

ZuckFlix Content Recommendation

Analysis of Netflix trends to make a recommendation for the content hypothetical streaming service “Zuckflix” should provide on its platform worldwide and specifically in India.

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PRESENTATION AGENDA

GENERAL WORLD WIDE RECOMMENDATION

Recommendation for the ratio of movies to TV shows on Zuckflix

GENERAL INDIA RECOMMENDATION

Recommendation for the ratio of movies to TV shows for India on Zuckflix

SPECIFIC TV SHOW RECOMMENDATION FOR INDIA

Recommendation for the type of genres and durations for India. .

SPECIFIC WORLD WIDE RECOMMENDATION

Recommendation for the type of genres, and actors on Zuckflix. The following slides will display the data that supports my recommendation.

SPECIFIC MOVIE RECOMMENDATION FOR INDIA

Recommendation for the type of genres, actors and directors for Movies and an explanation of how the data supports my recommendation.

TV SHOWS VS MOVIES

WORLDWIDE

TV SHOWS

Market share for TV Shows is gradually increasing over past 5 years.

MOVIES

The market for movies is gradually decreasing as show demand increases.

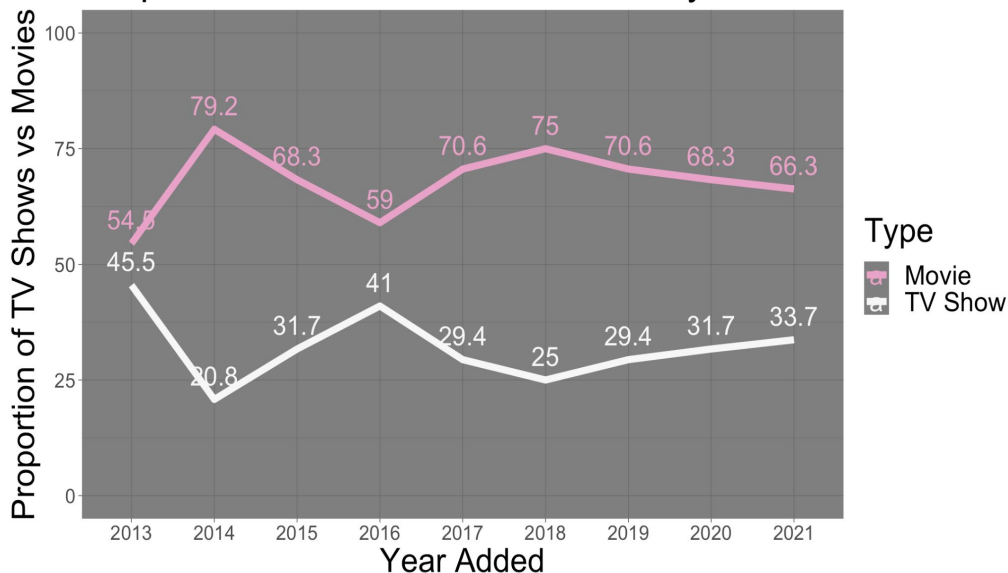
TV SHOWS RECOMMENDATION

40%

MOVIES RECOMMENDATION

60%

Proportion of TV Shows vs Movies by Year on Netflix



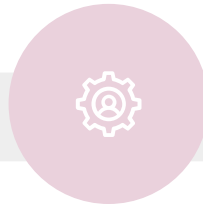
ZUCKFLIX WORLDWIDE RECOMMENDATION

Genre



Primary Focus on
International,
Dramas and
Comedies.

Actors



Adding movies/TV
Shows to Zuckflix
with top actors in
Netflix's leading
markets.

Directors

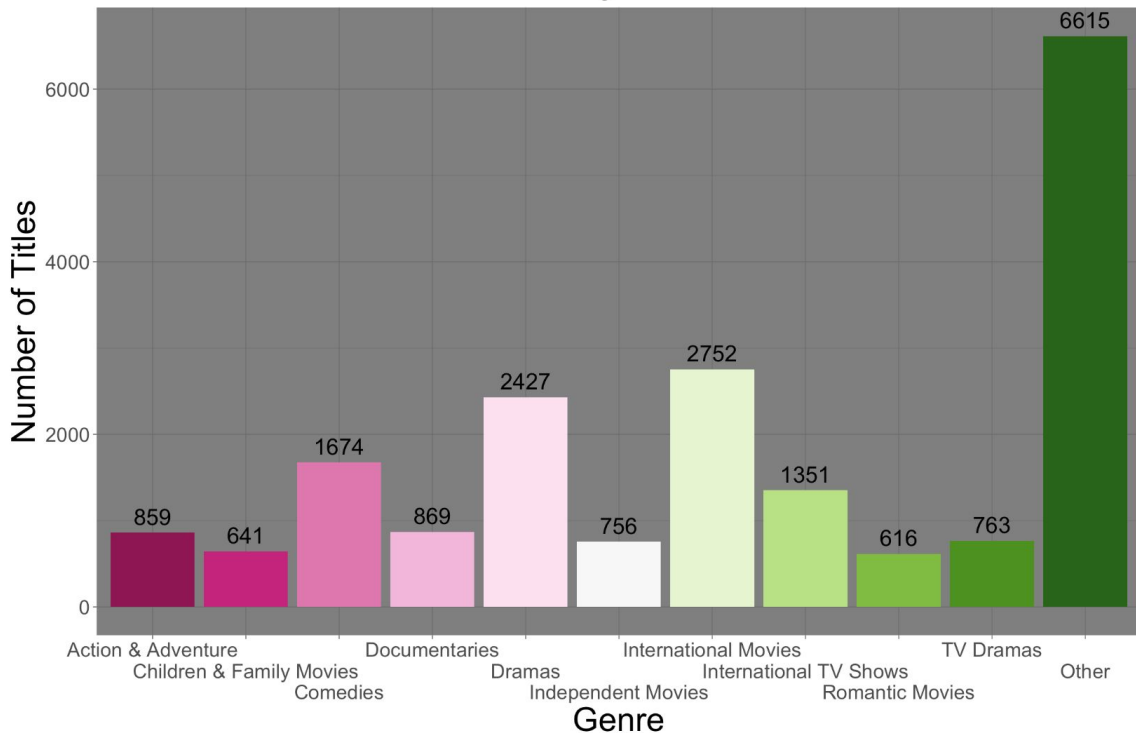


I recommend
prioritizing adding
movies and TV
shows with most
popular directors on
Netflix to Zuckflix.

WORLD WIDE

TOP 10 GENRES ON NETFLIX WORLDWIDE

Number of Titles on Netflix by Genre



Focus Areas

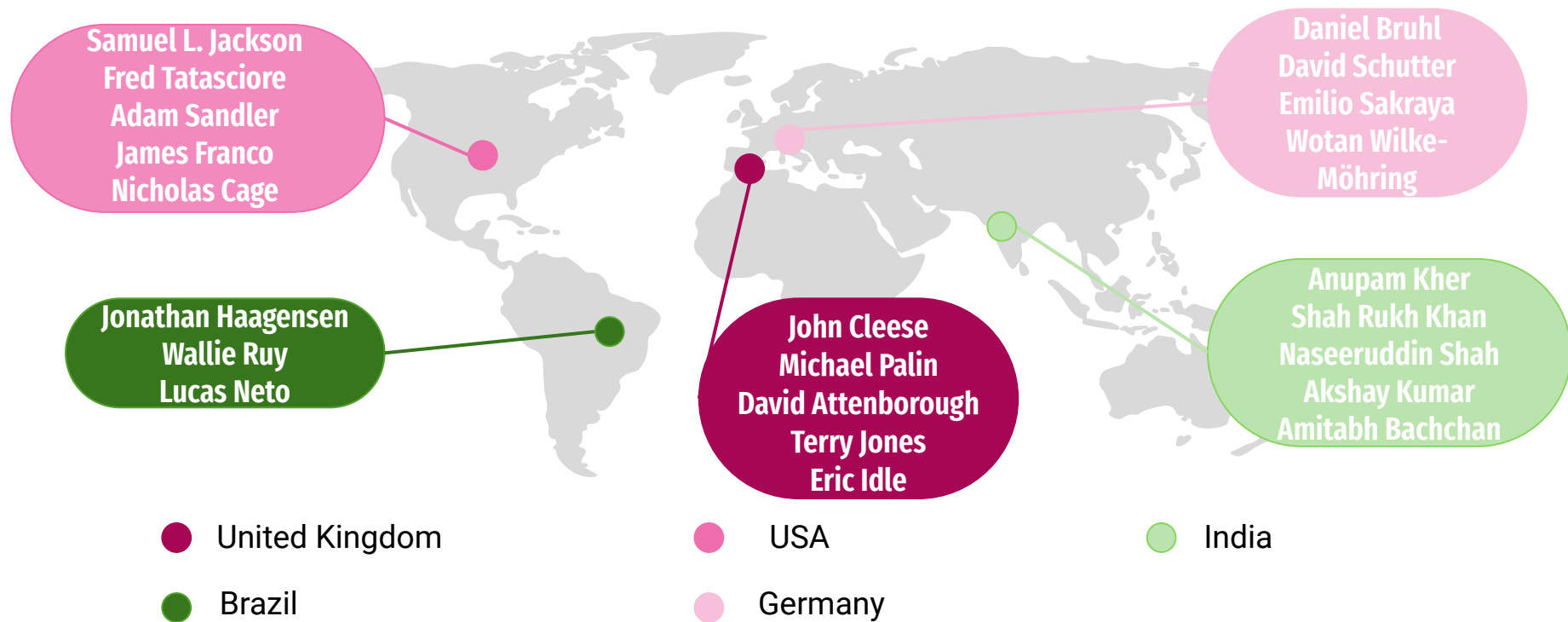


The top 3 genres that are added onto Netflix are International TV/Movies, Dramas and Comedies.

WORLD WIDE

NOTE: Other consists of 32 genres less than 500 titles

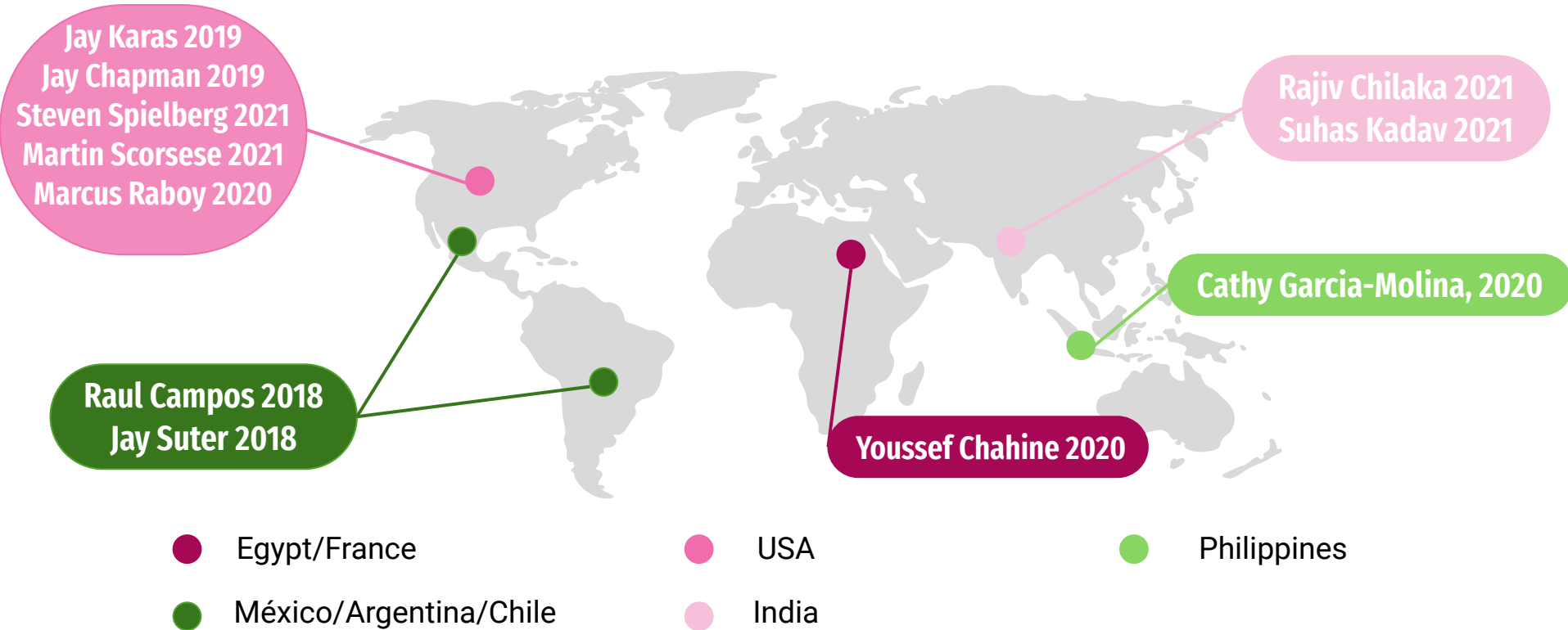
POPULAR ACTORS IN NETFLIX'S LEADING MARKETS



WORLD WIDE

[Netflix's Leading Markets Article](#)

POPULAR DIRECTORS ON NETFLIX OVERALL



WORLD WIDE

TV SHOWS VS MOVIES

INDIA

TV SHOWS

Market share for TV Shows is increasing over past 6 years.

TV SHOWS

RECOMMENDATION

25%

MOVIES

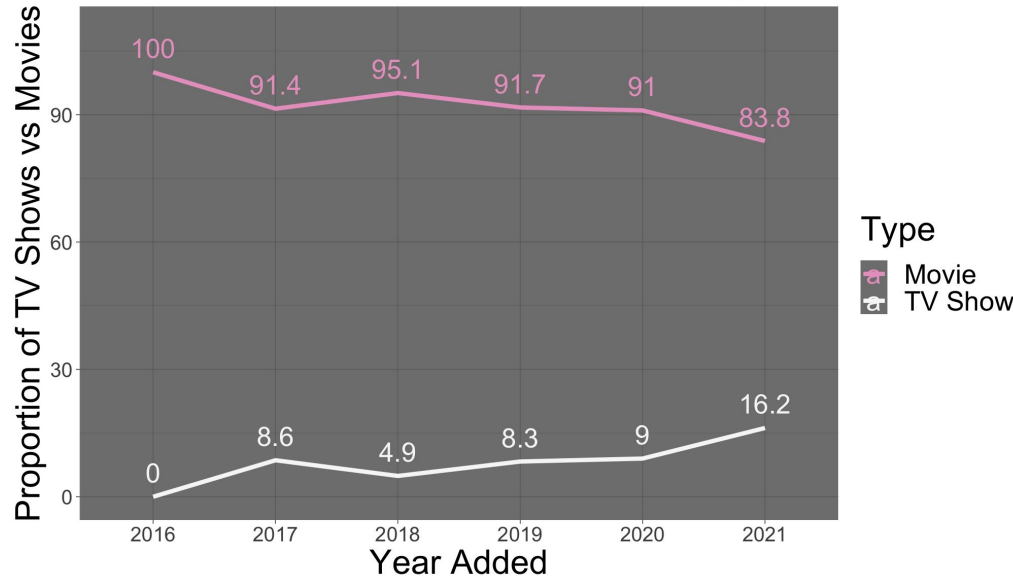
Decreasing in amount added each year. The market share for movies is decreasing as show demand increases.

MOVIES

RECOMMENDATION

75%

Proportion of TV Shows vs Movies by Year in India



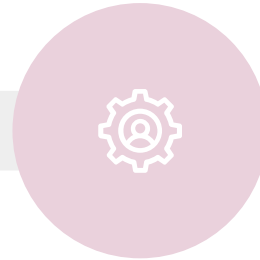
MOVIES RECOMMENDATION

Genre



Primary Focus on Dramas and Comedies. Action/Adventure, Musicals, Romantic, and Thrillers have consistent counts as well.

Actors

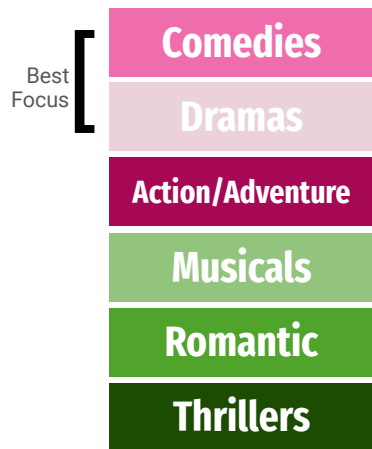


Primarily adding movies to Zuckflix with actors that are increasingly or consistently in the movies added over the past 5 years.

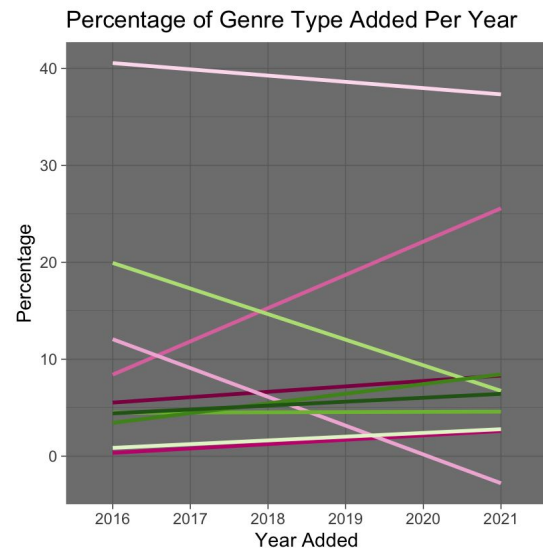
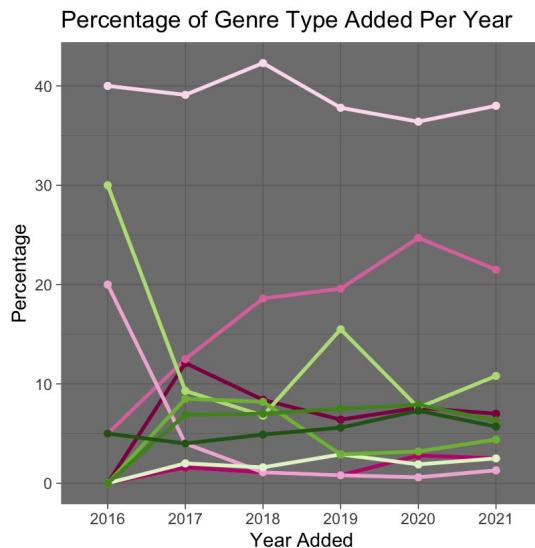
INDIA

MOVIE RECOMMENDATION GENRES

PERCENTAGE OF MOVIE GENRES OF MOVIES OVER LAST 5 YEARS



This data suggests that users are most interested in these genres of movies.

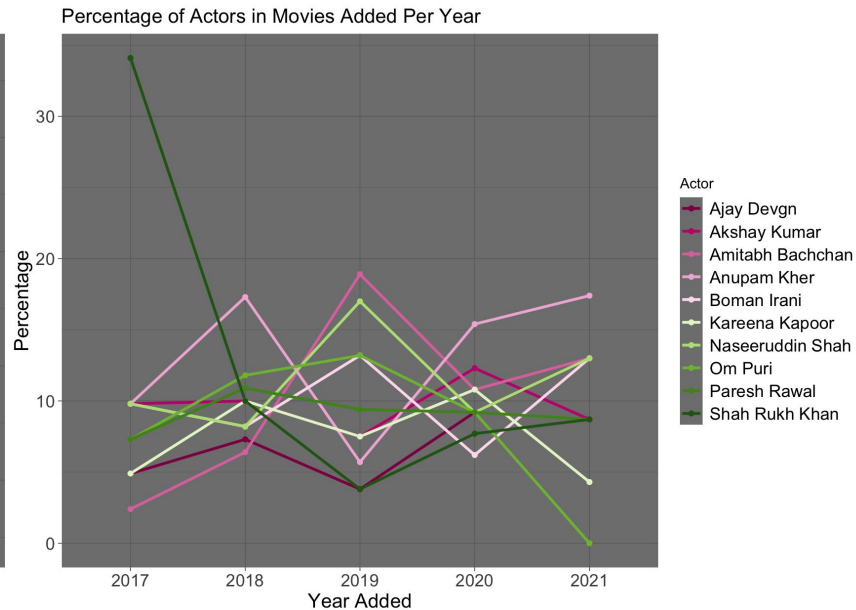
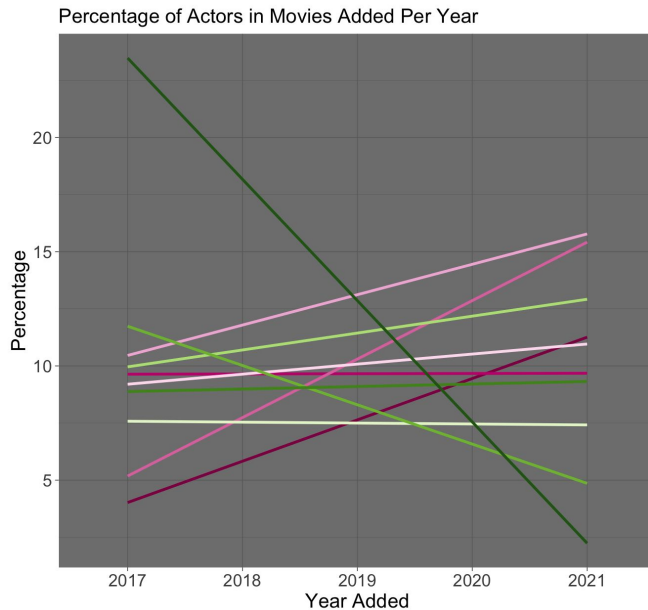


INDIA

MOVIE RECOMMENDATION ACTORS

PERCENTAGE OF TOP ACTORS IN MOVIES

Amitabh Bachchan
Anupam Kher
Ajay Devgn
Naseeruddin Shah
Boman Irani
Akshay Kumar
Paresh Rawal
Kareena Kapoor



INDIA

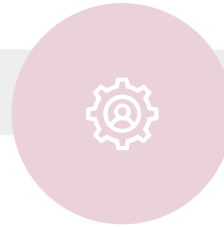
TV SHOWS RECOMMENDATION

Genre



Focusing on Docuseries, Kids TV, Reality TV, British TV, and Dramas. The genres of TV Shows are not mutually exclusive, hence these can just be the main focus.

Length



Primarily adding shows that are 1 season.

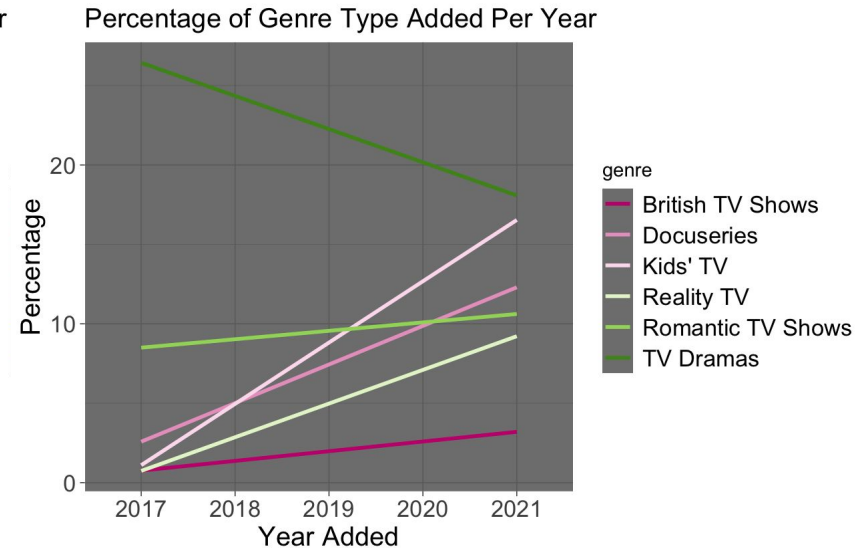
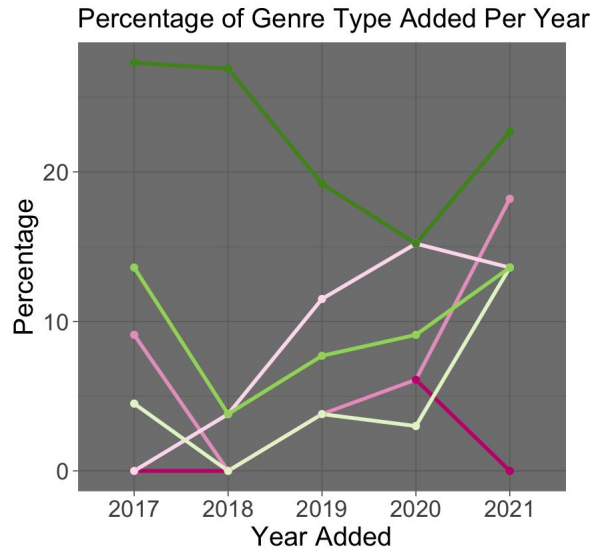
INDIA

TV SHOWS RECOMMENDATION GENRES

FREQUENCY OF GENRES ADDED OVER LAST 5 YEARS (HIGH)



This data suggests that users are most interested in the types of shows list above.



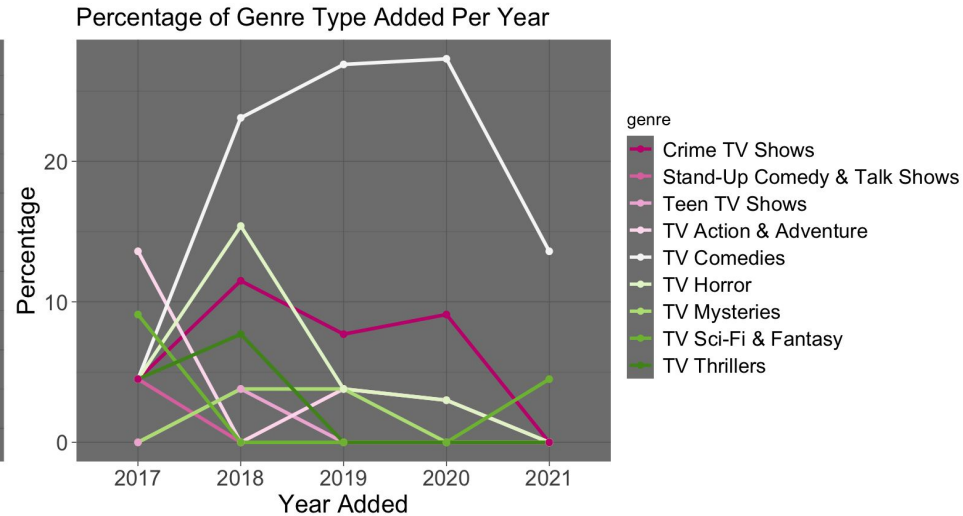
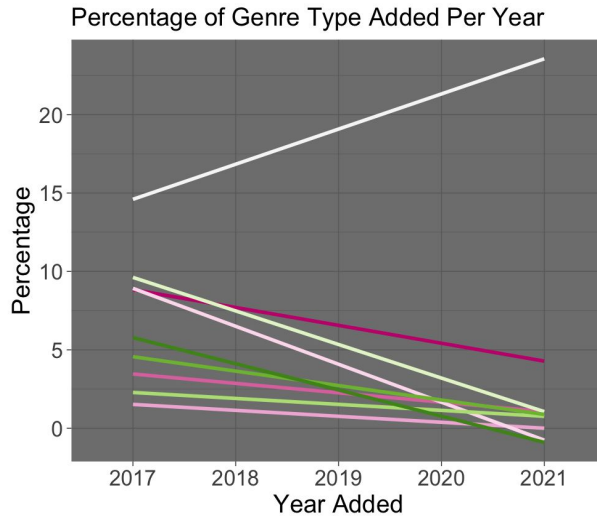
NOTE: Proportion of dramas are trending downwards, from 2020-2021, yet there was a sharp spike upwards in number of dramas were added.

INDIA

TV SHOWS RECOMMENDATION GENRES

FREQUENCY OF GENRES ADDED OVER LAST 5 YEAR (LOW)

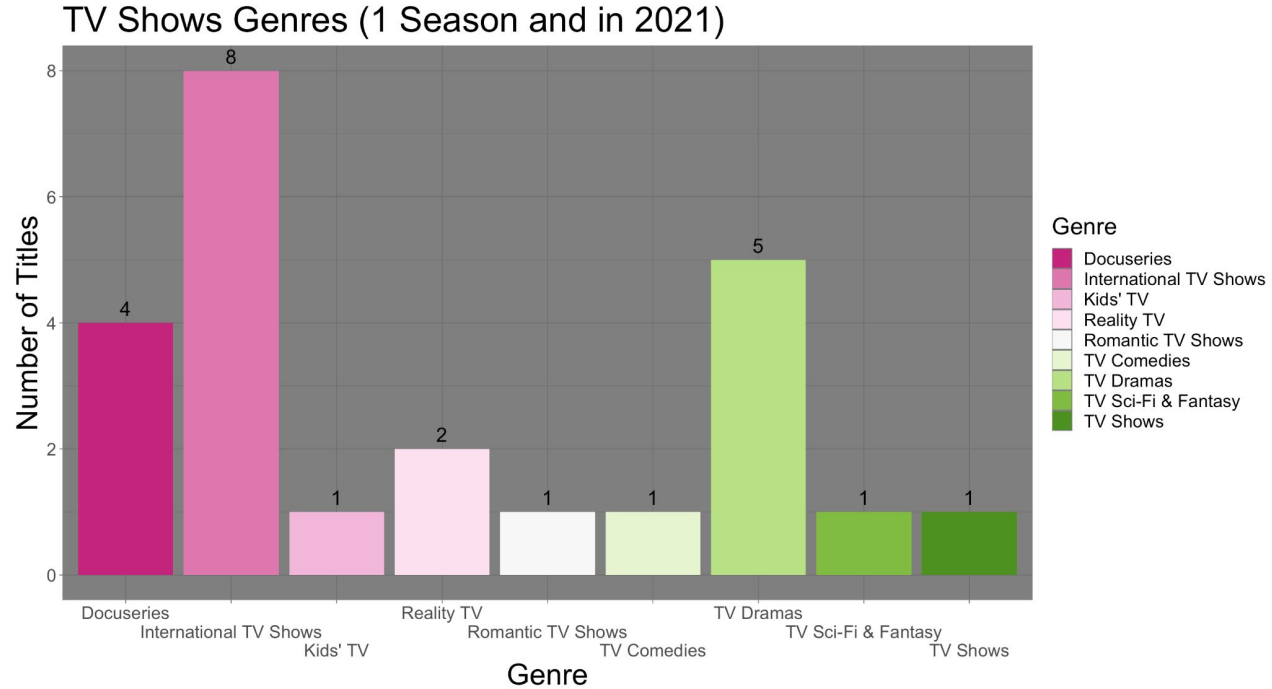
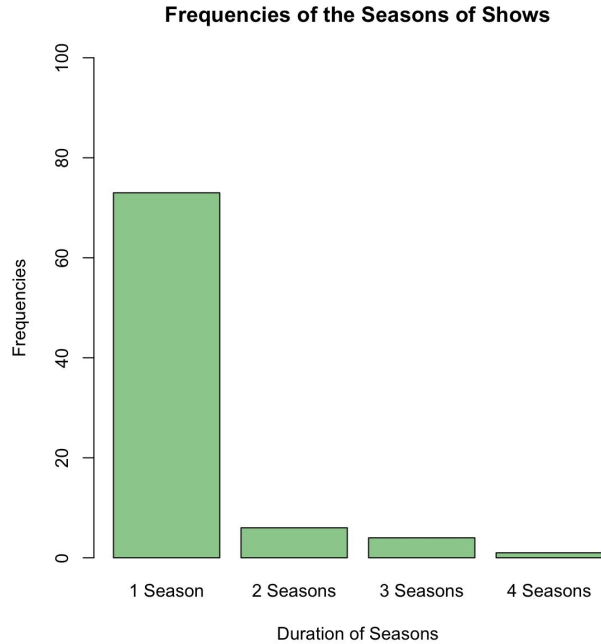
This data suggests that users are less interested in these types of shows [crime, comedy, talk shows, action & adventure, horror, mysteries, sci-fi/fantasy and thrillers].



NOTE: While Comedies seems to be increasing, from 2020-2021, there was a sharp spike downwards in how many comedy TV shows were added.

INDIA

DURATION

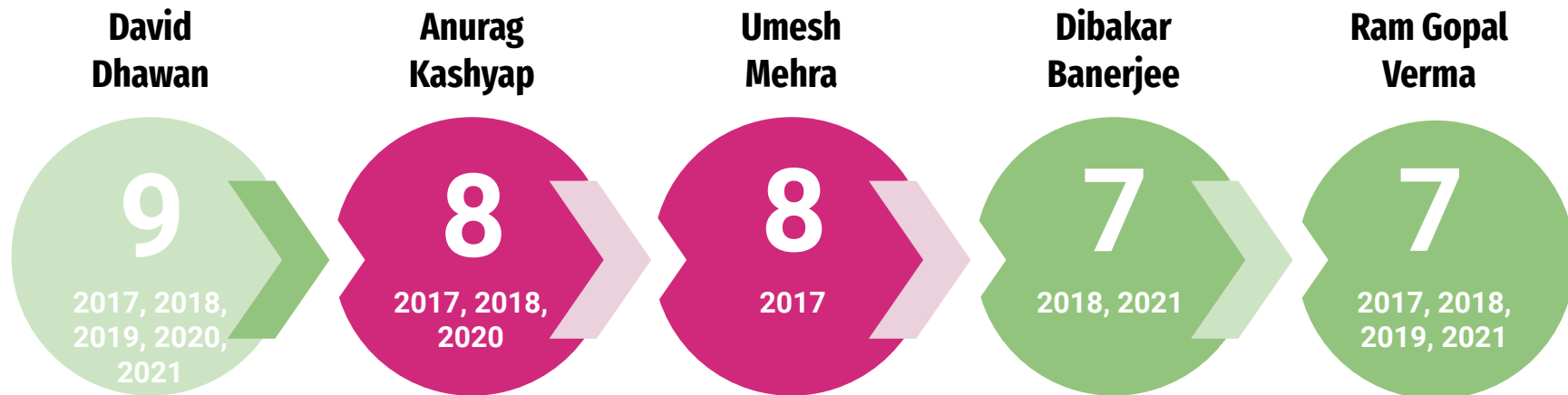


Thank You!

Additional Graphs Ahead →

MOVIE RECOMMENDATION DIRECTORS

Top 5 Directors

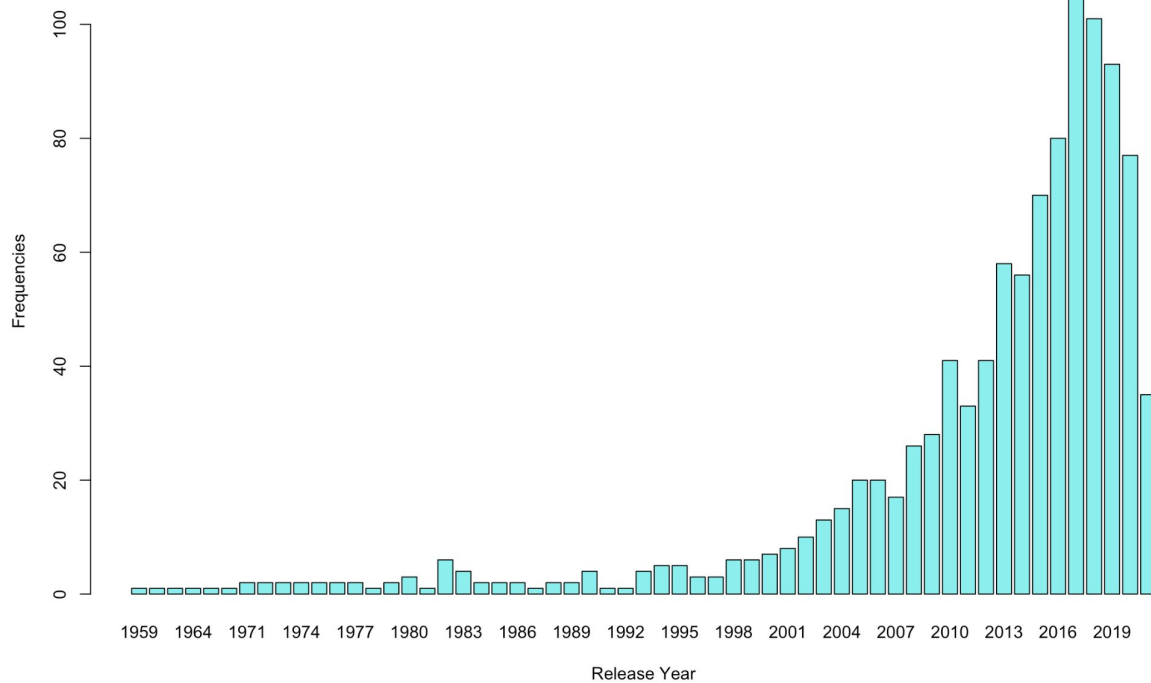


Other popular directors include Zoya Akhtar, Imtiaz Ali, and Karan Johar.

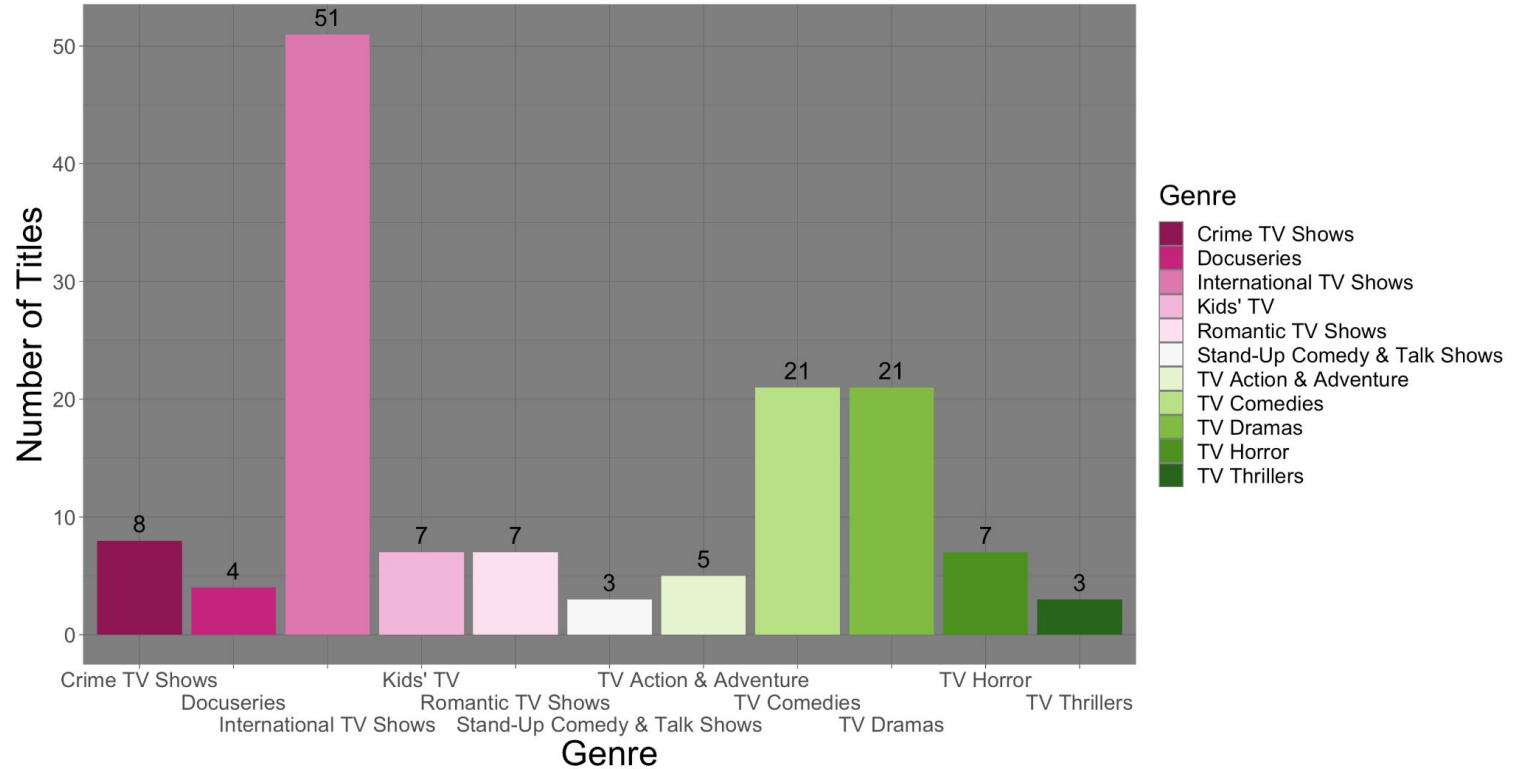
* This is the number of movies each director has directed on Netflix

INDIA

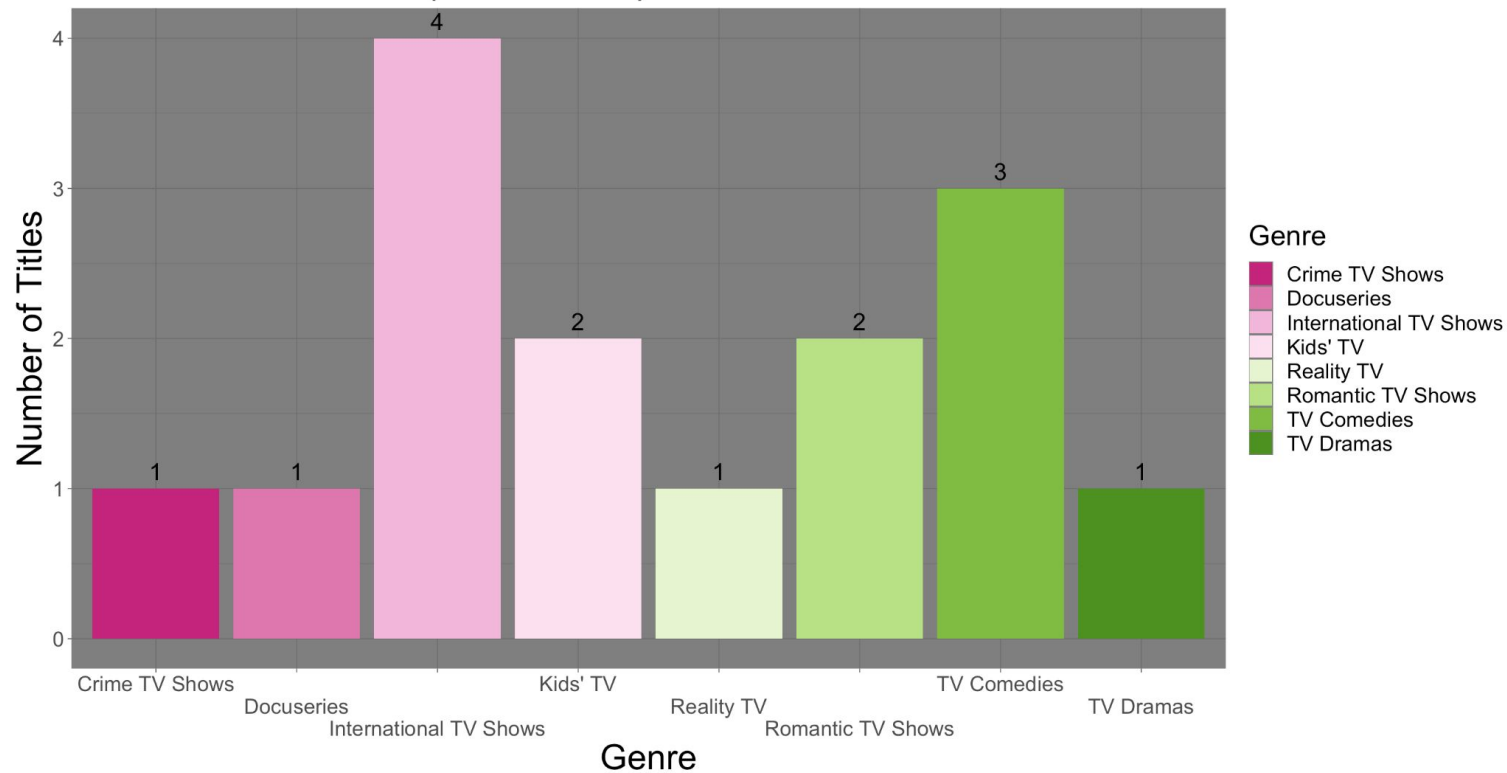
Frequencies of Movies/TV Shows by Release Year



TV Shows Genres (1 Season and Before 2021)



TV Shows Genres (2 Seasons)



rating_clean	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
G	568	6.45	568	6.45
MA	3207	36.41	3775	42.86
NR	83	0.94	3858	43.81
OT	870	9.88	4728	53.68
PG	3277	37.21	8005	90.89
R	802	9.11	8807	100