
Netflix Case Study

Presented by: Vishnu Bindiganavile
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Outline

- Problem Statement
- Findings
- Recommendations
- Caveats

Problem Statement

Objective

Identify important **attributes of an added title** that may help Netflix determine which titles to add in a given year to **maximize the total trading volume** of their stock.

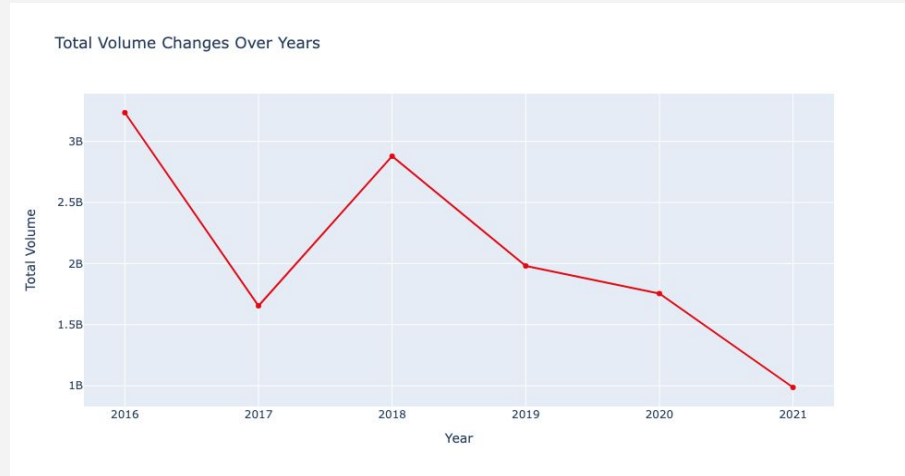
Note

- Given the data used for this analysis, only the years 2016, 2017, 2018, 2019, 2020, and 2021 were considered.
- The source code for this analysis can be found here:
<https://github.com/vibindi/netflix-case-study>.

Findings

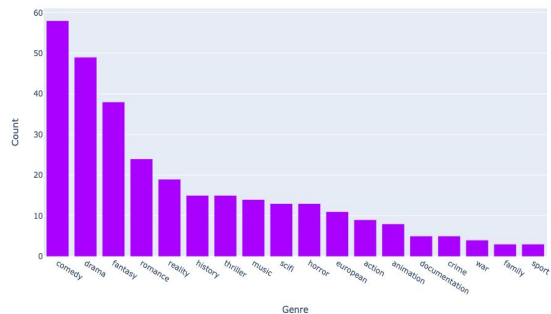
Trading Volume (2016-2021)

- Peaks in 2016 and 2018.
- Valley in 2017 and downward trending 2019 onwards.

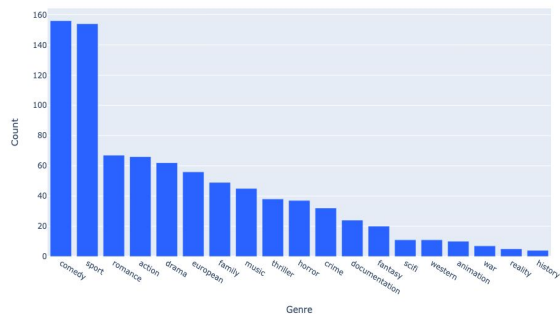


Genres (Figures)

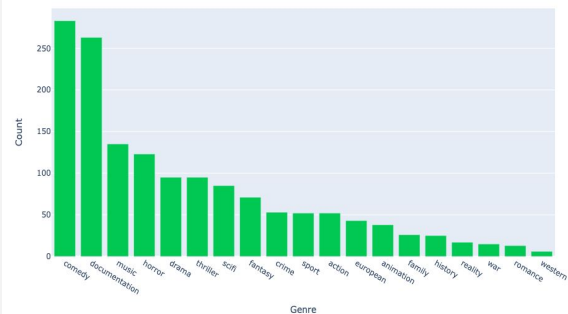
Number of Titles of Various Genres Added To Netflix In 2016



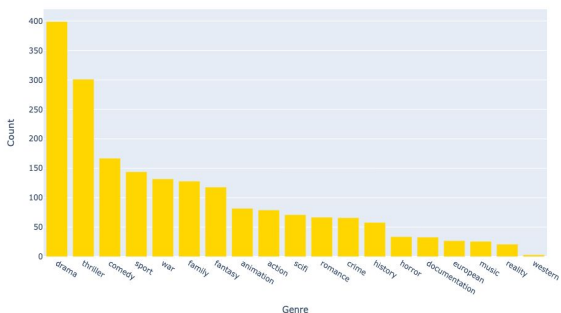
Number of Titles of Various Genres Added To Netflix In 2017



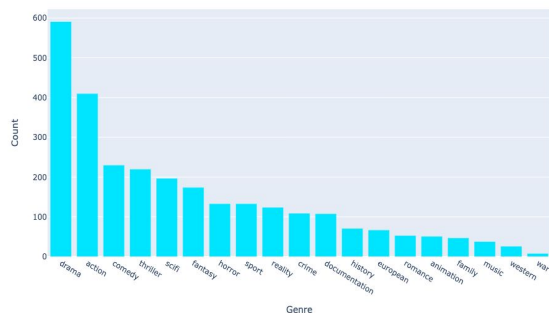
Number of Titles of Various Genres Added To Netflix In 2018



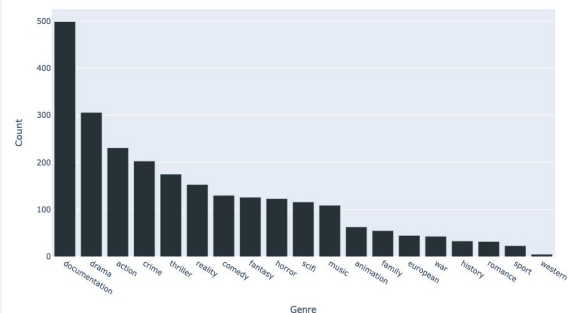
Number of Titles of Various Genres Added To Netflix In 2019



Number of Titles of Various Genres Added To Netflix In 2020



Number of Titles of Various Genres Added To Netflix In 2021

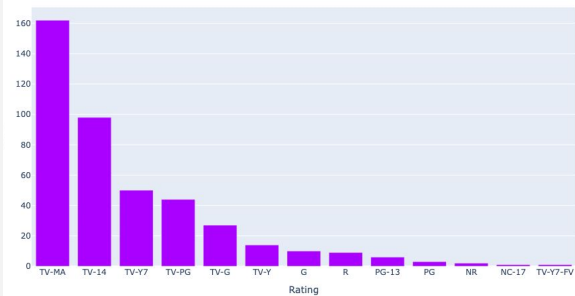


Genres

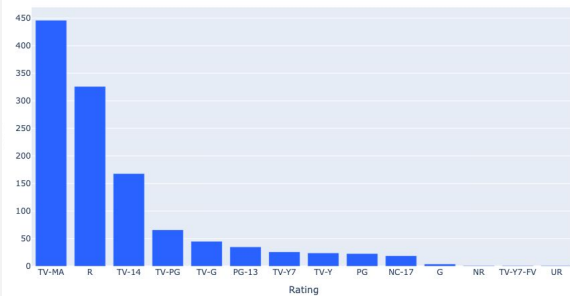
- Comedy titles are common when trading volume is higher.
- An overemphasis on sports titles may have led to the valley in 2017.
- Adding too many thriller titles, proportionally, also seems to be linked to a lower trading volume.

Parental Ratings (Figures)

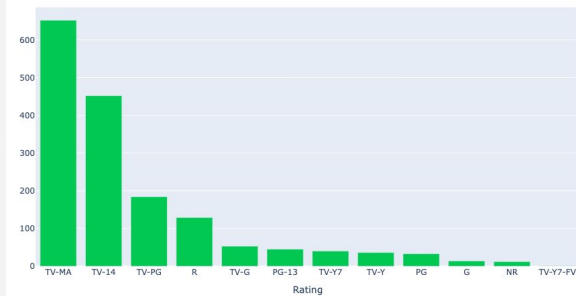
Number of Titles of Various Parental Ratings Added To Netflix In 2016



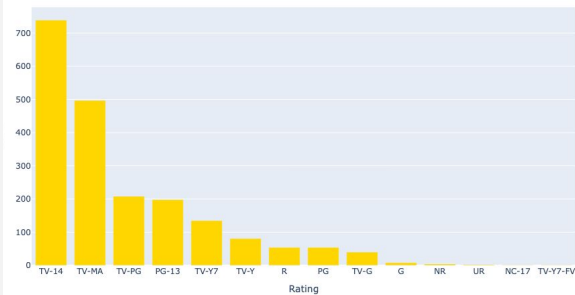
Number of Titles of Various Parental Ratings Added To Netflix In 2017



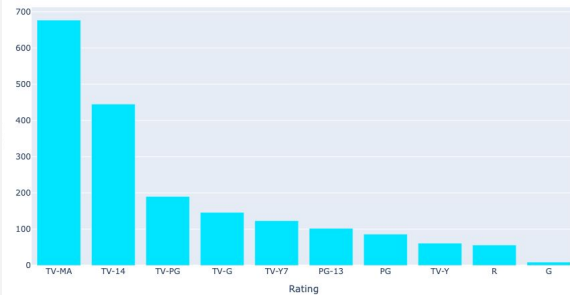
Number of Titles of Various Parental Ratings Added To Netflix In 2018



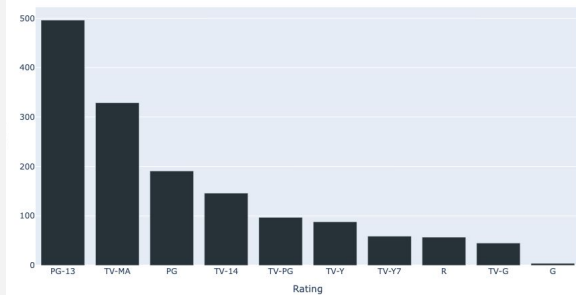
Number of Titles of Various Parental Ratings Added To Netflix In 2019



Number of Titles of Various Parental Ratings Added To Netflix In 2020



Number of Titles of Various Parental Ratings Added To Netflix In 2021

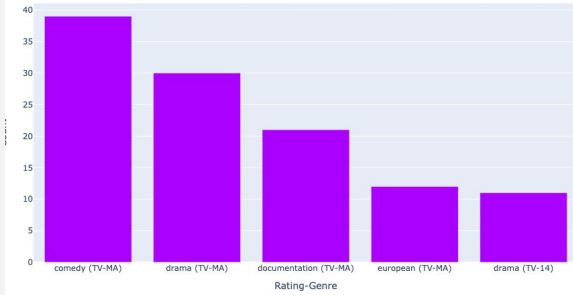


Parental Ratings

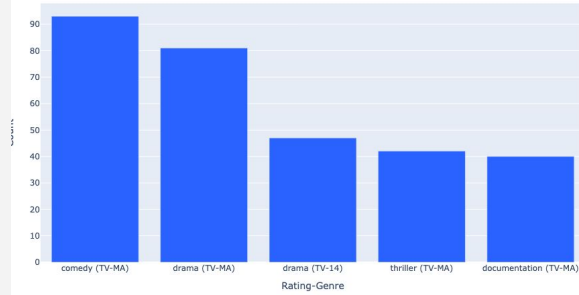
- TV-MA being the parental rating for most of the added shows in a year is good, but not the deciding factor.
- Overemphasizing PG-13 movies may lead to a lower volume.

Parental Ratings & Genres (Figures)

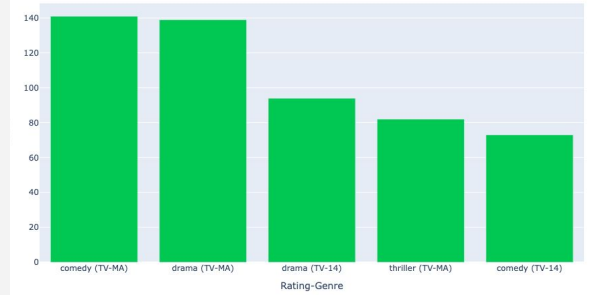
Top 5 Parental Rating and Genre of Titles Added To Netflix In 2016



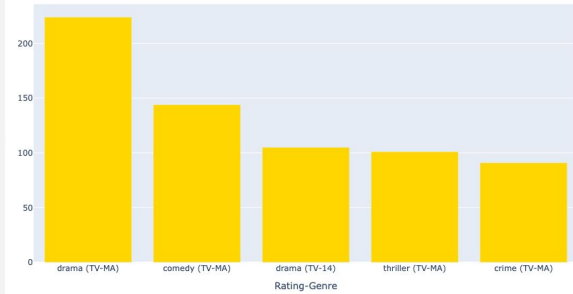
Top 5 Parental Rating and Genre of Titles Added To Netflix In 2017



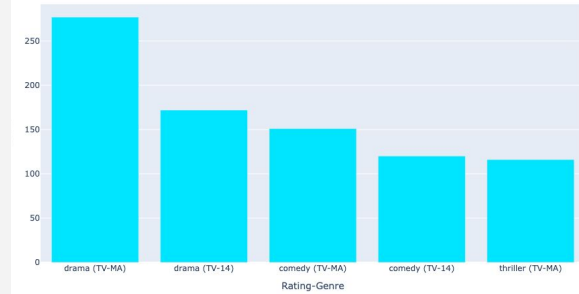
Top 5 Parental Rating and Genre of Titles Added To Netflix In 2018



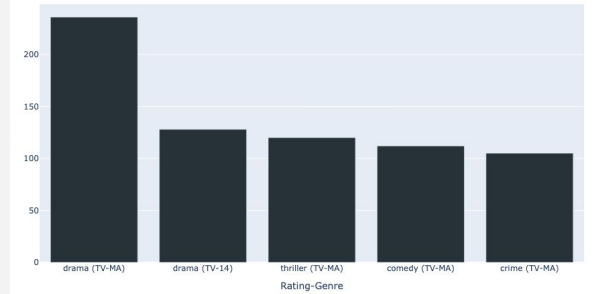
Top 5 Parental Rating and Genre of Titles Added To Netflix In 2019



Top 5 Parental Rating and Genre of Titles Added To Netflix In 2020



Top 5 Parental Rating and Genre of Titles Added To Netflix In 2021



Parental Ratings & Genres

- In general, the more prominent that comedy shows are (especially TV-MA) are in the top 5 of added titles, the better the trading volume.

Other Factors

- Several other factors such as IMDb Rating and Release Year were considered, but no major correlation could be found.

Recommendations

Action Items

- Focus on adding quality comedy shows (preferably TV-MA, but also TV-14).
- Conduct further analysis on the viewer base to understand if the focusing on titles directed at adult viewers is advisable.

Caveats

Things To Consider

- Every year that Netflix adds titles, the amount of available quality titles decreases for further addition.
- How does the popularity of certain franchises like Stranger Things, Marvel, etc. play a role?
- World events such as COVID-19 (2020) may have led to shifts in viewing and stock trading habits.
- Conduct further analysis to consider these items.