



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.



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.



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.



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.



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.

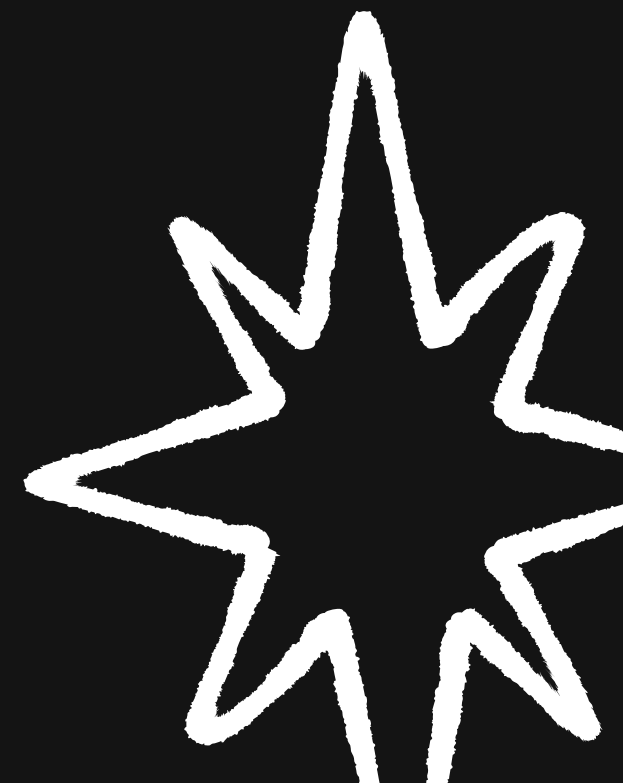
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TV Series Retain

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.