Netflix

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1. Introduction

To tackle this problem, we set about comparing the most popular genres of movie and shows in every country (by frequency).

2. Genres and IMDB ratings

First we need to split the genres so that there is one observation of genre per row.

Now want to make sure that all genre entries match in both dataframes. Do this by changing entries in the `Titles_clean` dataframe to match those from the `Movie_info_clean` dataframe.

Now want to compare the different genres and their ratings over time.

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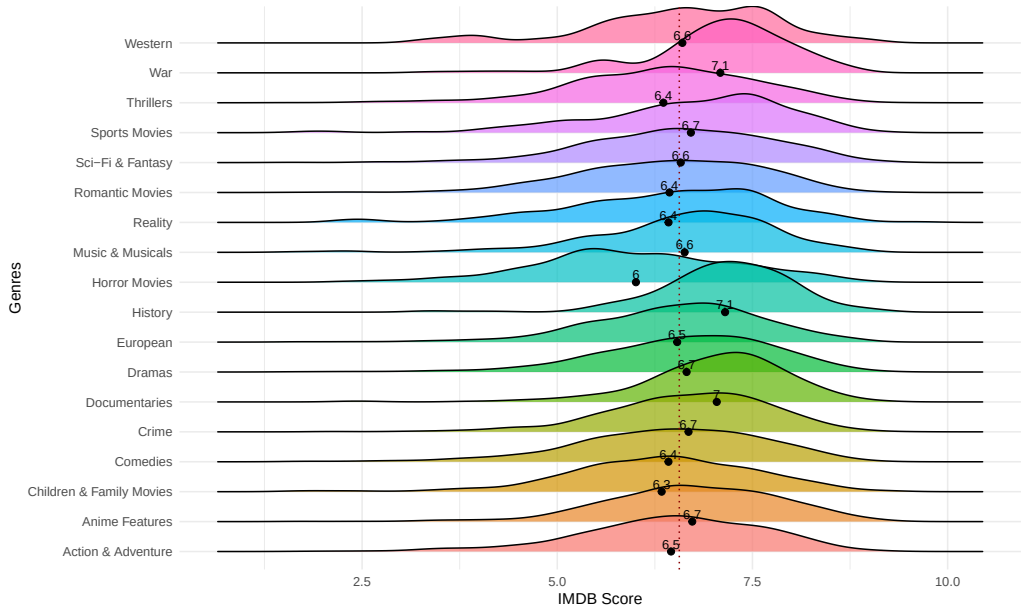

Figure 2.1: Density ridges of Netflix genres and their IMDB ratings

Top 3 genres of movies/shows in terms of average ratings according to Figure 2.1 are:

1. History / War (7.1 rating)
2. Documentaries (7.0 rating)

3. Country Analysis

To start the country analysis, the country column in the `Titles_clean` dataframe had to be cleaned up to be used in analysis.

After having achieved this, we can now ask which countries produced the movies with the highest average ratings. We shall average the IMDB ratings across all movies created by a country before plotting the top 10 averages.

The plot below visualises the top 10 movie producers.

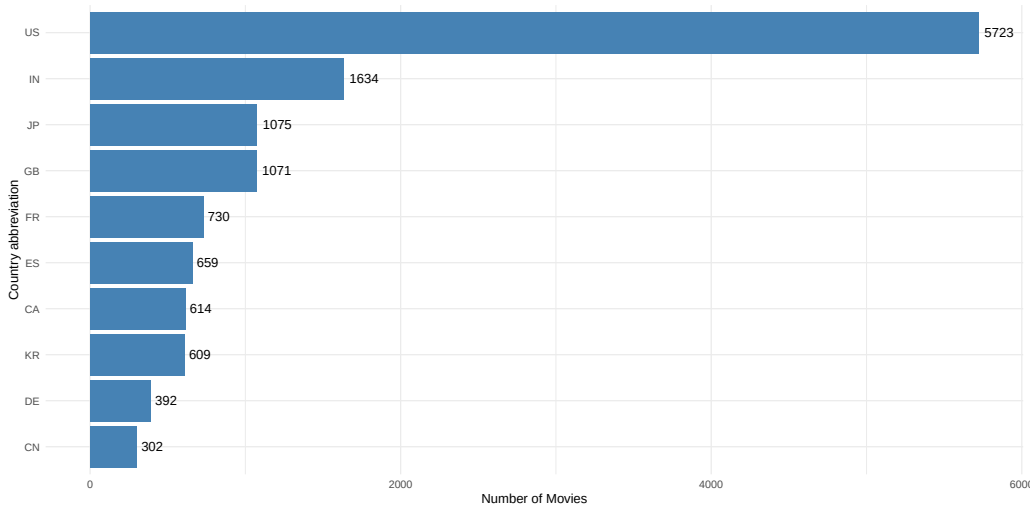

Figure 3.1: Top 10 Movie Producing Countries

Taking these top 10 countries, we now want to see what the average rating of each is.

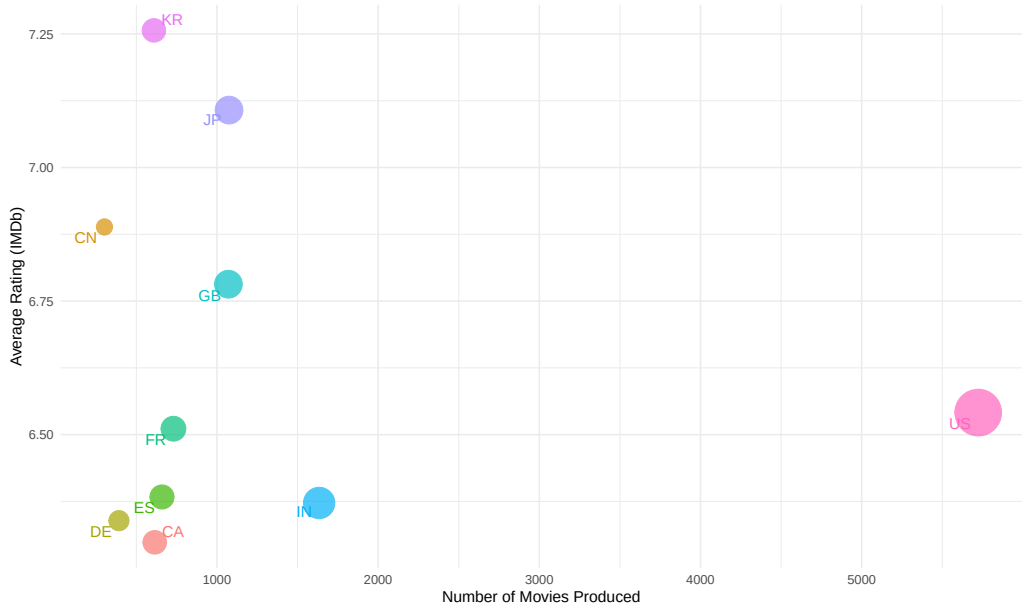

Figure 3.2: Movie quantity vs quality by country for top 10 producers

Figure 3.2 tells the story that while the United States has produced the most number of movies, its average rating lies below that of four countries, namely: South Korea, Japan, China, and Great Britain.

Fama & French (1997)

References

Fama, E.F. & French, K.R. 1997. Industry costs of equity. *Journal of financial economics*. 43(2):153–193.

Appendix

Appendix A

Some appendix information here

Appendix B