\*\*Project Summary: Netflix Content Analysis\*\*

The project analyzed the content on Netflix's platform, comparing Netflix Originals with licensed content. This was to be informed about better trends, ratings, and genre popularity. It thus aimed at giving insights into Netflix's content strategy and that which the viewers like. Data analysis is done using Python, along with support libraries that include Pandas for data manipulation and Matplotlib and Seaborn for visualization. These thus help in cleaning the data, analyzing it, and then plotting graphs as required.

The central questions this analysis explored were: In what ways are the viewing trends of Netflix Originals different from those of licensed content? Are people liking Netflix Originals more in rating compared with licensed content? How does the rating of Netflix Originals compare to licensed shows? What is the frequency of each of the top 10 show types on Netflix? Are there any types in which Netflix Originals outshine licensed content? These pointed to the exploratory analysis carried out on the dataset, therefore guiding through some insight into the content on the platform.

This tends to allow an analysis leading to the conclusion that, in time, Netflix Originals became more popular and received a higher rating than licensed content. The most frequent genres on the platform are drama, comedy, and action, for which Netflix Originals really appeals to its viewers in the case of drama and thriller. These results tend to show that Netflix is on the right track in its investment in original content, especially in those genres that have appeal to the audience.

These insights would, therefore, be recommending that Netflix continue investing in its Originals, especially in those genres which appeal more to its subscribers, such as drama and thriller. The company could also consider adding other genres, which are not as represented when it comes to original content. The licensed content, also selected in line with the Netflix Originals, may also let subscribers have a wider-and perhaps better-choice.

It could also perform deep analyses of release dates, marketing strategies, and regional preferences, which are more likely to be successful in the future. Knowing the demographics and global trends will definitely give Netflix a better idea of what content should be produced and licensed. These could finally give Netflix useful insight in continuing to tune its content strategy over the coming years.

That is, it showed the importance of understanding the taste of the viewers and the trends that the content portray, which will help Netflix make intelligent choices about making, buying, and promoting content in the future.