



ADD COMPANY NAME

Business Case Study and Report

Presented by: Menna Mostafa.

i This event has live translations



HAVE YOU MET ME



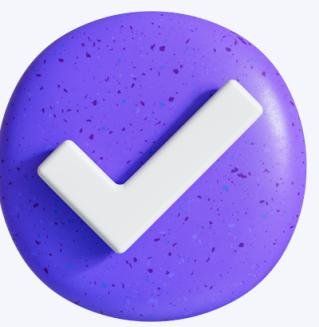
Education

**student at computer
science and artificial
intelligence cairo
university**



work experience

**I'm AI intern at Samsung
Machine learning intern
at ITIDA**



Skills

**Team worker
flexible
creative**

Netflix

LET'S TALK ABOUT OUR DATA

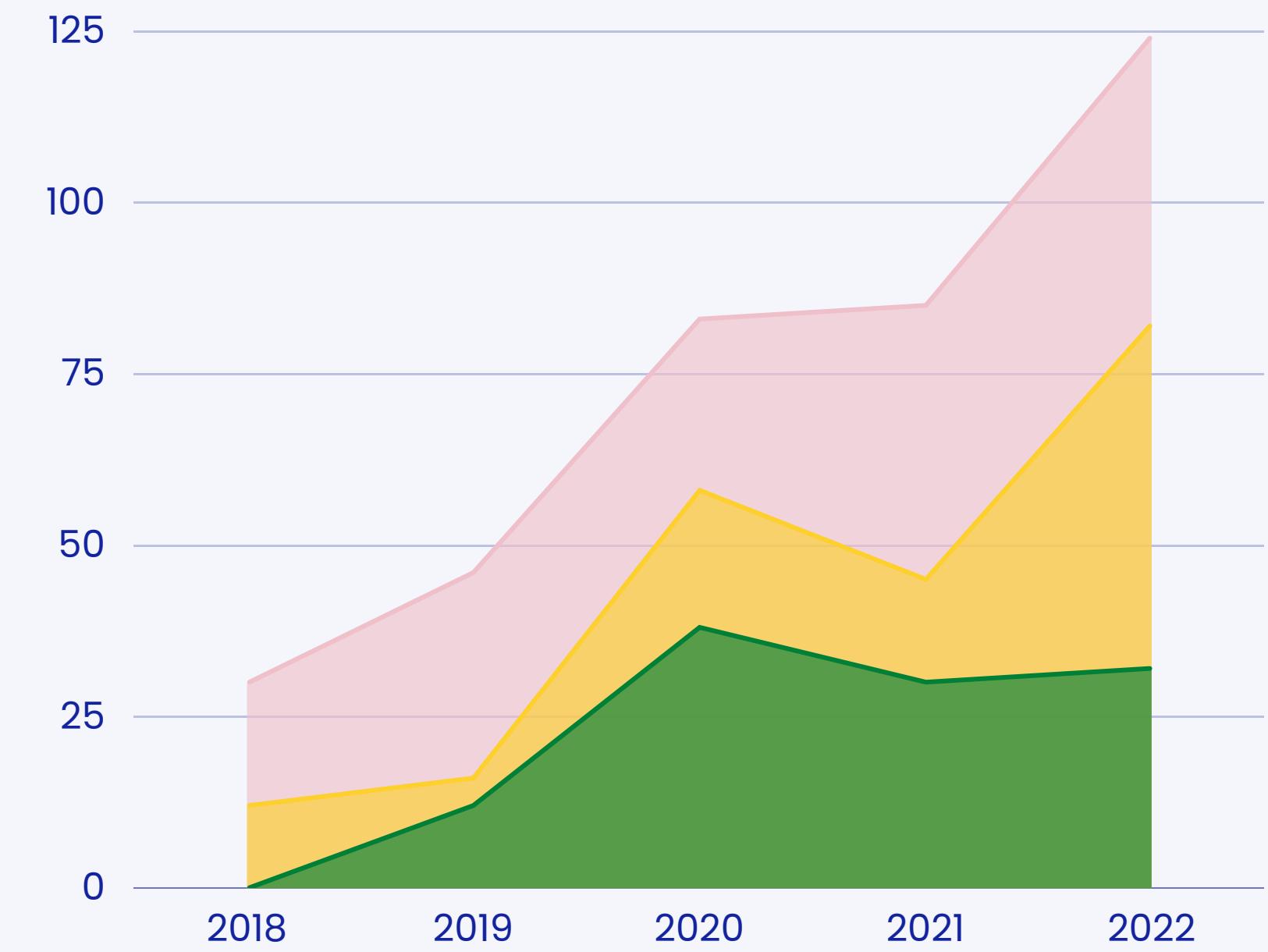


The Problem



THE MAIN OBJECTIVE OF THIS DATA IS THAT NETFLIX FIND IT HARD TO KNOW MORE ABOUT THEIR TARGET AUDIENCE AND MEASURING THE CHANGING SCALE OF THEIR PREFERENCES THROUGH THE YEAR

how we can solve this problem ?



Business Questions



how quick content added vs its release time



Which Content Type is Preferred by Individual Countries



In Which Month Does Most of The Content Added To Platform



how movie duration effects on content



which rating is mostly available and which audience have ratings



how quick content added vs its release time



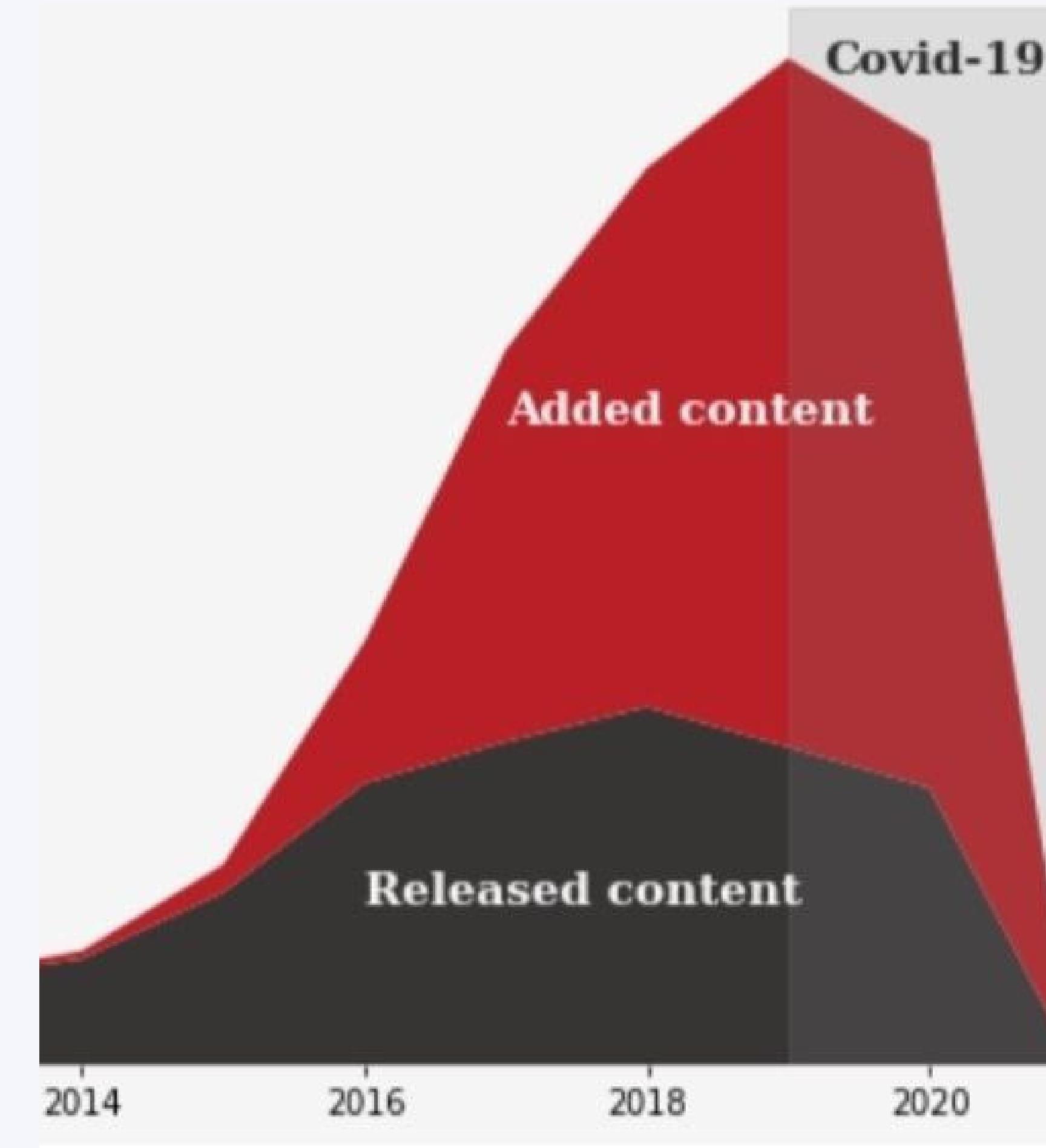
it is obvious that since last decade, content addition to netflix is far higher than released.



From our plot, impact of recent covid-19 pandemic on content release and content addition can be observed, which is from end 2019 to 2021



Highest number of movies and shows were added around 2020 and lowest of lowest could be seen at the tail section.

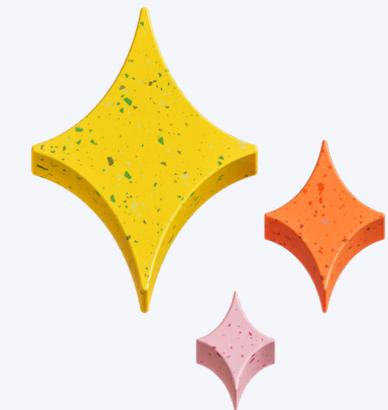




Which Content Type is Preferred by Individual Countries

Two type of categories arise here

- **TV shows prefered countries**
 - **movies perfered countries**



Best Country for TV Shows: TOP 25 TV Show Preferred Countries

TV shows change whole game of entertainment! TV shows are mostly preferred in asian countries like japan, korea. While USA still holds the top position where UK second in line.

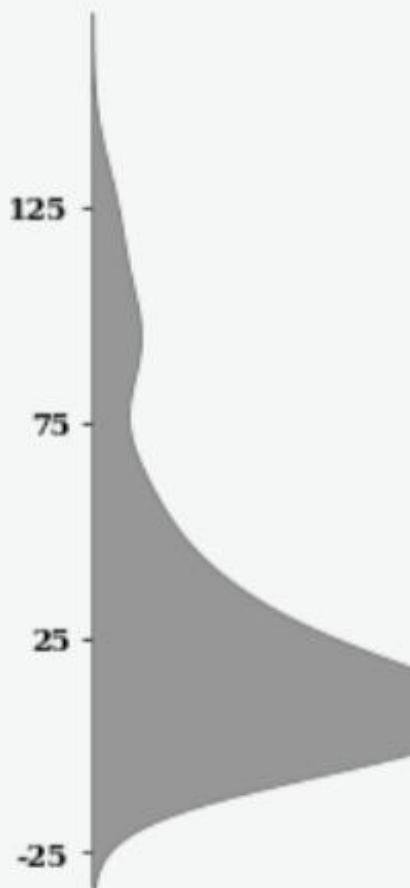
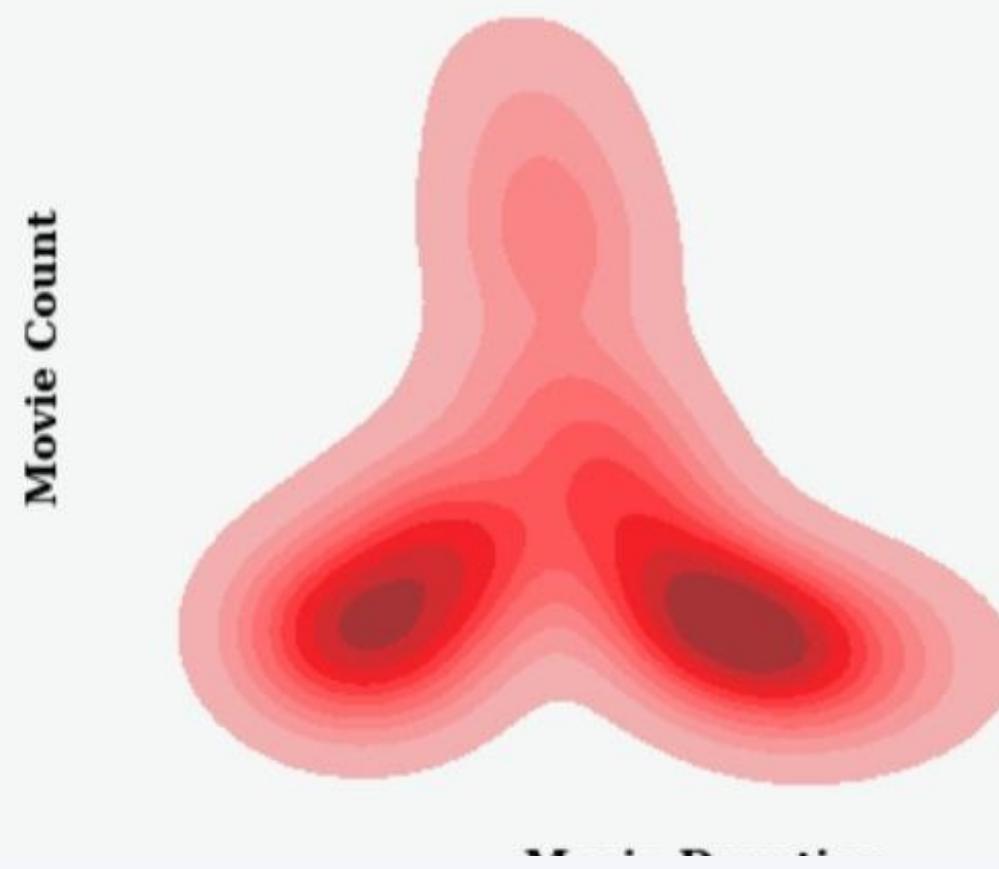
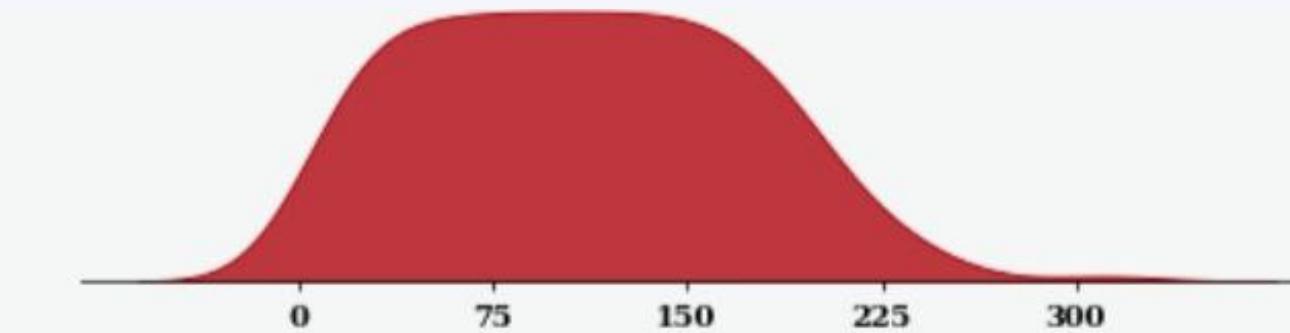
A treemap visualization illustrating the distribution of countries across various regions. The largest area is colored red and contains the following labels:

- United States**
- United Kingdom**
- Japan**

The remaining countries are distributed across several grey-colored regions:

- Taiwan** (top left)
- Germany** (top center)
- Thailand** (top right)
- Egypt** (top right)
- Ireland** (top right)
- Russia** (middle right)
- Denmark** (middle right)
- Singapore** (middle right)
- Argentina** (middle right)
- India** (middle left)
- China** (middle center)
- Brazil** (middle right)
- Turkey** (middle right)
- Colombia** (middle right)
- France** (bottom left)
- Australia** (bottom center)
- Spain** (bottom right)
- Mexico** (bottom right)
- South Korea** (center)
- Canada** (right side)

how movie duration effects on content



higher the duration of the movie
lower to find them on the
platform



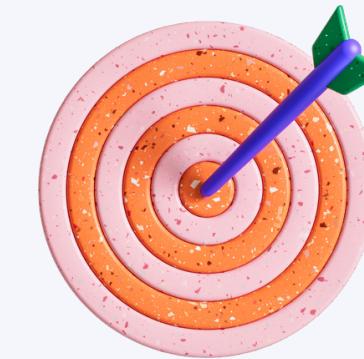
Most of the movie ranges

most of them available in the range
of **25 min** to **200 min**

Which Month Does Most of The Content Added To Platform ?

89%

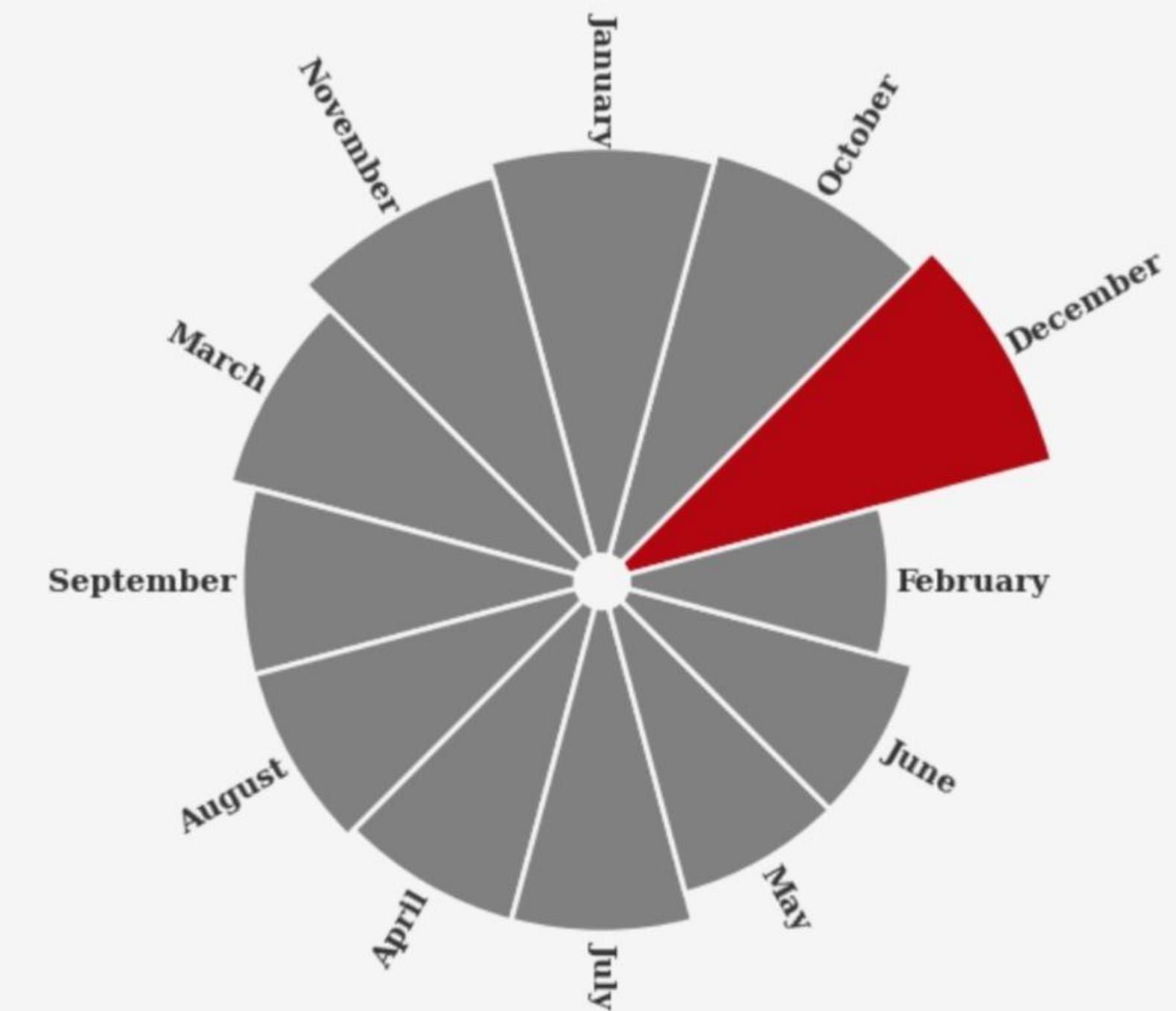
It is good to observe that most of the content start being available in holiday season as march



The funding will be received from december

Monthly content addition - Best Bing Month!!

Christmas is real holiday!! most of the content was adding to platform at the end of the year ans newyear for holiday season.



which rating is mostly available and which audience have ratings

the main audience for netflix are adults and netflix producing most of the content for them more than teens and kids

3627

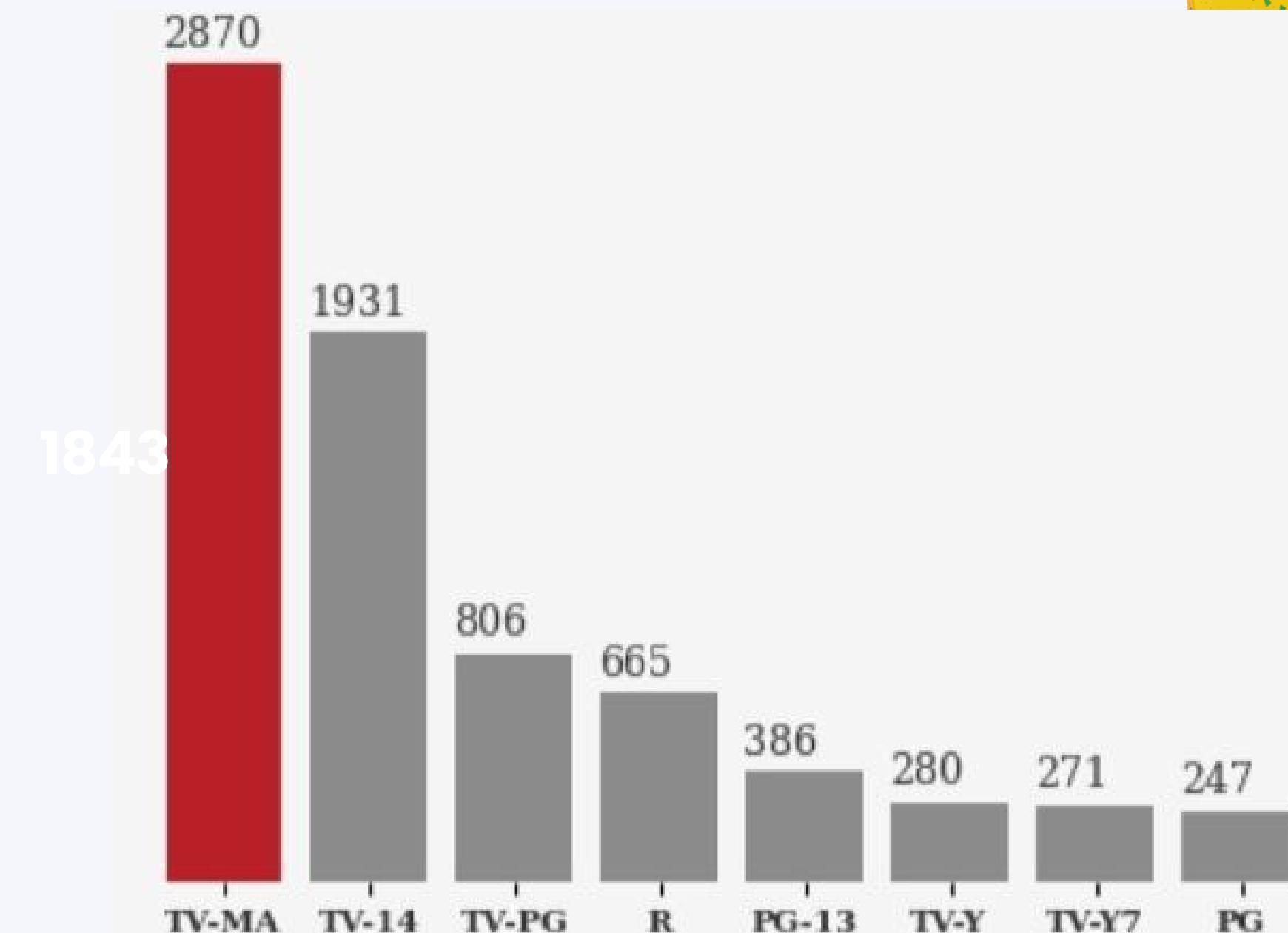
adults

2317

teens

1843

kids



THANK YOU!

