GROUP C
NETFLIX MOVIE ANALYSIS

GROUP C

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GROUP C

Presentation Topics

1 Introduction

2 Objective

3 Research & Method

4 Analysis

5 Recommendation

N Subtitle

INTRODUCTION

Netflix is company of the world's leading entertainment services with 231 million paid membership over 190 countries enjoying TV series, Movies and games across a wide variety of genres and language. Members can play, pause and can change their plans at any time.

Skip

INTRODUCTION

N Subtitle

BRIEF

The brief is come, we as a data analyst on Netflix is given task by business team to analyse the dataset and they want to know what's the trend of Movies and TV Shows we should focused on, and if we want to buy or broadcast content, what we should do by analyst recommendation? Like what kind a movie, who's the actor/director what genre and what the best movie's duration

Skip

OBJECTIVE

PROBLEM STATEMENT

From the datasets, there's a few objective we want to achieve

- Which countries, director, actor and genre's produce the most Films/ TV Shows
- How is the production of Movies and TV Shows changed across the years

From the analytics process, we want to give an output such a recommendation based on top trend of the data shown.

SCOPE

The scope for this research is most likely top of each category from datasets and time variables within 2008 until 2021.

This dataset is categorical data, we might to give business recommendation based on EDA to follow up the introduction ideas

RESEARCH PURPOSE

This research purpose is to help the business team to decide what kind a content we should focused on.

Next

RESEARCH & METHOD

1
PROBLEMS

2
DATA REQUIREMENT

3
DATA CLEANING

4
EXPLORATORY DATA ANALYSIS

5
DATA VISUALIZATION

6
RECOMMENDATION

Next

ANALYSIS

DATA REQUIREMENT

kaggle

[Netflix Movies and TV Shows]
Datasets from Kaggle, this datasets we can translate to data dictionary as a task guide to understand the data.

show_id	The unique identifier for each row
type	The type of media, either "Movie" or "TV Show"
title	The title of the movie or TV show
date_added	The date the title was added to Netflix
release_year	The year the title was originally released
rating	The content rating for the title
duration	The length of the title in minutes or seasons/episodes
cast	The name of an actor or actress who appeared in the title
director	The name of the director who worked on the title
listed_in	The genre(s) that the title falls under
country	The country where the title was produced or filmed

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ANALYSIS

DATA CLEANING

This is few task data cleaning and treatment :

- Removing null values
- Alphabet standardization
- Change data type
- Data transpose
- Joining variables

Most of cleaning process are work on python (google collab)

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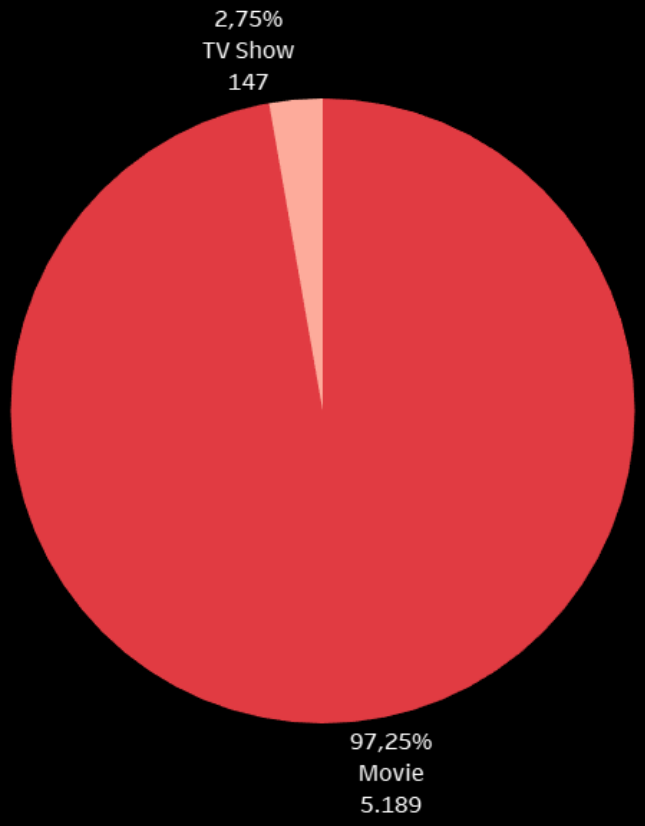
ANALYSIS

TOTAL CONTENT



Based on data we have, Netflix is dominate by 97,25% content by Movie rather than TV Show which have 2,75% percentage of total content all the time

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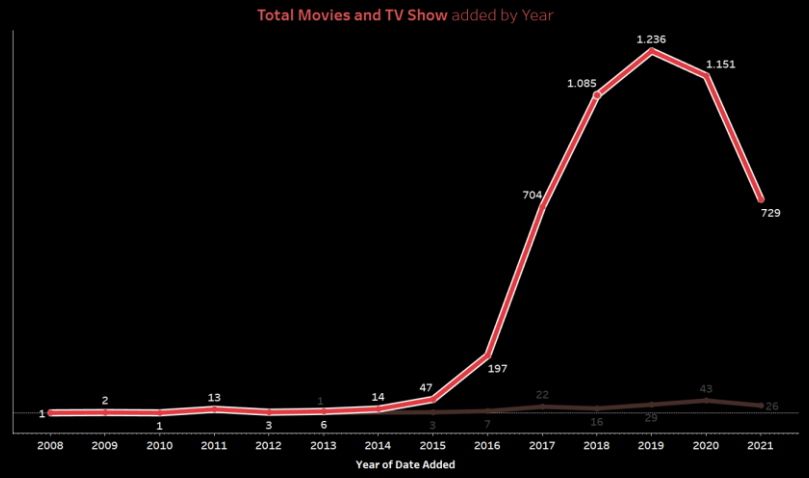
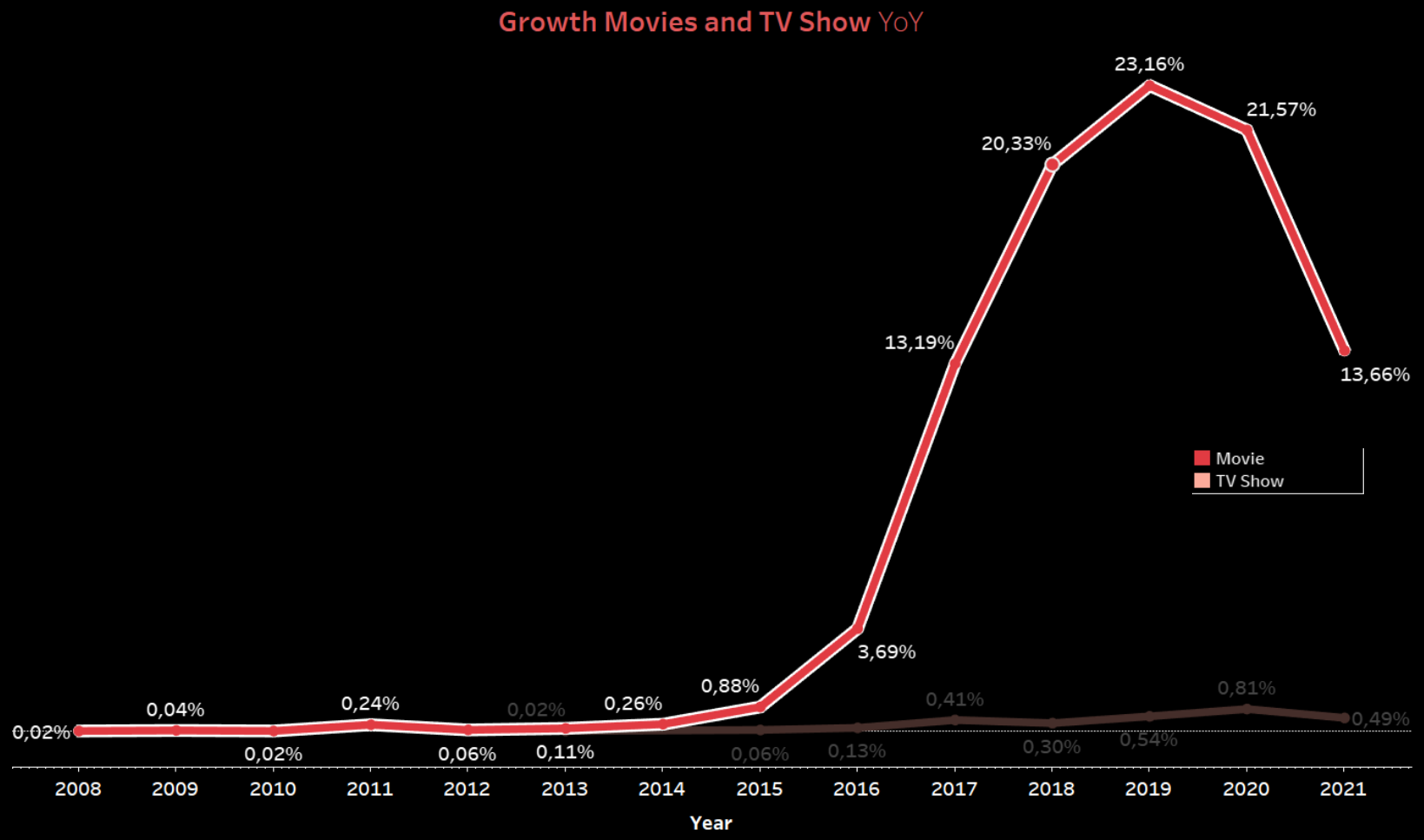
TOTAL MOVIES AND TV SHOW ADDED BY YEAR



movies growth stagnant from 2008 to 2014 and started to increase from 2015 and peaked at 2019 with (percentage) contribute 23,16% total movies with 1236 movies



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WHY IS THIS HAPPEN?

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TOTAL MOVIES AND TV SHOW ADDED BY YEAR

January 6, 2016 Netflix launched its service globally, simultaneously bringing its Internet TV network to more than 130 new countries around the world. The company made the announcement and the service went live during a keynote by Co-founder and Chief Executive Reed Hastings at CES 2016.

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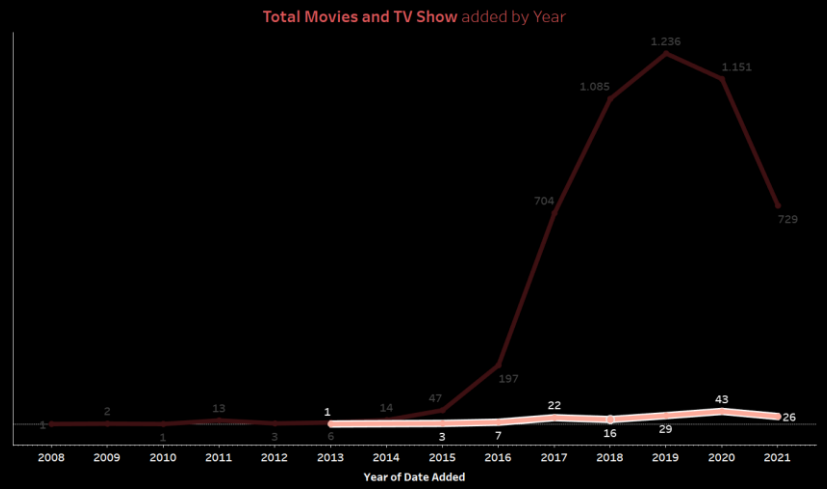
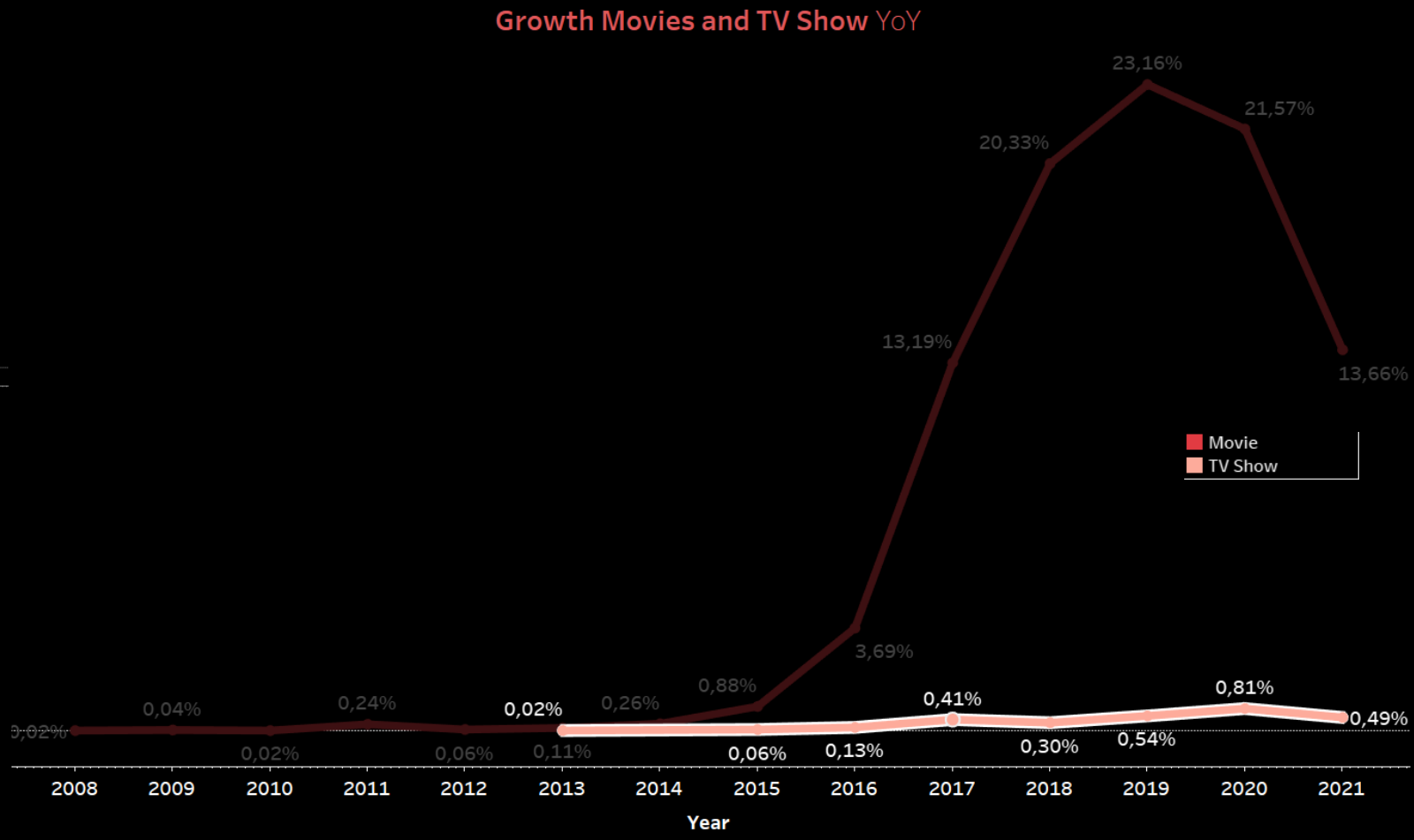
TOTAL MOVIES AND TV SHOW ADDED BY YEAR



However it's different story with TV Shows, we can see TV Shows growth trend is similar to movies at 2008 to 2014. Seems like this content is limited.



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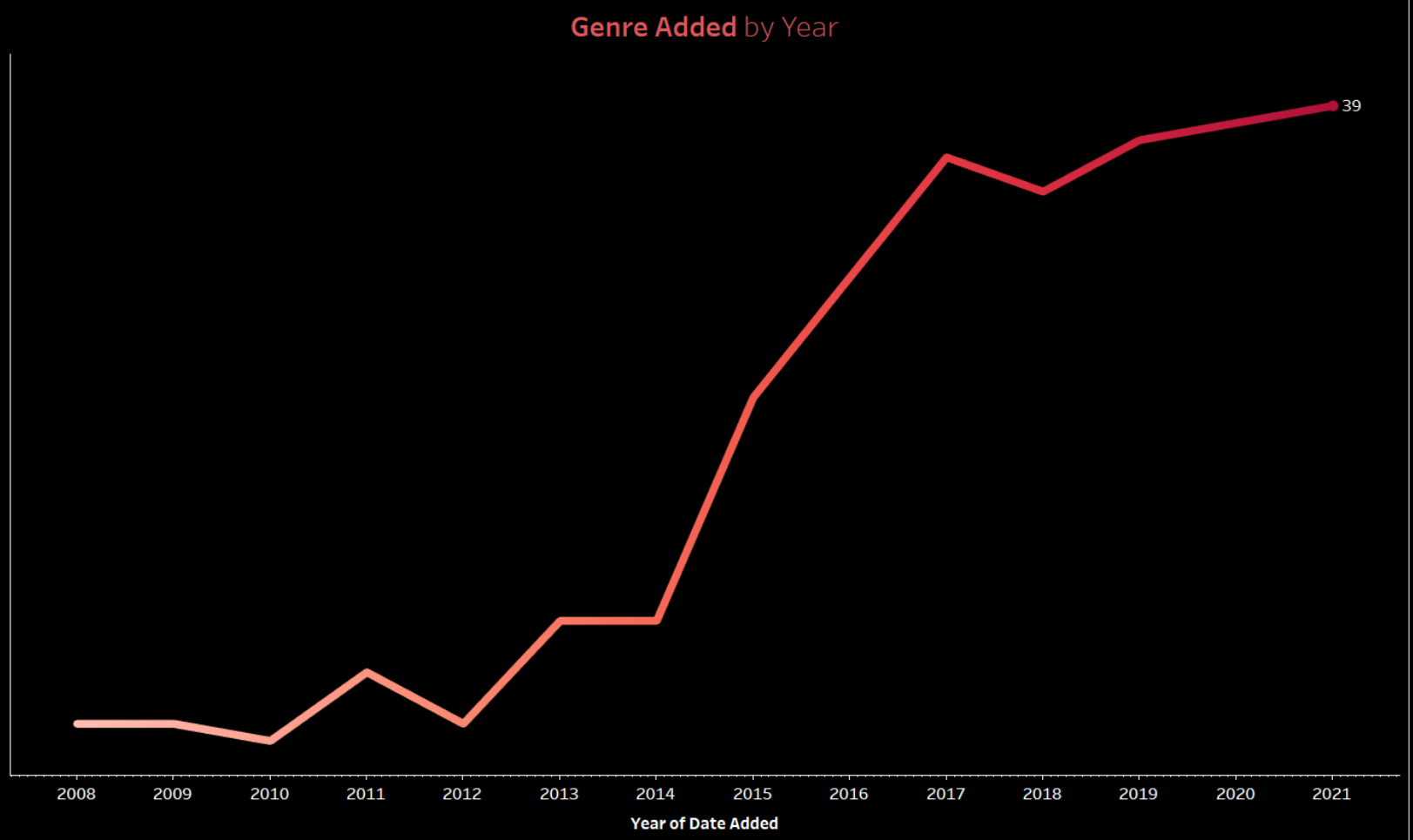
GENRE ADDED BY YEAR



Genre trend is also rising along the years, that indicates the demand about diversity movies and TV show is rising. At least there is 39 different genre untill 2021

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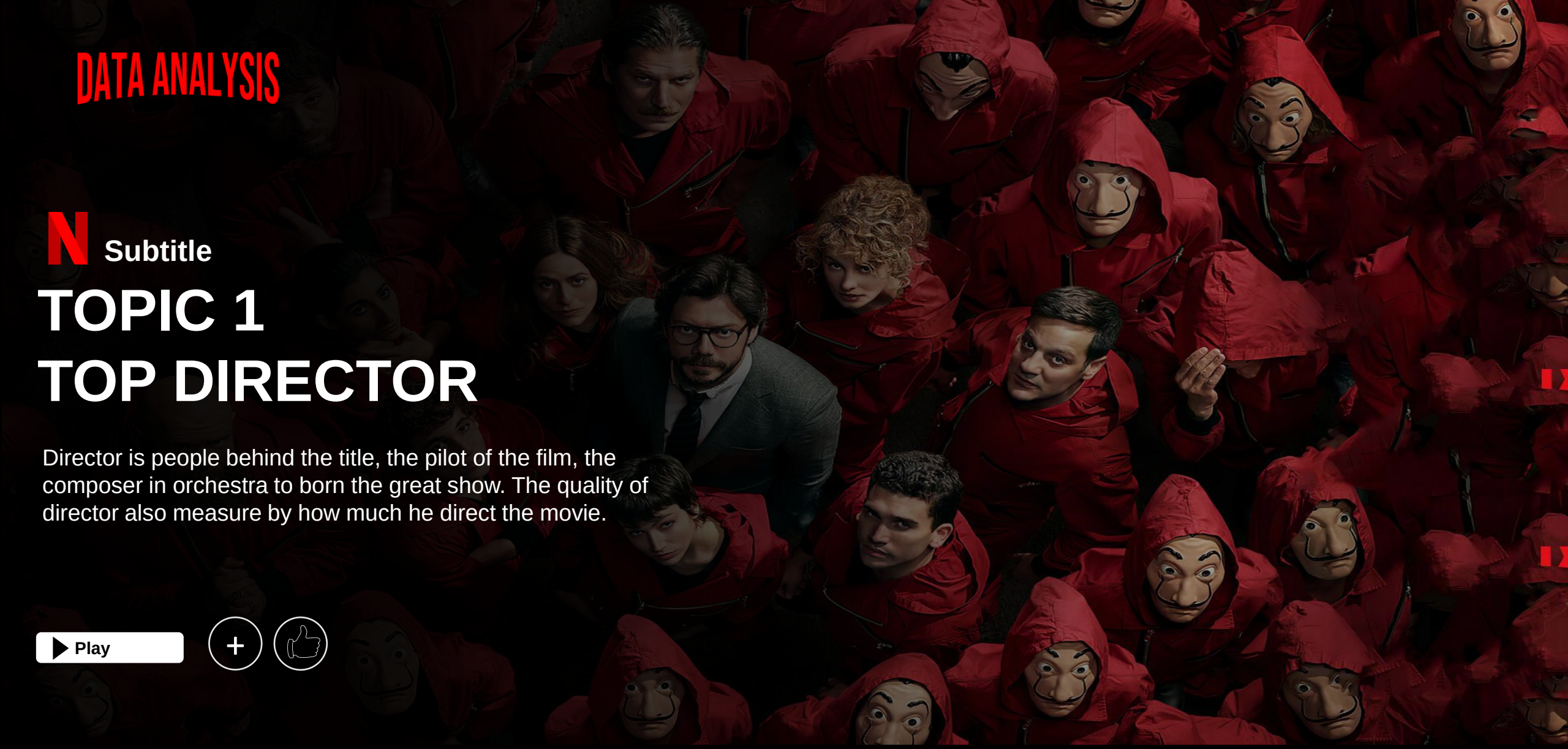
DATA ANALYSIS
Subtitle
TOPIC 1
TOP DIRECTOR
Director is people behind the title, the pilot of the film, the composer in orchestra to born the great show. The quality of director also measure by how much he direct the movie.
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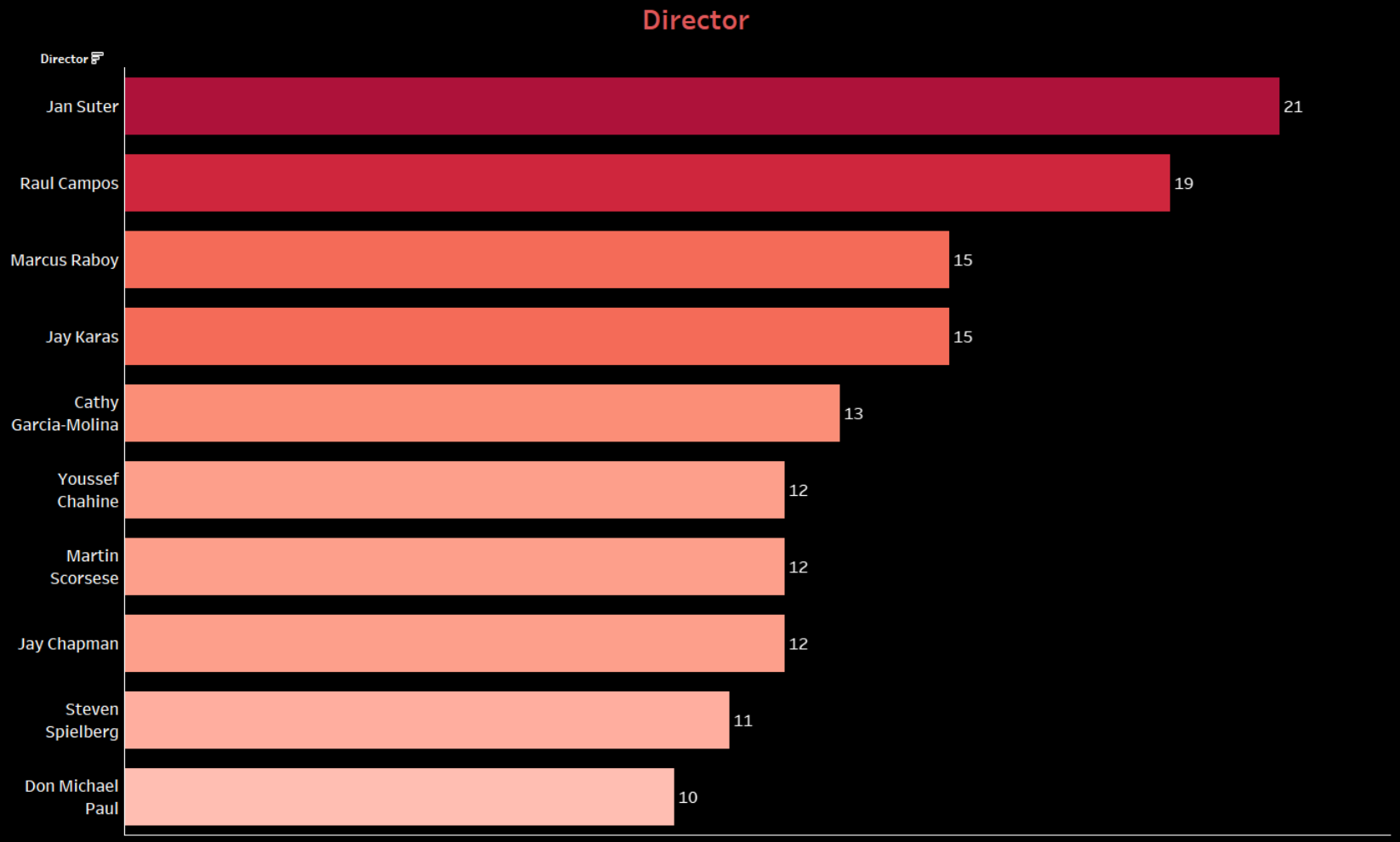
15:30
31:00
HD

TOP DIRECTOR



The most perform director so far is Jan Suter, directing at least 21 Movies and followed by Raul Campos with 19 Movies

Next

DATA ANALYSIS

Subtitle

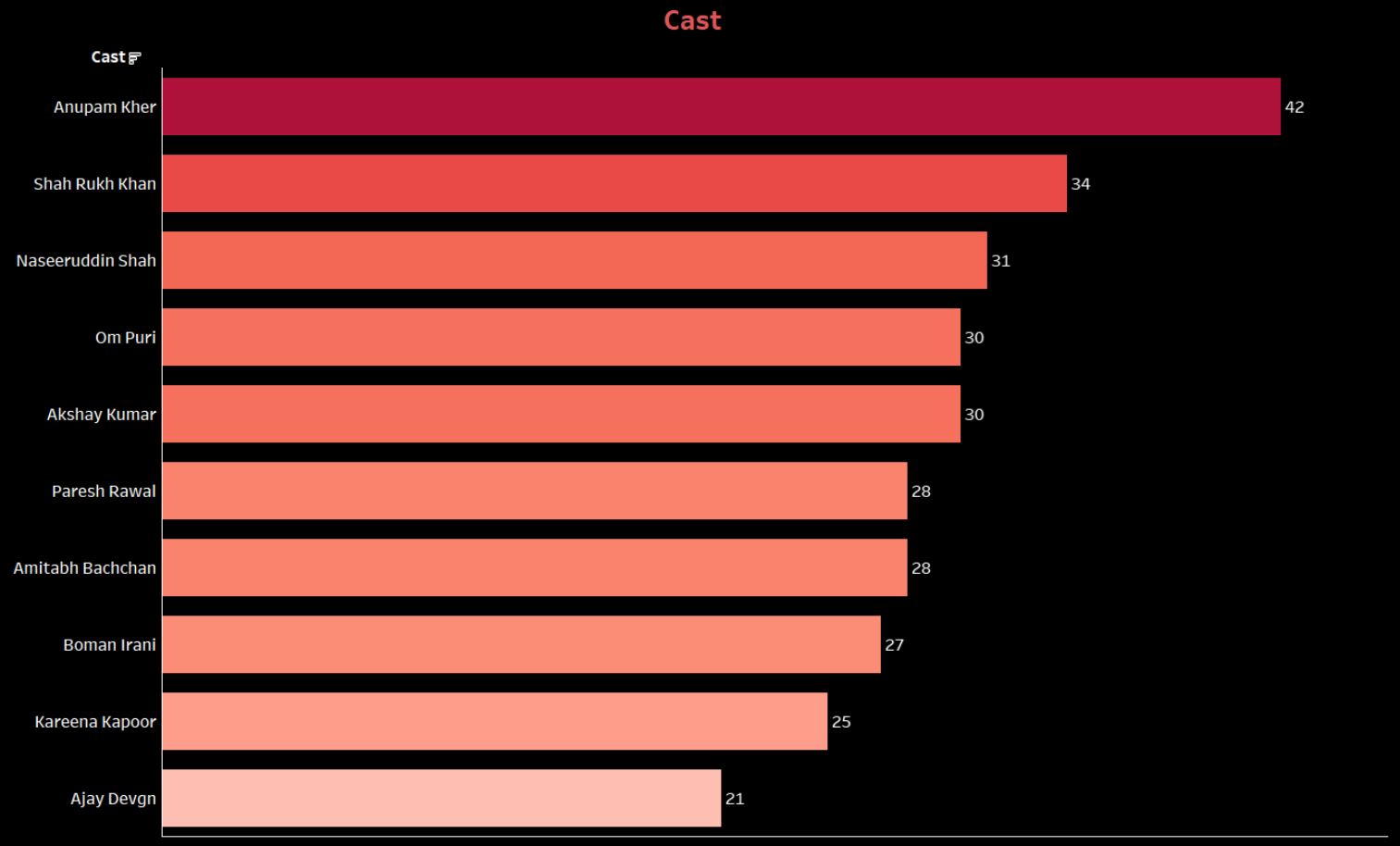
TOPIC 2
TOP CAST

This cast/actor is nothing short of extraordinary. With their talent and charisma, they bring characters to life in a way that captivates audiences and leaves them in awe. Their performances are so convincing that you forget you're watching a movie or a TV show, and instead, you feel like you're part of the story.

Play

15:30 31:00 HD

TOP CAST



The most perform actor is Anupham Kher with 42 movies, followed by Shah Rukh Khan by 34 Movies. If we dig deeper, the top 3 cast is Bollywood actor.

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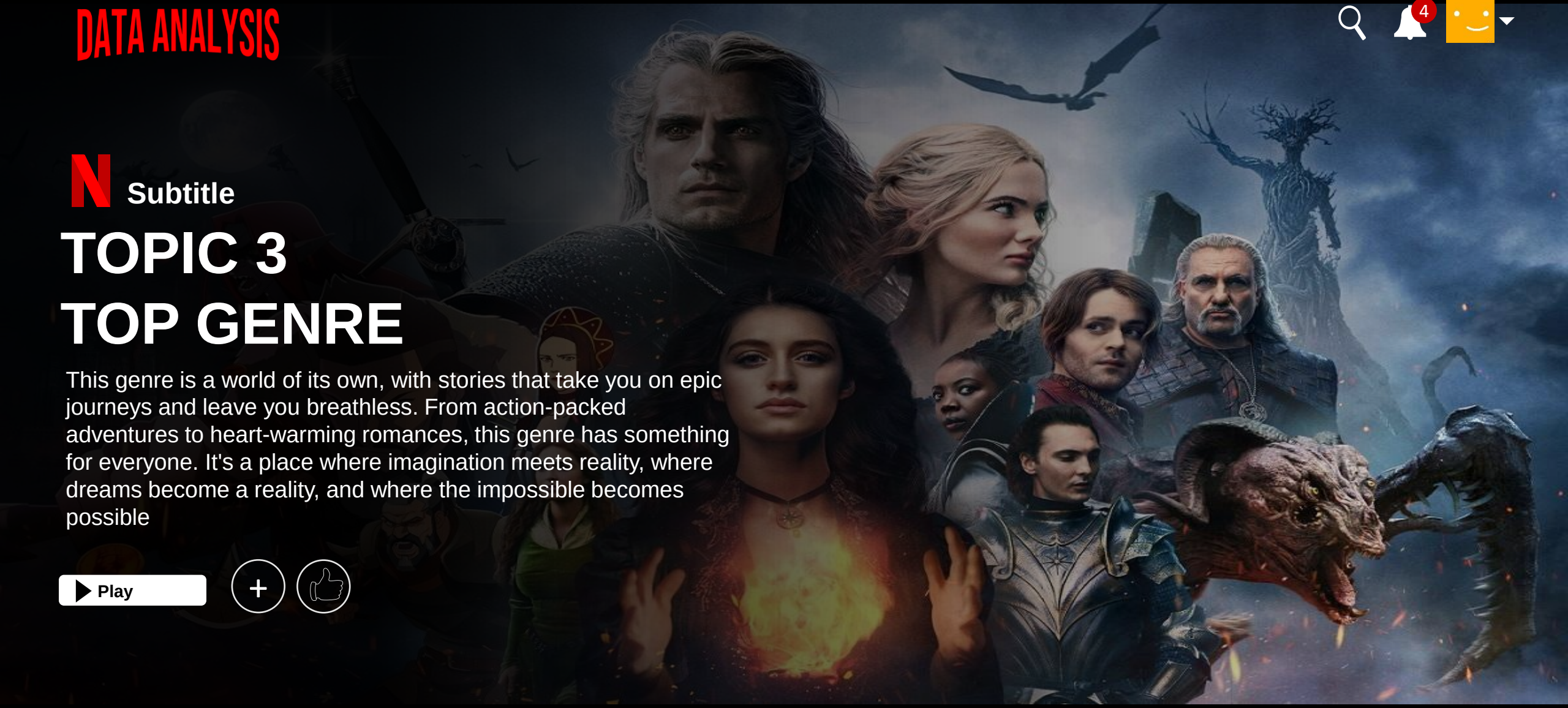
DATA ANALYSIS



Subtitle

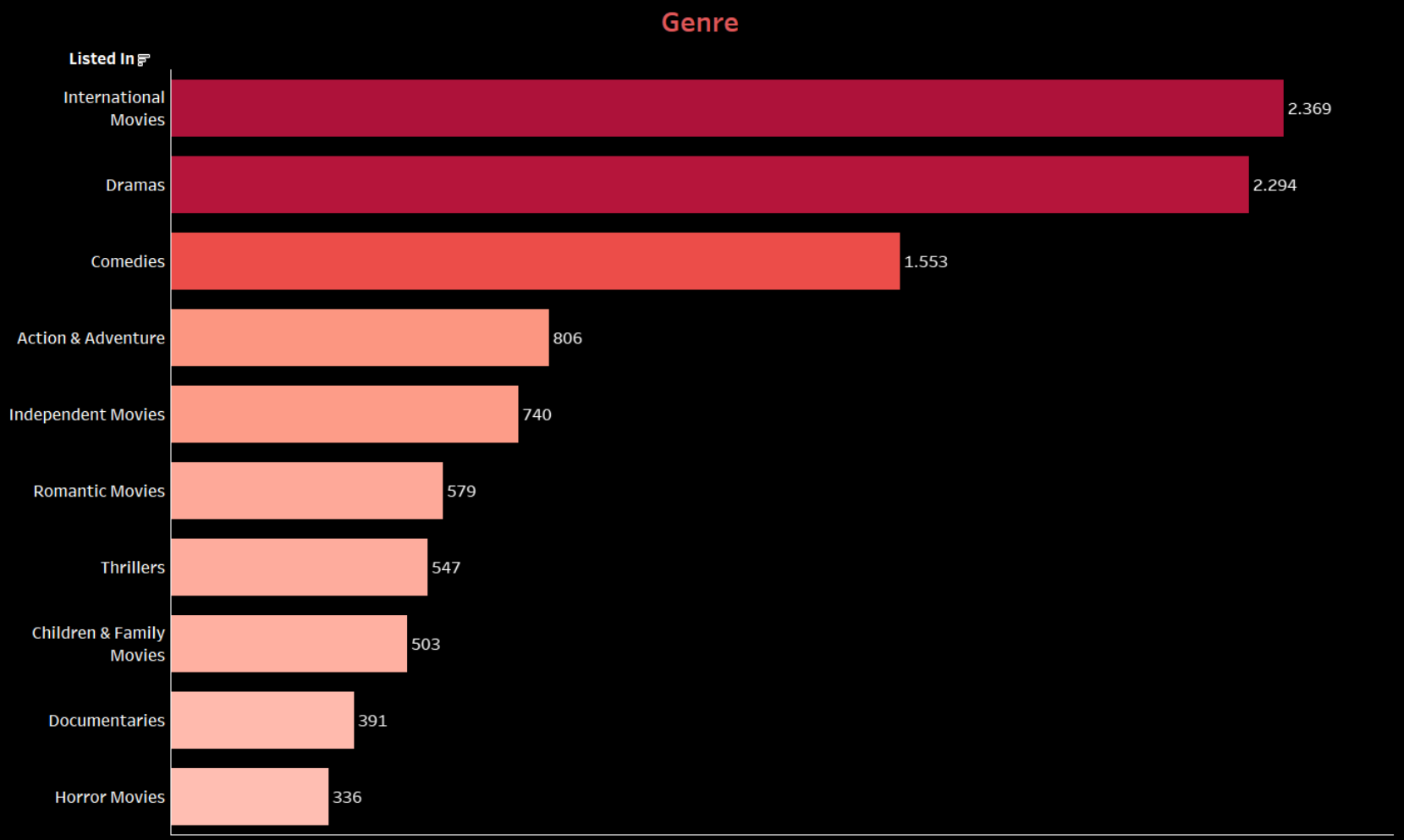
TOPIC 3
TOP GENRE

This genre is a world of its own, with stories that take you on epic journeys and leave you breathless. From action-packed adventures to heart-warming romances, this genre has something for everyone. It's a place where imagination meets reality, where dreams become a reality, and where the impossible becomes possible

Play

15:30 31:00 HD

TOP GENRE



Top genre so far is International Movies, Dramas and Comedies

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DATA ANALYSIS

Subtitle

TOPIC 4
TOP COUNTRY RELEASED

The movie released in this country is a true masterpiece of its culture, showcasing the unique perspectives and rich traditions of its people. From breathtaking landscapes to vibrant cities, this country's beauty is captured on screen in a way that transports you to another world.

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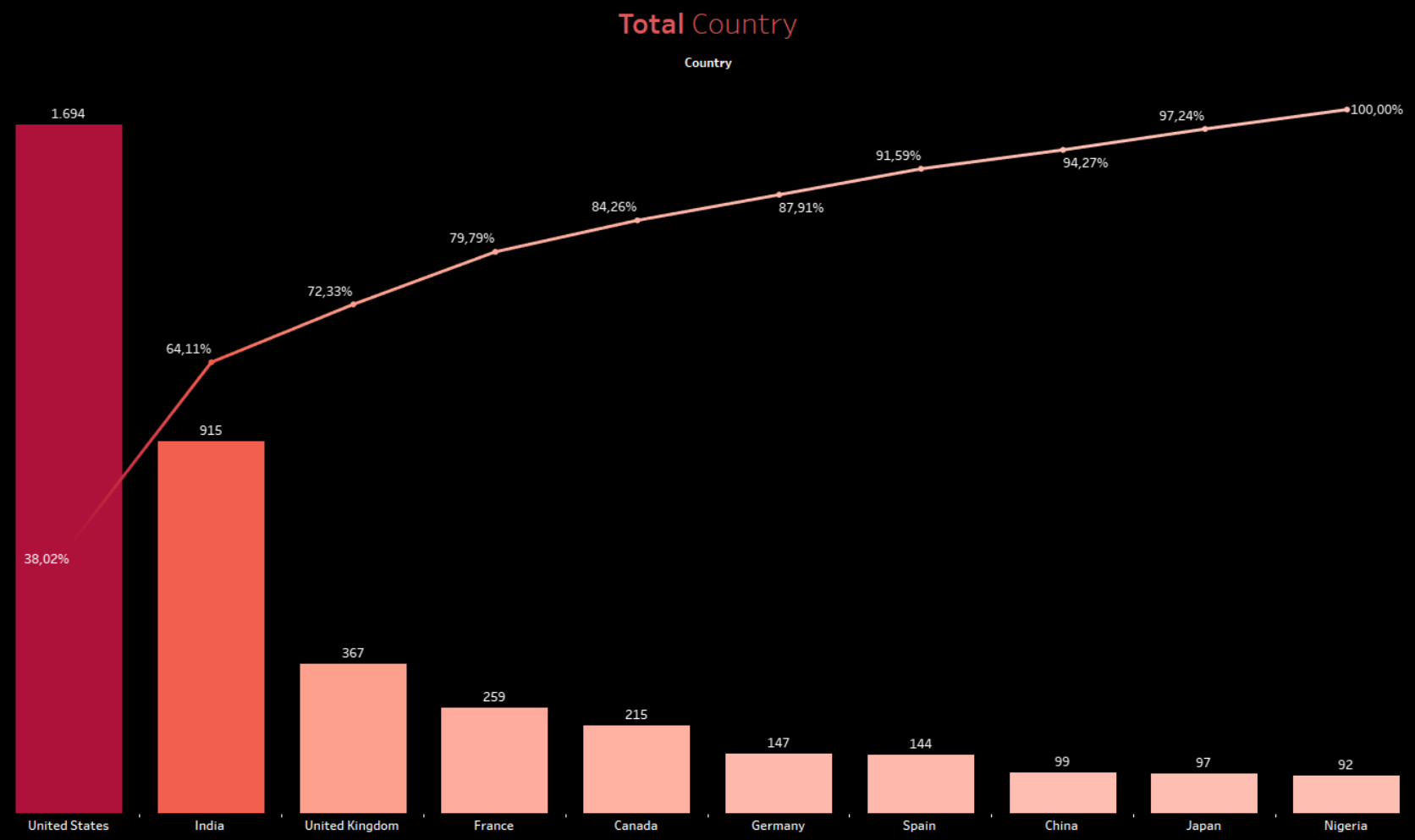
15:30 31:00 HD

TOP COUNTRY



The most of content either Movies and TV Shows is come from United States, India and United Kingdom. The top 5 country is main contributor of Netflix content

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DATA ANALYSIS

Subtitle

TOPIC 5
TOP RATING

Ratings are a powerful tool that help us navigate the world of entertainment and find content that resonates with us. They allow us to make informed decisions about what we watch, ensuring that we're always engaged and entertained.

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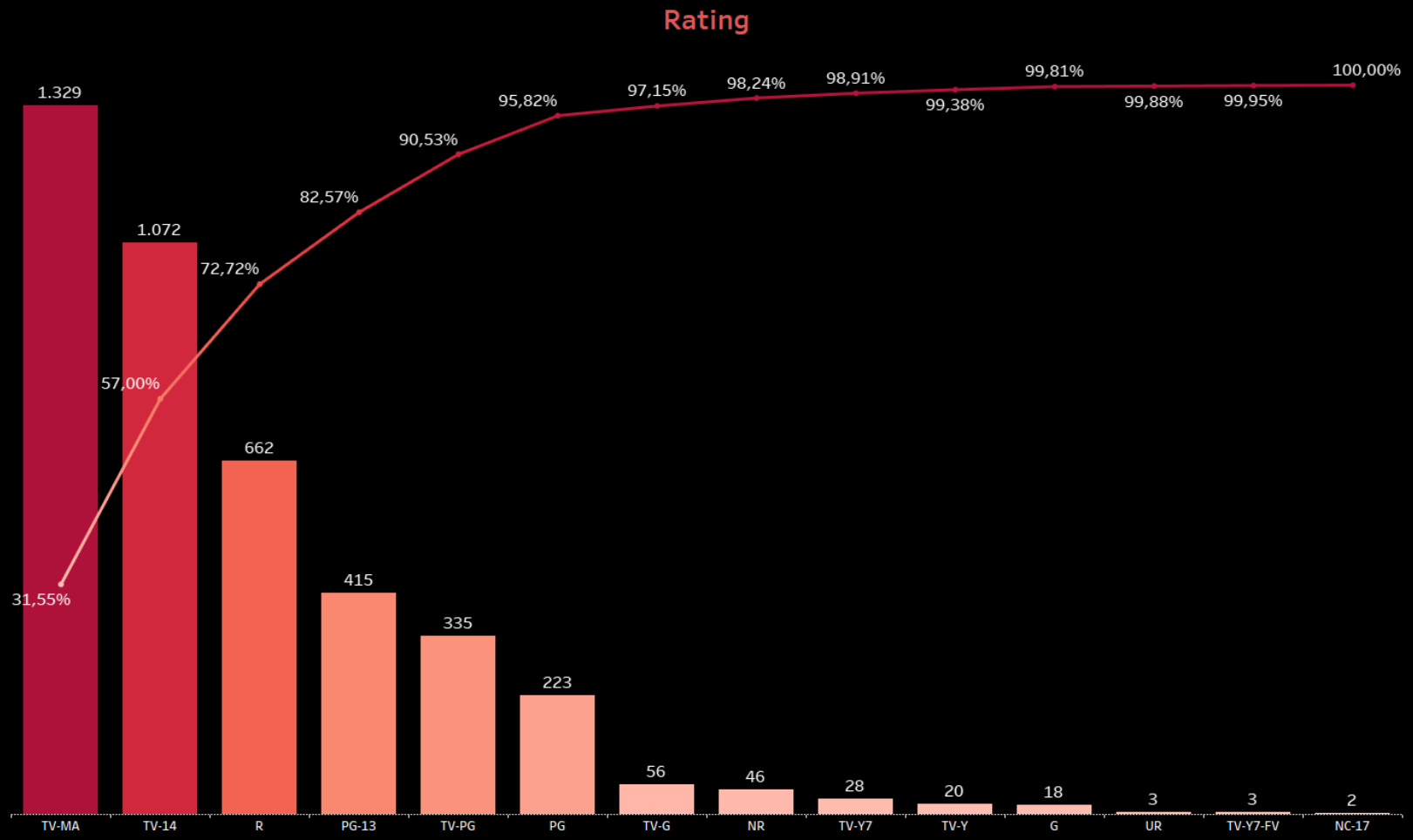
TOP RATING



Top rating so far is dominate by TV-MA, TV-14, R and PG-13.
By top rating we can describe audience is dominate by mature and adult audience.

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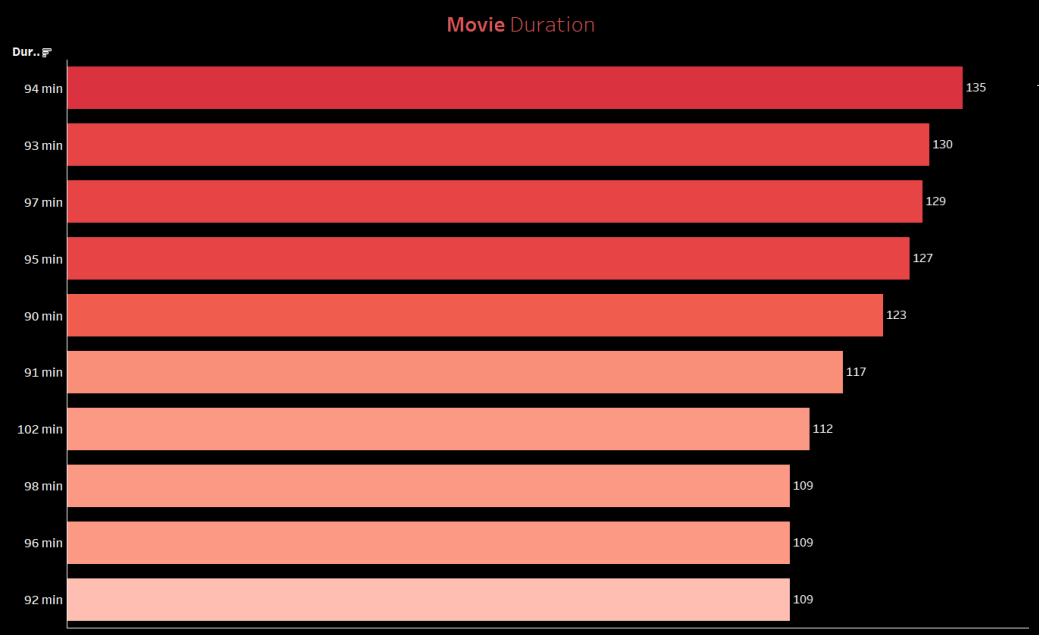
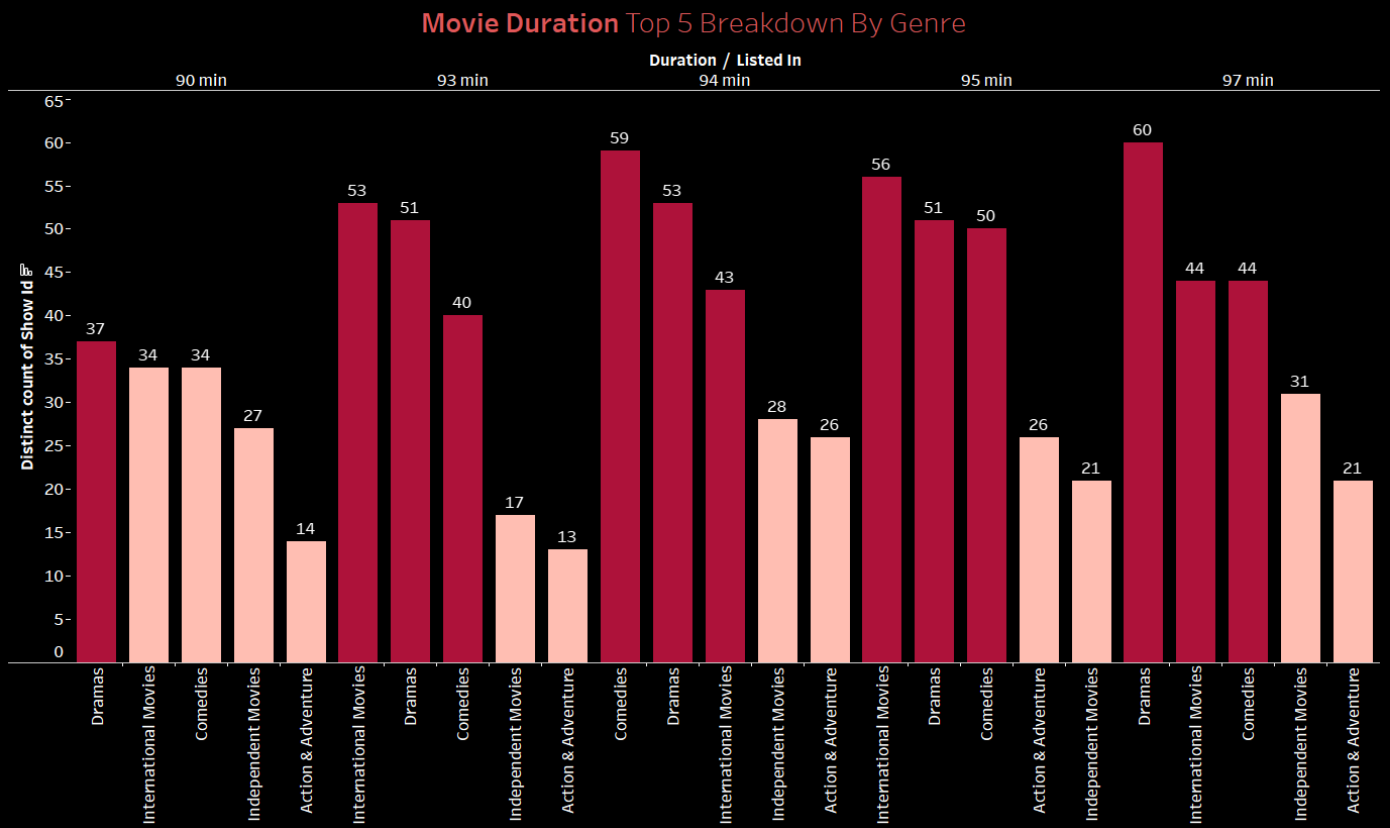
MOVIE DURATION





Average movie from top 5 duration is 94 minutes. If we breakdown by genre, comedies, international movies and dramas is being favorite audience.

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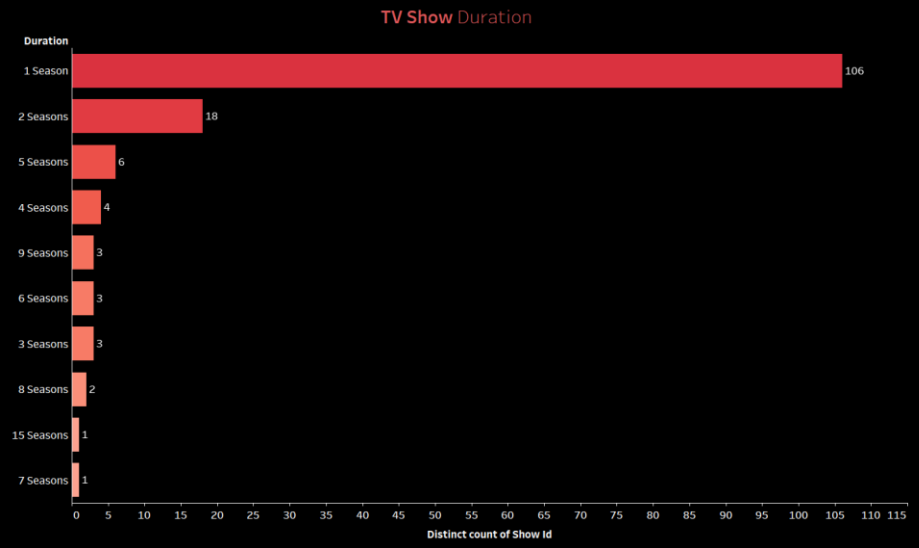
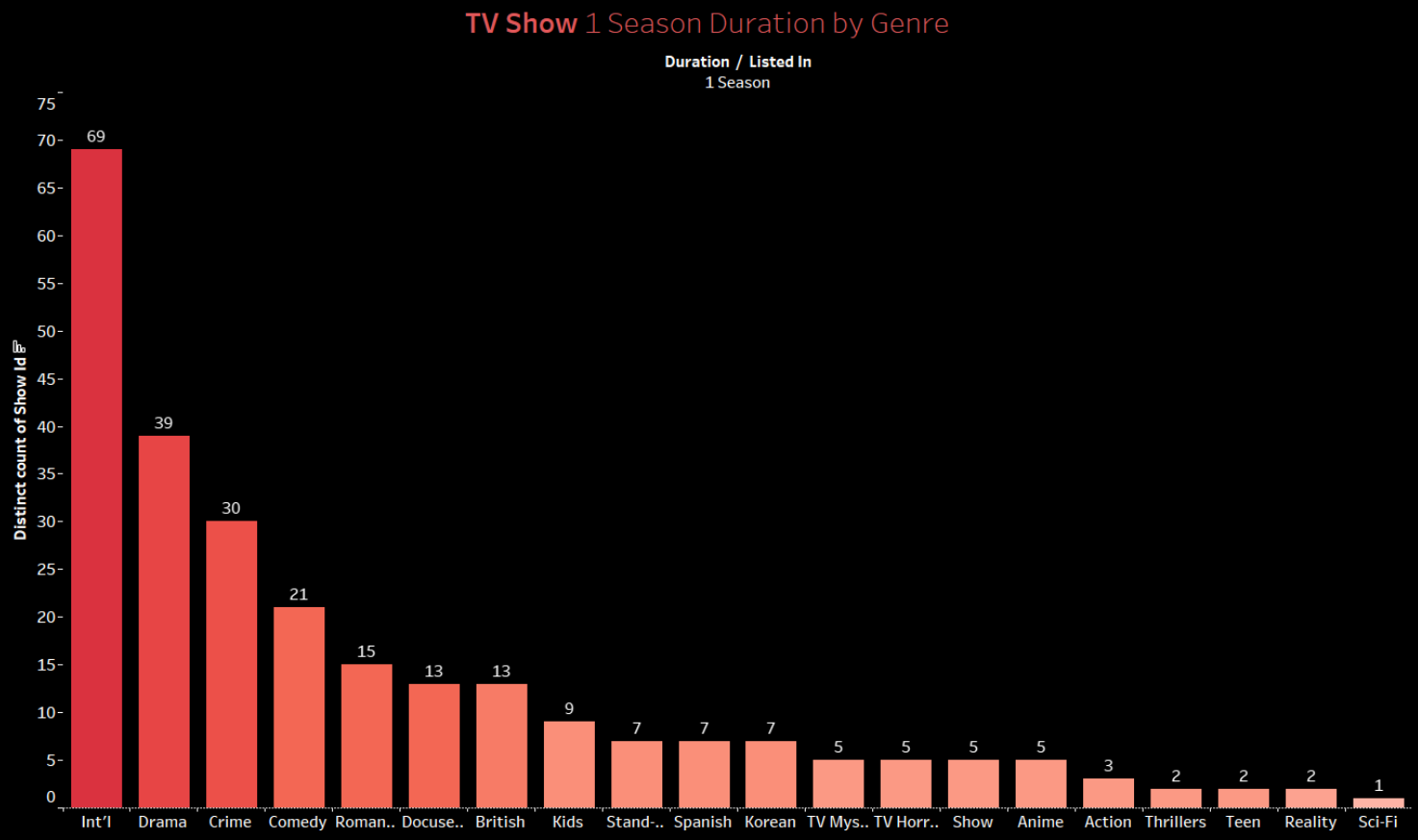
TV SHOW DURATION



Average TV Show is most likely is 1-2 season. We breakdown this by genre too and find similarities audience preference.



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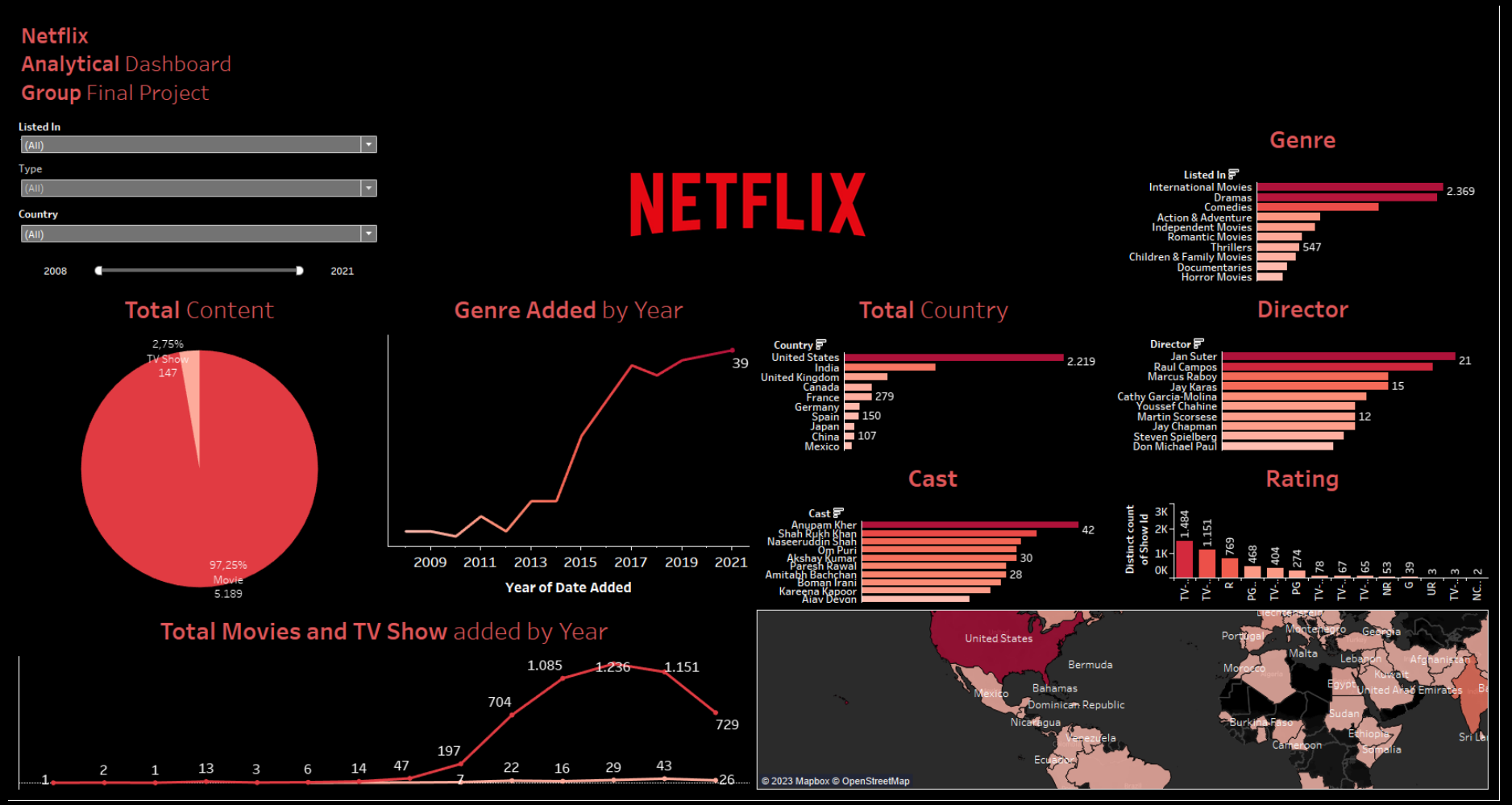
DATA VISUALIZATION



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RECOMMENDATION

By EDA we have from analysis, we have recommendation to business team if they want to release or broadcast the content :

- **The Movies or TV Show better direct and cast with top-performing names**. Since the analysis result indicates the top 10, it may be a good idea to invest in projects that feature these individuals. Their previous success may indicate a likelihood of future success, and having their names attached to a project can attract audiences and generate income more.

- **Focus on producing millenials and mature content**. The majority content is describe the audience or users is teen to mature, we need to focus in this scope because the content is resonate with audience or users. This could include investing in top performers director and cast to ensure the final product is on scope.

- **Explore niche genres**: While it's important to invest in well-performing directors and cast, it may also be worthwhile to explore niche genres that have the potential to perform well. The top 97.25% of total content suggests that there may be room to experiment with new and different types of content that could appeal to a specific audience.

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THANKS

APPENDIX

- Dashboard
- Datasets
- Ratings
- Collab

TV-MA	(Mature Audiences Only): This rating is for TV shows and content that is intended for mature audiences only. It may contain strong language, intense violence, nudity, and other adult themes.
TV-14	(Parents Strongly Cautioned): This rating is for TV shows and content that may be inappropriate for children under 14 years old. It may contain strong language, violence, and sexual content.
R	(Restricted): This rating is for movies that are restricted to viewers who are 17 years or older. It may contain strong language, violence, nudity, and other adult themes.
PG-13	(Parents Strongly Cautioned): This rating is for movies that may not be suitable for children under 13 years old. It may contain mild language, violence, and suggestive content.
TV-PG	(Parental Guidance Suggested): This rating is for TV shows and content that may be inappropriate for younger children. It may contain mild language, violence, and suggestive content.
PG	(Parental Guidance Suggested): This rating is for movies that may contain material that parents may find unsuitable for younger children. It may contain mild language, violence, and other content that may be too mature for children.
TV-G	(General Audiences): This rating is for TV shows and content that is suitable for all ages. It does not contain any material that parents may find unsuitable for younger children.
TV-Y7	(Directed to Older Children): This rating is for TV shows and content that is directed to children aged 7 and above. It may contain fantasy violence or comedic violence, but it should not contain any realistic or intense violence.
TV-Y	(All Children): This rating is for TV shows and content that is suitable for all children. It is designed to be appropriate for children of all ages.
NR	(Not Rated): This rating is for movies that have not been assigned a rating by the Motion Picture Association of America (MPAA).
G	(General Audiences): This rating is for movies that are suitable for all ages. It does not contain any material that parents may find unsuitable for younger children.
UR	(Unrated): This rating is for movies that have not been assigned a rating by the Motion Picture Association of America (MPAA).
TV-Y7-FV	(Directed to Older Children - Fantasy Violence): This rating is for TV shows and content that is directed to children aged 7 and above. It may contain fantasy violence or comedic violence, but it should not contain any realistic or intense violence.
NC-17	(No One 17 and Under Admitted): This rating is for movies that are not suitable for viewers under 17 years old. It may contain explicit sexual content, violence, and other adult themes.

APPENDIX

- Why Netflix lost in 2021

https://www.theverge.com/2022/1/20/22893950/netflix-stock-falls-q4-2021-earnings-2022

- Why Netflix is increase in 2016

https://about.netflix.com/en/news/netflix-is-now-available-around-the-world