DSA 210 PROJECT: Netflix Viewing Habits: An 8-Year Journey

Zeynep Ceyda Nazlıca 30688

Origin of the creative idea

Exploring Trends, Binge Patterns, and Viewing Behaviors on Netflix. The origin of the creative idea for the comment stems from the concept of Netflix being a constant source of entertainment, even during special occasions or holidays, when other activities typically take precedence.

01

Total Viewership Overview

Movie vs Series Distribution

Series 93.8%
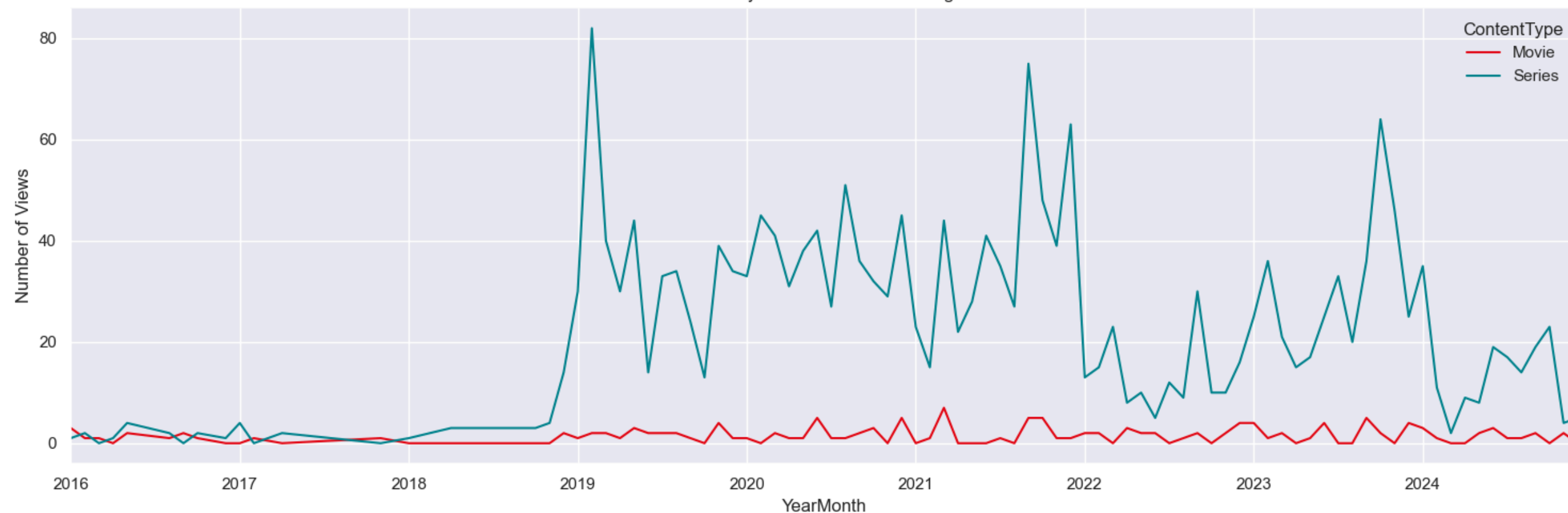
6.2% Movie

Monthly Movie vs Series Viewing
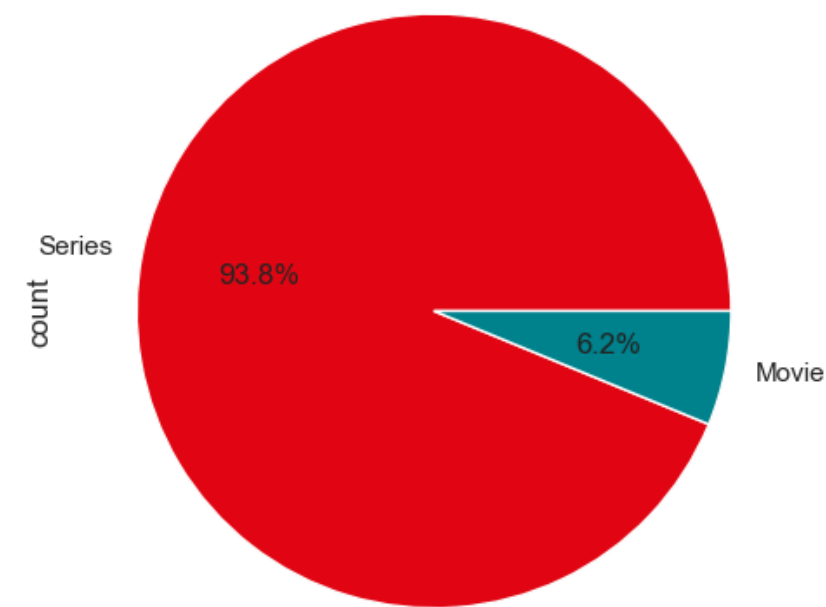
Total viewing entries: 2,201
Series watched: 93.8%
Movies watched: 6.2%

Pie chart showcasing the overwhelming dominance of series over movies.

Looks like we're all about commitment – at least to TV series!:)

02

Top 5 Most Watched Series

My Personal Favorites
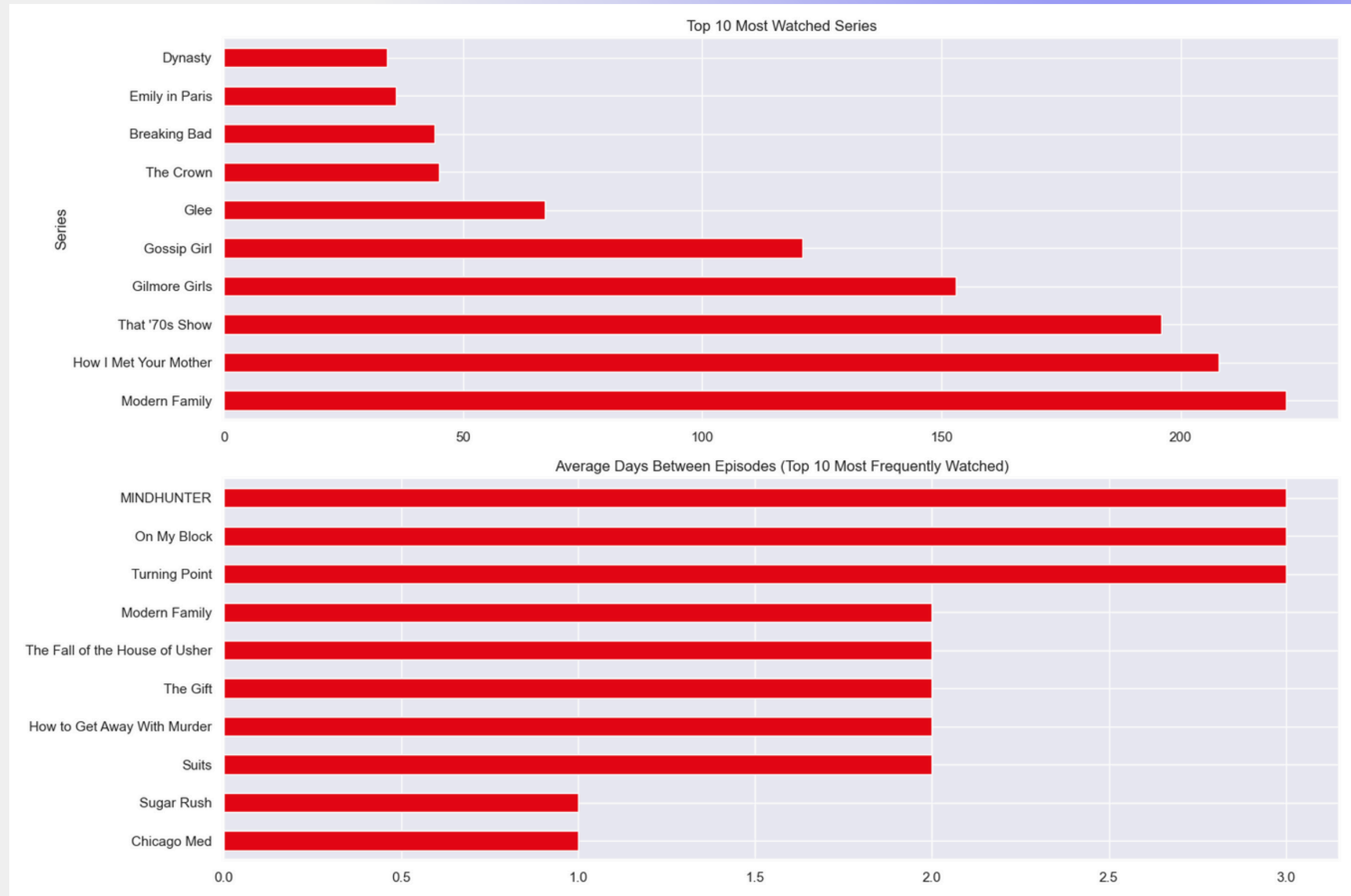
Modern Family: 222 episodes
How I Met Your Mother: 208 episodes
That '70s Show: 196 episodes
Gilmore Girls: 153 episodes
Gossip Girl: 121 episodes

Modern Family wins – clearly, we love some family drama!

Top 10 Most Watched Series

Average Days Between Episodes (Top 10 Most Frequently Watched)

Binge-Watching Patterns

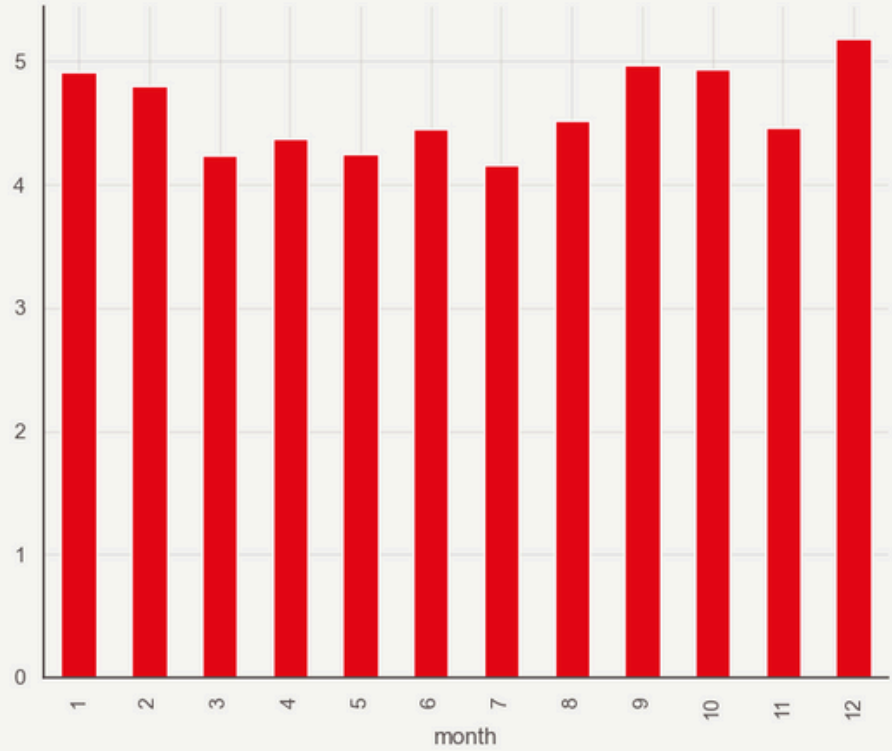## A Deep Dive into Binge-Watching

Percentage of binge days: 65%
Average views on binge days: 5.5 episodes
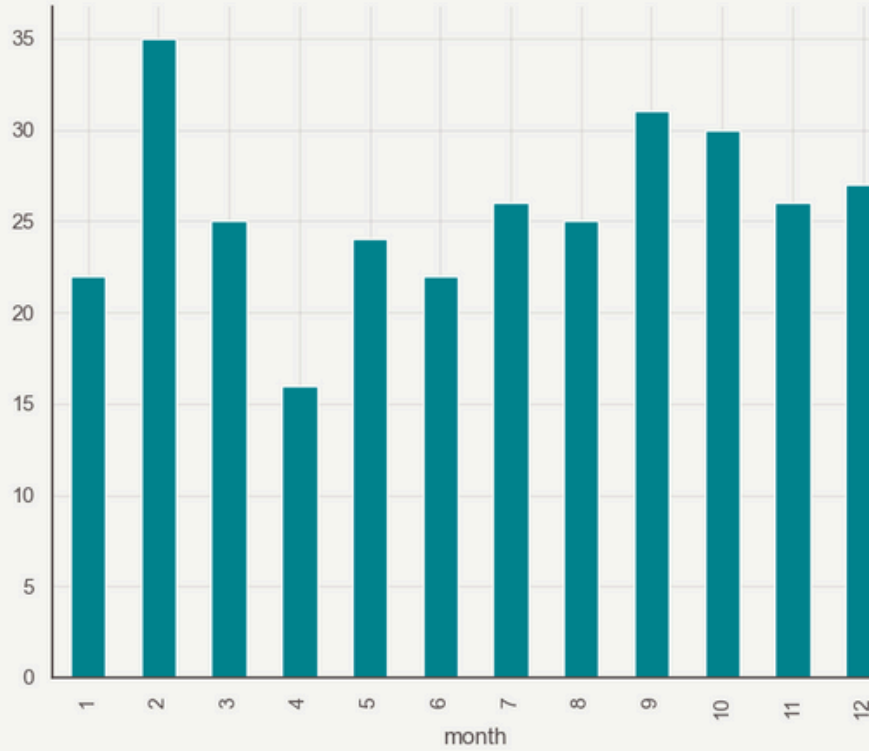**Top binge sessions: Modern Family & That '70s Show**
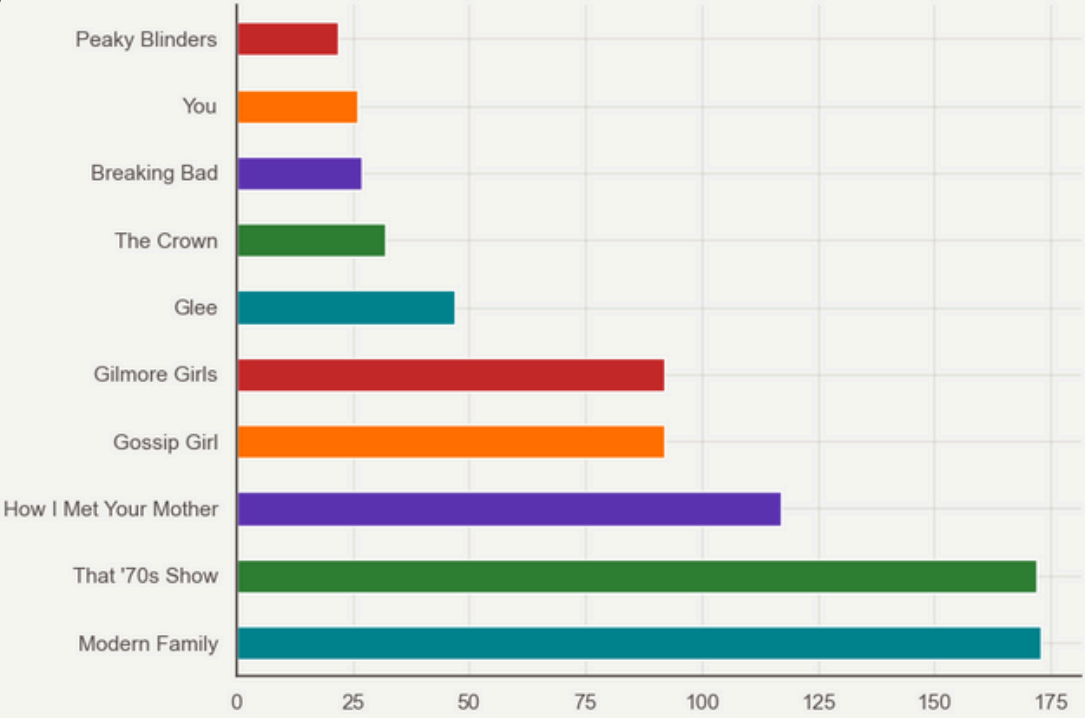
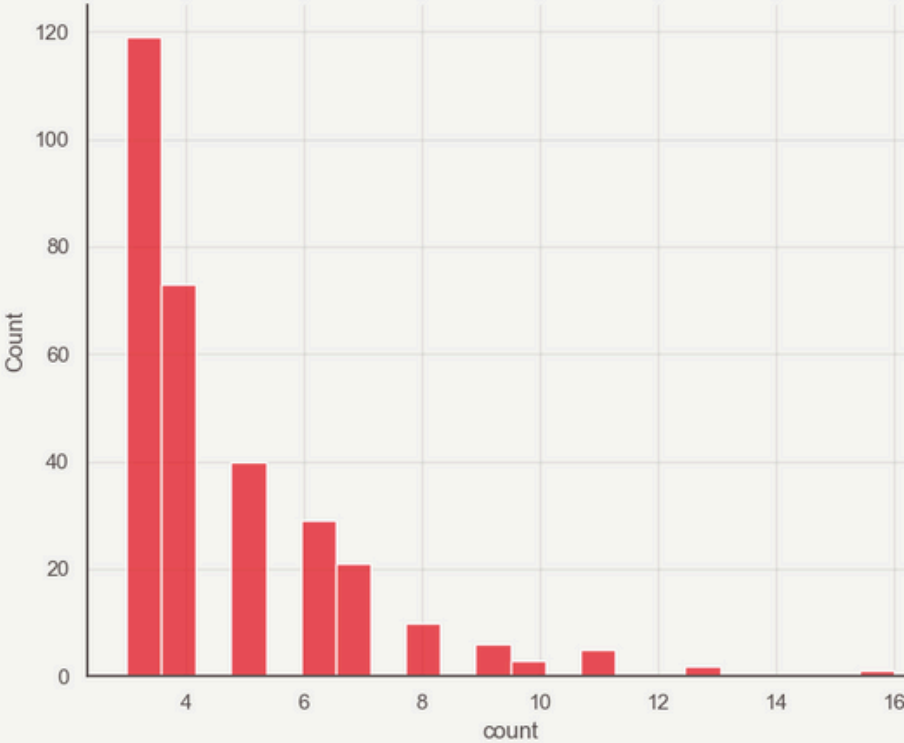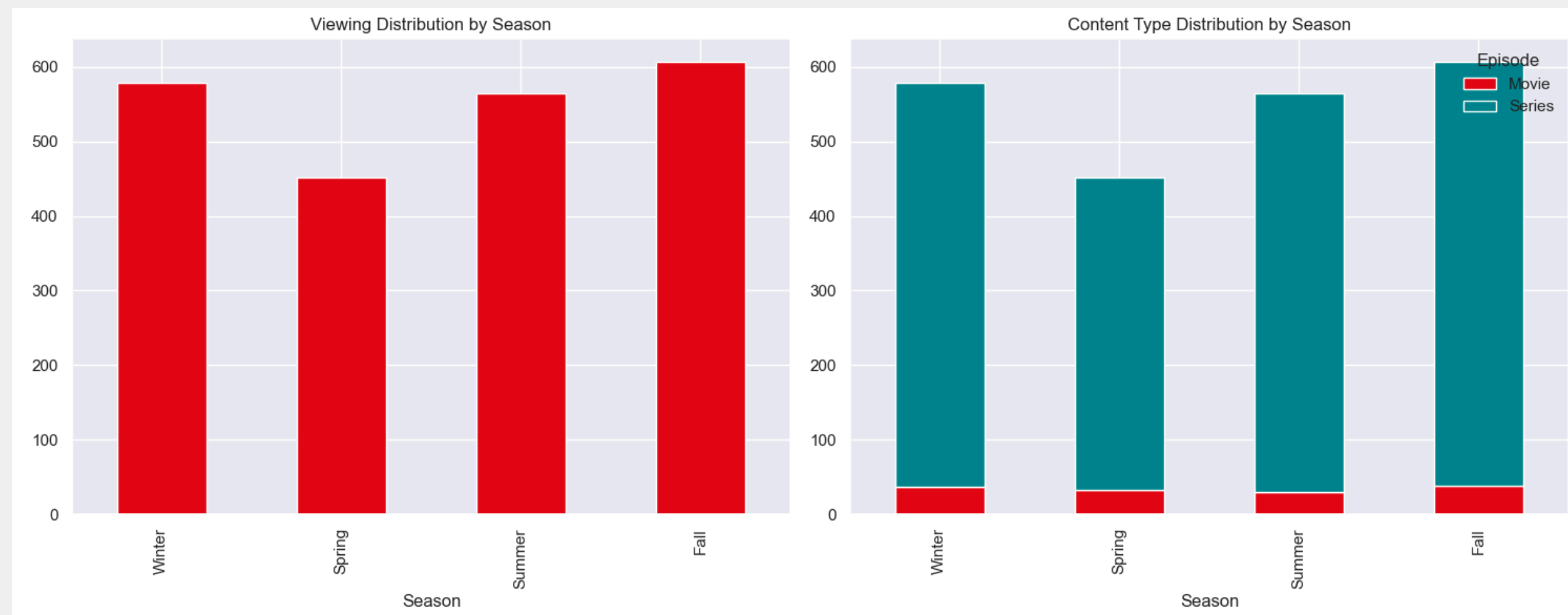**65% binge days? Who needs sleep anyway?**

04

Seasonal Viewing Habits

Winter Wonderland of Watching

Most active viewing season: Winter
Viewing dips in Spring but spikes again in Fall.

Cold hands, warm TV. Winter nights are Netflix nights:)

05

Holiday Viewing Habits

Holidays vs Regular Days

Views on holidays: 47
Views on regular days: 2,154
Top holiday: Eid al-Adha
(9 views on 2020-08-01)

Even on holidays,
Netflix is the real MVP!

Holiday vs Non-Holiday Viewing

Top Holiday Viewing Days

Distribution by Holiday Type

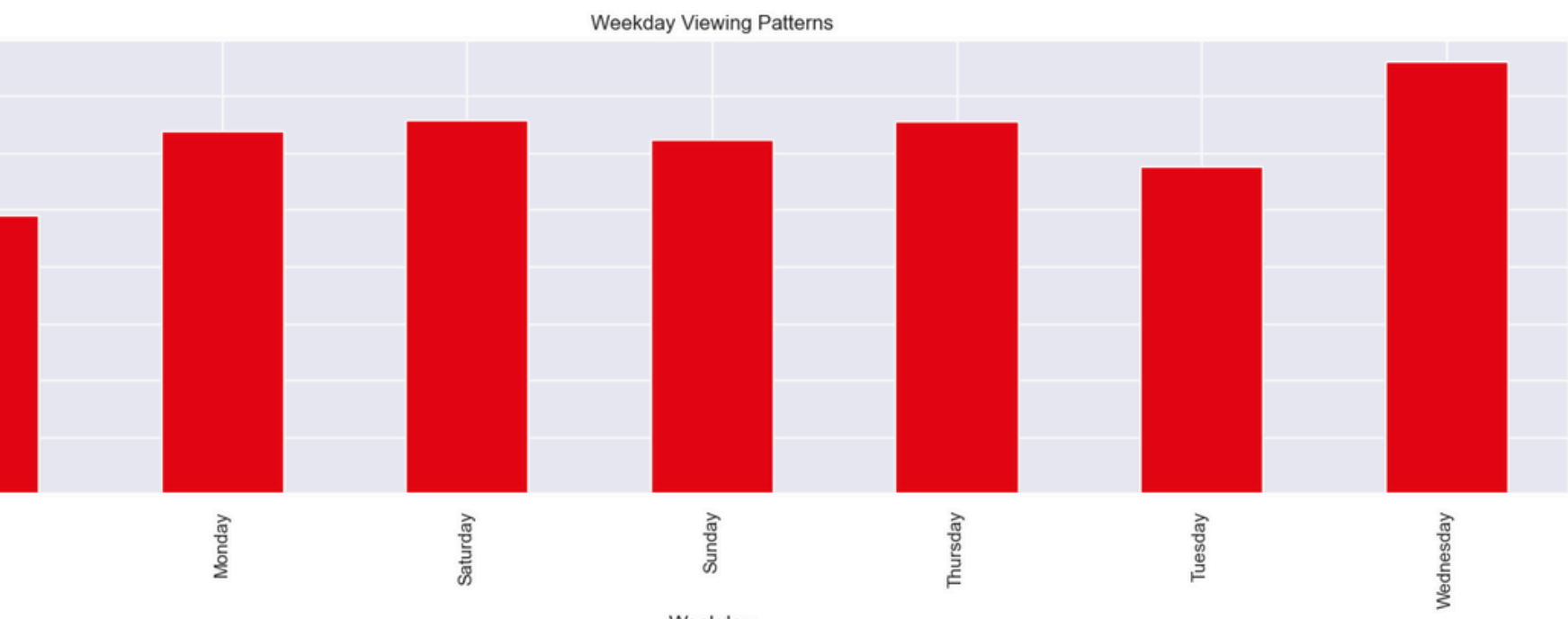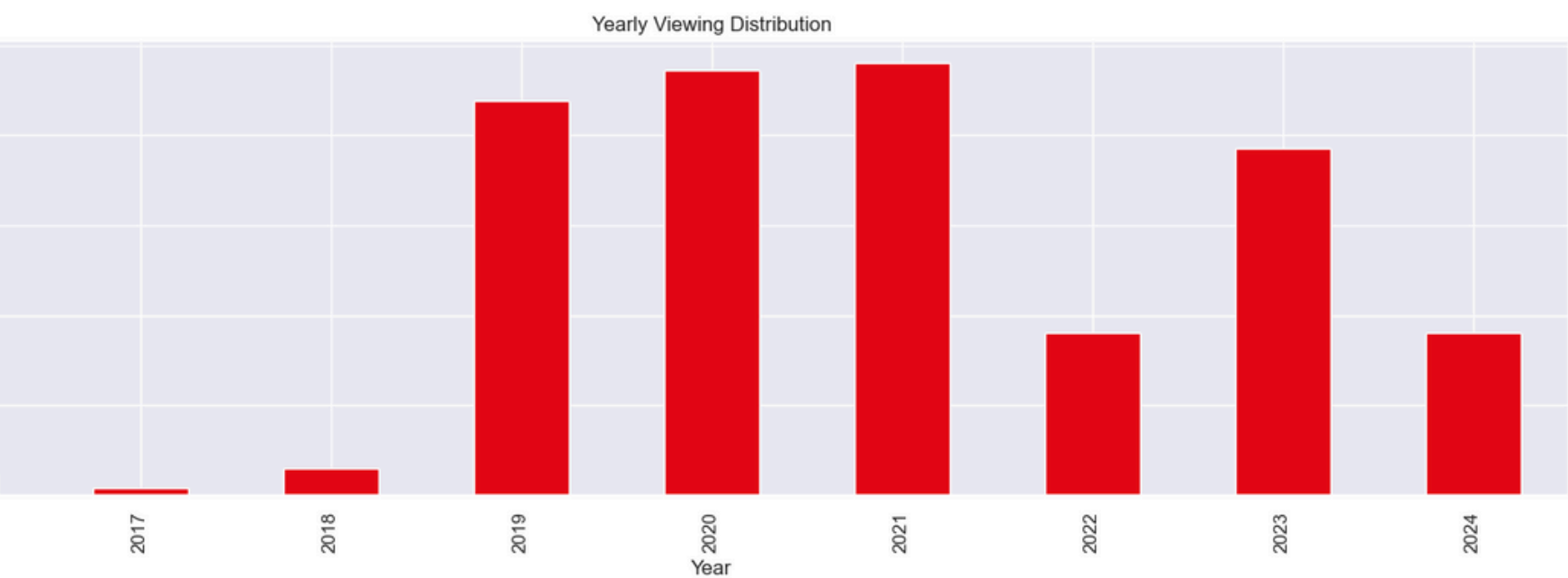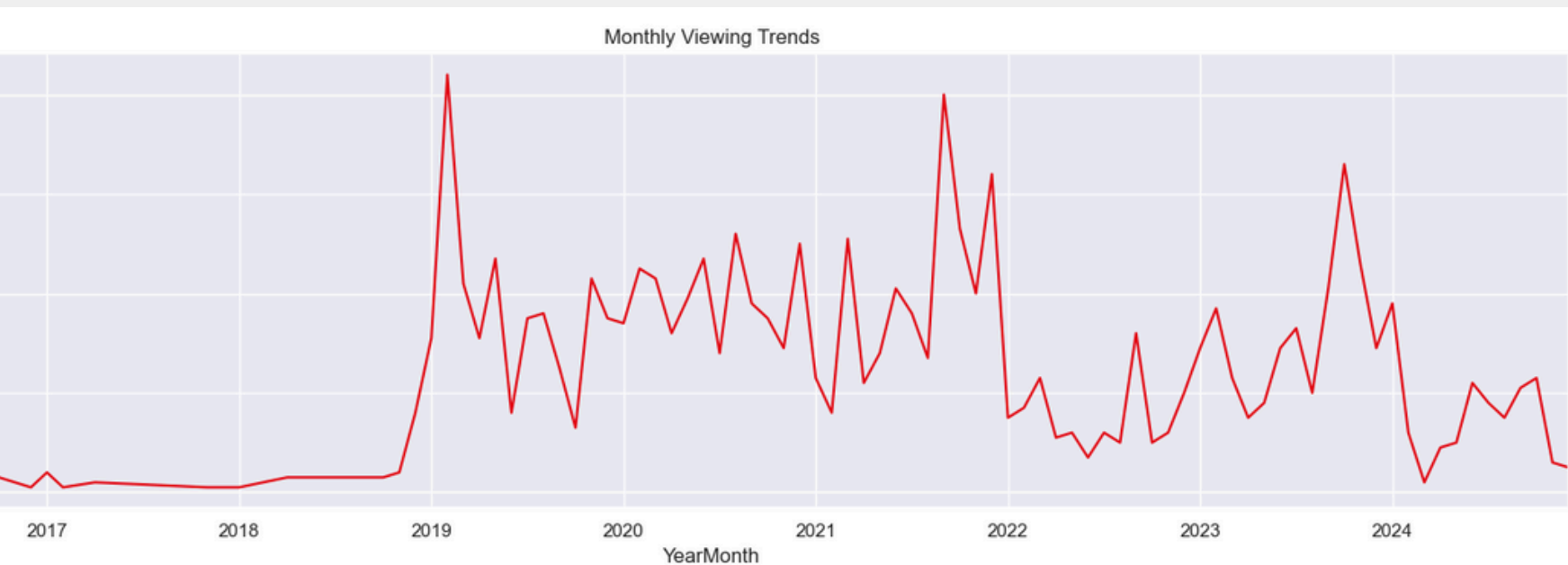Monthly Holiday Viewing Pattern

Viewing Trends Over Time

Growth in Numbers

Yearly trend: +0.12 views/month
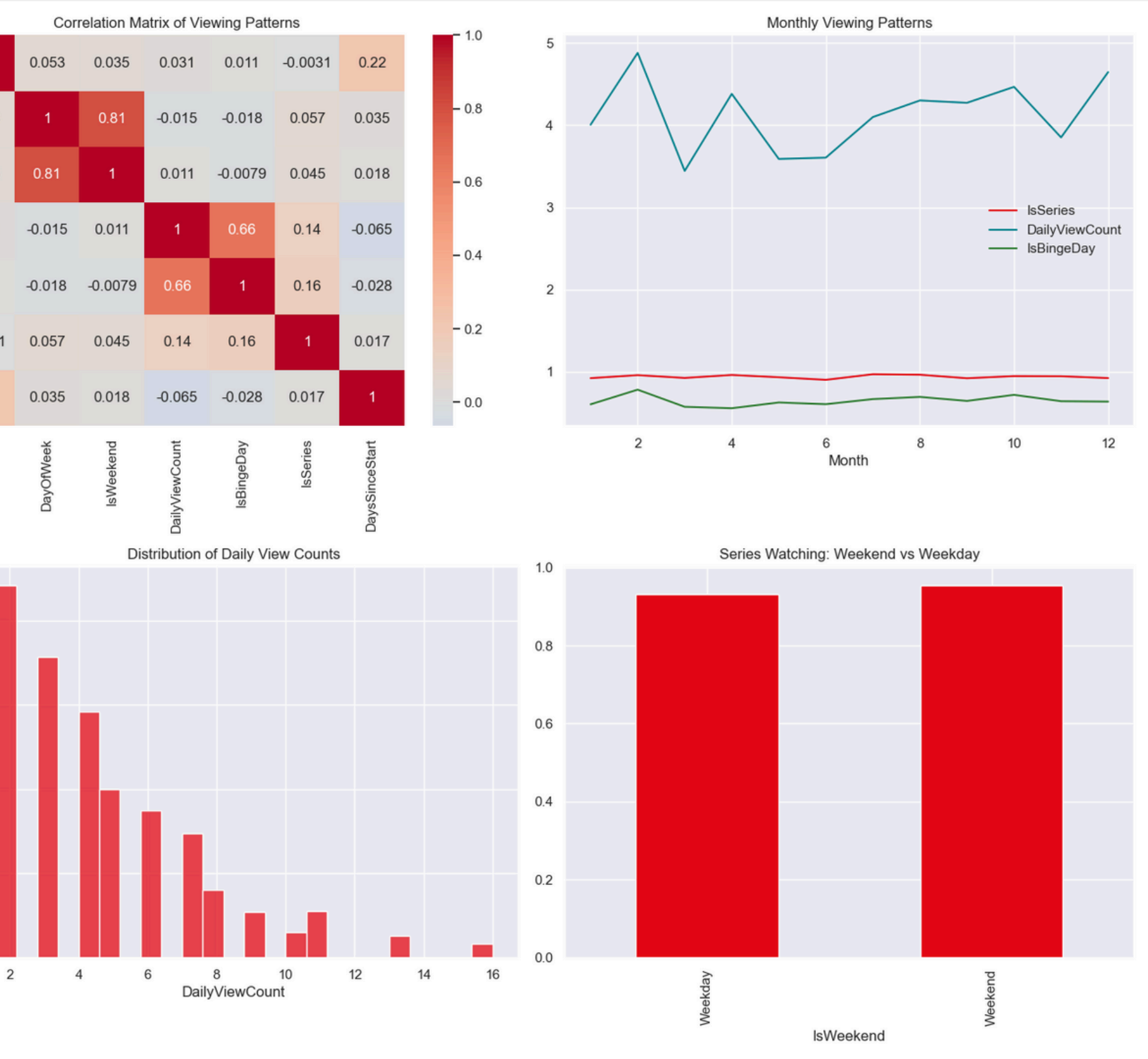**R-squared value: 0.029 (low correlation)**
Trend significance (p-value): 0.1061

Slow but steady growth –
we're clearly getting more hooked!

07

Daily Viewing Distribution

Weekday vs Weekend Habits
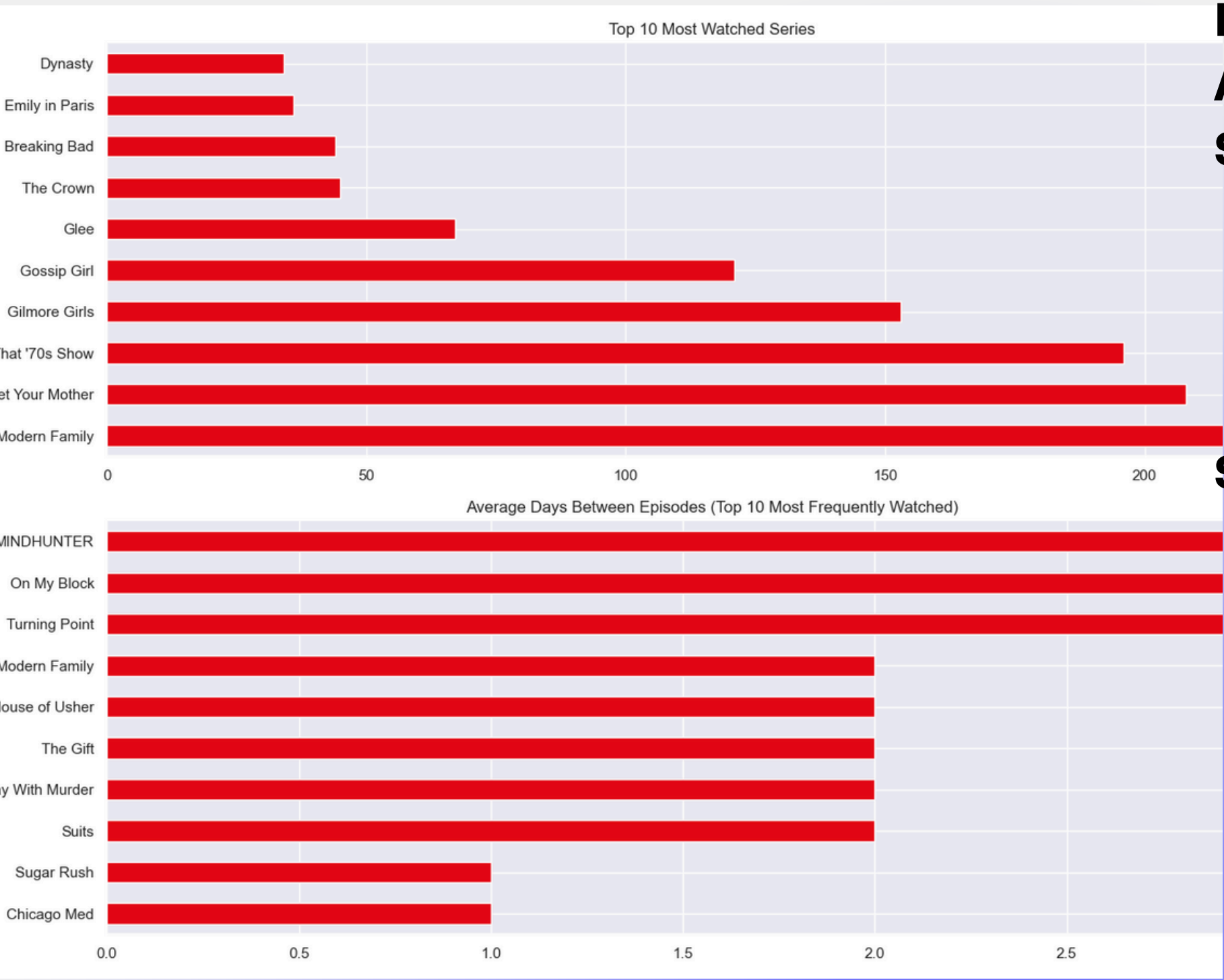
Weekend views: 95.5% series
Weekday views: 93.1% series
P-value difference: 0.6173 (insignificant)

Bar chart comparing weekday and weekend views.
Weekends are for Netflix marathons –
weekdays are just mini marathons."

08

Average Gap Between Episodes

Top 10 Most Watched Series

Average Days Between Episodes (Top 10 Most Frequently Watched)

Binge Gaps

Average gap between episodes: 97.4 days

Shortest gaps: Chicago Med, Sugar Rush, Suits, The Gift.

Short gaps mean: Can't stop, won't stop!

08

Wrapping Up

Series dominate movies (93.8% vs 6.2%).

Winter and binge days are peak Netflix times.

Modern Family and That '70s Show are all-time favorites.

Netflix has been there for us – through thick, thin.

Thank you Netflix for your company.

Thank You