NETFLIX TOP 10 ANALYSIS

AN ANALYSIS OF TRENDS AND VIEWERSHIP

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ANALYZING NETFLIX'S TOP 10 TRENDS

Understanding viewership trends and content visibility.

The study focuses on viewership scores, rank stability, and content type, using data from 2020 to March 2022. This is valuable for Netflix's strategists, marketing team, and data analysts.

DATA WRANGLING

HANDLED MISSING VALUES BY IMPUTATION

ENCODED CATEGORICAL VARIABLES LIKE MOVIE GENRES AND TITLES

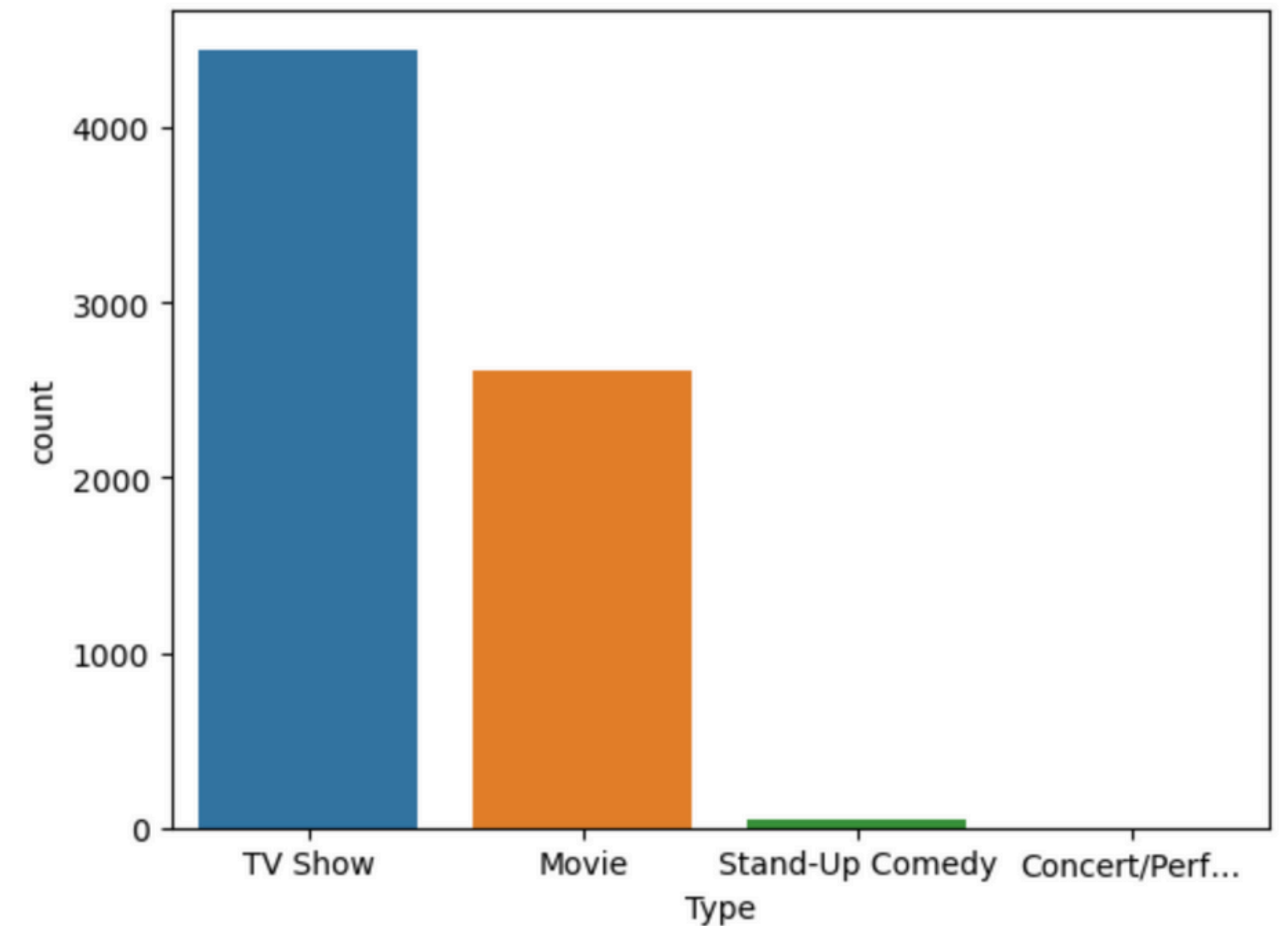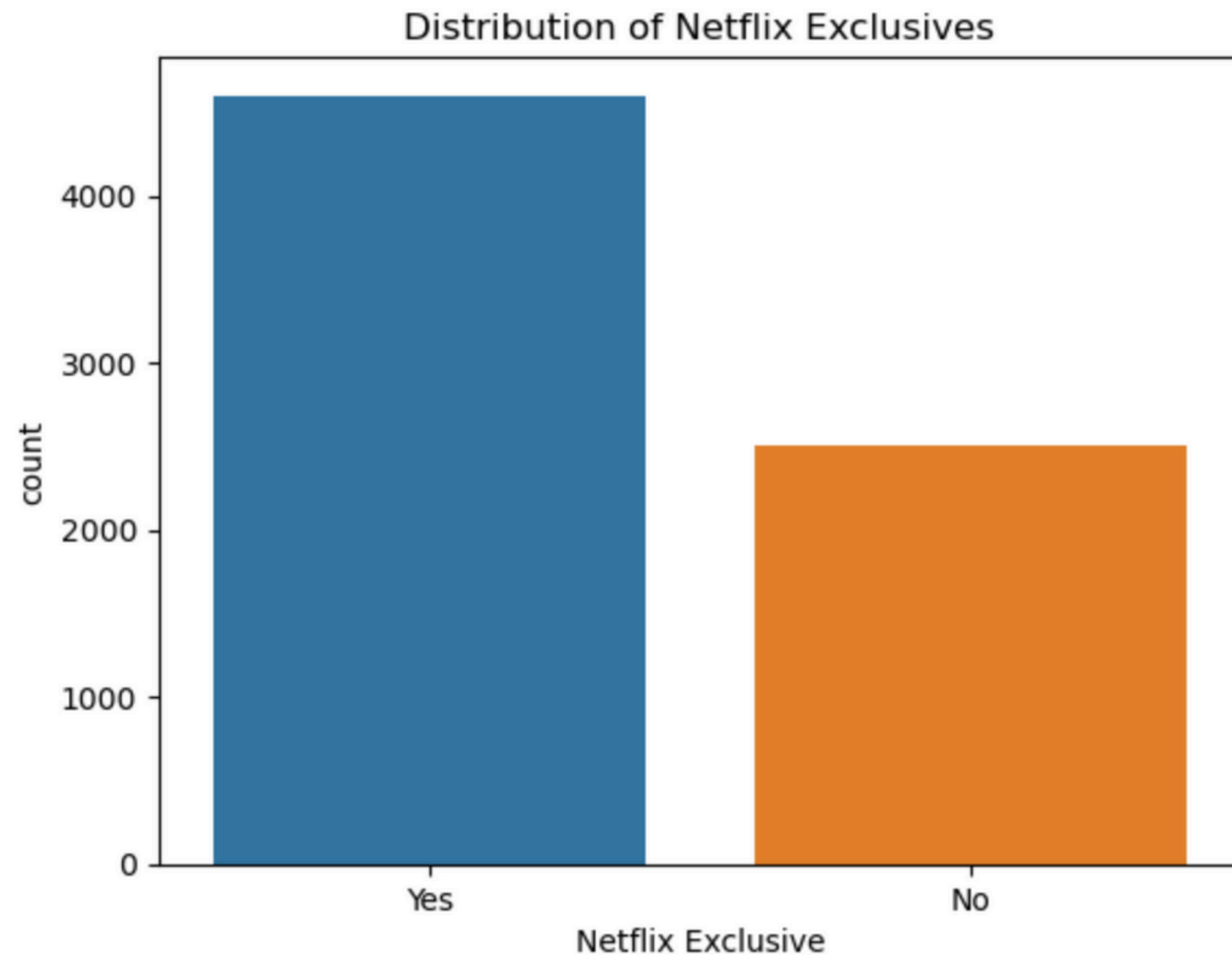**SCALED FEATURES SUCH AS VIEWERSHIP SCORES AND RANKS**
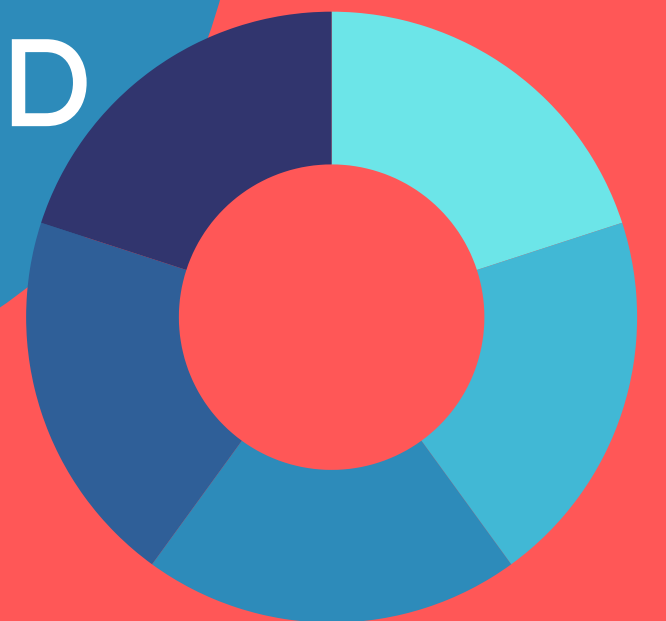
Exploratory Data Analysis

MOVIES VS. TV SHOWS

TV shows consistently outnumber movies in Netflix's top 10 daily rankings.
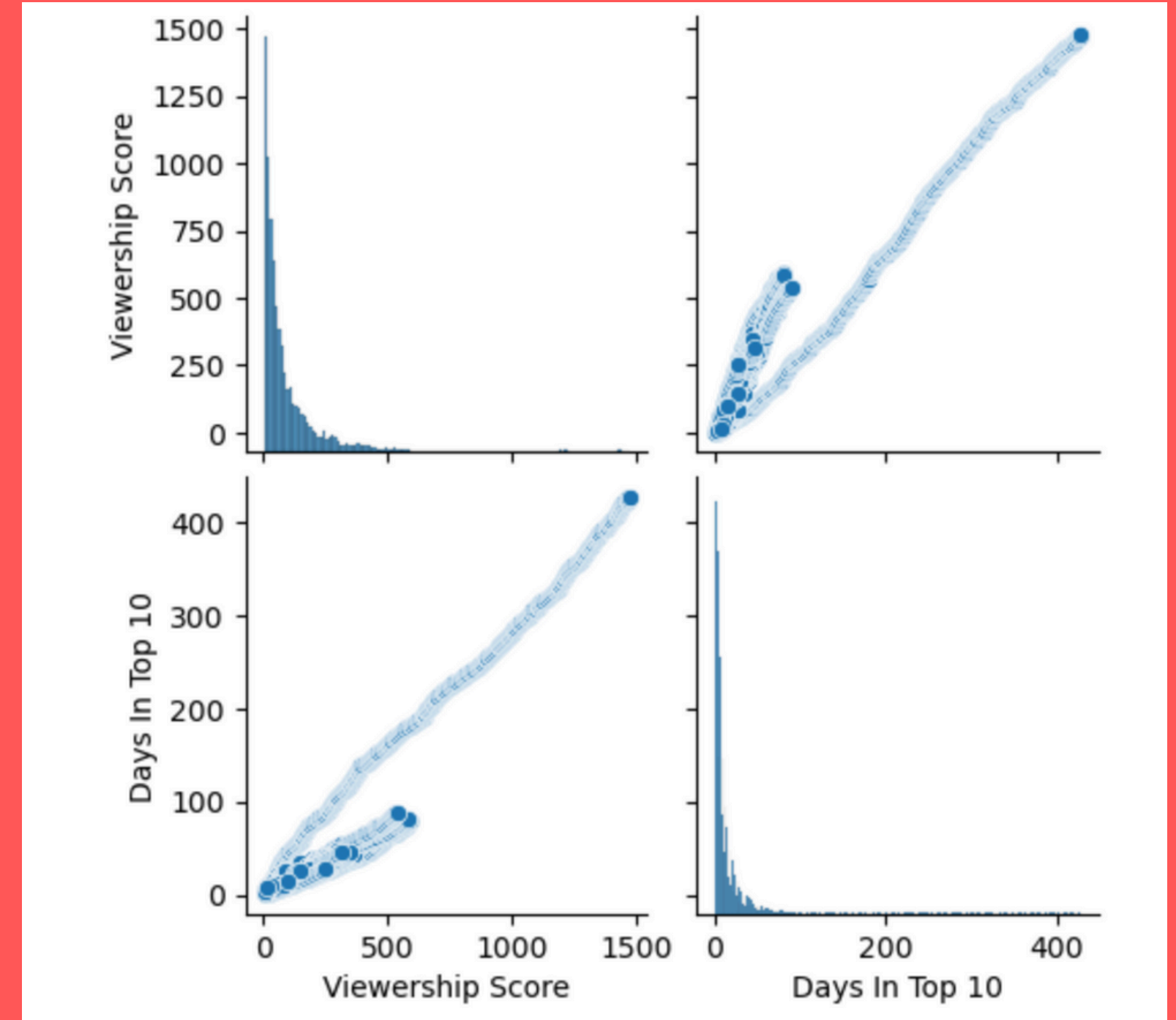
EXCLUSIVE VS. NON-EXCLUSIVE CONTENT

Exclusive content achieved higher viewership scores compared to non-exclusive content.

Distribution of Netflix Exclusives

(Bar chart: "Yes" count ~4500, "No" count ~2500; x-axis "Netflix Exclusive", y-axis "count")

DAYS IN TOP 10 ANALYSIS

Higher viewership scores tend to correlate with longer durations in the top 10.

MODELS USED

LINEAR REGRESSION

FOR SIMPLICITY AND INTERPRETABILITY

RANDOM FOREST

FOR HANDLING COMPLEX RELATIONSHIPS AND INTERACTIONS

MODELS PERFORMANCE

LINEAR REGRESSION

HIGH MSE, POOR R^2

THE NEGATIVE R^2 SUGGESTS THAT THE MODEL IS PERFORMING WORSE THAN A SIMPLE MEAN PREDICTION, IMPLYING IT FAILS TO CAPTURE THE UNDERLYING DATA TRENDS.

RANDOM FOREST

LOW MSE, HIGH R^2

THE RANDOM FOREST MODEL FITS THE DATA WELL AND EXPLAINS A LARGE PROPORTION OF THE VARIANCE IN THE RESPONSE VARIABLE.

Data-Driven Recommendations

Netflix should prioritize exclusive content for higher rankings and viewership, promote content around key events, and enhance user reviews for better feedback and strategy.

Implementation and Future Analysis

Allocate resources to exclusive content and time promotions with key dates. Future work should analyze holiday effects and user ratings for deeper insights.

CONCLUSION

The analysis demonstrated that exclusive content and targeted promotions greatly influence rankings and viewership. Modeling results support focusing on exclusive content and fine-tuning promotional strategies for improved outcomes.