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NETFLIX DATA ANALYSIS



CS-Streaming Project



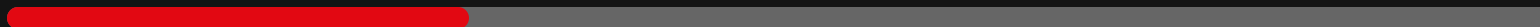


| THE TASK

Analyse Netflix data to provide CS-Streaming with actionable insights to optimise its services and competitively position itself in the streaming market.

| THE DATA

- This dataset consists of listings of all the movies and TV shows available on Netflix
- Includes details such as: cast, directors, country, ratings, release year, duration, genre





| QUESTIONS WE WANT TO ANSWER

1. What is the percentage of movies to TV shows?
2. Which day of the week is the majority of the content added?
3. Which countries are the top producers of Netflix content?
4. Which TV and movie genres are most represented on Netflix?
5. Which countries make the longest movies and TV shows?
6. What is the correlation between release date and duration for content?

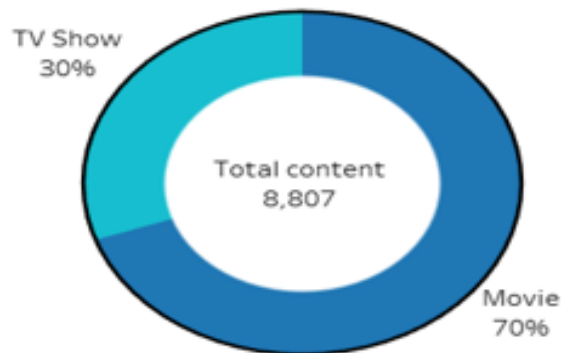




| MOVIES VS TV SHOWS

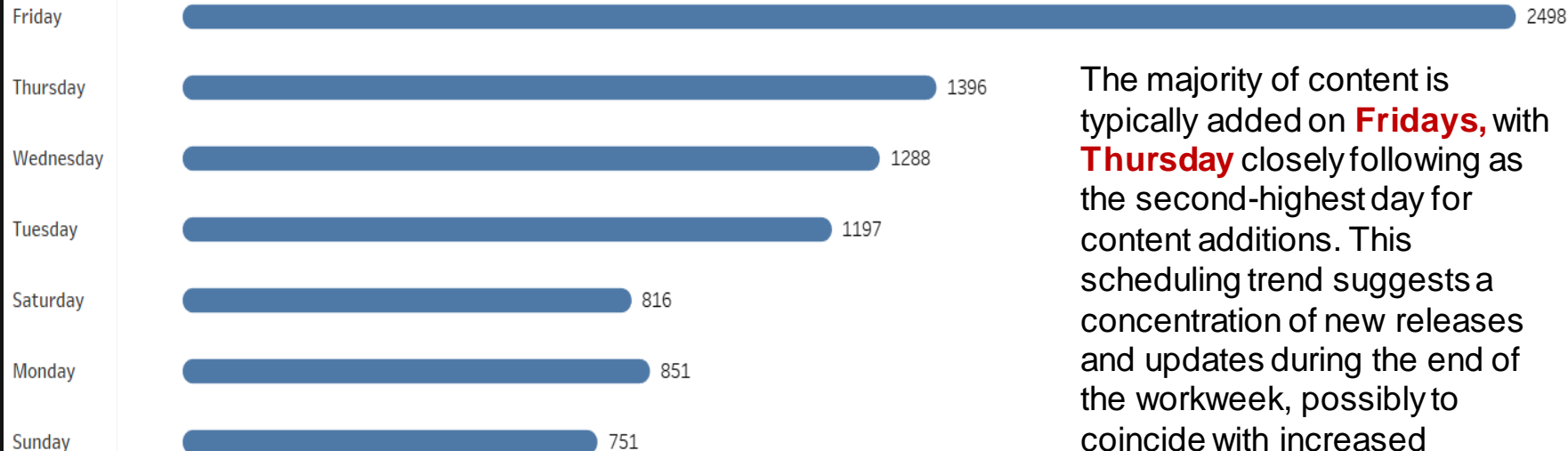
Movie preferences outweigh TV show preferences.

70% of the newly added content consists of movies, while TV shows make up only 30%.





Weekly Content added



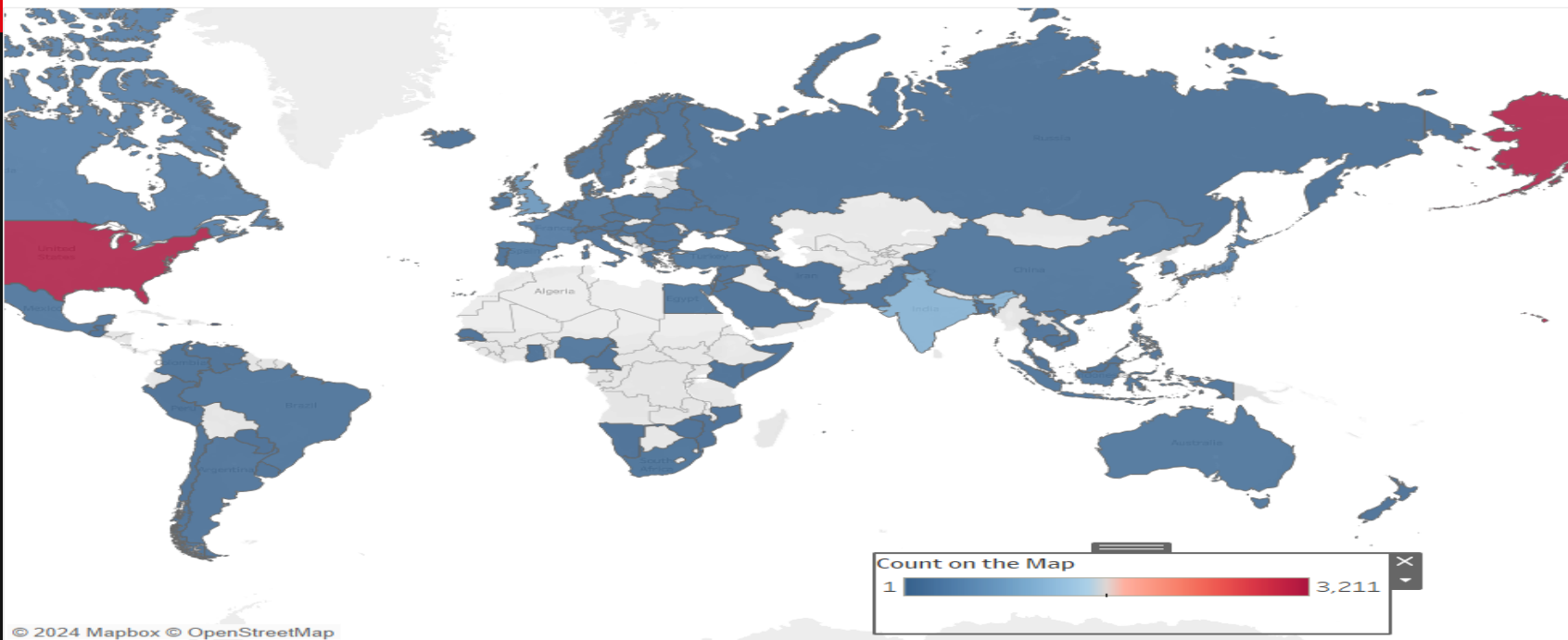
The majority of content is typically added on **Fridays**, with **Thursday** closely following as the second-highest day for content additions. This scheduling trend suggests a concentration of new releases and updates during the end of the workweek, possibly to coincide with increased audience engagement and leisure time over the weekends.





Netflix Libraries Around the World

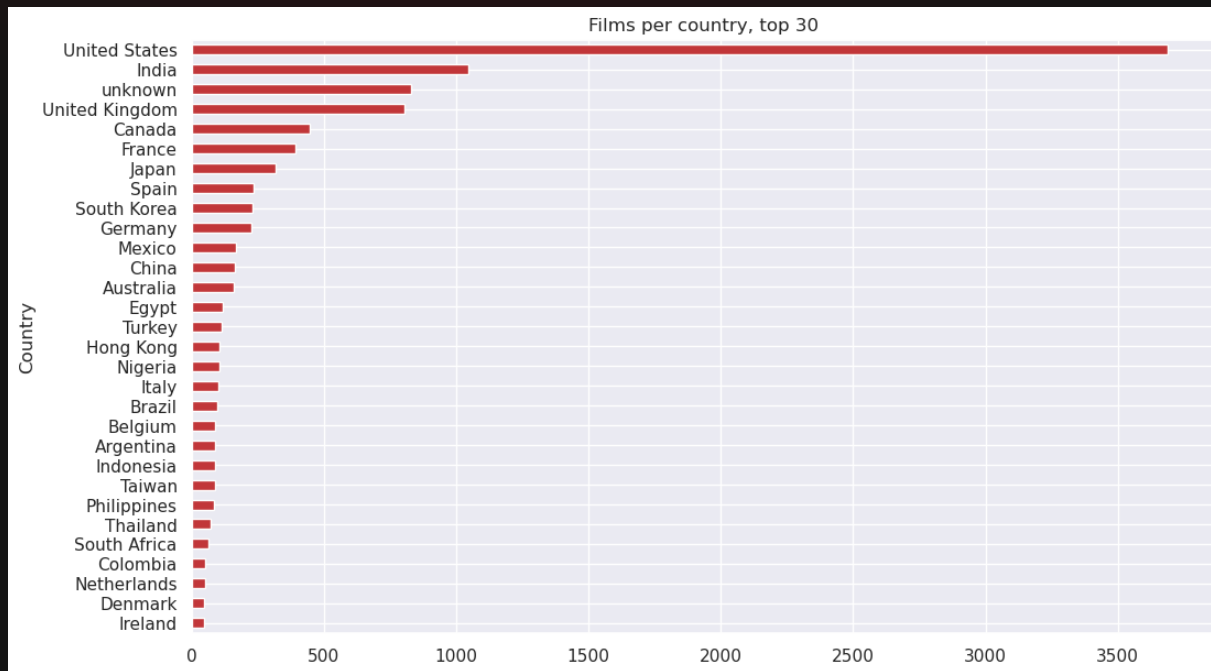
United States (59%), India (16%) and United Kingdom (7%) have a higher percentage of content





| WHICH COUNTRIES ARE MOST REPRESENTED?

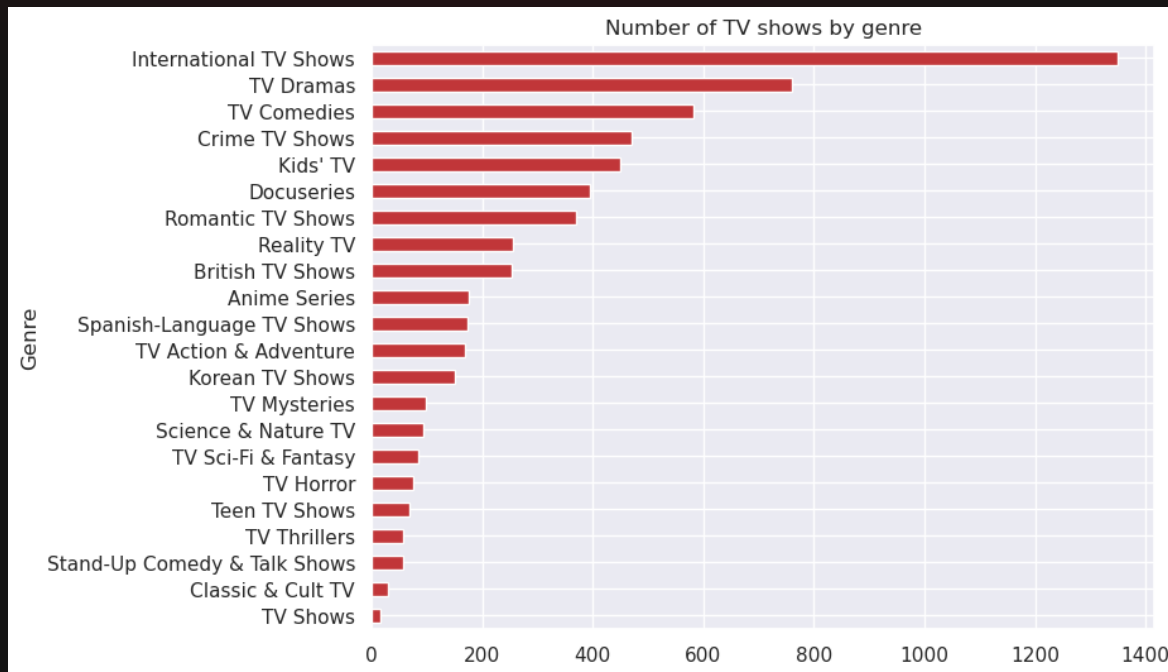
Content made in the United States is by far the most common on Netflix, with India, UK, Canada and France making up the rest of the top 5. Note: many shows list more than one production country, so totals add up to more than 100%. This chart shows the top 30 only





| WHICH TV GENRES ARE MOST REPRESENTED?

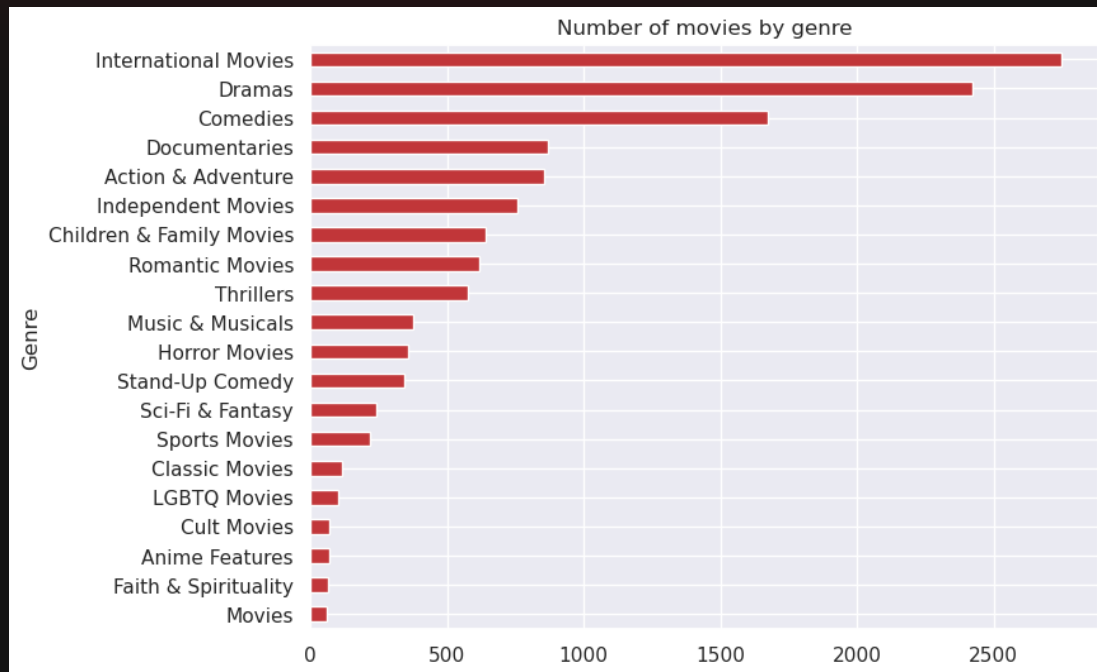
International TV Shows is the most common genre, although this overlaps with other genres in many cases. Note: many shows list more than one genre, so totals add up to more than 100%.





| WHICH MOVIE GENRES ARE MOST REPRESENTED?

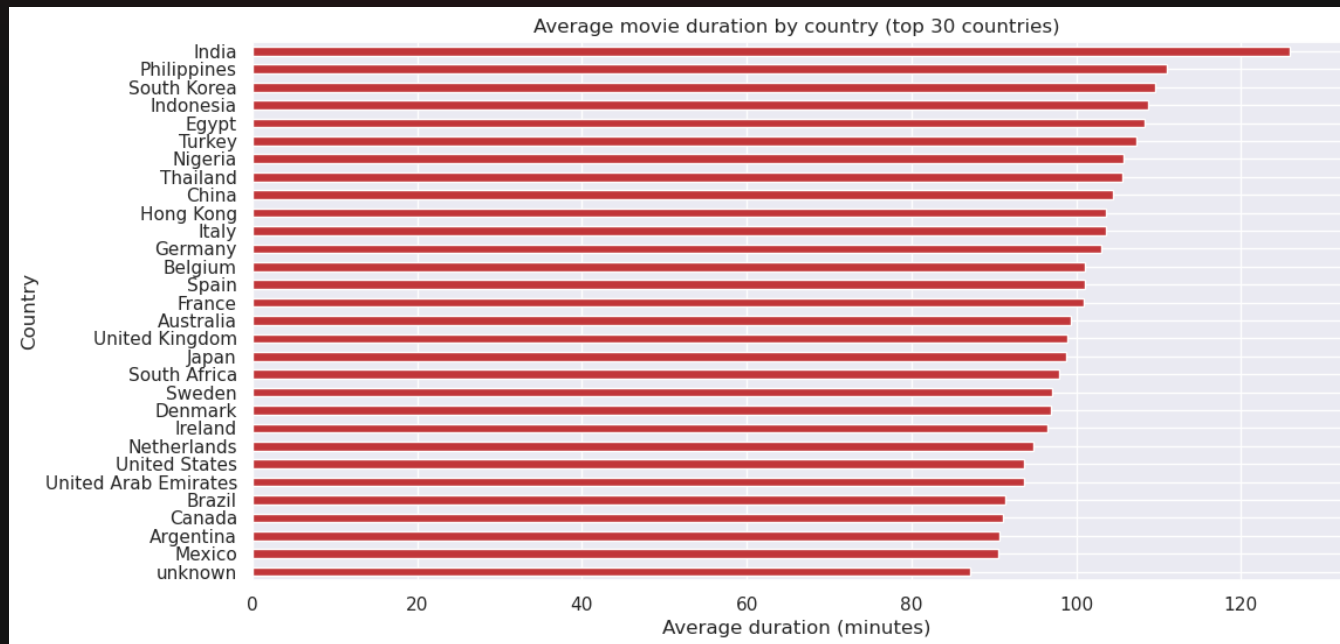
As with TV shows, the most common movie genre is 'international'; more meaningful popular genre types are drama, comedy and documentary. Note: many shows list more than one genre, so totals add up to more than 100%.





| WHICH COUNTRIES MAKE THE LONGEST MOVIES?

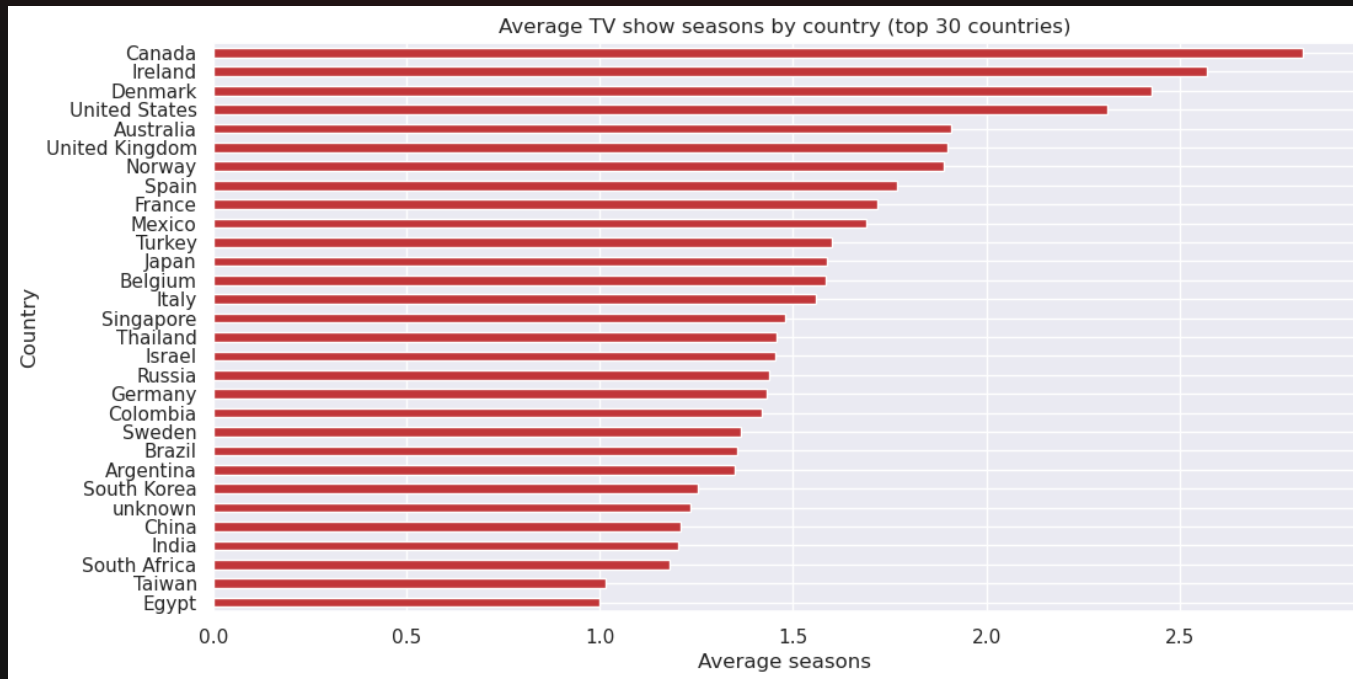
Of the top 30 movie-producing countries represented on Netflix, Asian and African countries typically produce longer runtimes than European and North/South American countries





| WHICH COUNTRIES MAKE THE LONGEST TV SHOWS?

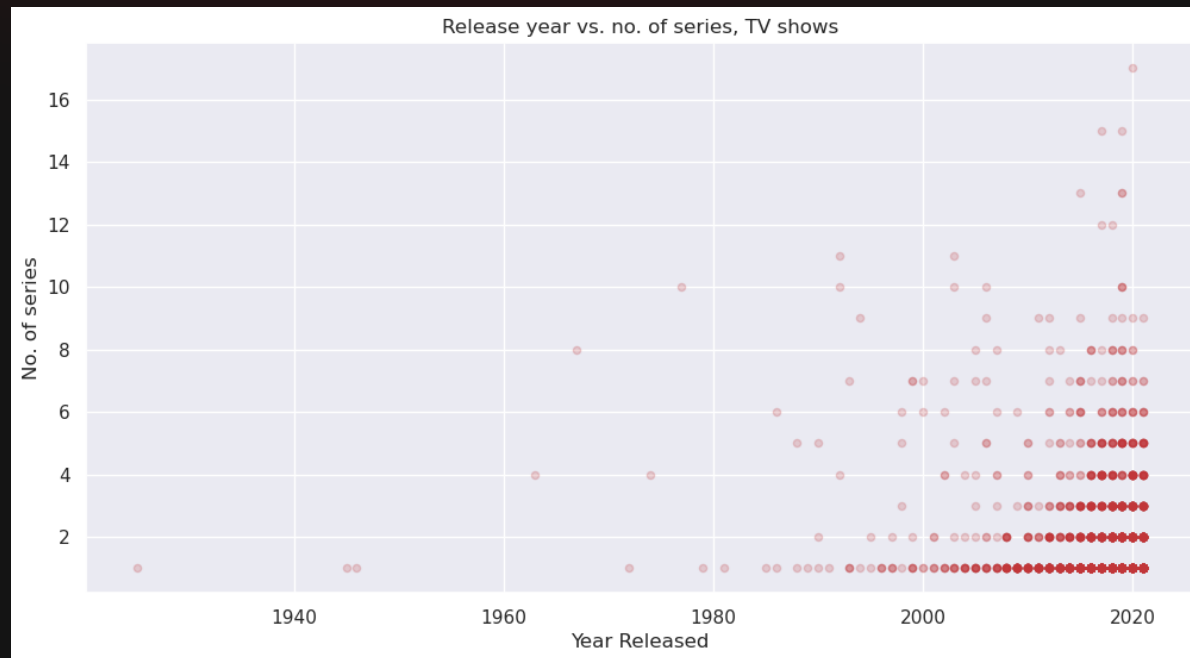
Of the top 30 producers of TV shows on Netflix, English-speaking and Scandinavian countries dominate the list of highest average number of seasons.





| RELEASE DATE VS DURATION (TV)

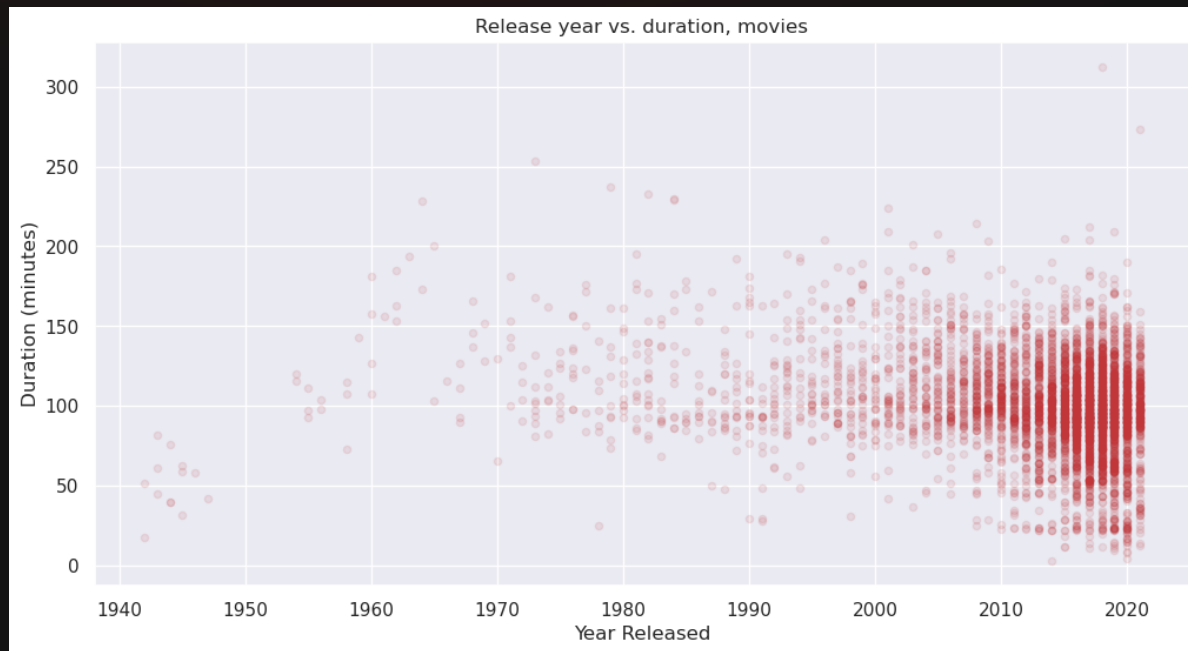
Shows with more than 10 seasons are unusual, and those that exist tend to be recent. One/two season shows are the most common





| RELEASE DATE VS DURATION (MOVIES)

The majority of movies on Netflix were made after 2000, and are under 150 minutes (2.5 hours) long.



I RECOMMENDATIONS

01 MOVIE VS TV SHOW

Focus on having a wide variety of movies available for viewers

02 RELEASE DAY

Release content mid week onwards

03 COUNTRIES

Target US, India, UK and Canada

04 MOVIE GENRE

Have a variety of international, dramas and comedy movies available for viewer

05 DURATION

Focus on releasing content with movie length between 90 – 150 mins, and an average number of seasons being 2



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THANK YOU FOR LISTENING!

Any Questions?

