Meta Data Challenge Pitch Deck

Zuckflix Movie & TV show Recommendation for India

By Kenechi Okoye

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Overview

A brief overview of my presentation

- The Dataset
- Challenges faced
- Country choice reasoning
- Final recommendation/hypothesis

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The Dataset

Netflix Movies & TV shows dataset from Kaggle

- 5332 Movies and TV Shows
- 109 Countries
- 42 genres
- Thousands of actors/actresses

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Challenges

- Datapoints (rows) with incomplete/missing data
- Columns with lists of data had to be one-hot encoded
- Too many actors in cast column
- Duplicated data in columns had to be concatenated

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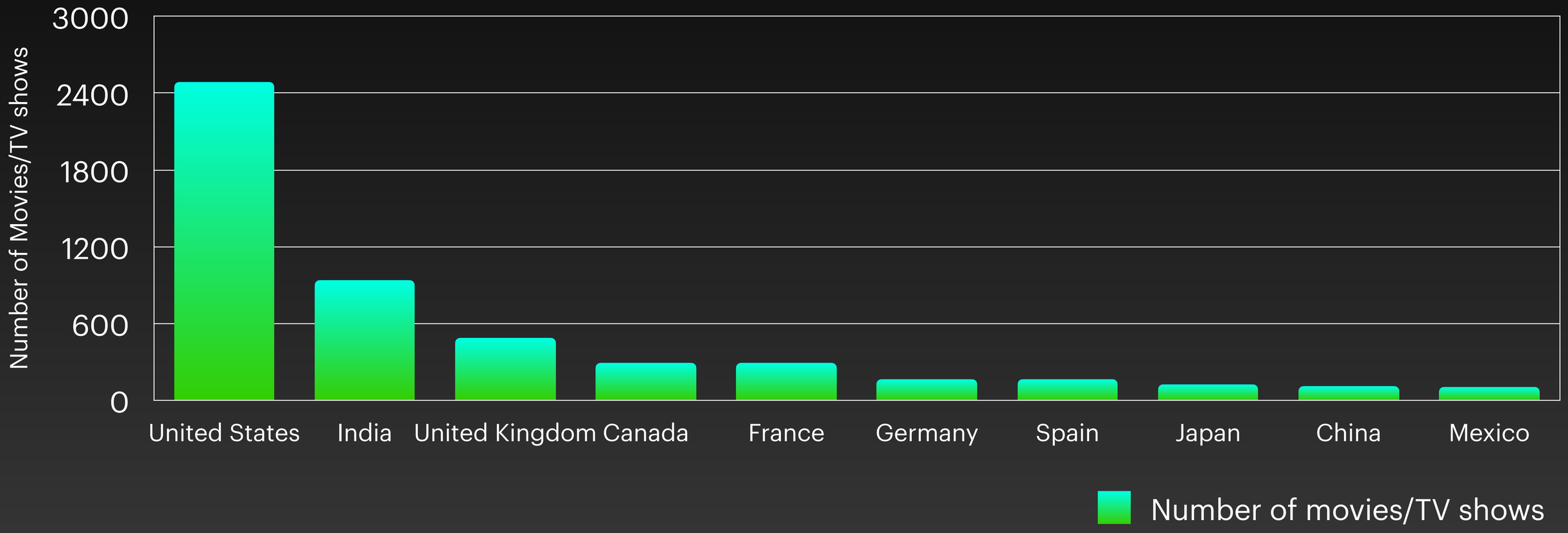
Top 10 countries in the dataset (All time)



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Choosing a country

- Compared top 10 movies/tv shows before 2018 and after 2018
- Selected the country with the most % change as it indicates high growth
- This ended up being India with a 430% jump in movies added after 2018

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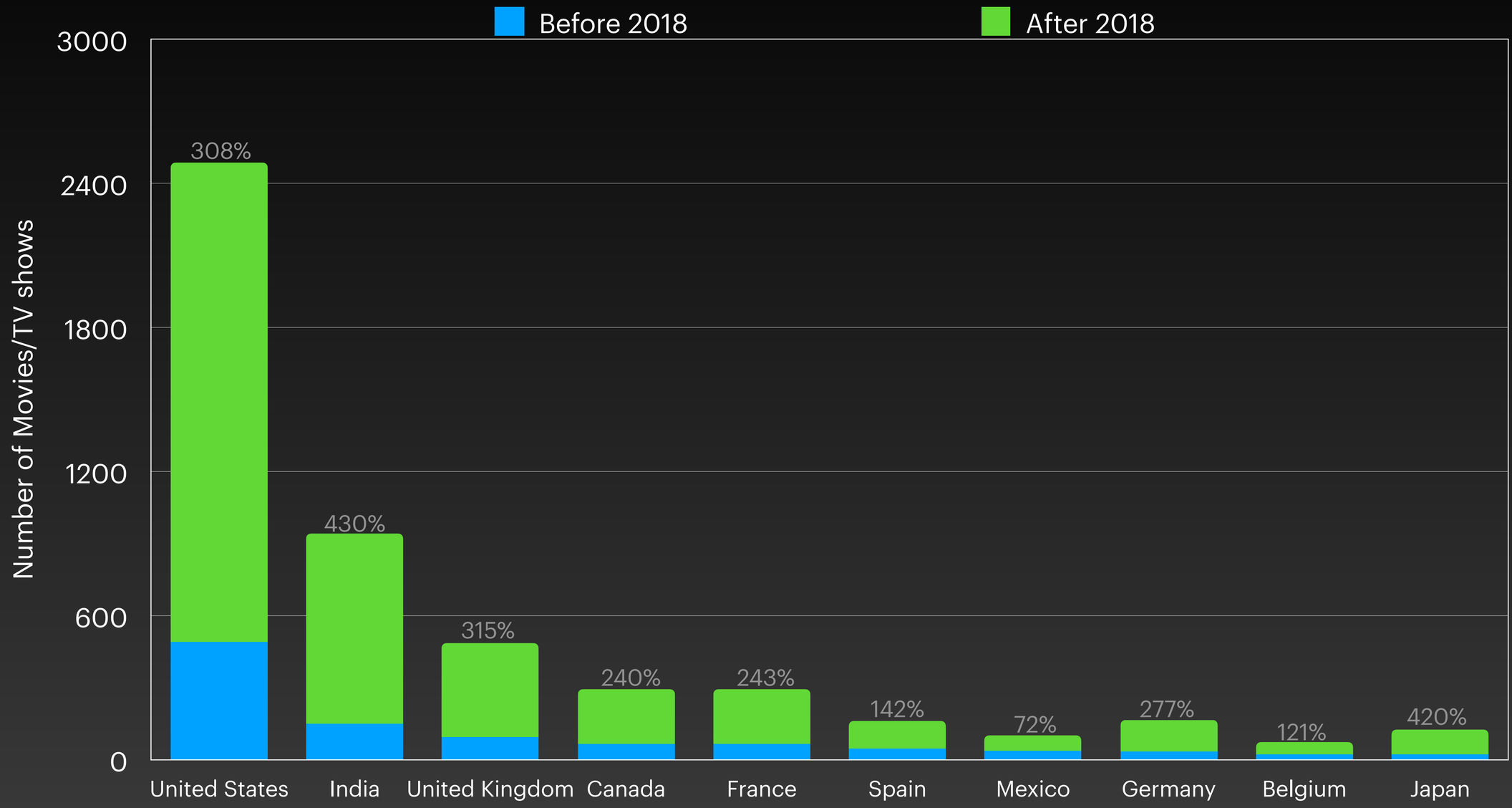
% Change in Movies & TV shows added



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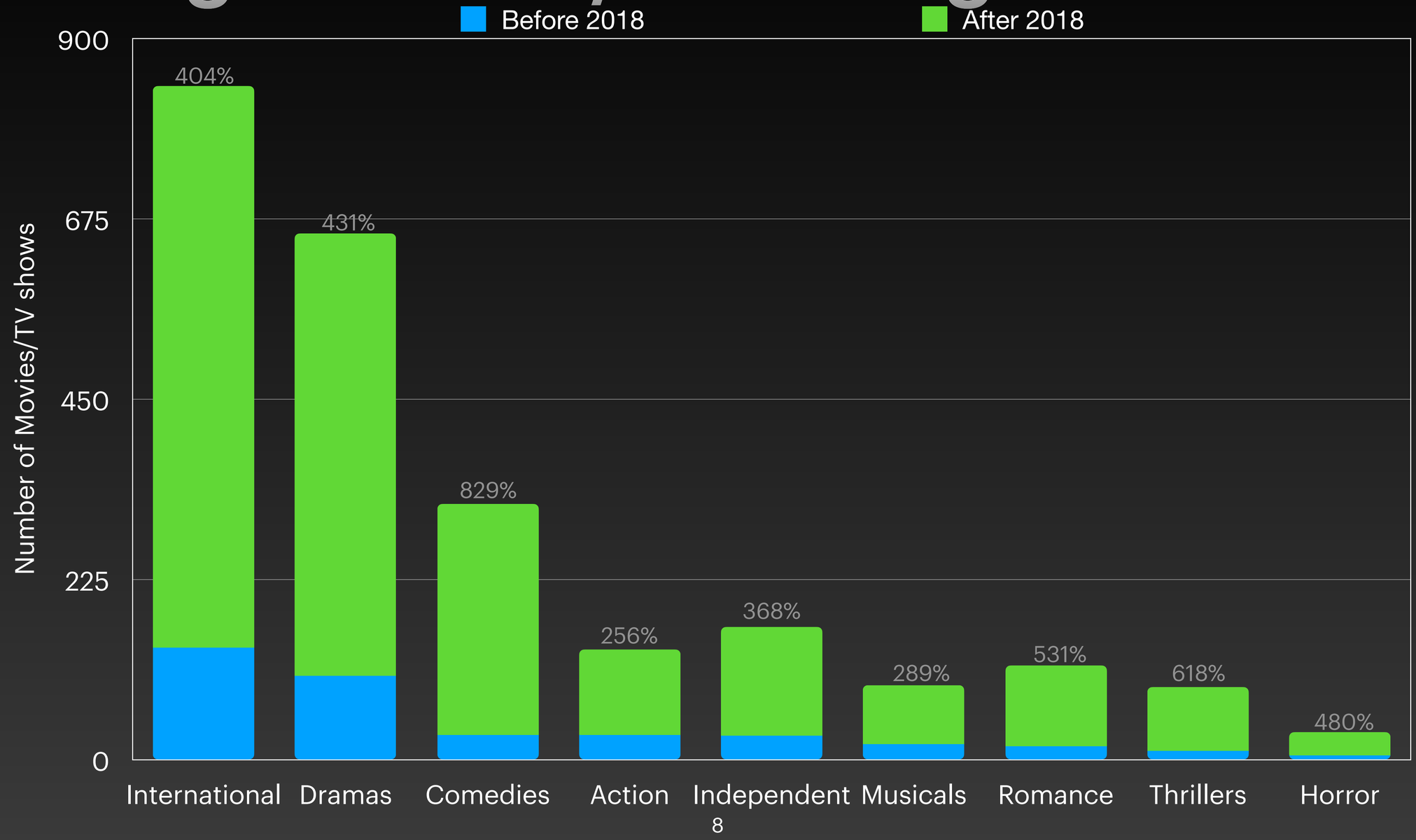
% change in Movie/TV show genres for India



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“Zuckflix should invest more money in Comedy Movies/TV shows in India”

Final Recommendation/Hypothesis

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Conclusion

- Analyzed Netflix movies dataset to find the country with the most growth
- Found that the fastest growing movie/tv show genre in India is Comedy
- Revealed the final recommendation/hypothesis which was to increase number of comedy movies/tv shows

Thank You!

Any questions?

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