better profits.