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

This project analyzed Netflix's platform content, comparing Netflix Originals with licensed content to better understand trends, ratings, and genre popularity. The purpose was to provide insights into Netflix's content strategy and viewer preferences. The data analysis was conducted using Python with libraries such as Pandas for data manipulation and Matplotlib and Seaborn for data visualization. These tools allow for efficient data cleaning, analysis, and graphical representation.

The main questions addressed by this analysis were: How do viewership trends differ between Netflix Originals and licensed content? Do viewers prefer Netflix Originals over licensed content based on ratings? How do Netflix Originals' ratings compare to those of licensed shows? What are the top 10 most common genres on Netflix? Are Netflix Originals more popular in certain genres than licensed content? These questions guided the exploration of the dataset and helped to reveal key insights about the content on the platform.

From the analysis, it was discovered that Netflix Originals have gained popularity over time, with higher ratings compared to licensed content. Genres such as drama, comedy, and action were identified as the most common on the platform, with Netflix Originals in the drama and thriller genres being particularly well-received by viewers. These findings suggest that Netflix's investment in original content is paying off, particularly in genres where viewership is strong.

Based on these insights, it is recommended that Netflix continue to invest in its Originals, especially in the genres that are most popular with viewers, such as drama and thriller. It could also consider expanding its original portfolio to include other genres that are currently underrepresented. Additionally, curating licensed content that complements Netflix Originals could provide a more diverse and comprehensive offering for subscribers.

For future work, further analysis could explore the impact of release dates, marketing strategies, and regional preferences on the success of Netflix’s content. Investigating viewer demographics and global trends would help Netflix make more informed decisions about the types of content to produce and license. These insights could provide valuable information for Netflix as it continues to refine its content strategy in the years ahead.

In a nutshell, it showed how important it is to know viewers' preferences and the trends of the content. This will help Netflix make informed decisions on the creation, procurement, and marketing strategy for the content in the future.