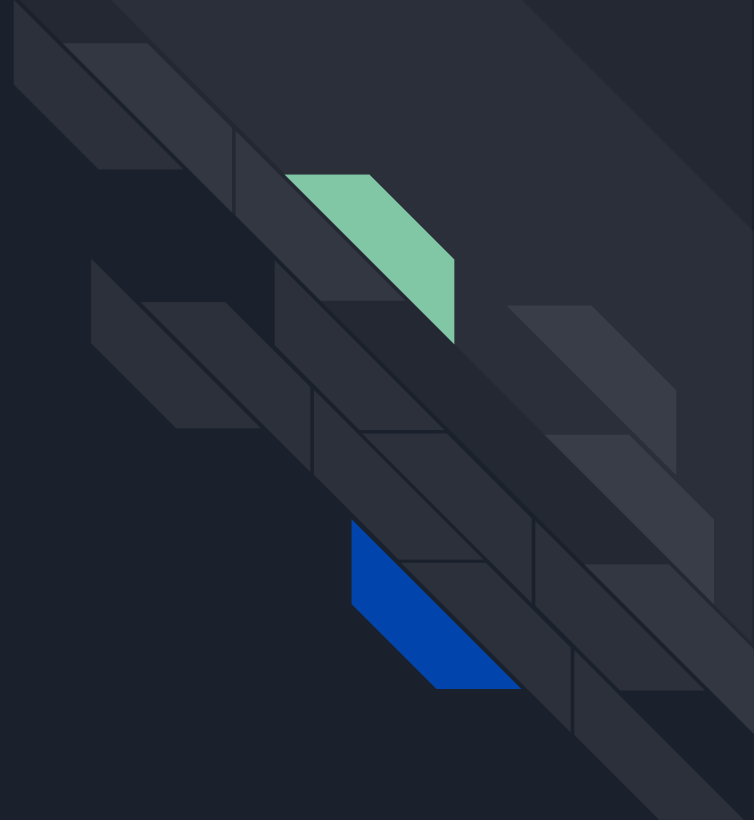




The Next Big Thing For Netflix





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Business Problem

Data Exploration & Analysis

Target demographic via **Flix Patrol**

Market trends via **Google Trends**

Consumer Sentiment Analysis via **Social Bearing**

Insights

Recommendations



Business Problem

Identifying the next big thing for Netflix by unveiling

Current global trends in Netflix consumer interest

Deriving actionable insights for Netflix in order to answer the following key questions :

- **What** titles had been produced in the past that were related to that trend?
- **Why** were some productions successful while others weren't?
- **Where** would a new title associated with that topic draw the most interest from consumers?



Tools used for Analysis



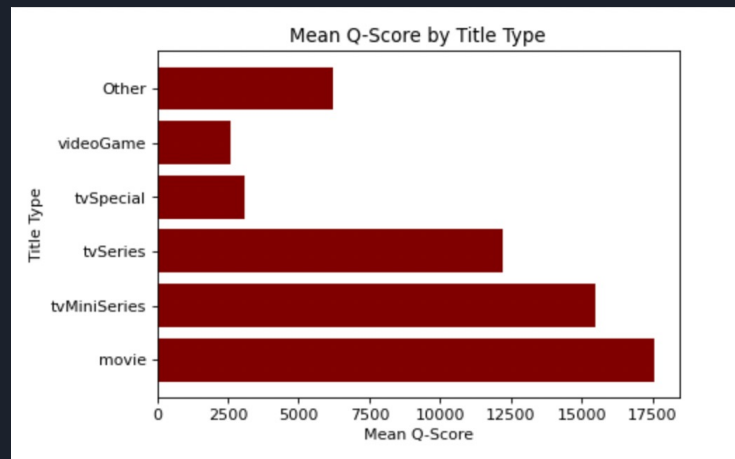
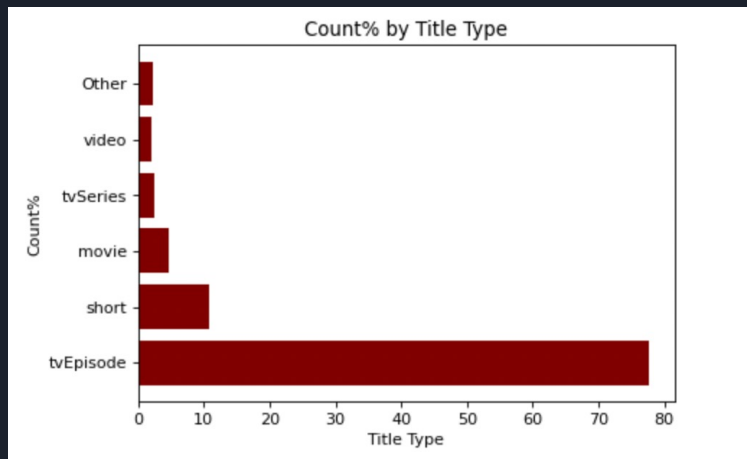


Computing **Q-Score** as a
true measure of Popularity
of **imdb** content

Q-Score :
 $\text{avgRating} * \text{numVotes}$



Movies and TV Mini Series are the most popular content types



Though there are more TV episodes and short films we can clearly see from the Q-Scores that **Movies** and **TV Mini-Series** are most popular amongst our viewers.



Drama & Comedy constitute ~30% of content

primaryTitle	genres
Joker	Crime,Drama,Thriller
Avengers: Endgame	Action,Adventure,Drama
Avengers: Infinity War	Action,Adventure,Sci-Fi
Chernobyl	Drama,History,Thriller
Parasite	Drama,Thriller
Spider-Man: No Way Home	Action,Adventure,Fantasy
Once Upon a Time in Hollywood	Comedy,Drama
Black Panther	Action,Adventure,Sci-Fi
Knives Out	Comedy,Crime,Drama
The Batman	Action,Crime,Drama

However, from Top 10 popular movies based on Q-Score we can see that **Action, Adventure, Crime & Thriller** are almost as popular as Drama and Comedy but are sparking more interest

Stark difference between the Top 10 actors based on **Popularity vs #Appearances**

Top 10 actors based on Popularity
Robert Downey Jr.
Tom Cruise
Leonardo DiCaprio
Roman Griffin Davis
Chadwick Boseman
Joaquin Phoenix
Scarlett Johansson
Dean-Charles Chapman
Shameik Moore
Lady Gaga

Top 10 actors based on Appearances
Andromeda Dunker
Akane Kotonoha
Priya Raman
Amulya
Hardik Joshi
Coco Martin
Baby Aazhiya
Syed Arefin
Neel Bhattacharya
Gagan Chinappa



What is the relation between an Actor's Popularity and #Appearances?

Using Regression to check if #Appearance influences Popularity or vice versa, we can observe the following :

Independent variable

#Appearances

Dependent variable

Q-Score

Intercept : 4901.61

Slope : -7.53

The slope is negative suggesting that actors with more appearances are less likely to improve their popularity score, as this may decrease its value. Therefore, Actors need to be more selective with the films they choose to appear in

Independent variable

Q-Score

Dependent variable

#Appearances

Intercept : 6.71e+01

Slope : -9.63e-05

The slope is negative suggesting that as actors become more popular, their appearance count decreases. This implies that famous actors are more selective in the movies they act in

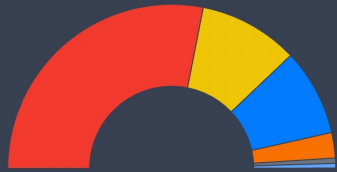


Top Country, Genre & Producer preference on Netflix for Q1 '23

Preferences on Netflix in Q1 2023

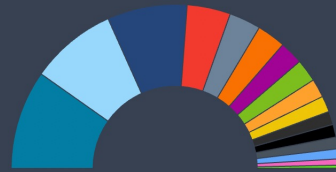
Netflix ▾ Overall ▾ Q1 2023 ▾

By country/region of origin



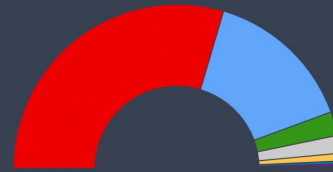
North America	56.2%
Asia	19.6%
Europe	17.1%
Latin America	5.0%
Africa	1.1%
Other	0.9%
Oceania	0.1%

By movie or TV genre



Drama	19.5%
Comedy	17.0%
Crime	15.8%
Action	8.6%
Thriller	6.2%
Adventure	5.7%
Unscripted	4.6%

By company/distributor



Netflix	59.2%
Other	29.6%
Universal Pictures	4.7%
Sony Pictures	3.5%
Warner Bros. Pictures	1.5%
Lionsgate	0.6%
20th Century	0.4%

About 80% of Netflix viewers prefer **American** and **Asian** content

Drama, **Comedy** and **Crime** are the top preferred genres

Netflix Original shows and movies are the most popular content on the site



Is Netflix **Original** Content a success?

TOP Movies on Netflix on March 2, 2023



TOP TV Shows on Netflix on March 2, 2023



Yes, producing original shows is a key part of Netflix's strategy for growth and success in the streaming industry. As of Mar 2, 2023, **6** of the **Top 10 Movies** and **8** of the **Top 10 TV Shows** on Netflix were original Netflix produced original and exclusive content.






Why **Netflix Original** Movies and Tv Shows?

- **To attract and retain subscribers** : By producing original shows, Netflix can offer exclusive content thus attracting and retaining subscribers
- **To differentiate itself from competitors** : Producing original shows is a way for Netflix to differentiate itself from its competitors and offer a unique value proposition to viewers
- **To control costs** : Netflix can control the costs of acquiring and licensing content and build a library of exclusive content that it owns outright
- **To build a brand and reputation** : Producing high-quality original shows can help to build Netflix's brand and reputation as a leading producer of premium content
- **To experiment with new formats and genres** : Producing original shows allows Netflix to experiment with new formats, genres, and storytelling techniques that may not be feasible or profitable for traditional TV networks or movie studios








Most Watched Netflix Movies and TV Shows by Hours Viewed in the First Week

N Movies

		All languages	English	Non-English
TITLE		HOURS VIEWED		
1.	 Red Notice Movie United States 11/12/2021 Netflix Action Treasure hunt	148,720,000		
2.	 Don't Look Up Movie United States 12/24/2021 Netflix Comedy Disaster	111,030,000		
3.	 The Adam Project Movie United States 03/11/2022 Netflix Science Fiction Time travel	92,430,000		
4.	 The Kissing Booth 3 Movie United States 08/11/2021 Netflix Comedy Rom Com	90,860,000		
5.	 The Gray Man Movie United States 07/22/2022 Netflix Action Spies	88,550,000		











N TV Shows

		All languages	English	Non-English
TITLE		HOURS VIEWED		
1.	 Wednesday (season 1) TV Show United States 11/23/2022 Netflix Comedy Horror Comedy	341,230,000		
2.	 Stranger Things (stranger things 4) TV Show United States 07/15/2016 Netflix Mystery Supernatural	286,790,000		
3.	 Money Heist (part 5) TV Show Spain 05/02/2017 Netflix Action Heist	201,910,000		
4.	 Dahmer – Monster: The Jeffrey Dahmer Story (the jeffrey dahmer story) TV Show United States 09/21/2022 Netflix Crime Serial killer	196,200,000		
5.	 Bridgerton (season 2) TV Show United States 12/25/2020 Netflix History Kings and Queens	193,020,000		



Netflix is the market leader in the streaming services

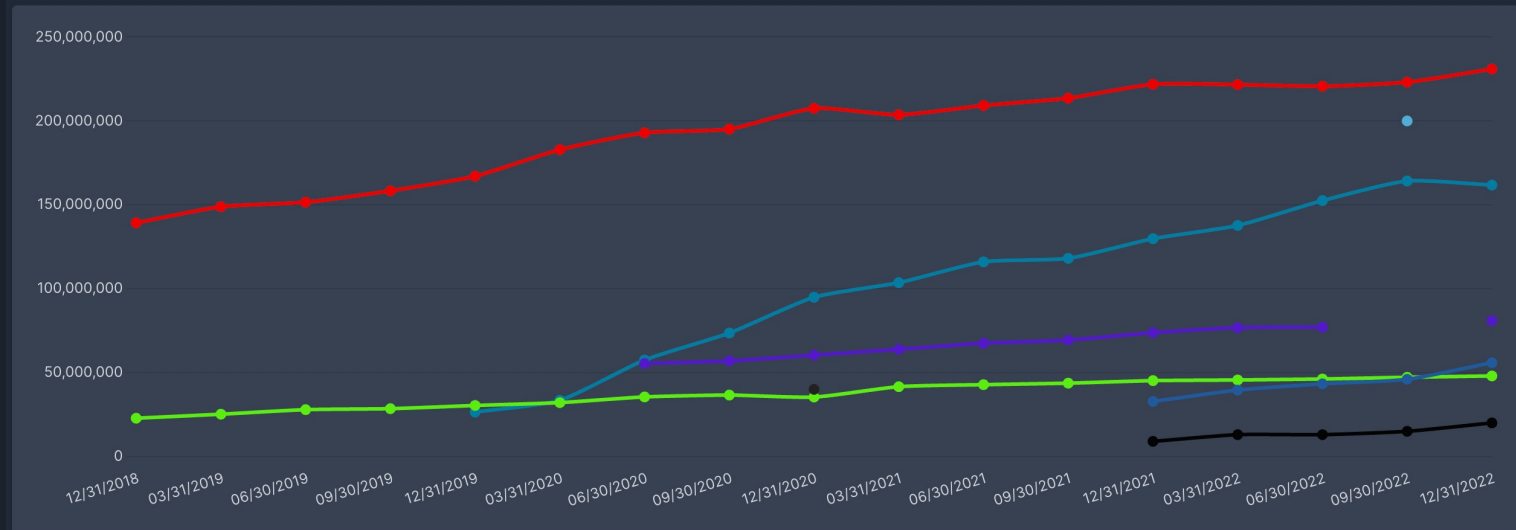
Streaming Services by Subscribers in the World

1.	 Netflix	Subscribers	230,930,000	<div><div></div></div>	12/2022
2.	 Amazon Prime	Subscribers (Estimate)	200,000,000	<div><div></div></div>	09/2022
3.	 Disney+	Subscribers	161,800,000	<div><div></div></div>	12/2022
4.	 Tencent Video	Subscribers	124,000,000	<div><div></div></div>	12/2021
5.	 iQIYI	Subscribers	106,000,000	<div><div></div></div>	12/2021
6.	 HBO Max	Subscribers (Estimate)	81,000,000	<div><div></div></div>	12/2022
7.	 Hulu	Subscribers	48,000,000	<div><div></div></div>	12/2022
8.	 Paramount+	Subscribers	46,000,000	<div><div></div></div>	09/2022
9.	 Apple	Subscribers (Estimate)	40,000,000	<div><div></div></div>	12/2020
10.	 Eros Now	Subscribers	39,900,000	<div><div></div></div>	03/2021

Netflix has seen a steady **increase in subscribers** since 2018

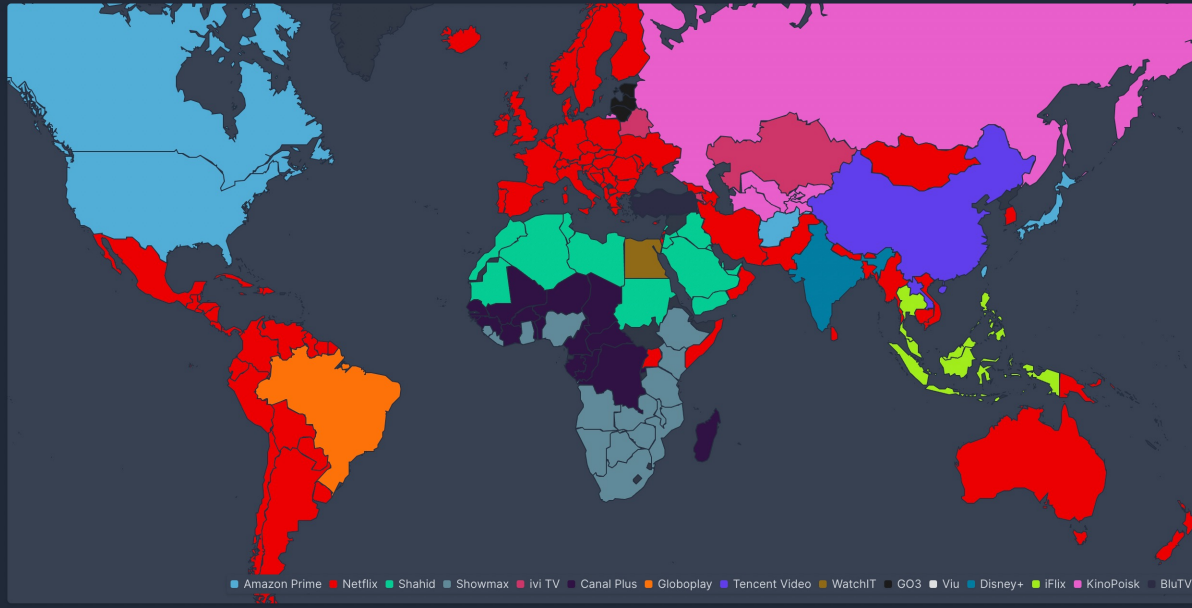
Streaming Services by Subscribers in Time

Netflix Disney+ Hulu Peacock Paramount+ Apple HBO Max Amazon Prime



Global overview of the Top Streaming Services

Map of Top Streaming Services

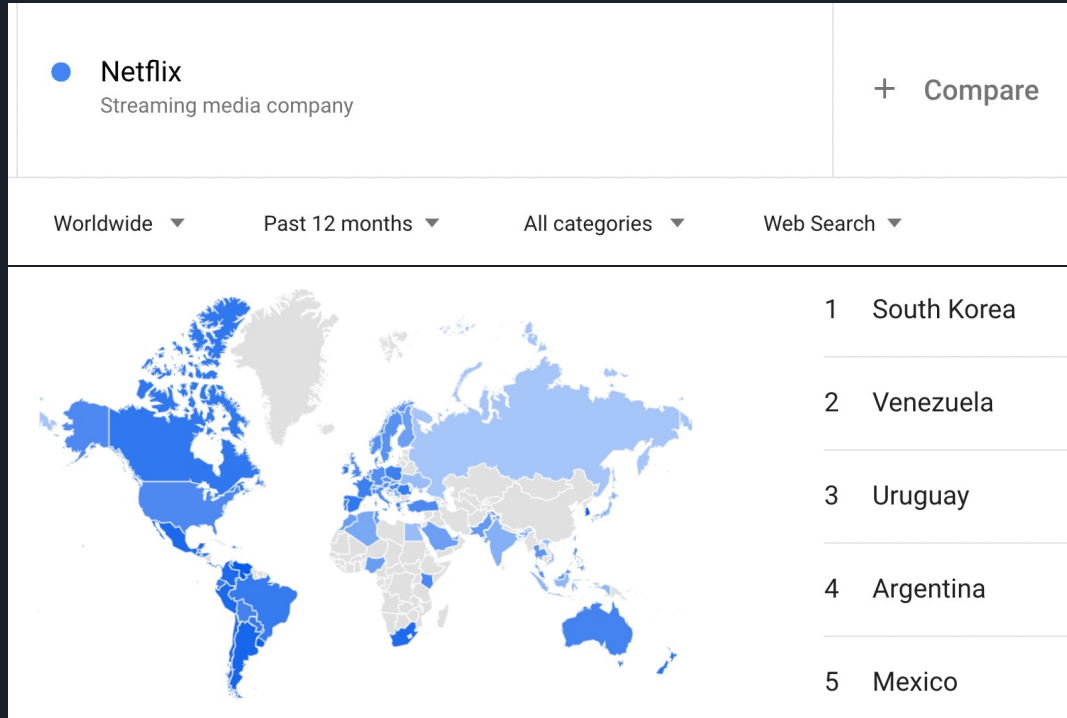


Netflix is the undisputed market leader in **South America, Europe and Australia**

North America and India are dominated by Netflix's top competitors **Amazon Prime Video and Disney+ Hotstar** respectively

Asia is still one of the largest markets for Netflix regardless of Netflix not operating in **China and Russia**

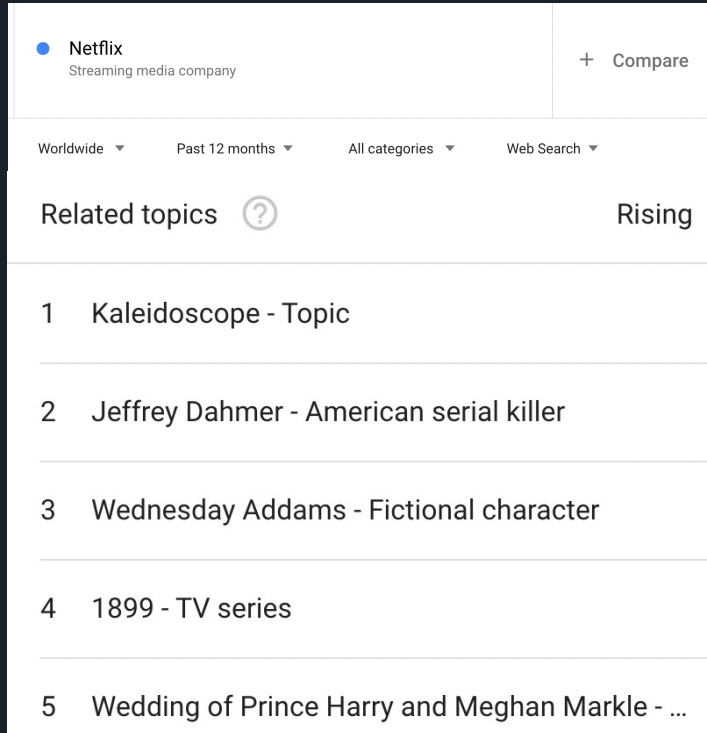
Geographic Trends via Google Trends



We can observe that in the last 12 months, in the worldwide Web Search trend, Netflix has been most frequently searched in **South Korea** outside the **United States**. We could attribute it to the following :

- **K-dramas** have gained immense popularity worldwide, and Netflix has been quick to capitalize on this trend by acquiring the rights to stream popular K-dramas
- **Original Korean-language content** such as the hit series "Squid Games," which has helped Netflix attract a local audience
- **Convenient access** to a wide range of international content

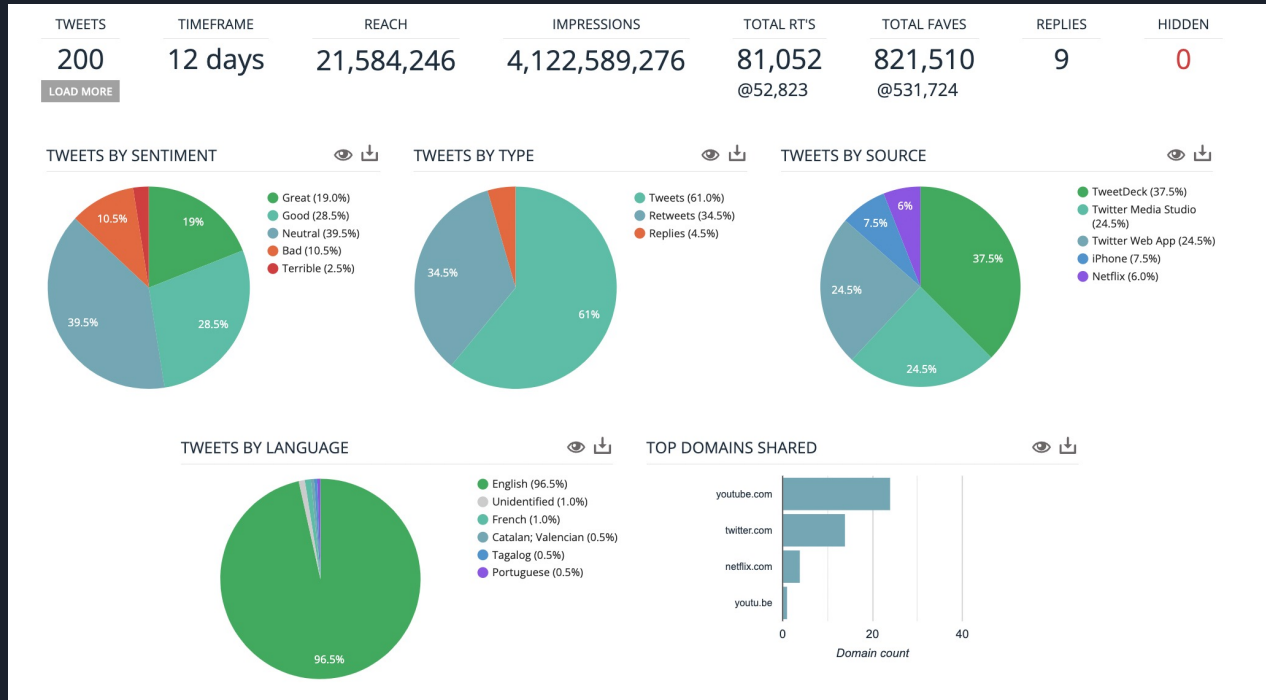
Trending Genres via Google Trends



It is quite evident from the Related Search Topics that the most trending genres are **Drama, Thriller and Mystery** in the **TV Mini Series** category. Some insights that we can derive from this trend are :

- **Binge-watching culture** : Mini-series in these genres often have a gripping storyline that keeps viewers engaged and wanting more, making users watch an entire season/ mini series in one sitting
- **Suspense and intrigue** : Thriller and mystery genres are known for their suspenseful and intriguing storylines, which keep viewers on the edge of their seats
- **International appeal** : These genres tend to have broad international appeal, making them ideal for Netflix's global audience

Consumer Sentiment Analysis via Social Bearing



~90% of the tweets about Netflix have a **Positive or Neutral** sentiment

The Top domain shared on the Netflix Twitter account are **YouTube** and **Twitter** as Netflix promotes its upcoming movies via YouTube Trailers and celebrity retweets thus using Twitter as a perfect **marketing tool**



How Hosting the **SAG Awards** Benefits the Streaming Giant

- 01 **Brand Visibility** Hosting the SAG helped Netflix reach a wider audience, raise awareness about its content and services, potentially leading to more subscribers
- 02 **Networking** Serving as a networking event for industry professionals, including actors, directors, producers, and writers, this could lead to potential collaborations or partnerships in the future
- 03 **Publicity** Netflix generated positive publicity for itself and its productions, thus boosting its reputation and credibility among audiences and industry professionals alike

“It’s an essential move in order to continue to garner younger audiences and build fans for the future,” stated Engstrom. “For Netflix, this is a big opportunity for ad-supported programming as Live TV is less likely to be viewed time-shifted. Netflix now offers a big tentpole media event more likely to be watched live to advertisers looking to take advantage of an ad-supported platform.”

- [Matthew Engstrom, VP of marketing at Digital Remedy, Netflix](#)



Insights

- Netflix's **original content strategy** has been a success because it has allowed the platform to differentiate itself from traditional media companies, offer diverse content to a global audience, and create compelling and award-winning shows and movies
- Netflix **promotions** for movies and trailers via **YouTube and Twitter** has potential to reach a wider audience, increase engagement, showcase trailers, target specific demographics, and save on marketing costs
- Hosting award shows and other **streaming live content** provides Netflix with a valuable opportunity to increase its brand visibility, gain industry recognition, network with other professionals, drive positive publicity for its productions and generate ad-supported revenue
- Netflix should continue to invest in **technology innovation** to improve user experience, such as improving streaming quality, introducing new features like interactive storytelling, and experimenting with virtual reality





Recommendation - Netflix's Next Big Thing

Netflix should make more *American and Asian Original content* like *K-Drama & True Crime thrillers*, particularly focusing on *Movies and TV Mini-Series* in the *Drama, Comedy and Crime* genres, starring popular and upcoming actors alongside actively promoting their content via *YouTube and Twitter* in order to meet emerging trends globally



Thank you!