

Netflix business case study

Netflix is one of the leading online streaming platform across the globe. The business model of Netflix is based on the revenue through subscription and the contents are very popular across the geographical barriers. In this case study we are analyzing the database of Netflix to derive a few insights to increase the business opportunities in existing markets.

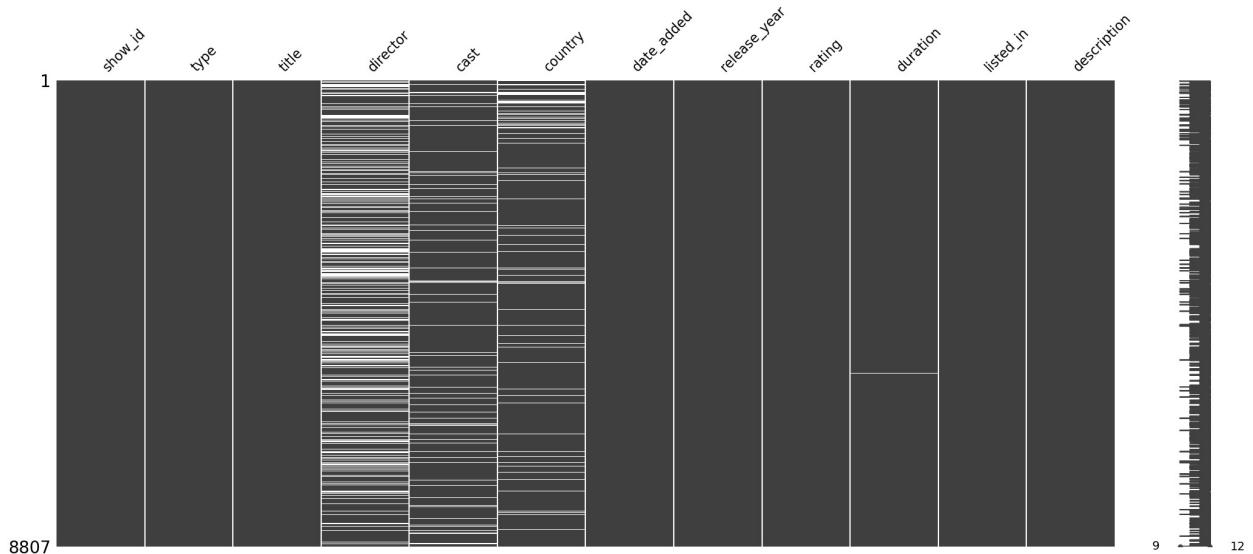
Some important details of the data are,

- The database is of 8807 unique contents
- Shape of data is (8807,11)
- The time period of data ranges from
Timestamp('2008-01-01 00:00:00') to
Timestamp('2021-09-25 00:00:00'), the data is for 13
years starting from 2008.
- The content release years are from 1925 to 2021

- The data is from 124 countries/regions(after unnesting) (including unknowns)
- In the data content in movie categories are 69.6% and TV shows are 30.4%
- The objects in the data are,

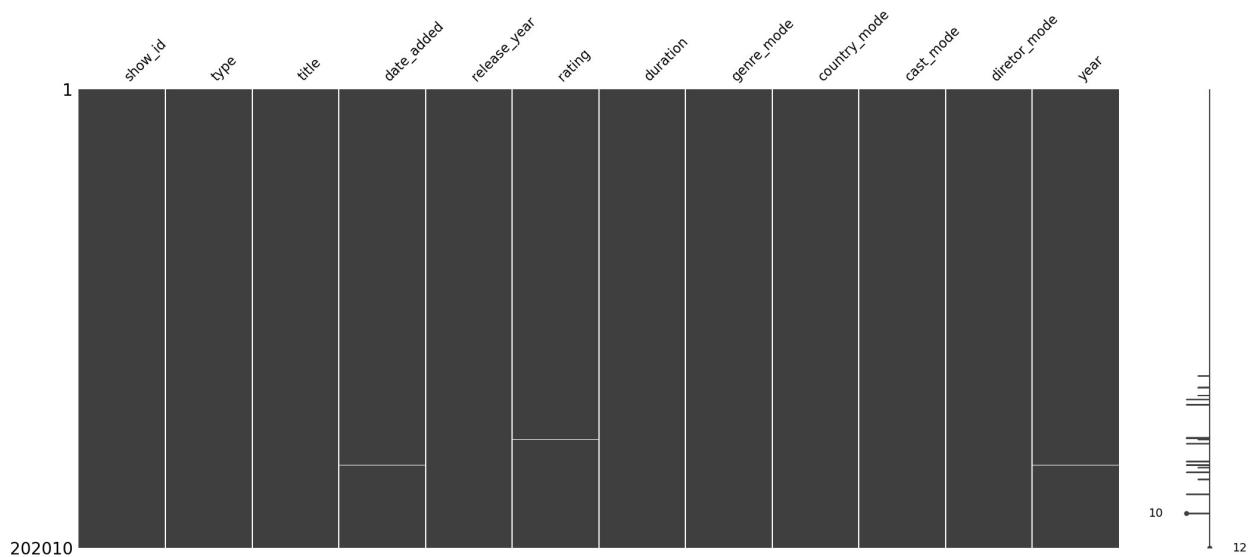
show_id	8807
type	2
title	8807
director	4528
cast	7692
country	748
date_added	1714
release_year	74
rating	17
duration	220
listed_in	514
description	8775
year	14
month	12
dtype: int64	

The raw data analysis on the density of the each series using “missingo” as follows,



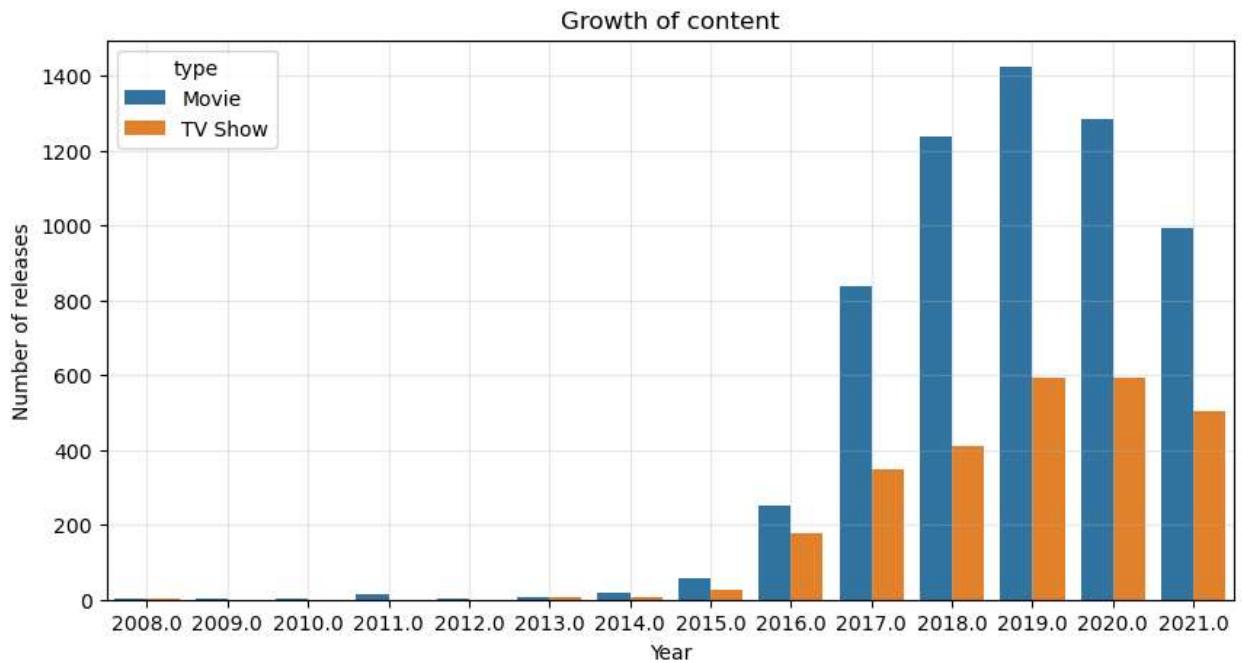
- As per the above image we can observe that the missing values are more in director , cast and country.
- The analysis will be done post the un nesting of data
- We had done the pre processing of data to initiate the analysis.
- The process is in the pdf version of the jupyter note book which is there at the end of the file.

After the preprocessing , the details are as follows,



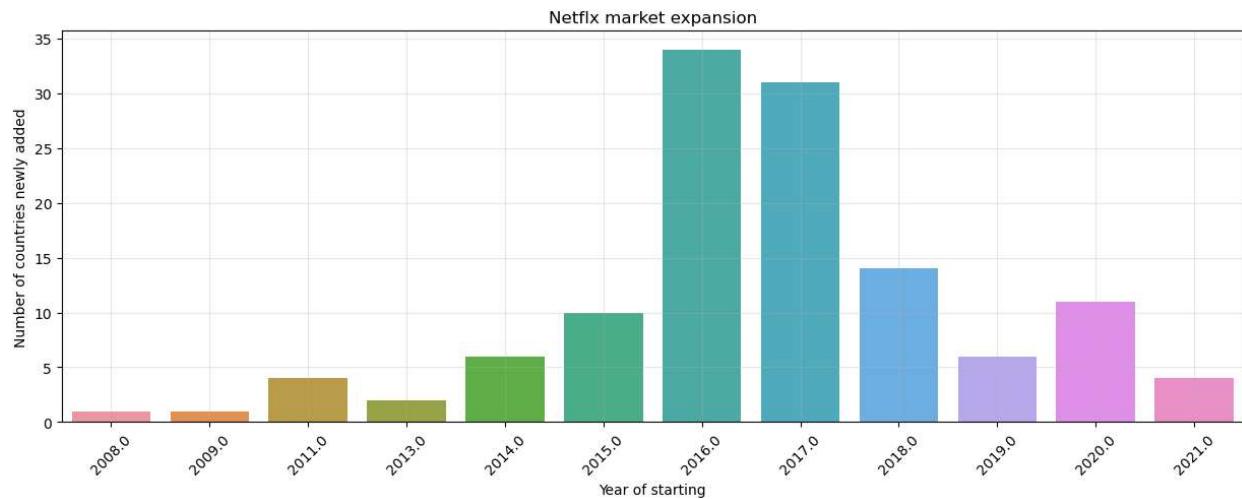
Analysis part

Content growth over year



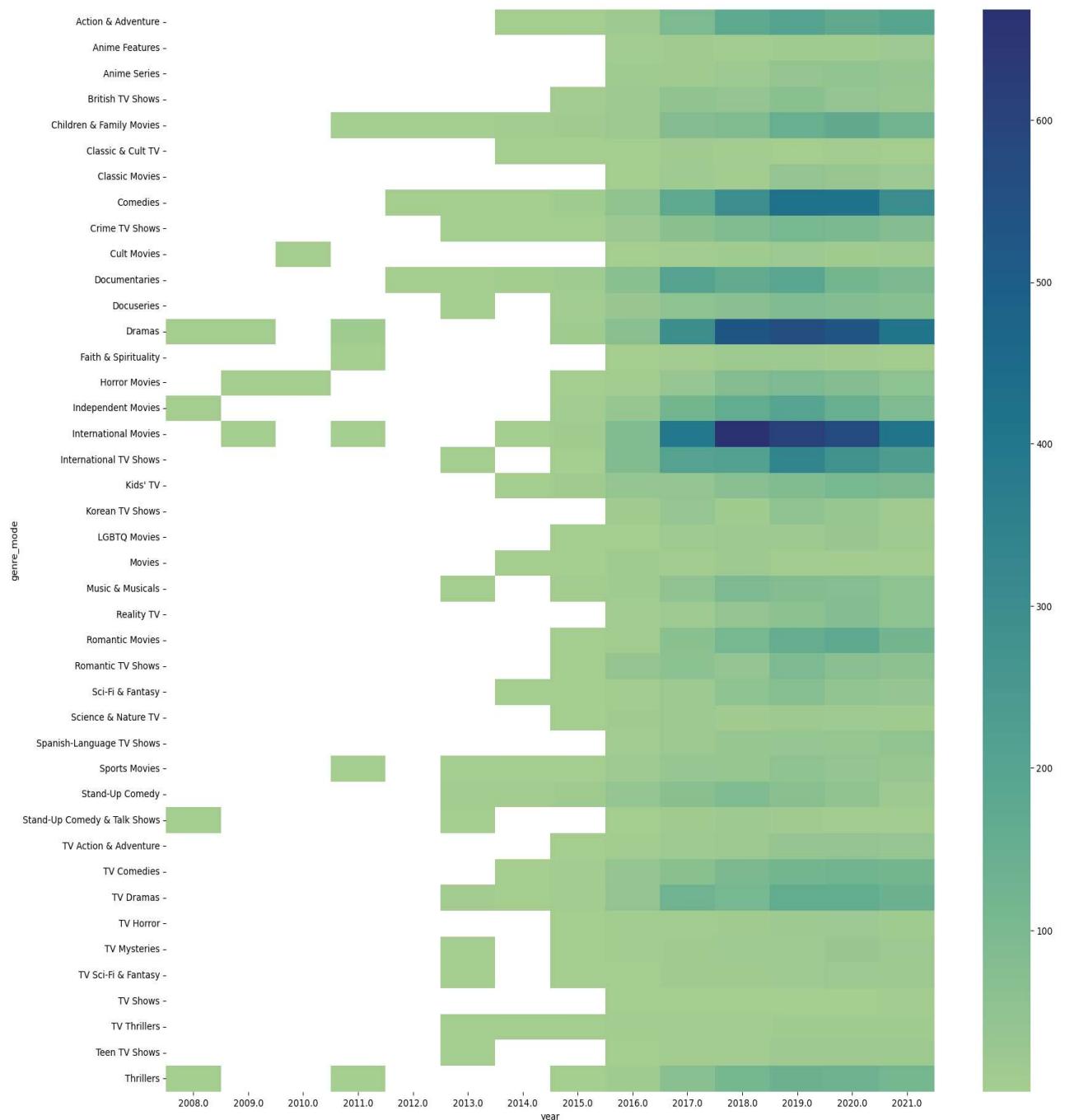
- There is a growth of the movies releasing from 2015
- TV shows are also increasing from 2015
- There is dip after 2019 , might be because of covid

Market expansion



- In 2016, movies released in 35 new countries, which is more than past 8 years combined.
- Still there are around 70+countries to be explored for the market expansion
- Opening new markets will help in increasing revenue in coming years

Genre Vs Year of release



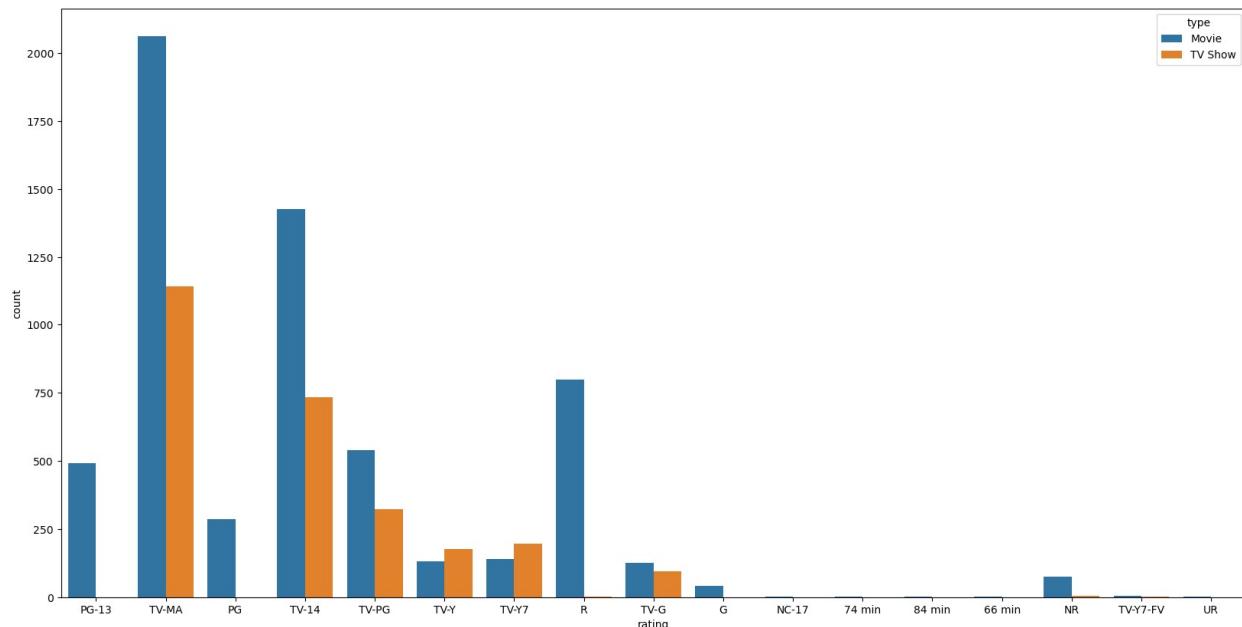
- As per the data international Movies, Dramas and Comedies are the released genres
- Need to release more content on the top categories

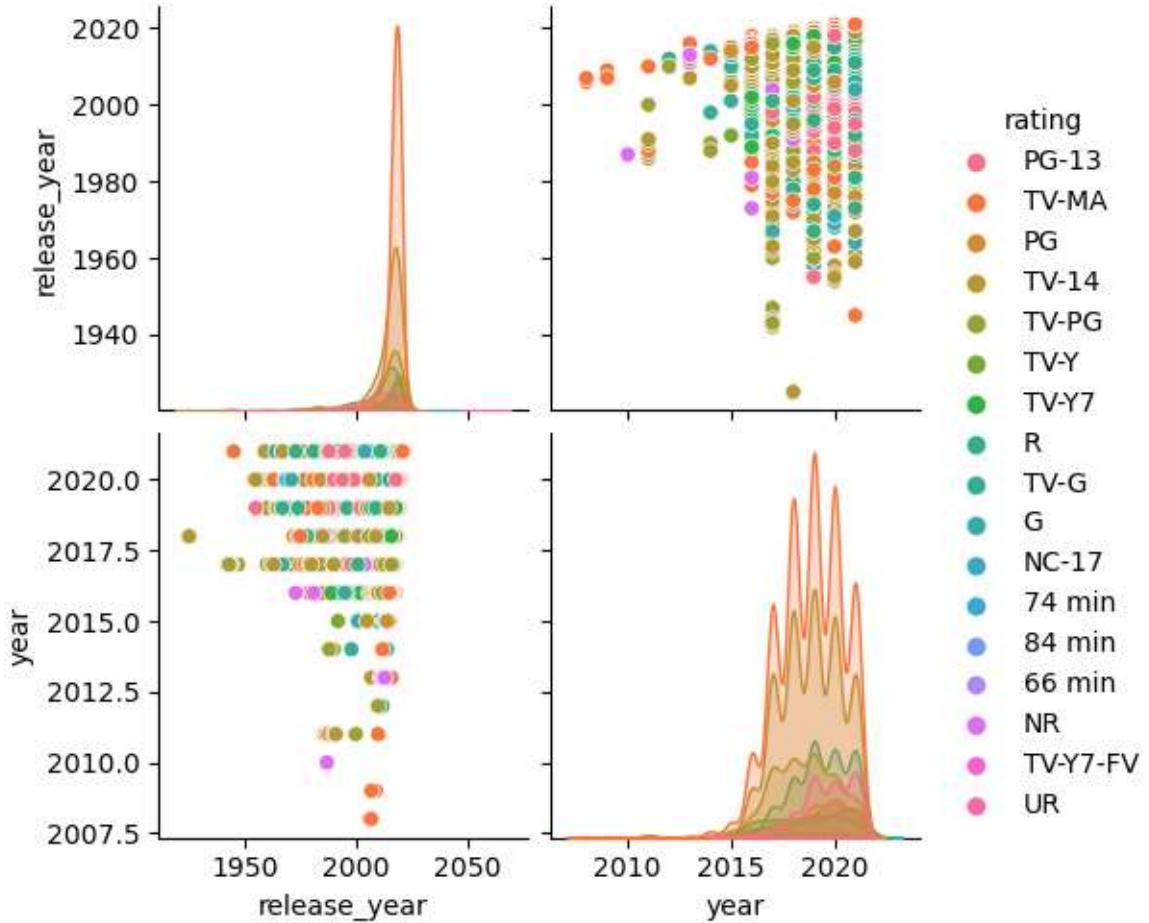
Country Vs Genre



- United States, Canada, India are biggest markets
- There are still many countries without movies in most loved genres like International movies , dramas etc
- Need to release the contents on the top categories in all emerging markets.

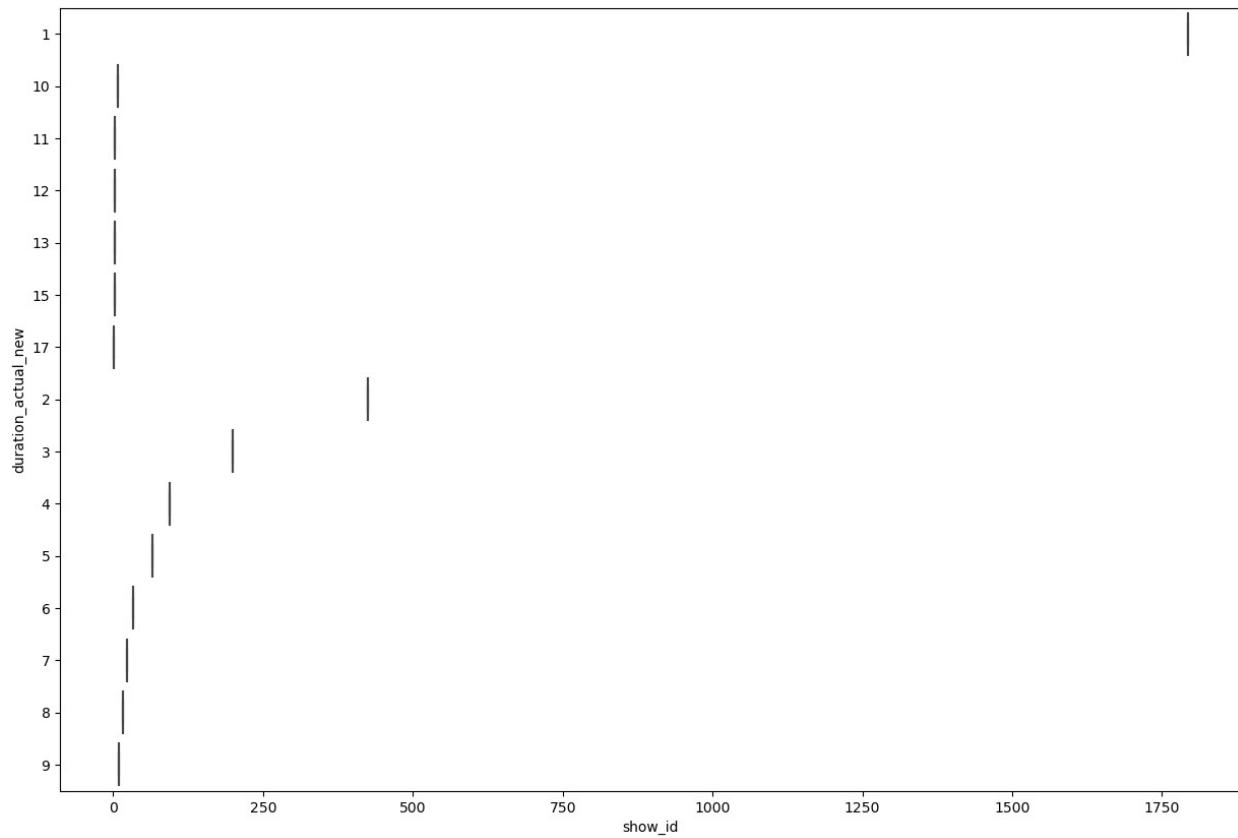
Ratings





- TV MA rating is the most released type of the movies and TV shows
- Need to make more movies in the top rated categories

Duration of contents



```
1 Season      1793
2 Seasons     425
3 Seasons     199
90 min        152
94 min        146
Name: duration, dtype: int64
```

- TV shows with 3 or less seasons are most popular
- Movies with duration of 90-94 min are more popular

Top Actors

Liam Neeson	161
Alfred Molina	160
John Krasinski	139
Salma Hayek	130
Frank Langella	128
Anupam Kher	127
John Rhys-Davies	125
Shah Rukh Khan	108
Naseeruddin Shah	106
Radhika Apte	104
Name: cast_mode, dtype: int64	

- The above are the actors who had acted in most of shows in the data set
- Need associate more with above actors for creating more successful contents

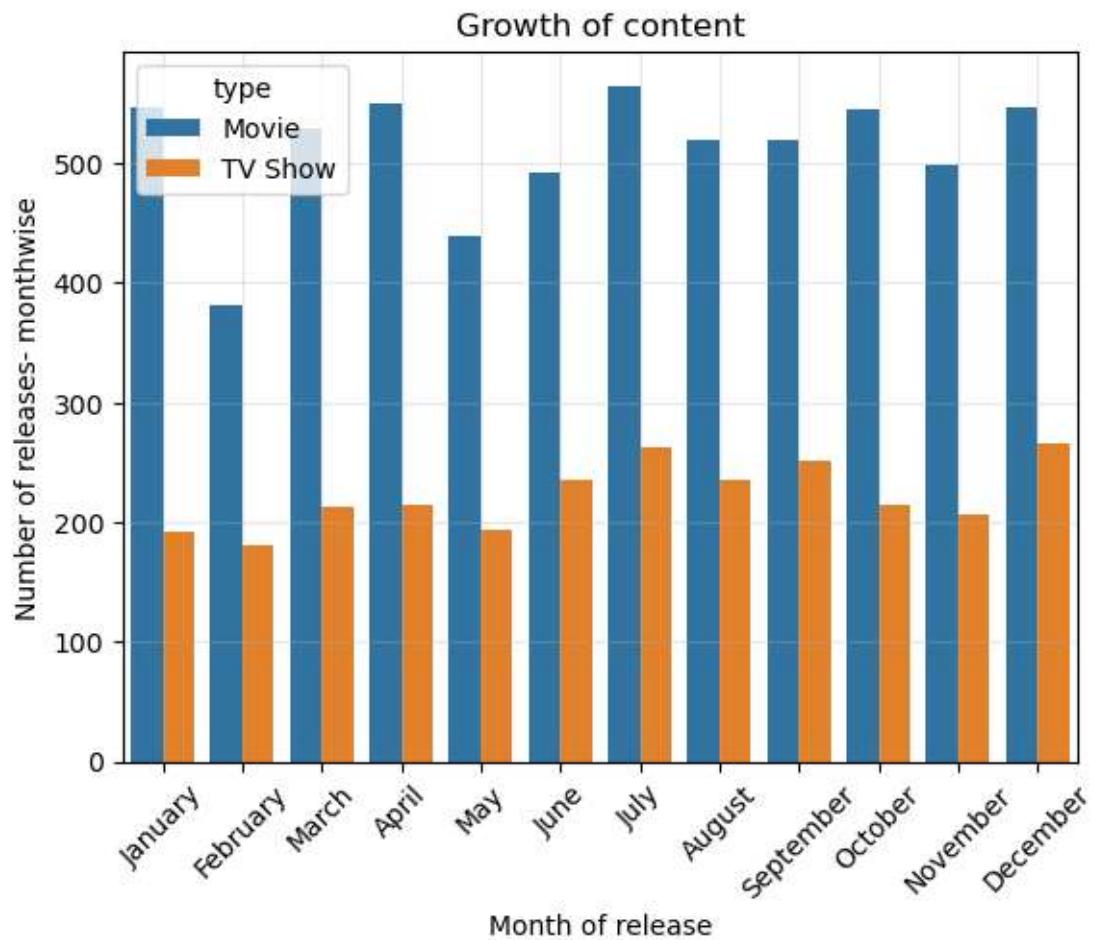
Top Director

Martin Scorsese	419
Youssef Chahine	409
Cathy Garcia-Molina	356
Steven Spielberg	355
Lars von Trier	336
Raja Gosnell	308
Tom Hooper	306
McG	293
David Dhawan	270
Wilson Yip	260

Name: director_mode, dtype: int64

- The above are the directors who had directed most of shows in the data set
- Need associate more with above directors for creating more successful contents

Month and Content release



- July ,April and December are the months with most release
- Pattern is same for TV shows also
- Movie releases are more in the second half of the year

Suggestion

- Need to expand markets to the remaining 70+ countries
- Need to release more content on the top categories like international movies,Dramas and comedies
- Popular shows need to be extended to all countries
- Movies and shows with top actors and directors will increase the popularity of the content
- TV shows with 3 or less seasons are most popular, need to create more.
- Movies with duration of 90-94 min are more popular, need to create more.