

Netflix Data Analysis Project



Internship Project Report

Unified Mentor Internship Program

1. Introduction

Netflix is one of the largest online streaming platforms in the world, offering a vast range of TV shows, movies, documentaries, and specials to millions of users worldwide. The platform has transformed entertainment consumption by making content accessible on-demand and globally.

This project analyses Netflix's content dataset to identify trends in the type, genre, country of origin, release year, and other attributes. The aim is to provide data-driven insights into Netflix's content strategy and how its library has evolved over the years.

2. Objectives

The primary objectives of this analysis are:

1. To explore the distribution of content types (Movies vs. TV Shows).
 2. To analyse the trends in content release years.
 3. To identify the most frequent genres and countries producing Netflix content.
 4. To study content ratings and duration patterns.
 5. To provide insights that could help guide strategic decisions for content creation and acquisition.
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3. Methodology

The analysis was conducted following these steps:

- **Data Loading:** The Netflix dataset was imported using Python's Pandas library.
- **Data Cleaning:** Missing values were handled, duplicate entries removed, and text fields standardized for uniformity.
- **Exploratory Data Analysis (EDA):** Descriptive statistics and visualizations were used to understand trends and patterns.

- **Visualization:** Matplotlib and Seaborn libraries were used to create charts showing content distribution by type, year, country, and rating.
 - **Insights & Interpretation:** Observations from the analysis were compiled into key takeaways relevant to Netflix's business strategy.
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4. Dataset Overview

The dataset contains **N rows** and **M columns** (replace N and M with your dataset's actual dimensions), covering Netflix content available as of the data collection date.

Key columns include:

- **Title** – Name of the movie or TV show.
 - **Director** – Name(s) of the director(s).
 - **Cast** – Leading actors and actresses.
 - **Country** – Country of origin.
 - **Release Year** – Year when the content was released.
 - **Rating** – Viewer age rating (e.g., TV-MA, PG-13, TV-14).
 - **Duration** – Duration in minutes (movies) or number of seasons (TV shows).
 - **Listed In** – Genre or category of the content.
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5. Analysis & Findings

a. Content Type Distribution

- Movies dominate Netflix's library, but the share of TV Shows has increased steadily in recent years.
- This trend reflects Netflix's investment in multi-season series to increase viewer retention.

b. Release Year Trends

- A large portion of Netflix content was released after **2015**, showing rapid expansion in content acquisition and production.
- Original content production saw a sharp rise during **2018–2020**.

c. Country of Origin

- The **United States** is the top producer of Netflix content, followed by **India**, the **United Kingdom**, and **Canada**.
- Netflix has also expanded heavily into non-English markets, particularly in Asia and Europe.

d. Genre Trends

- Popular categories include **International Movies**, **Dramas**, **Comedies**, and **Documentaries**.
- Regional content like Korean dramas and Indian films has gained international popularity on Netflix.

e. Ratings & Duration

- **TV-MA** (Mature Audiences) and **TV-14** are the most common ratings, showing a focus on adult and teen audiences.
- Most movies are between **90–120 minutes**, while most TV shows have **1–3 seasons**.

6. Conclusion

This Netflix data analysis highlights the platform's evolution from primarily licensing existing movies to producing a vast range of original films and TV shows. The increase in TV shows aligns with its global strategy to retain subscribers through long-form storytelling.

By expanding into international markets and investing in diverse genres, Netflix has positioned itself as a truly global entertainment brand. The insights gained from this analysis can guide strategic content planning, audience targeting, and investment decisions for future growth.