



NETFLIX STREAMING SERVICES

DSI 25 Capstone : Guo Jun





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INTRODUCTION

Netflix Inc. is a online streaming business that operates worldwide. As of October 2021, Netflix has over 214 million subscribers.





PROBLEM STATEMENT

Role : Film Recommendation Consultant

Goal : Further strengthen Netflix position
in the streaming industry





OI

BACKGROUND

A look into Netflix Success





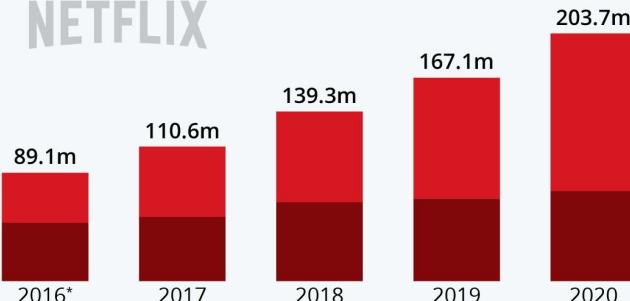
NETFLIX PERFORMANCE

Netflix Passes 200 Million Milestone

Number of paid Netflix subscribers worldwide at the end of the respective year

■ U.S. & Canada ■ International

NETFLIX

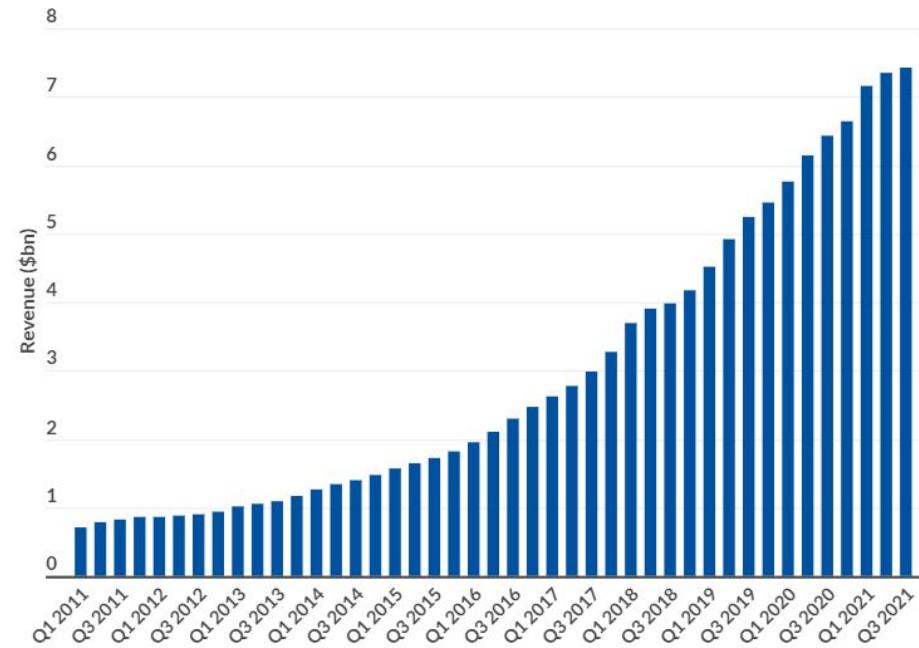


* Until 2016, Canadian subscribers were included in the international segment
Source: Netflix



statista

Netflix revenue





COMPETITION AGAINST DISNEYPLUS

Impact of Coronavirus Quarantines on Streaming Service Search Trends

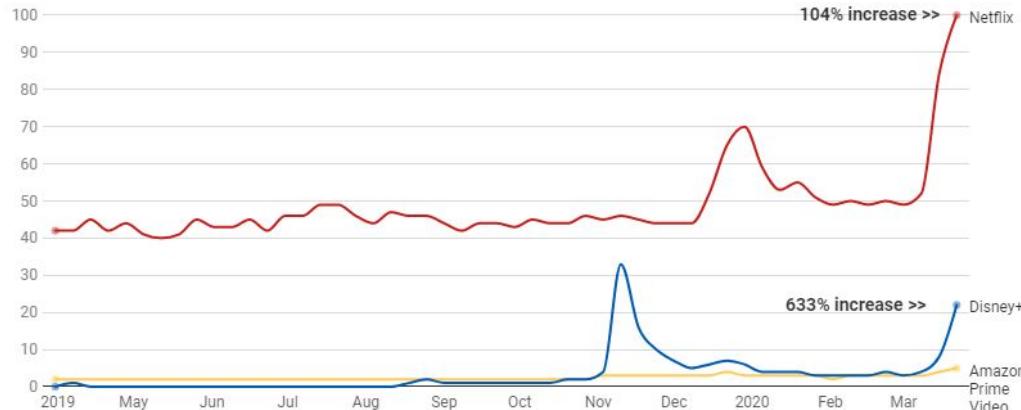
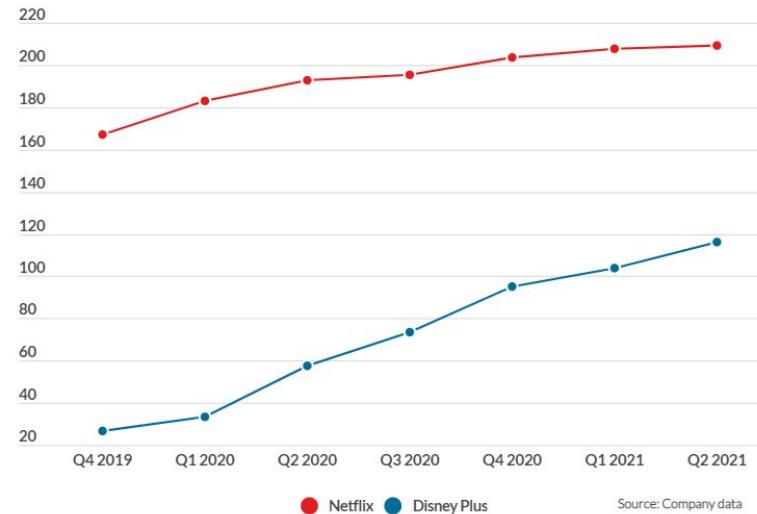


Chart: Comparitech • Source: Google Trends • [Get the data](#) • Created with Datawrapper

Netflix vs Disney Plus: subscribers



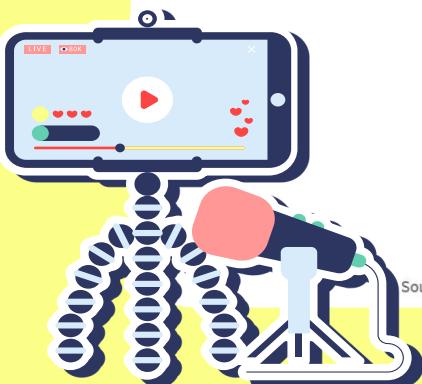
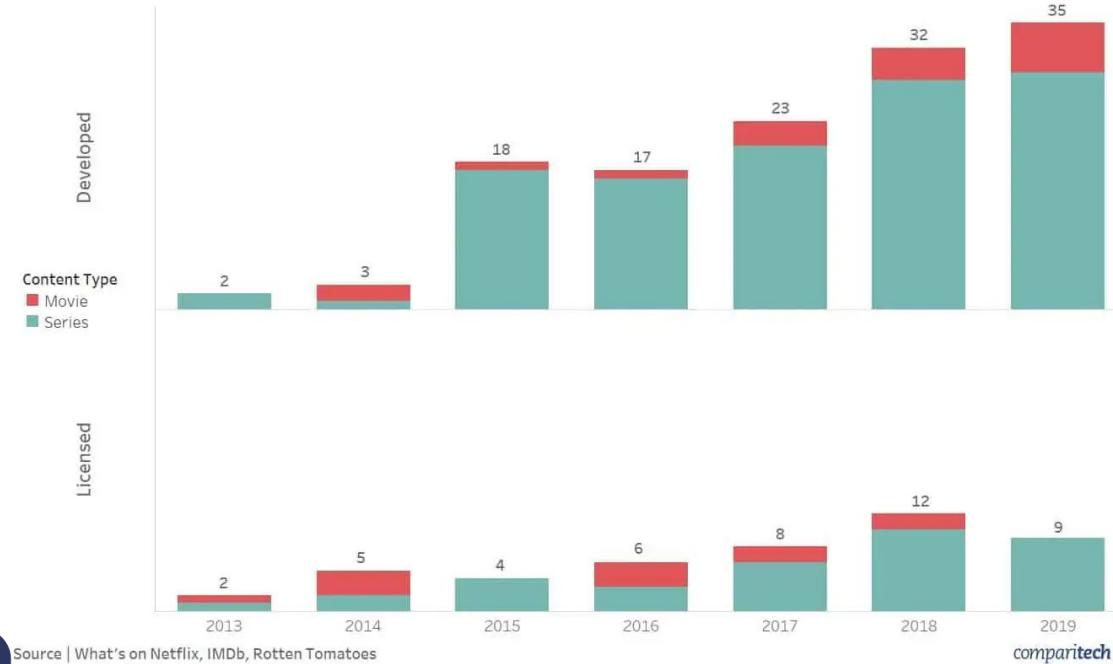
Source: Company data





NETFLIX CONTENT

Number of Top-Rated Netflix Originals by Year



REC

02

DATASET

Scraping and Fixed datasets





MOVIELENS DATASET



MovieLens Latest Datasets

These datasets will change over time, and are not appropriate for reporting research results. We will keep the download links stable for automated downloads. We will not archive or make available previously released versions.

Small: 100,000 ratings and 3,600 tag applications applied to 9,000 movies by 600 users. Last updated 9/2018.

- [README.html](#)
- [ml-latest-small.zip](#) (size: 1 MB)

USER GENERATED RATING





IMDb “TOP 1000” SCRAPING

IMDb All Search IMDb

IMDb “Top 1000” (Sorted by IMDb Rating Descending)

1–50 of 1,000 titles. | Next > View Mode: Compact Detailed

Sort by: Popularity | A–Z | User Rating | Number of Votes | US Box Office | Runtime | Year | Release Date | Date of Your Rating | Your Rating

The numbering below reflects the order for the selected sorting option and not the movie's ranking. See movie rankings in the IMDb Top 250 Movies chart.

1. Jai Bhim (2021)
1h 16 min | Crime, Drama
★ 9.4 Rate this
When a tribal man is arrested for a case of alleged theft, his wife turns to a human-rights lawyer to help bring justice.
Director: T.J. Gnanavel | Stars: Suriya, Lijo Mol Jose, Manikandan, Rajisha Vijayan
Votes: 156,722

2. The Shawshank Redemption (1994)
1h 42 min | Drama
★ 9.3 Rate this 88 Metascore
Two imprisoned men bond over a number of years, finding solace and eventual redemption through acts of common decency.
Director: Frank Darabont | Stars: Tim Robbins, Morgan Freeman, Bob Gunton, William Sadler
Votes: 2,504,355 | Gross: \$28.3M

3. The Godfather (1972)
3h 175 min | Crime, Drama
★ 9.2 Rate this 100 Metascore
The Godfather follows Vito Corleone, Don of the Corleone family, as he passes the mantle to his unwilling son, Michael.
Director: Francis Ford Coppola | Stars: Marlon Brando, Al Pacino, James Caan, Diane Keaton
Votes: 1,726,272 | Gross: \$134.97M

4. Soorarai Pottru (2020)
1h 53 min | Drama
★ 9.1 Rate this
Nedumaran “Rajengam ‘Maara’” sets out to make the common man fly and in the process takes on the world’s most capital intensive industry and several enemies who stand in his way.
Director: Sudha Kongara | Stars: Suriya, Paresh Rawal, Aparna Balamurali, Gaurav Pareek
Votes: 104,456



	Movie Name	Year of Release	Watch Time	Movie Rating	Metascore of movie	Votes	Gross	Description	Director	Star	Genre
0	Jai Bhim	(2021)	164 min	9.4	**** %^%^%	156,320	\$28.3M	When a tribal man is arrested for a case of all...	T.J. Gnanavel	[Suriya, Lijo Mol Jose, Manikandan, Rajisha Vijayan]	InCrime, Drama
1	The Shawshank Redemption	(1994)	142 min	9.3	80 2,504,049	2,504,049	\$28.3M	Two imprisoned men bond over a number of years...	Frank Darabont	[Tim Robbins, Morgan Freeman, Bob Gunton, William Sadler]	InDrama
2	The Godfather	(1972)	175 min	9.2	100 1,726,068	1,726,068	\$134.97M	The Godfather follows Vito Corleone, Don of the...	Francis Ford Coppola	[Marlon Brando, Al Pacino, James Caan, Diane Keaton]	InCrime, Drama
3	Soorarai Pottru	(2020)	153 min	9.1	**** %^%^%	104,396	\$134.97M	Nedumaran Rajengam “Maara” sets out to make t...	Sudha Kongara	[Suriya, Paresh Rawal, Aparna Balamurali, Gaurav Pareek]	InDrama
4	The Dark Knight	(2008)	152 min	9.0	84 2,453,580	2,453,580	\$534.86M	When the menace known as the Joker wreaks havoc...	Christopher Nolan	[Christian Bale, Heath Ledger, Aaron Eckhart, Michael Caine]	InAction, Crime, Drama
5	The Godfather: Part II	(1974)	202 min	9.0	90 1,197,704	1,197,704	\$57.30M	The early life and career of Vito Corleone in ...	Francis Ford Coppola	[Al Pacino, Robert De Niro, Robert Duvall, Diane Keaton]	InCrime, Drama
6	12 Angry Men	(1957)	96 min	9.0	96 739,565	739,565	\$4.36M	The jury in a New York City murder trial is fr...	Sidney Lumet	[Henry Fonda, Lee J. Cobb, Martin Balsam, John Saxon]	InCrime, Drama
7	The Lord of the Rings: The Return of the King	(2003)	201 min	8.9	94 1,729,851	1,729,851	\$377.85M	Gandalf and Aragorn lead the World of Men agai...	Peter Jackson	[Elijah Wood, Viggo Mortensen, Ian McKellen, Orlando Bloom]	InAdventure, Drama
8	Pulp Fiction	(1994)	154 min	8.9	94 1,932,186	1,932,186	\$107.93M	The lives of two mob hitmen, a boxer, a gangst...	Quentin Tarantino	[John Travolta, Uma Thurman, Samuel L. Jackson, Tim Roth]	InCrime, Drama
9	Schindler's List	(1993)	195 min	8.9	94 1,281,312	1,281,312	\$96.90M	In German-occupied Poland during World War II,...	Steven Spielberg	[Liam Neeson, Ralph Fiennes, Ben Kingsley, Cary Elwes]	InBiography, Drama, History



03

FILM RECOMMENDER

Building different kinds of recommendations systems





FIXED DATASET

I

KNN

Recommend similar scoring films

2

TFIDF

Based off user rating, recommend similar films

```
recommend_similar_movies_to('Inception')
```

	Title	Distance
1	Hangover, The (2009)	0.369214
2	Iron Man (2008)	0.369175
3	Fight Club (1999)	0.367898
4	Sherlock Holmes (2009)	0.366418
5	Django Unchained (2012)	0.362976
6	Shutter Island (2010)	0.345888
7	Avengers, The (2012)	0.340302
8	Dark Knight Rises, The (2012)	0.335075
9	Inglourious Basterds (2009)	0.305288
10	Dark Knight, The (2008)	0.213876

```
recommendation_for_user(54)
```

	moviedb_id	title
7441	81132	Rubber (2010)
3460	4719	Osmosis Jones (2001)
5556	26701	Patlabor: The Movie (Kidō keisatsu patorebā: T...)
7372	79132	Inception (2010)
400	459	Getaway, The (1994)
5774	31367	Chase, The (1994)
6358	49530	Blood Diamond (2006)
7170	71999	Aelita: The Queen of Mars (Aelita) (1924)
5808	31921	The Seven-Per-Cent Solution, The (1976)
4631	6902	Interstate 60 (2002)





SCRAPED DATASET

3

TFIDF

Using only film description

4

TFIDF

Using film description, cast,
director, genres

```
get_recommendations_desc('Inception').head(10)
```

501	X-Men: Days of Future Past
164	Batman Begins
611	Rogue One
380	The Avengers
25	Interstellar
506	Edge of Tomorrow
666	Serenity
955	Mysterious Skin
288	Kaze no tani no Naushika
367	The Revenant

```
get_recommendations('Inception').head(10)
```

164	Batman Begins
25	Interstellar
604	Dunkirk
4	The Dark Knight
70	The Dark Knight Rises
40	The Prestige
501	X-Men: Days of Future Past
76	Memento
754	Mission: Impossible - Fallout
611	Rogue One



FINALISED FILM RECOMMENDER

Key features: Director, cast, genre, description

soup When the menace known as the Joker wreaks havo...
soup_clean When the menace known as the Joker wreaks havo...
soup_clean_token [when, the, menace, known, as, the, joker, wre...
soup_clean_nostop [menace, known, joker, wreaks, havoc, chaos, p...
soup_clean_lemmatized [menace, known, joker, wreaks, havoc, chaos, p...
done menace known joker wreaks havoc chaos people g...

```
final('Inception')
```

	movie	year	rating	score	votes	gross	genre
164	Batman Begins	2005	8.2	70.0	1,375,262	206.85	Action, Crime
25	Interstellar	2014	8.6	74.0	1,652,207	188.02	Adventure, Drama, Sci-Fi
604	Dunkirk	2017	7.8	94.0	607,218	188.37	Action, Drama, History
4	The Dark Knight	2008	9.0	84.0	2,453,580	534.86	Action, Crime, Drama
70	The Dark Knight Rises	2012	8.4	78.0	1,596,785	448.14	Action, Crime, Drama
40	The Prestige	2006	8.5	66.0	1,260,453	53.09	Drama, Mystery, Thriller
501	X-Men: Days of Future Past	2014	7.9	75.0	684,966	233.92	Action, Adventure, Sci-Fi
76	Memento	2000	8.4	80.0	1,180,718	25.54	Mystery, Thriller
754	Mission: Impossible - Fallout	2018	7.7	86.0	311,892	220.16	Action, Adventure, Thriller
611	Rogue One	2016	7.8	65.0	587,711	532.18	Action, Adventure, Sci-Fi

REC

04

ON AIR

FILMS RECOMMENDATION

Obtaining Datasets



TEN TOP GROSSING FILMS

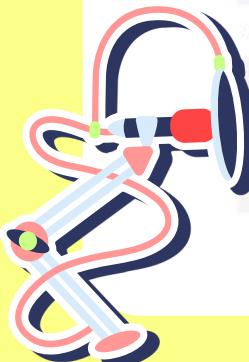
id	movie	year	time	rating	score	votes	gross	description	director	star	genre
618	Star Wars: Episode VII - The Force Awakens	2015	138	7.8	80.0	892,221	936.66	As a new threat to the galaxy rises, Rey, a de...	J.J. Abrams	'Daisy Ridley' 'John Boyega' 'Oscar Isaac' 'Do...	Action, Adventure, Sci-Fi
66	Avengers: Endgame	2019	181	8.4	78.0	971,371	858.37	After the devastating events of Avengers: Infi...	Directors: Anthony Russo, Joe Russo	'Robert Downey Jr.' 'Chris Evans' 'Mark Ruffal...	Action, Adventure, Drama
655	Avatar	2009	162	7.8	83.0	1,167,413	760.51	A paraplegic Marine dispatched to the moon Pan...	James Cameron	'Sam Worthington' 'Zoe Saldana' 'Sigourney Wea...	Action, Adventure, Fantasy
67	Avengers: Infinity War	2018	149	8.4	68.0	949,230	678.82	The Avengers and their allies must be willing ...	Directors: Anthony Russo, Joe Russo	'Robert Downey Jr.' 'Chris Hemsworth' 'Mark Ru...	Action, Adventure, Sci-Fi
680	Titanic	1997	194	7.8	75.0	1,107,940	659.33	A seventeen-year-old aristocrat falls in love ...	James Cameron	'Leonardo DiCaprio' 'Kate Winslet' 'Billy Zane...	Drama, Romance
380	The Avengers	2012	143	8.0	69.0	1,321,491	623.28	Earth's mightiest heroes must come together an...	Joss Whedon	'Robert Downey Jr.' 'Chris Evans' 'Scarlett Jo...	Action, Adventure, Sci-Fi
922	Incredibles 2	2018	118	7.6	80.0	273,769	608.58	The Incredibles family takes on a new mission ...	Brad Bird	'Craig T. Nelson' 'Holly Hunter' 'Sarah Vowell...	Animation, Action, Adventure
4	The Dark Knight	2008	152	9.0	84.0	2,453,580	534.86	When the menace known as the Joker wreaks havo...	Christopher Nolan	'Christian Bale' 'Heath Ledger' 'Aaron Eckhart...	Action, Crime, Drama
611	Rogue One	2016	133	7.8	65.0	587,711	532.18	In a time of conflict, a group of unlikely her...	Gareth Edwards	'Felicity Jones' 'Diego Luna' 'Alan Tudyk' 'Do...	Action, Adventure, Sci-Fi
70	The Dark Knight Rises	2012	164	8.4	78.0	1,596,785	448.14	Eight years after the Joker's reign of anarchy...	Christopher Nolan	'Christian Bale' 'Tom Hardy' 'Anne Hathaway' '...	Action, Crime, Drama



LIVE

final('Star Wars: Episode VII - The Force Awakens')

		movie	year	rating	score	votes	gross	genre
793		Ex Machina	2014	7.7	78.0	510,066	25.44	Drama, Sci-Fi, Thriller
777		Star Trek Into Darkness	2013	7.7	72.0	474,658	228.78	Action, Adventure, Sci-Fi
515		Star Trek	2009	7.9	82.0	592,838	257.73	Action, Adventure, Sci-Fi
151		Dune: Part One	2021	8.2	74.0	384,866	NaN	Action, Adventure, Drama
767		Captain America: The Winter Soldier	2014	7.7	70.0	788,920	259.77	Action, Adventure, Sci-Fi
117	Star Wars: Episode VI - Return of the Jedi		1983	8.3	58.0	996,533	309.13	Action, Adventure, Fantasy
367		The Revenant	2015	8.0	76.0	753,755	183.64	Action, Adventure, Drama
606		Edge of Tomorrow	2014	7.9	71.0	639,543	100.21	Action, Adventure, Sci-Fi
293		Blade Runner	1982	8.1	84.0	731,729	32.87	Action, Drama, Sci-Fi
81		Alien	1979	8.4	89.0	833,606	78.90	Horror, Sci-Fi





LIVE

final('Avengers: Endgame')

		movie	year	rating	score	votes	gross	genre
67		Avengers: Infinity War	2018	8.4	68.0	949,230	678.82	Action, Adventure, Sci-Fi
612		Captain America: Civil War	2016	7.8	75.0	721,718	408.08	Action, Adventure, Sci-Fi
767		Captain America: The Winter Soldier	2014	7.7	70.0	788,920	259.77	Action, Adventure, Sci-Fi
380		The Avengers	2012	8.0	69.0	1,321,491	623.28	Action, Adventure, Sci-Fi
796		Zodiac	2007	7.7	78.0	505,971	33.08	Crime, Drama, Mystery
496		Thor: Ragnarok	2017	7.9	74.0	662,043	315.06	Action, Adventure, Comedy
679		October Sky	1999	7.8	71.0	87,756	32.48	Biography, Drama, Family
942		Sherlock Holmes	2009	7.6	57.0	608,490	209.03	Action, Adventure, Mystery
775		The Lego Movie	2014	7.7	83.0	338,179	257.76	Animation, Action, Adventure
524		Iron Man	2008	7.9	79.0	996,522	318.41	Action, Adventure, Sci-Fi

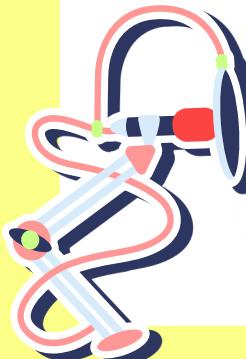




```
final('Avatar')
```

LIVE

		movie	year	rating	score	votes	gross	genre
113		Aliens	1986	8.3	84.0	685,858	85.16	Action, Adventure, Sci-Fi
48	Terminator 2: Judgment Day		1991	8.5	75.0	1,044,114	204.84	Action, Sci-Fi
364	Guardians of the Galaxy		2014	8.0	76.0	1,108,095	333.18	Action, Adventure, Comedy
920	Guardians of the Galaxy Vol. 2		2017	7.6	67.0	622,579	389.81	Action, Adventure, Comedy
431	The Terminator		1984	8.0	84.0	826,198	38.40	Action, Sci-Fi
709	Ghostbusters		1984	7.8	71.0	387,291	238.63	Action, Comedy, Fantasy
777	Star Trek Into Darkness		2013	7.7	72.0	474,658	228.78	Action, Adventure, Sci-Fi
680	Titanic		1997	7.8	75.0	1,107,940	659.33	Drama, Romance
222	Hacksaw Ridge		2016	8.1	71.0	477,378	67.21	Biography, Drama, History
81	Alien		1979	8.4	89.0	833,606	78.90	Horror, Sci-Fi



TOP 10 GROSSING FILMS

FILM	FRANCHISE	DIRECTOR	GENRE
Star Wars IV	Yes	JJ Abrams	Action, Adventure, Sci-Fi
Avenger : Engame	Yes	Anthony Russo, Joe Russo	Action, Adventure, Drama
Avatar	No	James Cameron	Action, Adventure, Fantasy
Avenger : Infinity War	Yes	Anthony Russo, Joe Russo	Action, Adventure, Sci-Fi
Titanic	No	James Cameron	Drama, Romance
The Avengers	Yes	Joss Whedon	Action, Adventure, Sci-Fi
Incredibles 2	Yes	Brad Bird	Animation, Action, Adventure
The Dark Knight	Yes	Christopher Nolan	Action, Crime, Drama
Rogue One	Yes	Gareth Edwards	Action, Adventure, Sci-Fi
The Dark Knight Rises	Yes	Christopher Nolan	Action, Crime, Drama





05

CONCLUSION

Building different kinds of recommendations systems





NETFLIX INSIGHTS



FILMS

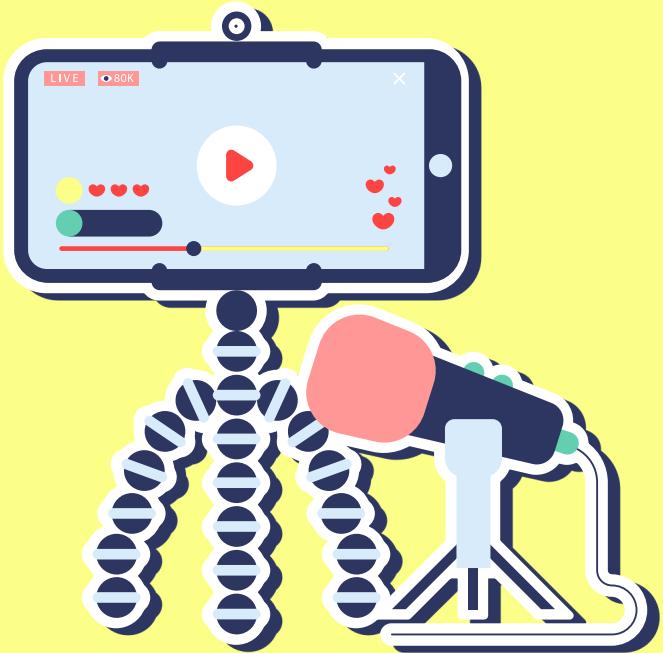
Focus on films that are franchise and/or repeated director

GENRE

Action, Adventure

TOP 3

Consider to purchase top grossing related films



ON AIR

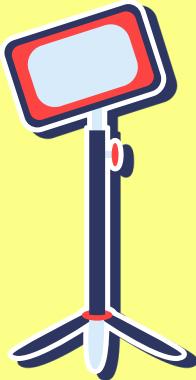
FURTHER IMPROVEMENTS



- Expand dataset to include series
- Predictive modelling for upcoming films
- Differentiate dataset by location



THANK YOU FOR YOUR KIND ATTENTION





A PICTURE IS WORTH A THOUSAND WORD

LIVE NOW

CONSUMPTION OF DIGITAL CONTENT

MOBILE APPS

Venus is the second planet from the Sun



GAMING

Despite being red, Mars is a cold place

WEBSITES

Jupiter is the biggest planet of them all



TV STREAMING

Saturn is a gas giant and has several rings





MARKET ANALYSIS COVERAGE



MERCURY

It's the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon



WHOA!

This can be the part of the presentation
where you introduce yourself, write your
email and phone number...





VIDEO STREAMING PLATFORMS



PLATFORM I

Mercury is the closest planet to the Sun



PLATFORM II

Mars is actually a very cold place



PLATFORM III

Saturn is composed of hydrogen and helium



PLATFORM IV

Venus is the second planet from the Sun



PLATFORM V

Neptune is the farthest planet from the Sun



PLATFORM VI

Jupiter is the biggest planet of them all





AWESOME WORDS





GLOBAL VIDEO STREAMING MARKET SHARE BY USER

47%

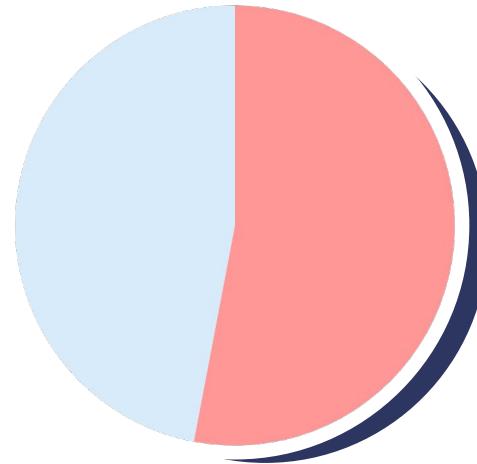
ENTERPRISE

Mercury is the smallest planet in the Solar System

53%

CONSUMER

Mars is actually a cold place. It's full of iron oxide dust



Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here.](#)

INCREASING DEMAND FOR MOBILE DEVICES



EASY ACCESS

Mercury is the smallest planet

GREAT IMPACT

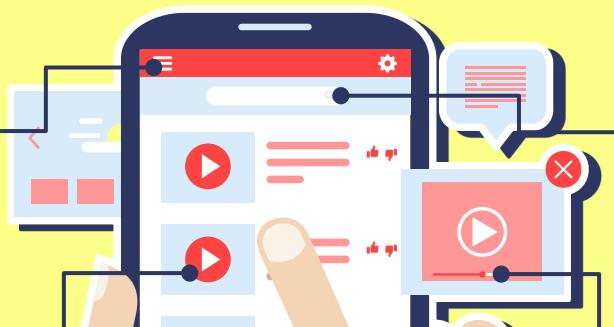
Venus is the second planet from the Sun

EASY ACCESS

Venus is the second planet from the Sun

GREAT IMPACT

Mercury is the smallest planet





378,981

Big numbers catch your audience's attention





REVENUE GROWTH



50%

MANAGED SERVICES

Mercury is the smallest planet of them all

30%

SUBSCRIPTION

Venus is terribly hot, even hotter than Mercury

40%

E-LEARNING

Saturn is a gas giant and has several rings

70%

GAMING CONSOLES

The Sun is the star at the center of the System



SEGMENTS COVERED IN THE REPORT



35%

LIVE VIDEO

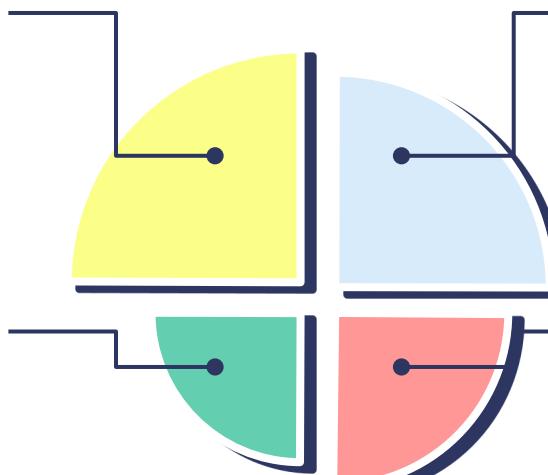
The Earth is the only planet with life



16%

CONSUMER

Venus has a beautiful name, but it's hot



28%

PAY-TV

The Sun is the star of the Solar System

21%

ADVERTISING

Mercury is the closest planet to the Sun



DATA COLLECTION MATRIX

LIVE

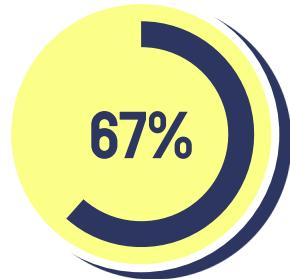
PERSPECTIVE	PRIMARY RESEARCH	SECONDARY RESEARCH
Supply side	<ul style="list-style-type: none">• Manufacturers• Technology distributors and wholesalers	<ul style="list-style-type: none">• Company reports and publications• Government publications• Independent investigations• Economic and demographic data
Demand side	<ul style="list-style-type: none">• End-user surveys• Consumer surveys• Mystery shopping	<ul style="list-style-type: none">• Case studies• Reference customers





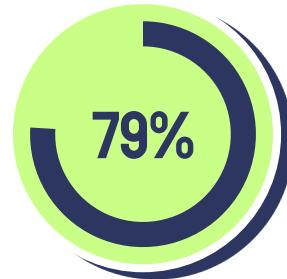
UPLOAD

MANAGED SERVICES PERSPECTIVE



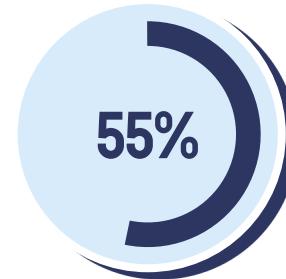
VENUS

It has a pretty name and is the second planet from the Sun



MARS

Mars is actually a cold place. It's full of iron oxide dust



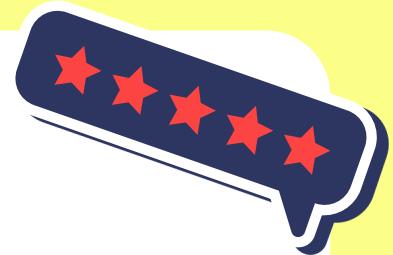
MERCURY

It's the closest planet to the Sun and the smallest one





OUR TEAM



SMITH PARKER

Here you can talk a bit
about this person

JENNA DOE

Here you can talk a bit
about this person



LIVE NOW



MORE INFORMATION ON OUR WEBSITE

You can replace the image on the screen with your own work. Just right-click on it and select "Replace image"

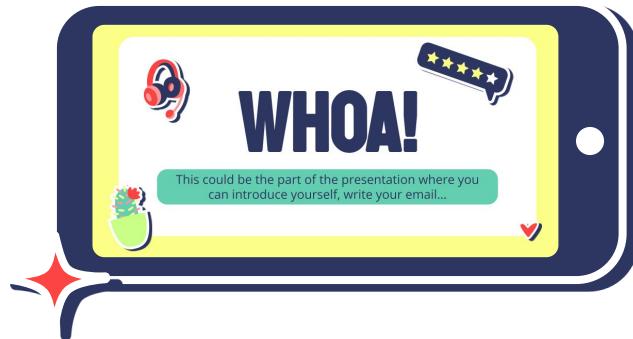




MORE IN OUR ONLINE ANALYSIS

You can replace the image on the screen with your own work. Just right-click on it and select "Replace image"





ALWAYS INFORMED WITH OUR APP

You can replace the image on the screen with your own work. Just right-click on it and select "Replace image"





RESEARCH RESOURCES

- Here you can list your reference websites or publications
- Here you can list your reference websites or publications
- Here you can list your reference websites or publications
- Here you can list your reference websites or publications
- Here you can list your reference websites or publications
- Here you can list your reference websites or publications





THANKS!

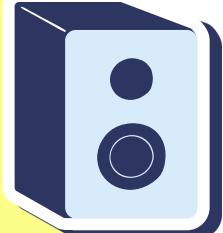
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ALTERNATIVE RESOURCES



VECTORS

- Youtube player in device with flat design
- Cartoon game streamer elements collection

PHOTOS

- People working together for a new film
- Man filming with a professional camera
- Close-up of laptop with spotify app
- Happy woman listening music on the bed
- Woman vlogging with her phone indoors



RESOURCES

VECTORS

- Cartoon game streamer elements collection
- Cartoon game streamer elements collection I
- Cartoon game streamer elements collection II
- Live stream concept
- Youtube player in device
- Organic flat game streamer elements collection
- Cartoon game streamer concept elements collection



PHOTOS

- People working together for a movie
- Sideways young woman with headphones
- Blogger
- Man sitting beside his boyfriend using mobile phone changing the tv channel with remote control
- Coworkers having a work meeting at the office

ICONS

- Live Streaming



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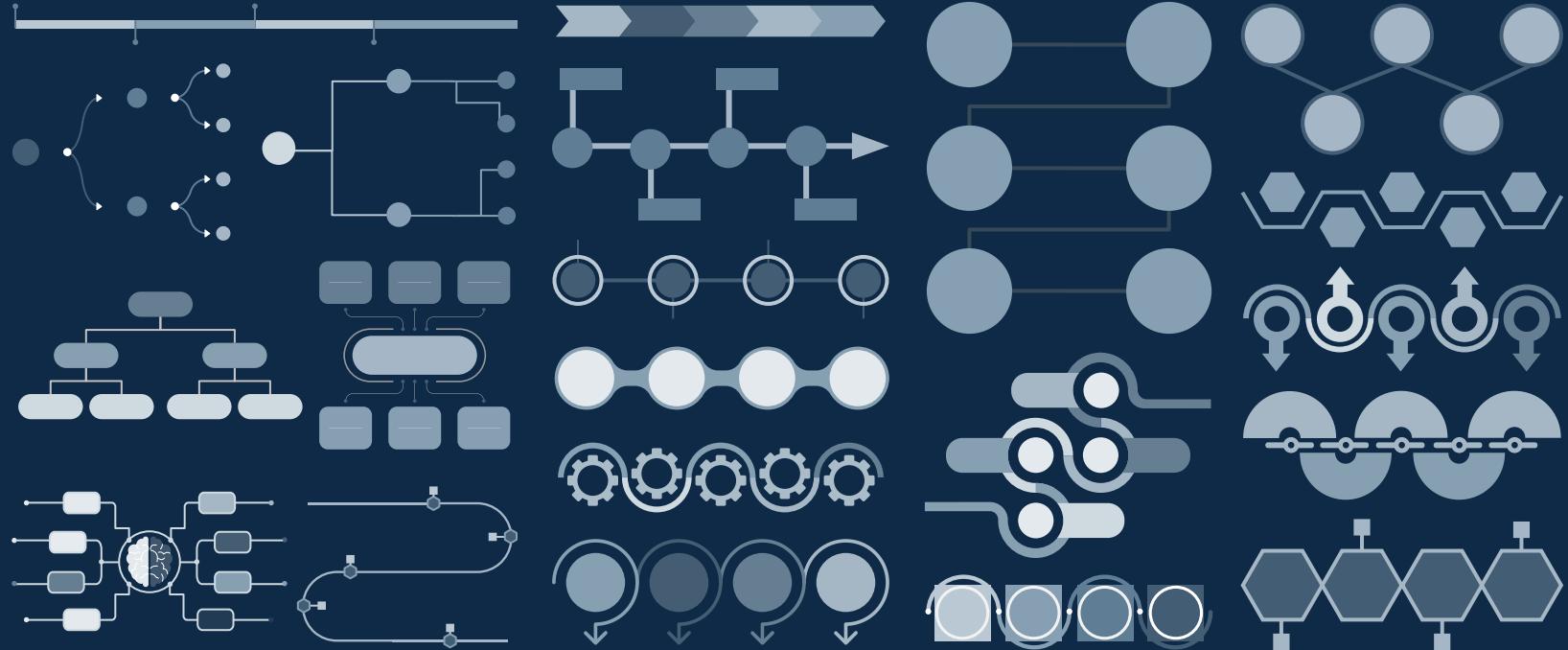
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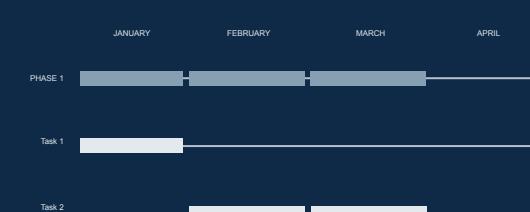
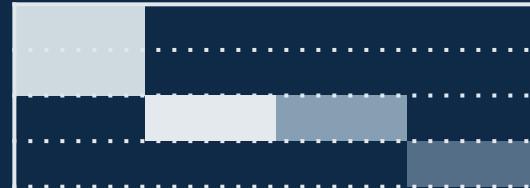
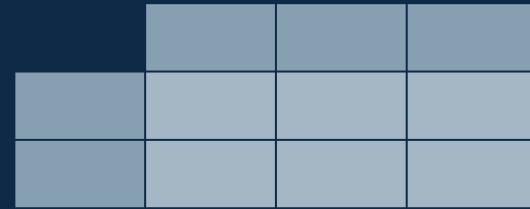
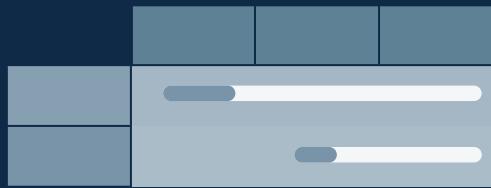
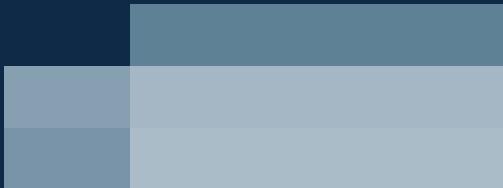
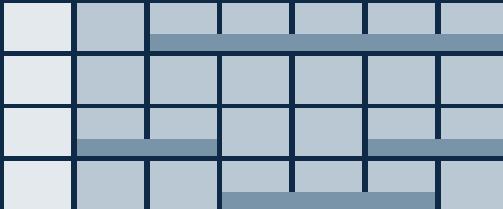
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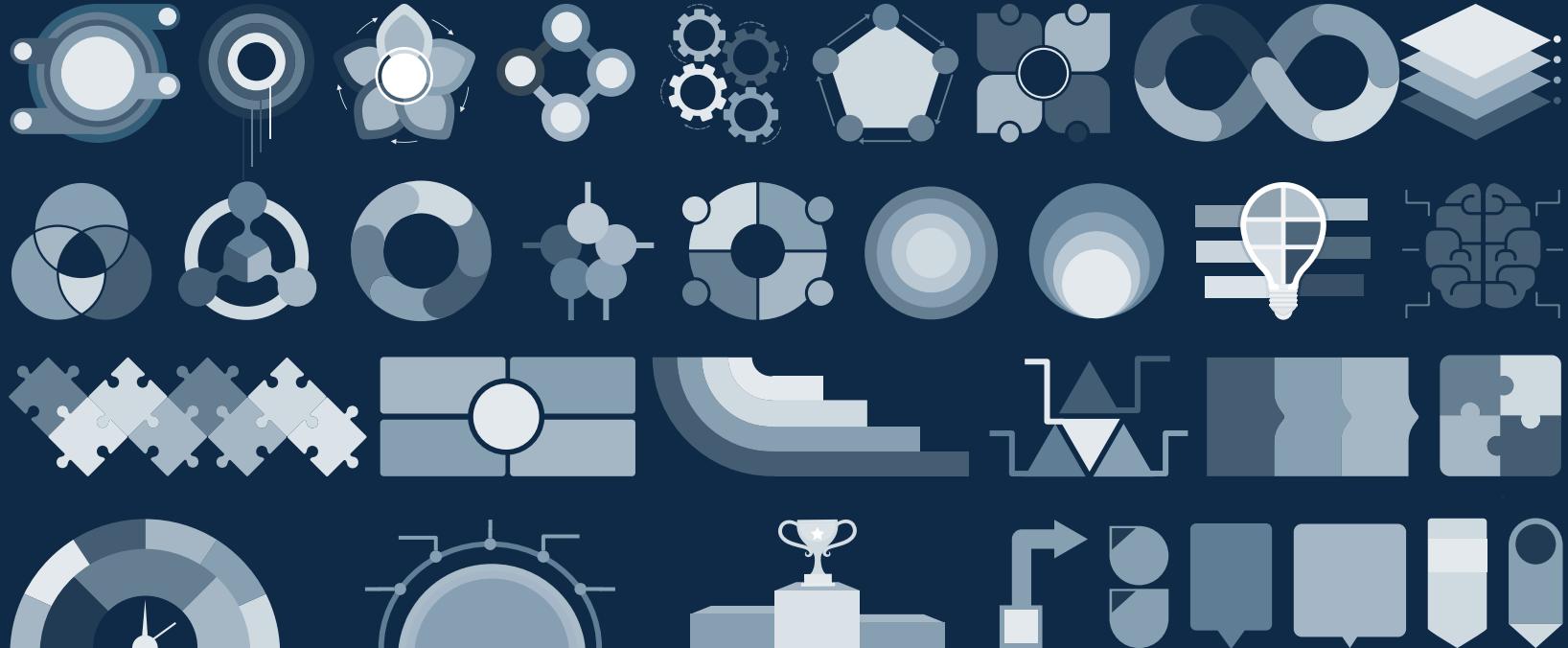
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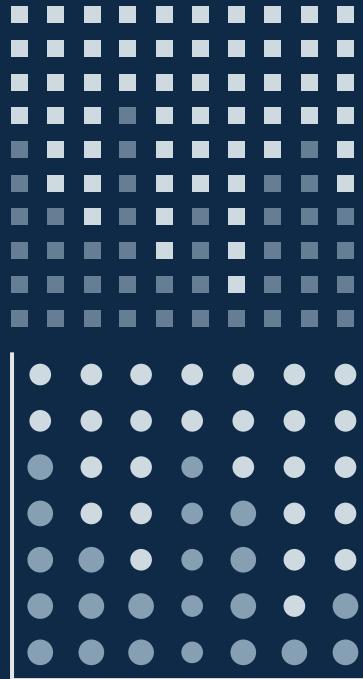












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