VOIS\_Ai\_Netflix\_Data\_Analysis\_Project\_Notes

Questions to answer:

exact questions needed to be answered for Netflix Dataset Analysis project:

**Movies vs. TV Shows Distribution**

1. How many Movies and TV Shows are there in the Netflix catalog from 2008 to 2021?
2. How has the number of Movies and TV Shows changed year by year?
3. Is there a noticeable trend in the growth or decline of Movies versus TV Shows over the years?

**Genre Popularity**

1. What are the most common genres in the Netflix dataset overall?
2. How has the popularity of each genre changed over the years?
3. Which genres have shown significant growth or decline from 2008 to 2021?
4. Are there any genres that are underrepresented or missing in the catalog?

**Country-wise Content Contribution**

1. Which countries contribute the most content (Movies and TV Shows) to Netflix?
2. How do country contributions vary over the years?
3. Are there emerging countries showing increased content production recently?
4. Which countries or regions appear underrepresented in Netflix’s catalog?

**Strategic Insights and Recommendations**

1. Based on the content distribution trends, which content type (Movies or TV Shows) should Netflix focus on more?
2. Which genres should be prioritized for future content acquisition or production?
3. Which countries or regional markets should Netflix target for content expansion?
4. What gaps or opportunities can be identified in Netflix’s current content catalog?

Summary and Conclusion for PPT:

**Summary:**

* Netflix’s content catalog grew steadily from 2008 to 2021, with TV Shows increasing faster than Movies.
* Popular genres: Drama, Comedy, Thriller; significant growth in Documentaries and International content.
* Major content contributors: USA, India, UK; emerging markets like Brazil and South Korea gaining more presence.

**Conclusion:**

* Focus on expanding TV Shows portfolio, especially in trending genres.
* Increase content acquisition from underrepresented countries to boost global reach.
* Data-driven strategy can help Netflix stay competitive in the OTT market.