



SILIGURI INSTITUTE OF TECHNOLOGY

DEPARTMENT OF ELECTRICAL ENGINEERING



NETFLIX

PROJECT ON : NETFLIX ANALYSIS

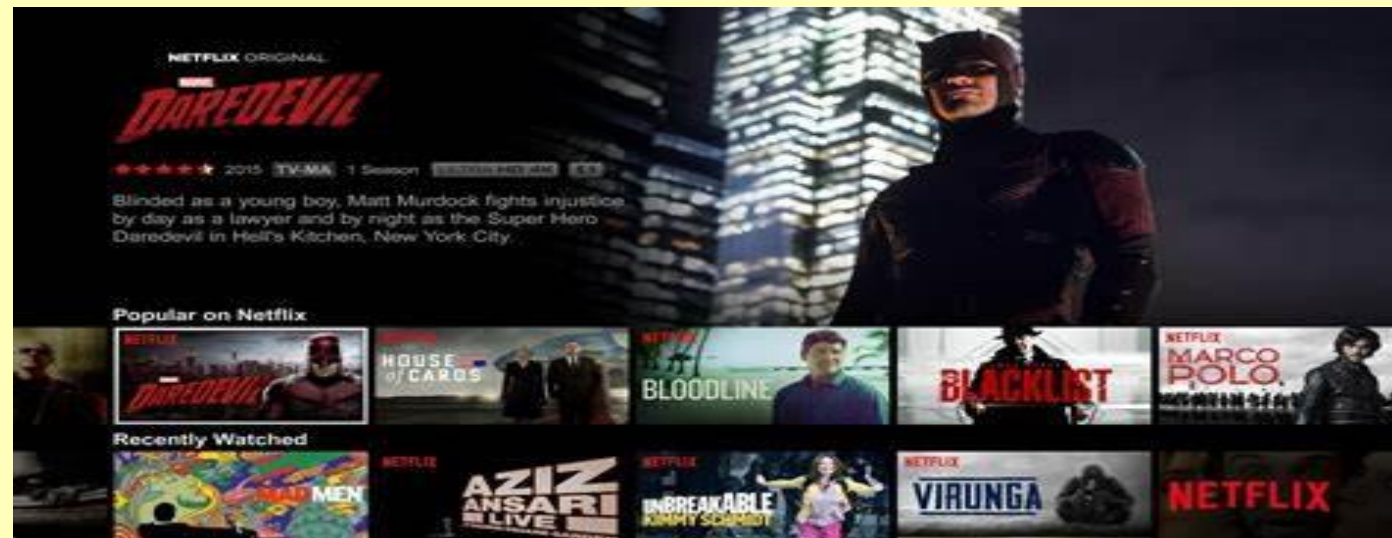
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INTRODUCTION

Netflix is an OTT (over the top) content platform that provides online streaming services for subscribers. It is an American production company founded in the year 1997 by Reed Hastings and is headquartered at Scotts Valley in California (BUTLER, 2020). The company provides online streaming services of an ever-increasing pool of movies, web series, documentaries, and other forms of digital content which are either produced in-house and by other producers. As a digital media with many users, Netflix also has a very large amount of data. In this project, we will perform data analysis using Netflix data. Netflix data analysis will be performed using several python libraries.



Netflix SWOT Analysis

SWOT(strengths, weaknesses, opportunities, and threats) analysis is a strategic planning frame that can be used by company managers to get a successful situation analysis of the company. An analysis framework can assist them to realize their internal strategic factors such as strengths and weaknesses, and also their external strategic factors such as opportunities and threats.

Netflix maintains its intimidating presence in the business sector only by reviewing the SWOT analysis regularly and improving itself. So, a Netflix SWOT analysis will be of great use for this company.

When compared to its rivals, Netflix has a significant market share in the streaming service sector and a number of advantages. Netflix has a strong customer base, a diverse selection of content, and a strong brand. Additionally, Netflix has a clear advantage over rivals in terms of originality and new content thanks to the release of its own content.

LIBRABRIES USED

In our project on Netflix analysis we have used following libraries

```
In [1]: import pandas as pd
import numpy as np
import seaborn as sns
from plotly.offline import init_notebook_mode, iplot
import matplotlib.pyplot as plt
```

DATASET

...

	show_id	type	title	director	country	date_added	release_year	rating	duration	listed_in
0	s1	Movie	Dick Johnson Is Dead	Kirsten Johnson	United States	9/25/2021	2020	PG-13	90 min	Documentaries
1	s3	TV Show	Ganglands	Julien Leclercq	France	9/24/2021	2021	TV-MA	1 Season	Crime TV Shows, International TV Shows, TV Act...
2	s6	TV Show	Midnight Mass	Mike Flanagan	United States	9/24/2021	2021	TV-MA	1 Season	TV Dramas, TV Horror, TV Mysteries
3	s14	Movie	Confessions of an Invisible Girl	Bruno Garotti	Brazil	9/22/2021	2021	TV-PG	91 min	Children & Family Movies, Comedies
4	s8	Movie	Sankofa	Haile Gerima	United States	9/24/2021	1993	TV-MA	125 min	Dramas, Independent Movies, International Movies
...
8785	s8797	TV Show	Yunus Emre	Not Given	Turkey	1/17/2017	2016	TV-PG	2 Seasons	International TV Shows, TV Dramas
8786	s8798	TV Show	Zak Storm	Not Given	United States	9/13/2018	2016	TV-Y7	3 Seasons	Kids' TV
8787	s8801	TV Show	Zindagi Gulzar Hai	Not Given	Pakistan	12/15/2016	2012	TV-PG	1 Season	International TV Shows, Romantic TV Shows, TV ...
8788	s8784	TV Show	Yoko	Not Given	Pakistan	6/23/2018	2016	TV-Y	1 Season	Kids' TV
8789	s8786	TV Show	YOM	Not Given	Pakistan	6/7/2018	2016	TV-Y7	1 Season	Kids' TV

8790 rows × 10 columns

Netflix Analysis Strengths

Netflix has a plethora (excessive amount) of strengths that will help it to thrive in the main field. A Netflix SWOT analysis will help to focus on these strengths. Some of these strengths are enlisted below:

Global Reach: Netflix is a worldwide multinational company. It operates in almost all countries across the globe. So, it has a great deal of a global footprint. This makes it more recognizable to the public and helps with its publicity.

Originality: Netflix is known to produce high-quality original content. Some of these original contents are now quite a hit with the young generation. Stranger Things, Money Heist, Narcos, Tiger King, Orange, and Mindhunter are some of the more famous shows. These shows bring more audience to their platform.

Reasonable Pricing: Netflix takes pride in its ability to come up with reasonable pricing. Its pricing management gives it a major boost against its competitors. The subscription plans that Netflix introduced are easy to afford and public-friendly.

Adaptability: Netflix is a quickly adaptable platform that has proven its adaptability from time to time. Even now Netflix has quickly adjusted its platform to support various types of modern technology. Netflix can now be streamed live on Android, Apple, computers, televisions, and iPods. This has caused their business to improve rapidly over the years.

NETFLIX ANALYSIS WEAKNESSES

Weaknesses are part of the internal factors of a company. A SWOT analysis will bring many of these to light. In terms of weaknesses, Netflix's main challenge is its high cost of production, which leads to high prices for many of its services. Additionally, Netflix faces increasing competition from other streaming services and may struggle to keep up with the pace of innovation from its competitors.

Rising Debts: Netflix telecasts its programs all over the world and this takes a lot of resources and money. To keep this up Netflix needs more funds.

Over-dependence on a certain market: Over-dependence is never a good sign for a global company.

Increasing prices: Many other companies provide similar services to Netflix.

Recommendations for Netflix

- They need to pair up with different rating media to provide various ratings for their shows.
- They need to enhance their safety measures to make sure their customers get their privacy.
- The need to introduce a more user-friendly interface for their application and website.
- They can start providing region-based entertainment programs by collaborating with local service providers.

CONTRIBUTION BY MEMBERS OF THE GROUP

Contribution of Members of group NO. 5 : there were 2 members in the group ;

1. Shuvajit Sarkar has done programming in this project.
2. Laden Ghising has made ppt and documentation.

CONCLUSION

In conclusion, it can be said that a steady line of profit and global reach are the key strengths of Netflix. As for its greatest weakness, that would be over-dependence on a certain market. It may not look like much, but it is a huge load to carry. A Netflix Analysis helps the company in many different ways. Only because it would allow the executive directors to theoretically take apart the company's strategic approach to this day and scrutinize them. Overall, while Netflix is well positioned to continue to be a major player in the streaming service industry, it will need to remain agile and continue to innovate to stay ahead of its competitors.

REFERENCES

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THANK YOU