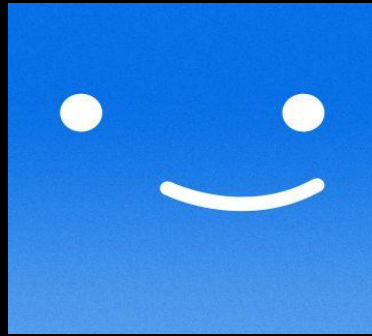


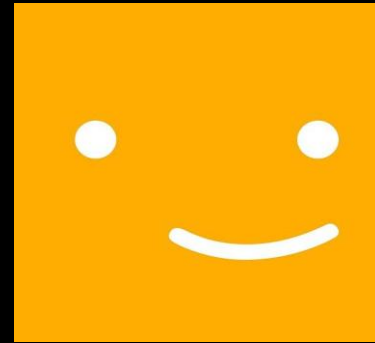
Netflix Movies and TV Shows



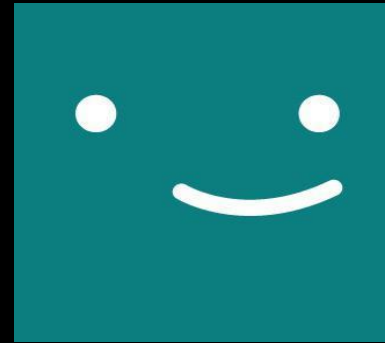
Part 1



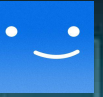
Part 2



Part 3



Part 4



NETFLIX MOVIES AND TV SHOWS DATA ANALYSIS



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EXECUTIVE SUMMARY

The production of films and series worldwide has experienced considerable growth in recent years, driven mainly by streaming platforms. The industry has proven to be profitable, especially when a good story can be told, supported by well-developed characters and outstanding performances. This has generated a loyal audience that does not want to miss this content.

- Key points:
- Most popular countries in the production of movies and TV series.
 - Movies, in particular, are the most in demand for production.
 - The ratings most requested by the general audience.
 - The actors and directors with the largest number of films and series on the Netflix platform.
 - Countries with the largest number of movies and series on Netflix (Top 10).
 - Top 10 of the movies and series with the best rating on Netflix.
 - Conclusion.

INTRODUCTION

In the last decade, streaming platforms have revolutionized the entertainment industry, changing the way we consume movies and series. Netflix, as a global leader in this sector, has been key in this change, both in the production and distribution of content. As the demand for original content increases, the question arises: which countries, actors and directors are dominating this platform?

In this presentation, we will analyze the most relevant data on the production and consumption of content on Netflix, exploring popularity patterns, emerging trends, and the key players that are shaping this constantly evolving industry.

METHODOLOGY

Data sources:

Listings of movies and tv shows on Netflix - Regularly Updated Kaggle data database. This tabular dataset consists of listings of all the movies and tv shows available on Netflix, along with details such as - cast, directors, ratings, release year, duration, etc.

Collection method:

• Quantitative analysis: Listings of movies and tv shows on Netflix.

• Key Preparation Steps

• Review sources, analyze data and create graphs to show numerical data, trends and patterns

RESULTS

• First part: Most popular countries in the production of movies and TV series. An analysis is described according to the results.

• Second part: Using a bar graph, the actors and directors with the greatest number of films and series on the Netflix platform. An analysis is described according to the results.

• Third part: Using a dashboard (Google Looker), different graphics are presented to corroborate each result obtained during the analysis.

• Fourth part: Conclusion and annexes of the results obtained from the database.

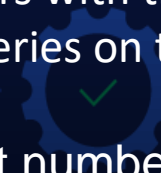


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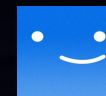
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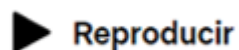
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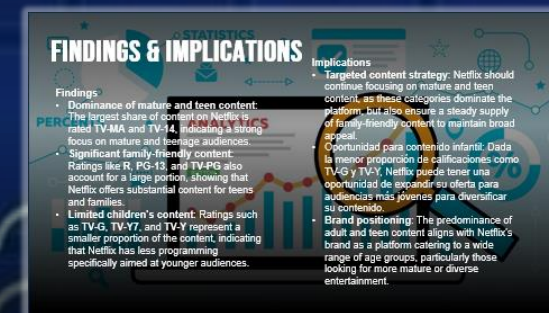
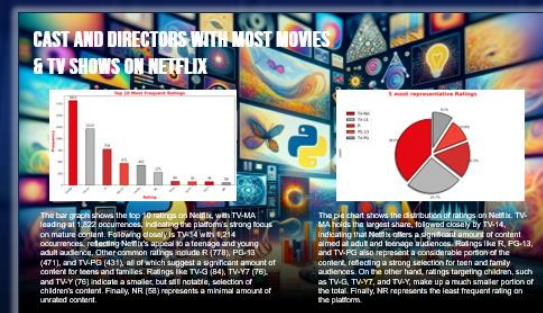
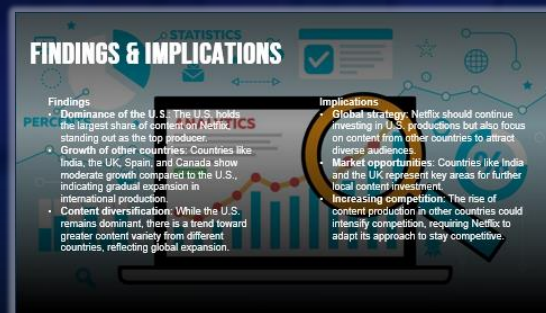
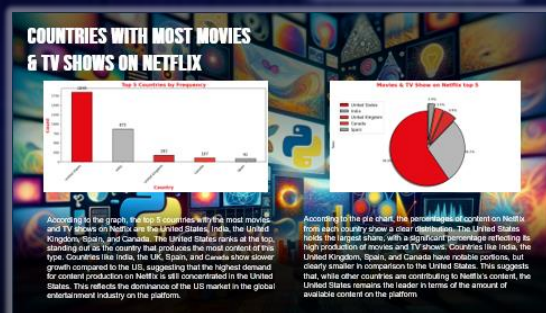
MOVIES & TV SHOWS

CAST & DIRECTOR

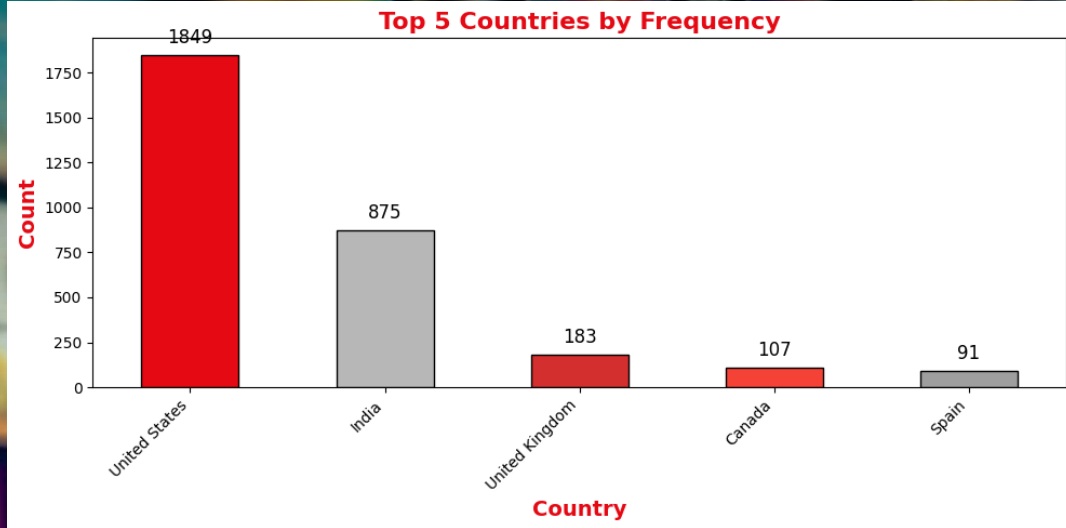


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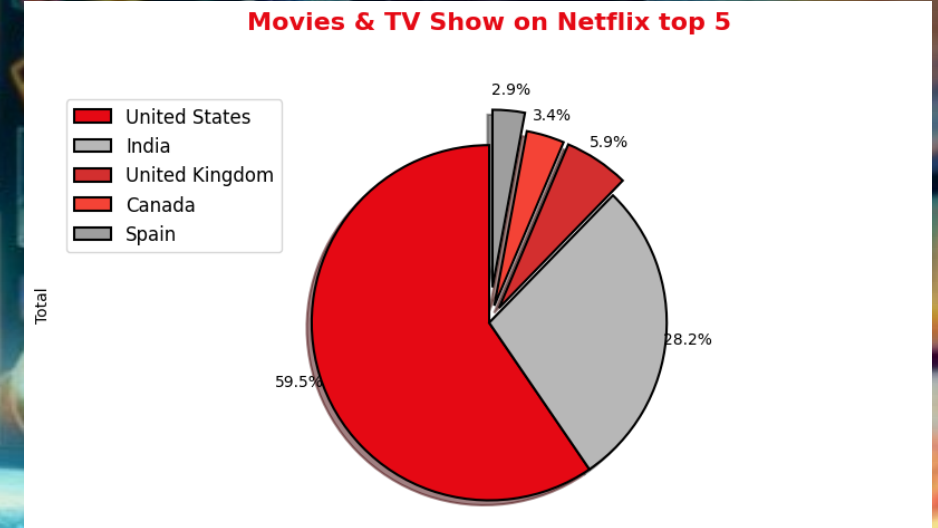
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COUNTRIES WITH MOST MOVIES & TV SHOWS ON NETFLIX



According to the graph, the top 5 countries with the most movies and TV shows on Netflix are the United States, India, the United Kingdom, Spain, and Canada. The United States ranks at the top, standing out as the country that produces the most content of this type. Countries like India, the UK, Spain, and Canada show slower growth compared to the US, suggesting that the highest demand for content production on Netflix is still concentrated in the United States. This reflects the dominance of the US market in the global entertainment industry on the platform.



According to the pie chart, the percentages of content on Netflix from each country show a clear distribution. The United States holds the largest share, with a significant percentage reflecting its high production of movies and TV shows. Countries like India, the United Kingdom, Spain, and Canada have notable portions, but clearly smaller in comparison to the United States. This suggests that, while other countries are contributing to Netflix's content, the United States remains the leader in terms of the amount of available content on the platform.

FINDINGS & IMPLICATIONS

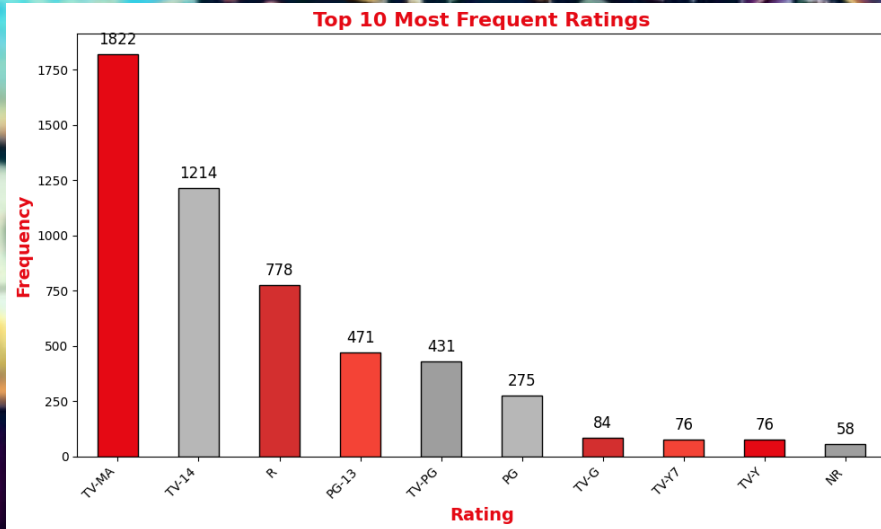
Findings

- **Dominance of the U.S.:** The U.S. holds the largest share of content on Netflix, standing out as the top producer.
- **Growth of other countries:** Countries like India, the UK, Spain, and Canada show moderate growth compared to the U.S., indicating gradual expansion in international production.
- **Content diversification:** While the U.S. remains dominant, there is a trend toward greater content variety from different countries, reflecting global expansion.

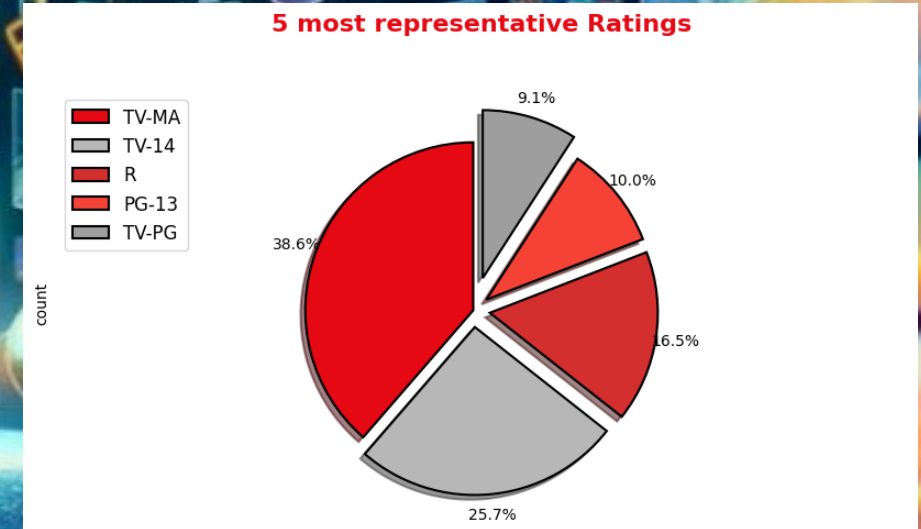
Implications

- **Global strategy:** Netflix should continue investing in U.S. productions but also focus on content from other countries to attract diverse audiences.
- **Market opportunities:** Countries like India and the UK represent key areas for further local content investment.
- **Increasing competition:** The rise of content production in other countries could intensify competition, requiring Netflix to adapt its approach to stay competitive.

CAST AND DIRECTORS WITH MOST MOVIES & TV SHOWS ON NETFLIX



The bar graph shows the top 10 ratings on Netflix, with TV-MA leading at 1,822 occurrences, indicating the platform's strong focus on mature content. Following closely is TV-14 with 1,214 occurrences, reflecting Netflix's appeal to a teenage and young adult audience. Other common ratings include R (778), PG-13 (471), and TV-PG (431), all of which suggest a significant amount of content for teens and families. Ratings like TV-G (84), TV-Y7 (76), and TV-Y (76) indicate a smaller, but still notable, selection of children's content. Finally, NR (58) represents a minimal amount of unrated content.



The pie chart shows the distribution of ratings on Netflix. TV-MA holds the largest share, followed closely by TV-14, indicating that Netflix offers a significant amount of content aimed at adult and teenage audiences. Ratings like R, PG-13, and TV-PG also represent a considerable portion of the content, reflecting a strong selection for teen and family audiences. On the other hand, ratings targeting children, such as TV-G, TV-Y7, and TV-Y, make up a much smaller portion of the total. Finally, NR represents the least frequent rating on the platform.

FINDINGS & IMPLICATIONS

Findings

- **Dominance of mature and teen content:** The largest share of content on Netflix is rated **TV-MA** and **TV-14**, indicating a strong focus on mature and teenage audiences.
- **Significant family-friendly content:** Ratings like **R**, **PG-13**, and **TV-PG** also account for a large portion, showing that Netflix offers substantial content for teens and families.
- **Limited children's content:** Ratings such as **TV-G**, **TV-Y7**, and **TV-Y** represent a smaller proportion of the content, indicating that Netflix has less programming specifically aimed at younger audiences.

Implications

- **Targeted content strategy:** Netflix should continue focusing on mature and teen content, as these categories dominate the platform, but also ensure a steady supply of family-friendly content to maintain broad appeal.
- **Oportunidad para contenido infantil:** Dada la menor proporción de calificaciones como **TV-G** y **TV-Y**, Netflix puede tener una oportunidad de expandir su oferta para audiencias más jóvenes para diversificar su contenido.
- **Brand positioning:** The predominance of adult and teen content aligns with Netflix's brand as a platform catering to a wide range of age groups, particularly those looking for more mature or diverse entertainment.

DATA ANALYTICS

DASHBOARD

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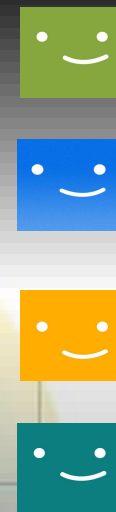
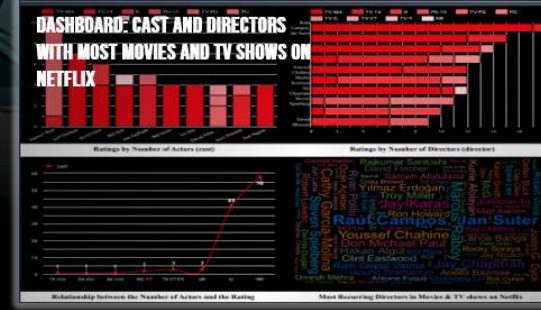
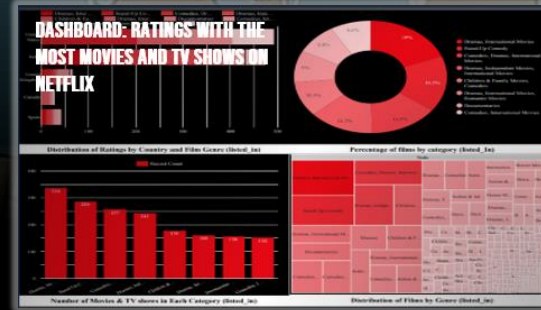
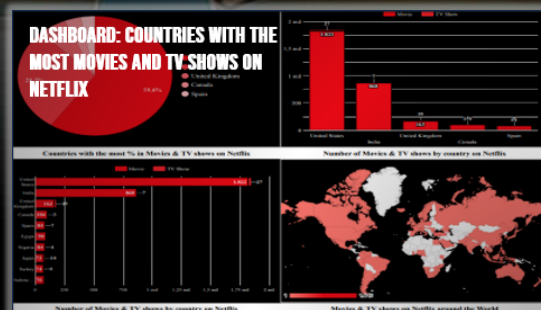
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DASHBOARD GOOGLE LOOKER STUDIO

<The GitHub link of the Google Looker Studio dashboard goes click [HERE](#)>
Or follow the link:
<https://github.com/Jacobbladsant/IBM-b/main/Netflix.pdf>

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GitHub



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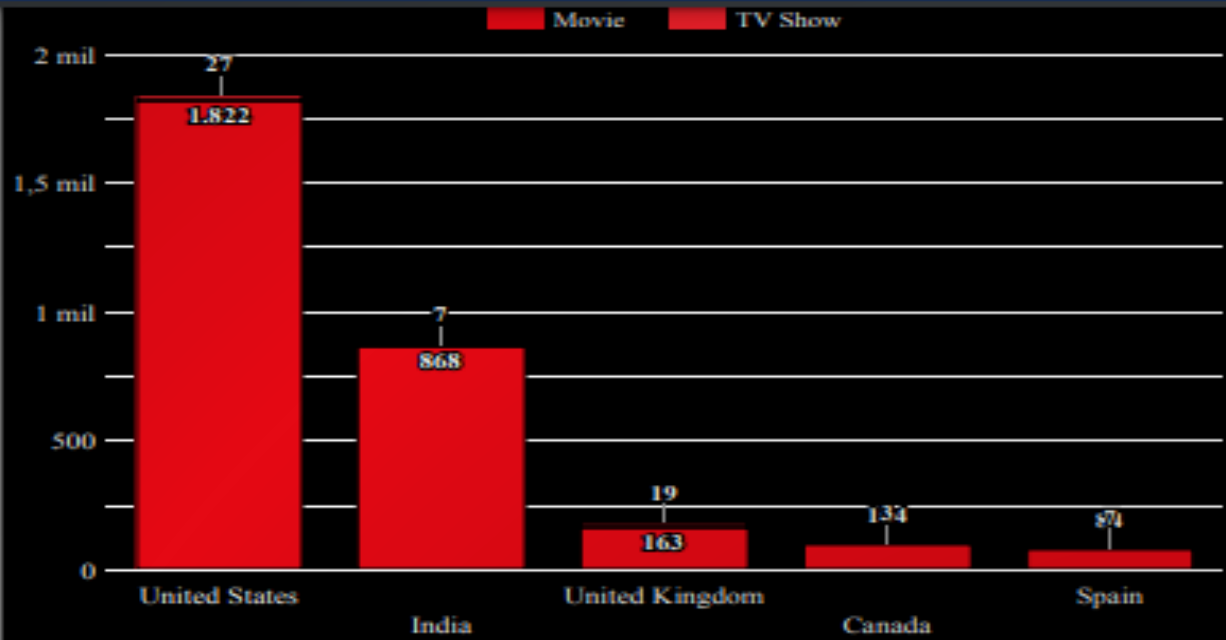
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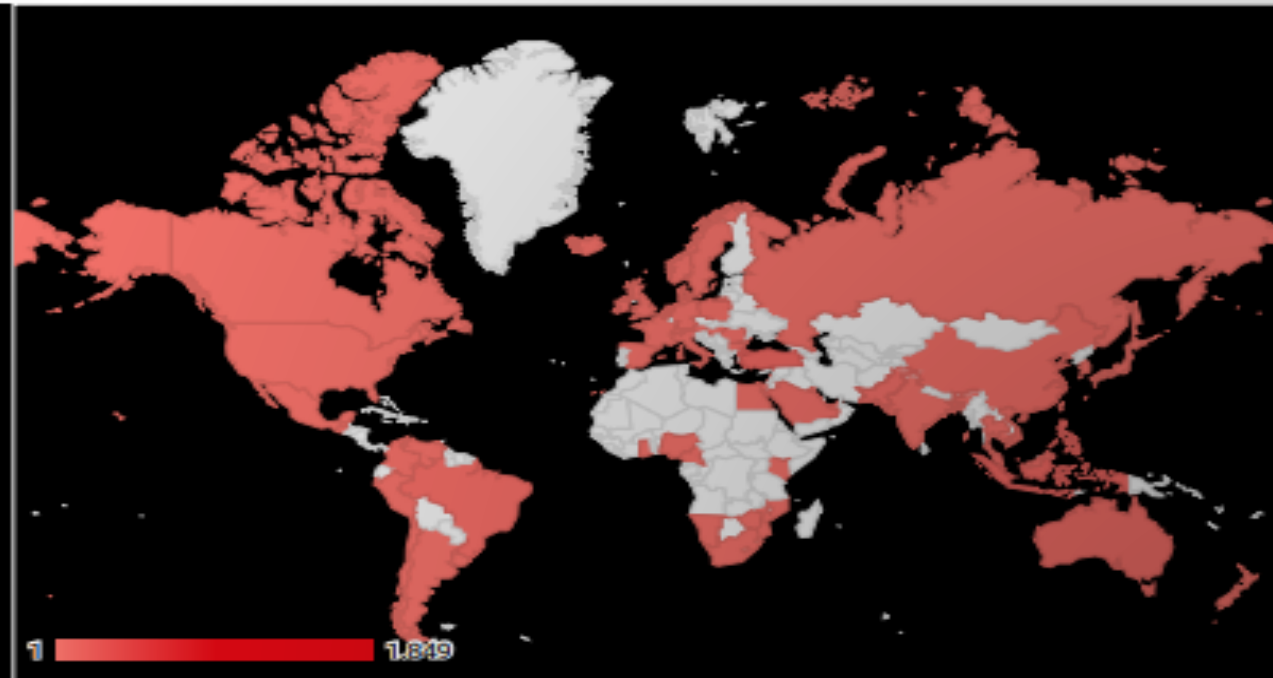
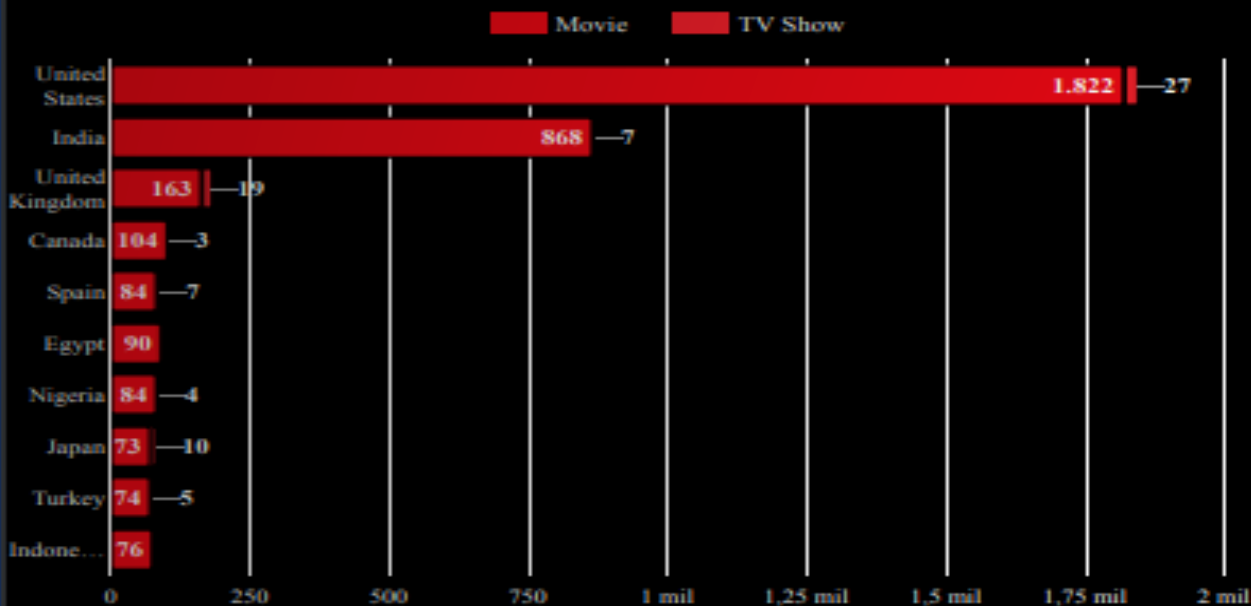
GitHub

DASHBOARD: COUNTRIES WITH THE MOST MOVIES AND TV SHOWS ON NETFLIX



Countries with the most % in Movies & TV shows on Netflix

Number of Movies & TV shows by country on Netflix

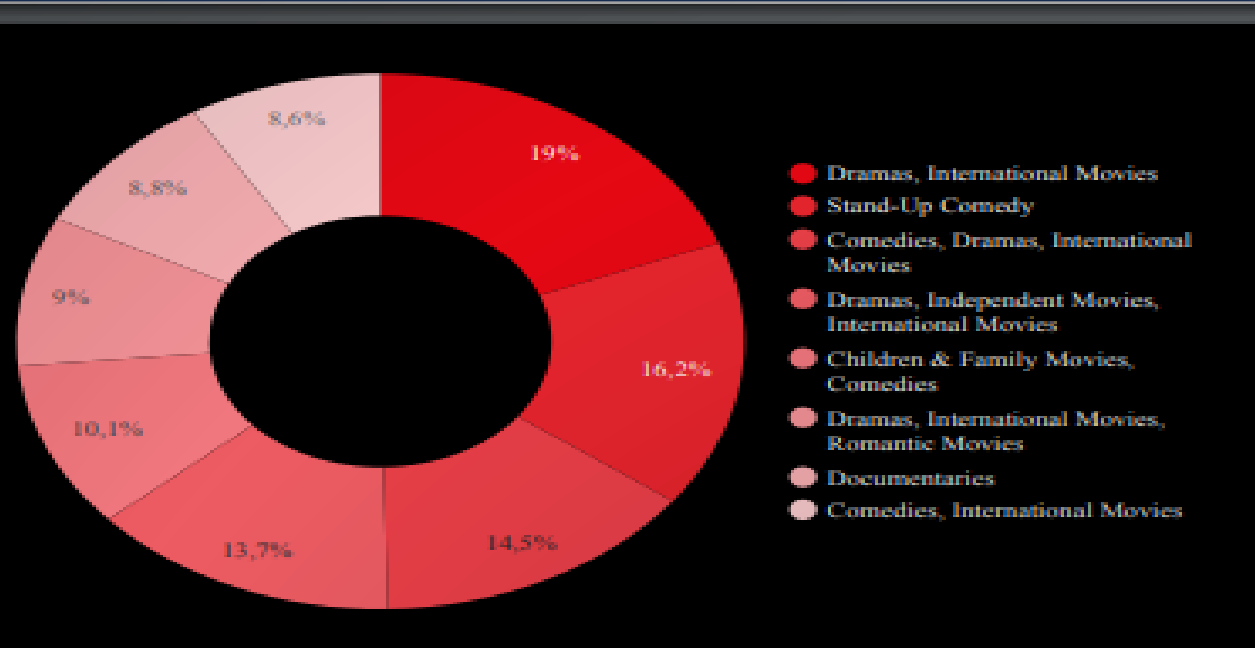


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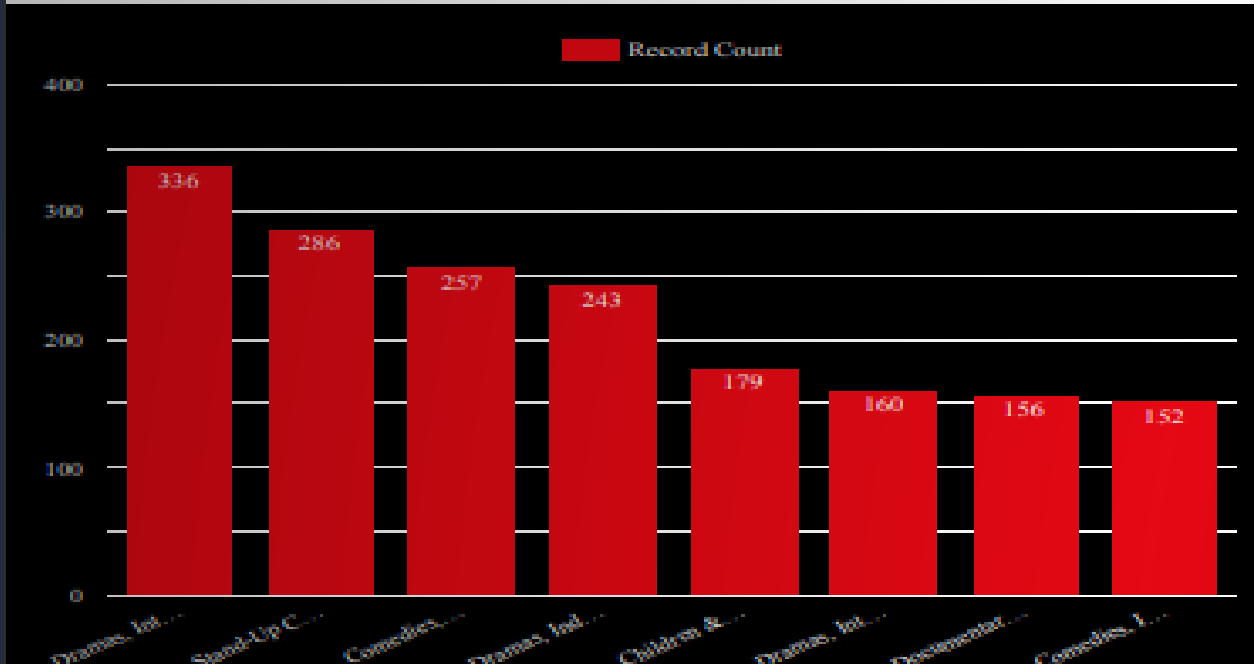
Movies & TV shows on Netflix around the World

DASHBOARD: RATINGS WITH THE MOST MOVIES AND TV SHOWS ON NETFLIX

Country	Dramas, Inter...	Stand-Up Co...	Comedies, Dr...	Dramas, Inde...	Children & Fa...	Dramas, Inter...	Documentaries	Comedies, Int...
United States	200	100	100	100	100	100	100	
India	150	100	100	100	100	100	100	
United Kingdom	50	50	50	50	50	50	50	
Canada	40	40	40	40	40	40	40	
Spain	40	40	40	40	40	40	40	

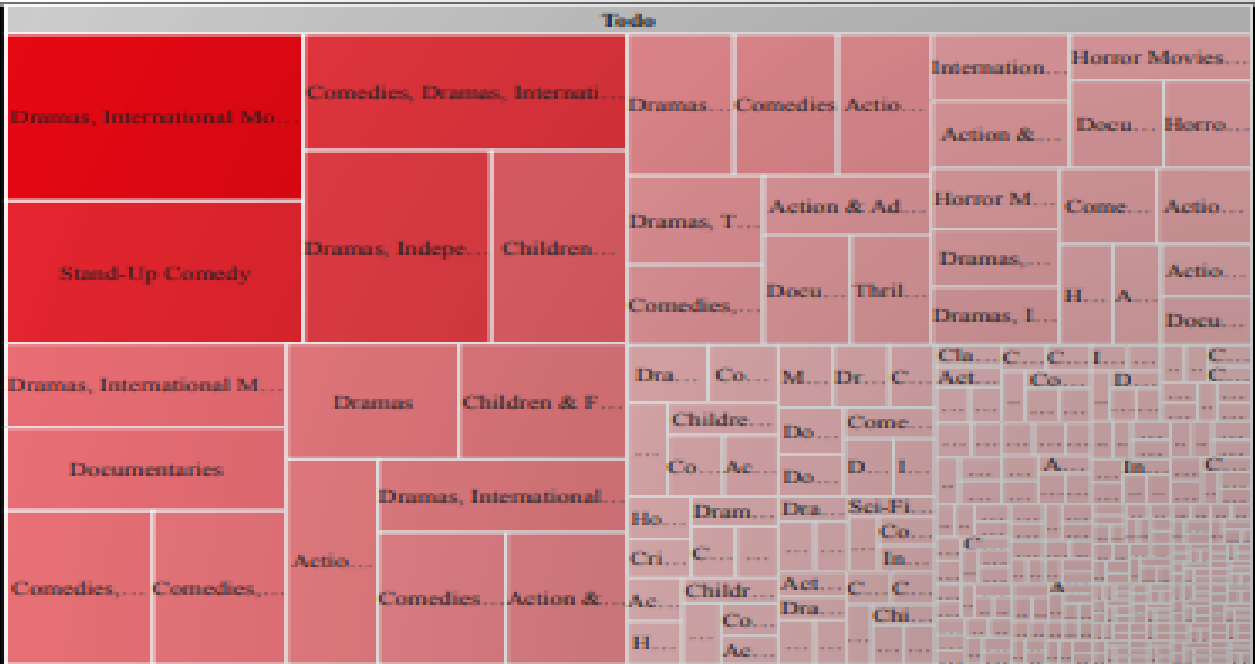


Distribution of Ratings by Country and Film Genre (listed_in)



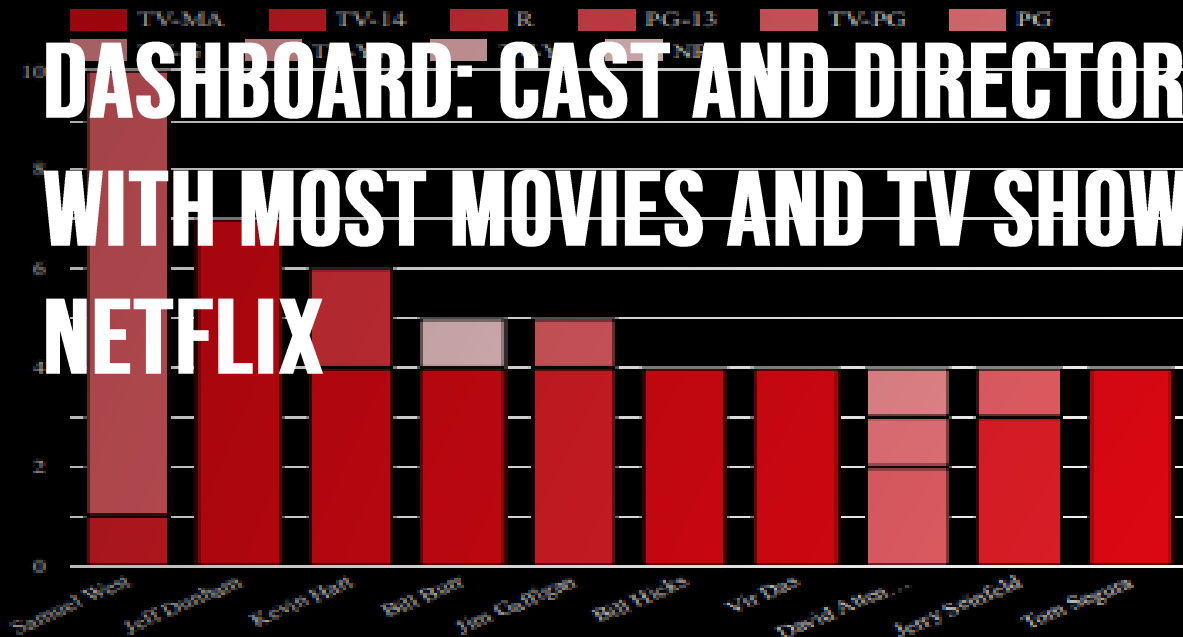
Number of Movies & TV shows in Each Category (listed_in)

Percentage of films by category (listed_In)

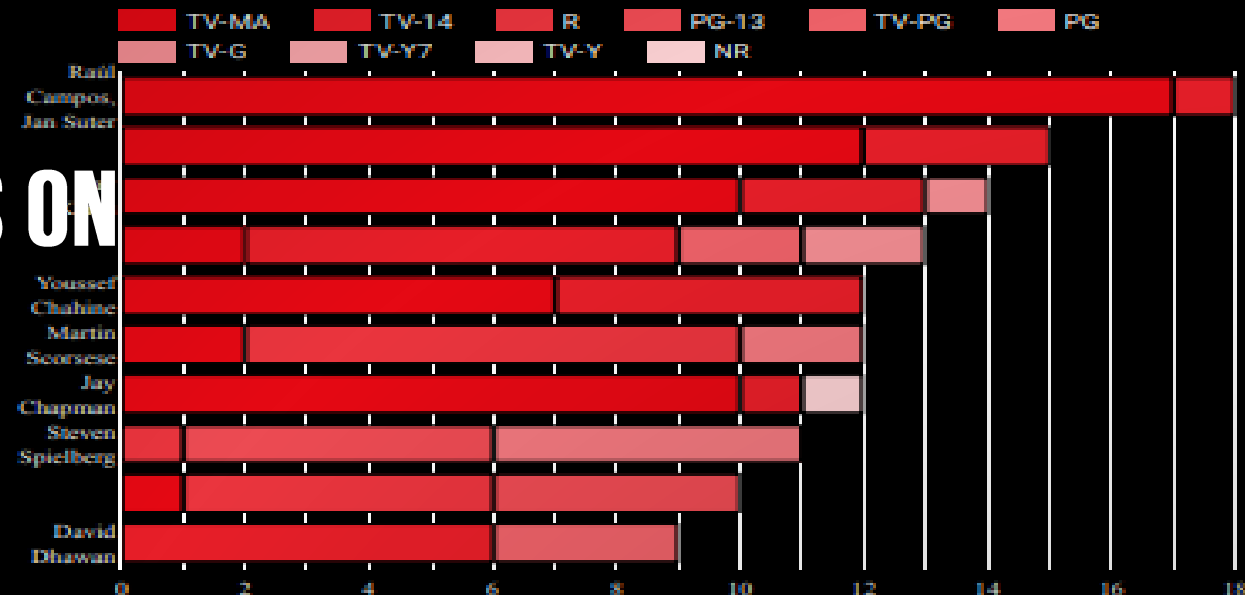


Distribution of Films by Genre (listed_in)

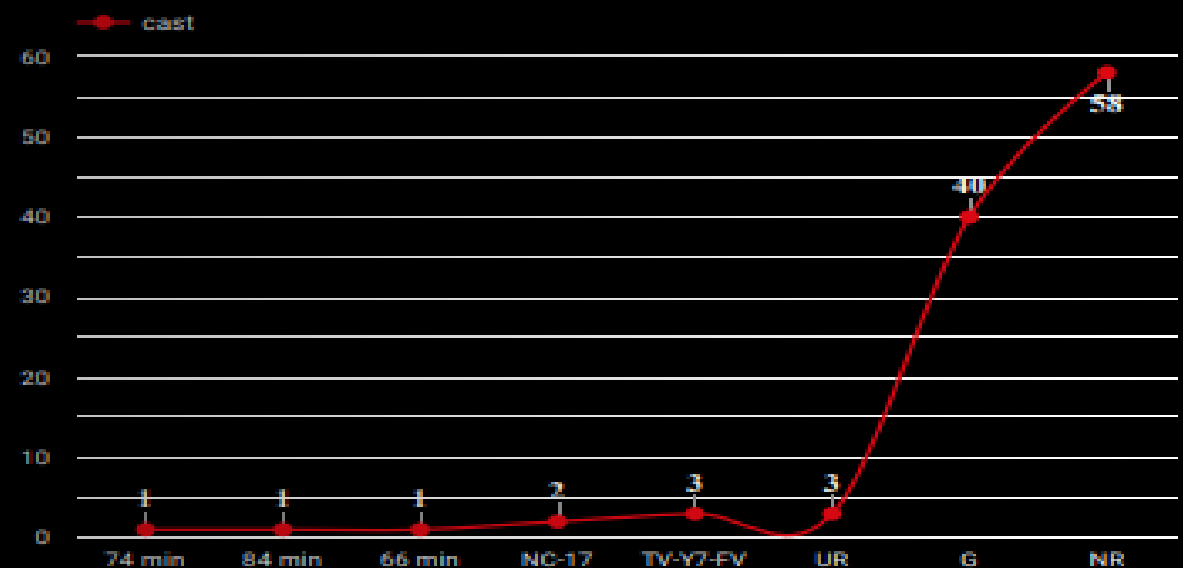
DASHBOARD: CAST AND DIRECTORS WITH MOST MOVIES AND TV SHOWS ON NETFLIX



Ratings by Number of Actors (cast)



Ratings by Number of Directors (director)



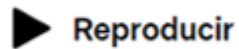
Relationship between the Number of Actors and the Rating



Most Recurring Directors in Movies & TV shows on Netflix



ANALYSIS, GENERAL FINDINGS, AND CONCLUSIONS



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DISCUSSION

As can be seen, each result from the analysis reveals key trends in Netflix's content distribution. The data shows that the United States is the leading country in producing movies and TV shows, followed by other countries like India, the UK, Spain, and Canada. This highlights the dominance of U.S.-produced content on the platform.

Regarding ratings, TV-MA and TV-14 are the most common, indicating a focus on mature and teen audiences. At the same time, there is still a notable amount of content for families, as shown by the PG-13 and TV-PG ratings. The smaller share of children's content suggests a potential opportunity for Netflix to expand in this area.



OVERALL FINDINGS & IMPLICATIONS

- Findings:**
- Predominance of U.S. Content:** The U.S. is the leading country in producing content on Netflix, highlighting the platform's reliance on American-made movies and TV shows.
 - Focus on Mature and Teen Audiences:** The most common ratings on Netflix are TV-MA and TV-14, indicating that the platform targets older and teen audiences, with a significant amount of mature content.
 - Content Strategy:** Netflix should continue focusing on adult and teen content, while exploring opportunities to expand its offerings for younger audiences to capture a broader demographic.
 - Diversification:** This platform may consider increasing its portfolio of children's content to balance the current heavy focus on mature and teen-oriented programming.

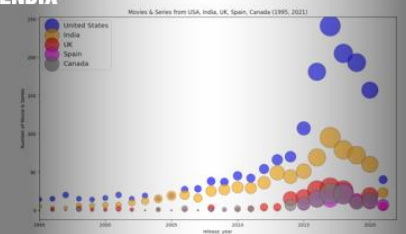


CONCLUSION

- Based on the analysis of Movies & TV Show on Netflix, several key trends and insights have emerged. These findings provide a deeper understanding of Netflix's content strategy and highlight potential areas for growth and improvement. Below are the main conclusions drawn from the data.
- Dominance of Adult and Teen Content:** Netflix's content is heavily focused on adult and teen audiences, with TV-MA and TV-14 being the most prevalent ratings. This highlights the platform's strategy of catering to mature viewers, while still offering a substantial amount of content for younger audiences.
 - Global Content Distribution:** The U.S. remains the leading country in producing content for Netflix, but countries like India, the UK, and Canada are increasing their contributions. This reflects Netflix's growing international presence and its ability to offer more diverse content from various regions.



APPENDIX



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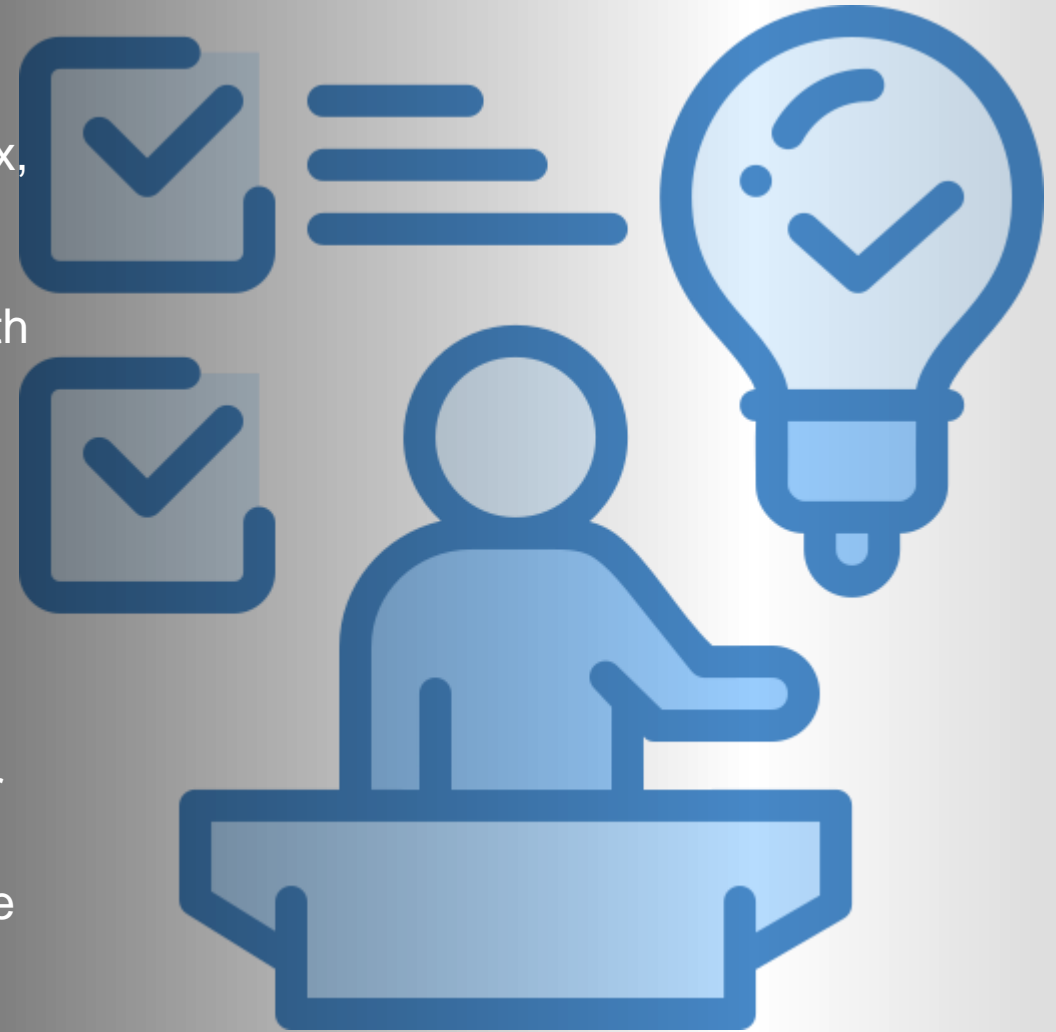
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