

# Netflix Top 10 Analysis: Insights and Trends



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# Overview

In today's digital age, streaming services have revolutionized the way we consume entertainment. Among these, Netflix stands out as a global leader, constantly innovating and adapting to viewer preferences. To stay ahead in the competitive streaming landscape, it's crucial for Netflix to understand what content resonates most with its audience.

# Insight Analysis Goals

## Enhance Content Strategy:

By identifying what types of content (movies vs. TV shows, genres, etc.) are most successful, Netflix can tailor its production and acquisition strategies to better meet viewer demands.

## Improve Viewer Retention:

By recognizing patterns in viewer engagement, Netflix can make data-driven decisions to promote content that keeps subscribers engaged for longer periods.

## Optimize Release Schedules:

By understanding the timing and impact of new releases, Netflix can strategically plan the launch of new content to maximize viewership and subscriber growth.

# Dataset Overview

Looking at the Netflix Daily Top 10 dataset, capturing rankings of the top 10 movies and TV shows in the United States from January 2020 to March 2022. This dataset includes:

- Rank
  - Title
  - Type
  - Netflix Exclusive
  - Netflix Release Date
  - Days in Top 10
  - Viewership Score
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# Modeling results and analysis

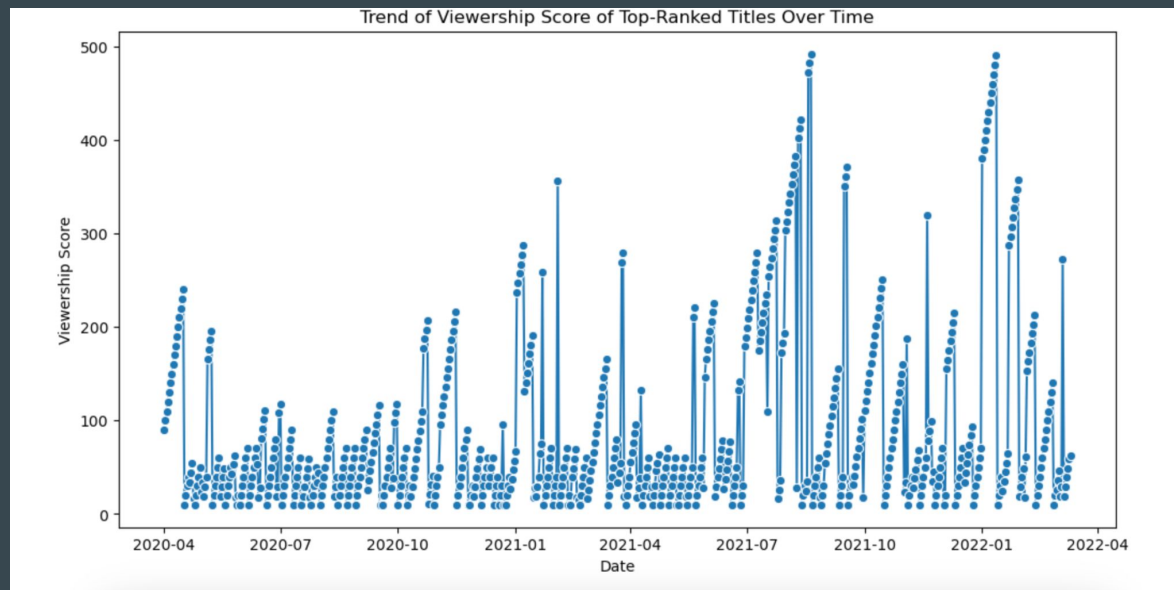
Key findings, trends, and visualizations to be presented:

- Trends in top-ranked titles over time.
- Distribution and variability in viewership scores.
- Comparison of the longevity of movies versus TV shows in the top 10.
- The dominance of Netflix Originals in the rankings.

# Trend of Top-Ranked Titles Over Time

## Findings:

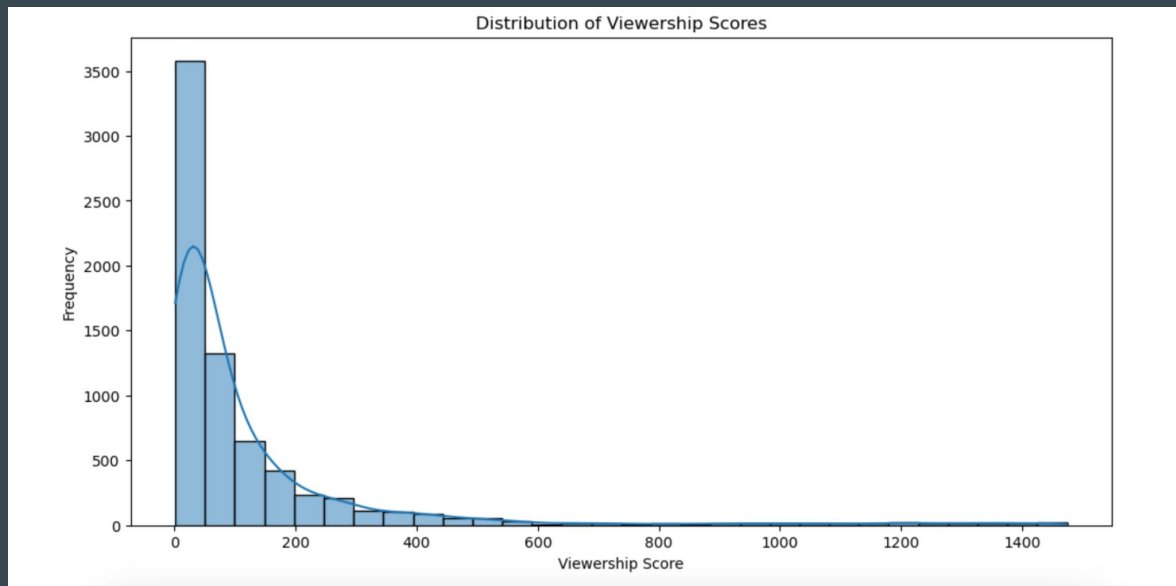
- The viewership scores for top-ranked titles have shown significant variability.
- Notably, spikes in viewership often coincide with the release of highly anticipated series or movies.



# Viewership Score Distribution

## Findings:

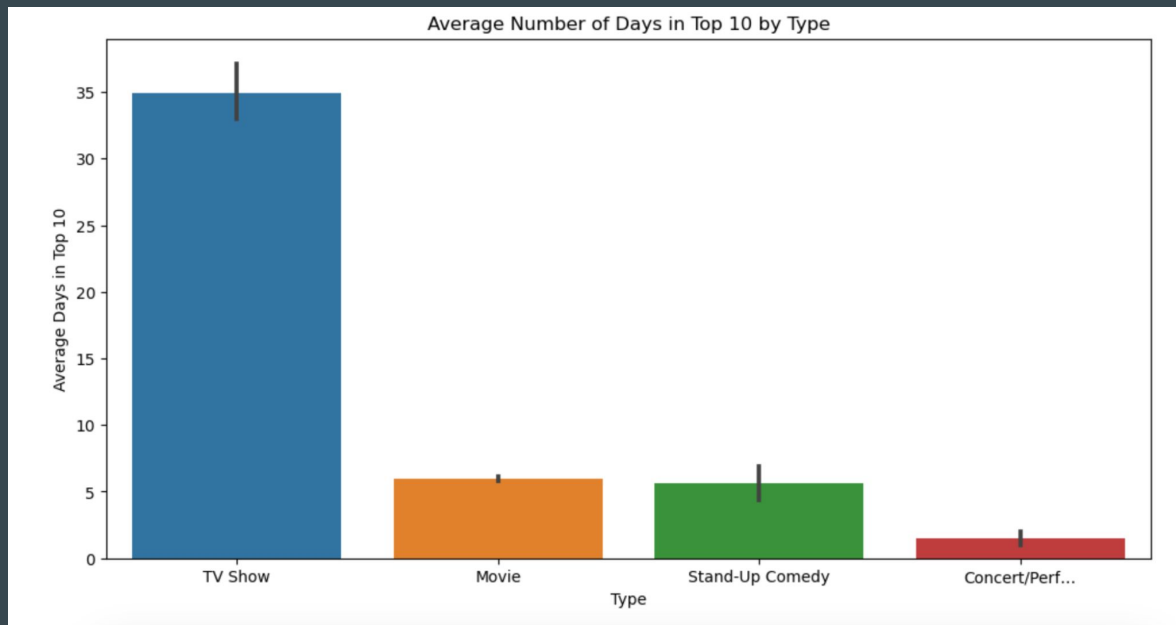
- Most titles have viewership scores below 200
- A few outliers have exceptionally high scores, indicating massive popularity.



# Average Days in Top 10 by Type

## Findings:

- On average, TV shows stay in the top 10 longer than movies.
- This suggests that series tend to maintain viewer interest over extended periods compared to films.

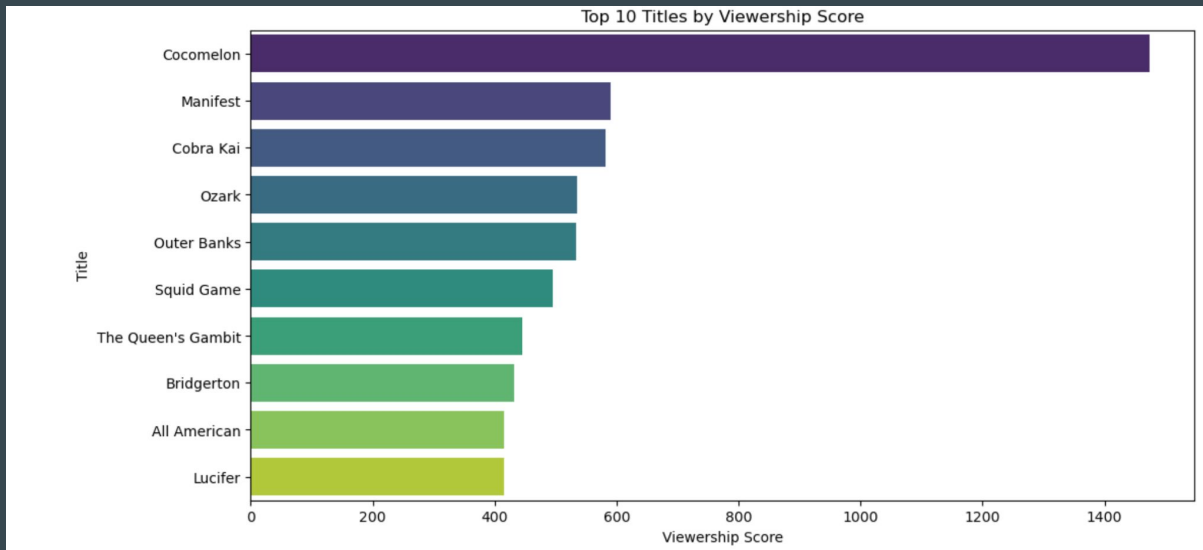




# Top Titles by Viewership Score

## Findings:

- The titles with the highest viewership scores are predominantly Netflix Originals.
- This highlights the success of Netflix's exclusive content strategy.



# Key Takeaways

## Dominance of Netflix Originals

- Netflix Originals consistently secure high ranks and achieve impressive viewership scores.
- This success underscores Netflix's strategy to invest in exclusive content, attracting and retaining viewers.

## Viewership Score Variability

- Viewership scores show a broad spectrum of popularity, with a few titles achieving exceptionally high scores.
- While most content garners moderate attention, breakout hits can significantly drive overall viewership.

## Longevity in the Top 10

- TV series often stay in the top 10 longer than movies, indicating higher viewer engagement.
- Episodic content's continuous storyline encourages sustained viewer interest and return views.

# Conclusion

By highlighting the critical role of original content and the enduring appeal of TV series, Netflix can refine its content strategy. This strategic focus ensures alignment with audience preferences, driving long-term growth and maintaining leadership in the evolving streaming landscape.