Netflix User Data Analysis Project

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# 1. Objective

The goal of this project is to analyze Netflix user viewing behavior and content trends using data analysis techniques. We aim to identify patterns such as most-watched genres, viewing habits by year, and popular content to guide data-driven decisions.

# 2. Tools and Technologies Used

- Python  
- Pandas, NumPy (data manipulation)  
- Matplotlib, Seaborn, Plotly (visualization)  
- Streamlit (for dashboard deployment)  
- Jupyter Notebook (for development)

# 3. Data Source

We used a publicly available Netflix dataset containing information such as movie titles, genres, release years, and durations.

# 4. Project Workflow

1. Data Collection and Loading  
2. Data Cleaning and Preprocessing  
3. Exploratory Data Analysis  
4. Creating visual insights (heatmaps, bar charts, pie charts)  
5. Deployment of dashboard using Streamlit

# 5. Results and Insights

The analysis revealed key insights into popular content trends, the rise in Netflix content over years, and differences in movie vs TV show release patterns. Genre analysis showed dominance in drama and international content.

# 6. Conclusion

This project successfully provided actionable insights into Netflix content trends using data visualization and analysis. Future improvements could include integrating user ratings and recommendation engines using ML models.