



# TV SHOWS & MOVIES

## A Netflix Study

A work prepared by:  
Clelia Chelmi, Katerina Psallida, Lilly Kolliniati

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01

# Introduction

# Areas of Investigation



## Genres

Most highly ranked Genres



## Movies vs. TV Shows

In which Type to invest



## Producing Countries

Which countries produce the most highly ranked movies/shows



## Age Restrictions

What consumption and ratings does Netflix have?



## Seasons

Do Seasons affect the audience scoring of shows?

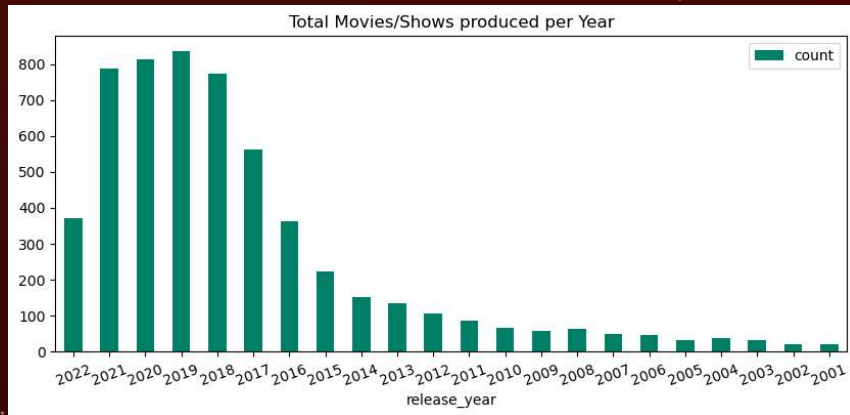


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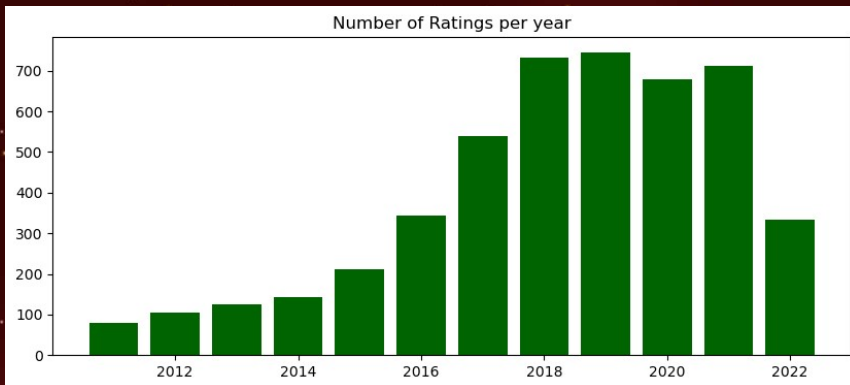
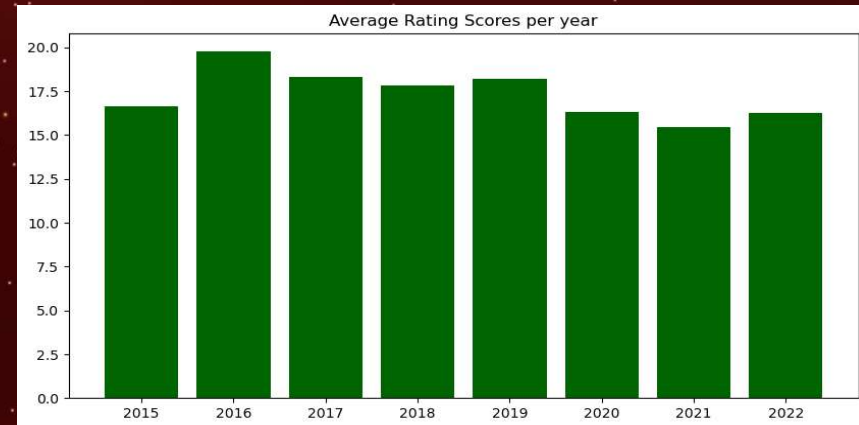
# Assumptions

# Assumptions

**Years : 2015 - 2022**



**High Average Rating > 14**



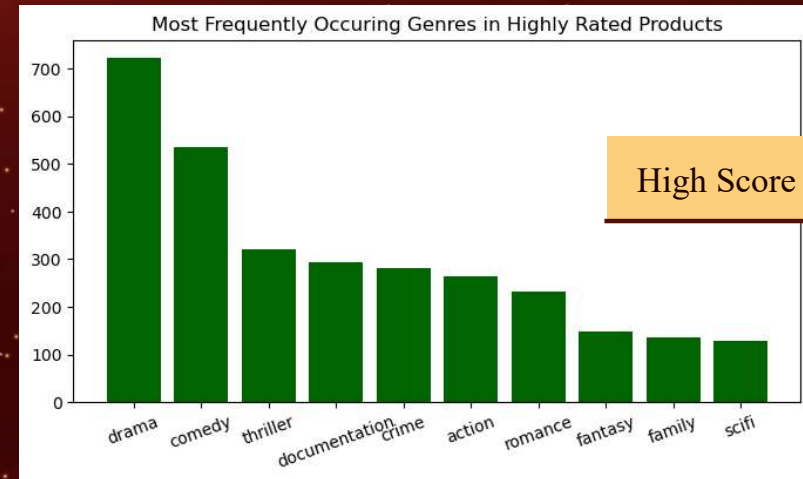
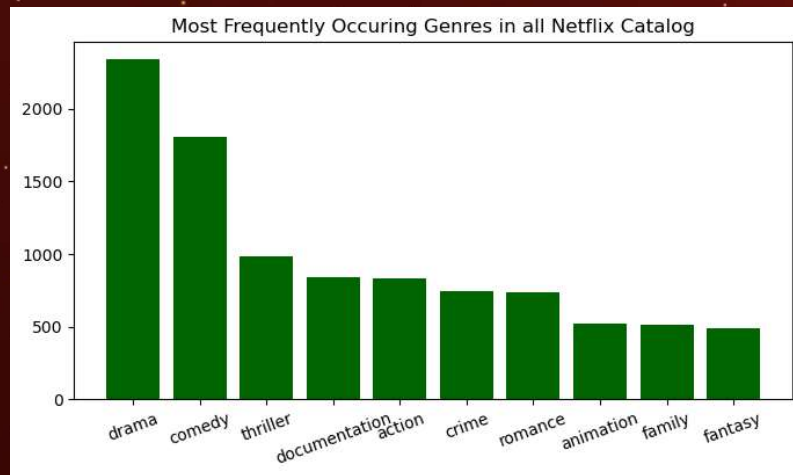




**03**

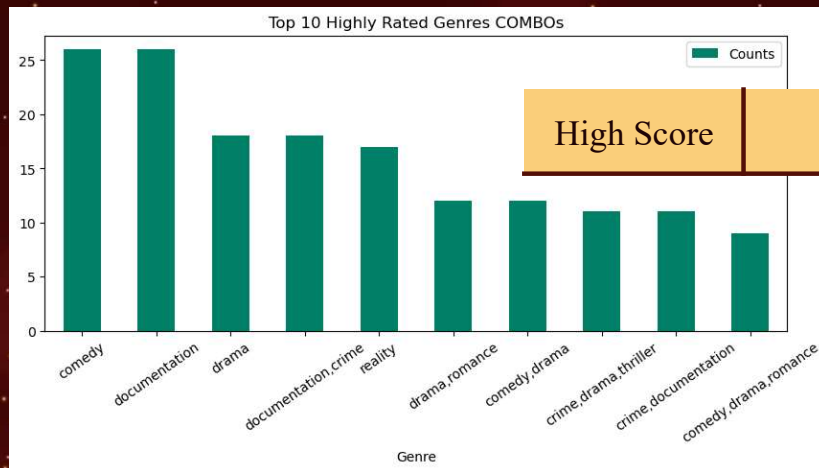
# **Data Analysis**

# Existing Nr. Genres vs. High and Low Rated Genres in Netflix Catalog



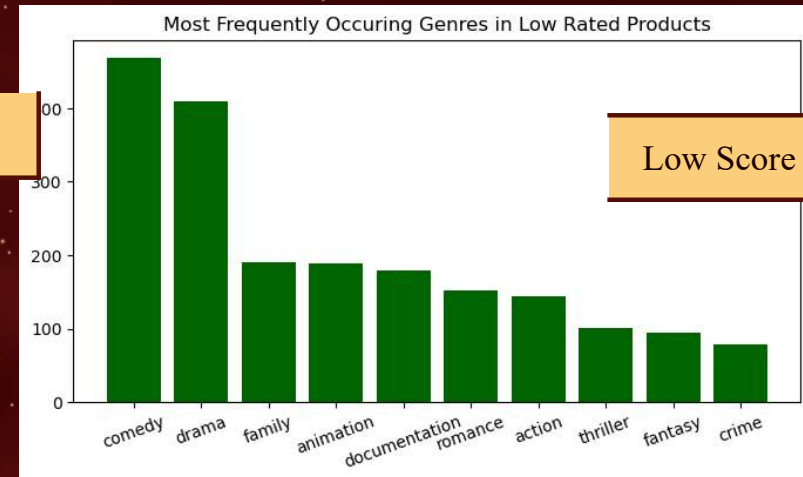
High Score

> 14



High Score

> 14

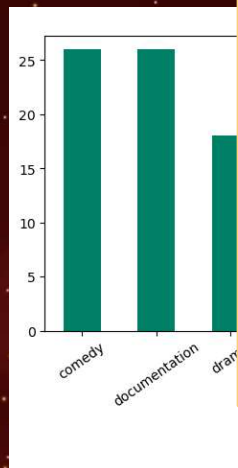
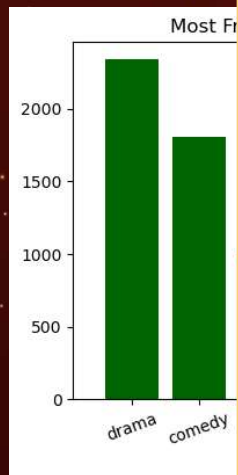


Low Score

< 4



# Existing Numbers vs. High and Low Rated Genres in Netflix Catalog



🎬 The real **SUPER STARS** Genres in audience preference are

**Drama, Comedy, Thriller, Crime, Romance**

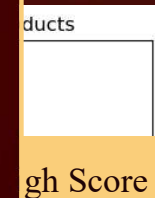
🎬 The genres **LOWEST** in all preferences are:

**Animation, Family, Fantasy**

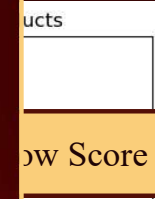
🎬 **Documentaries** are highly ranked as they appear in many genre combos

**There is a preference for real stories**

🎬 **IN ALL : Drama , Comedy, Thriller, Crime and Romance genres** based on **Real Stories** are mostly preferred. Lower investments can be allocated to **Animation, Family and Fantasy** genres



> 14



< 4

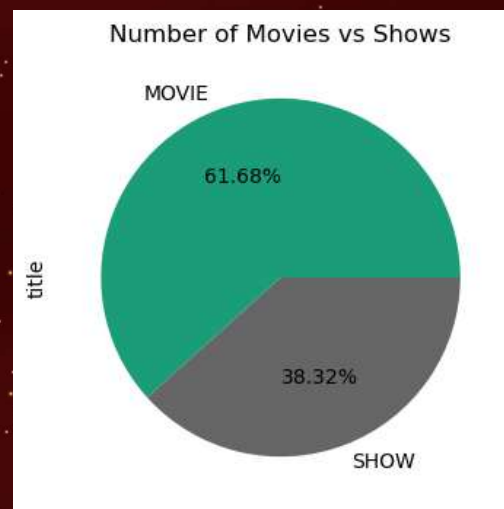
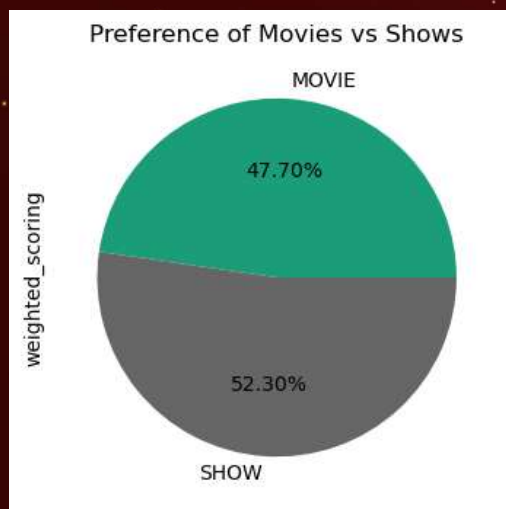
Genre: comedy, drama, family, animation, documentation, romance, action, thriller, fantasy, crime

# TWO Types of Netflix Products

**Movies**

**VS.**

**Shows**



# TWO Types of Netflix Products

🎬 MOVIES and SHOWS are equally preferred by the audience.

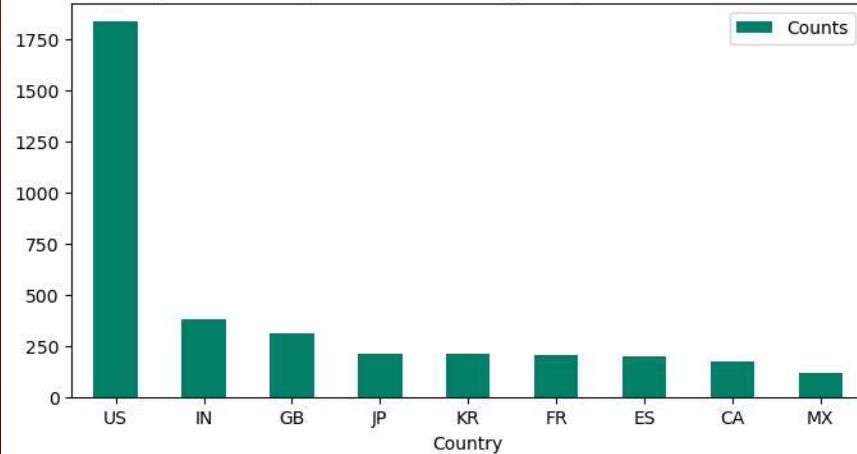
**STILL**

**Netflix produced more Movies than Shows**

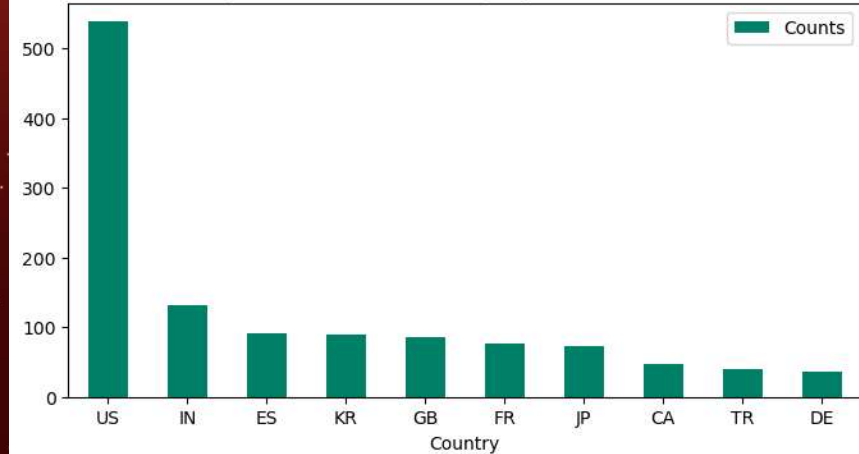
🎬 **IN ALL Netflix may consider increasing the production of Shows**

# Existing Numbers vs. High and Low Rated Product- Producing Countries

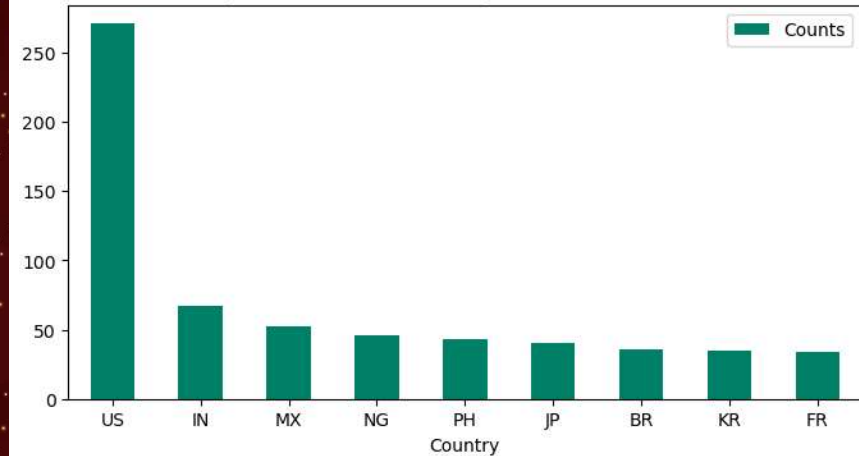
Top 10 Producing Countries with highest production for Netflix



Top 10 Countries Producing High Ranked Products

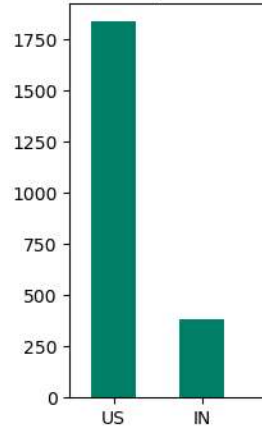


Top 10 Countries Producing LOW Ranked Products



# Existing Numbers vs. High and Low Rated Product Producing Countries

Top 10 Producing Countries with highest production for Netflix



Top 10 Countries Producing High Ranked Products



- ❖ US is dominating the production of all Netflix products
- ❖ US is dominating in the production of Highly Rated products
- ❖ India, Spain, Korea and Great Britain are following with much lower production rates. These countries also produce for Netflix in high rates.
- ❖ Nigeria, Philippines and Brazil are ranking very low.

🎬 **IN ALL : Netflix is well positioned in the Production Industry with US staying ahead of all countries in production**

US IN MX NG PH JP BR KR FR  
Country

# Producing Countries vs. Producing Countries of High Rated Genres

Production Countries for 2015 - 1022



Production Countries of High Ranked Genres 2015 - 2022





# Producing Countries vs. Producing Countries of High Rated Genres

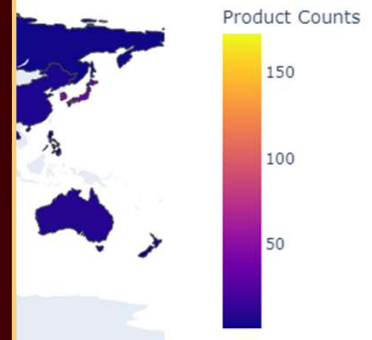
Production Countries for 2015



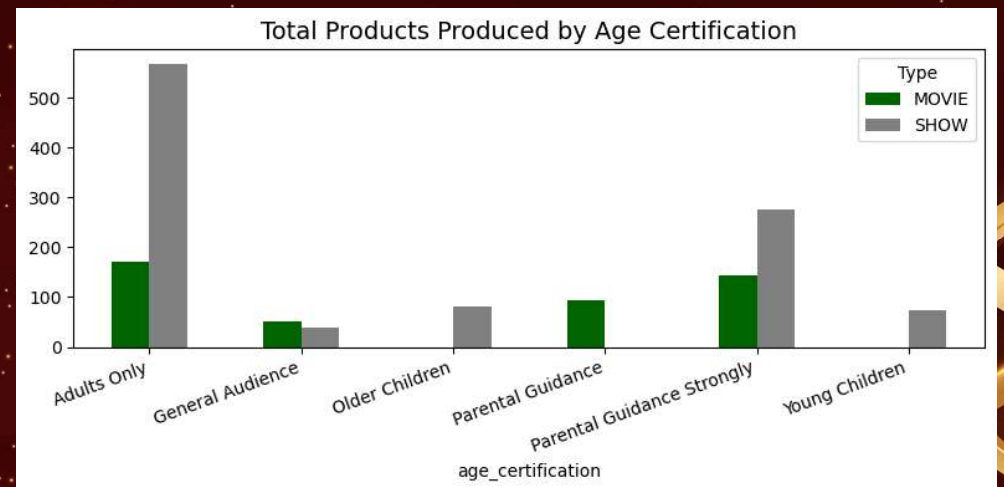
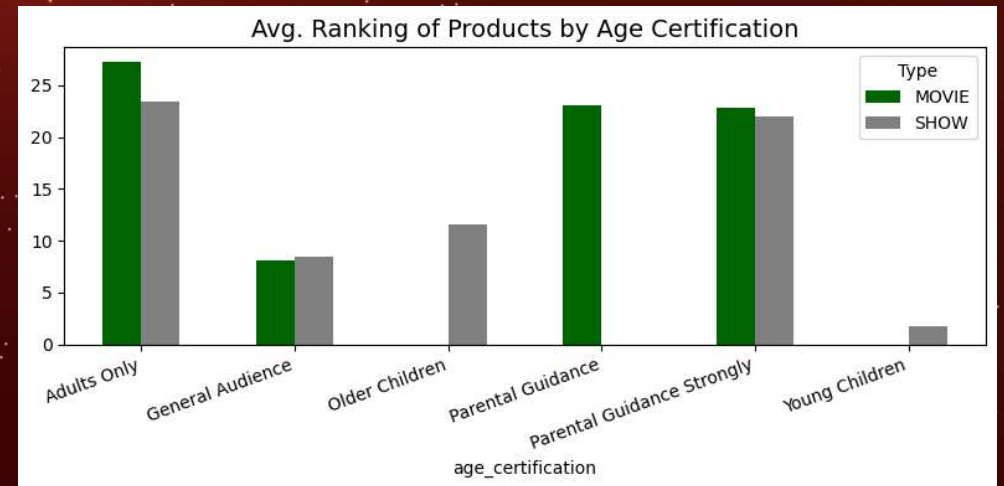
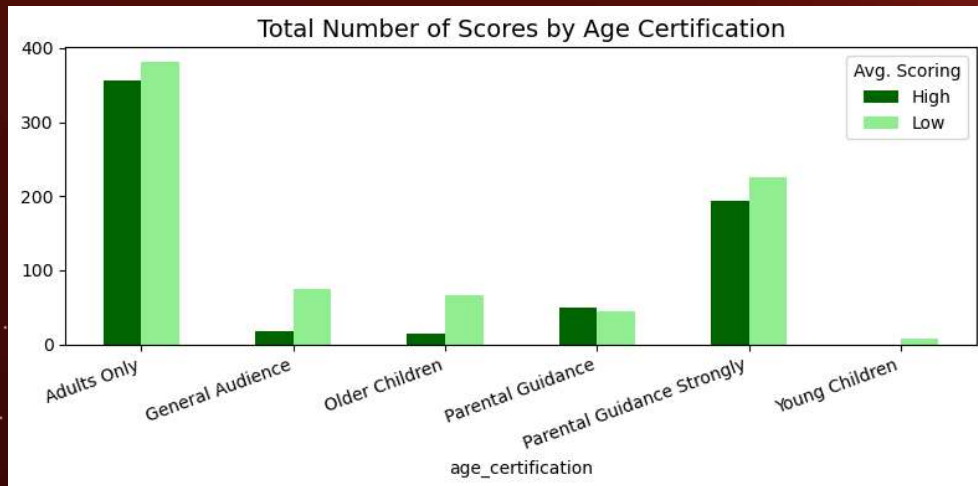
Source

- ❖ **More than half of the world contributes to Netflix production**
- ❖ **Chile, Bulgaria, Indonesia, African countries are not producing high ranked Movies or Shows as they do not appear in the High ranked countries.**

2

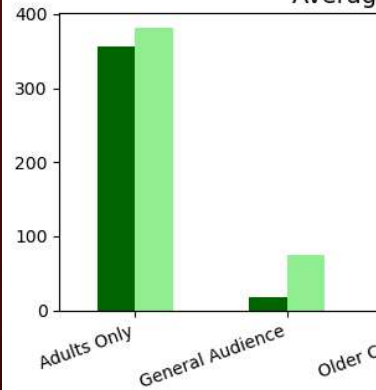


# How Age Restrictions affect the Ranking of Products

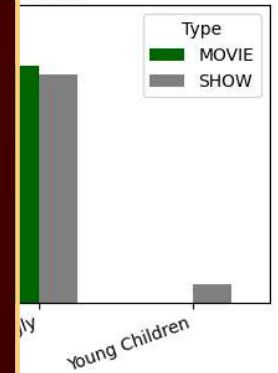


# How Age Restrictions affect the Ranking of Products

Average Scoring by Age Certification



Avg. Ranking of Products by Age Certification

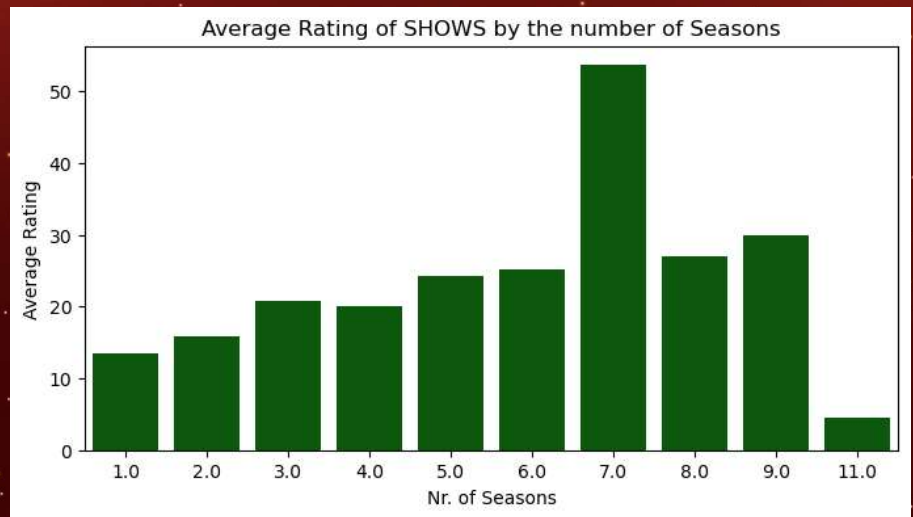
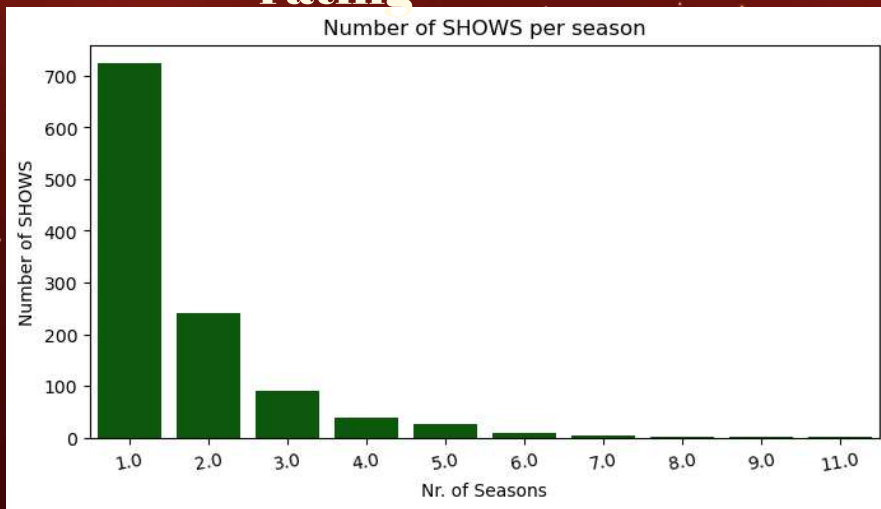


- ❖ The Majority of Netflix Products are **ADULT's –only SHOWs**
- ❖ BUT since there are high rankings for Older Children SHOWs and General Audience SHOWs and MOVIEs, a recommendation would be to explore those areas as well.

🎬 **IN ALL : Netflix may consider expanding more into Older Children SHOWs and General Audience SHOWs and MOVIEs**

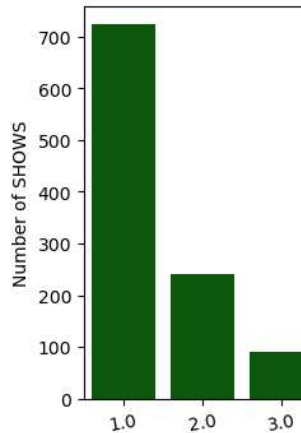
age\_certification

## How the number of SHOW Seasons affects the audience rating



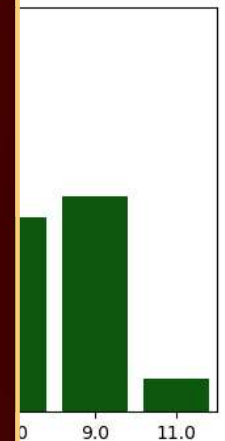
YEAR	Title of Show	Titles Under Genre 7	Score Rating	Country
2016	60 Days In	documentation,reality	14 - Medium	US
2015	Good Witch	scifi,fantasy,comedy,drama	54 - High	US
2015	Chef's Table	documentation	93 - High	US

## How the number of Seasons affects the audience rating



- ❖ 63% of all SHOWs have ONE Season only
  - ❖ The large audience ranking average of 7 Seasons is a fake. NOT enough data in the specific category for statistics to be valid. The category is populated with only 3 SHOWs with a large difference in the average ranking
  - ❖ Whether a SHOW has 3,4,5 or 6 Seasons, the average ranking seems to be stable, so Netflix could be advised as a budget saving proposal.
- 🎬 **IN ALL : Netflix may consider SHOWs of 3-5 Seasons with a similar average rating.**

Average Rating of SHOWs by the number of Seasons



Country

US

US

US





04

**Three x Three**



## Top 3 Movies and Shows x Last 3 Years

Title of Movie	Country	Scoring	Genre
Ala Vaikunthapurramuloo	IN	88	action,drama,comedy
Super Deluxe	IN	81	comedy,thriller,drama,action,crime
Pyaar Ka Punchnama 2	IN	79	drama,romance,comedy

Title of Show	Country	Scoring	Genre
Trollhunters: Tales of Arcadia	US	100	scifi,action,fantasy,comedy,drama,animation
Undercover	BE	94	drama,crime,thriller
Chef's Table	US	92	documentation

## Top 3 Directors and 3 Actors x Last 3 Years

Movie Director Name	Country	Scoring
Trivikram Srinivas	IN	88
Harshavardhan Kulkarni	IN	84
Nelson Dilipkumar	IN	81

Movie Actor Name	Country	Scoring
Tabu	IN	88
Sirisha	IN	88
Allu Arjun	IN	88

Show Director Name	Country	Scoring
Kim Hee-won	KR	97
Geno McDermott	US	88
Matthew Hastings	US	75

Show Actor Name	Country	Scoring
Kwak Dong-yeon	KR	97
Lim Cheol-soo	KR	97
Kim Young-woong	KR	97

## Top 3 Directors and 3 Actors x Last 3 Years

### Movie Director

Trivikram Srinivas

Harshavardhan  
Kulkarni

Nelson Dilipkumar

❖ Top rated MOVIEs come from India while this does not seem the case with SHOWs where US and Belgium appear

❖ Top rated Actors and Directors from KOREA also emerge for SHOWs

Scoring

8

8

8

### Show Director

Kim Hee-won

Geno McDermott

Matthew Hastings

Scoring

7

7

7



05

# In a Nutshell

- ❖ Netflix has started gaining traction after 2015 and the amount of content is increasing Year by Year.
- ❖ Content creators may consider **Drama, Comedy, Thriller, Crime and Romance** genres which are the SUPER STARS in the audience's preferences especially when they are derived from Real Stories. Careful consideration should be given to Genres such as **Animation, Family, Fantasy**
- ❖ Investment on more SHOWs may increase traction
- ❖ US is dominating in production but also in high ranked productions. Following but with a big gap is **India and Great Britain**. Productions from **Philippines and Brazil** are not optimal. Same as **Chile, Bulgaria, Indonesia and African countries**
- ❖ Netflix may consider expanding more into Older Children SHOWs and General Audience SHOWs and MOVIEs since most of the products are for Adults strictly.
- ❖ The majority of SHOWs have ONE Season. Expansion to 3-5 Seasons will have similar satisfaction ratings.
- ❖ Directors and Actors emerge from Korea, especially for SHOWs while MOVIEs are dominated by INDIA

# APPENDIX

## Resources

🎬 <https://www.kaggle.com/datasets/victorsoeiro/netflix-tv-shows-and-movies>

## Disclaimers

- 🎬 Scoring values are weighted averages calculated from IMDB scores as depicted on the dataset
- 🎬 High Scoring is considered when the weighted average is  $\geq 14$
- 🎬 Outliers have been removed from the dataset

## Github links

- 🎬 Clelia Chelmi :
- 🎬 Katerina Psallida: <https://github.com/kpsalida/LinkedInBigBlueShares>
- 🎬 Lilly Kolliniati: <https://github.com/lillykolliniati/Git-project-1->



# THANK YOU



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