Executive Summary: Netflix Content Analysis

This executive summary presents a detailed analysis of Netflix's content catalog using a structured Exploratory Data Analysis (EDA) approach. The goal of this project is to extract meaningful insights from Netflix's publicly available dataset, focusing on trends in content type, genre, ratings, geographic distribution, and sentiment.

The dataset was analyzed using Python libraries such as **Pandas** for data manipulation, **Matplotlib**, **Seaborn**, and Plotly for visualization, and TextBlob for sentiment analysis. Initial steps included loading the dataset, understanding its structure, checking data types, and identifying any missing or inconsistent data.

Key Areas of Analysis

1. Content Types and Ratings
Netflix's catalog consists of approximately **70% Movies** and **30% TV Shows**. Among content ratings:

- **TV-MA** accounts for ~40% of titles,

- **TV-14** for ~20%,

- **PG-13** and **TV-PG** combined make up another ~15%.

This distribution shows a clear emphasis on content tailored to older teens and adults.

2. Genres and Categories

Using the listed_in column, the frequency of various genres was analyzed. These insights are critical for understanding viewer preferences and guiding future content investments.
Top genres include:

- **Drama (~25%)**

- **Comedy (~15%)**

- **International Movies (~13%)**

Together, these three genres comprise over **50%** of Netflix's offerings, suggesting a strong focus on story-driven, culturally diverse programming.

3. Top Contributors
The **top 5 directors** are responsible for over **8%** of all content, revealing how a handful of key creators contribute significantly to Netflix's catalog.

4. Geographical Distribution

- **United States**: ~55% of content

- **India, UK, and Canada**: ~20% combined

- Other countries: ~25%

This shows a U.S.-centric library with increasing international presence.

5. Temporal Trends
From **2015 to 2020**, Netflix's content library grew by over **200%**, with **2019** alone contributing ~15%. This reflects a period of aggressive content acquisition and production, followed by more stable additions post-2021.

6. Sentiment Analysis
Using TextBlob:

- **65%** of content descriptions had **positive sentiment**

- **30%** were **neutral**

- Only **5%** showed **negative sentiment**

This reflects Netflix's inclination toward uplifting or emotionally balanced storytelling.

Conclusion

This analysis provides valuable strategic insights into Netflix's content development and global reach:

- The platform heavily leans on **movie content** and **mature ratings**.

- A few **dominant genres and regions** shape the bulk of the catalog.

- A clear **positive tone** is maintained in how content is presented.

- Netflix's growth between **2015–2020** aligns with its original content strategy.

These findings can guide Netflix in:

- Prioritizing content genres with high viewer interest.

- Strengthening global content diversity.

- Partnering with top-performing creators.

- Enhancing user engagement through positive, relatable stories.

By continuously analyzing content trends and viewer preferences, Netflix can sustain its competitive edge and continue delivering value to its global audience.