

Recommendations for Netflix's "next Big Thing"

Offering a recommendation

Netflix's next big thing is to create content on drama movies, targeting the female audience. The drama movies should consider including elements like history, thriller, music or war. Based on audience geographics, Netflix also should conduct pilot episodes in big cities and get reviews about this movie.

Collecting data

Imdb data set

The data we use for this study is movies and tv shows information from

<https://datasets.imdbws.com/>

Facebook Audience Insights

We also look up Netflix's audience to see the user base.

<https://www.facebook.com/business/insights/tools/audience-insights>

Netflix Movies and TV Shows(Listings of movies and tv shows on Netflix)

We want to know what types of things are currently on Netflix so our recommendations match with Netflix Strategy

<https://www.kaggle.com/datasets/shivamb/netflix-shows>

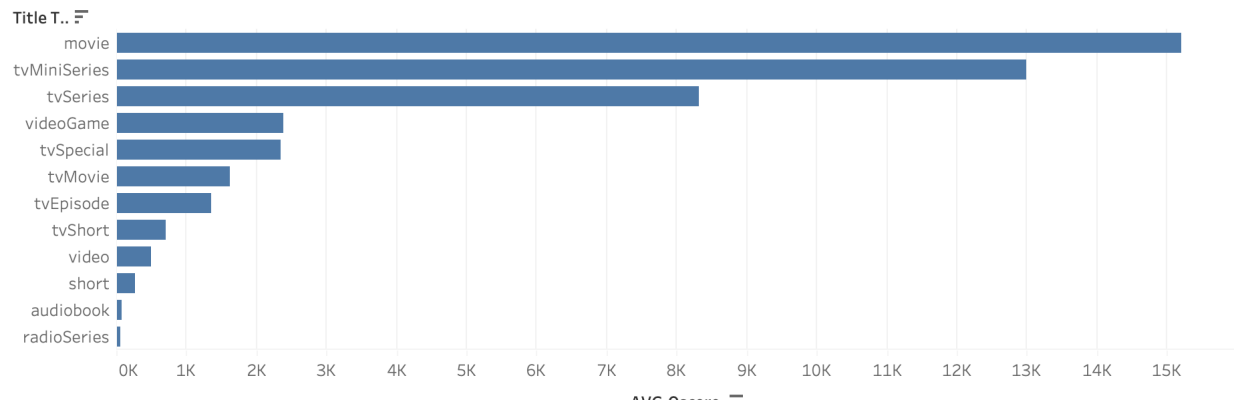
Analyzing data

1.Q score Analysis

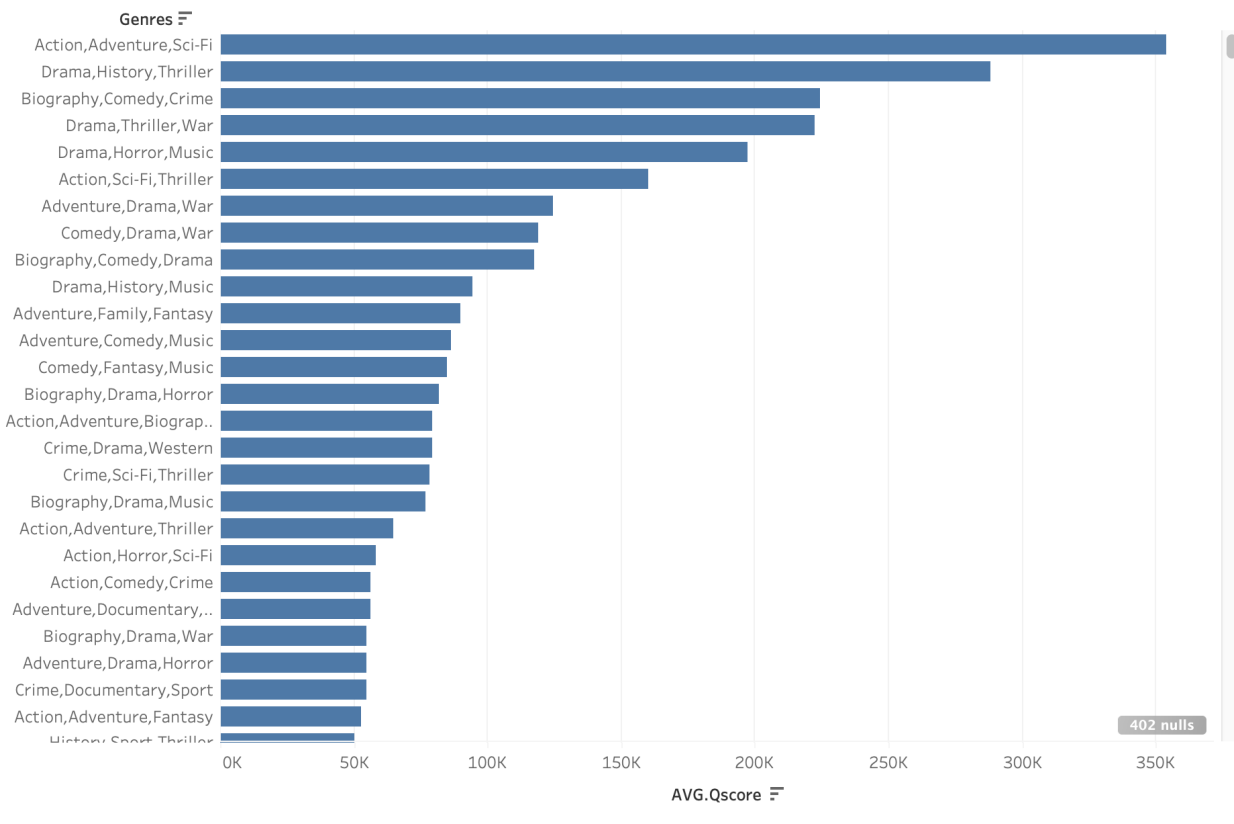
We analyzed what kind of netflix should focus on producing by using the metric of Qscore.

Qscore can tell us about "the public's familiarity and positive opinion of a product." A higher Q score implies a high chance of success in our entertainment.

<Average Qscore of Title Types>



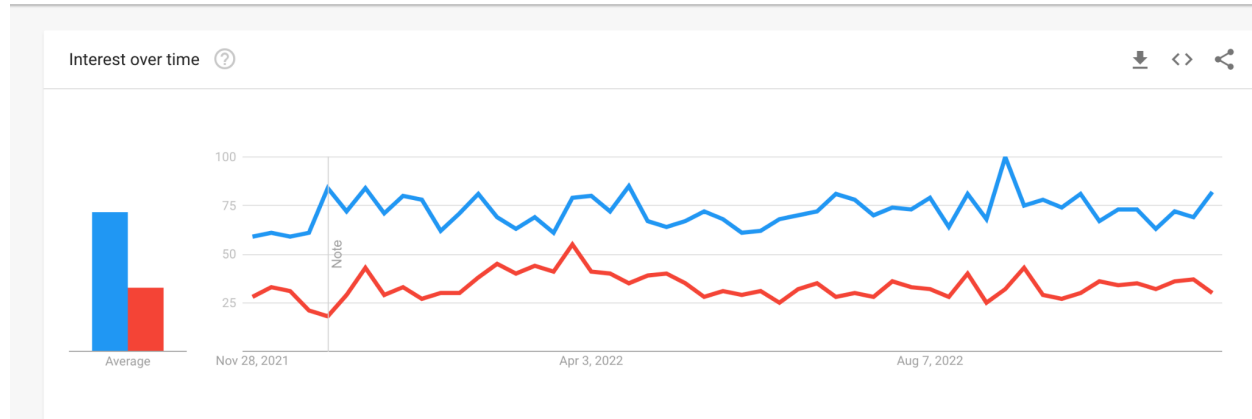
<Average Qscore of Genres>



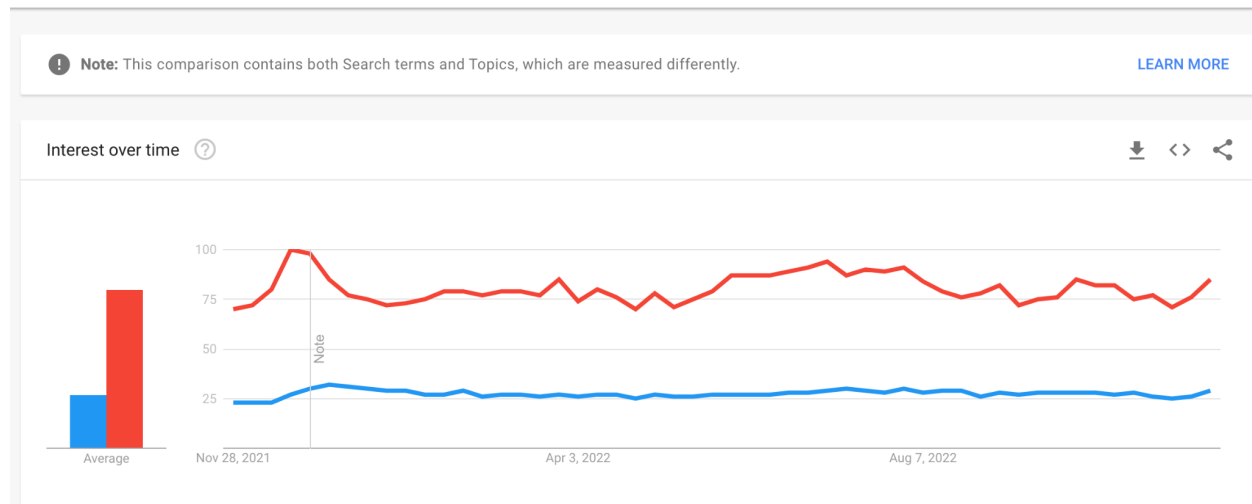
From analyzing q score types, we find TVmini series and movies are what Netflix should produce. From analyzing the top 10 genres, Netflix should create content in action and drama with elements like war, sci-fi,music and history.

2. Google Trends

United States ▼ Past 12 months ▼ All categories ▼ Web Search ▼



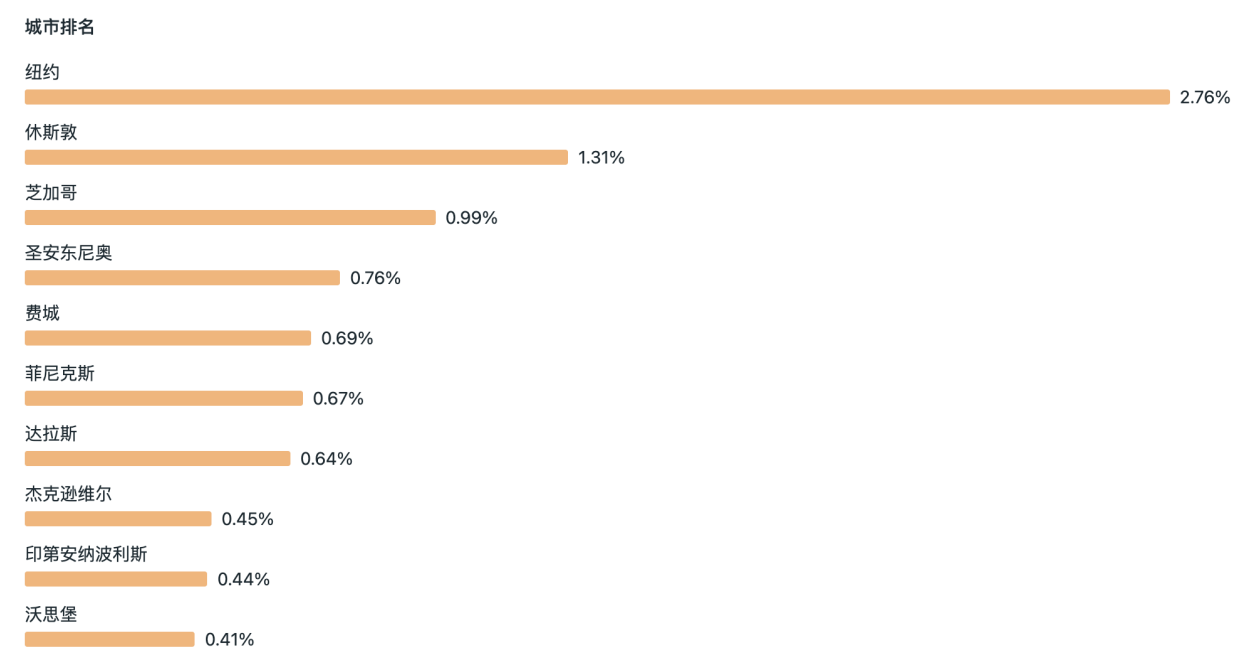
United States ▼ Past 12 months ▼ All categories ▼ Web Search ▼



When we compare the search trends of tv shows and movies, movies are more popular than tv shows. When we compare the search trends of drama and action, drama are more popular than actions. So Nexflix should consider drama movies.

3. Facebook Audience Insight

Audience for Drama



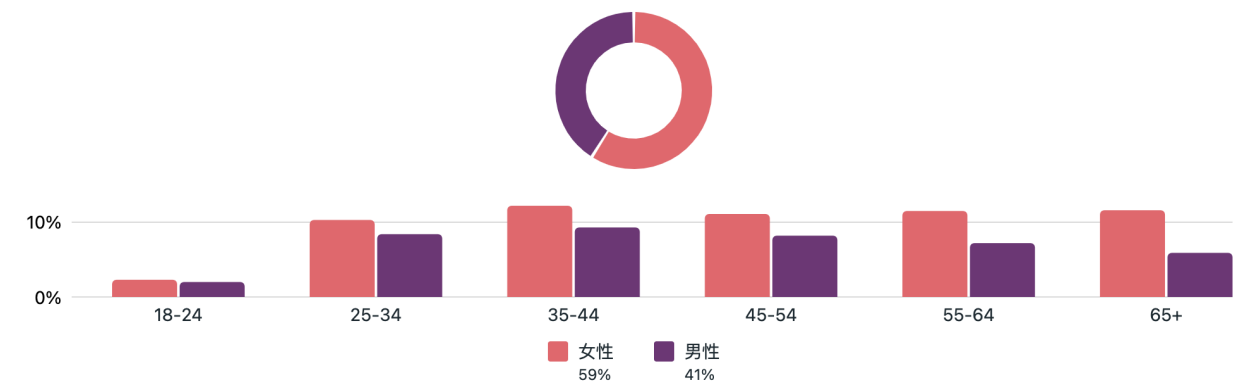
预估受众规模 ①

68,200,000 - 80,200,000

美国和其他3个筛选条件下的 Facebook 和 Instagram 用户

创建广告

年龄和性别 ①



Audience for Action

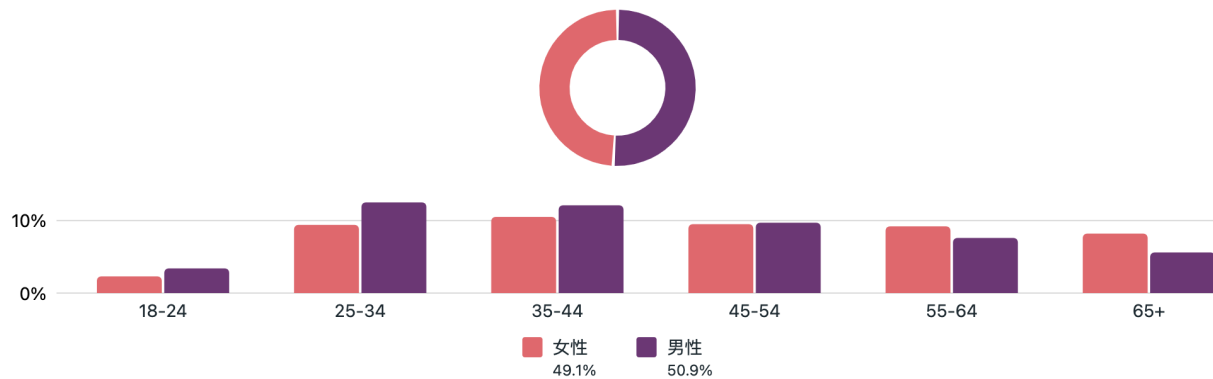
预估受众规模 ①

52,400,000 - 61,700,000

美国和其他3个筛选条件下的 Facebook 和 Instagram 用户

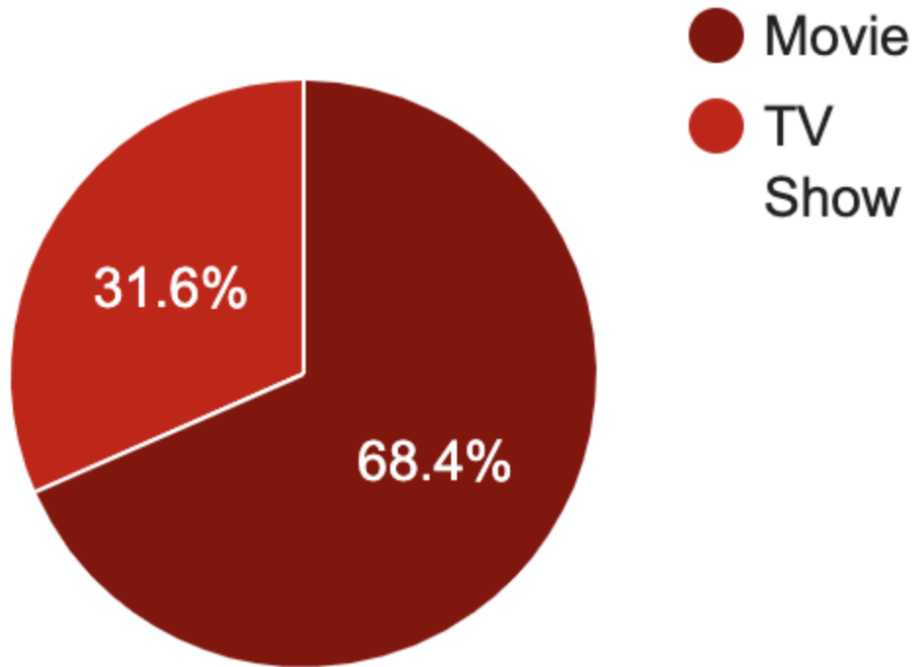
创建广告

年龄和性别 ①



From audience insight, we find that Drama has a larger base than Action. If Netflix creates a good movie, it will attract the audience into their users. Drama has a larger user base so Netflix should consider making drama than actions because it can bring more subscribers, leading to a higher profit. There are more women into drama than male.

4.Netflix Content



Around 70% Netflix's contents are movies and 30 % are tv shows. So making a new movie matches the content structure. As of the covid-19's influence, many movies become online rather than getting into cinema. So making a movie which matches with audience taste can boost subscriptions for Netflix.