

Netflix Case Study

Click [HERE](#) to redirect to my Jupyter notebook with Netflix Exploratory Data Analysis.

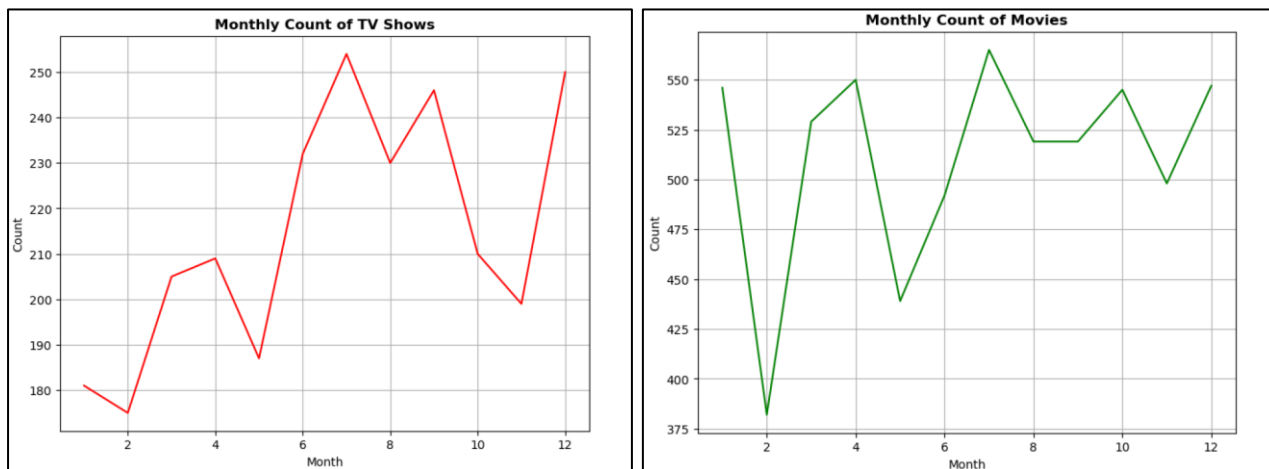
Actionable Insights and Recommendations:

1. Netflix's video streaming service offers a **diverse array of genres**, making it appealing to a broad audience. The extensive collection of movies and TV shows caters to various tastes, contributing significantly to its large customer base. However, there is a notable disparity in the number of movies per genre. Genres like International Movies (2752), Dramas (2427), and Comedies (1674) dominate the database due to their popularity worldwide. Surprisingly, genres like **cult movies are underrepresented with only 71 titles, despite their evident global cult following**. Additionally, **Anime Features are gaining popularity**, particularly among the youth. Therefore, **expanding the content in these two genres could potentially attract a more extensive user base**.



2. The majority of movies and TV shows are produced in the USA, a trend often attributed to the influential role of Hollywood. India secures the second position in movie production, driven by the vast fanbase of Bollywood and South Indian cinema. In the realm of TV show production, the UK, Japan, and South Korea claim the second, third, and fourth positions, respectively. This trend may be attributed to the rising popularity of TV shows in these regions.
3. The optimal time for releasing a TV show appears to be between **June and September**, while the least favourable period is in the **first two months of the year**. Conversely, there are multiple favourable times for releasing a movie throughout the year, with a peak in July. Other months such as January, March, April, October, and December also present good

opportunities for movie releases. However, **February consistently emerges as the least favourable month for both movie and TV show premieres.** This might be due to post-holiday slump and award season. February is when many prestigious awards ceremonies (such as the Oscars) take place. Studios may strategically release their films before this period to be eligible for awards consideration. As a result, fewer high-profile releases may occur in February.



- The data focused on Film Industry reveals intriguing trends in actor prominence. **Anupam Kher** emerges as the most prolific actor with 42 films, followed by Shah Rukh Khan (35) and Naseeruddin Shah (32). A noteworthy observation is the prominence of side characters in the top 10, potentially attributed to their extensive filmography. However, a notable gender disparity exists, with only two female actors making it to the top 10, **sparking considerations about gender representation in the film industry.**

Netflix can contribute to the gender equality by adding more female-led movies and TV shows to its database.

