

# Netflix: Data Exploration and Visualisation using Python

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## Business Insights

Based on several analysis, some of the insights that can be drawn are:

1. The director with the highest number of released movies and TV shows is  
1. 'Cathy Garcia-Molina'.
2. 'Yoo Byung-jae' directed the fewest number of movies and TV shows.
3. The United States leads in the production of movies and TV shows, followed by India and Japan.
4. Anupam Kher is the most frequently cast actor, followed by Radikha Apte.
5. Actors like Pell James, Jeff Hephner, Annie Ilonzeh, Natalie Palamides, and Charlie Shotwell have been cast in the fewest number of movies or TV shows.
6. A total of 6131 movies and 2676 TV shows have been released as per the given data.
7. These productions come from a total of 748 different countries.
8. The most active director is Cathy Garcia-Molina, while the least active director is Shalini Kantayya.
9. From 2008 to 2019, there has been a significant increase in the number of movies released.
10. Highest releases are observed in the year 2019 followed by 2020 and 2021 (and so on)
11. Lowest releases are observed in the year 2008 followed by 2010 and 2012 (and so on)
12. 10. During the same period, there is also a notable rise in the number of TV shows being released.
13. 11. The most common genre for movie releases is "International Movies", followed by Dramas and Comedies.
14. 12. Most popular genre for TV shows is TV Dramas and International TV shows
15. 12. The least common genres for releases are "Sports Movies", followed by LGBTQ movies and TV Sci-Fi & Fantasy.

16. The most prevalent content rating for releases is "TV-MA", followed by "TV-14" and "R".
17. Releases rated "G" are the least common.
18. Maximum movies/ tv shows are added in the month of July on Netflix followed by December.
19. Minimum movies/ tv shows are added in the month of February on Netflix.

## **Recommendations**

Based on the obtained insights, here are some recommendations that can help Netflix grow and capitalize on their strengths:

1. Build strong relationships with directors like Cathy Garcia-Molina. Encourage collaborations with talented directors to produce high-quality content.
2. Strengthen partnerships with popular actors like Anupam Kher and Radikha Apte. Consider exclusive movies or tv shows that will be released on netflix only to enhance the platform's appeal.
3. While it's important to work with established actors, also promote emerging talent. The new generation tend to look for new talent like YouTube influencers. This can bring fresh perspectives and help in nurturing future stars.
4. Audience: Continue producing a diverse range of content across genres and languages. This appeals to a wider audience and caters to different tastes.
5. Leverage the success in the United States and India to further expand into other international markets. Tailor content to local preferences while maintaining a global appeal.
6. For TV Shows: Large number of audience prefers International TV shows and TV dramas. More of these can be added on Netflix.
7. For movies: Consider investing more in genres like "International Movies," "Dramas," and "Comedies" as they are popular among viewers.
8. Given the insight about July being the peak month for content additions, allocate resources and marketing efforts for a strong content lineup during this period.
9. Maintain a balanced approach to content ratings. While "TV-MA" is prevalent, ensure there's content available for all age groups and preferences.
10. Market those genres more in the countries that are preferred there more.
11. Identify countries with untapped potential for content production like Nigeria. Investing in emerging markets can lead to new and diverse content offerings.

12. Continue investing in original content as it sets Netflix apart from competitors and provides exclusive offerings to subscribers.
13. Focus on improving the user interface, personalization algorithms, and recommendation systems. A seamless user experience enhances viewer satisfaction.
14. As production grows, Netflix should have a strict quality control to ensure that quality is even with increased content output and viewer expectations for quality are consistently met.
15. Actively seek and consider user feedback for content recommendations and improvements. Engage with the audience to understand their preferences.

Netflix is already doing well in terms of providing a wide array of content and leveraging data for recommendations. By further refining these strategies, they can continue their growth trajectory.