

*Project Title:* **Netflix Content Analysis**

-Dataset Used:

A Netflix dataset containing information on titles, content type (Movie or TV Show), release year, IMDb ratings, number of votes, and available countries.

-Objective:

To analyze and uncover patterns in Netflix content using Excel, focusing on type distribution, release trends over time, and top-rated titles.

-Questions Answered & Insights:

1. What is the ratio of Movies vs TV Shows?

- 78% are Movies
- 23% are TV Shows

Movies dominate the Netflix library

2. How has Netflix content changed over time?

- Steady growth in new releases from 2010 to 2020
- A drop in 2021, likely due to pandemic-related production delays

Content production saw long-term growth

3. What are the Top 10 IMDb-rated Netflix titles?

- Titles like “The Shawshank Redemption”, “The Dark Knight”, and “Inception” are top-rated

These have high IMDb ratings and significant viewer engagement

-Tools Used: