Netflix Data Analysis Project

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Introduction

- This project aims to analyze Netflix's dataset to understand patterns and trends such as:

- – Distribution of Movies and TV Shows

- – Popular Genres

- – Growth of Netflix content over the years

- – Top content-producing countries and directors.

Dataset Overview

- Dataset Name: Netflix Titles Dataset

- Source: Kaggle (https://www.kaggle.com/datasets/shivamb/netflix-shows)

- The dataset includes:

- – Show ID, Title, Type (Movie/TV Show)

- – Director, Cast, Country

- – Release Year, Rating, Duration, and Listed Genres.

Data Cleaning

- Steps performed:
- 1. Removed missing values using fillna().
- 2. Converted 'date_added' column to datetime format.
- 3. Handled duplicate and null data.
- 4. Prepared cleaned dataset for visualization.

Movies vs TV Shows

- Observation:

- – Netflix contains more Movies than TV Shows.

- – Movies form about 70% of the total content.

- – Indicates Netflix's library is mainly focused on movies.

Top 10 Genres on Netflix

- Observation:

- – Most popular genres include International Movies, Dramas, and Comedies.

- – Reflects Netflix's global audience and interest in drama-rich content.

Netflix Content Growth Over the Years

- Observation:

- – Minimal releases before 2015.

- – Rapid growth after 2016, peaking around 2018–2020.

- – Indicates Netflix's global expansion and increase in original content.

Top 10 Content Producing Countries

- Observation:

- – The United States leads in content production.

- – India and the United Kingdom follow closely.

- – Shows Netflix's regional diversification and global reach.

Top 10 Directors with Most Titles

- Observation:

- – Rajiv Chilaka, Raúl Campos, and Jan Suter are among top directors.

- – They primarily produce animated and children's content.

- – Shows Netflix's diverse content strategy.

Key Insights

- – Movies dominate Netflix's catalog.

- – Dramas and International Movies are most popular.

- – Major growth phase: 2016–2020.

- – US, India, and UK are top producers.

- – Rajiv Chilaka and others lead direction count.

Conclusion

- The Netflix Data Analysis reveals how the platform expanded globally after 2015.

- It focuses on movies and diverse genres, appealing to an international audience.

- This analysis provides a clear view of Netflix's content strategy and evolution.

Thank You

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