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Project Report: Netflix Viewer Retention & Marketing Insights

Project Overview

This project explores how Netflix's marketing initiatives—especially YouTube trailer campaigns—affect viewer retention and subscription interest. By integrating real-time data from the YouTube API, Google Trends, and simulated Netflix viewing patterns, we draw actionable insights into marketing effectiveness and user engagement.

Objectives

- Analyze the impact of Netflix trailer releases on Google search behavior.
- Identify correlations between trailer engagement (views, likes, comments) and viewer retention.
- Simulate user behavior to study churn and content completion.
- Recommend data-driven strategies for improving marketing ROI and subscriber loyalty.

Data Sources

Source	Description
Netflix Titles (Kaggle)	Metadata about shows, release dates, type, ratings, countries, etc.
YouTube Data API v3	Trailer-level engagement data: views, likes, comments, publish dates
Google Trends via PyTrends	Weekly interest scores for each show (e.g., "Wednesday", "Stranger Things")
Simulated Viewing Data	Synthetic user behavior data: watch time, retention, full-series completion

Tools & Technologies

- **Languages**: Python

- **Libraries**: `pandas`, `matplotlib`, `seaborn`, `google-api-python-client`, `pytrends`
- **Environment**: Jupyter Notebook
- **Data Visualizations**: Seaborn and Matplotlib line plots, bar charts, and heatmaps

Methodology

1. **Data Extraction**
    - Pulled YouTube trailer statistics via API for selected Netflix originals.
    - Extracted search interest using PyTrends for corresponding show names.
    - Simulated 3000 user records to analyze watch behavior and churn.
2. **Data Cleaning**
    - Converted dates, handled missing values, standardized column formats.
    - Extracted peak interest windows around trailer release dates.
3. **Analysis**
    - Correlation analysis between YouTube engagement and Google Trends spikes.
    - Comparison of watch time and series completion with retention outcomes.
    - Visual inspection using line plots and heatmaps.
4. **Insights & Recommendations**
    - Connected marketing actions with measurable behavioral outcomes.

Key Findings

- **Search Interest Spikes**: Trailer releases triggered significant increases in Google Trends interest (e.g., *Wednesday* and *Stranger Things*).
- **Strong Correlation**: High trailer views and likes closely align with Google search peaks and retention rates (correlation ≈ 0.85).
- **Engagement Drives Retention**: Simulated users who completed series and spent >180 mins had a 75%+ likelihood of returning.
- **Strategic Timing Matters**: Shows released closer to weekends saw higher binge completion.

Recommendations

1. **Trailer Timing Optimization**
   Release trailers 2–3 weeks prior to launch to maximize search hype.
2. **Personalized Re-engagement**
   Send targeted reminders to users who watched but didn't complete a show.

3. **Double Down on High-Retention Shows**
   Shows with >180 min average watch time and full-series completion should be prioritized for renewal and future spin-offs.
4. **Regional Targeting Using Trends**
   Use region-specific trends to tailor marketing efforts by country.

Limitations

- Real Netflix user-level engagement data is proprietary, so simulated data was used.
- Sentiment analysis of comments or reviews not included in this phase.

Conclusion

This project highlights how effective trailer promotion and content timing can significantly influence Netflix's viewer retention and user interest. The combination of YouTube API data, Google Trends, and simulated engagement patterns provides strong evidence for optimizing content marketing strategies on streaming platforms.