NETFLIX

CONTENT ANALYSIS

BY

Anita Kumari Pradhan

Netflix Content Analysis
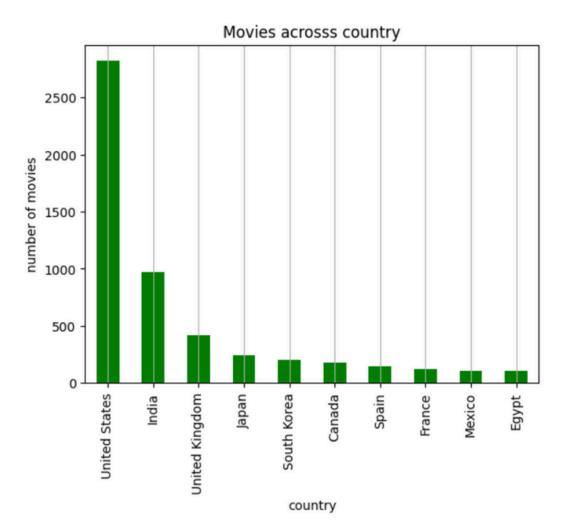
Introduction :

Netflix, a popular OTT platform, here we gonna analyze distribution of the content available in the platform from a dataset from kaggle. we analyze the movie type, rating country. This project covers overall cleaning and visualization of data and analysis of it's distribution across countries, age group and type.
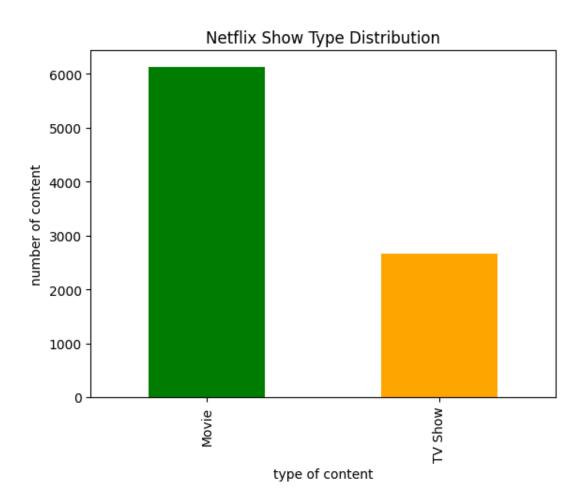
Data Cleaning and Formation :

- There were 2634 director, 825 cast, 831 country, 10 date added, 4 rating, 3 duration values were missing.
- I have dropped all missing values using pandas.
- There were some duplicate rows and I removed all the duplicate rows.
- I have Formatted date added column into date time format.
- I have extracted years from date added column and stored in a new column year added.
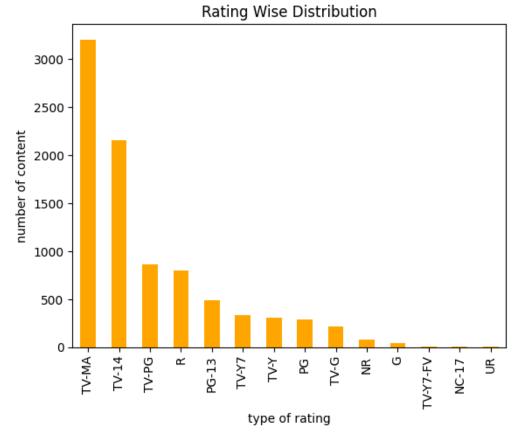
Content Across Countries :

From this graph we can interpret, United States had contributed the highest number of contents, while India achieved the second, followed by UK, Japan, South Korea, Canada etc. However we can see more than 50% drop after US, this signifies a strong presence of Netflix in Hollywood. However this drop increases more after India, signifies it is trying to expand more in India. It can be because of huge potential in Indian OTT market after covid pandemic.
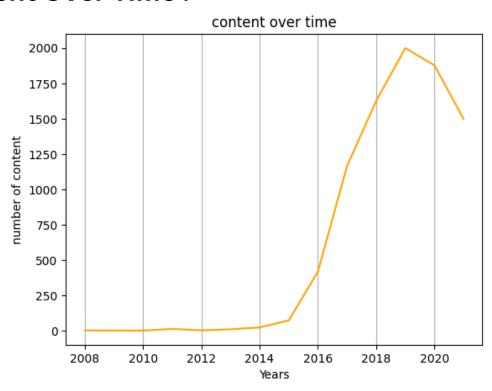
Show Type Distribution :

This graph demonstrates that number of movies are more than 2X of TV shows in Netflix . It may be because people are more interested in Movies than TV shows. It simply follows the demand and supply chain.

Rating Wise Distribution :

Rating Wise Distribution

In this graph, we know that TV-MA rating have more than 3000 number of content and TV-14 rating have 2000 number of content . After that number of content drastically changes. It may be because, 14+ users are more in Netflix than minor.

Content Over Time :

content over time

In this graph we show that after 2016 number of content increases in Netflix, because after 2016 Netflix expanded all over 190 countries with multiple language content. After 2019, the number of users in OTTs were drastically increased due to covid-19 pandemic, theaters were shut down and movies were releasing in OTT. Competition was also higher after 2019, more number of contents would attract more number of users at this time that's why Netflix has heavily invested on more number of contents.

PREPARED BY : Anita Kumari Pradhan