

Business Case: Netflix - Data Exploration and Visualisation

About NETFLIX

Netflix is one of the most popular media and video streaming platforms. They have over 10000 movies or tv shows available on their platform, as of mid-2021, they have over 222M Subscribers globally. This tabular dataset consists of listings of all the movies and tv shows available on Netflix, along with details such as - cast, directors, ratings, release year, duration, etc.

Business Problem

Analyze the data and generate insights that could help Netflix in deciding which type of shows/movies to produce and how they

1. The exploration should have a goal. As you explore the data, keep in mind that you want to answer which type of shows to produce and how to grow the business.
2. Ensure each recommendation is backed by data. The company is looking for data-driven insights, not personal opinions or anecdotes.
3. Assume that you are presenting your findings to business executives who have only a basic understanding of data science. Avoid unnecessary technical jargon.
4. Start by exploring a few questions: What type of content is available in different countries?
 1. How has the number of movies released per year changed over the last 20-30 years?
 2. Comparison of tv shows vs. movies.
 3. What is the best time to launch a TV show?
 4. Analysis of actors/directors of different types of shows/movies.
 5. Does Netflix has more focus on TV Shows than movies in recent years
 6. Understanding what content is available in different countries

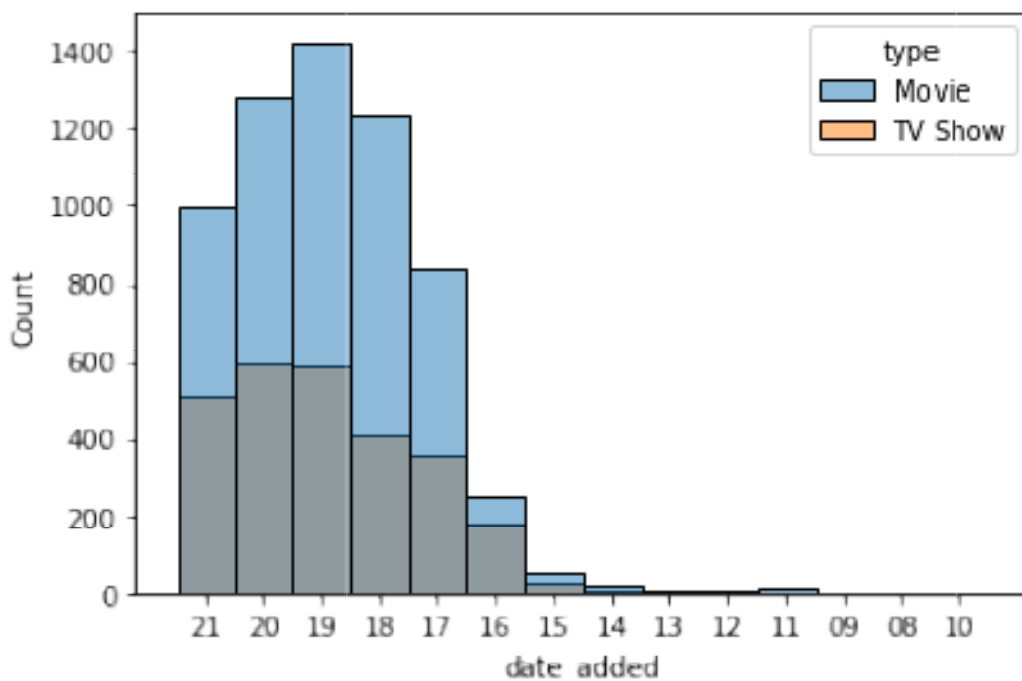
NETLIX DATA ANALYSIS

As we all know, Netflix is the world's leading streaming entertainment service. We can tell how a movie/tv show has performed based on the number of views and their ratings(from most popular IMDB, rotten tomatoes etc.). Even though, the dataset we were provided with, did not contain these crucial parameters, I was still able to analyze and present certain findings.

With the given dataset, I initially did not have any goal. I kept exploring and eventually came up with something. Using two constant parameters which were 'release year of movie/tv show' and 'year added to Netflix', I came up with few insights which can improve Netflix's business. I mostly used histogram to plot my graphs. I could've used other plots too, but I felt hist was enough to display my insights.

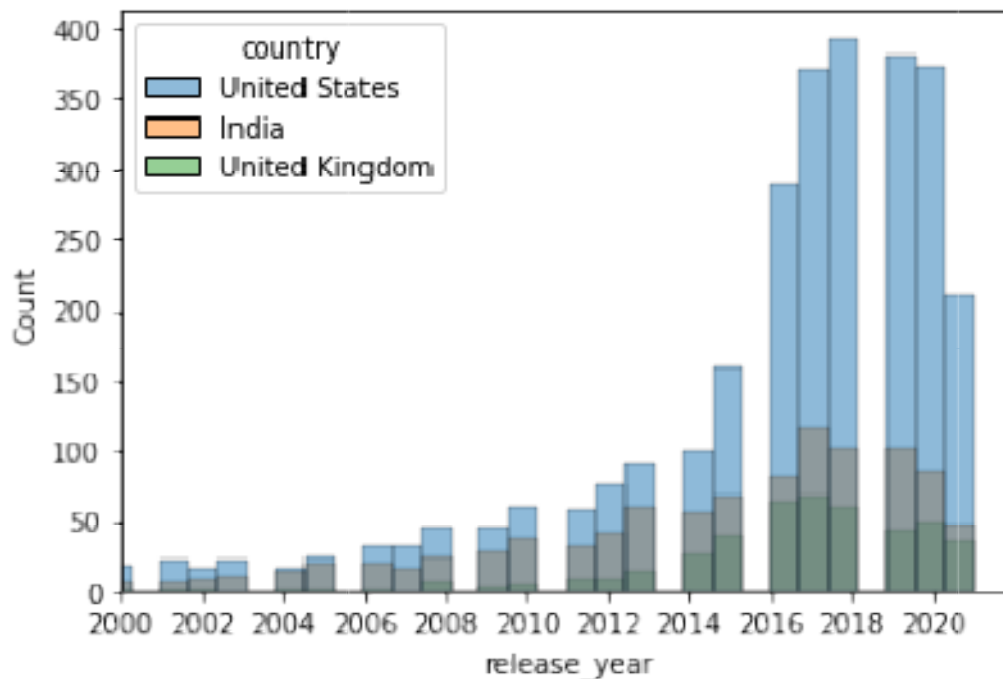
Due, to Covid-19 pandemic, from each and every comparison or plot we can clearly see a drop after 2019.

- No. of movies and tv series added to Netflix over the years. As per the chart given below, since 2016, we can see that there has been a significant growth in the number of TV shows/movies added to Netflix. We will start making more business if this momentum keeps going.

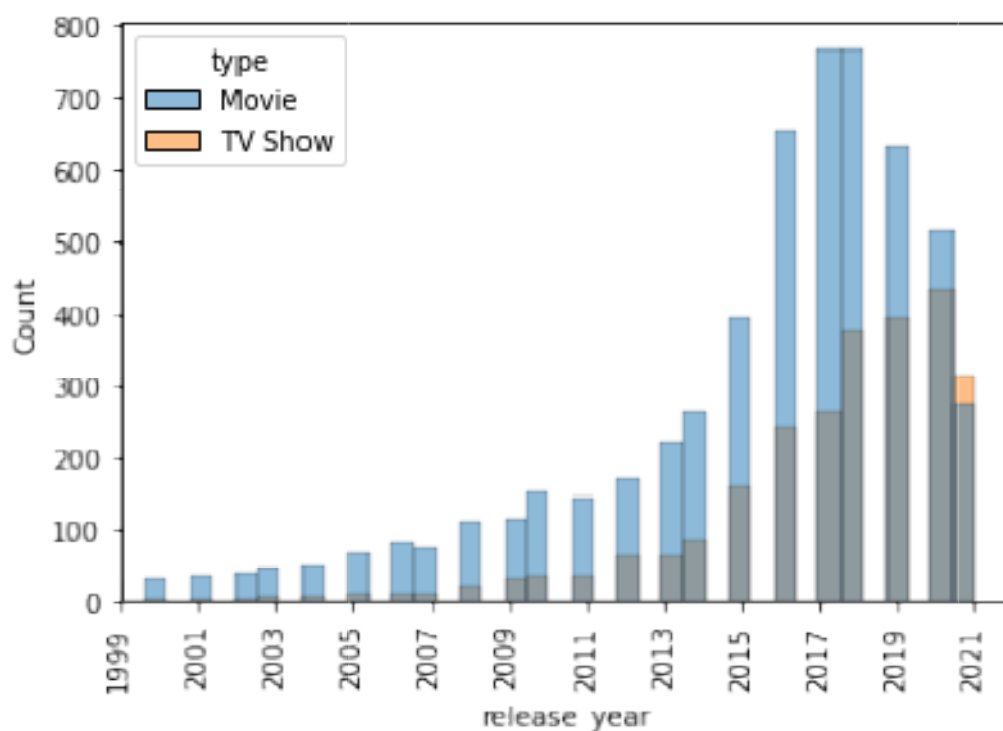


- As per cast/actor's analysis, since 1990 we can see that among the top 10 actors (based on the movie/tv show count) 8 of them are Indians. Indian actors have clearly dominated the Netflix OTT based on their individual movie count. To make more business, we need to start producing (by doing this we can offer them more roles) and streaming more of these actors movies. We can also see that, their TV show count is very less. It might be a risk, but we can try offering them roles in a tv series too.
- As per director's analysis, among the top 5 directors (based on their movie/tv show count), Marcus Raboy and Jay Karas have been consistently directing movies/tv shows in the recent years. It's not that others are not performing, its just that Marcus Raboy and Jay Karas's graphs showed consistency. Offering these 2 directors with production support or streaming more of their movies can get us good business.

- US, India and UK are top 3 countries with highest number of movies added to Netflix. Even though, Netflix is an American firm, it's very much surprising to see India on the second place. Considering India's population (more population -> more viewers) and their growth in the producing more number of movies in recent years, we can start investing more money by either producing or procuring streaming rights of more number of movies.



- Now, if we take a look at Movies vs tv shows released over the years, we can clearly see that TV shows have started to dominate. From the release year 2020, lesser movies were added to Netflix as compared TV shows. I would say this is the best time to start investing in production or streaming of more number of TV shows.



- Lastly, considering genre, Dramas and comedies (These are produced in US) are leading from the front. These are pure genre. International movie and TV shows are also among the top 5. Countries other than US, have started to making more business for Netflix. We have been watching Hollywood movies for many years now. People need change. Watching foreign flicks allows you to visit other countries from your home, learning about their landscapes, art, architecture, monuments, foods, fashion, language, customs, and culture. You're also likely to learn about the history of a place. I would advise Netflix to invest more in foreign content and its advertisement.

Overall, I feel that even though Netflix is one of the largest OTT platforms in the world, there is still a lot of room for improvement.

To whoever reads this, I hope my insights from this case study were meaningful.

Thank you,
Krishna