

NETFLIX PROJECT REPORT
(Project Semester August-December 2024)

NETFLIX

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Programm and Section: B.Tech CSE and K22GB

Course Code: INT233

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CERTIFICATE

This is to certify **Killada Neeraja** that bearing Registration no. **12222165** has completed the INT233 project titled, “**NETFLIX**” under my guidance and supervision. To the best of my knowledge, the present work is the result of his/her original development, effort and study.

Maneet Kaur

Assistant Professor

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Lovely Professional University

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Date:- 15-11-2024

DECLARATION

I, student of CSE under CSE/IT Discipline at, Lovely Professional University, Punjab, hereby declare that all the information furnished in this project report is based on my own intensive work and is genuine.

Date: 15-11-2024

Neeraja
Signature

Registration No:- 12222165

Name of Student:- Killada Neeraja

Acknowledgment

The satisfaction that accompanies the successful completion of this project would be incomplete without the mention of the people who made it possible, without whose constant guidance and encouragement would have made efforts go in vain. I consider myself privileged to express gratitude and respect towards all those who guided us through the completion of this project.

I convey thanks to my project guide **Maneet Kaur** of the Computer Science and Engineering Department for providing encouragement, constant support, and guidance which was of great help in completing this project successfully.

Last but not least, we wish to thank our parents for financing our studies in this college as well as for constantly encouraging us to learn engineering. Their personal sacrifice in providing this opportunity to learn engineering is gratefully acknowledged.

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1. Introduction

Netflix, founded in 1997 by Reed Hastings and Marc Randolph, began as a DVD rental-by-mail service in the United States. The company disrupted the traditional video rental model by offering subscription-based, no-late-fee DVD rentals that could be ordered online and delivered directly to customers' homes. As high-speed internet access expanded, Netflix recognized the potential of online streaming and launched its streaming service in 2007. This decision positioned Netflix at the forefront of the digital streaming revolution, paving the way for its massive global reach and redefining the way audiences consume media.

In 2013, Netflix took another bold step by producing and releasing its first original series, *House of Cards*. The success of this and subsequent original productions, like *Orange Is the New Black* and *Stranger Things*, established Netflix as not only a distributor but also a major producer of original content. The platform's focus on data-driven content creation, releasing full seasons at once for binge-watching, and catering to diverse audience interests helped it gain a loyal following worldwide.

Business Model

Netflix operates on a subscription-based model, offering customers unlimited access to its entire catalog of movies, TV shows, documentaries, and original programming. This model allows Netflix to focus on customer satisfaction, using detailed user data to tailor recommendations, enhance engagement, and drive content creation. Netflix's pricing tiers enable users to access the service on multiple devices simultaneously, catering to families and individuals who value multi-device streaming.

Over the years, Netflix has expanded its operations to over 190 countries and introduced localized content to cater to regional preferences. Its global expansion has included partnerships with local production houses, increasing the volume of non-English content and fostering a more inclusive entertainment ecosystem.

Content Strategy

Netflix's content strategy is multifaceted, focusing on a blend of licensed content and a significant investment in original programming. With its vast data on viewing habits, Netflix strategically acquires content and develops originals tailored to audience preferences. The company's deep understanding of audience behavior, from genre and actor preferences to viewing times, has allowed it to effectively target diverse demographic groups.

1. **Netflix Originals:** One of Netflix's defining features is its emphasis on original content. Netflix Originals span various genres, including drama, comedy, thriller, horror, and documentaries, with popular titles like *The Witcher*, *Money Heist*, *The Crown*, and *BoJack Horseman*. This investment in originals allows Netflix to have exclusive content, which has proven essential in differentiating itself from competitors.
2. **Global and Localized Content:** Netflix has invested significantly in local language content to appeal to global audiences. Shows like *Dark* from Germany, *Sacred Games* from India, and *La Casa de Papel* (Money Heist) from Spain have demonstrated the potential of non-English content to achieve global success. This strategy has helped Netflix broaden its user base in various regions, especially in Asia, Europe, and Latin America.

2. Scope of Analysis:

1. Content Overview and Composition

- **Genres and Categories:** Analyze the breakdown of genres and categories for movies, series, and other content types.
- **Content Type Analysis:** Compare the proportion of movies vs. TV shows on Netflix.
- **Country-wise Content Distribution:** Map content origin and analyze trends by country, including top content-producing countries.

2. Trend Analysis Over Time

- **Release Year Trends:** Identify how content production has changed over time, spotting any surges or declines in releases.
- **Yearly Addition Trends:** Examine the years in which content was added to Netflix to assess patterns in acquisition or release.

3. Audience and Ratings Analysis

- **Age Ratings:** Breakdown content by age rating to see trends across demographics (e.g., G, PG, PG-13, R).
- **Content Longevity:** Identify how long content stays on Netflix, and explore factors that might affect content retention.

4. Genre-Specific Insights

- **Genre Popularity Over Time:** Track the popularity of specific genres over time, revealing shifts in viewer interest.
- **Genre and Rating Correlations:** Explore relationships between genre and rating (e.g., certain genres receiving higher age ratings).

5. Comparative Analysis Across Regions

- **Region-Specific Content Preferences:** Identify if certain content types or genres are more popular in specific regions.
- **Localization Trends:** Investigate how Netflix adapts content offerings to different markets, potentially comparing localization strategies.

3. Source of DataSet:

The dataset is taken from Kaggle. Kaggle is a platform that hosts a variety of datasets from different domains such as healthcare, finance, sports, and more. The datasets on Kaggle are contributed by users and organizations from all over the world.

To access datasets on Kaggle, you first need to create an account on the platform. Once you have an account, you can search for datasets using the search bar on the Kaggle homepage or browse through the datasets by category.

About : -

- **Title Types:** Categorized as either "Movie" or "TV Show."
- **Genres:** Listed under the listed_in column, giving insights into Netflix's content categories.
- **Release & Addition Dates:** These show when a title was released and when it was added to Netflix.
- **Ratings:** Includes maturity ratings like TV-MA, PG-13, etc., useful for understanding content suitability.
- **Duration:** For movies, duration is in minutes; for shows, it's the number of seasons.

Here are the details of my chosen data set.

- Name: Netflix_titles
- Link: <https://www.kaggle.com/datasets/ahmedabbas757/dataset>
- Format: CSV
- No. of data sets: 1
- Number of Rows: 6234
- Number of columns: 12

- Size: 21.4 MB
- Date Fields:
 - i. Show_id
 - ii. Type
 - iii. Title
 - iv. Director
 - v. Cast
 - vi. Country
 - vii. Date_added
 - viii. Release_year
 - ix. Rating
 - x. Duration
 - xi. Listed_in
 - xii. Description

4. ETL process

Extracted the data set from the Kaggle which contains the date of sales of Adidas products in USA from the years 2020,2021.

Transformed the data by removing the state of Alaska.

Loaded the dataset into the Tableau.

Created Sales of Adidas dashboard using the Tableau.

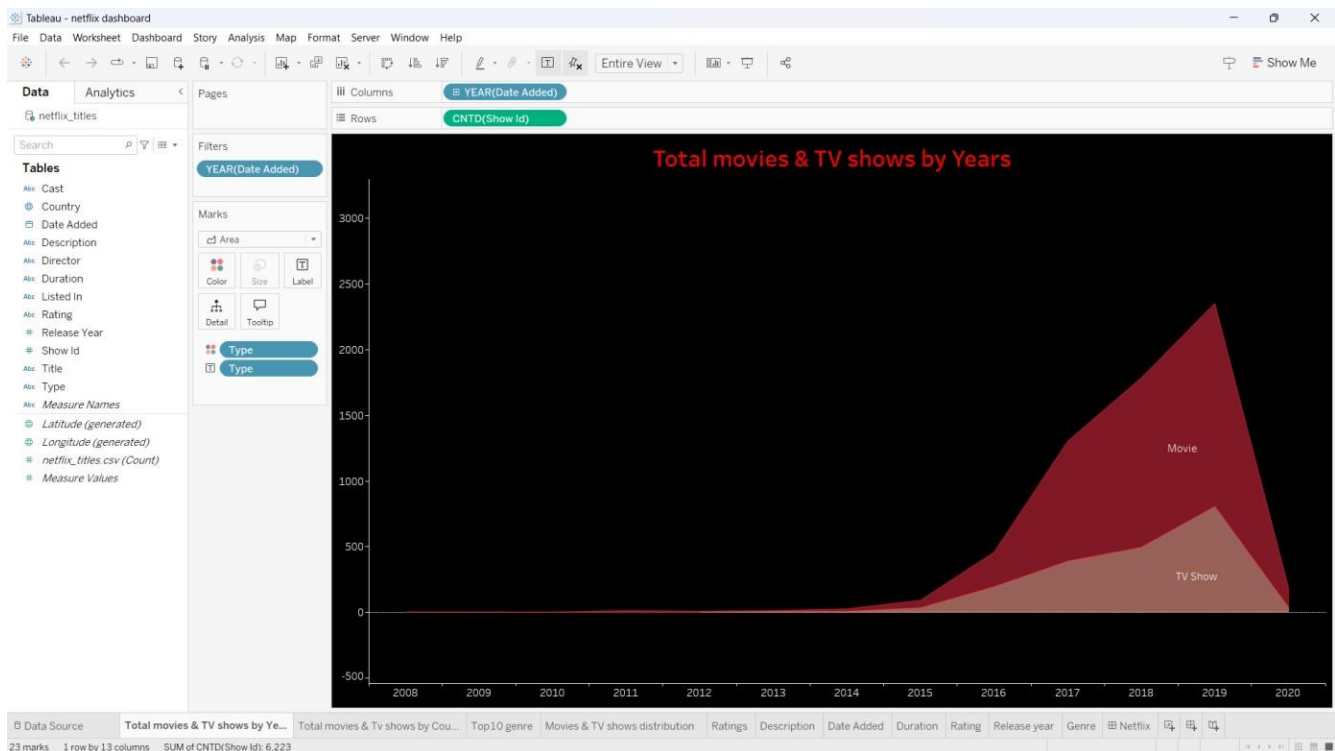
5. Analysis of DataSet

5.1 Total movies & TV shows by Years :-

i. General Description: In the Given dataset From 2008 to 2020 Number of Shows has been added to the date which is in Distinct. The Market increasing for few years after Few years Market has been down around the world. Movies are mark of dark red and Shows are mark of light red.

ii. Analysis Result:
In the Line Chart The Movies and Shows growth are rapidly increasing year by year from 2008 to 2019 for period of 12 years. In 2020 the graph has down. In 2019 the Movies growth is 1546. Tv Shows is 803. In 2020 the Movies 147. TV Shows is 37.

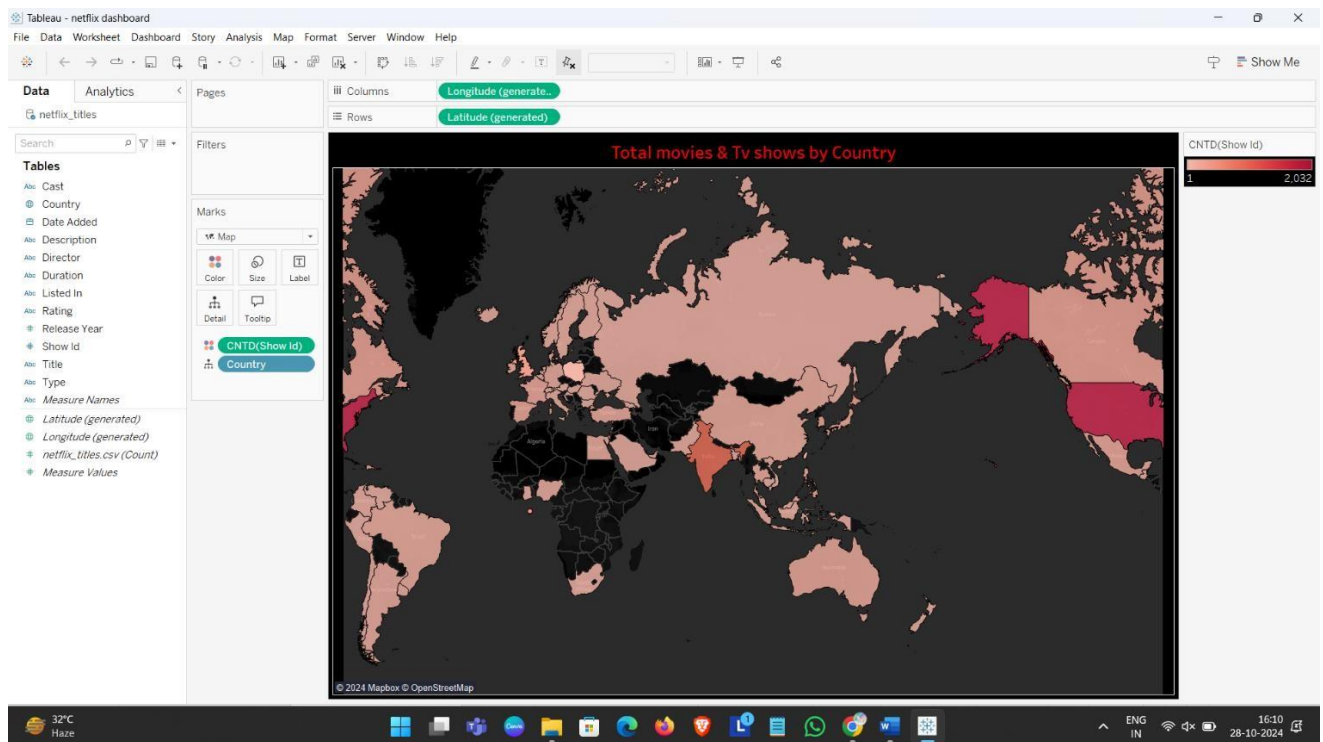
iii. Visualization:



6.2. Total movies & Tv shows by Country:-

- i. General Description: Using geographical representation the world has 3 colored parts which is Dark Red, Moderate Red, Light Red, According to data United States is the Major portion Colored in Dark red, India is the Moderate portion Colored in Moderate Red, Remaining colored portion are in Light red, like countries Brazil, Canada, Russia, Europe, Germany, etc;

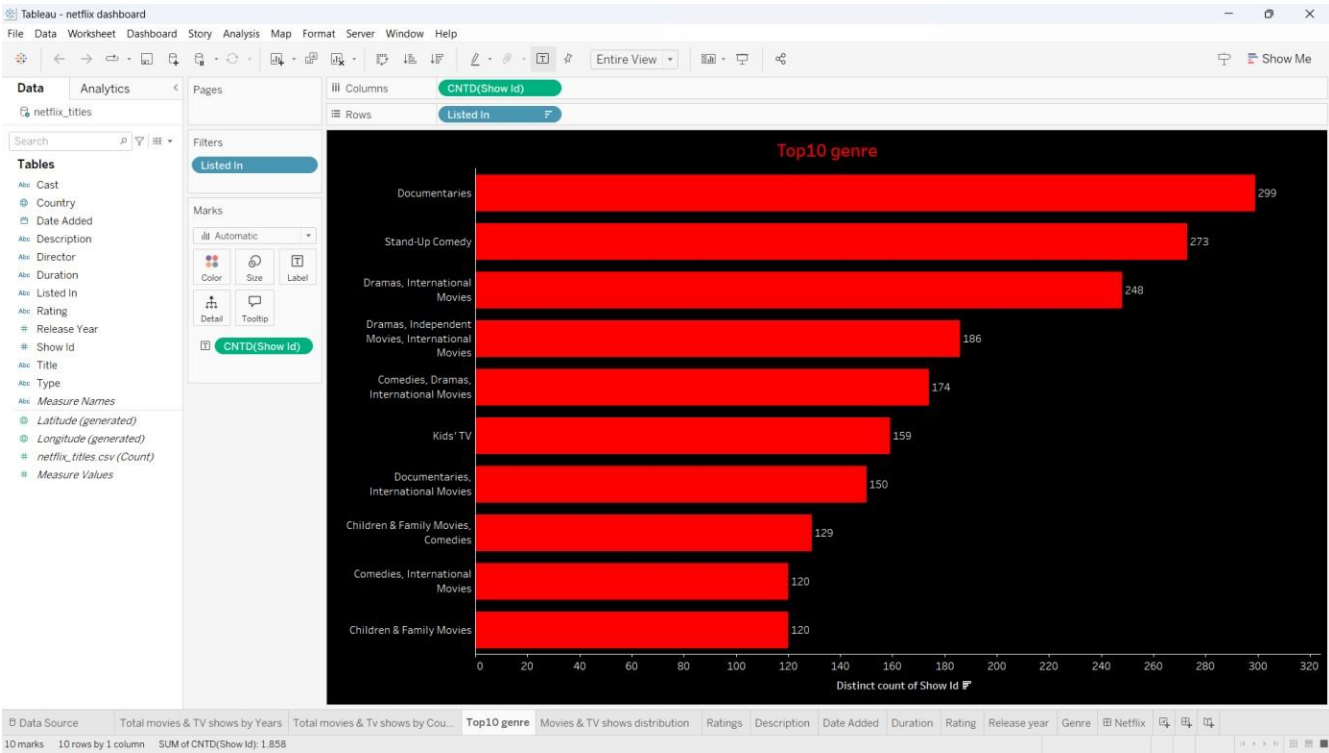
Visualization:-



6.3. Top 10 Genre :

- i. General Description: According Visualization Number of Genre are there like Documentries(299), Stand Up Comedy(273) , Dramas, International Movies(248), Drama, International Movies, Independent Movies(186), Dramas, International Movies , Comdies(174), Kids’TV(159), Documentries(150), Children& Family Movies(120), Comdies,International Movies(120), Children& Family Movies, Comdies(129). Accordingly the given data Documentries are highest which is at count 299 and lowest is Children& Family Movies(120), Comdies,International movies(120).

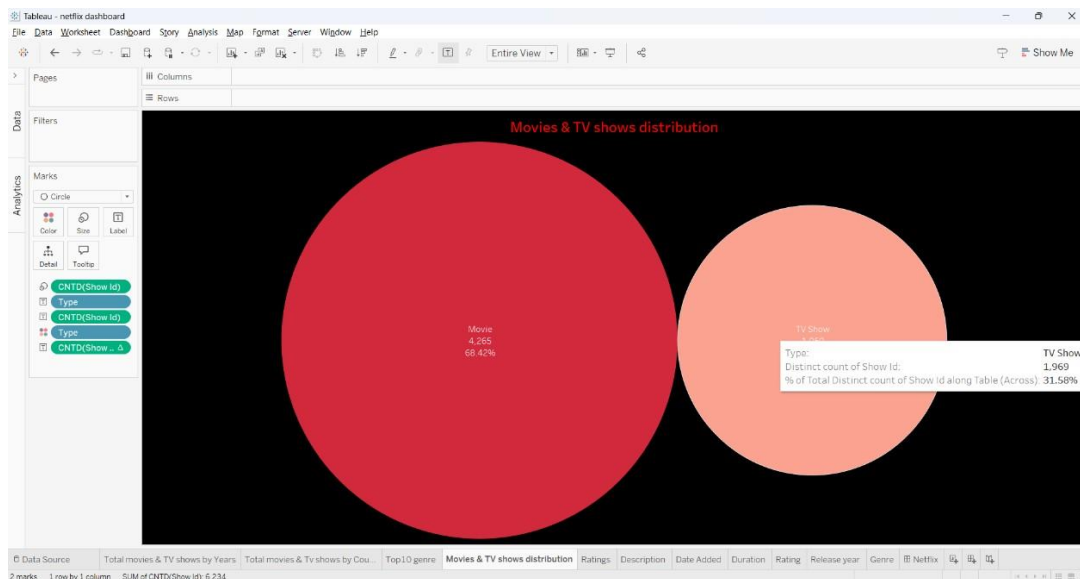
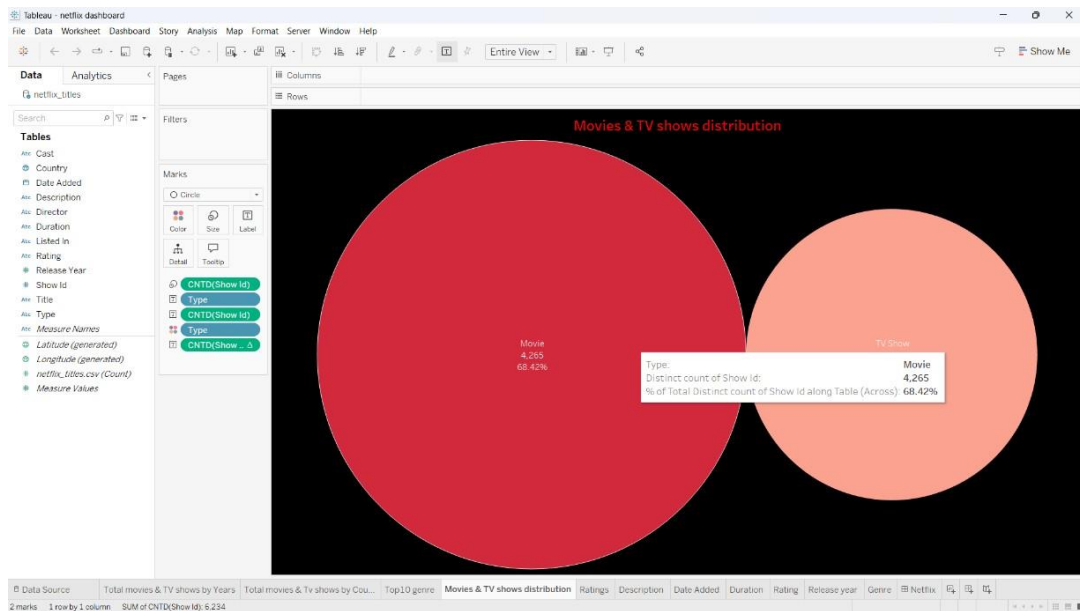
- ii. Visualization:-



6.4. Movies & TV distribution :-

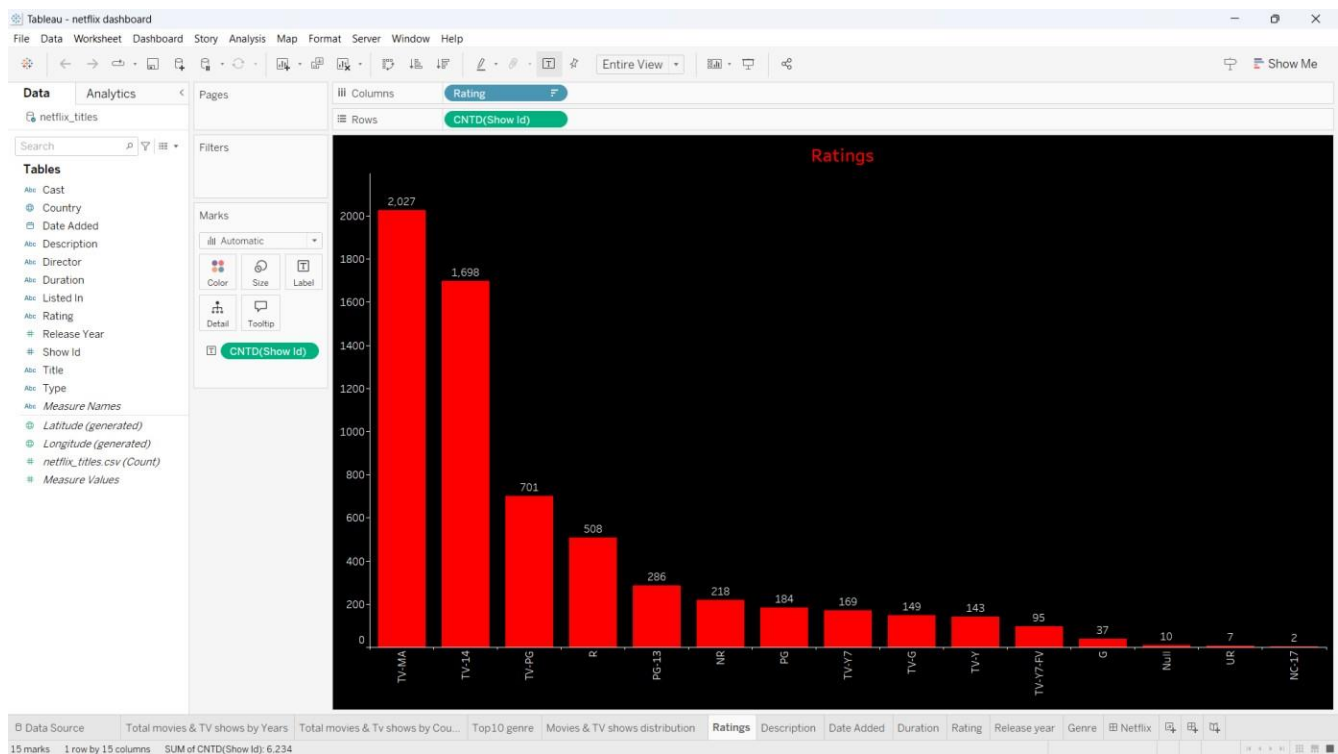
- i. General Description : There are To Categories Like Movies and TV Shows In Netflix and The distribution of Movie is 68.42% and TV Shows is 31.58% Count of Movies is 4265 and Count of TV Shows is 1969.

- ii. Visualization:

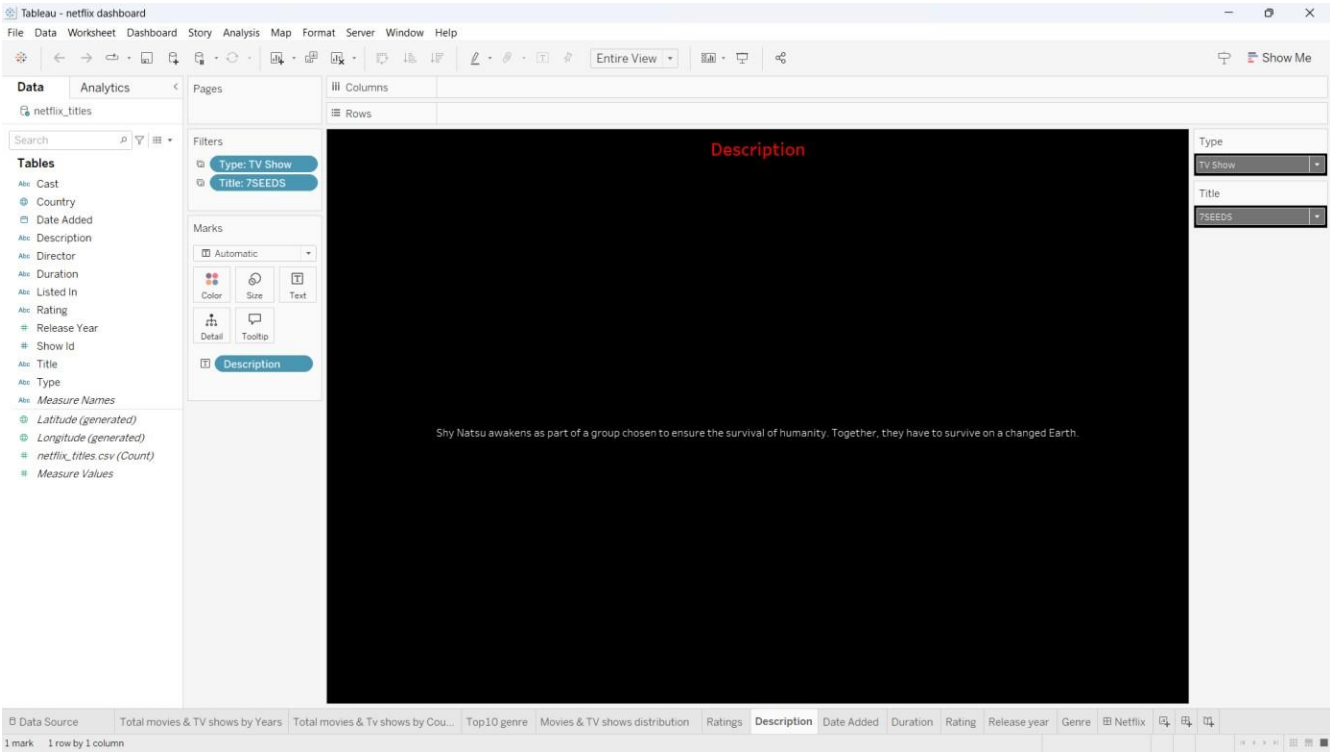


6.5. Ratings:

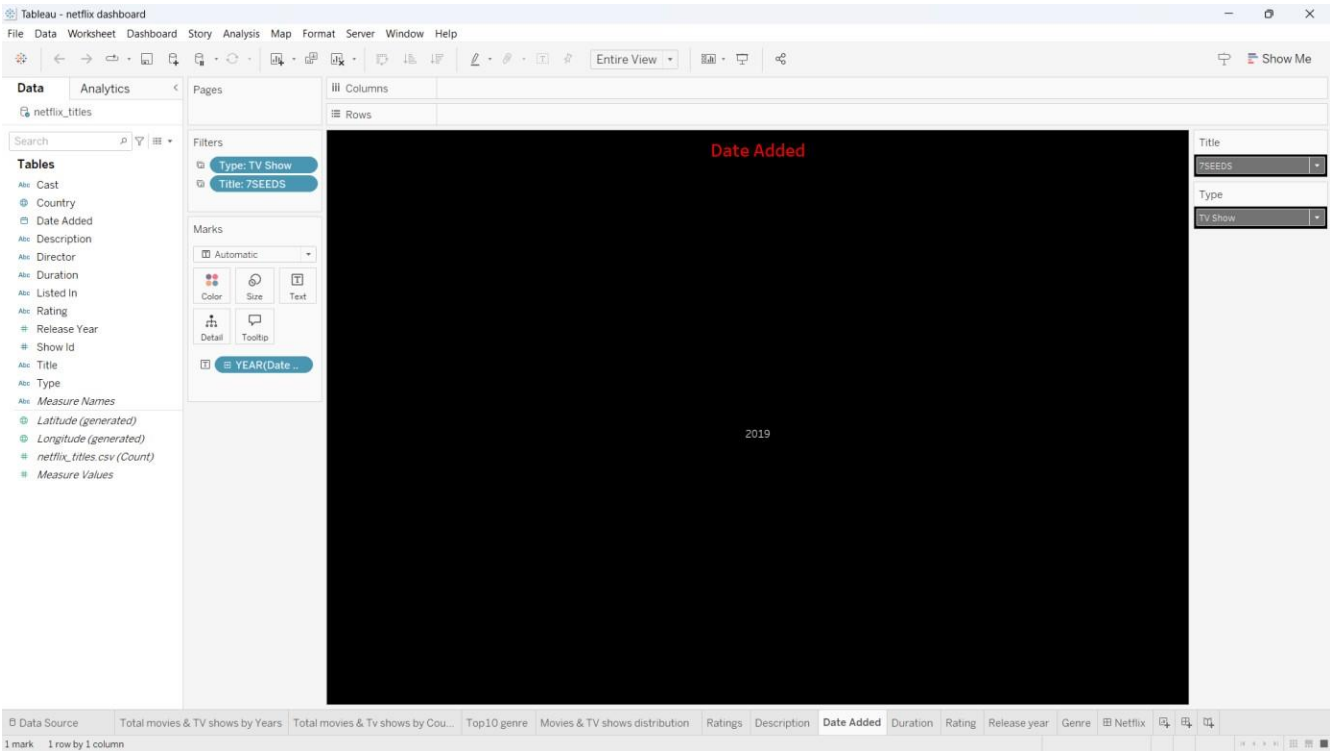
- i. General Description: According to Shows and Article there is an Rating for every Movie and TV show like TV-MA has given rating for 2027 Shows and Movies , TV-14 has given rating for 1698, TV-PG for 701, R has given for 508, PG-13 for 286, NR for 218, PG for 184, TV-Y7 for 169, TV-G for 149, TV-Y for 143,TV-Y7-FV for 95, G for 37, Null for 10, UR for 7, Nc-17 for 2. The highest rating is given by TV-MA is 2027 and Lowest is NC-17 is 2.
- ii. Visualization:-



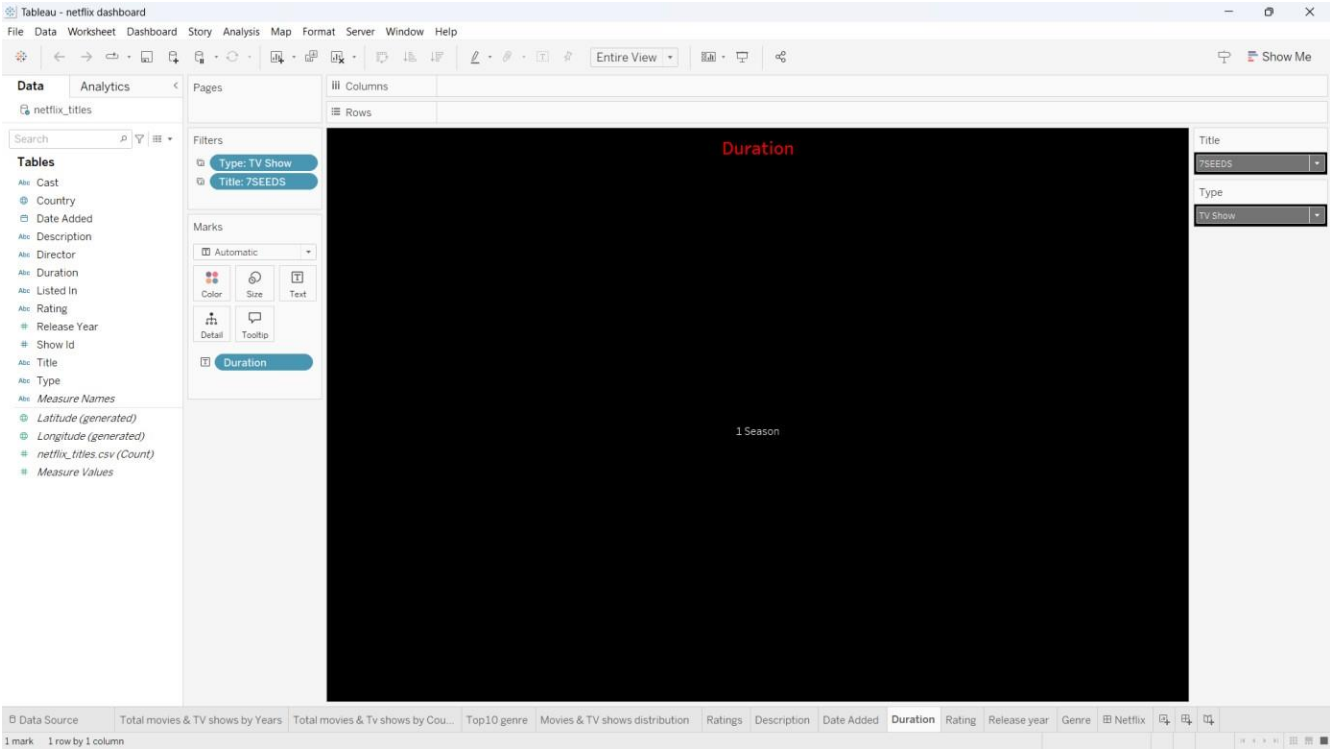
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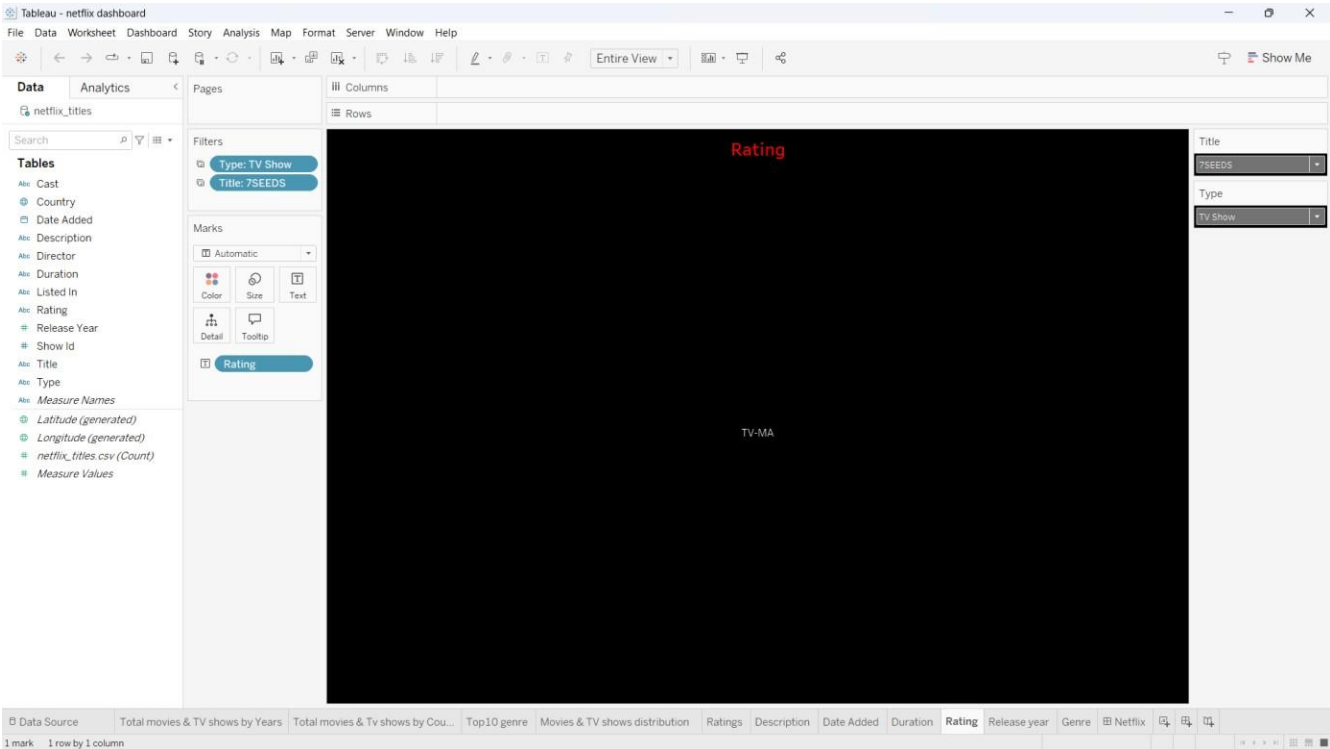
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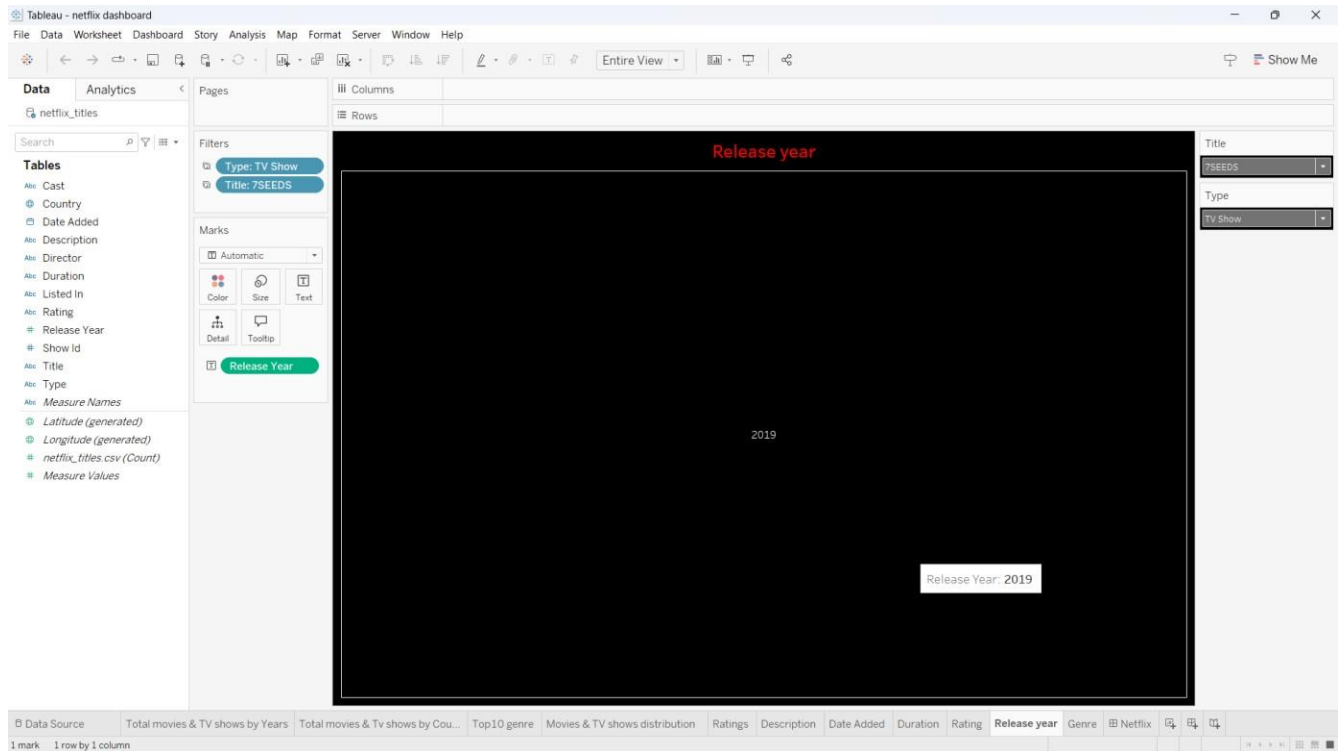
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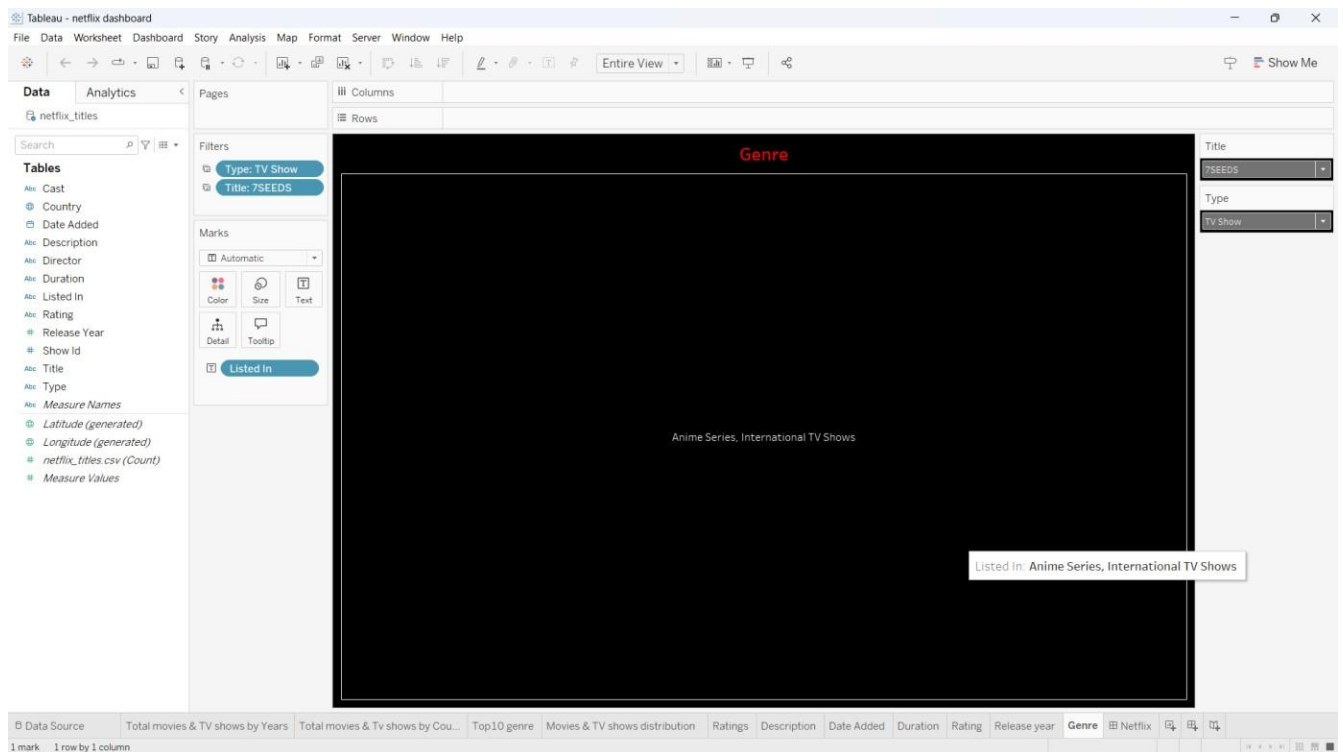
Rating: -

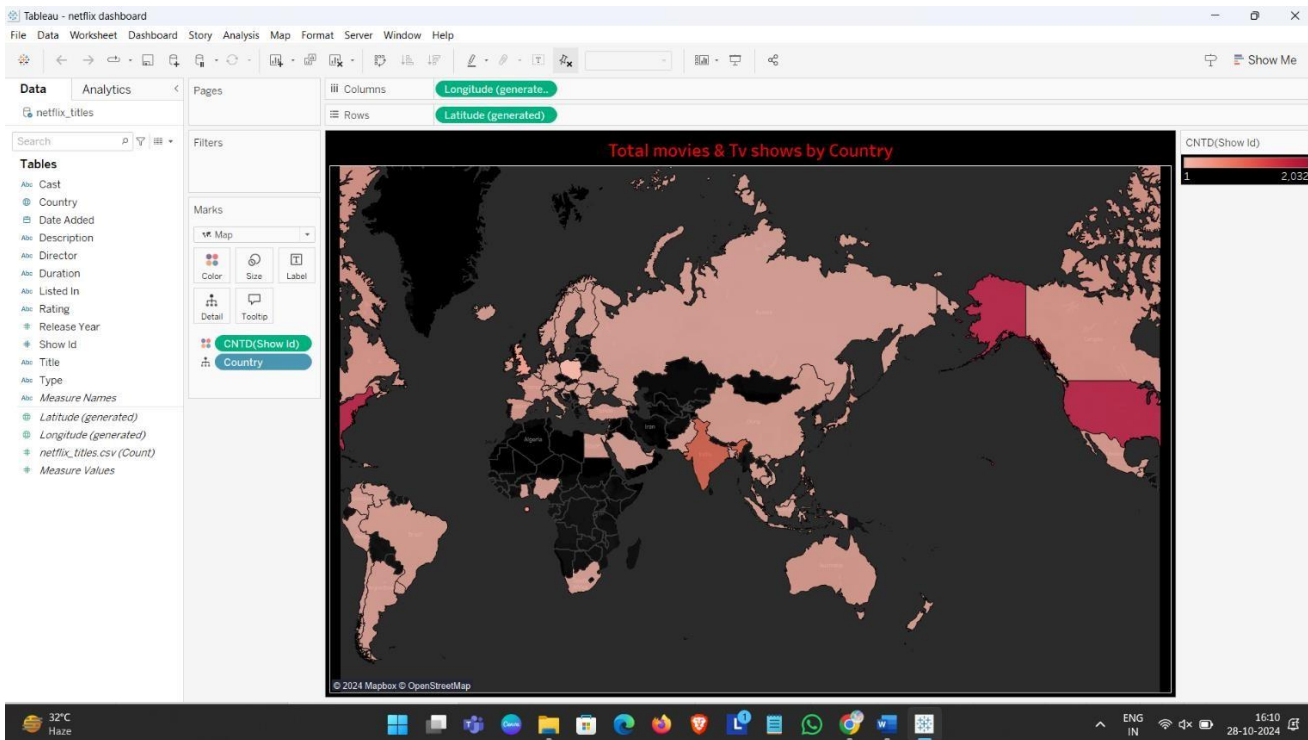
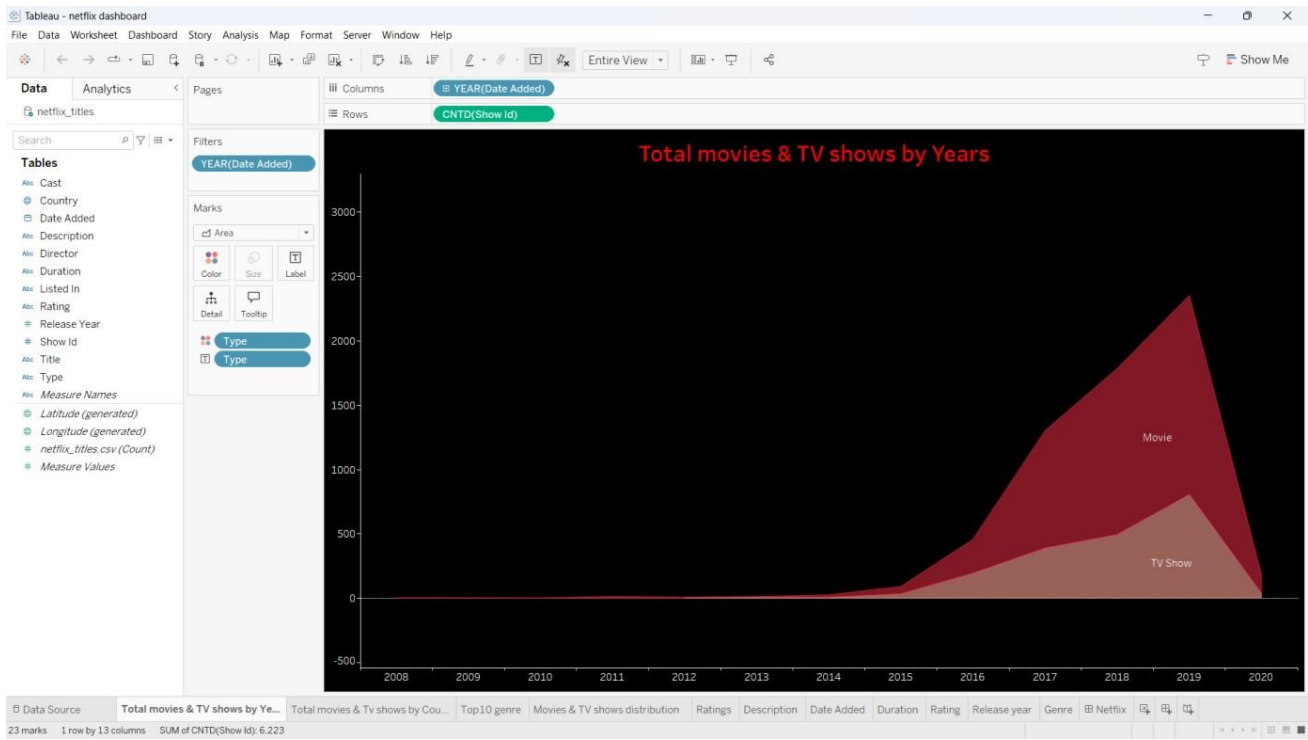


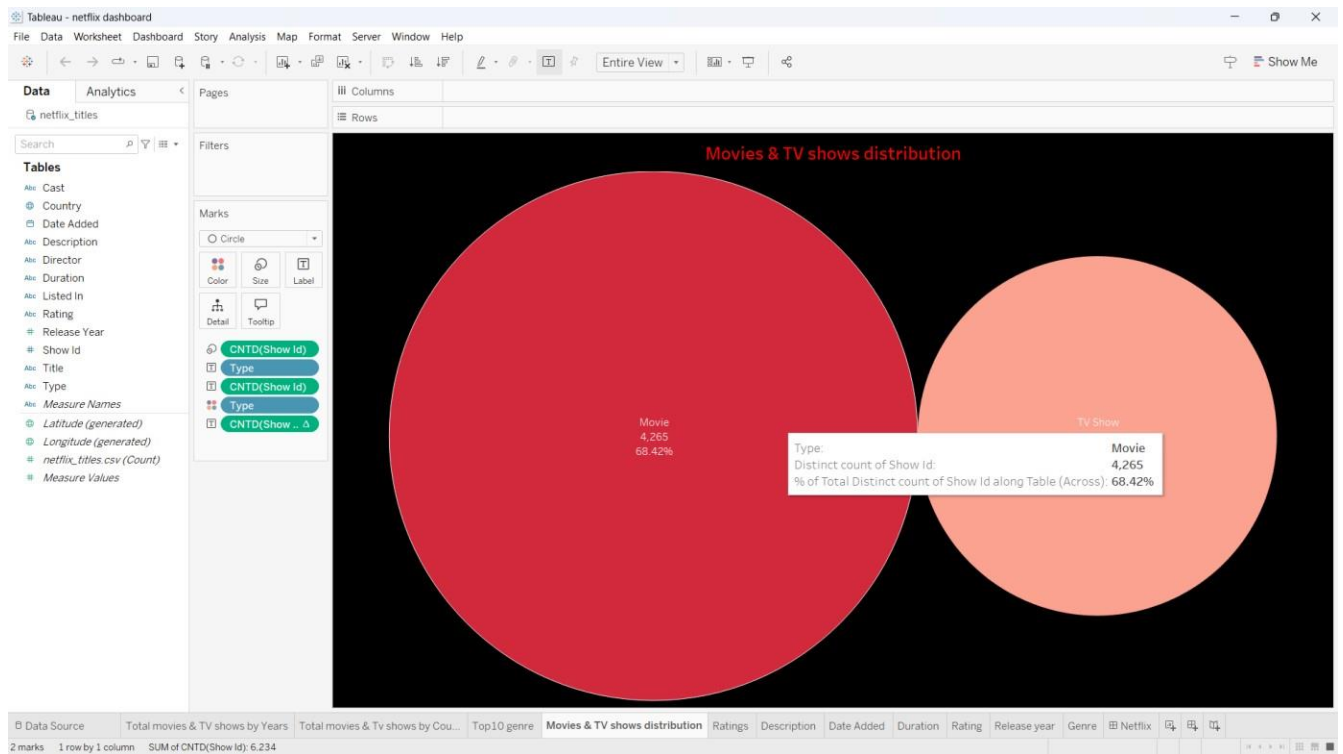
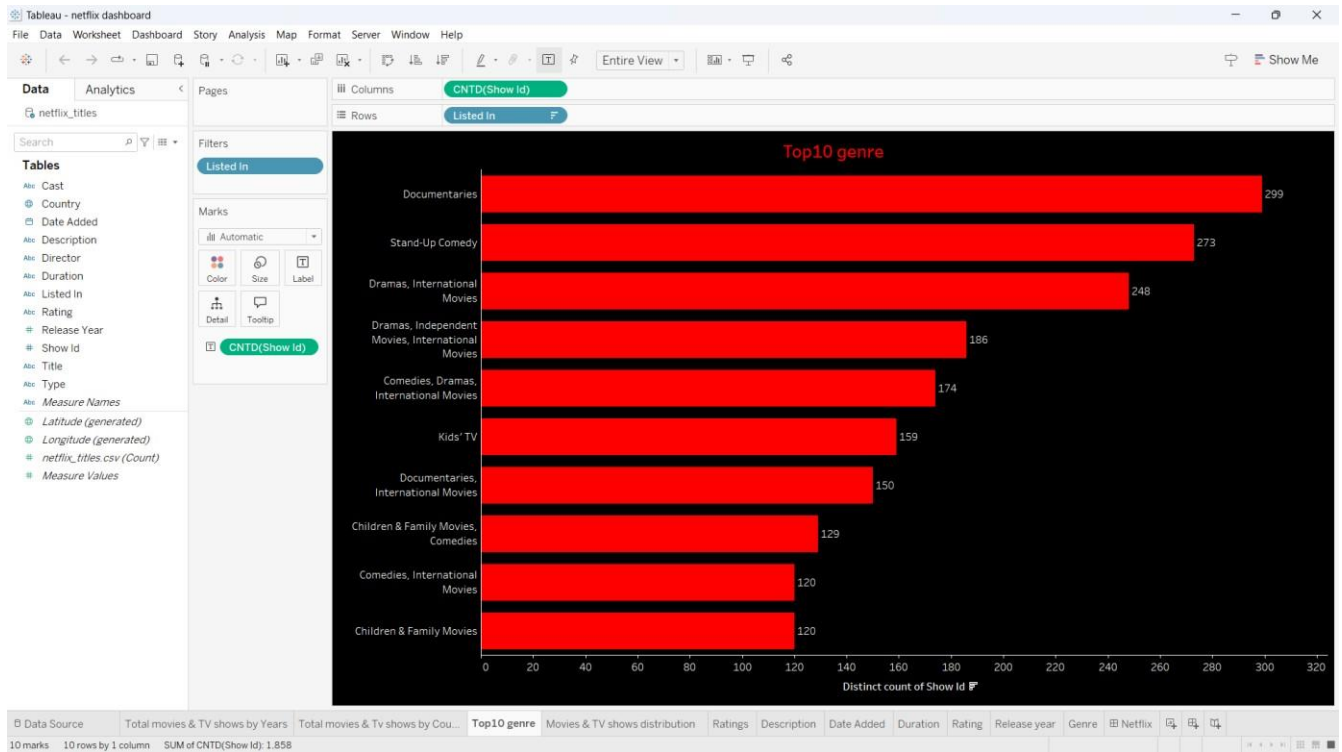
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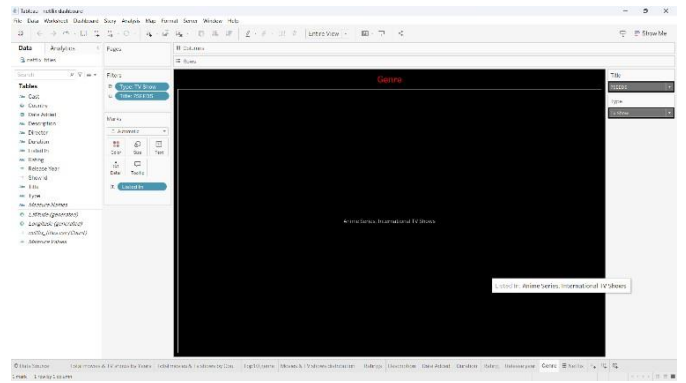
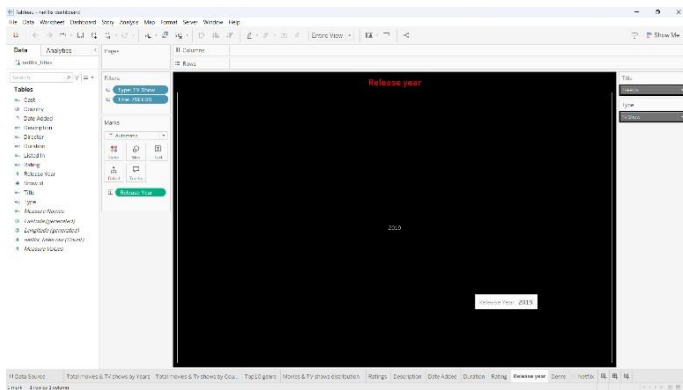


Genre:-

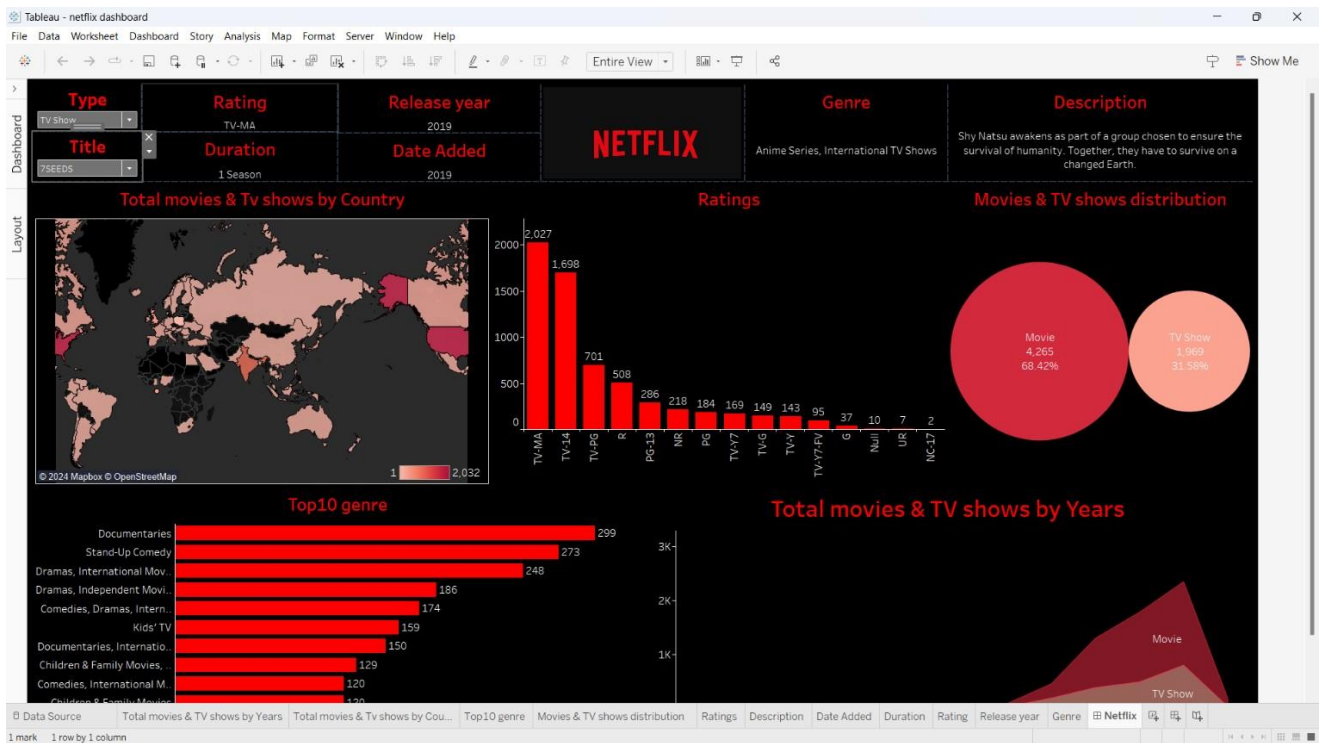


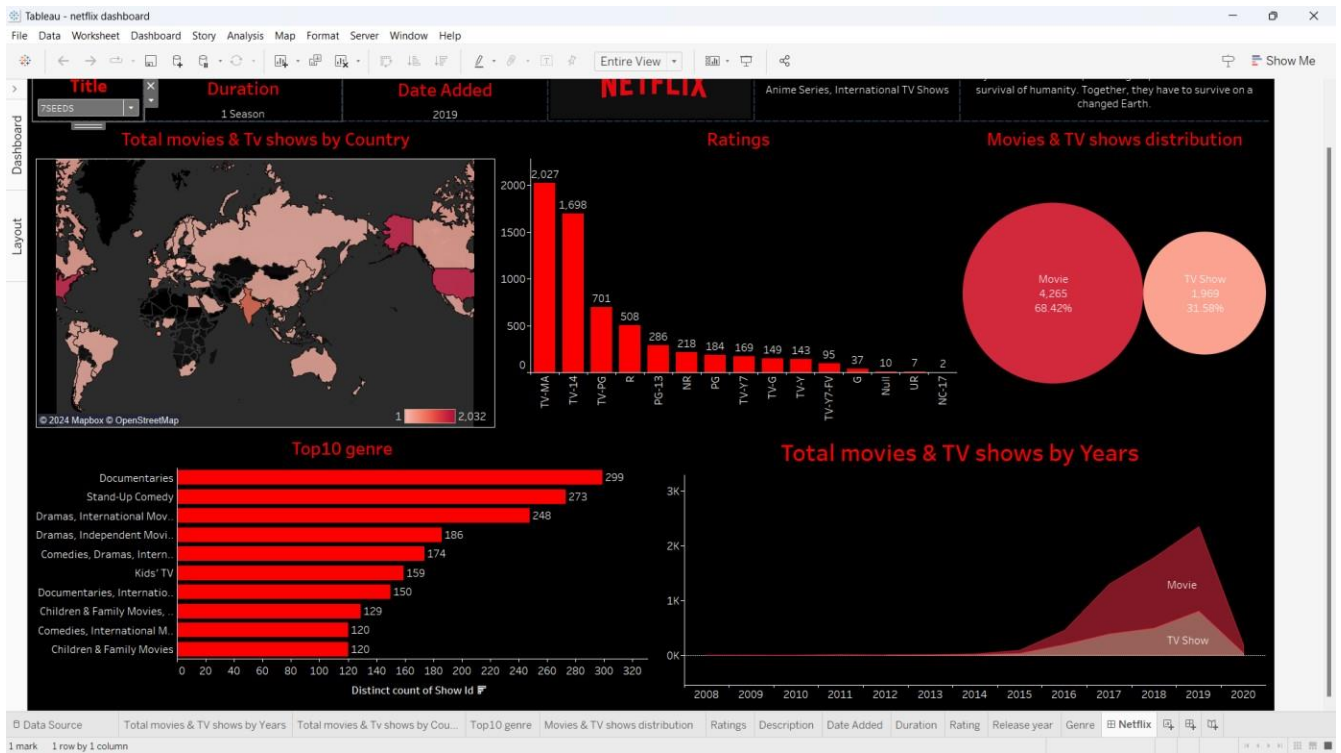






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6. References :-

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