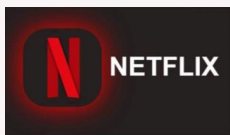# NETFLIX DATA ANALYSIS

PROJECT DESCRIPTION

This is a data analysis project that delves into Netflix dataset comprising of 11 columns (Movie id, Type, Name, Creator, Starring, Year, Rating, Time, Genres, Country and Describe). It explores key aspects of the streaming giant's operations, including:

1. Content ratings and reviews analysis;

2. Geographic distribution of content;

3. Genre-wise popularity and trends;

4. Regional content preferences.

AIM

Through data visualization and statistical analysis, this project aims to uncover hidden patterns, trends, and insights, providing a deeper understanding of Netflix's global impact and content strategy.
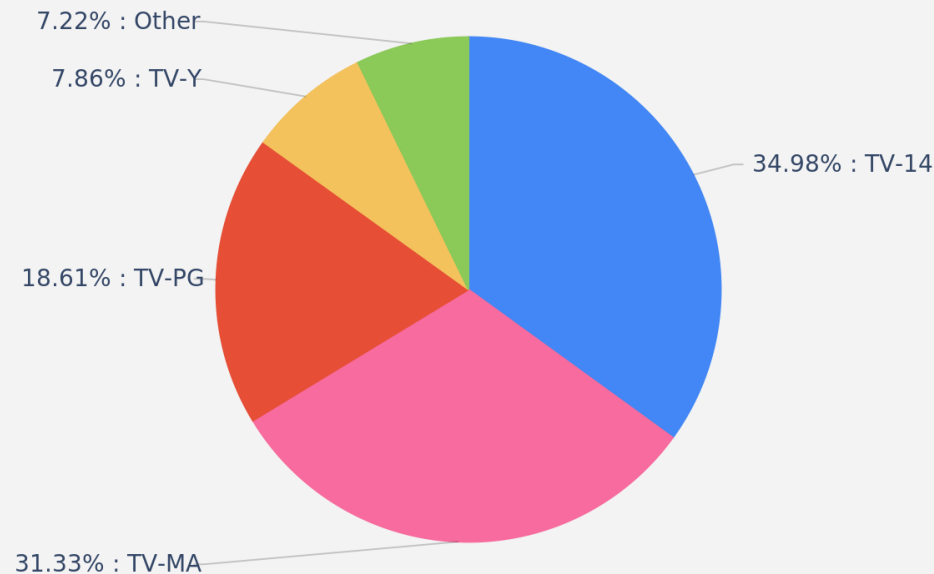
CLEANING TYPES

Cleaning actions were made on 3 columns (Name, Starring and Genres) as they had unnecessary white spaces, inconsistent text casing, multi-variations for same text, ignored values and anonymize data.

CLEANING ACTIONS

1. Corrected 7 inconsistent casing patterns in 2 columns;
2. Corrected 1 inconsistent label variation in 1 column;
3. Detected 1 value such as "n/a", "-", "nil" or "text in number" in 1 column and labeled them as ignored values;
4. Removed 1,007 white spaces;
5. Anonymized 1 column to protect privacy.

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RATINGS

- 7.22% : Other
- 7.86% : TV-Y
- 34.98% : TV-14
- 18.61% : TV-PG
- 31.33% : TV-MA

➢ The distribution of age ratings is heavily skewed towards mature audiences, with the top 3 ratings (TV-14, TV-MA, TV-PG) accounting for over 85% of the content.

TRACKING THE RELEASE TRENDS OVER THE YEARS
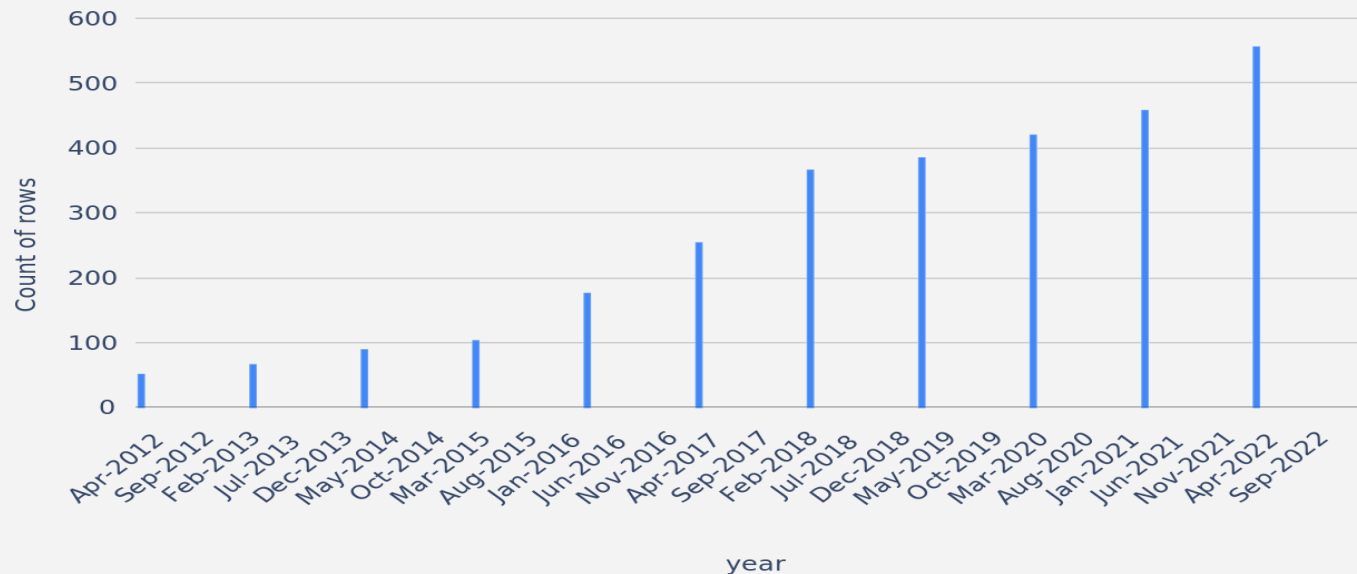
➢ The number of releases has been increasing steadily over the years, with 2022 having the highest number of releases.

➢ The number of releases in 2023 is lower than in previous years, potentially indicating a seasonal or temporary slowdown.

# MONITORING THE AVERAGE NUMBER OF SEASONS PER RELEASE YEAR
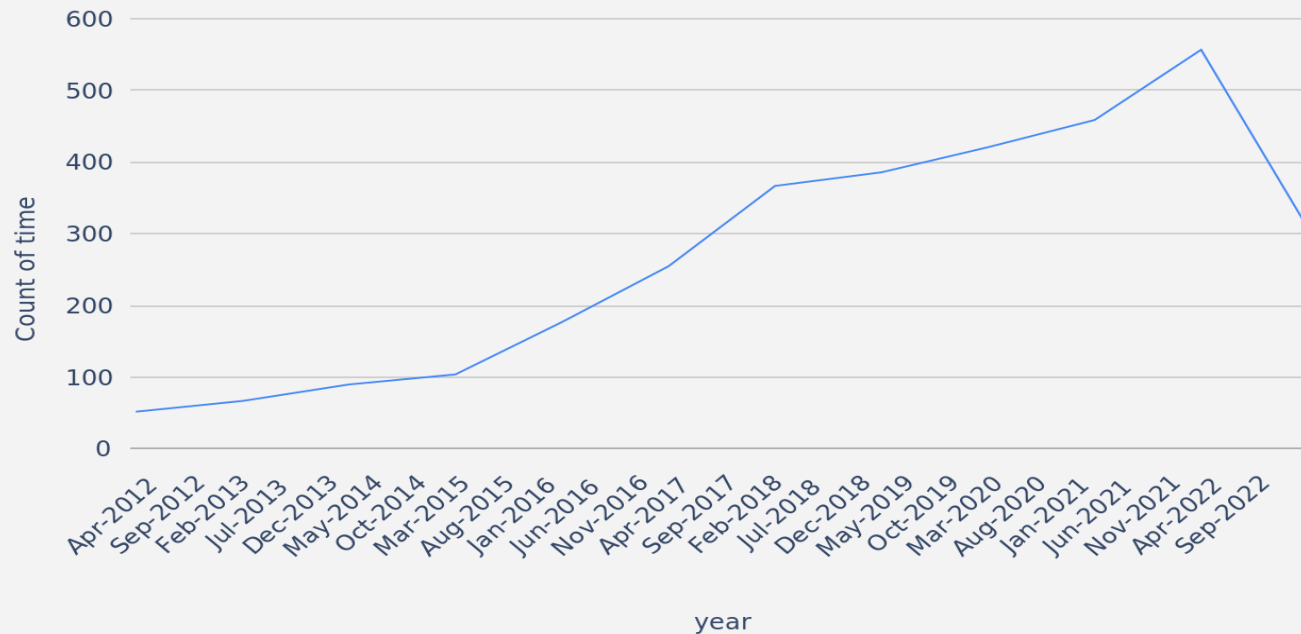
➢ 2022 has the highest average number of seasons per release, at 2.79 seasons per release.

➢ The average number of seasons per release has increased by 19% in the past decade, from 61.5 in 2012 to 73.2 in 2022.

UNDERSTANDING THE DISTRIBUTION OF CONTENT TYPES
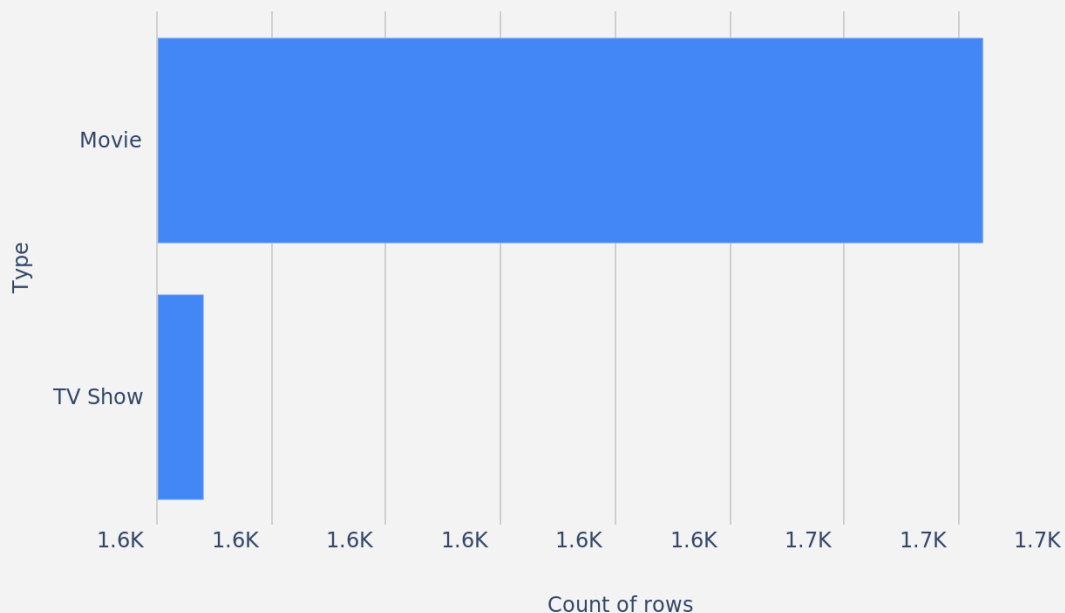
➢ Both Movies and TV Shows have a count of at least 1594, indicating a strong presence of both content types.

➢ The distribution is bimodal, with Movies and TV Shows being the dominant content types.

EXPLORING THE REGIONAL DIVERSITY OF CONTENT

5.65% : India

11.47% : Japan

37.36% : Other

11.5% : South Korea

5.01% : United Kingdom
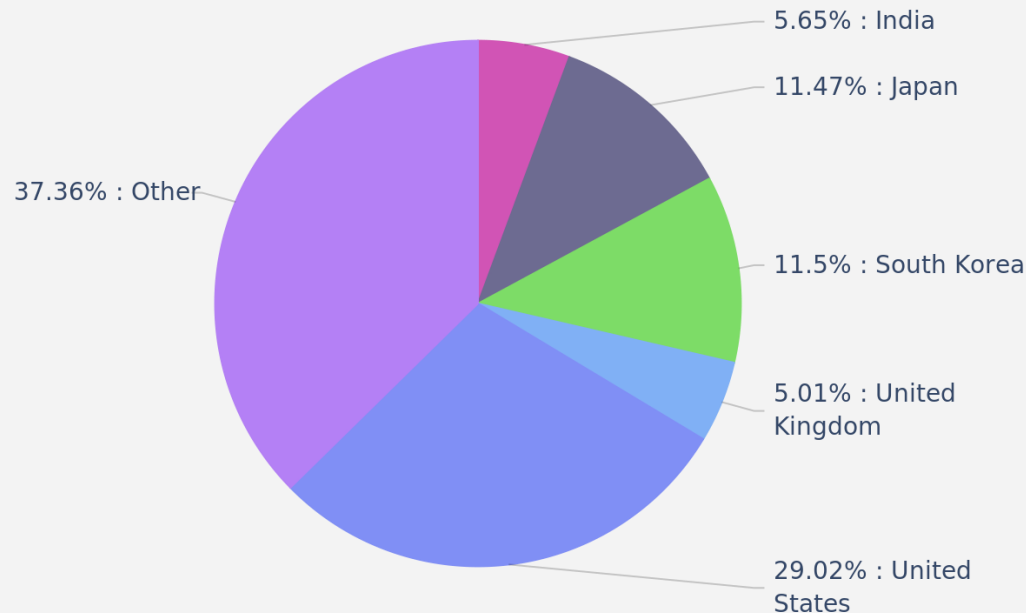
29.02% : United States

➢ United States account for the highest content of the total region.

➢ Both Japan and South Korea accounts for the same percentage of content.

ASSESSING THE POPULARITY OF DIFFERENT SEASON COUNTS
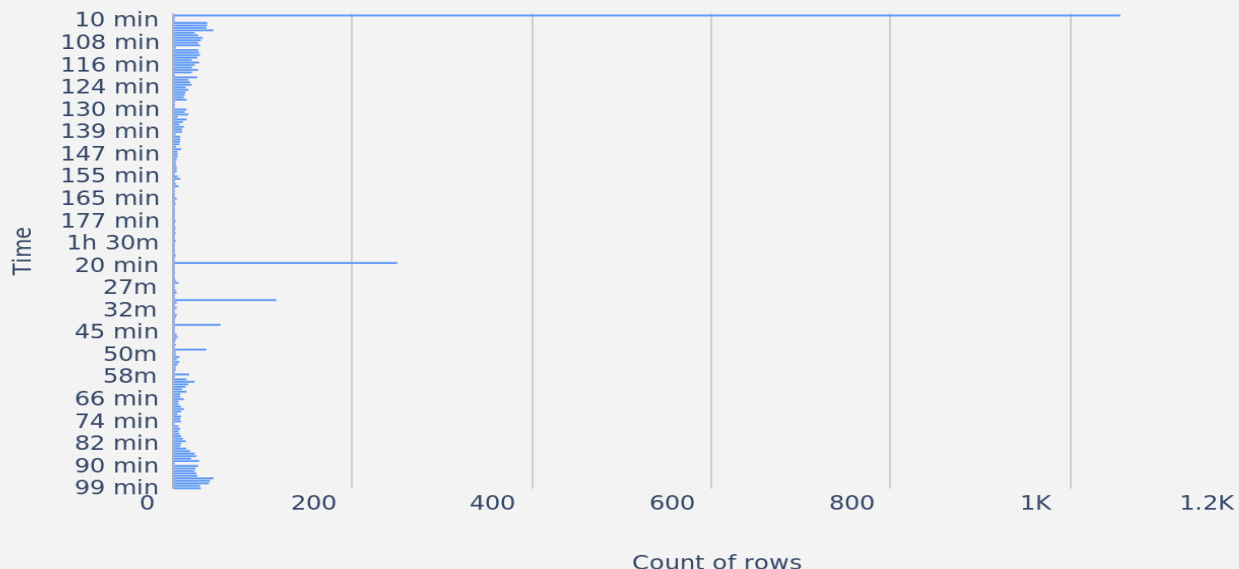
> TV shows with 1 season dominate the dataset while those with 2 and 3 seasons are the next most common.

> TV shows with longer seasons (57 minutes and above) make up a small portion of the data, with the longest season duration being 99 minutes.

# MONITORING THE NUMBER OF SHOW TITLES RELEASED EACH YEAR
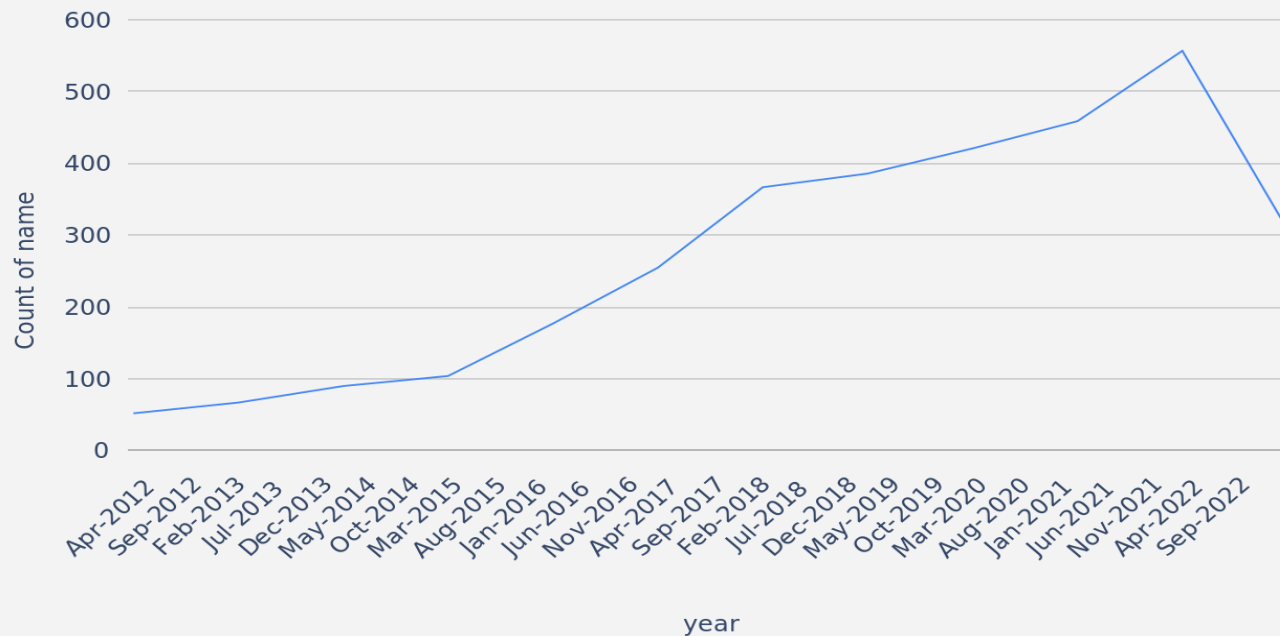
➢ The number of show titles released in 2022 is significantly higher than in previous years, with a 21.3% increase from 2021.

➢ The number of show titles released has been steadily increasing over the past decade, with a 943% increase from 2012 to 2022.

# ANALYZING THE AVERAGE NUMBER OF SEASONS PER COUNTRY AND GENRE
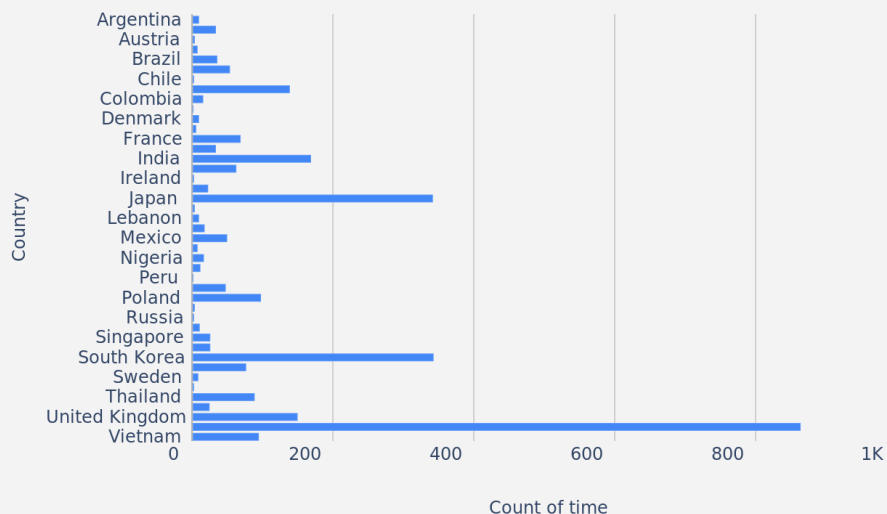
➢ The most common number of seasons is 1, with 1055 occurrences while United Kingdom has the highest number of entries, with 863 occurrences.

➢ There is no significant association between the country and the number of seasons.

INVESTIGATING THE AVERAGE NUMBER OF SEASONS PER AGE RATING AND GENRE
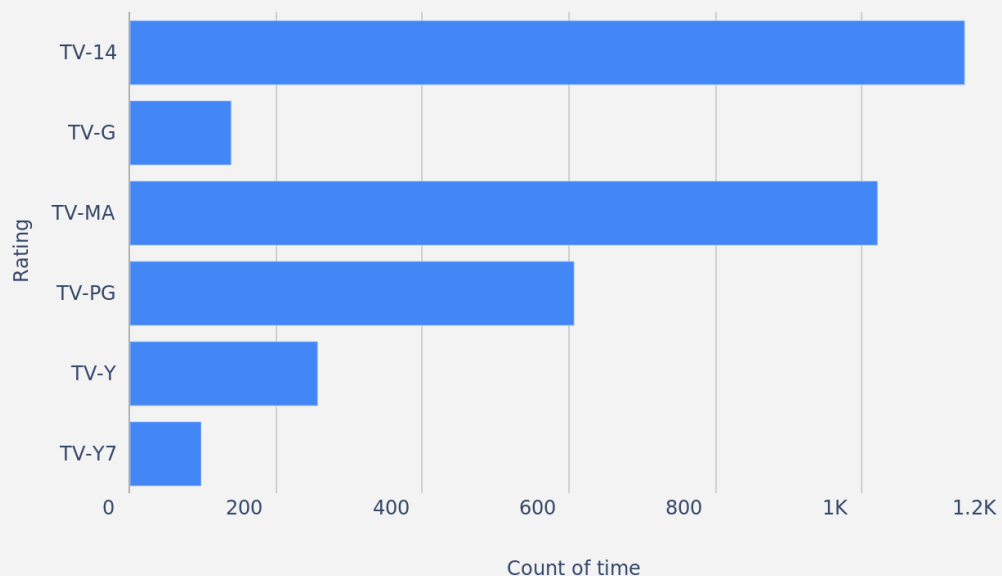
> TV-14 has the highest number of seasons, with 1139 TV shows while TV-Y7 has the lowest number of seasons, with 97 TV shows.

> There is no association between the rating and the number of seasons.

EXAMINING THE AVERAGE NUMBER OF SEASONS PER CONTENT TYPE AND GENRE
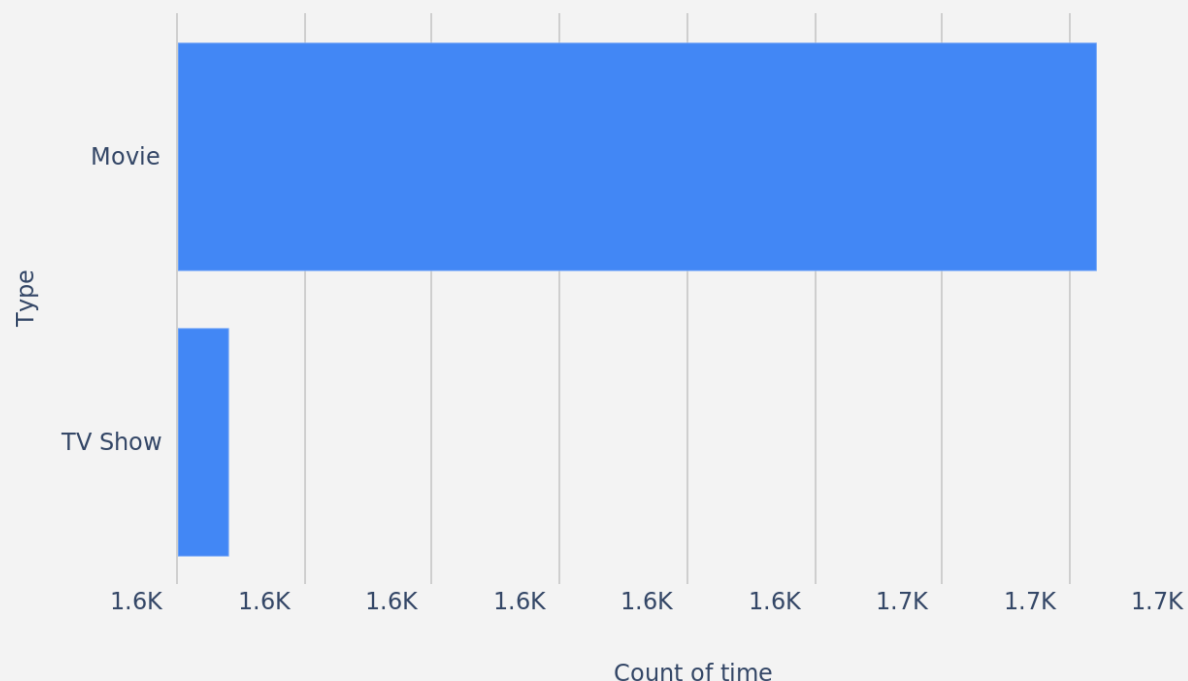
➢ Movies have more seasons on average compared to TV Shows.

➢ The most common number of seasons for both Movies and TV Shows is 1.

CONCLUSION

1. TV Shows are more popular than Movies, with 64% of the titles being TV Shows.

2. The most common show release year is 2022, with 25% of the shows released in that year.

3. 'Stand-Up Comedy' is the most popular genre, with 11% of the shows belonging to this genre.

4. The United States is the most common country of origin for shows, with 31% of the shows coming from the US.

5. The most common show length is 1 Season, with 35% of the shows having only 1 Season.

RECOMMENDATIONS

1. Netflix should focus on producing and acquiring more TV shows to cater to the demand;

2. Analyze the success factors of 2022 releases to inform future content strategies;

3. Consider partnering with comedians or comedy clubs to create exclusive content;

4. Consider partnering with global production companies to create region-specific content;

5. Netflix should consider creating more limited-series or anthology shows, which can be completed in one season;

6. Analyze the performance of shows with only one season to determine if they should be renewed or concluded.

THANK YOU FOR WATCHING..

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