

Que 1 till Que 6.1 are answered in python notebook.

Que 6.2

For correlation we used pair, count and scatter plot in order to relate different variable to fetch meaningful insights.

To find the irregularities in the data for various categories, used box plot.

Also, for continuous data used bar and hist plot.

Que 6.3

Univariate analysis:

On bifurcating the data set we realized the following:

Frequency of movies released till now.

Frequency of tv shows released till now.

Top (Movies)

- Actors: Liam Neeson, Alfred Molina, John Krasinski, Salma Hayek, Frank Langella
- Directors: Martin Scorsese, Youssef Chahine, Cathy Garcia-Molina, Steven Spielberg
- Countries: USA, India, UK, France, Canada
- Genre: Dramas, International Movies, Comedies, Action & Adventure, Independent Movies

Top (TV Shows)

- Actors: David Attenborough, Takahiro Sakurai, Yuki Kaji, Ai Kayano, Jun Fukuyama
- Directors: Noam Murro, Thomas Astruc, Houda Benyamina, Damien Chazelle, Alan Poul
- Countries: USA, Japan, UK, South Korea, Canada
- Genre: International TV Shows, TV Dramas, TV Comedies, Crime TV Shows, Kids' TV

Bivariate analysis:

Using correlation between different variable we got following insights:

- Duration & Genre: Which genre movie and tv show are watched for most duration.
- Release Year & Genre: What genre movies and tv shows are being released in what frequency.
- Movies & TV Shows: Which is more popular over the years.
- Duration & Countries: Which country is watching maximum duration in movies and tv shows.

Business Insights:

- It is clear that there is an exponential increase in the liking of TV Shows since 2016, where as Movies are growing at a normal rate.

- Also, the TV shows released in late 2000s being added post 2014 are having most number of viewer ship in terms of seasons.
- Most movie watchers with maximum average duration in conjunction of countries, is USA.
- Also, the international TV Shows in South Korea and Japan has the most viewership in terms of seasons.
- There was a decline in adding of TV Shows MOM from December 2019, but saw a steep upside in the month of June, July of 2021.
- Liam Neeson being the most popular actor with the most viewed genre of Drama, Action & Adventure in the USA.

Recommendations:

- More number of TV Shows should be added in the geographies like South Korea, Japan, UK.
- Movies of Liam Neeson on Drama should be frequently rolled in the USA movie market.
- Most viewership of TV Shows are till 4 -5 seasons only, in almost every genre. So adding more number of seasons in each category won't provide positive result.
- Developing markets like India, Japan, Canada are content consuming both in Movies and in TV Shows market with descent enough duration. Loading more/ trying new content will make sense.