Netflix EDA Project Summary

Author: Ashish Khomane

Project: Exploratory Data Analysis on Netflix Movies and TV Shows

Date: 10-May-2025

# Problem Statement

Netflix, being a global streaming giant, wants to analyze its content library to understand how different content types, regions, genres, and ratings perform. This analysis aims to help improve content strategy and viewer targeting.

# Business Objective

To perform exploratory data analysis (EDA) on Netflix’s catalog of movies and TV shows, uncover patterns in content distribution, and provide actionable insights for data-driven decisions.

# Dataset Summary

The dataset includes over 7,700 titles available on Netflix, including information about:  
- Type (Movie or TV Show)  
- Title, Director, Cast  
- Country, Release Year, Rating  
- Duration and Date Added to Netflix

# Key Findings

- Netflix has more Movies than TV Shows.  
- TV-MA and TV-14 are the most common content ratings.  
- Most content has been added post-2015.  
- The United States and India lead in content production.  
- Most TV Shows have 1–2 seasons; Movies average 90–120 minutes.

# Conclusion

This EDA reveals critical insights into Netflix’s global content catalog. It highlights the content strategy focus and regional dynamics, helping inform business decisions on content acquisition, recommendation algorithms, and user engagement strategies.