NETFLIX EFFECT

An overview of Netflix offerings and their evolution over time and their influence on customer behavior

WHAT IS NETFLIX OFFERING, AND HOW IT IS CONSUMED AROUND THE WORLD?

NETFLIX with its massive collection of movies and TV shows offers entertainment to everyone at the comfort of their couches. There are over **7800 TITLES** available to stream, **5500 MOVIES** and **2300 TV SHOWS.**

The streaming service is available in **118 COUNTRIES** around the world.
DRAMAS, COMEDIES, AND DOCUMENTARIES top the catalog.
More content is available in **ENGLISH**-speaking nations like the **US, UK, CANADA, AUSTRALIA, AND INDIA**.
In the core group, **TV SHOWS** top the chart except for India.
The rest of the international markets stream **INTERNATIONAL MOVIES**, indicating it's being used as an option along with the native content.

HOW NETFLIX IS INNOVATING & INVESTING?

According to **CEO REED HASTING**'s, Netflix pioneered **BINGE-WATCHING** by identifying an **"INEFFICIENCY"** in the TV market. Though Netflix had pioneered the binge, it knew its relationship with networks wouldn't stay the same forever. That's why Netflix made an aggressive move into producing its **ORIGINAL CONTENT** starting in **2013**, with TV Shows most suited for the binge. The result is evident in Netflix's original content share across the years.
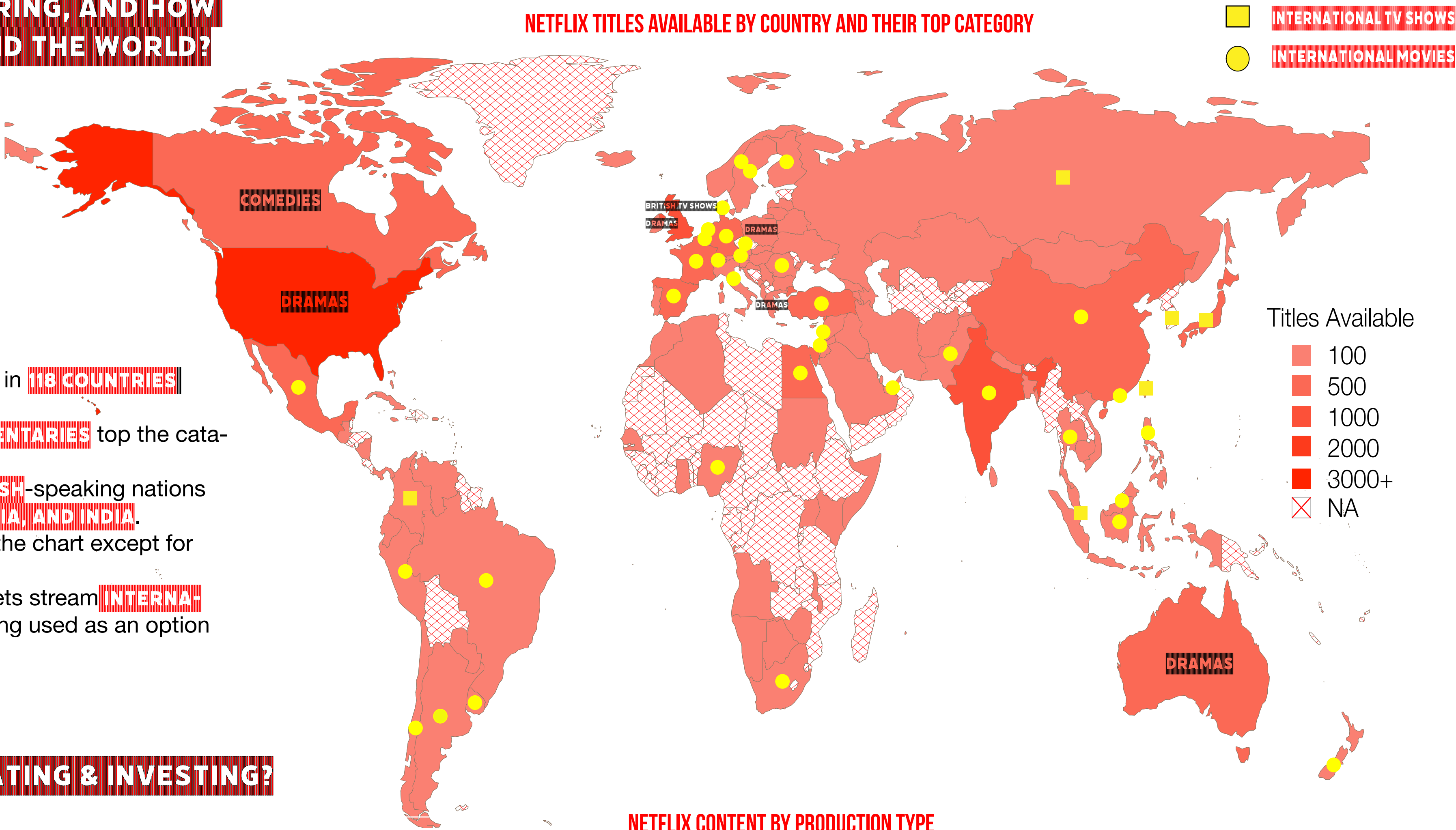
WHY NETFLIX FOCUSED ON TV?

We can see the TV content grew over the years, which is directly a result of their original content investment in TV shows.
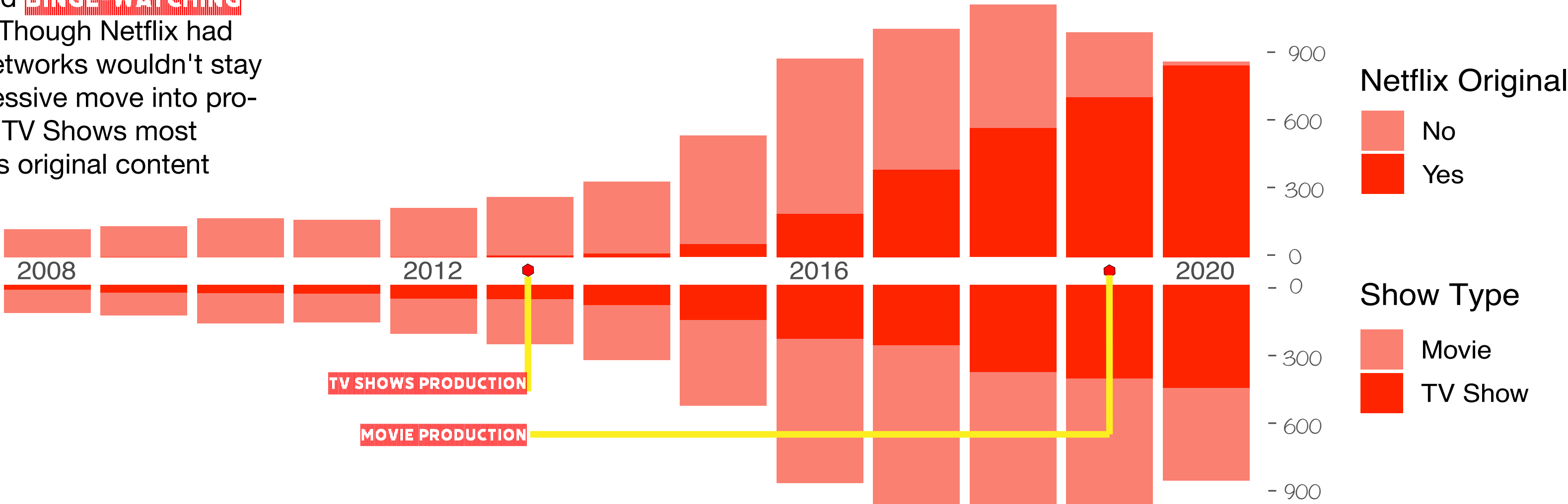
WHERE ARE NETFLIX CUSTOMERS?

Netflix opened up to **CANADA IN 2010** on its first international launch; from there, it just exploded. Netflix will reach **450 MILLION** customers by the end of **2022**.

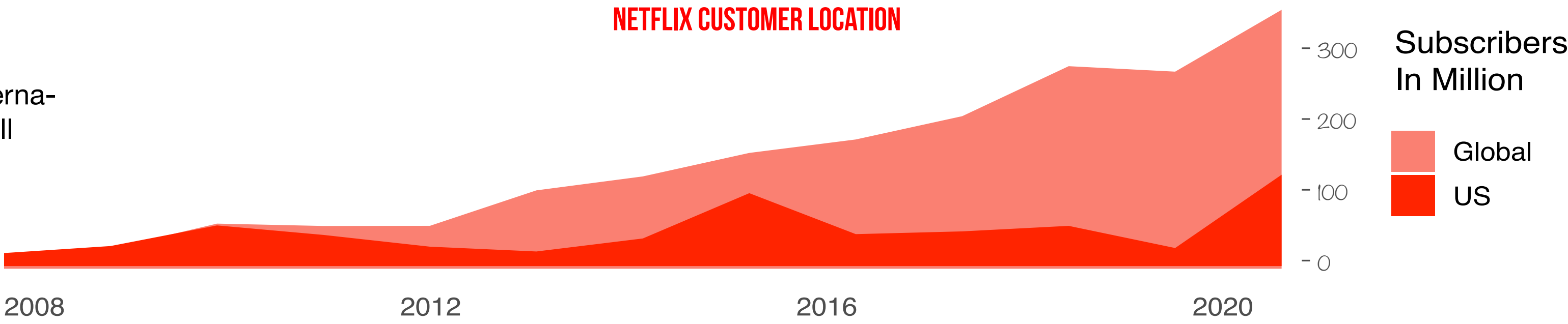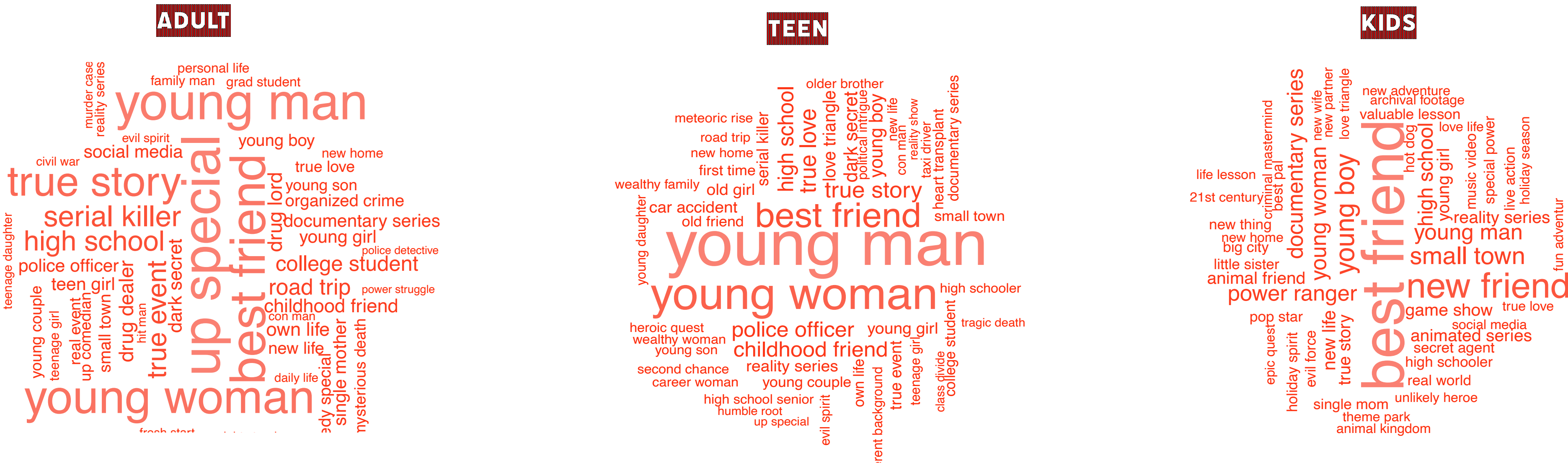## NETFLIX TITLES AVAILABLE BY COUNTRY AND THEIR TOP CATEGORY

■ INTERNATIONAL TV SHOWS
● INTERNATIONAL MOVIES

COMEDIES
DRAMAS
BRITISH TV SHOWS
DRAMAS
DRAMAS
DRAMAS

Titles Available
100
500
1000
2000
3000+
NA

NETFLIX CONTENT BY PRODUCTION TYPE

2008   2012   2016   2020

Netflix Original
No
Yes

Show Type
Movie
TV Show

TV SHOWS PRODUCTION
MOVIE PRODUCTION

900 — 600 — 300 — 0 — 300 — 600 — 900

NETFLIX CONTENT BY SHOW TYPE

NETFLIX CUSTOMER LOCATION

2008   2012   2016   2020

Subscribers In Million
300
200
100
0

Global
US

TOPIC DISTRIBUTION IN NETFLIX TITLES

ADULT

personal life
murder case family man grad student
reality series
evil spirit young boy
civil war social media new home
true love
true story serial killer young son organized crime
high school documentary series young girl
police officer dark secret college student
teen girl road trip power struggle
young couple con man childhood friend
teenage girl real event own life
drug dealer new life
true event daily life
single mother
young woman mysterious death

TEEN

older brother
meteoric rise high school
road trip dark secret young boy
new home time love triangle political intrigue reality show documentary series
first time old girl heart transplant
wealthy family car accident small town
true story
best friend
young man
young woman
heroic quest police officer young girl
wealthy woman childhood friend high schooler
young son tragic death
second chance reality series
career woman young couple
high school senior teenage girl
humble root own life
up special

KIDS

new adventure
archival footage
criminal mastermind valuable lesson love life
central mastermind documentary series new wife love triangle
life lesson best pal new partner
21st century reality series special power
new thing young woman live action holiday season
new home documentary series young girl
big city high school
little sister young man
animal friend small town
power ranger best friend
pop star game show true love
epic quest new life social media
holiday spirit evil force animated series
single mom secret agent
theme park high schooler
animal kingdom real world
unlikely hero
fun adventure

MOTIVATION

Netflix is a heavy data-driven company, the home screen itself has a state-of-the-art recommender system to just layout the contents. Netflix understands their customer by doing large-scale data mining. So the business decisions made by Netflix and Netflix's curated catalog of titles are a good proxy for the customer behavior and choices. As customers, we all can make an informed choice with the data presented.

SOURCES AND REFERENCES

Data : https://www.kaggle.com/shivamb/netflix-shows
Data preparation: tidyverse, sqldf, lubridate, countrycode, udpipe
Plotting : ggplot, patchwork, wordlcoud, ggthemes, rworldmap

DATA

The Netflix dataset has 7739 rows and 13 columns of the titles Netflix carries, collected from Flixable, a third-party Netflix search engine. This dataset consists of tv shows and movies available as of January 2021. We have added two more engineered columns and grouped them by country and year to get our insights.