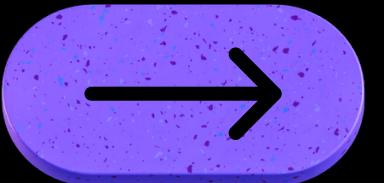




GROUP 10 - SURABAYA

Data Analytics Capstone Project

Netflix Movies and TV Shows Datasets



Agenda

Business Background

Business Overview

**Problem Definition &
Planning**

Data Cleaning Process

Data Visualization

Recommendation



GROUP 10



Business Background

Netflix

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Business Background

NETFLIX

WHAT IS NETFLIX?

Netflix is a subscription-based streaming service that allows users to watch TV shows and movies on Internet-connected devices, offers a variety of award-winning TV shows, movies, anime and documentaries.

HISTORY

Netflix is a digital entertainment company founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California, United States. It was initially established as an online DVD rental service, but it entered the streaming era in 2007, allowing customers to watch content online. With global expansion and significant investments in original content,

Netflix has become a leader in the streaming service industry, competing with rivals such as Disney+ and Amazon Prime Video. Currently, they continue to innovate in content and streaming technology to maintain their global market share.

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Business Overview

Business Overview, Business Situation
and Problem Statement.

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Business Overview & Business Situation



BUSINESS OVERVIEW

TV shows and movies content on Netflix have been broadcast in various countries, with approximately 70 countries offering their TV shows and movies on the platform.

BUSINESS SITUATION

1. United States is the leading country in the production of movies and TV shows.
2. Most of the African countries (Egypt, Cameroon, Namibia, Zimbabwe, Senegal, Mozambique) are the countries that produce the least amount of movies and TV shows.
3. Average of African countries production per year 18x LOWER than America's production.



Problem Statement



PROBLEM STATEMENT

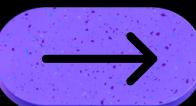
How to increase Film/TV Show production in African Countries (Egypt, Cameroon, Namibia, Zimbabwe, Senegal, Mozambique).



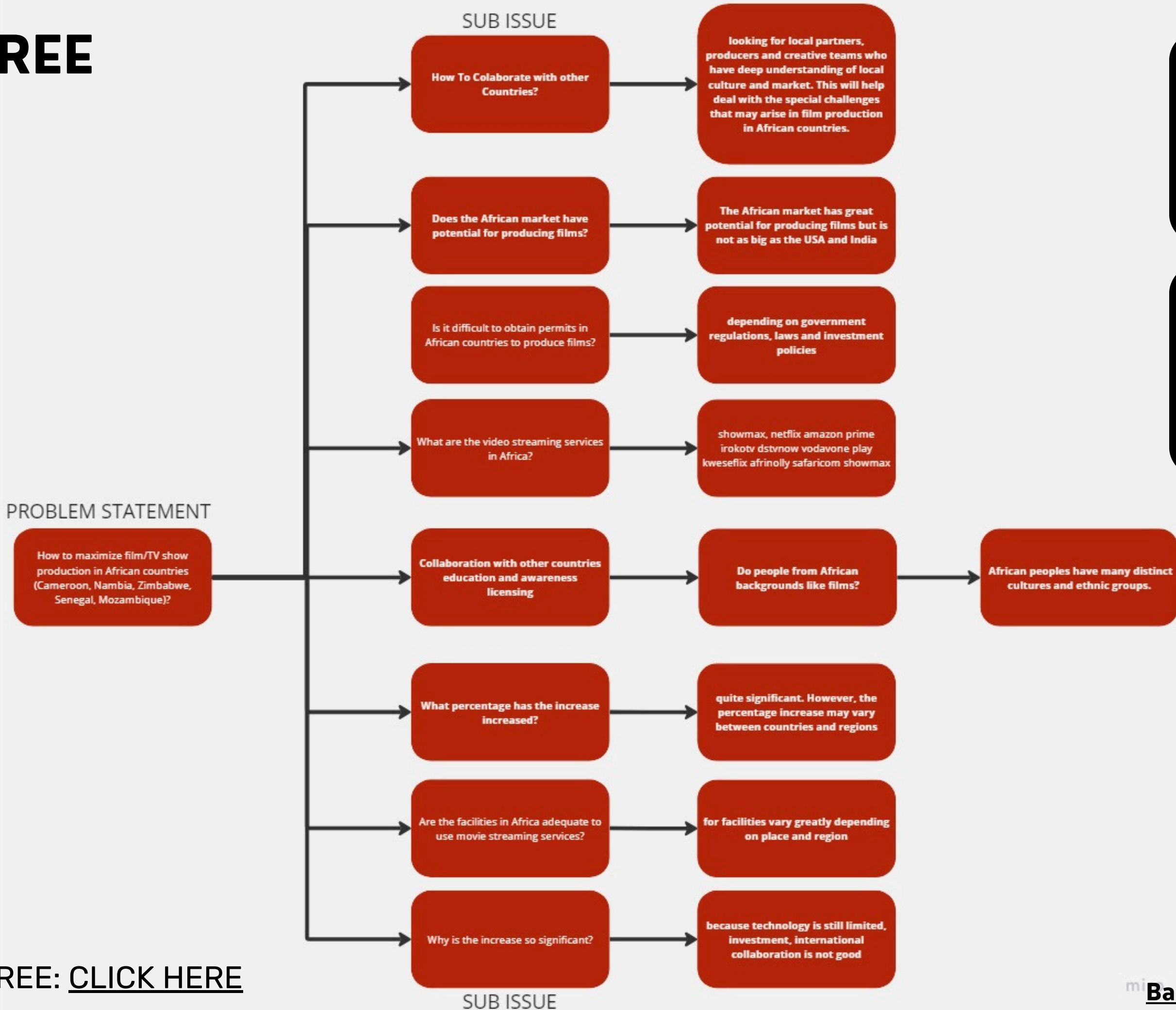


Problem Definition & Planning

- Issue Tree
- Scope



ISSUE TREE



issue tree is a visual and hierarchical tool used to break down complex problems into smaller, manageable components to analyze and solve them systematically.

here's the data scope that we used :

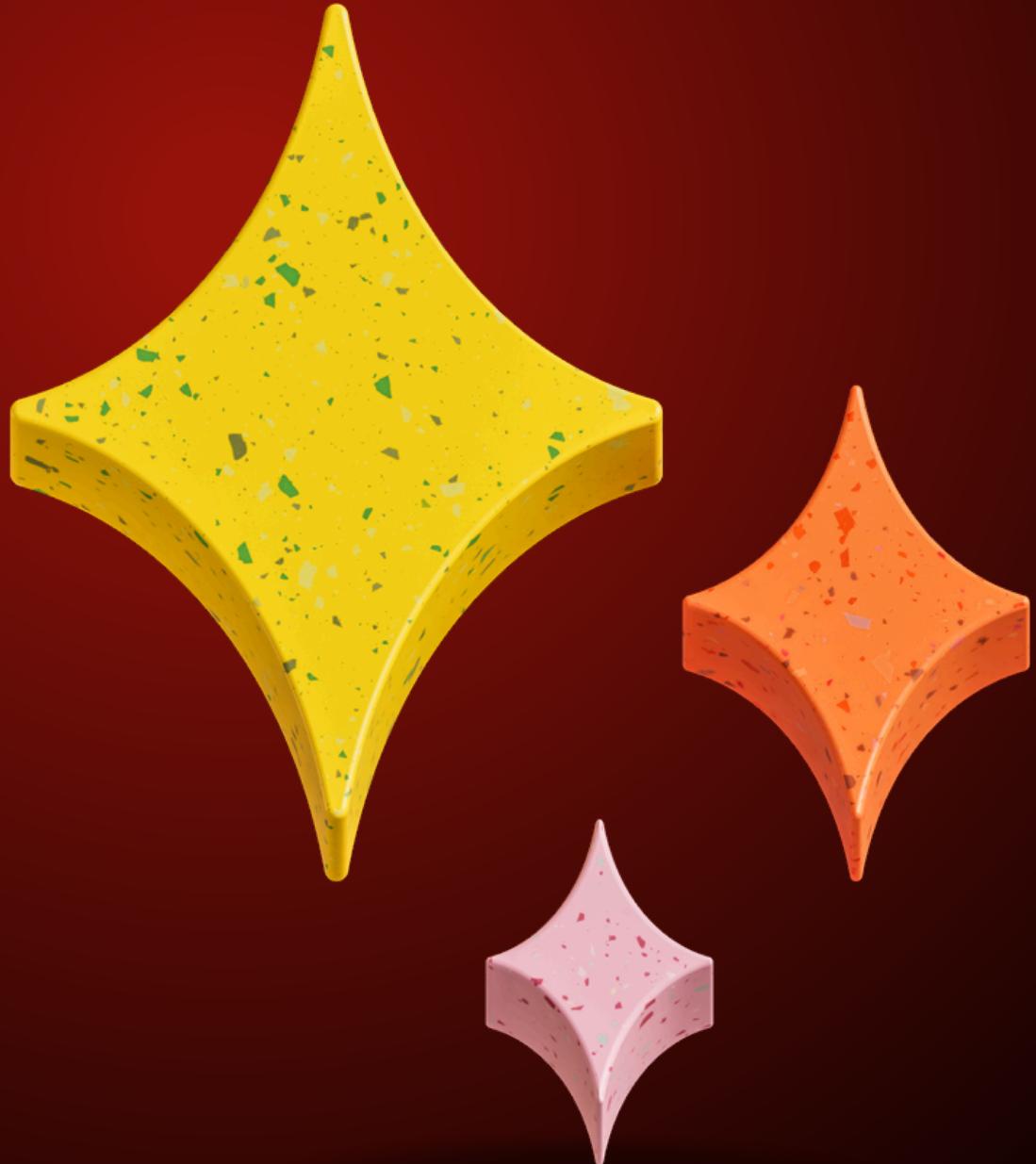
- Only use data from year 2017-2021
- Only use data from United States and African Countries

LINK ISSUE TREE: [CLICK HERE](#)

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Data Cleaning Process

How Do We Clean The Data & Dataset

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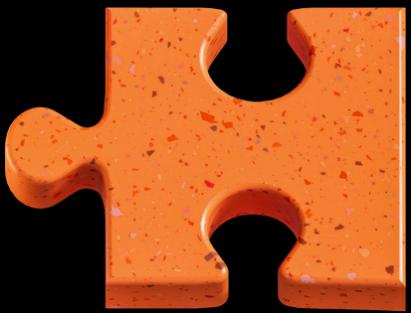


Process



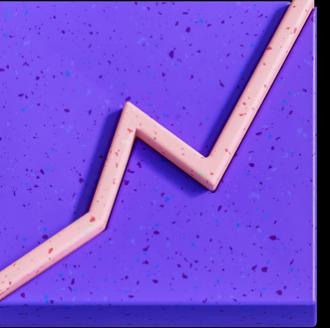
Remove Duplicate

- Check data duplicates using the "Remove Duplicate" feature in the spreadsheet



Irrelevant Data

- Remove rows in data that don't have any values/irrelevant values
- Format date_add to numbers
- Check misplaced data in all columns



Remove Null Data

- Remove Director, Cast, Release_year, description variabel in data because the data have many null values



Type Formatting & Extra Spaces

- Check format data in all column
- Check whitespace in all columns



DATASET

Netflix Dataset [GROUP 10] 2

	A	B	C	D	E	F	G	H
1	show_id	type	title	country	date_added	rating	duration	listed_in
2	s52	Movie	InuYasha the Movie 2: The Castle Beyond the Lake	Japan	September 15, 2021	TV-14	99 min	Action & Adventure, Anime Features, International Movies
3	s53	Movie	InuYasha the Movie 3: Swords of an Honorable Vassal	Japan	September 15, 2021	TV-14	99 min	Action & Adventure, Anime Features, International Movies
4	s338	Movie	Good Luck Chuck	United States, Canada	August 1, 2021	R	99 min	Comedies, Romantic Movies
5	s345	Movie	My Girl 2	United States	August 1, 2021	PG	99 min	Children & Family Movies, Comedies, Dramas
6	s427	Movie	Cousins	New Zealand	July 22, 2021	TV-MA	99 min	Dramas
7	s722	Movie	Rogue Warfare: Death of a Nation	United States	June 15, 2021	R	99 min	Action & Adventure
8	s744	Movie	Copenhagen	Canada, United States, Denmark	June 10, 2021	TV-MA	99 min	Dramas, Independent Movies, Romantic Movies
9	s803	Movie	Ninja Assassin	Germany, United States, France	June 2, 2021	R	99 min	Action & Adventure
10	s813	Movie	Swordfish	United States	June 2, 2021	R	99 min	Action & Adventure
11	s878	Movie	Cinema Bandi	India	May 14, 2021	TV-MA	99 min	Comedies, Independent Movies, International Movies
12	s895	Movie	Dance of the Forty One	Mexico, Brazil	May 12, 2021	TV-MA	99 min	Dramas, Independent Movies, International Movies
13	s911	Movie	Monster	United States	May 7, 2021	TV-MA	99 min	Dramas
14	s953	Movie	The Whole Nine Yards	United States	May 1, 2021	R	99 min	Action & Adventure, Comedies
15	s1134	Movie	Sniper: Ghost Shooter	United States	April 1, 2021	R	99 min	Action & Adventure
16	s1223	Movie	The Block Island Sound	United States	March 11, 2021	TV-MA	99 min	Horror Movies, Independent Movies
17	s1330	Movie	The Misadventures of Hedi and Cokeman	France	February 10, 2021	TV-MA	99 min	Comedies, International Movies
18	s1429	Movie	Is Love Enough? Sir	India, France	January 8, 2021	TV-MA	99 min	Dramas, Independent Movies, International Movies
19	s1439	Movie	Tony Parker: The Final Shot	France	January 6, 2021	TV-14	99 min	Documentaries, International Movies, Sports Movies
20	s1630	Movie	U-Turn	Philippines	December 1, 2020	TV-MA	99 min	Horror Movies, International Movies
21	s1664	Movie	Dolly Partonâs Christmas on the Square	United States	November 22, 2020	TV-PG	99 min	Children & Family Movies, Music & Musicals
22	s1833	Movie	Zozo	Sweden, Czech Republic, United Kingdom, Denmark	October 19, 2020	TV-MA	99 min	Dramas, International Movies
23	s1845	Movie	A Babysitter's Guide to Monster Hunting	United States	October 15, 2020	TV-PG	99 min	Children & Family Movies
24	s2037	Movie	#Alive	South Korea	September 8, 2020	TV-MA	99 min	Horror Movies, International Movies, Thrillers
25	s2184	Movie	What Keeps You Alive	Canada	August 1, 2020	R	99 min	LGBTQ Movies, Thrillers
26	s2329	Movie	Ride Like a Girl	Australia	June 27, 2020	PG	99 min	Children & Family Movies, Dramas, Independent Movies
27	s2458	Movie	Freej Al Taiben	United Arab Emirates	May 29, 2020	TV-PG	99 min	Comedies, Dramas, International Movies

LINK DATASET : [CLICK HERE](#)

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Data Visualization

Netflix Content Dashboard



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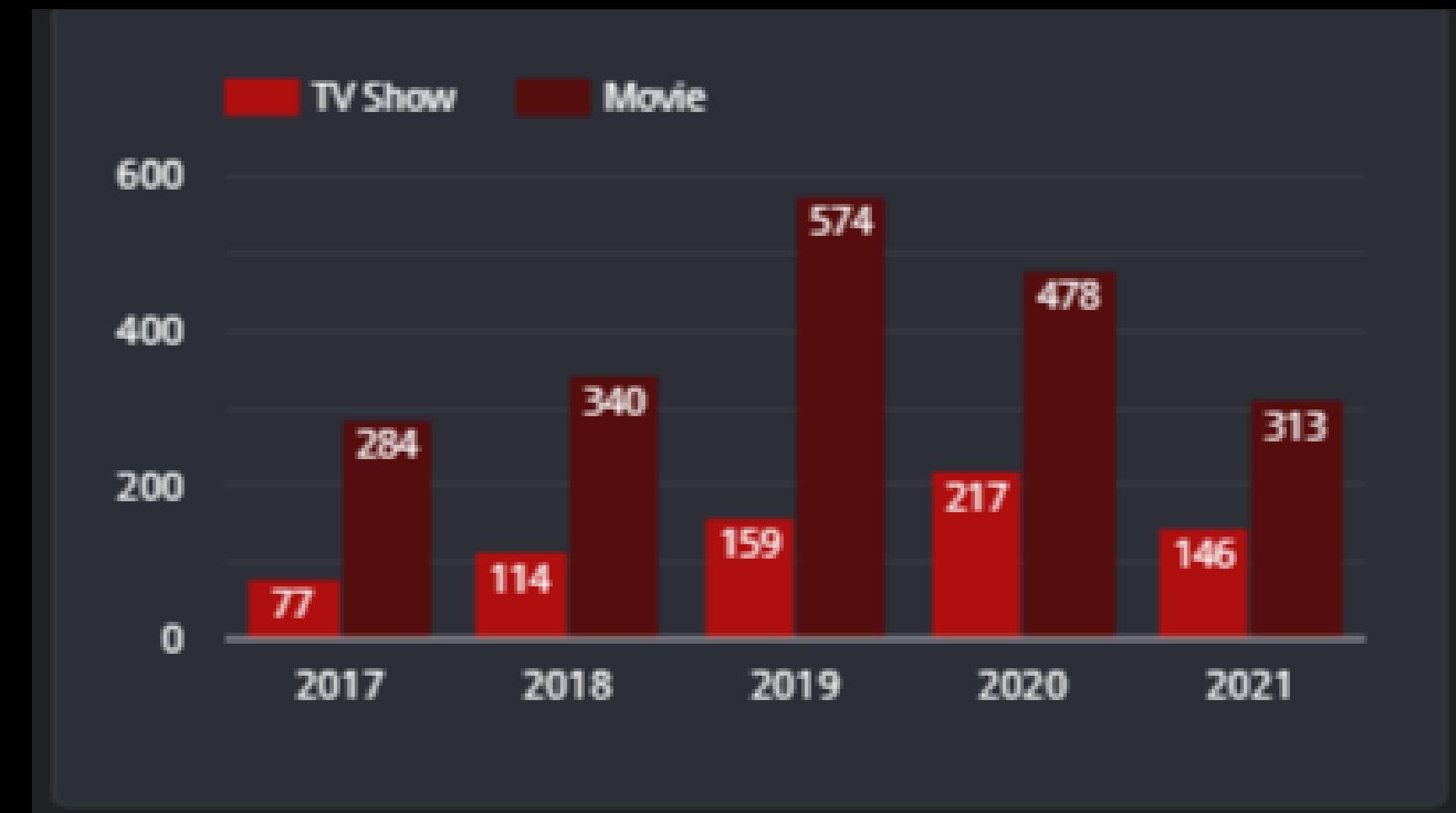


Total Movies & Tv Shows provided by year



Insight

- **Netflix** provided the highest number of **movies** between the **United States** and **African countries** in **2019** and the highest number of **TV shows** in **2020**.
- The year **2017** had the lowest provided Movies and Tv Shows within the period from 2017 to 2021.



Ratio Movies and Tv Shows Production by Country



Insight

- **African countries** have the **lowest** level of production movies and TV shows.
- The ratio of production films is **significantly different** between the United States and some African countries, with the ratio being **1 to 2.561**.

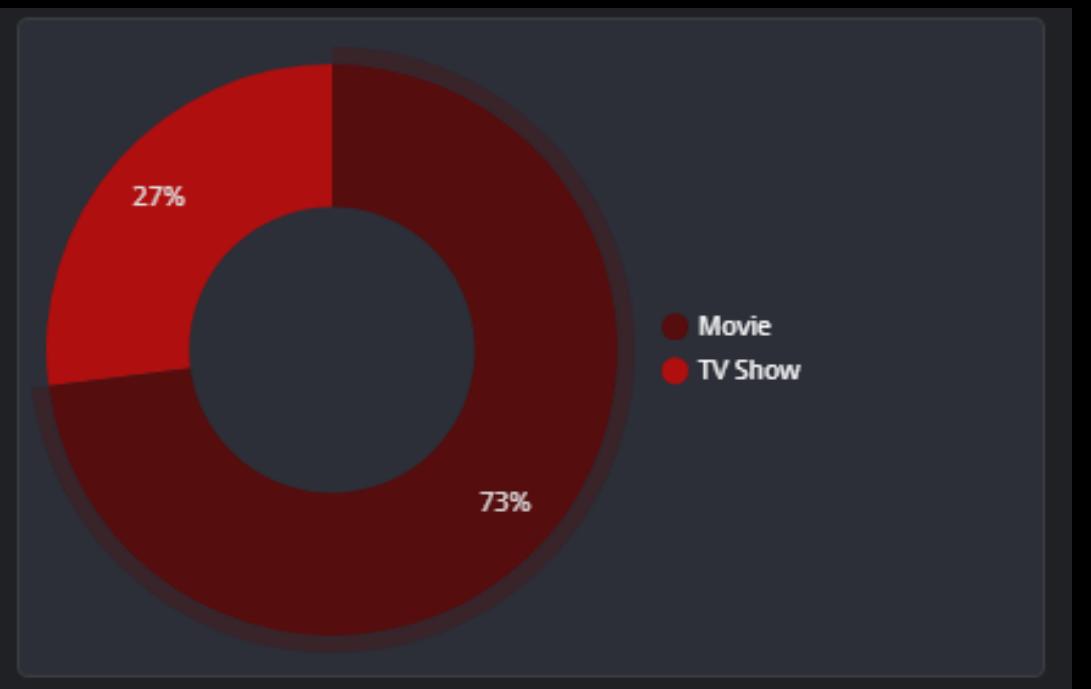


Movies and Tv Shows Distribution

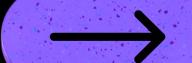
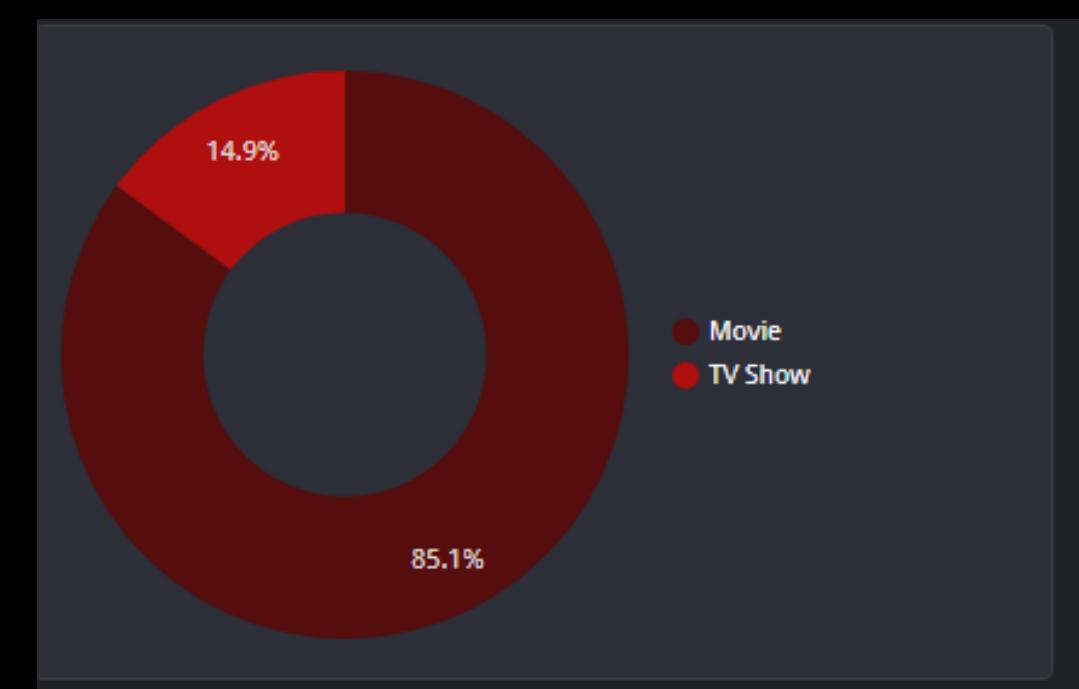


- The number of **movie distributions** in the United States is **higher** at **73%**, while the distribution of **TV shows** **only** reaches **27%**.
- The **distribution** of movies in **African Countries** is much **higher** at **85.1%** compared to **TV shows**, which make up **only 14.9%** of the total distribution.

United States



African Countries

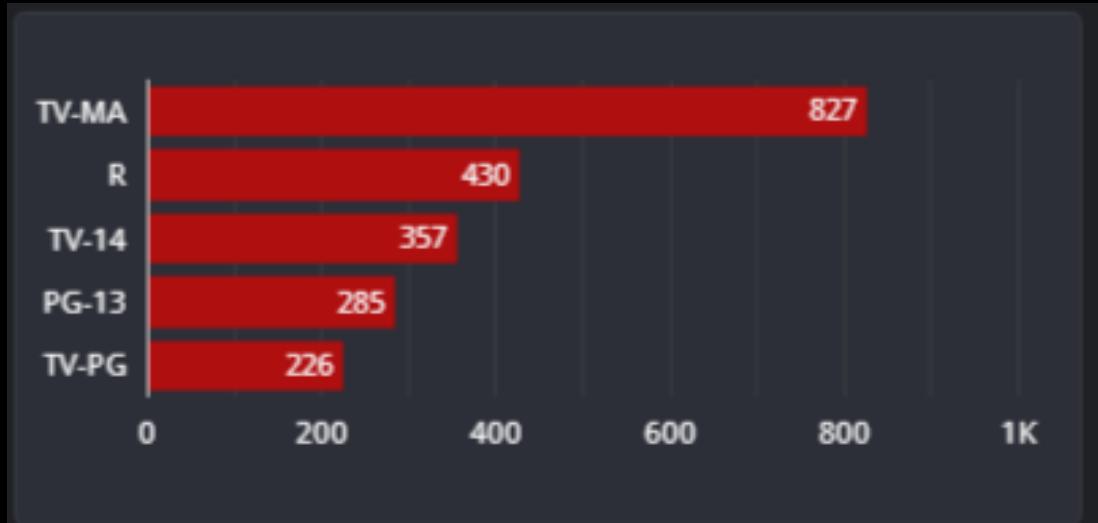


Top 5 Ratings Distribution

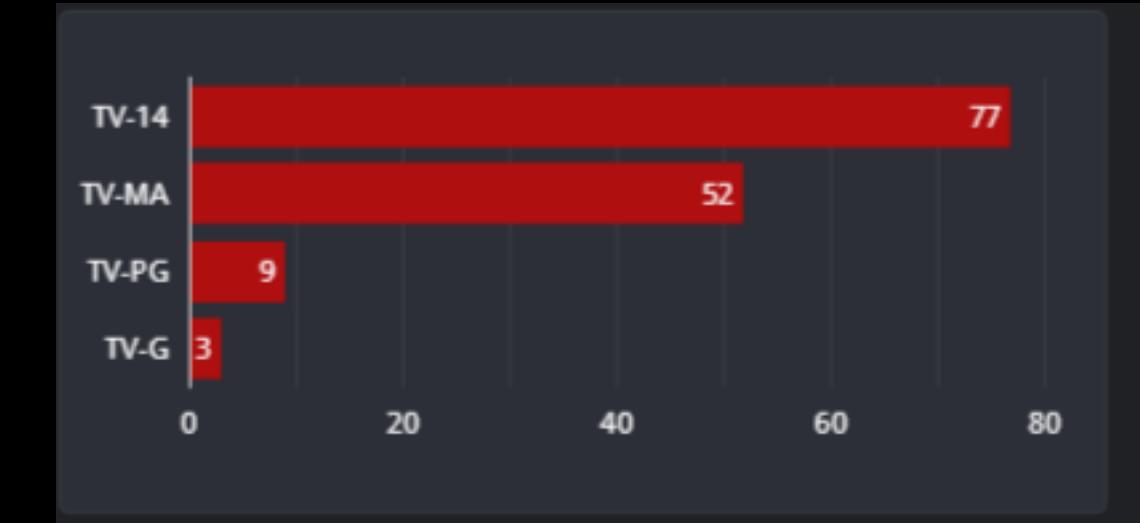


- **TV-MA** is the **highest** rating category in the **United States**, encompassing a total of **827** movies and TV shows.
- **TV-14** is the **highest** rating category in the **African Countries**, encompassing a total of 141 movies and TV shows.
- **African Countries** only have **4 ratings** in total.

United States



African Countries

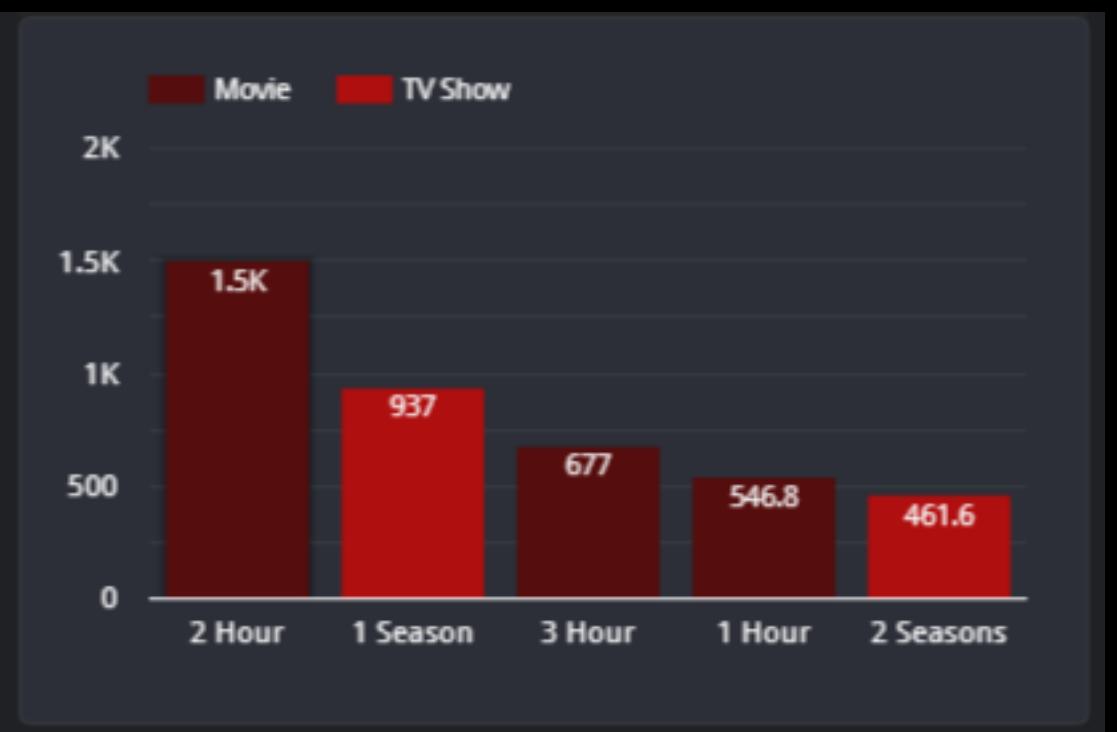


Average Duration of Movies and Tv Shows

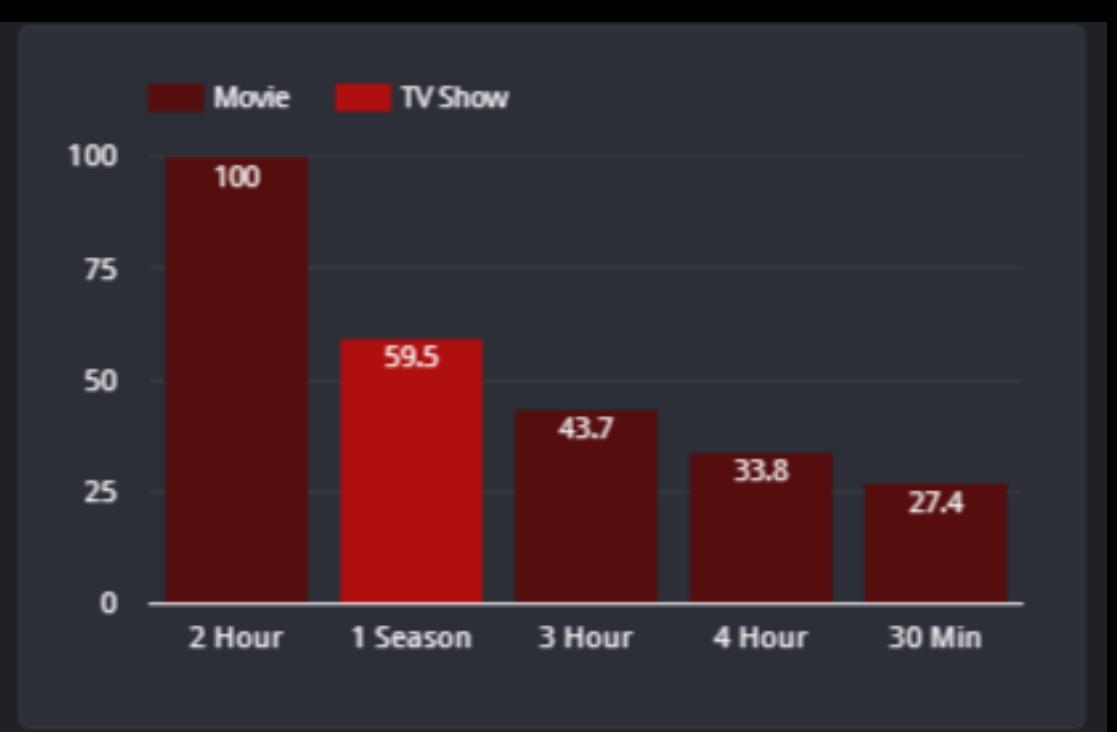


- The **highest average** duration for **TV Shows** in the **United States** is “**1 Season**”.
- The **highest average** duration for **Movies** in the **United States** is “**2 Hour**”.
- The **highest average** duration for **TV Shows** in the **African Countries** is “**1 Season**”.
- The **highest average** duration for **Movies** in the **African Countries** is “**2 Hour**”.

United States



African Countries

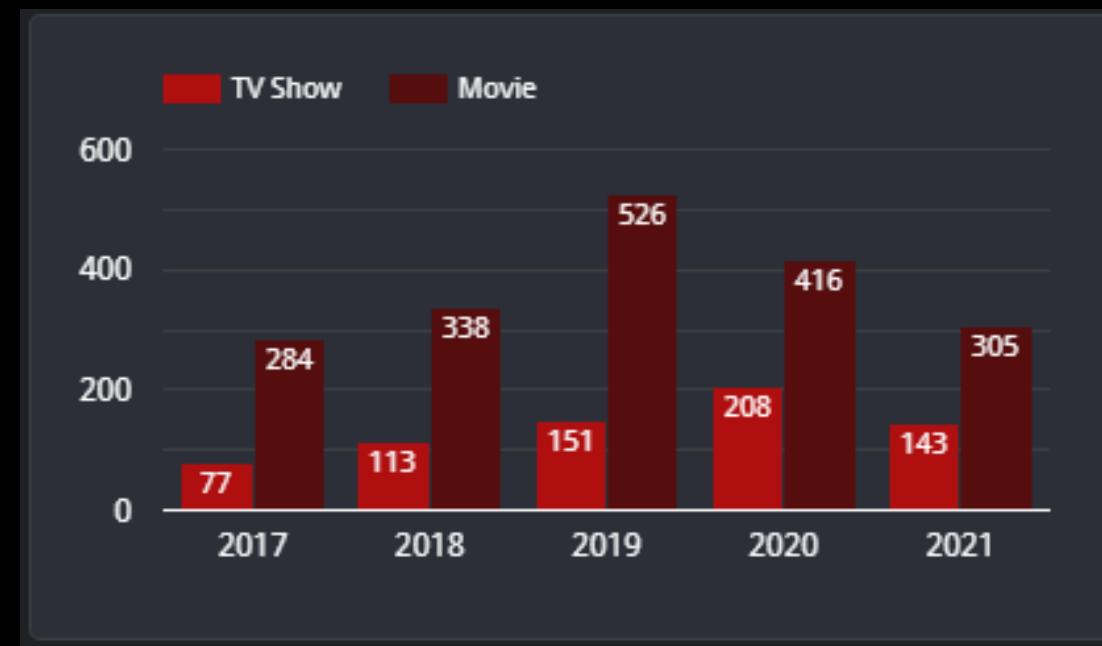


Total Movies & Tv Shows provided by year

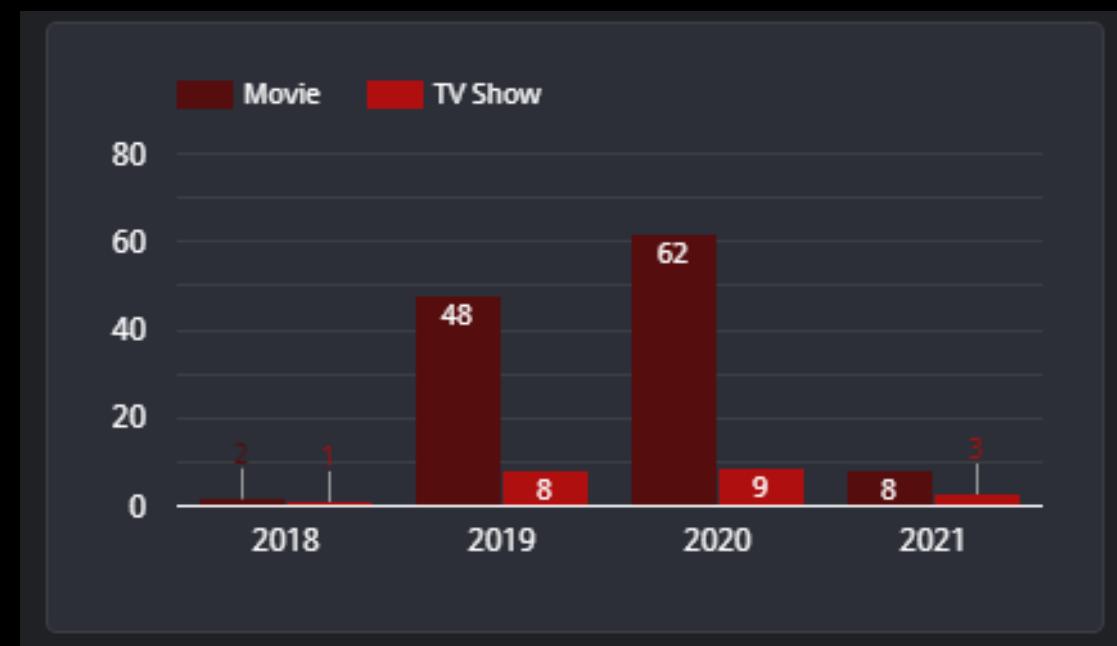


- The year **2019** had the **highest** number of Movies & TV Shows provided in **United States** within the period from **2017 to 2021**.
- Total Movies & Tv Shows provided in **United States increase** from **2017** to **2019**.
- The year **2017** had the **lowest** number of Movies & TV Shows in **African Countries** with no provided Movies & Tv Shows in that year within the period from **2017 to 2021**.
- Total number of movies and TV shows provided in **African Countries did not show significant improvement**.

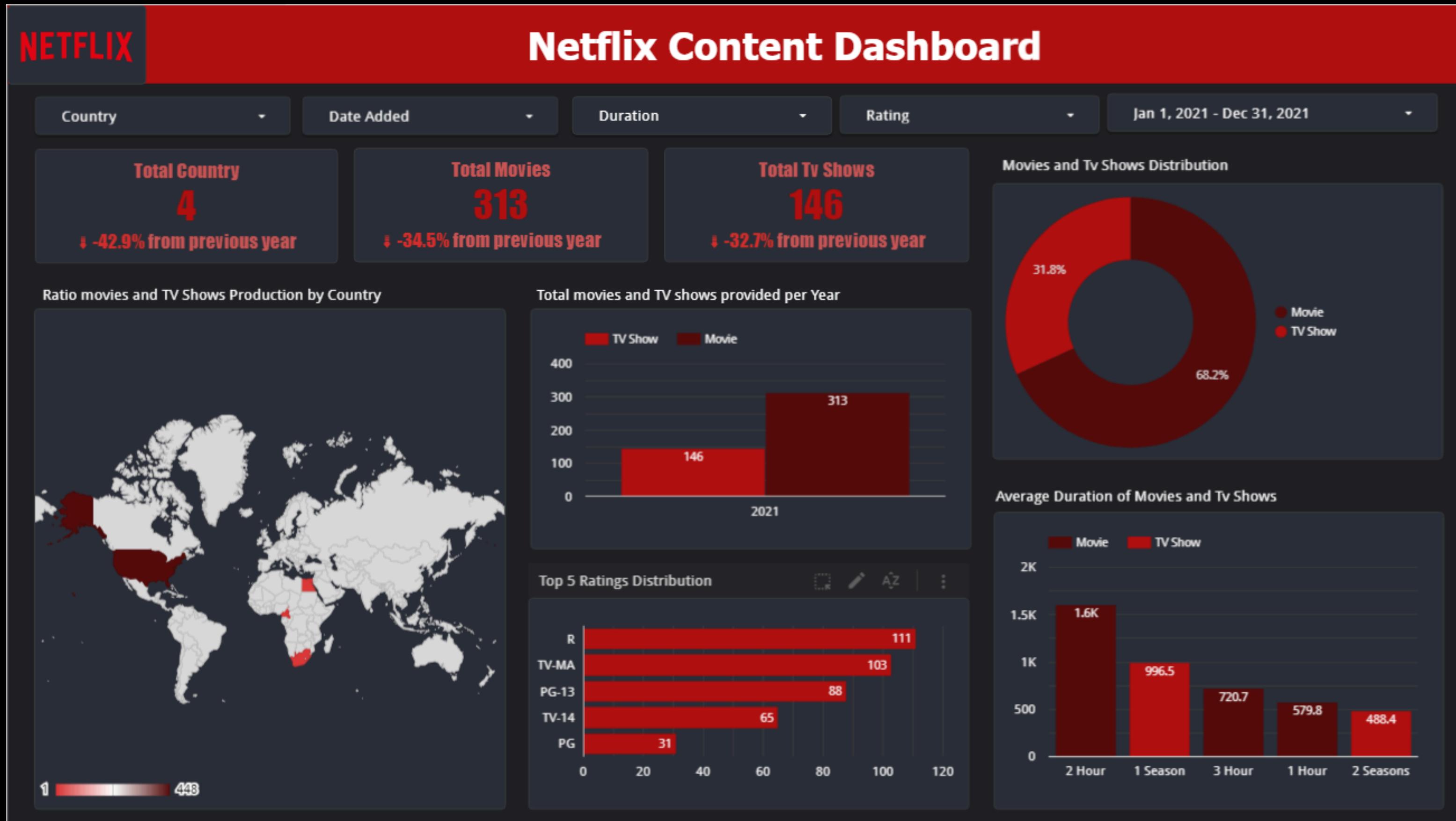
United States



African Countries



DASHBOARD



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GROUP 10



Recommendation



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PRODUCT DEVELOPMENT

- Add movie showings with ratings (Tv-MA and R) in African countries with a movie duration of 2 hours.**
Add TV shows with a duration of 1 season only from the TV-MA rating.
- Adding new content and ratings in African countries:** by adding more content and ratings in countries in the African region, more and more audiences will be interested in watching films from the African region.
- Market Trends:** Stay updated on industry trends, both globally and locally. Trends in content consumption, technology, and audience behavior can inform content development strategies. For instance, if short-form content is trending, consider producing more short films or series.

Additional Recommendation

- Diverse Content Portfolio:** To emulate the success of the United States in content creation, African countries should aim for a diverse content portfolio. This means developing content in various genres such as drama, comedy, thriller, science fiction, historical, and more. A diverse portfolio attracts a wide range of viewers with different preferences.
- Collaborations and Partnerships:** Collaboration with international production studios, experienced filmmakers, and co-production opportunities can facilitate the creation of high-quality content. Partnerships can also provide access to funding, expertise, and global distribution networks.
- Content Promotion and Marketing:** Effective marketing and promotion strategies are essential for showcasing African content to a global audience. Social media campaigns, advertising, and promotional events can generate excitement and awareness.





DATA ANALYST CAPSTONE PROJECT

Thank you!

GROUP 10 - SECTION SURABAYA