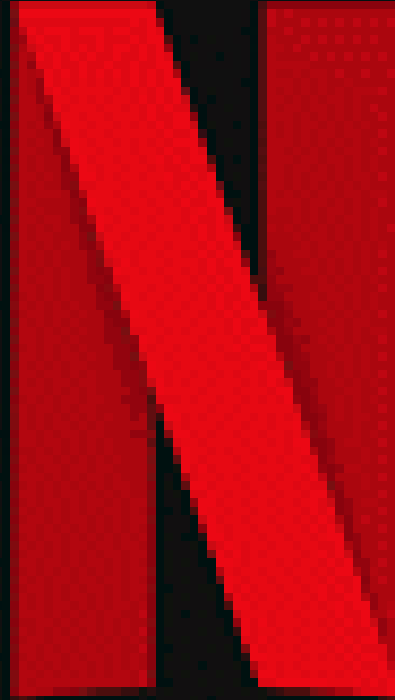


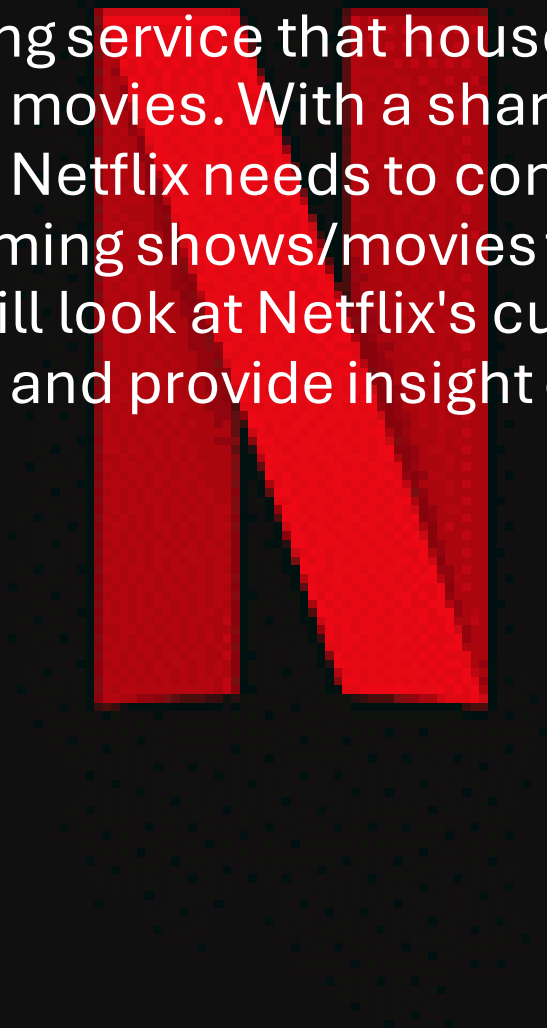
Analysis of Netflix's Top Genres



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Introduction

Netflix is a massive streaming service that houses many of the world's top streamed TV shows and movies. With a sharp increase in streaming platforms and applications, Netflix needs to continue to gain the rights to stream current and upcoming shows/movies to increase their market share. In this analysis, we will look at Netflix's current genres that are the highest rated by consumers and provide insight on producing more of these shows.



Agenda

- Movie/Show Count w/Ratings
- Shows w/Avg. Rating > 9
- Horizontal Bar Plot of Shows w/Avg. Rating > 9
- Top 3 Genres by Avg. Rating
- Summary & Recommendations



Netflix Movie and Show Count w/Ratings

Title	Genre	Certificate	Avg. Rating	Votes
1 Chance 2 Dance	Drama, Family	G	4.6	579
1-Oct	Crime, Drama, Mystery	PG-13	6.4	459
1,000,000 yen no Onnatac..	Crime, Mystery, Romance	Null	7.6	1,867
2 Good 2 Be True	Comedy, Drama, Romance	Null	8.5	67
2 Weeks	Crime, Drama	Null	7.9	747
2:22	Crime, Drama, Thriller	R	5.1	1,431
2gether	Comedy, Drama, Romance	Null	7.7	3,556
3 Dara 2	Comedy, Drama, Fantasy	Null	6.6	34
3 Geezers!	Comedy	Not Rated	3.3	769
3 Türken & ein Baby	Comedy	Null	5.4	1,776
3%	Action, Drama, Sci-Fi	TV-MA	7.3	25,700
3Below: Tales of Arcadia	Animation, Action, Adventure	TV-Y7	7.8	1,974
		TV-Y7-FV	8.0	6,421
3rd Rock from the Sun	Comedy, Family, Sci-Fi	TV-PG	7.8	52,455
4 Moons	Drama, Romance	Unrated	7.4	4,477
4L	Comedy, Drama	TV-MA	5.9	3,305
6 Balloons	Drama	TV-MA	5.9	4,205
6 Below: Miracle on the M..	Biography, Drama, Sport	PG-13	5.7	7,648
6 Days	Action, Drama, History	R	6.2	22,128
6 Underground	Action, Thriller	R	6.1	174,852
6 Years	Drama, Romance	Not Rated	5.5	12,684
6-5=2	Horror	Unrated	4.4	205
7 Chinese Brothers	Comedy	Not Rated	5.6	1,565
7 Days Out	Documentary	TV-PG	6.8	561
7 Guardians of the Tomb	Action, Adventure, Horror	TV-MA	4.4	4,239
7 Hari 24 Jam	Drama, Romance	Null	7.0	98
7 Prisoners	Crime, Drama	R	7.1	7,244
7 Years	Drama	Null	6.7	4,997
7:19	Drama, History	TV-14	5.8	656
7Seeds	Animation, Action, Adven..	TV-MA	7.2	1,953
7th & Union	Drama, Sport	Null	5.8	90
10 000 timmar	Comedy	Null	4.4	1,070
10 Days in Sun City	Adventure, Comedy, Rom..	Null	5.2	73
11M: Terror in Madrid	Documentary	TV-14	6.9	1,923

Show/Movie Count w/Ratings

- List includes shows with below-average ratings(< 6)
- Not shown: over 8,000 other shows
 - Over 60% have below-average ratings
- Why is this?

Shows w/Avg. Rating > 9

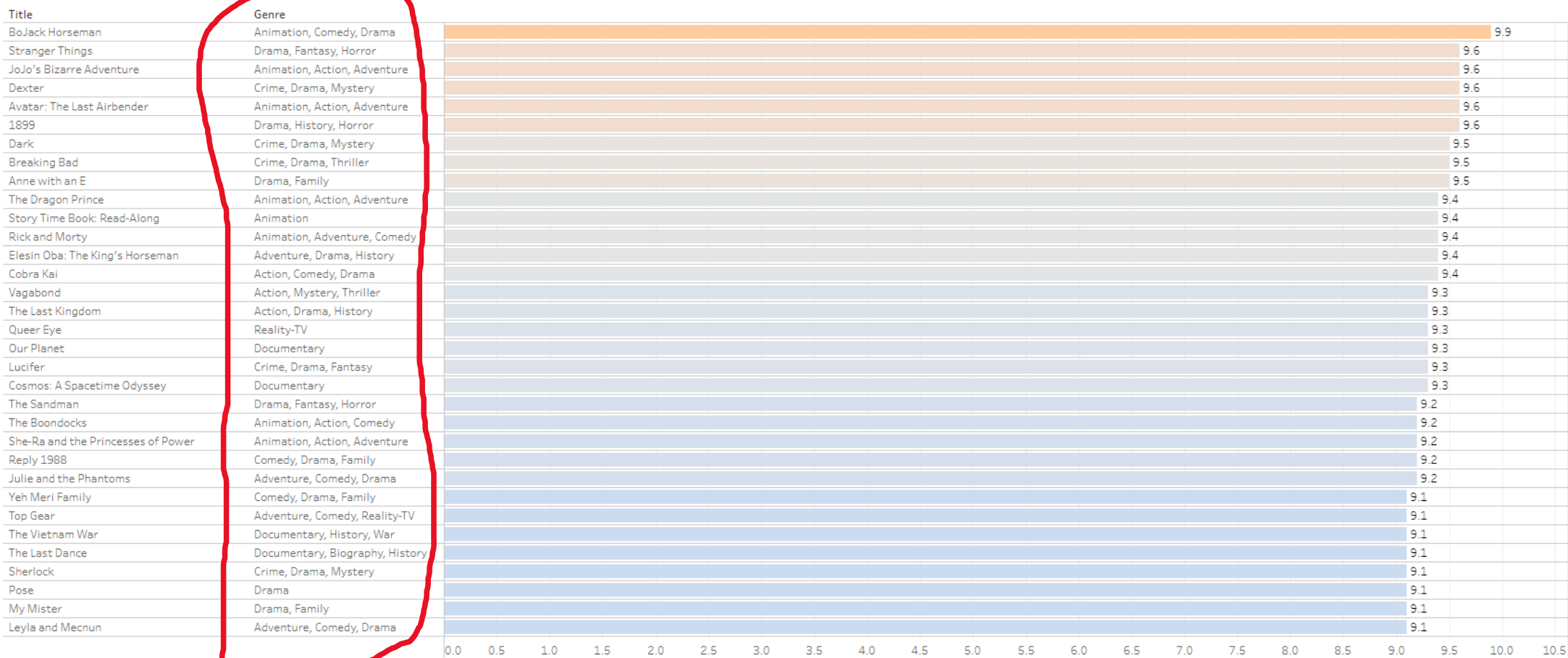
Title	Genre	Avg. Rating
BoJack Horseman	Animation, Comedy, Drama	9.9
Stranger Things	Drama, Fantasy, Horror	9.6
JoJo's Bizarre Adventure	Animation, Action, Adventure	9.6
Dexter	Crime, Drama, Mystery	9.6
Avatar: The Last Airbender	Animation, Action, Adventure	9.6
1899	Drama, History, Horror	9.6
Dark	Crime, Drama, Mystery	9.5
Breaking Bad	Crime, Drama, Thriller	9.5
Anne with an E	Drama, Family	9.5
The Dragon Prince	Animation, Action, Adventure	9.4
Story Time Book: Read-Along	Animation	9.4
Rick and Morty	Animation, Adventure, Comedy	9.4
Elesin Oba: The King's Horseman	Adventure, Drama, History	9.4
Cobra Kai	Action, Comedy, Drama	9.4
Vagabond	Action, Mystery, Thriller	9.3
The Last Kingdom	Action, Drama, History	9.3
Queer Eye	Reality-TV	9.3
Our Planet	Documentary	9.3
Lucifer	Crime, Drama, Fantasy	9.3
Cosmos: A Spacetime Odyssey	Documentary	9.3
The Sandman	Drama, Fantasy, Horror	9.2
The Boondocks	Animation, Action, Comedy	9.2
She-Ra and the Princesses of Power	Animation, Action, Adventure	9.2
Reply 1988	Comedy, Drama, Family	9.2
Julie and the Phantoms	Adventure, Comedy, Drama	9.2
Yeh Meri Family	Comedy, Drama, Family	9.1
Top Gear	Adventure, Comedy, Reality-TV	9.1
The Vietnam War	Documentary, History, War	9.1
The Last Dance	Documentary, Biography, History	9.1
Sherlock	Crime, Drama, Mystery	9.1
Pose	Drama	9.1
My Mister	Drama, Family	9.1
Leyla and Mecnun	Adventure, Comedy, Drama	9.1
Kota Factory	Comedy, Drama	9.1

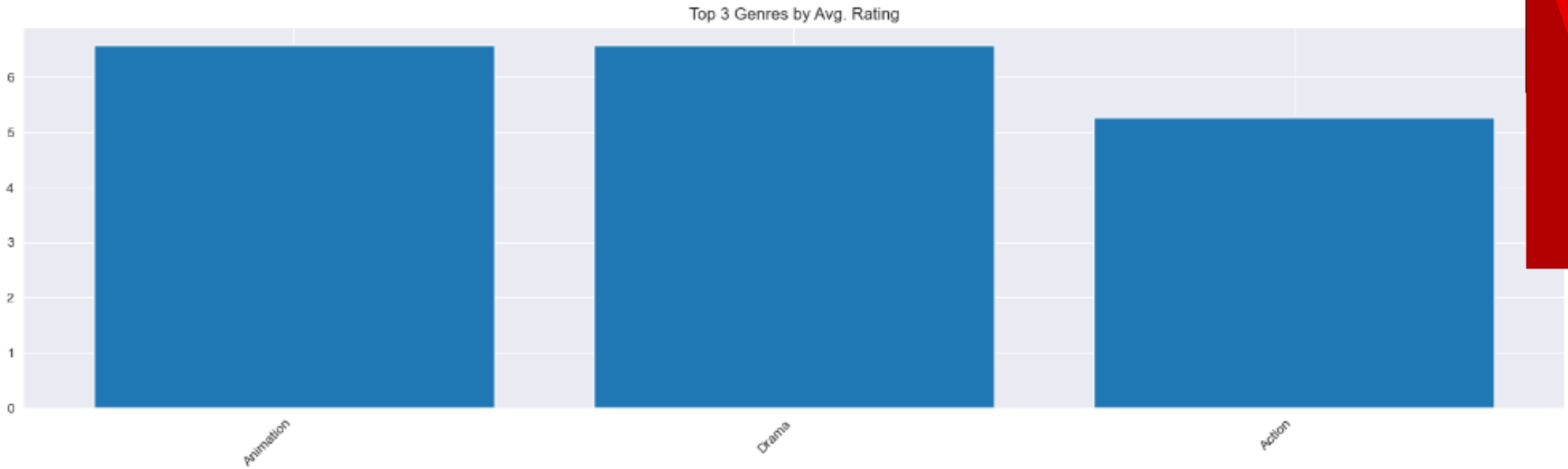
Shows w/Avg. Rating > 9

- 50+ shows w/average ratings above 9
- Majority of shows = Animation, Drama, and/or Action
- Few outliers include Documentary, Horror, and Crime
- What do the majority all have in common?

Horizontal Bar Plot w/Avg. Rating > 9

Horizontal Bar Plot w/Avg. Rating > 9





Top 3 Genres by Avg. Rating

- Average rating calculated w/ALL shows in mind (8,000+)
- These 3 genres lead by wide margin
- Cater to these audiences

To Summarize

- Netflix holds a lot of rights to stream properties in many genres
- Trimmed data to only show shows with ratings
- Too many shows on Netflix with ratings of 5 and below
- Over 50 of Netflix's current shows have a rating of 9 or higher
- Best overall genres according to average ratings are Animation, Drama, and Action

My Recommendations

- Cut excess shows; less shows = more budget to focus on what's most popular and highly rated
- Leading genres include Animation, Drama, and Action; allocate more budget towards these departments/genres
- Negotiate rights to stream upcoming shows in Animation, Drama, and Action

Thank you!

