

## Group 4 Project 1: Netflix Data Analysis

### Team Members:

Mark Burton, Juveriya Baig, Jenette Smith, Angie Tran, Jammy Lo

### Project Description:

We plan to look into Netflix movie/tv shows data to observe trends in viewership by region, genre, gender, etc. We would like to explore how different demographics use the services, and if there are any trends or patterns that we can observe. Look into original content vs. licensed content.

### Research Questions:

- 1) How do users from different countries/regions use Netflix?
- 2) Is there a correlation between genre and age of viewer?
- 3) How have users' viewing habits changed during COVID?
- 4) How has Netflix's commitment to original content changed over time?
- 5) Do users prefer original vs. licensed content?
- 6) How has Netflix's market share changed with more competitors introducing their own streaming services? (Amazon, Hulu, Disney+, etc.)
- 7) Do subscriber numbers change during different times of the year?

### Data Sets:

<https://www.kaggle.com/shivamb/netflix-shows>

<https://www.kaggle.com/taruntiwarihp/netflix-top-rating-movies>

<https://www.kaggle.com/ruchi798/movies-on-netflix-prime-video-hulu-and-disney>

<https://www.kaggle.com/ruchi798/tv-shows-on-netflix-prime-video-hulu-and-disney>

### Task Breakdown (subject to change):

Mark – Regression

Jenette – Final Analysis writeup

Juveriya – Bar/scatter plots

Jammy – Heat Maps

Angie – Line charts

Everyone – Data Cleaning, PowerPoint presentation