Netflix Analytics: How Trends and Ratings Drive Viewer Engagement

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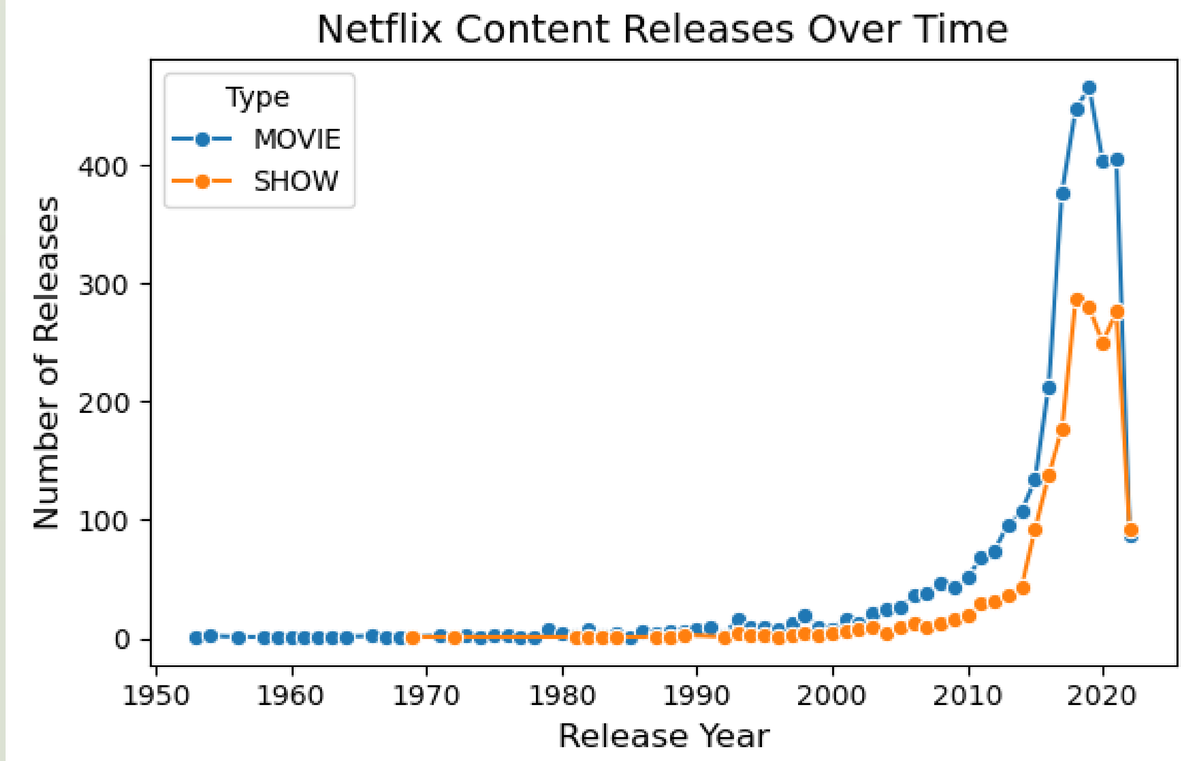
Research Questions

1. How Netflix's Content Evolved Over Time ?
2. Do movies and shows with higher votes likely to have better scores?
3. What is the Correlation between runtime and scores?
4. Are older movies/shows more likely to have higher scores than recent releases?

Data and Methods

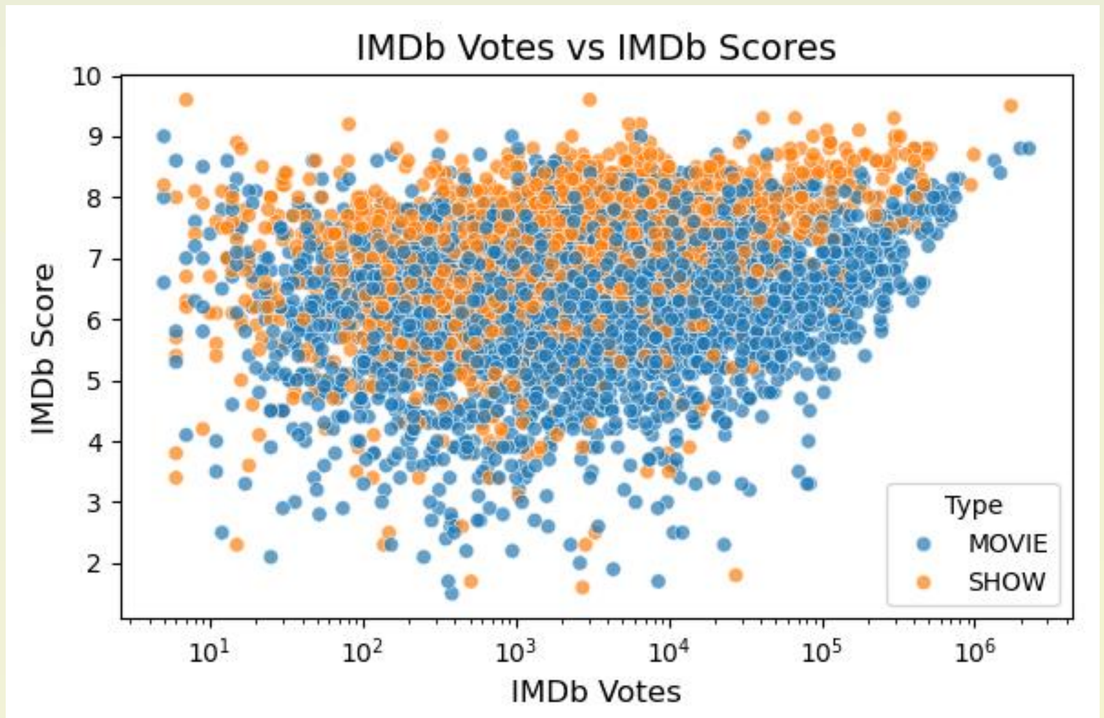
- The **dataset** used contains information about Netflix's content as "Titles", "Types", "Release Year", "Runtime", "Votes", and "Scores".
- **Methods** Used include:
  1. Trend Analysis with Line Plot.
  2. Correlation Analysis with Scatter Plot.
  3. Statistical T-Test with Box Plot.
  4. fdfdf

Results

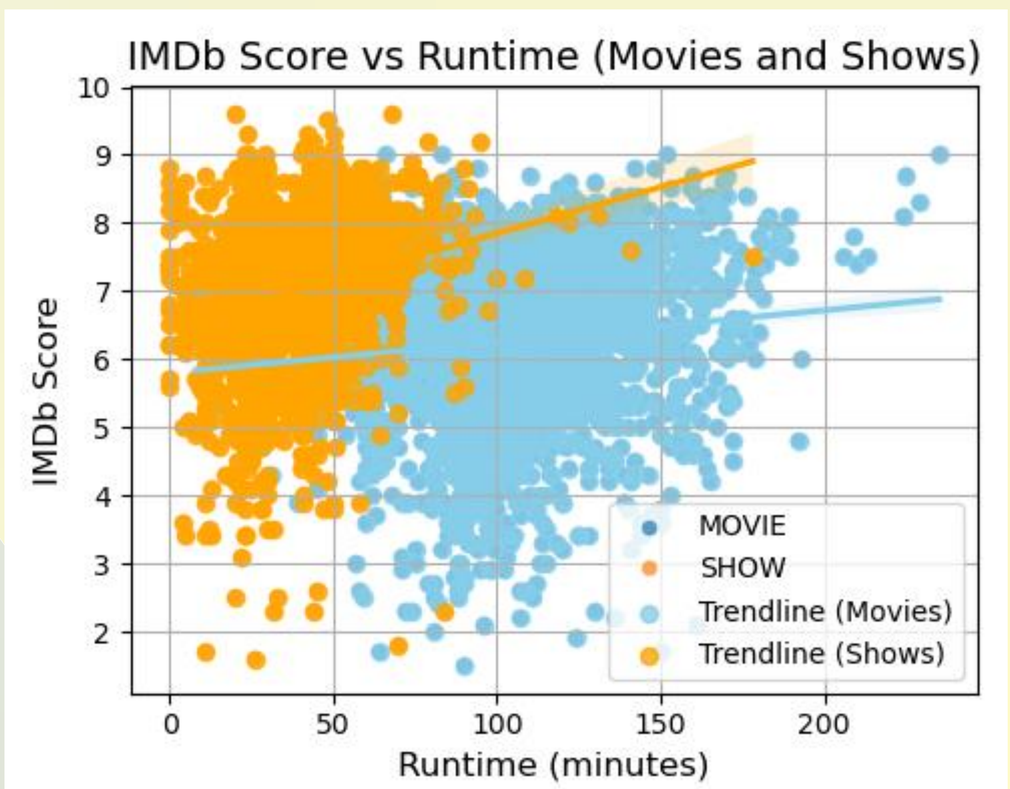


	count	mean	std	min	25%	50%	75%	max
MOVIE	66	51.38	112.88	1.00	1.25	7.00	33.50	466.00
SHOW	40	46.90	85.44	1.00	1.75	6.50	32.50	286.00

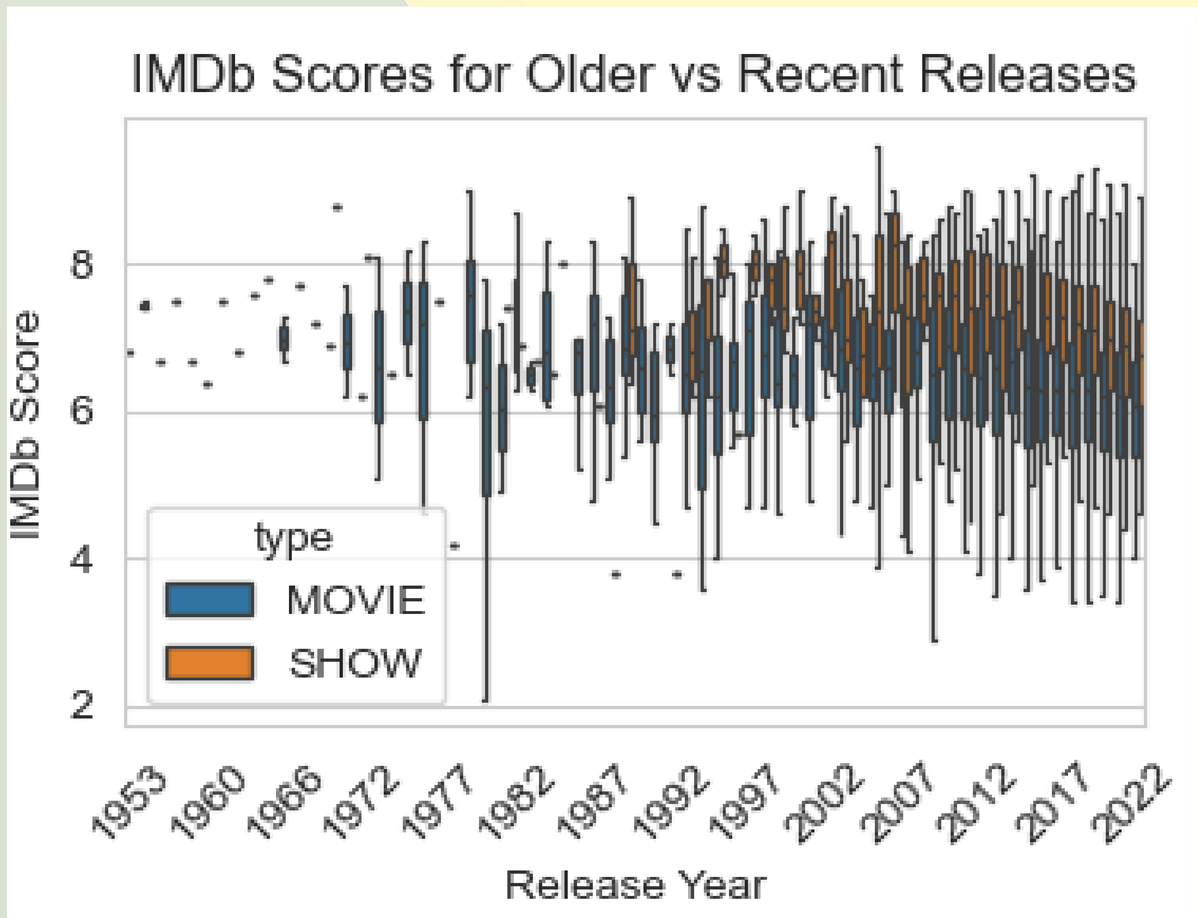
- There is a huge decrease in Netflix's content last years for both "Movies" and "Shows". Also, the distribution is highly skewed.



- **Correlation**: 0.19. & **p-value**: 5.56e-44



- Movies: **Correlation:** 0.11, **p-value:** 0.0000
- Shows: **Correlation:** 0.22, **p-value:**0.0000



- T-statistic: 7.40
- P-value: 2.05e-13