



### Hypothesis :

**Hypothesis 1:** An increase in subscriptions, revenue, and stock value is positively correlated with the production of successful content.

**Hypothesis 2:** Specific patterns in content contribute to its success.

### Data bases used :

Last 12 years of Stock, Revenue, and Subscription.

We took a sample of almost 2000 movies and TV shows, we researched for an independent collector of reviews and votes from IMDb rating data for this content on a date range of 2005 to 2024.

Using performance data from the last three years, we developed a scoring system based on a modified Bayesian Average to classify content as either successful or unsuccessful

Global\_Revenue  
208.7B

Global\_Memberships  
1.8B

Subscription\_growth\_max  
41.4M



Introduction



Financial Performance



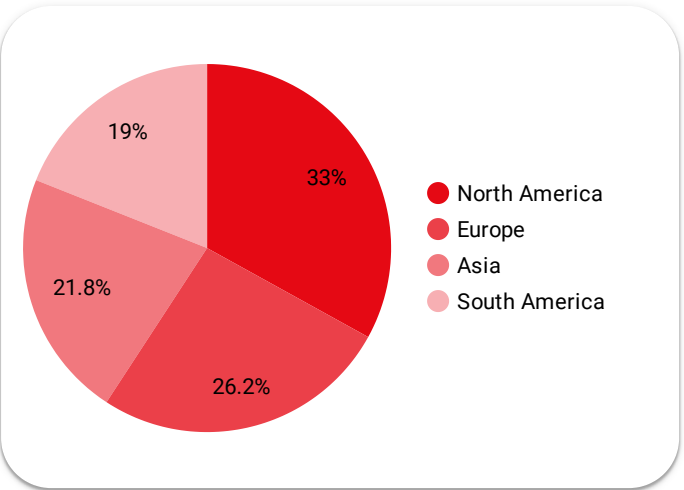
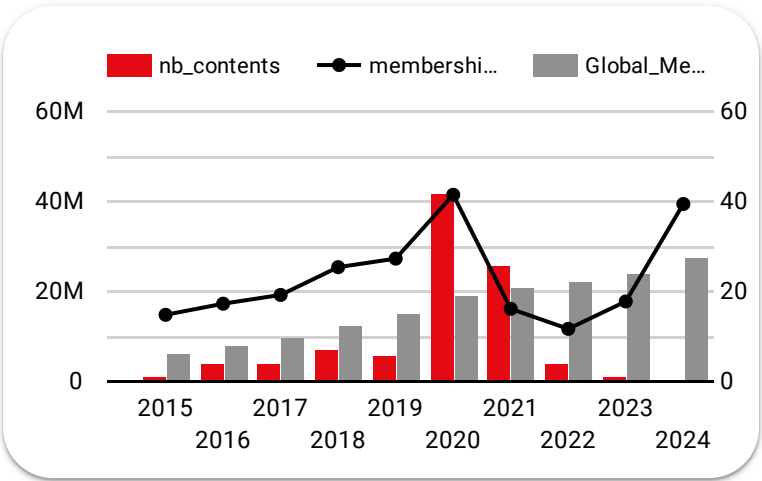
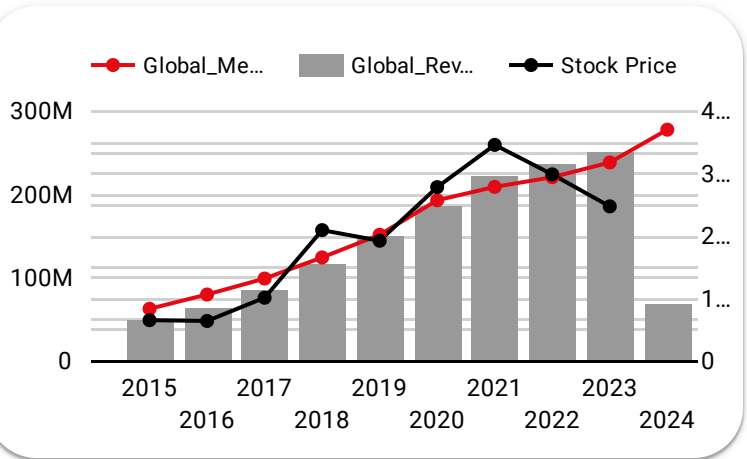
Content Analysis



User Analysis



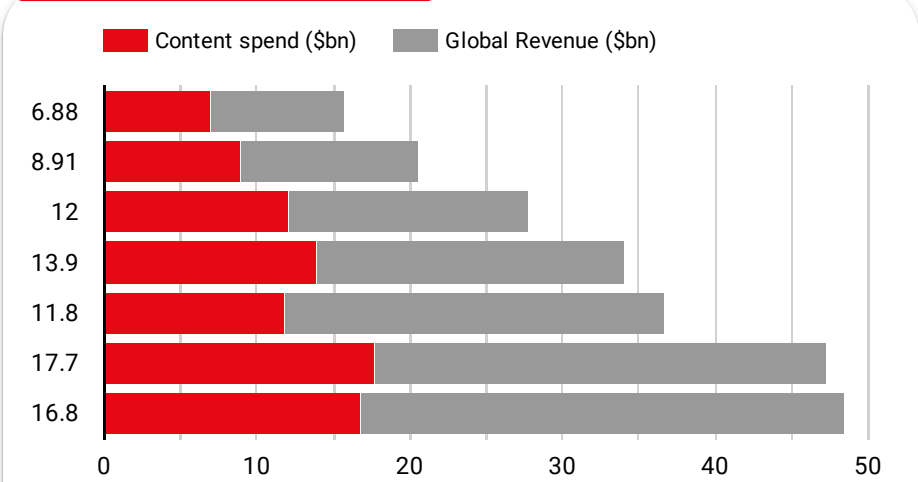
Conclusion



Global revenue per release date

	Netflix_Release_D...	Global_Revenue ▾	Popular_weeks
1.	Friday	332,989,339,000	361.57
2.	Wednesday	249,090,611,000	150
3.	Thursday	159,879,412,000	114.12
4.	Tuesday	113,899,998,000	82.09
5.	Monday	68,881,517,000	33.36
6.	Saturday	52,795,201,000	23.22
7.	Sunday	37,218,116,000	12.83

Content Spending

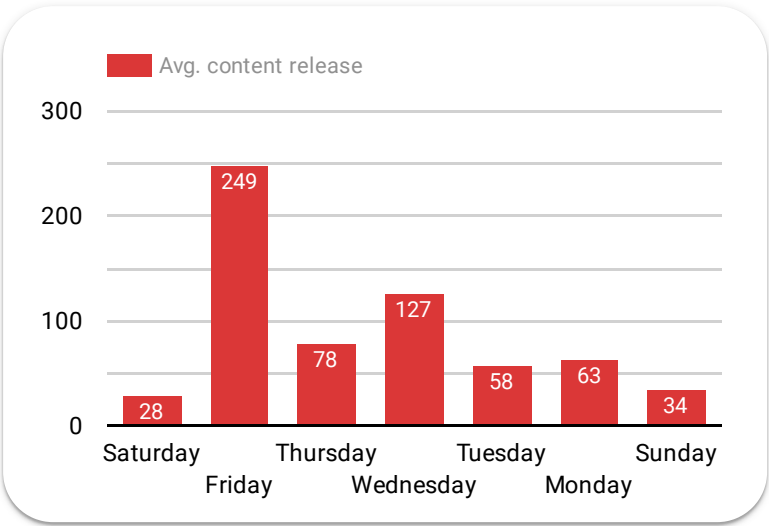
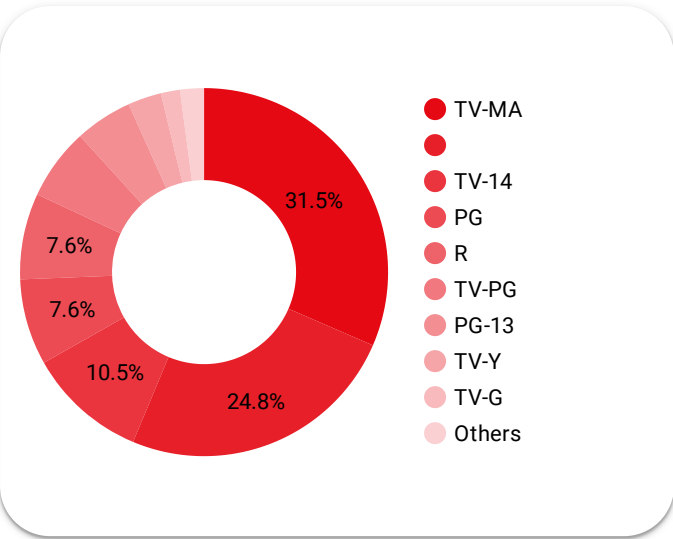
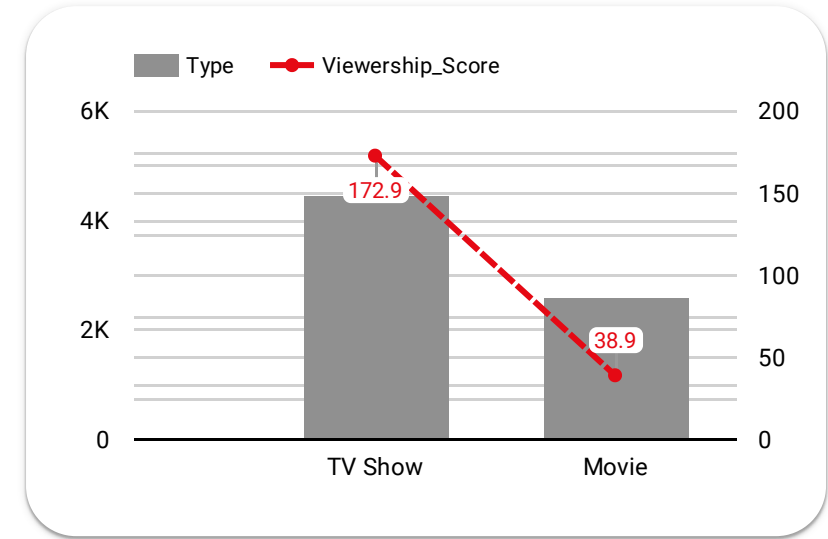
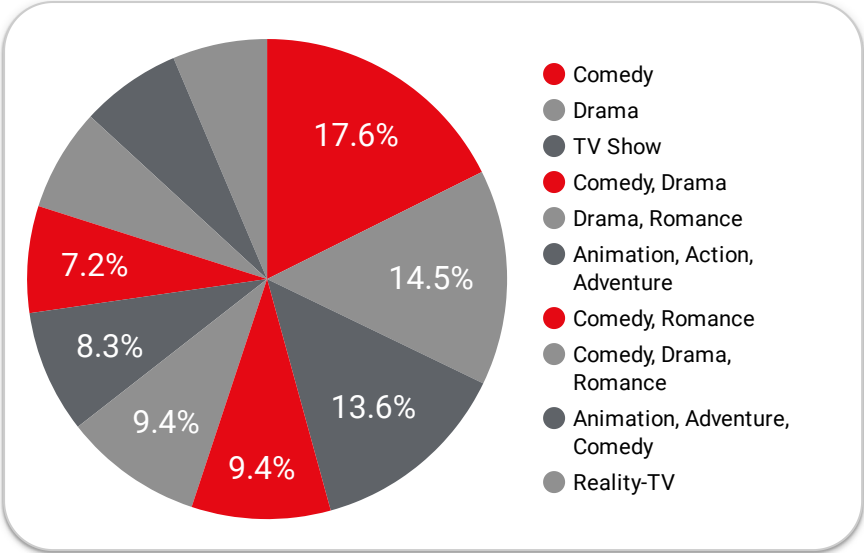


Total\_nb\_Contents  
1,983

Avg\_IMDB\_score  
6.48

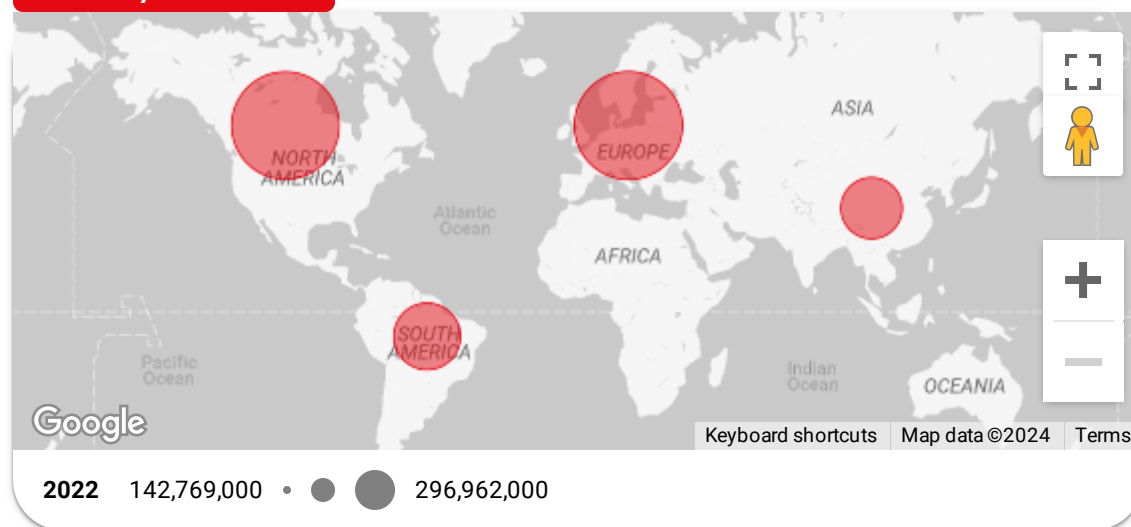
nb\_Genre  
365

Title	Year	classification	Final_Score ▾
Cocomelon	2020	Successful	40.3
Ozark	2017	Successful	15.8
Cobra Kai	2018	Successful	14.8
The Queen's Gambit	2020	Successful	14.4
Tiger King	2020	Successful	13.7
Squid Game	2021	Successful	13.2
Outer Banks	2020	Successful	13.1
All American	2019	Successful	12.1

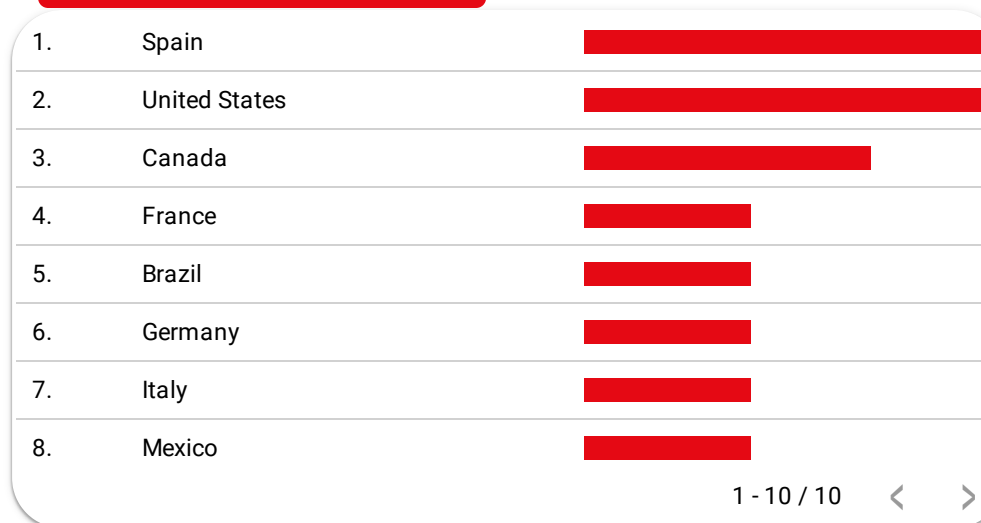


# User Analysis

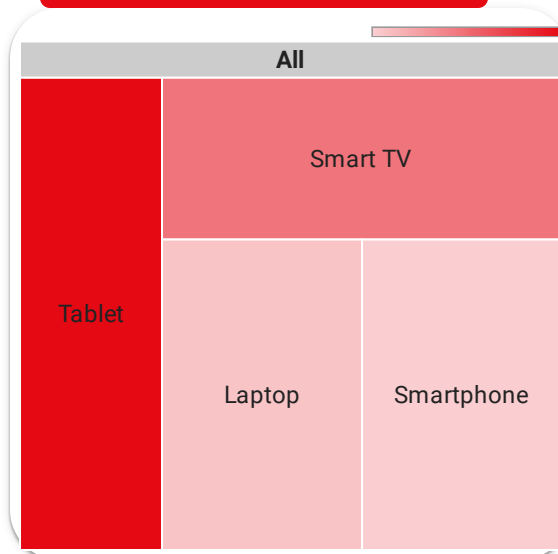
Users by Continent



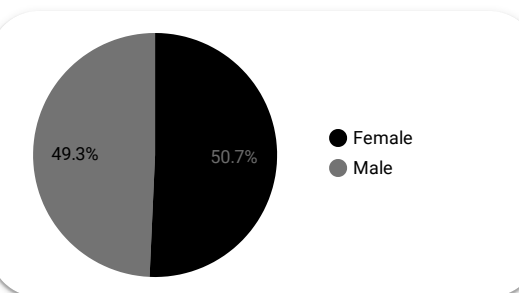
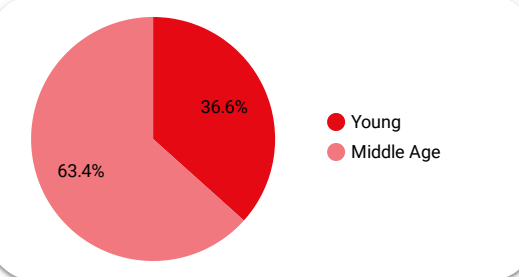
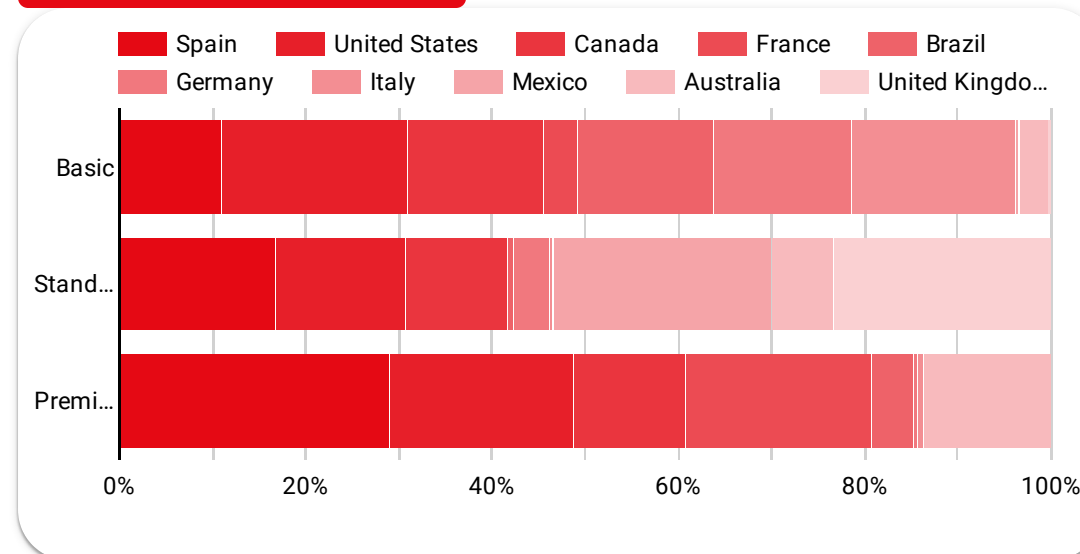
Users by Country Ranking



Users by Device



Users by Membership Type



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### Conclusions :

**Hypothesis 1:** An increase in subscriptions, revenue, and stock value is positively correlated with the production of successful content.

**Result 1:** Hypothesis 1 is validated.

The company's ability to produce successful content significantly impacts its subscriptions, revenue, and stock performance. To sustain growth in these areas, the company should consistently deliver content that resonates with its audience, thereby boosting popularity and engagement, which in turn positively influences its market performance.

**Hypothesis 2:** Specific patterns in content contribute to its success.

**Result 2:** Hypothesis 2 is validated.

The analysis of successful content reveals distinct patterns, including genre (e.g., comedy), format (e.g., TV shows), age rating(TV-MA), choice of directors, and release days. These factors are shown to increase the likelihood of success. Going forward, these patterns should be used as key considerations when evaluating potential content investments to maximize their success.