



Hypothesis :

- *Hypothesis 1* : There must be a correlation between revenue, stock, and successful content.
- *Hypothesis 2* : There are certain patterns in the content that contribute to a higher rank

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

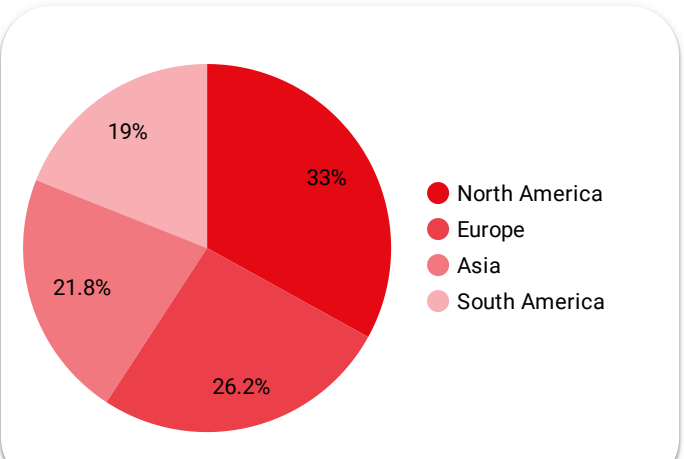
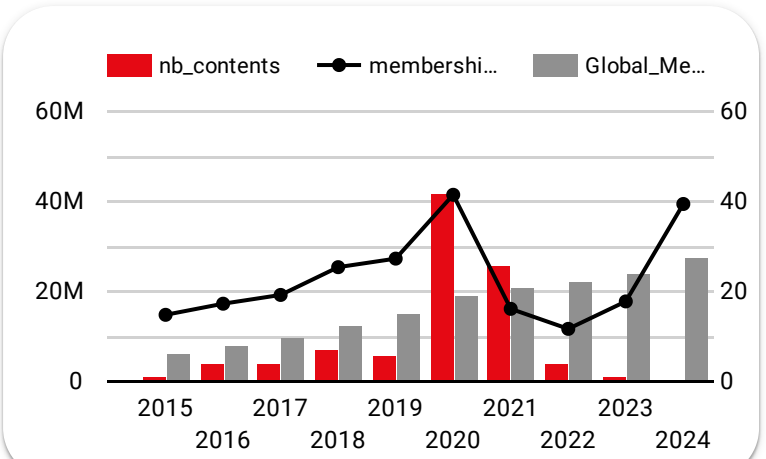
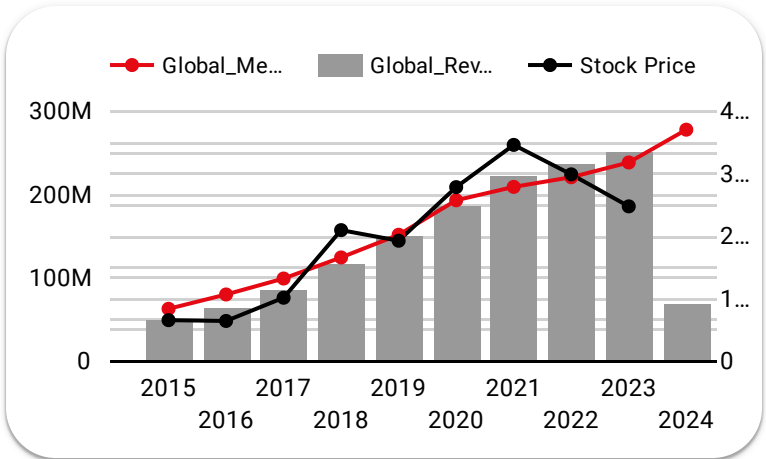
Introduction

Financial
Performance

Content Analysis

User Analysis

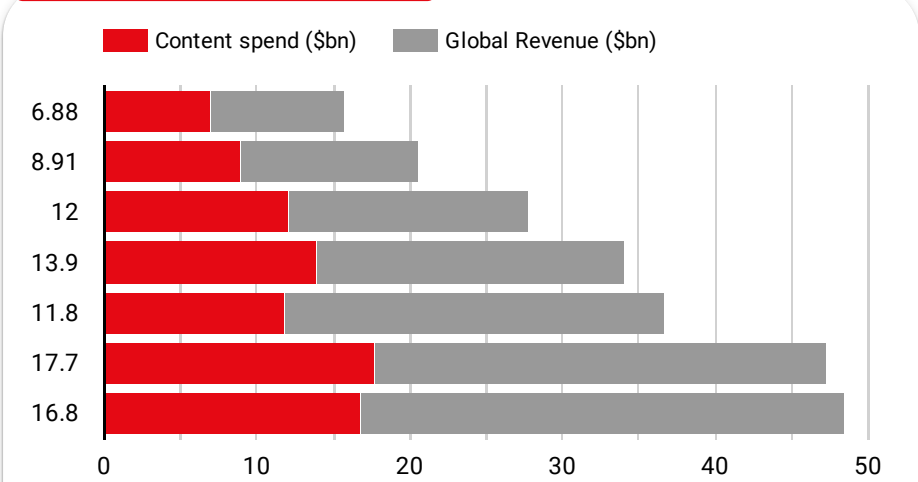
Conclusion



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

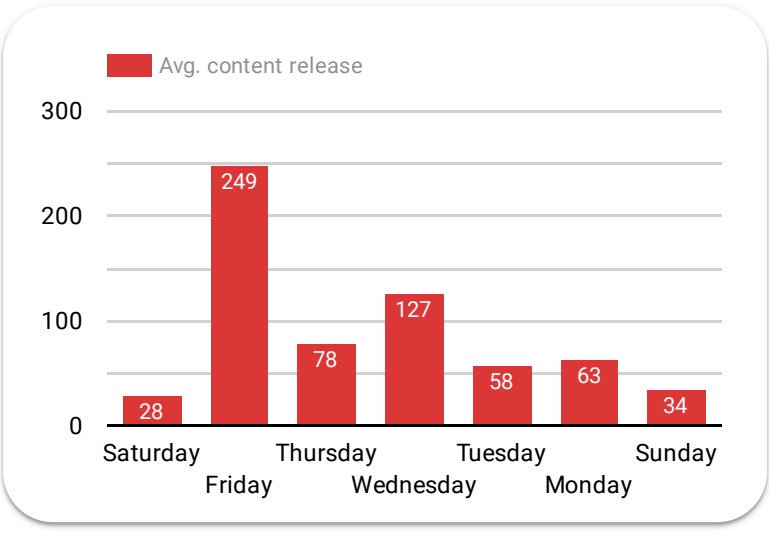
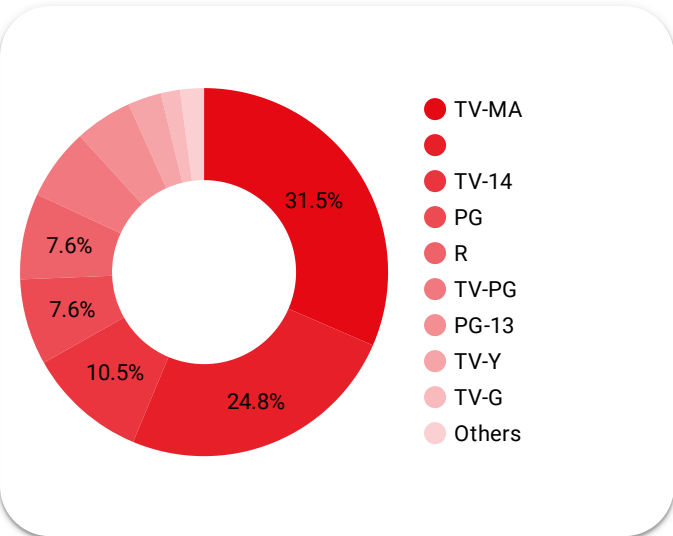
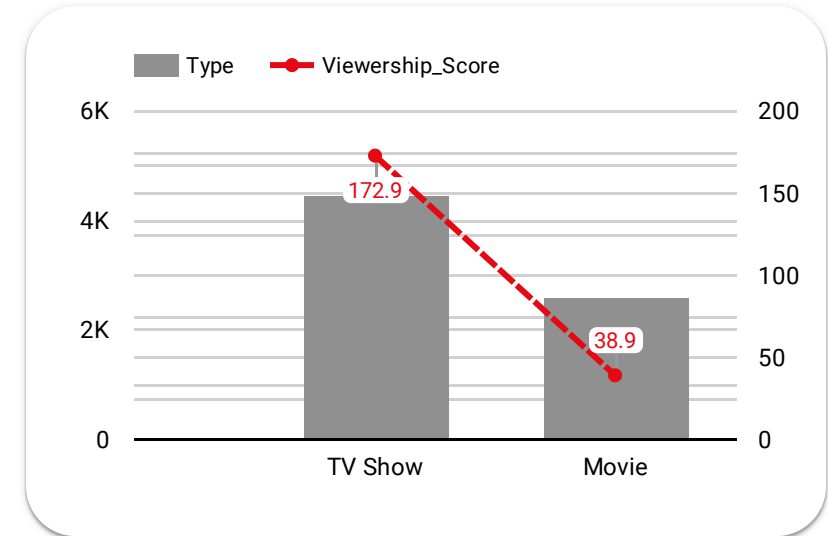
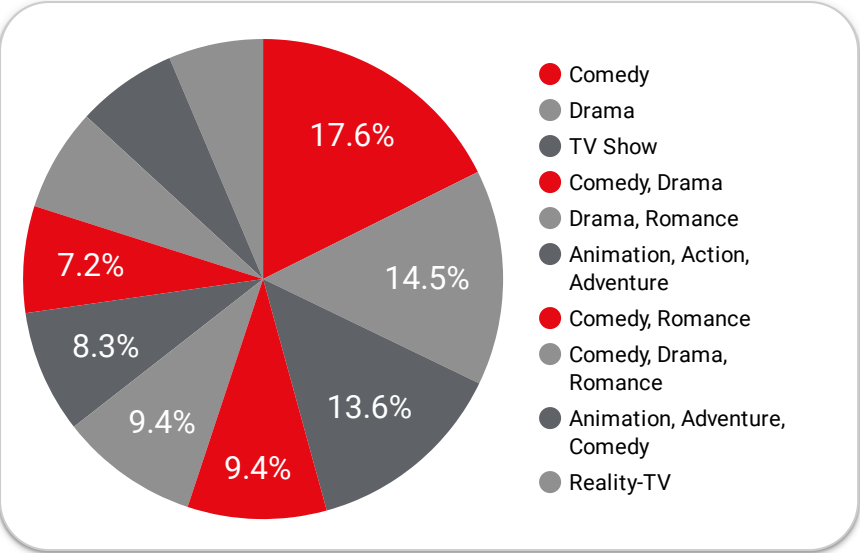


Total_nb_Contents
1,983

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



Introduction

Financial Performance

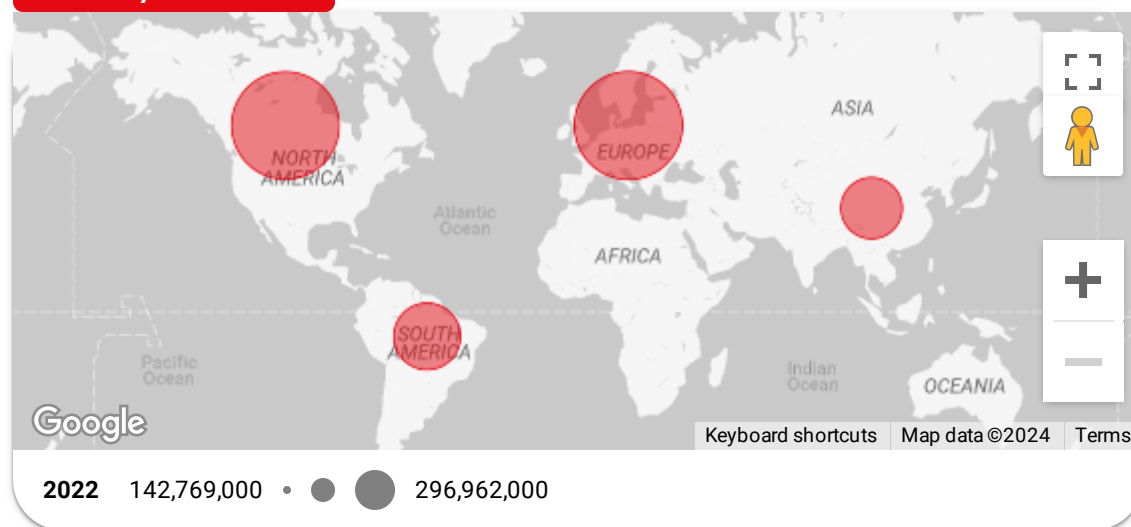
Content Analysis

User Analysis

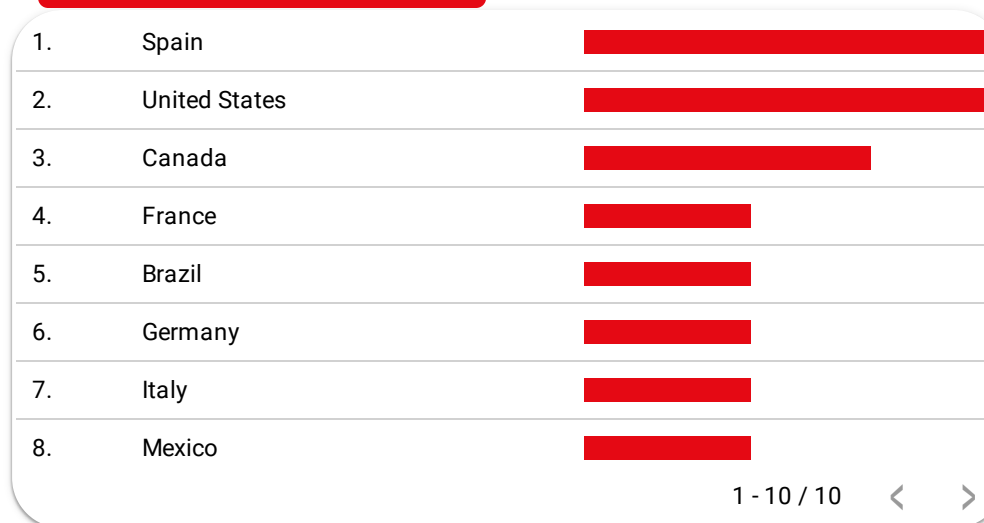
Conclusion

User Analysis

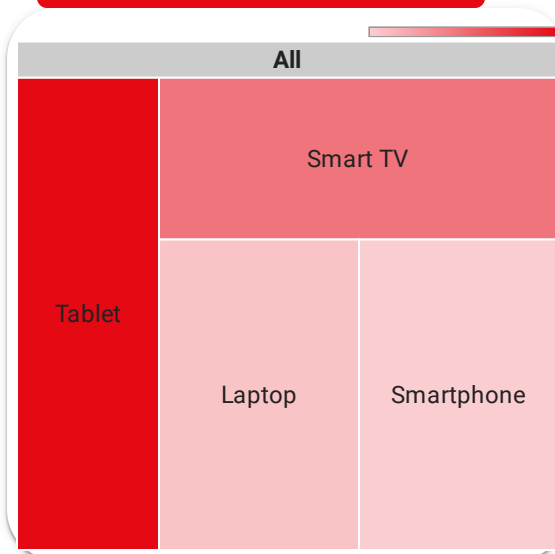
Users by Continent



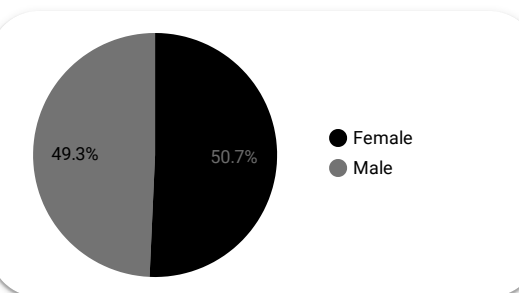
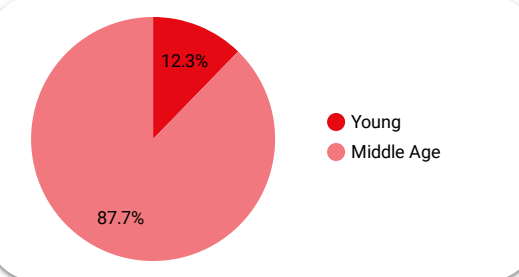
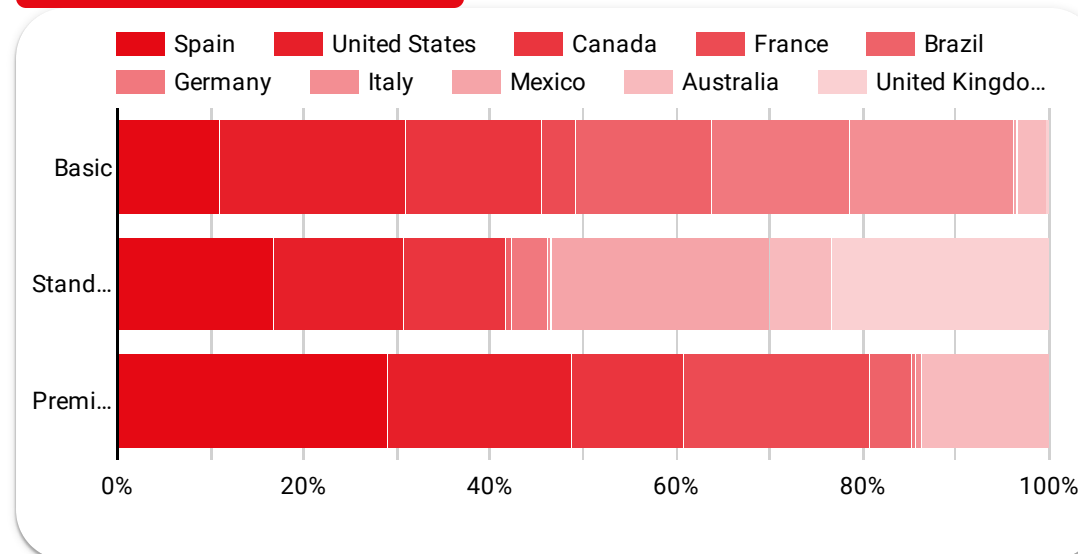
Users by Country Ranking



Users by Device



Users by Membership Type



Introduction

Financial Performance

Content Analysis

User Analysis

Conclusion



Introduction



Financial
Performance



Content Analysis



User Analysis



Conclusion

