

EXECUTIVE

PRESENTATION



BOOTCAMP

Meet Our Kappa Team



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About Our Project

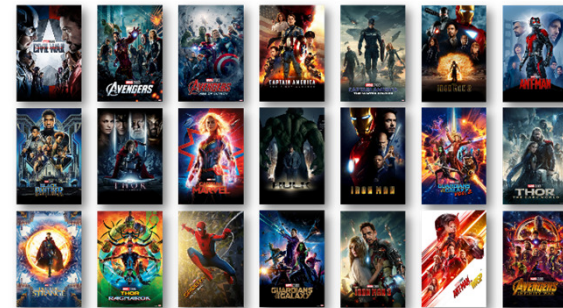


Background

The global **video streaming** market size was estimated at USD 42.6 billion in 2019 and is expected to reach USD 50.1 billion in 2020 and expected to grow at a compound annual **growth** rate of 20.4% from 2020 to 2027 to reach USD 184.2 billion by 2027.

The video streaming services have experienced a rise of around 30% in viewership during the lockdown.

Our project consist of **Analyzing the Movie Database of 4 majors platforms, included Netflix, Prime Video, Disney+ and Hulu** obtained from site **Kaggle**.



DATA SOURCE: <https://www.kaggle.com/ruchi798/movies-on-netflix-prime-video-hulu-and-disney>

Project Process



Explain

Explain what happens in this industry and why, by answering a series of questions that we previously elaborated for this Database



Analyze

Discovered and Identify relations, behavior, comparisons and tendencies between the data.



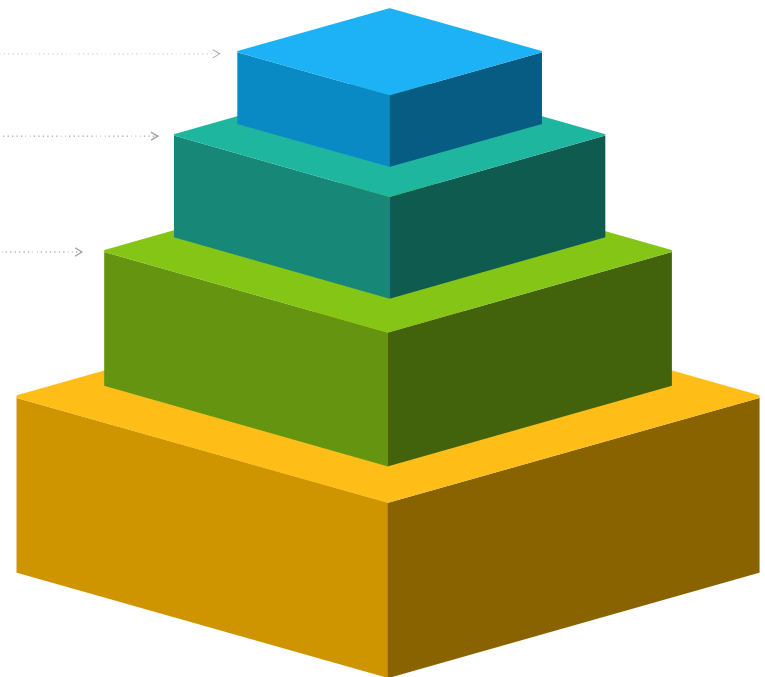
Clean

Determine the quality of the data, as well as the number of nulls regarding the relevance for the entire database.



Describe

Known the structure, shape and conditions about our Database, identify each columns, data type and general information.



PROJECT PROCESS

Describe



```
# Shape of the dataframe
master_df.shape
```

```
(16518, 16)
```

```
# Print the name of the columns
master_df.columns
```

```
Index(['ID', 'Title', 'Year', 'Age', 'IMDb', 'Rotten Tomatoes', 'Netflix',  
      'Hulu', 'Prime Video', 'Disney+', 'Type', 'Directors', 'Genres',  
      'Country', 'Language', 'Runtime'],  
      dtype='object')
```

```
# Check for NULL Values
master_df.isnull().sum()
```

ID	0
Title	0
Year	0
Age	9183
IMDb	410
Rotten Tomatoes	11363
Netflix	0
Hulu	0
Prime Video	0
Disney+	0
Type	0
Directors	500
Genres	49
Country	209
Language	373
Runtime	366

```
dtype: int64
```

```
# Check unique values
master_df.nunique()
```

ID	16518
Title	16518
Year	109
Age	5
IMDb	82
Rotten Tomatoes	99
Netflix	2
Hulu	2
Prime Video	2
Disney+	2
Type	1
Directors	11338
Genres	1909
Country	1303
Language	1102
Runtime	225

```
dtype: int64
```

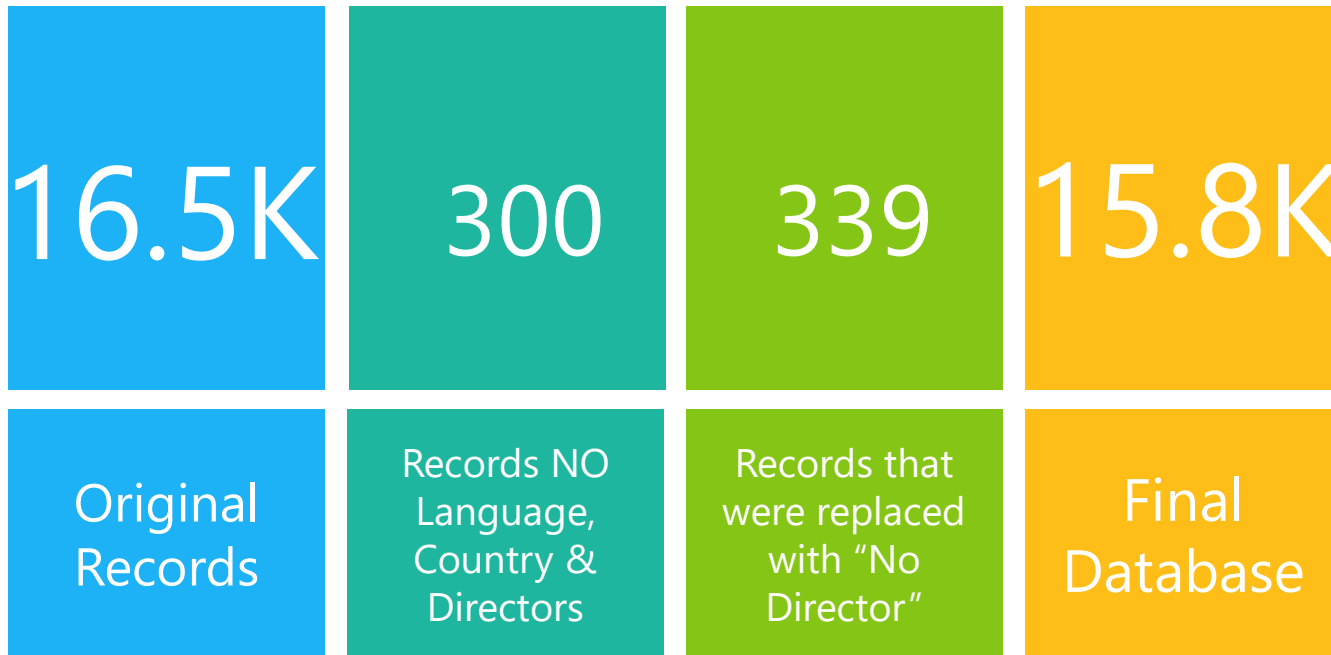
```
# Check for duplicate values
master_df.duplicated().sum()
```

```
0
```

```
# Make a copy for the dataset
master_dup_df = master_df.copy()
```

```
master_dup_df.shape
```

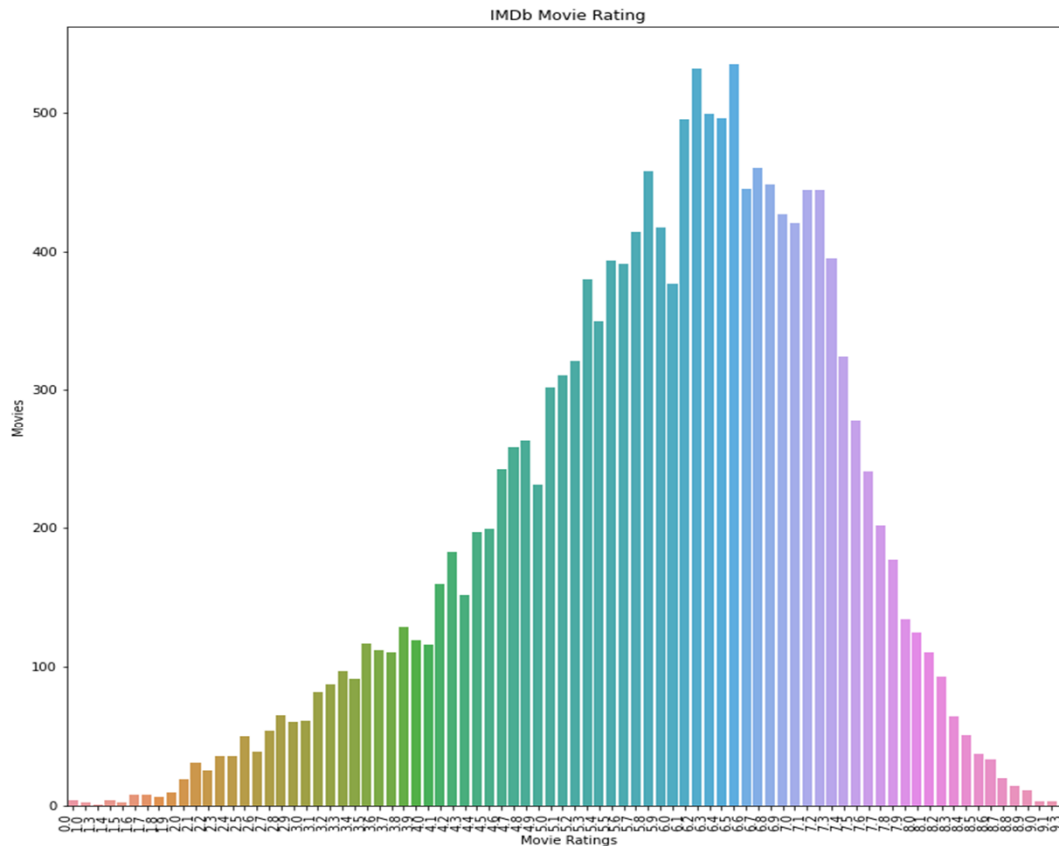
```
(16518, 16)
```

**In order to get our final Database:**

- 300 record were eliminated with null values.
- Almost 300 NULL records were filled
- 31 special characters were replaced in some columns

FEATURES

IMDb Movie Ratings



Data Cleansing

For this segment, only movies with IMDb ratings were used as valid data.



Movies

15,543 total movies between 4 different streaming platforms



Avg. Movie Rating

The IMDb average movie rating between all 4 platforms is of 5.9/10 with more than 500 movies in this grade.

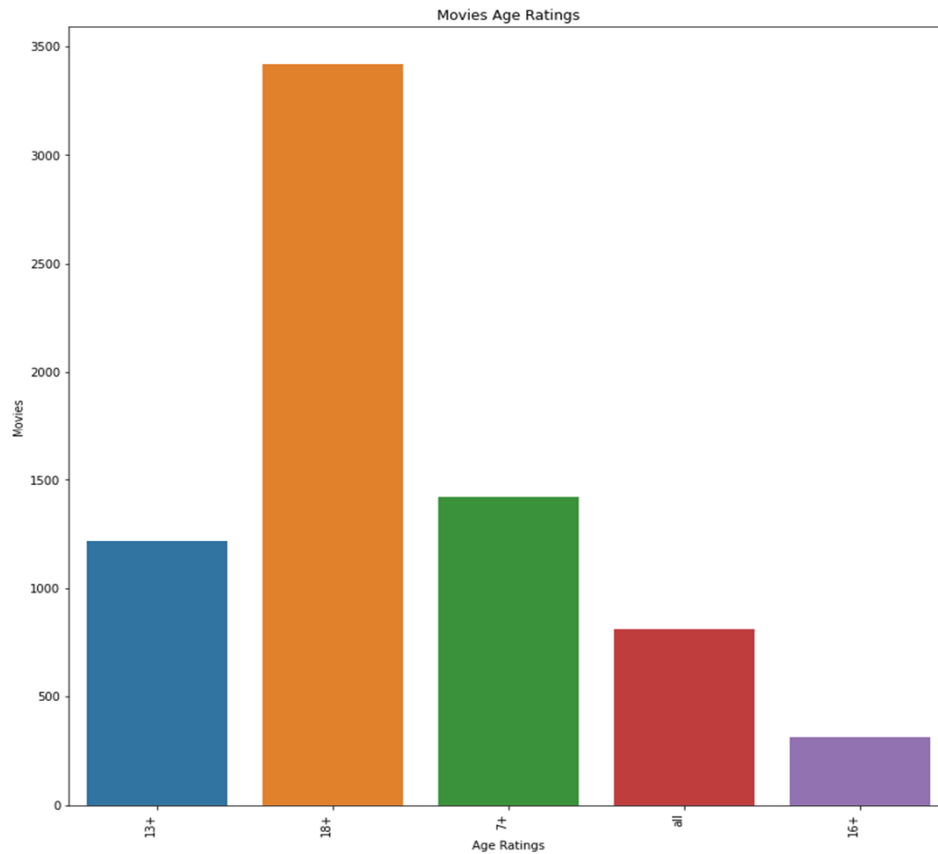


Best movies

5 movies with a 9.3/10 grade
83% of top movies – Prime Video
17% of top movies – Netflix

FEATURES

Age Rating by Platform



Data cleansing – Movies age Rate

7,567 total movies between 4 different streaming platforms



18+

13+



All

7+



18+

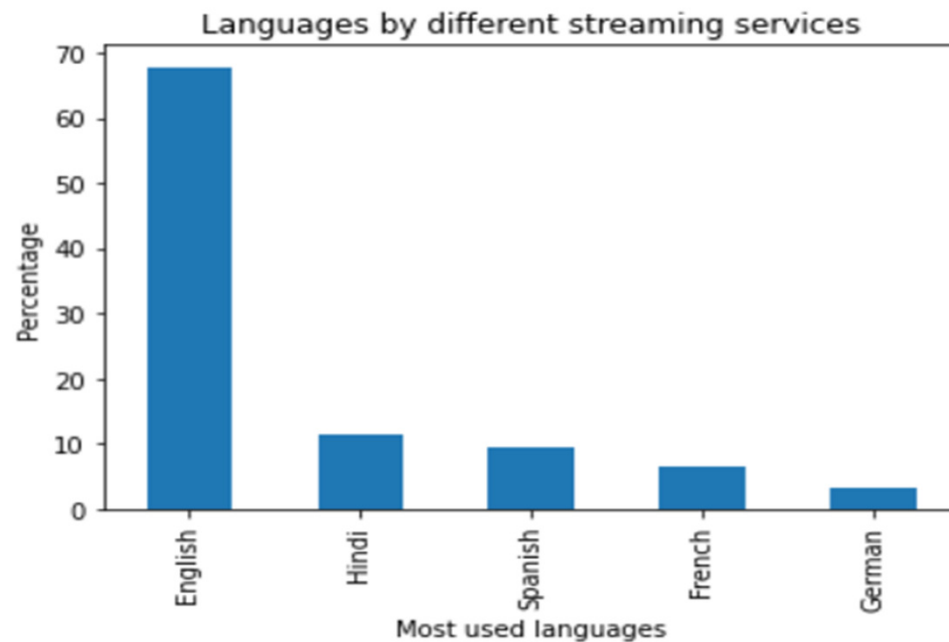
13+



18+

7+

Movie Languages



Languages



- With 68% English is the main used language in the movie database, which is expected as the USA is the most important country in Production credentials.
- Hindi and Spanish are second and third, respectively, with nearly 10%.

Movie Languages by Platform



Platform Structure



- Once we exclude English in the analysis, French and Spanish appear as the main languages in three of the four platforms.
- However, there is some specialization among platforms when we consider the top 5 languages.



Main Languages – Excluding English



1:French

2:Spanish

5: Japanese



1:French

2:Spanish

5: Italian



1:Hindi

2:Spanish

5: German



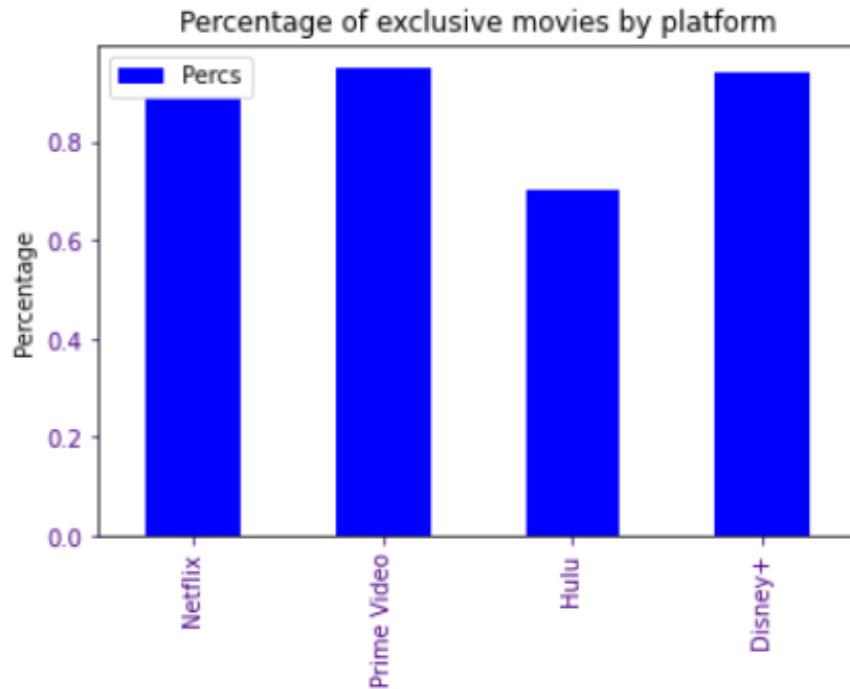
1:French

2:Spanish

5: Italian

FEATURES

Exclusive Movies by Platform



Data cleansing – Exclusive by platform

15237 total movies between 4 different streaming platforms 96%



70%



94%



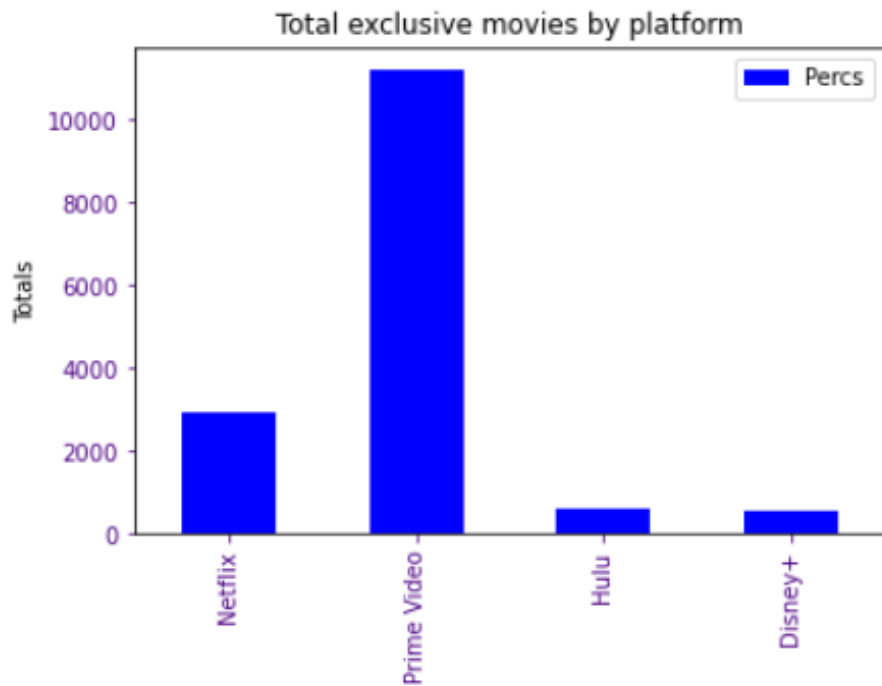
89%



95%

FEATURES

Exclusive Movies by Platform



Data cleansing – Exclusive by platform

15237 total movies between 4 different streaming platforms 96%



616

519

2898

11204