# NETFLIX

## DATA ANALYSIS

# Who's watching?

Jalal

Gabe

Cameron

Jo

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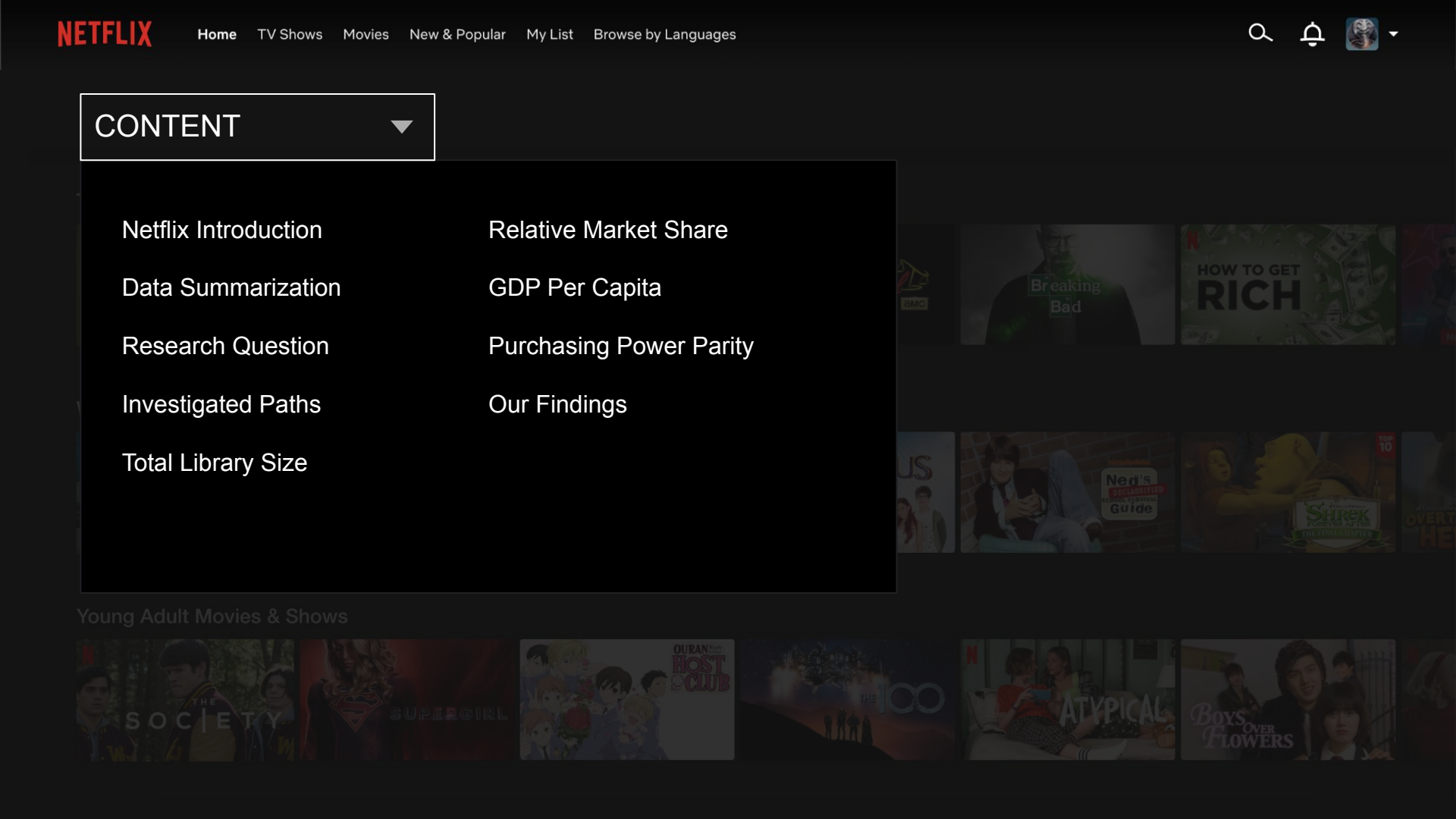
NETFLIX
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Netflix Introduction
Data Summarization
Research Question
Investigated Paths
Total Library Size
Relative Market Share
GDP Per Capita
Purchasing Power Parity
Our Findings
Breaking Bad
HOW TO GET RICH
Ned's Declassified Guide
SHREK
Young Adult Movies & Shows
THE SOCIETY
SUPERGIRL
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CONTENT


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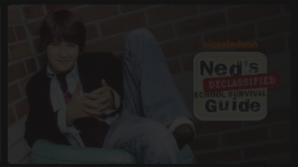
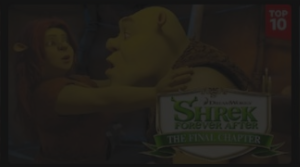
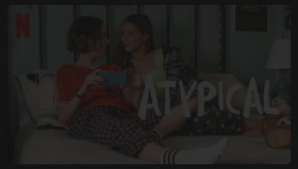
Our Findings






Young Adult Movies & Shows

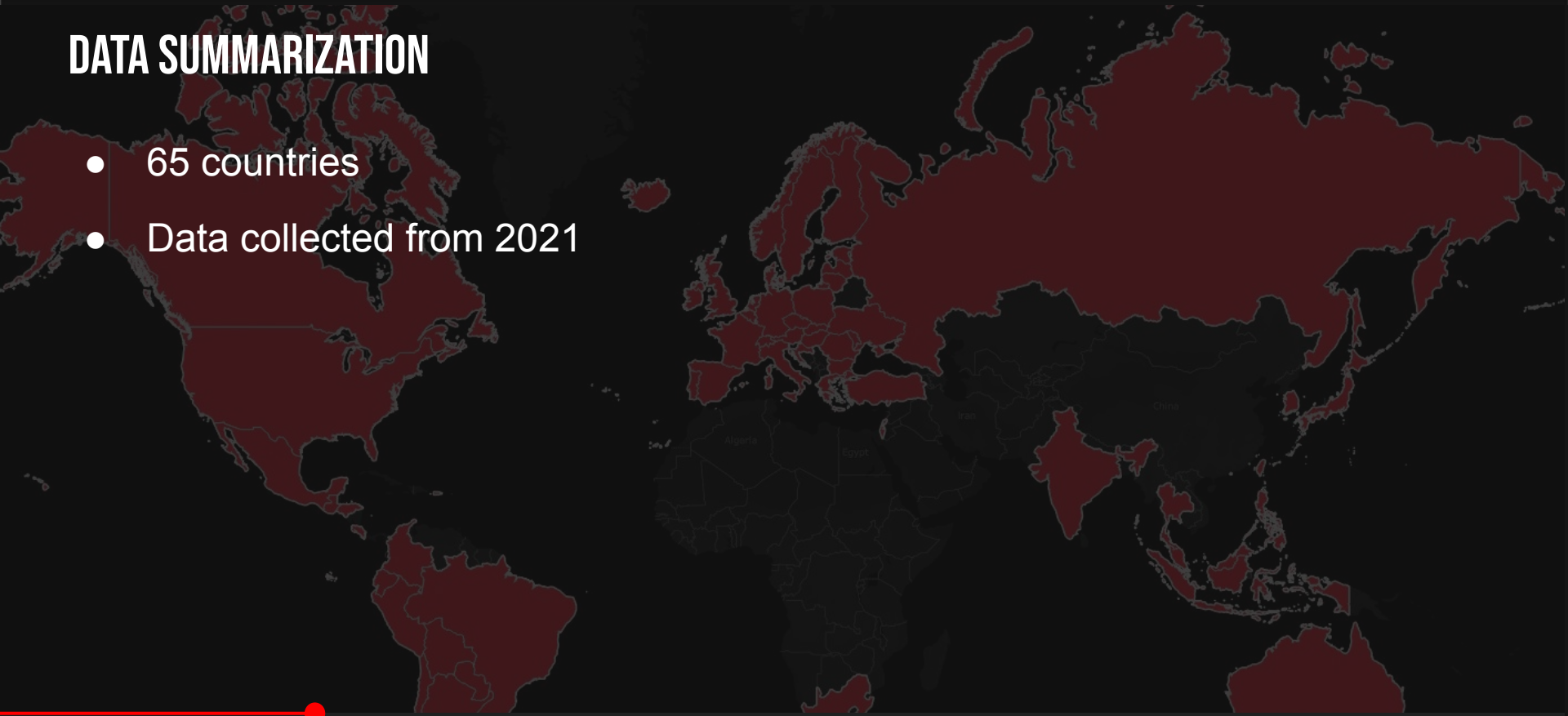


# NETFLIX INTRODUCTION

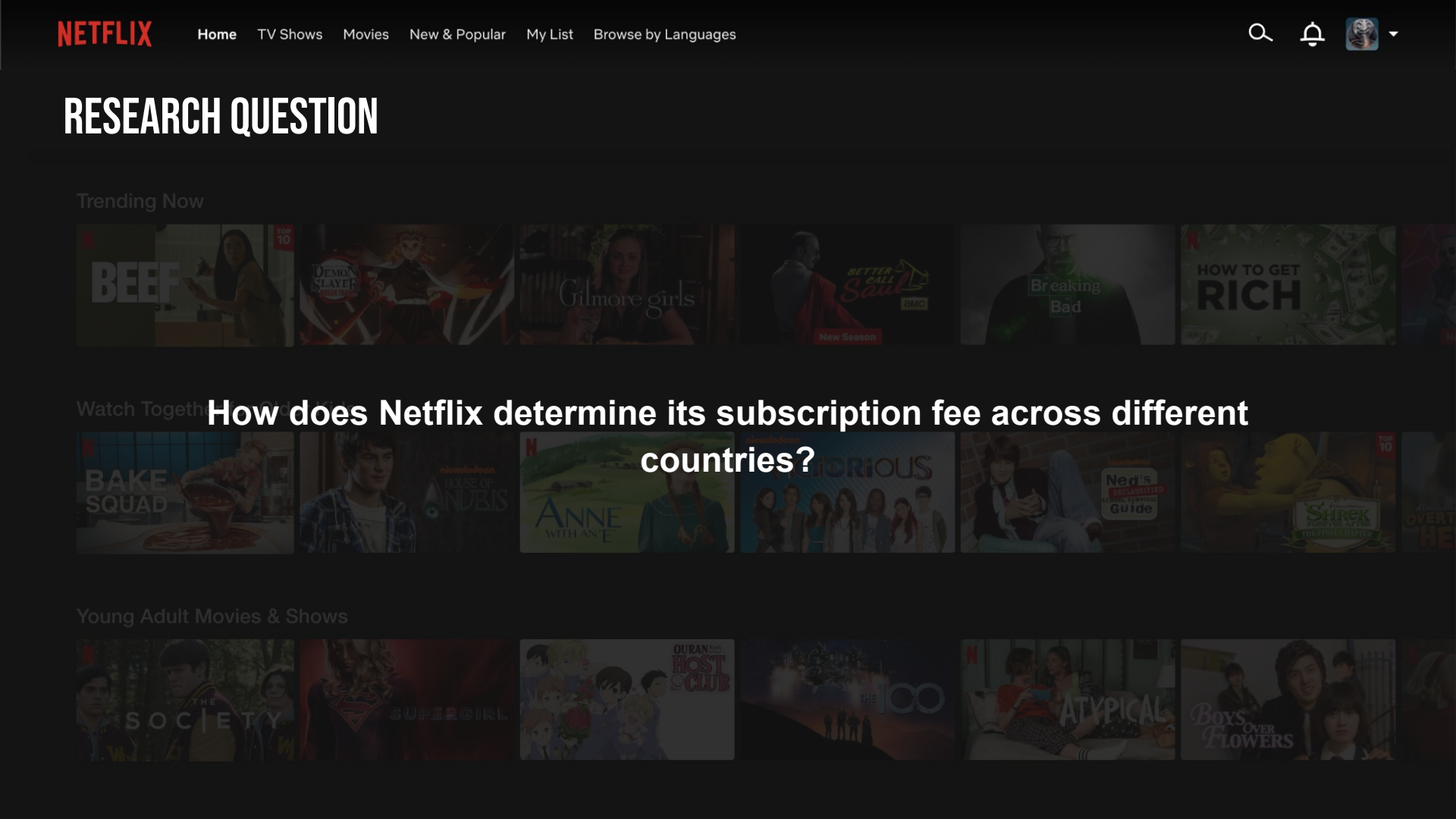
- American media company founded in 1997
- Total revenue in 2021 was $29.698 billion
- 219.7 million subscribers worldwide
- $143.65 billion market capitalization

Reed Hastings
Co-Founder of Netflix

# DATA SUMMARIZATION



- 65 countries
- Data collected from 2021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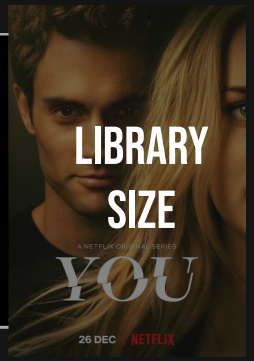
# INVESTIGATED PATHS

1

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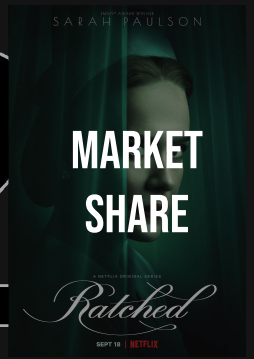


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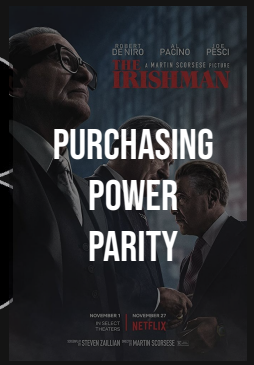


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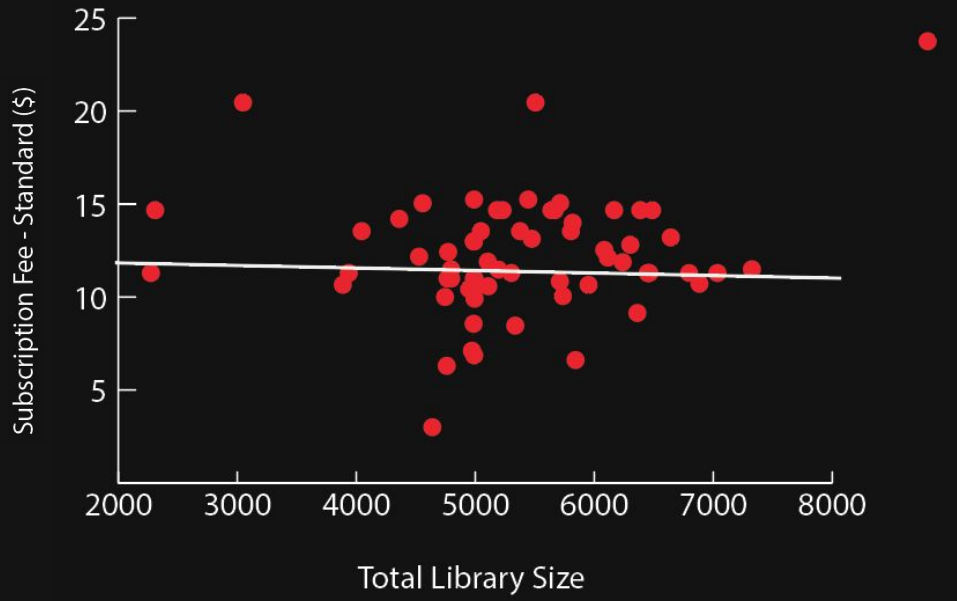
Investigated Paths

# TOTAL LIBRARY SIZE

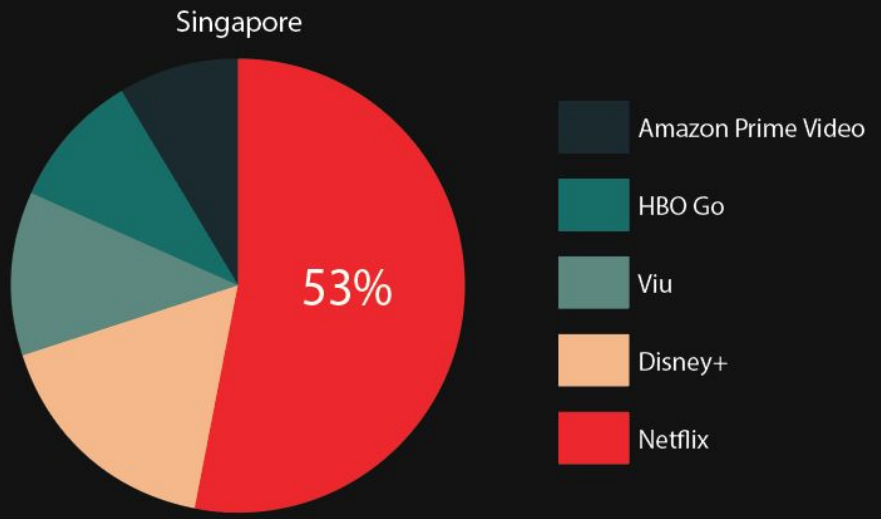
**0.04% Match** 2021 | 1 season

- Library size does not explain the variation in subscription fees
- Slight negative slope is insignificant



# RELATIVE MARKET SHARE

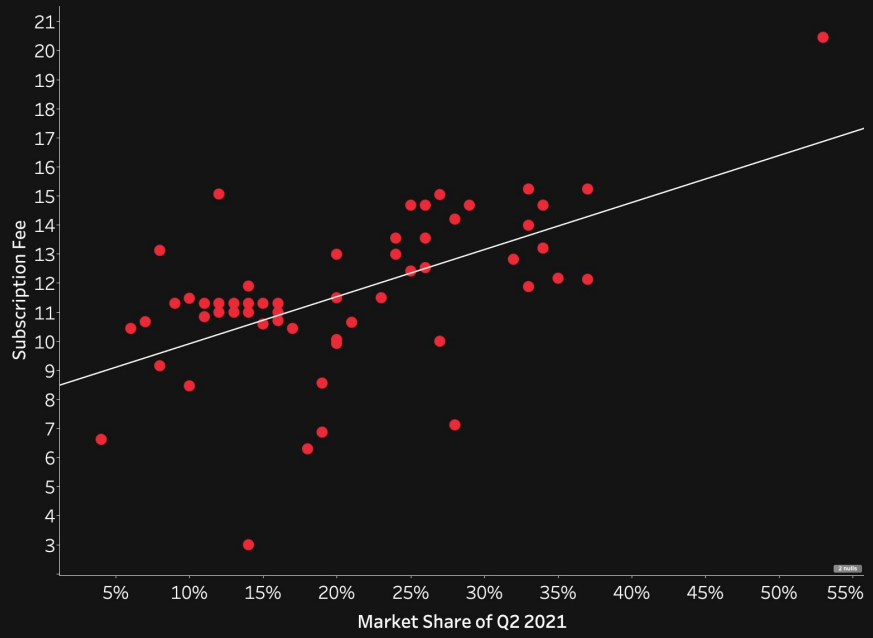
- Identify competitors
- Netflix's position within the streaming industry
- With the market share of each country, we plotted the data in a scatter plot



# RELATIVE MARKET SHARE

35% Match 2021 | 1 season

- Market Share has a strong influence on subscription fees
- The higher the relative market share, the higher Netflix can raise subscription fees



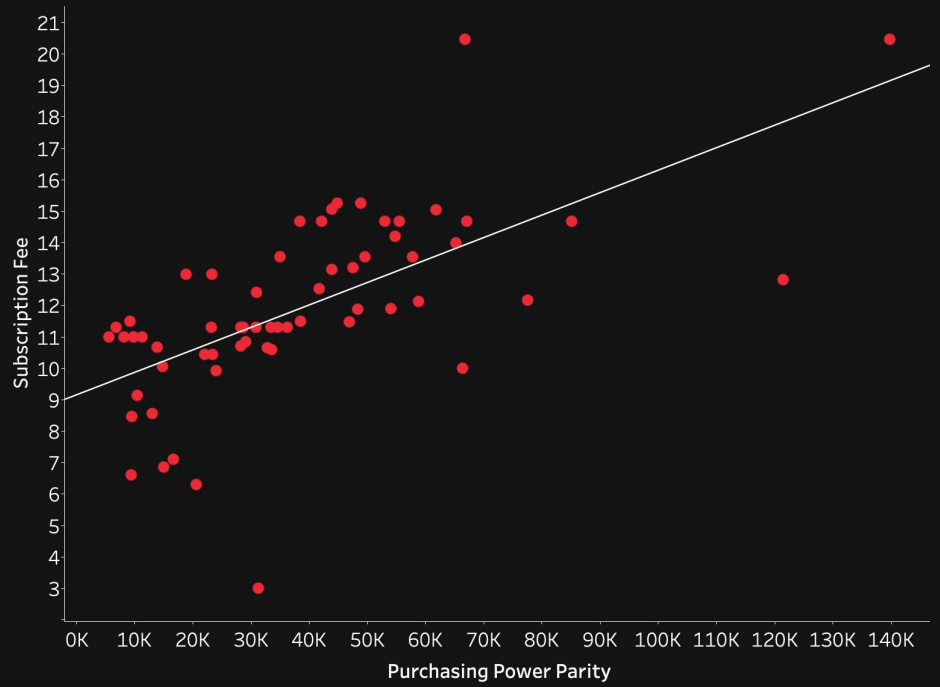
# PURCHASING POWER PARITY

40% Match 2021 | 1 season

- Compares the economic performance of different countries using a common currency

Ex:

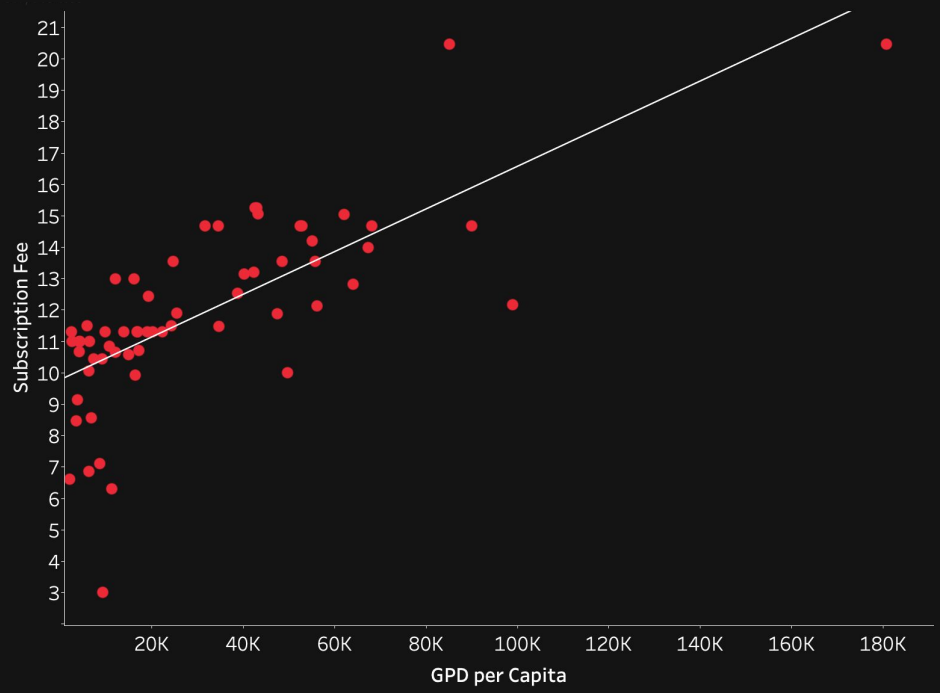
If a hamburger is selling in London for £2 and in New York for $4, this would imply a PPP exchange rate of 1 pound to 2 U.S. dollars.



# GDP PER CAPITA

52% Match 2021 | 2 seasons

- Higher standard of living corresponds to higher purchasing power
- Extra income to spend on Netflix
- Strong positive correlation
- GDP per capita is a good indicator of subscription fees



# CAUSAL ANALYSIS

50% Match 2021 | 2 seasons

## ASSOCIATION

*What can we see?*

Correlation found between GDP per capita and subscription fees

## INTERVENTION

*What other factors could have affected GDP per capita?*

- Interest rates
- Year of data collected

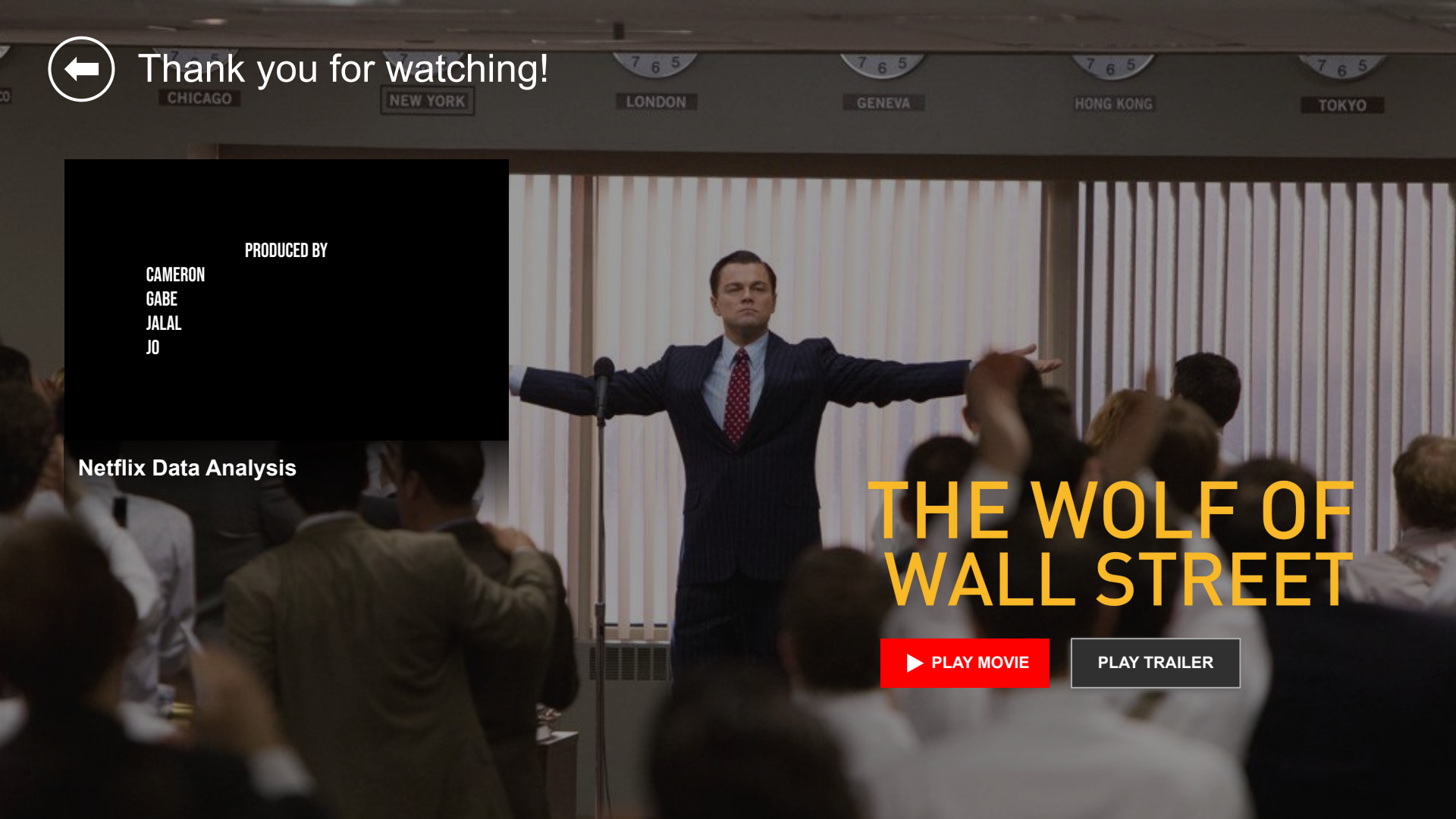
## COUNTERFACTUALS

*What if the opposite scenario was true?*

*What are some possible alternate scenarios?*

# OUR FINDINGS

- Of our investigated paths, GDP per capita has the strongest correlation with Netflix subscription fees
- Our research is still inconclusive since correlation is not enough to determine causation
- Other variables that could affect Netflix subscription fees:
  - Cultural differences
  - Local taxes and regulations
  - Number of subscribers in each country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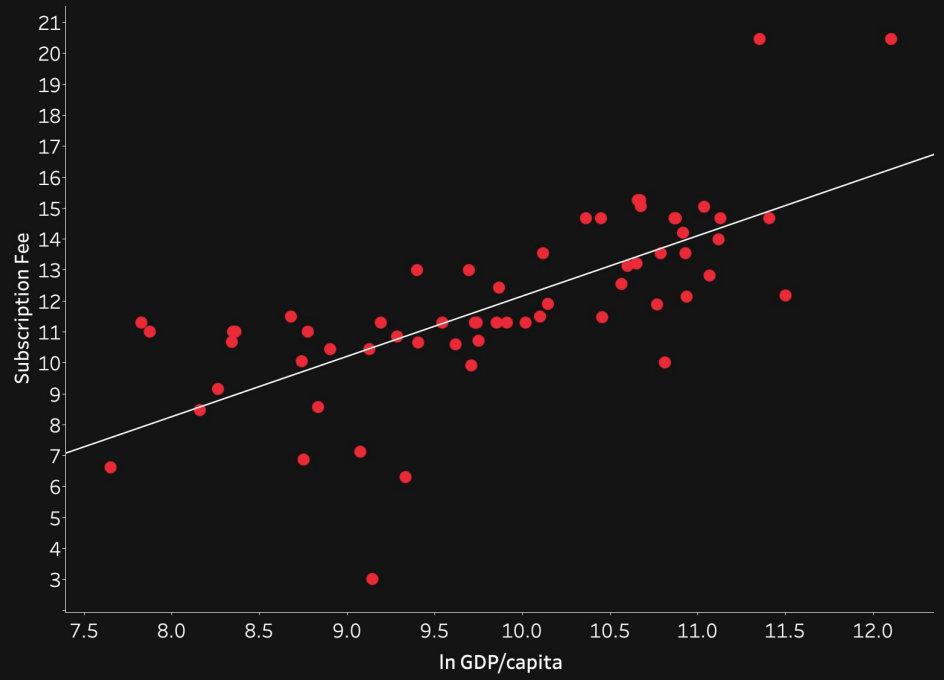
Netflix Data Analysis
THE WOLF OF WALL STREET
PLAY MOVIE
PLAY TRAILER

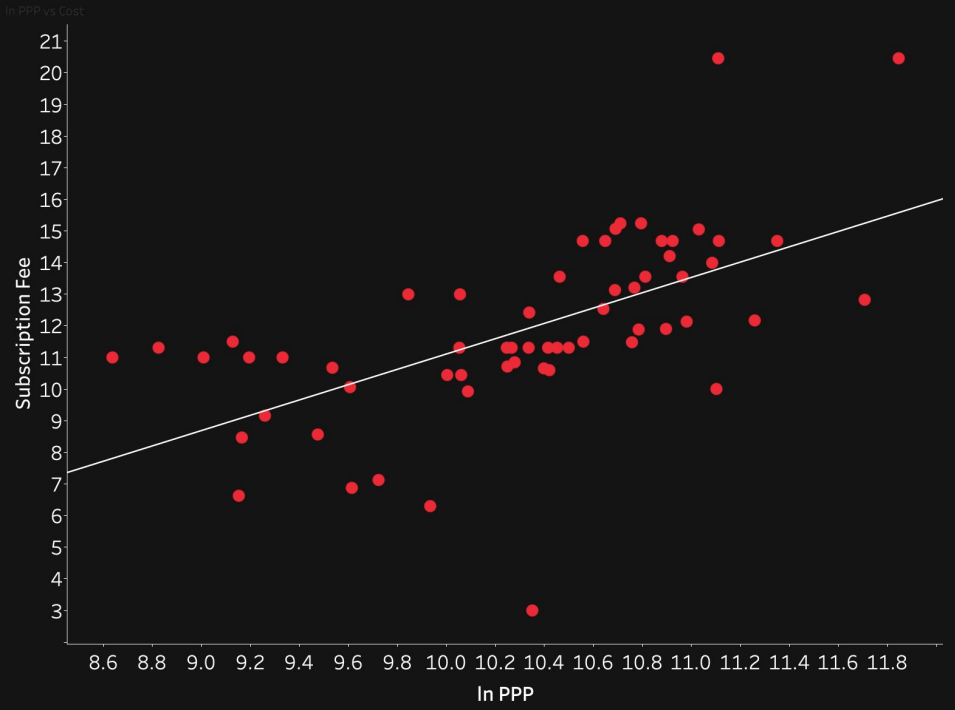
# LOG OF GDP PER CAPITA

**50% Match** 2021 | 2 seasons

- Strong positive correlation
- GDP per capita is a good indicator of subscription fees
- However, this strong correlation is not sufficient to determine causation



# LOG OF PURCHASING POWER PARITY

**36% Match** 2021 | 1 season

- Less variation for better statistical analysis
- For stronger correlation
- PPP is a strong indicator of subscription fees