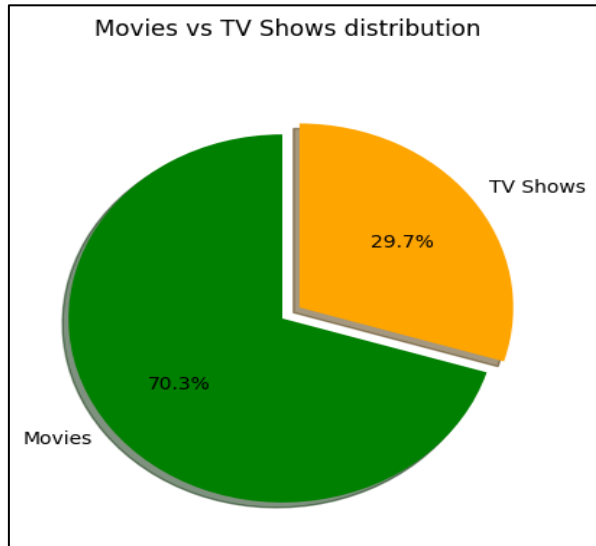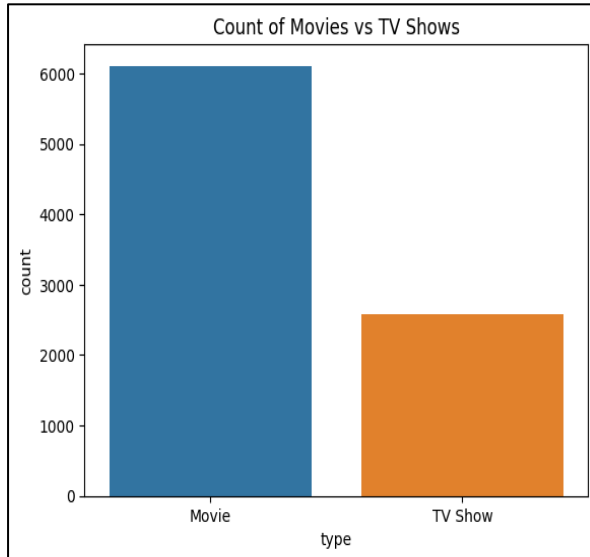# NETFLIX-Exploratory Data Analysis

(Some Key Insights and Notable Recommendations)

## Content Distribution

Insights:

- Movies make up 70% of Netflix's content
- TV Shows are clearly lesser than Movies

Recommendations:

Netflix should add more TV Shows- More TV shows mean extended suspense and richer narratives, allowing users to binge-watch captivating stories over time, deepening engagement and enhancing their entertainment experience.

Content Distribution across different countries
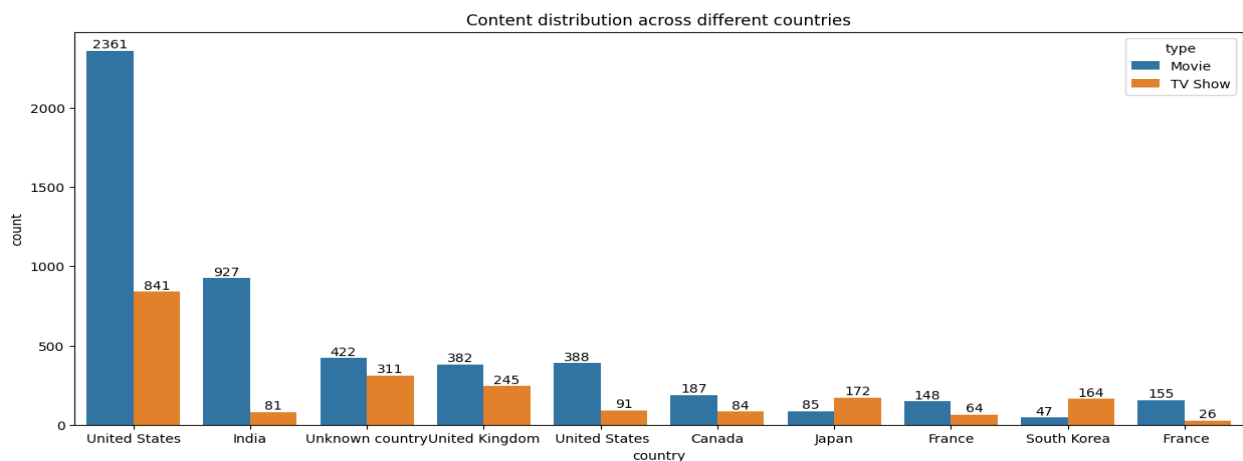
Insights:

- The US leads in movie content, followed by India and the UK.
- The US and UK are prominent creators of TV shows.
- A distinctive trend emerges: across nations, movies outnumber TV shows, with an exception in Japan and South Korea, where TV shows dominate.

Recommendations:

- The number of movies greatly exceeds TV shows in all countries, especially in India. To bridge this gap, adding more TV shows is a good idea since TV shows can keep viewers engaged over several seasons, which is longer than a 100-minute movie.

- TV shows have become really popular lately and are now preferred over movies by many people. They offer a fresh and demanded way of storytelling. So-

Netflix can:

1. Diversify TV show genres.

2. Prioritize original TV content.

3. Extend successful shows.

4. Partner with local creators.

5. Highlight binge-worthy shows.

6. Invest in global TV acquisitions.

Top 10 Directors, Actors and Genres
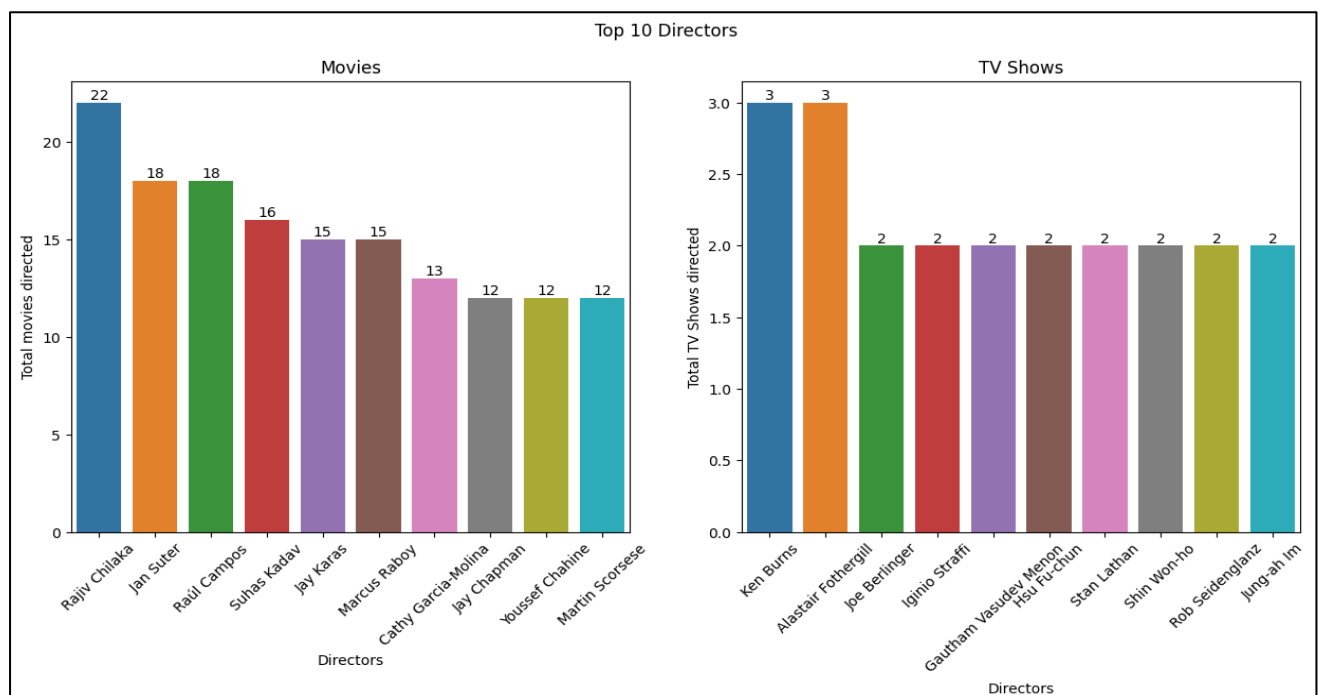
Insights:

- Rajiv Chilaka, Jan Suter, and Raul Campos lead as the most prolific directors with 22, 18, and 18 movies respectively.
- Conversely, when it comes to TV shows, all directors have been involved in around 2-3 shows each.
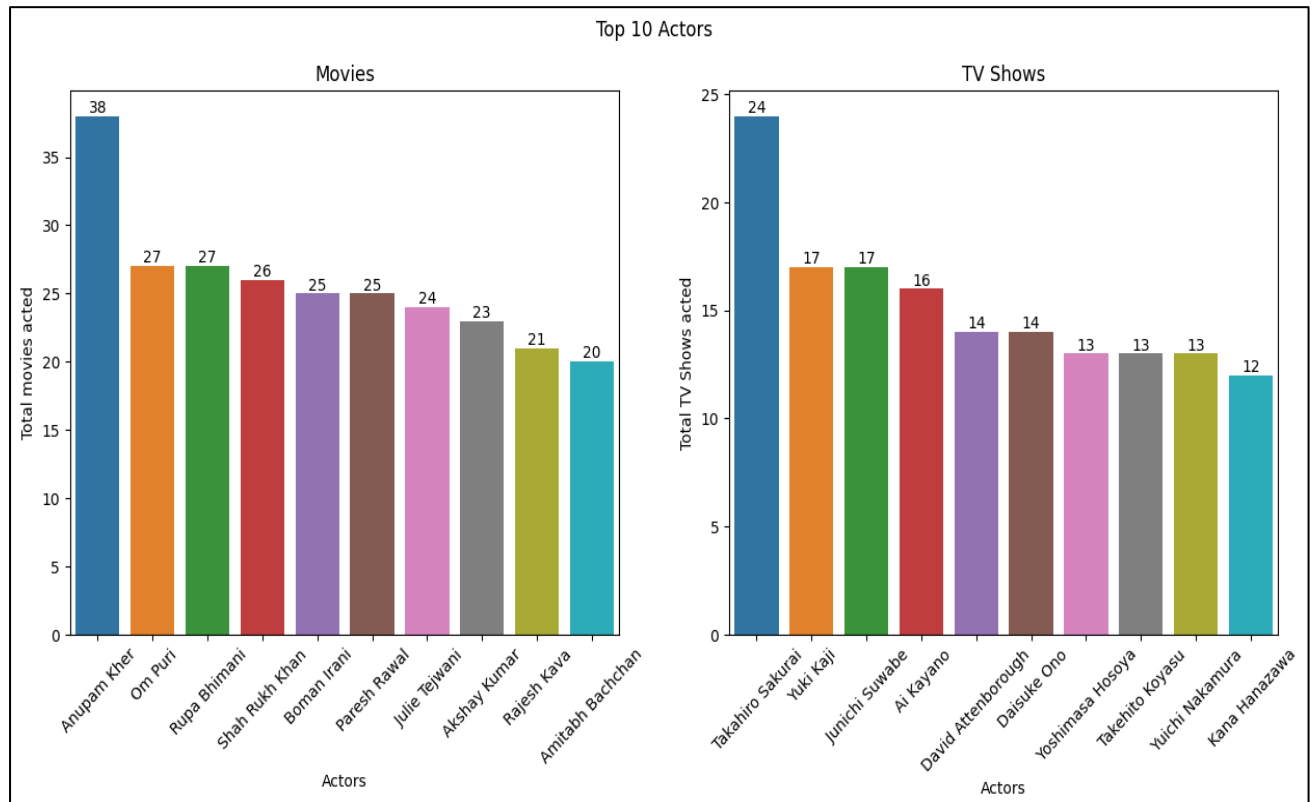

Top 10 Actors

Insights:

- Anupam Kher stands out with the highest number of movie appearances, followed by Om Puri and Rupa Bhimani.
- Among the top 10 actors in movies, all are of Indian origin, while the top 10 actors in TV shows represent various nationalities.
- Males dominate the top 10 movie actors with 8 spots.

Recommendations:

The presence of Indian actors in TV shows is relatively limited. To enhance TV show viewership in India, Netflix should consider introducing more TV shows featuring Indian actors.
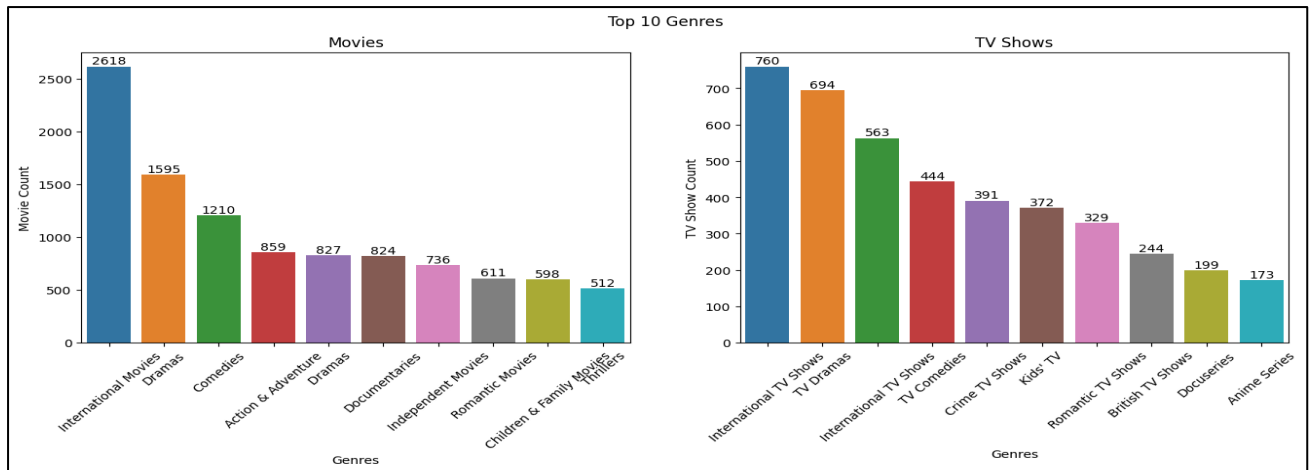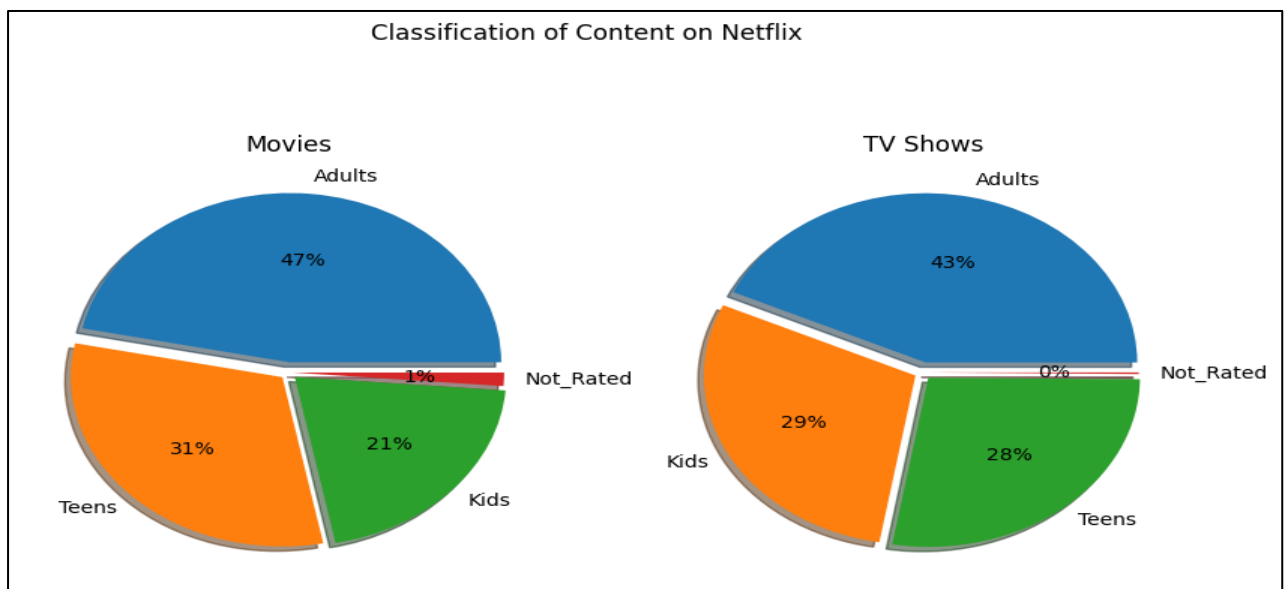
Insights:

Based on the graph, the majority of content belongs to the international genre, followed by Drama and Comedy.

Recommendation:

The International genre dominates the content offerings for TV shows as well. To provide a well-rounded viewing experience, Netflix should consider diversifying its content by incorporating a broader range of genres.

# Classification of Content based on age group

Insights:

Netflix content is mostly for adults, followed by teens and kids

- Create and add more shows and movies that teens would enjoy.
- Offer relatable stories and characters that resonate with teenagers' interests.
- Promote teen-focused content to attract and engage younger viewers.

Peak Times for Adding Movies and TV Shows on Netflix

Movies Added:
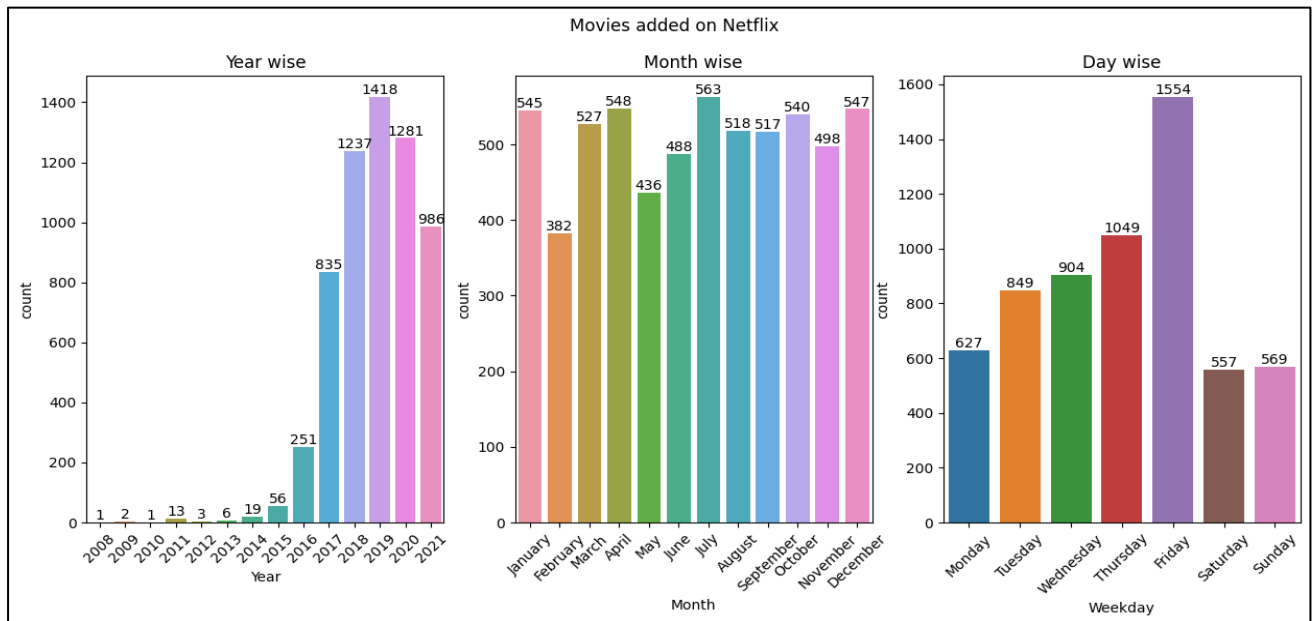
Insights:

- Most movie releases were in 2019 and 2020.
- July saw the highest movie releases.
- Fridays were the prime choice for release days.

Suggestions for Increased Revenue:

1. **Strategic Timing**: Plan major movie releases in July and on Fridays to maximize viewership.

2. **Recent Content**: Prioritize content from 2019 and 2020 for fresh appeal.

3. **Intensive Promotion**: Promote July and Friday releases vigorously to generate excitement.

4. **Exclusive Premieres**: Secure exclusive premiere rights for anticipated releases.

5. **Partnerships**: Collaborate with studios and filmmakers for impactful releases.

Leveraging these insights can strategically boost Netflix's revenue and audience engagement.

TV Shows added:

TV Shows added on Netflix
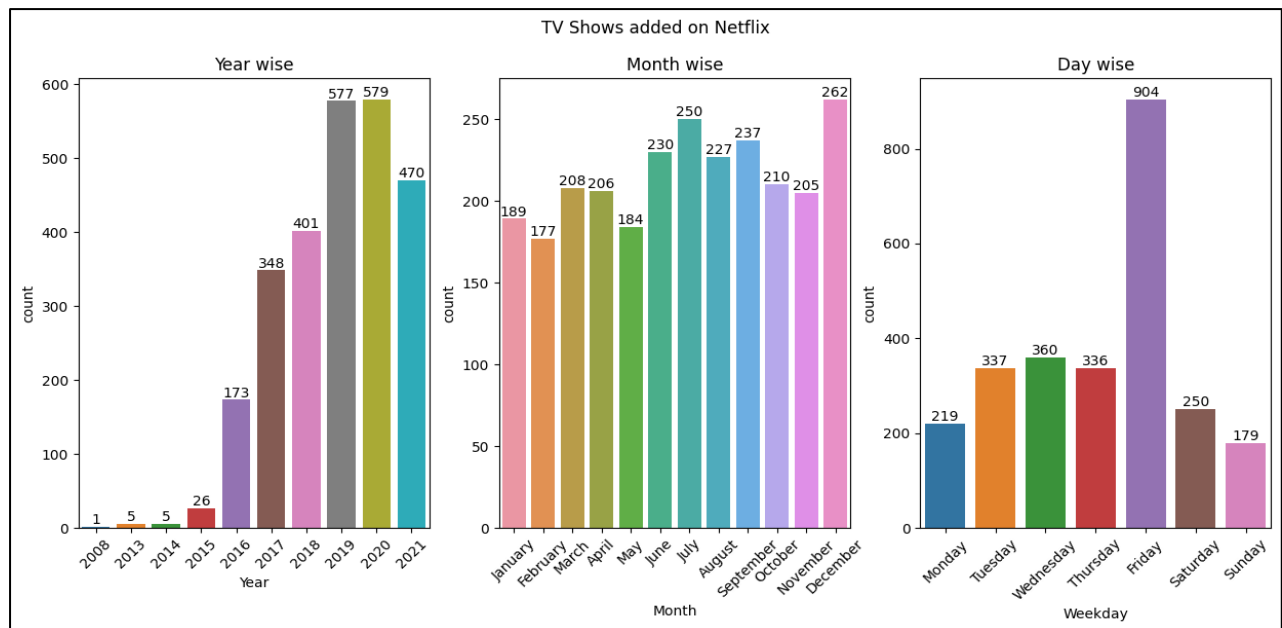
Insights:

- TV show releases peaked in 2019 and 2020.
- High release months were December, July, and September.
- Fridays emerged as the favored release day.

Recommendations to Increase Revenue:

1. **Strategic Release Timing:** Plan TV show releases for peak months like December, July, and September to attract larger audiences.

2. **Content Selection:** Prioritize acquiring shows from 2019 and 2020 for fresh and relevant offerings.

3. **Holiday-Focused Content**: Create and release shows aligned with Indian vacation and festival seasons, particularly in April-May and October-December.

4. **Collaborate:** Partner with Indian creators to produce exclusive content for Netflix.

By utilizing these insights and recommendations, Netflix can strategically enhance revenue by catering to viewer preferences and cultural occasions.

Average Movie Duration and Average TV Show Seasons

Average Duration and Seasons of Contents on Netflix
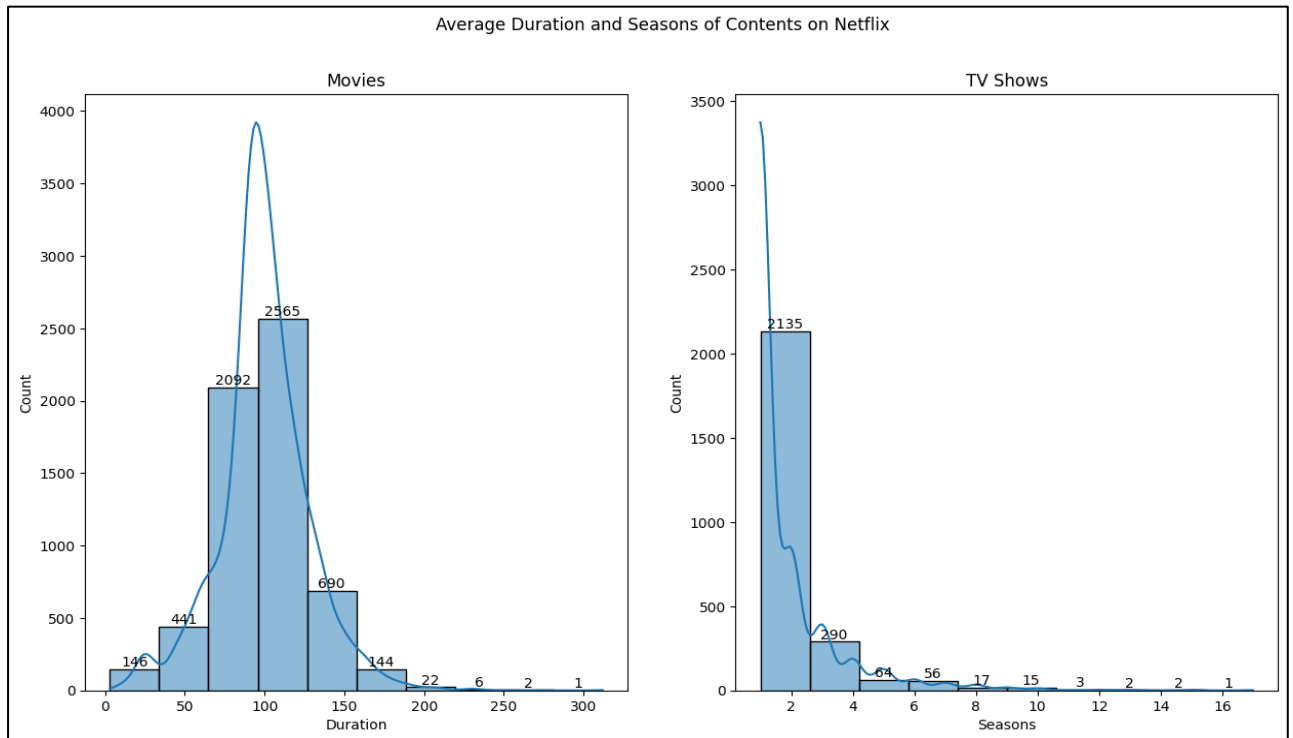
Insights:

- Approximately 4600 movies fall within the 60 to 125-minute duration range.
- Around 2150 TV shows typically consist of approximately 2 seasons.

Recommendations:

1. **Optimal Movie Length**: Focus on producing movies with durations ranging from 60 to 125 minutes, aligning with viewer preferences for film length.

2. **Seasons Strategy**: Develop TV shows with around 2-3 seasons, capitalizing on the popularity of this format among audiences.

3. **Content Variety**: Diversify content within the recommended movie duration and TV show seasons, catering to different genres and themes.

4. **Exclusive Content**: Invest in unique and captivating content within these parameters to attract and retain subscribers.

By implementing these strategies, Netflix can enhance its revenue by offering tailored content that matches viewer preferences for movie length and TV show season count.

# Most Common Movie Durations and TV Show Seasons
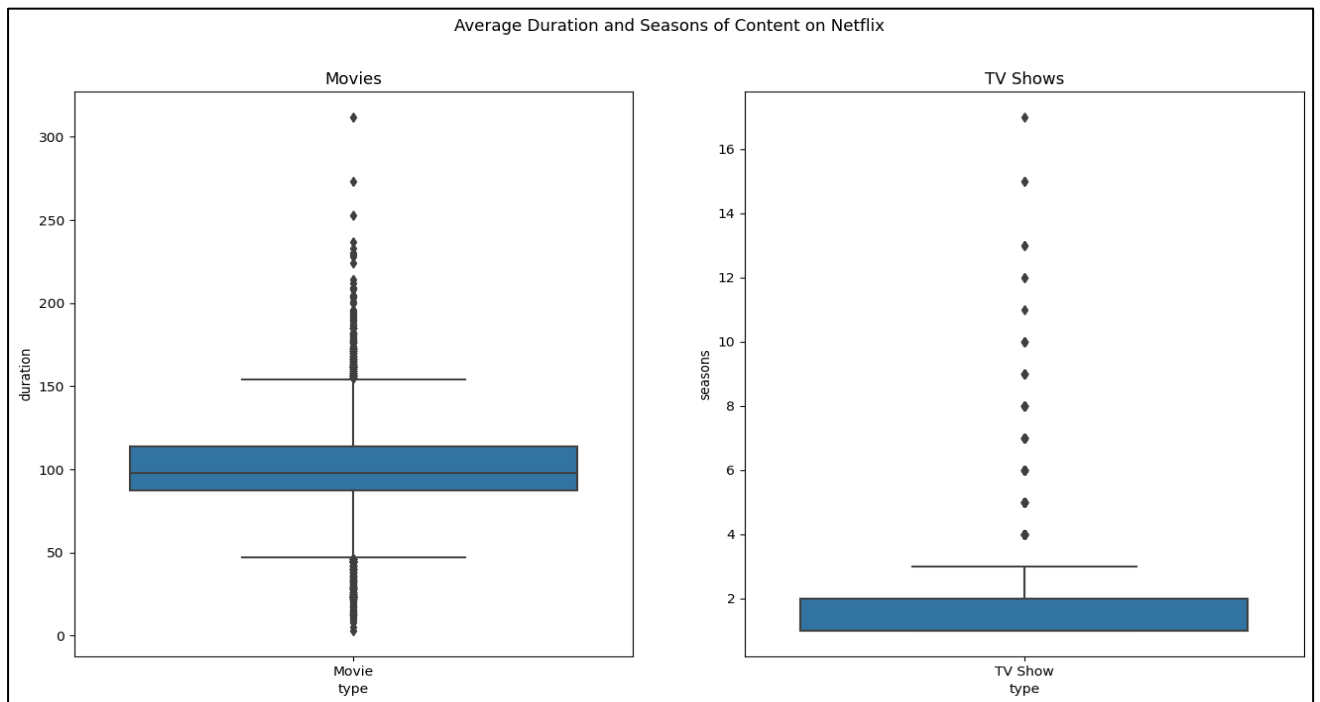
Insights:

- The median movie duration on Netflix is approximately 100 minutes, while the median TV show consists of 1 season.
- Movie durations commonly range between 50 and 160 minutes.
- TV shows predominantly have 1, 2, or 3 seasons.

Suggestions for Engagement:

1. **Optimal Duration**: To maintain viewer engagement, aim for movie lengths up to 160 minutes, aligning with the common duration range.

2. **Seasons Strategy:** Design TV shows with up to 3 seasons, as this is a popular and well-received format.

3. **Narrative Efficiency**: Craft compelling storylines within the recommended duration and season limits to capture and retain audience interest.

By following these recommendations, Netflix can optimize content duration and season length for enhanced viewer engagement and overall revenue growth.

# Distribution of Top 30 Genres and Ratings
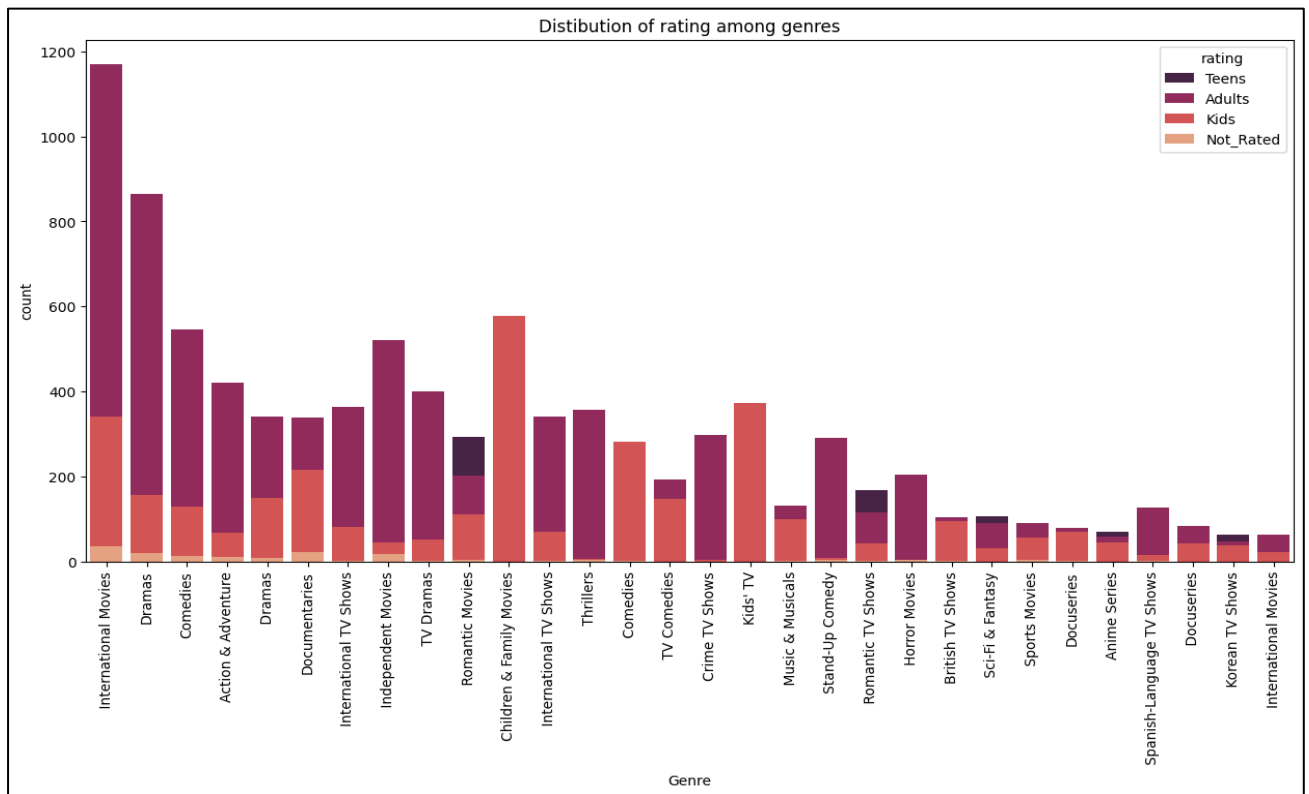
Insights:

Most of Netflix's content is intended for adults.

Suggestions for a Bigger Audience:

1. **Kids and Teens Content:** To get more users, Netflix should add more shows and movies that kids and teens would enjoy.

2. **Different Types**: Offer various kinds of shows and movies that are interesting to young viewers.

3. **New Shows for Kids**: Create new TV shows that are exciting for kids and teenagers.

4. **Family Viewing**: Make content that families can watch together, with something for everyone.

5. **Listen to Users**: Ask kids, teens, and parents what they like and make more of that.

By doing these things, Netflix can make more people happy and have more people using their service.

Content Ratings by Country
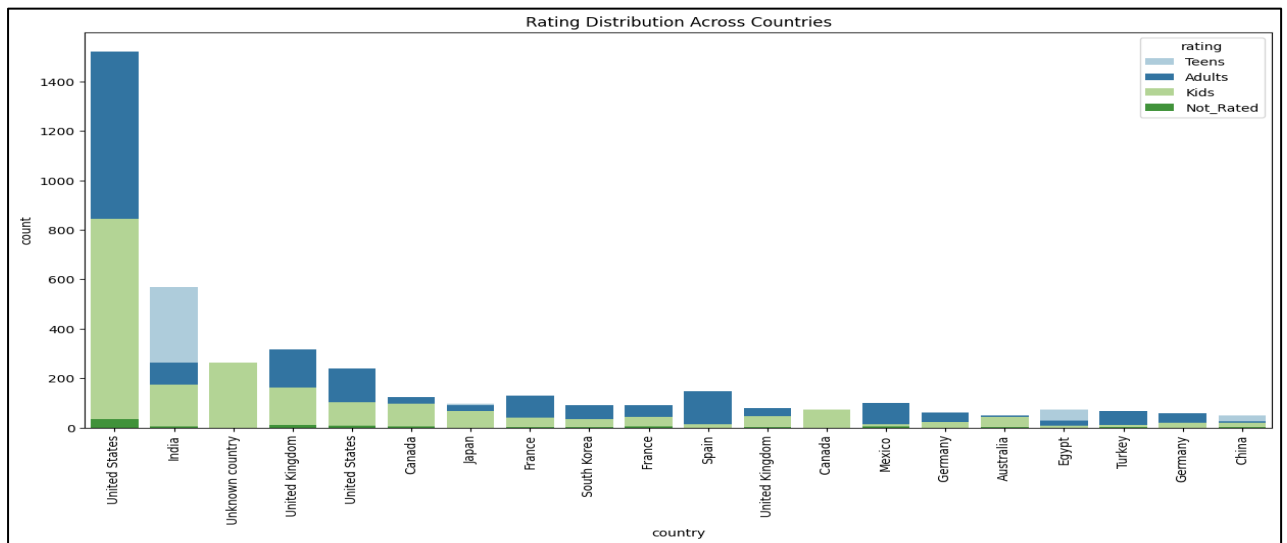
Rating Distribution Across Countries

In the US and UK, there's a lack of content specifically created for teenagers. However, in India, a significant portion of content is tailored for teens.

Suggestions for Audience Expansion:

To attract new viewers, Netflix should focus on adding more content designed for teenagers, especially in regions where such content is currently limited. This could help broaden its audience base and increase engagement.

Time gap between Netflix addition and movie release

Time gap between Netflix addition and movie release
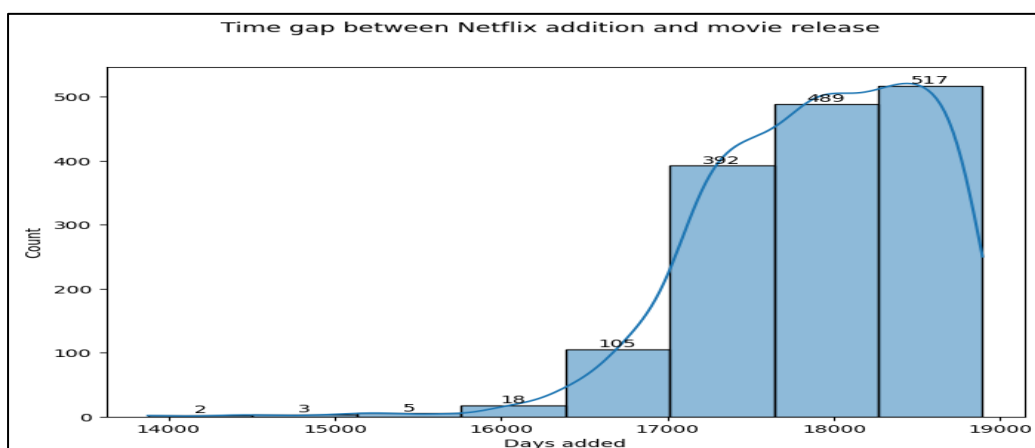
Insights:

Roughly 1000, mostly old movies were added to Netflix after about 18261 days from when they were released.