

Data Analysis and Visualization of Netflix Contents, Report and Recommendations.

Chart 1: Content type distribution

- Content type distribution: The majority of the content on Netflix is movies (69.9%).

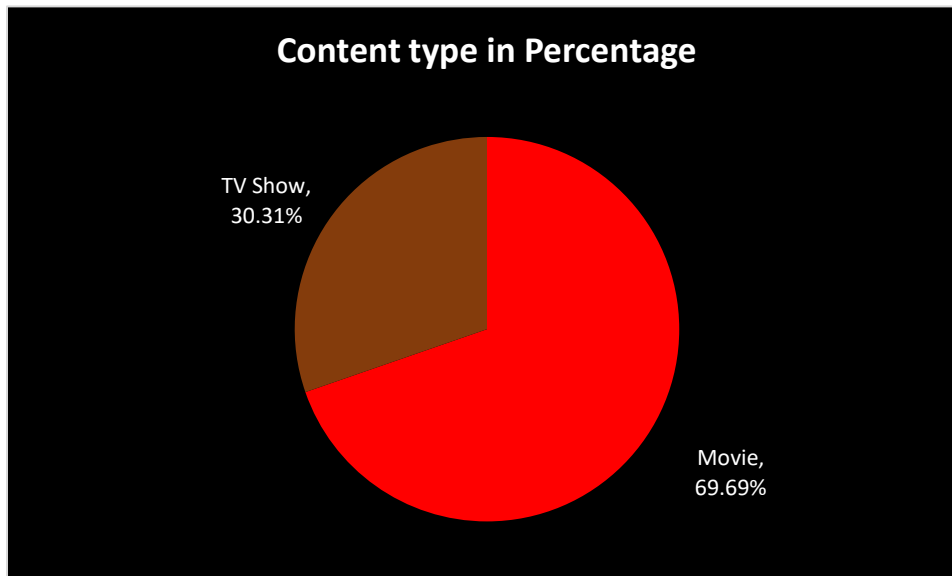


Chart 2: Country distribution

- Country distribution: The United States has the largest number of contents on Netflix, followed by India and the United Kingdom.

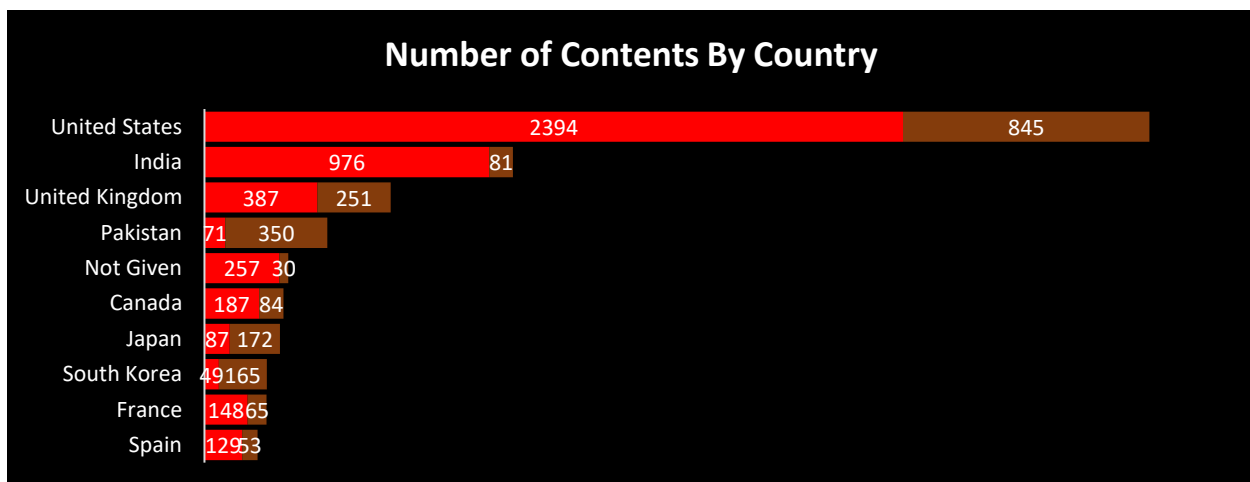


Chart 3: Content growth over time

- Content growth over time: The number of new contents added to Netflix has increased steadily over time

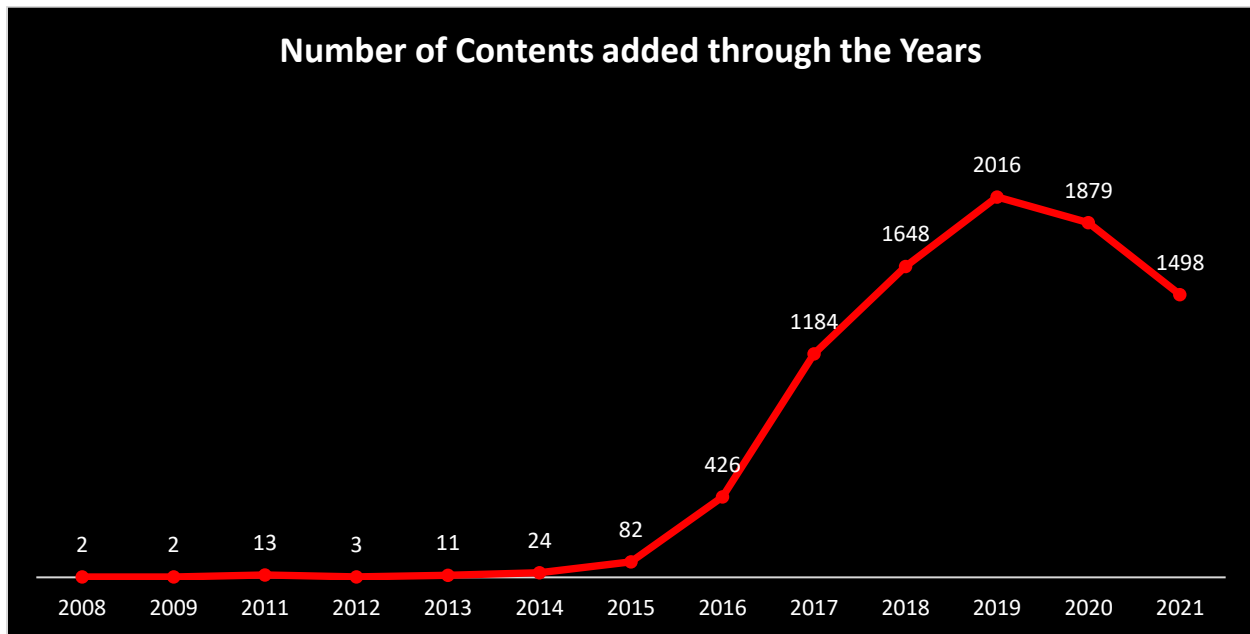


Chart 4: Popular directors

- Popular directors: The most popular directors on Netflix is Rajic Chilaka.
- We can also see that most of these directors contents are movies.
- We can also note that the duo of Raul Campos and Jan Suter are fond of working together and have directed 18 movies on Netflix.

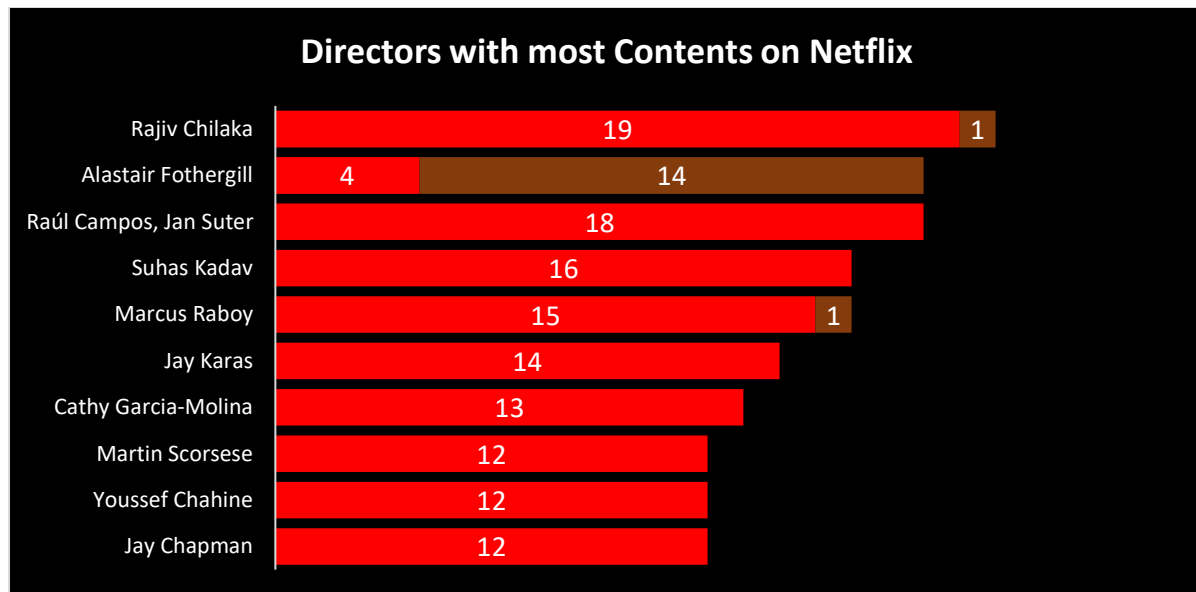


Chart 5: Popular genres

- Popular genres: We can see that Drama & International movies followed by Documentary have the highest number of contents on Netflix within the period.

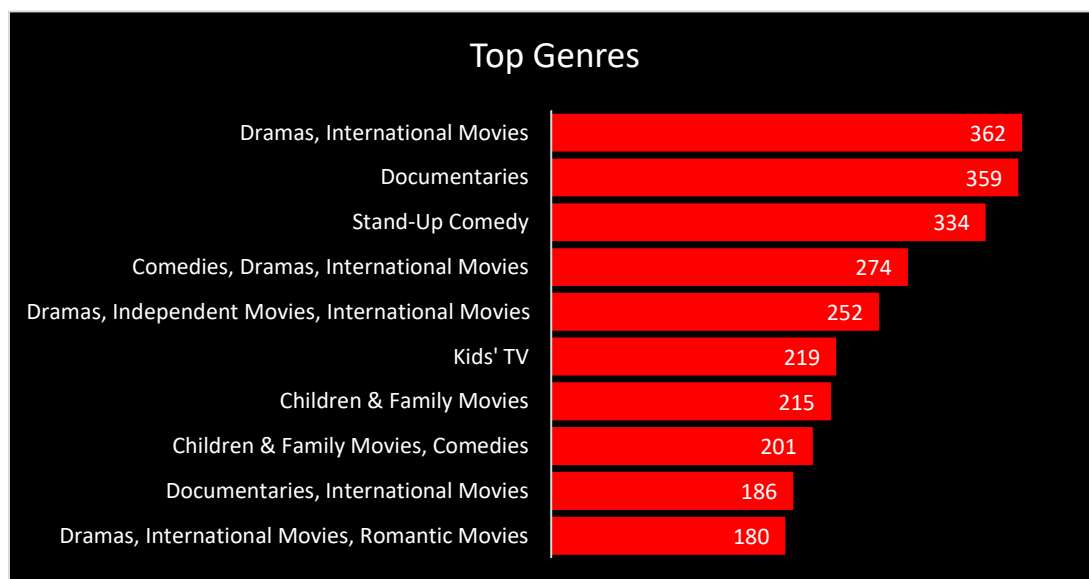


Chart 6: Top rated contents

- The top rated contents on Netflix are rated TV-MA. We can note that most contents on Netflix are rated TV-MA. TV-MA in the United States by the TV Parental Guidelines signifies content for mature audiences.

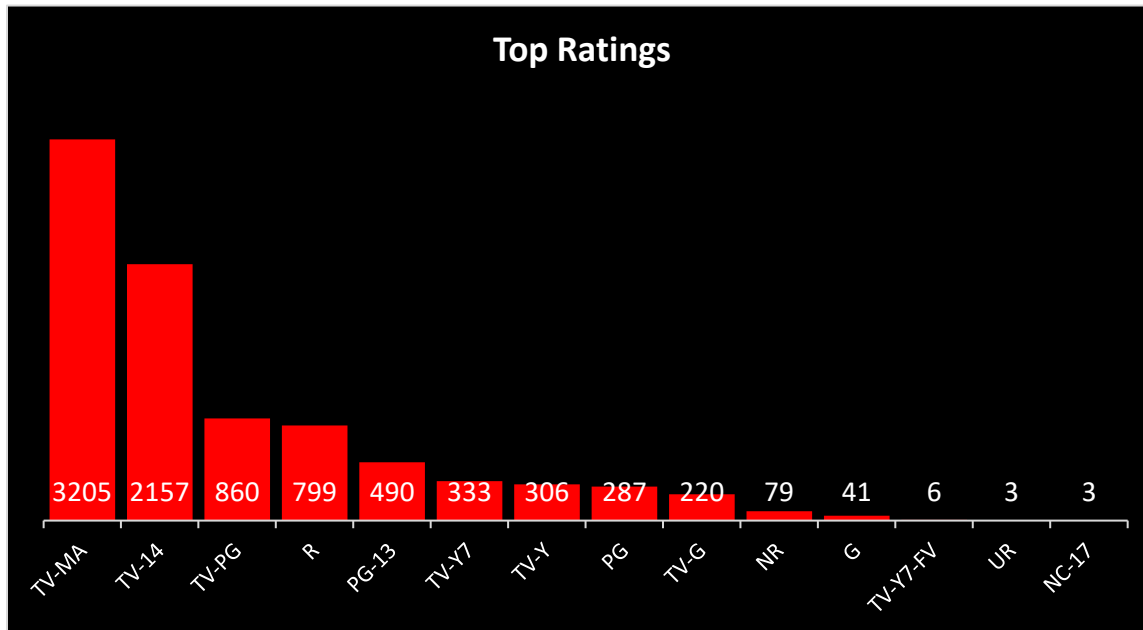


Chart 7: Oldest contents(Movie & TV Show)

- Oldest contents: The oldest content on Netflix is from 1925.

Oldest Movie and TV Show on Netflix	Year
Pioneers: First Women Filmmakers*	1925
Prelude to War	1942
The Battle of Midway	1942
Undercover: How to Operate Behind Enemy Lines	1943
Why We Fight: The Battle of Russia	1943
WWII: Report from the Aleutians	1943
The Negro Soldier	1944
Tunisian Victory	1944
Five Came Back: The Reference Films	1945
Know Your Enemy – Japan	1945
Nazi Concentration Camps	1945
San Pietro	1945

Chart 8: Movie vs TV show content over time

- More movies have been added to Netflix than TV shows over time.
- In 2013, the number of contents added to Netflix for both were almost the same with Movies having 6 contents that year and Tv shows having 5.
- It shows that in the first 5 years, only movies were added to Netflix.

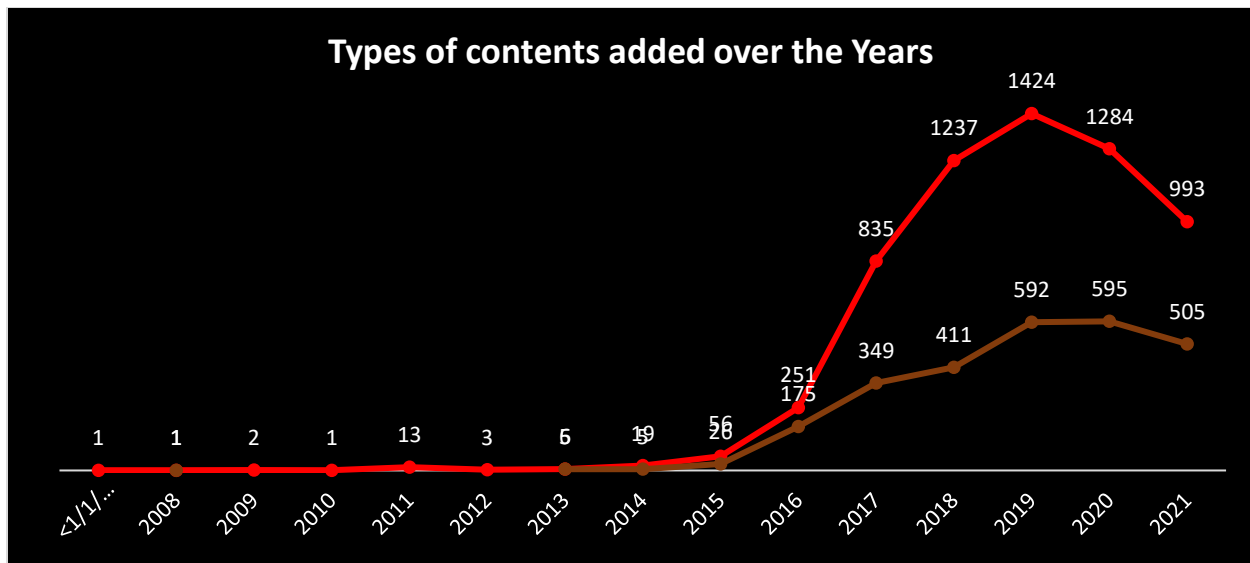
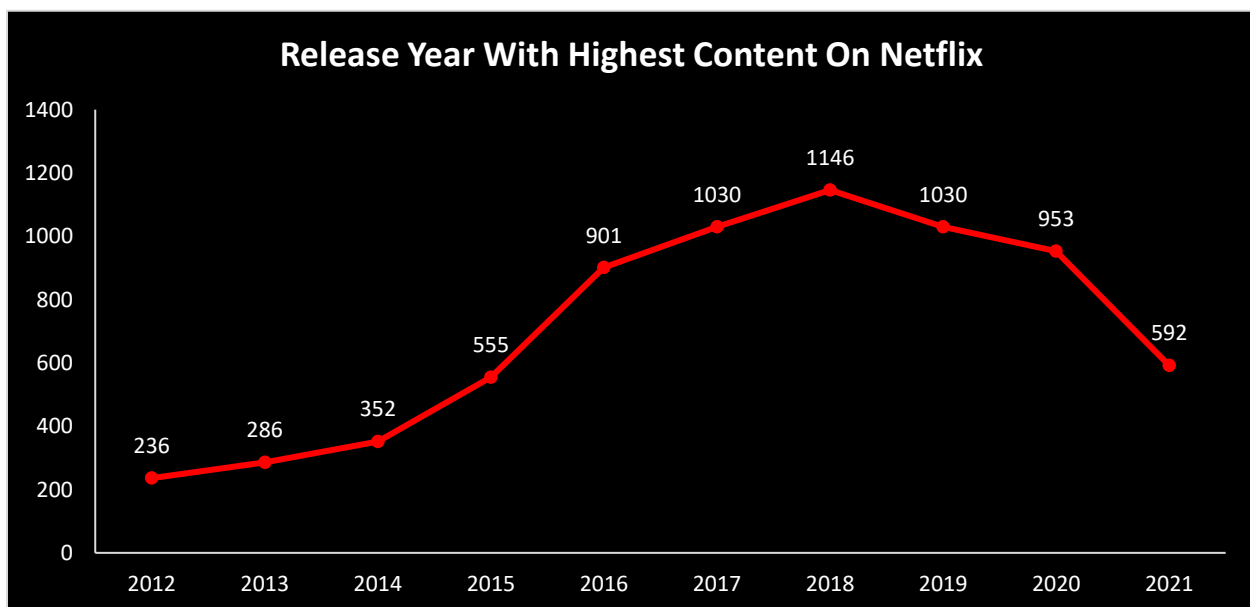


Chart 9: Release Year With Highest Content On Netflix

- Release years with most content: The release years with the most content on Netflix are 2012 to 2018.
- We can see that from 2012 to 2018, Netflix added most recent contents, they made sure most recent contents per release year are higher than the older release year contents. Then in 2019, it started dropping, this may be due to the Covid-19, but further analysis may be needed to determine this.



Recommendations

- Netflix should continue to invest in original content, as this is what sets it apart from other streaming services.
- Netflix should focus on expanding its content library in countries where it is still relatively new.
- Netflix should continue to add new content on a regular basis to keep its users engaged.
- Netflix should promote the work of popular directors and genres to its users.
- Netflix should develop new ways to help users discover new content that they will enjoy.

And with this, I have come to the end of this project.

Thanks for following through. Cheers!

Acknowledgments

I would like to express my sincere gratitude to myself for the diligent effort and meticulous analysis invested in this Netflix Data Analysis project. From data extraction to visualization, every step of the analytical process was meticulously executed. The accuracy and reliability of the findings presented in this report are a testament to the dedication and expertise applied throughout the analysis.

I also extend my appreciation to myself for the countless hours spent understanding Netflix's content data, identifying patterns, and deriving meaningful insights. This project stands as a reflection of my commitment to excellence in the field of data analysis.

Thank you to me for the dedication and hard work invested in this analysis.

Pio Kerich.

