ZUCKFLIX PROPOSAL

Winston Shek, Krishna Jha, Siddharth Laks

How Do We Use the Given Data Set?

Genre/Form of Content

Based on the last three years, what forms of content are most popular?

Date Added/Release Year

When was content added/produced?

Country of Origin

Where is content experiencing growth?

Combination of Data

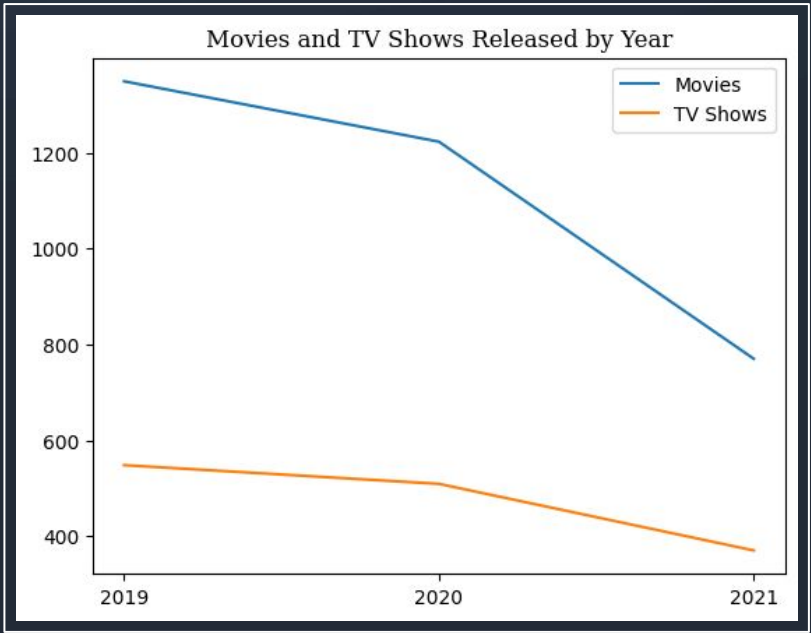
Analyzing trends in recent growth of titles from different states and forms of content

Data Set Analysis

Movies or T.V. Shows?

Given a global scope, **movies** are more prevalent than T.V. shows in Netflix's library.

When observing the frequency of shows or movies by country, the distribution vastly differs per country.

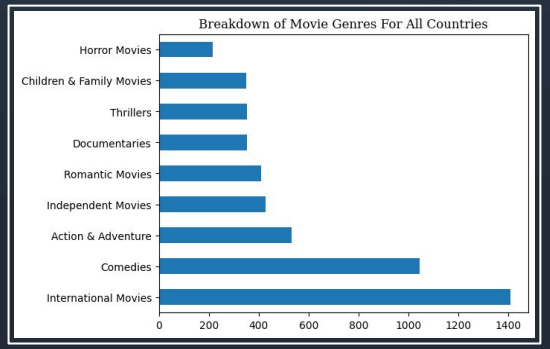


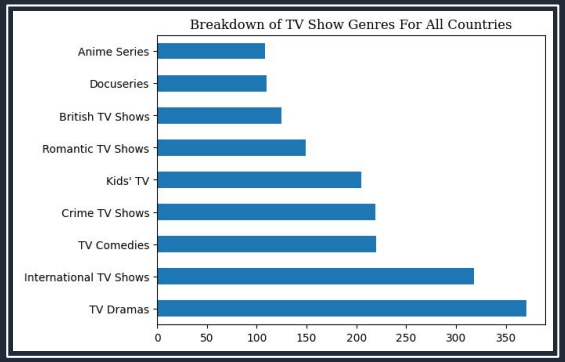
Data Set Analysis

Most Popular Genres

When eyeing international expansion, it is **imperative** to cater content to local audiences.

Nonetheless, some content transcends borders such as popular TV dramas like **Squid Game**, **Stranger Things**, and other high-budget productions.



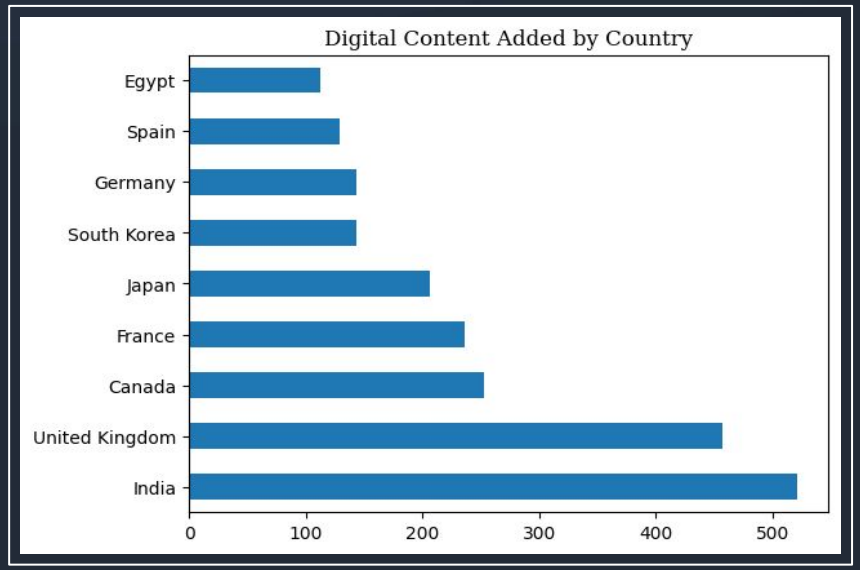


Data Set Analysis

Countries

Excluding the U.S., **India** has the highest volume of digital content, a large majority of it being movies.

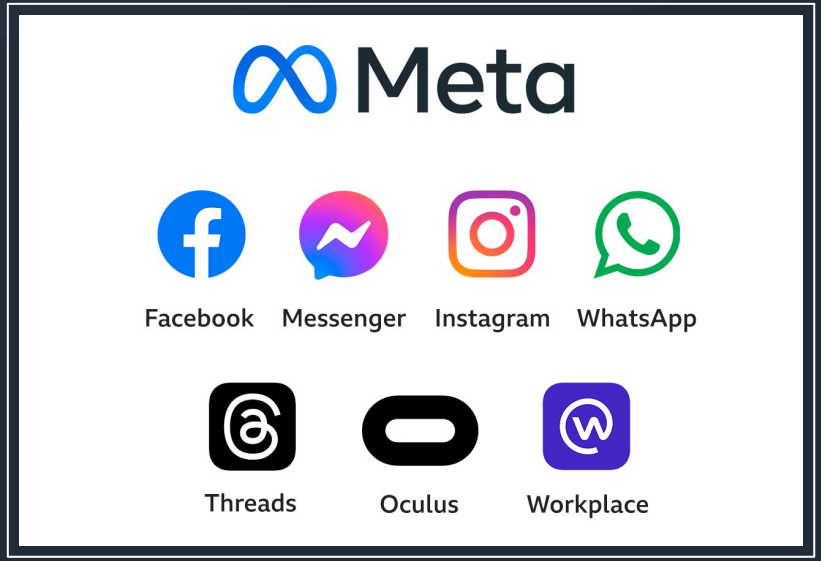
Per Netflix's CFO Spencer Adam Neumann, the **Asia-Pacific** region is the primary driver of average revenue per member (ARM) growth, signaling Asia's strength.
(Netflix @ BofA Media Conference)



Market Recommendation

India

- India represents the **largest user base** for Facebook with **314.6 million users** (Statista). It also leads with other Meta products.
- India is set to have its disposable income rise by **14.6%** annually until 2027, and will become the **third largest consumer market**. **25.8% of all Indian households** will have $10,000 in disposable income by 2027. (CNBC)



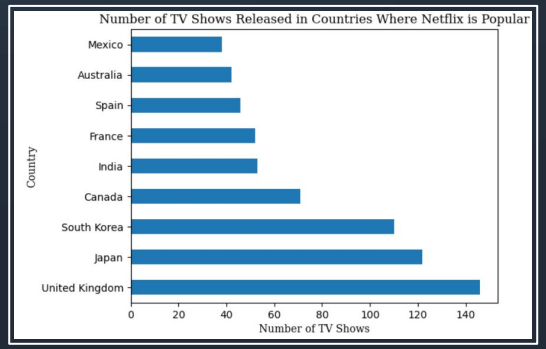
Market Recommendation

India

- **India** features the **highest volume of content**, both T.V. shows and movies on Netflix within the past three years. This symbolizes the importance of the Indian market to Netflix.

- The Confederation of Indian Industry expects streaming revenue in India to **drastically increase from $2.7 billion in 2023 to $13 billion in 2030**, a sign of an opportunity for growth. (Washington Post)

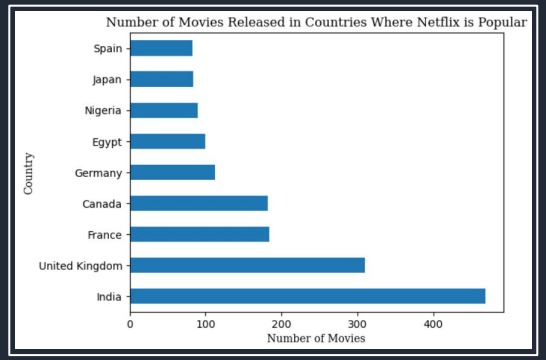
Content Recommendation



Focus on Movies

Movies are the primary boon of India's Netflix library, in part due to the emerging film industry commonly known as "Bollywood."

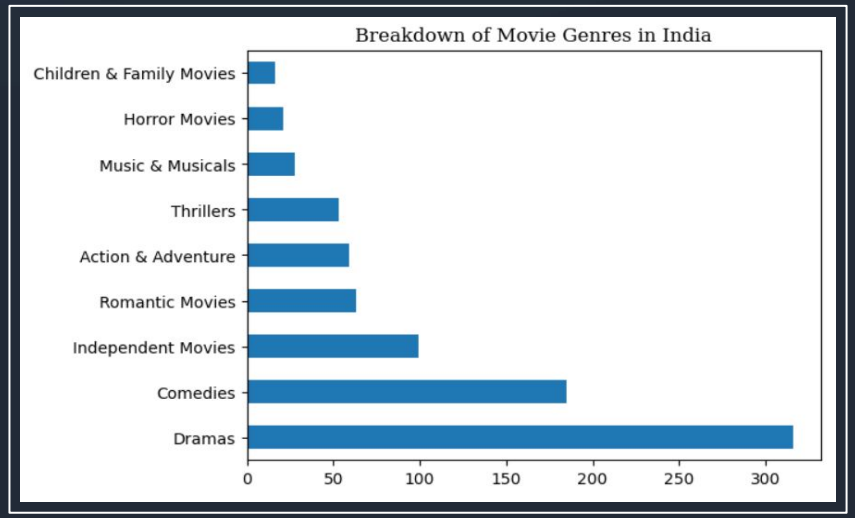
We **recommend** to focus on a large selection of movies in several of India's diverse dialects like Hindu, Tamil, and Telugu to cater to local audiences.



Content Recommendation

Focus on These Genres

It is clear that the Indian population prefers **comedies and dramas** over other movies. This suggests the need to produce or buy established forms of this content.

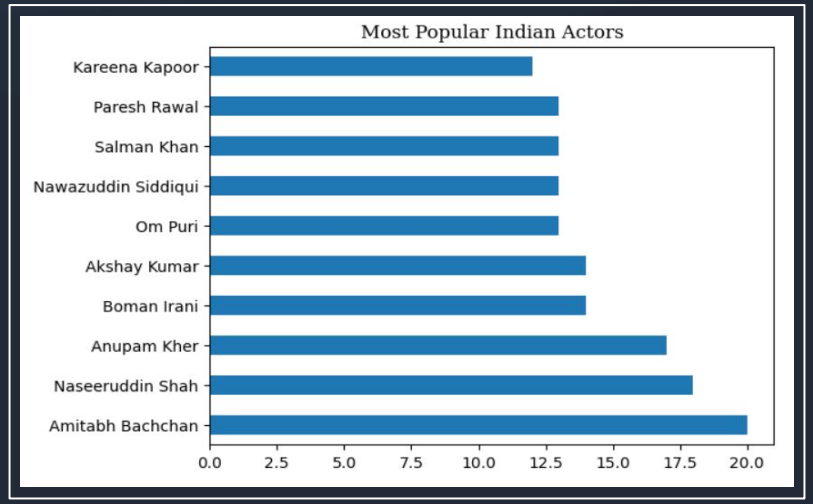


Content Recommendation

Focus on These Actors

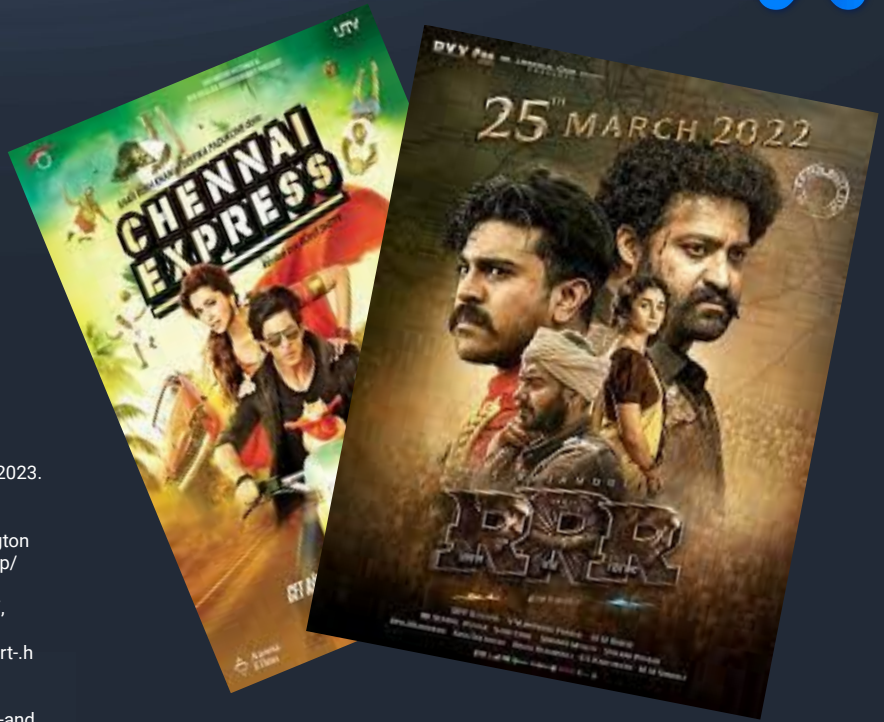
Due to a limited budget, it is important to focus on content that is known to **attract public attention.**

As such, we have narrowed down the 10 most **popular Indian actors** to focus on which superstars supply the **greatest appeal for audiences.**



THANKS!

Any Questions?



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