



# Netflix Big Data Analytics Project

Analysis of Netflix Movies & TV Shows

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# Dataset Overview

## Titles



The dataset comprises approximately **8,000 titles**, including movies and TV shows, providing a comprehensive view of Netflix's content library and trends over time.

## Type

Each title is categorized by its **type**, distinguishing between movies and series, allowing for focused analysis of content preferences and consumption patterns among users.

## Country

The dataset includes geographical data, indicating the **country of origin** for each title, which helps identify regional content popularity and strategic opportunities for market expansion.

1

## Python

Used primarily for data cleaning, Python enables the transformation of raw data into a structured format, allowing for effective analysis and insights generation from the Netflix dataset.

2

## SQL

SQL is utilized for querying the dataset, enabling complex data retrieval and manipulation. It helps in extracting relevant information efficiently from the large Netflix catalog.

3

## Power BI

Power BI is employed for visualizations, transforming data insights into interactive dashboards. It facilitates a better understanding of trends and patterns in Netflix movies and TV shows.

4

## GitHub

GitHub serves as the repository for the project, allowing for version control and collaboration. It provides a platform to share code and insights with peers and stakeholders.

1

## Movies Dominate

Movies account for a significant portion of Netflix's library, showcasing diverse genres and attracting a wide audience, which drives overall viewership and subscription growth.

2

## Growth Post-2016

Following 2016, Netflix experienced rapid growth in subscribers, attributed to increased investment in original content and strategic partnerships, enhancing global reach and engagement with viewers.

3

## US & India Lead

The United States and India emerged as the top markets for Netflix, representing the highest subscription numbers, reflecting localized content strategies tailored to each region's preferences.

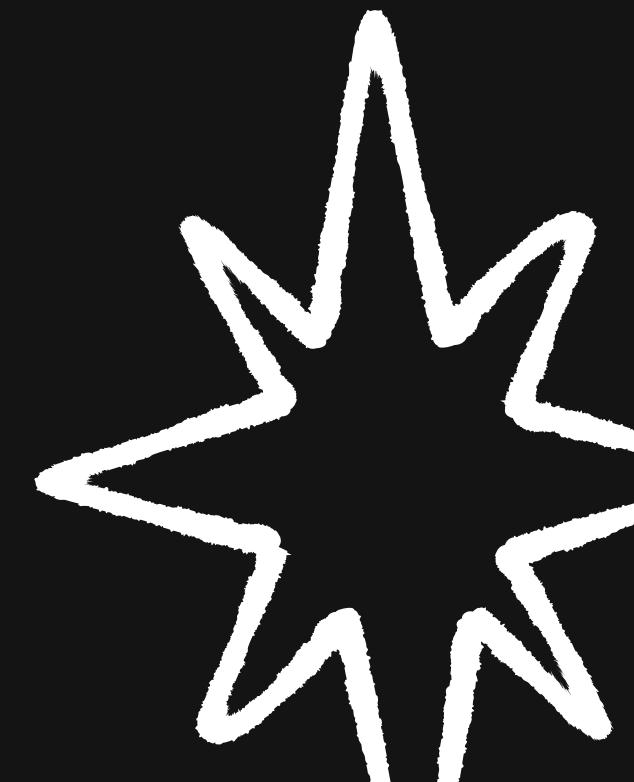
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## TV Series Retain

Original TV series play a crucial role in user retention, offering binge-worthy content that keeps subscribers engaged and encourages them to remain loyal to the platform.

# Power BI Dashboard

This section showcases the **interactive Power BI dashboard** designed to visualize key metrics, including movies versus TV shows, geographical distribution, ratings, and genre popularity, enhancing data-driven decisions.



# Conclusion and Recommendations

## Invest in India

Focusing resources on the Indian market can maximize growth, as it shows significant potential due to its large population and increasing internet penetration.

## Focus on Series

Prioritizing original series will enhance viewer retention, as binge-watching trends indicate that quality series attract and keep subscribers longer than standalone movies.

## Personalize by Genre

Implementing personalized recommendations based on viewing habits will improve user experience, helping to engage audiences by catering to their individual preferences and interests.