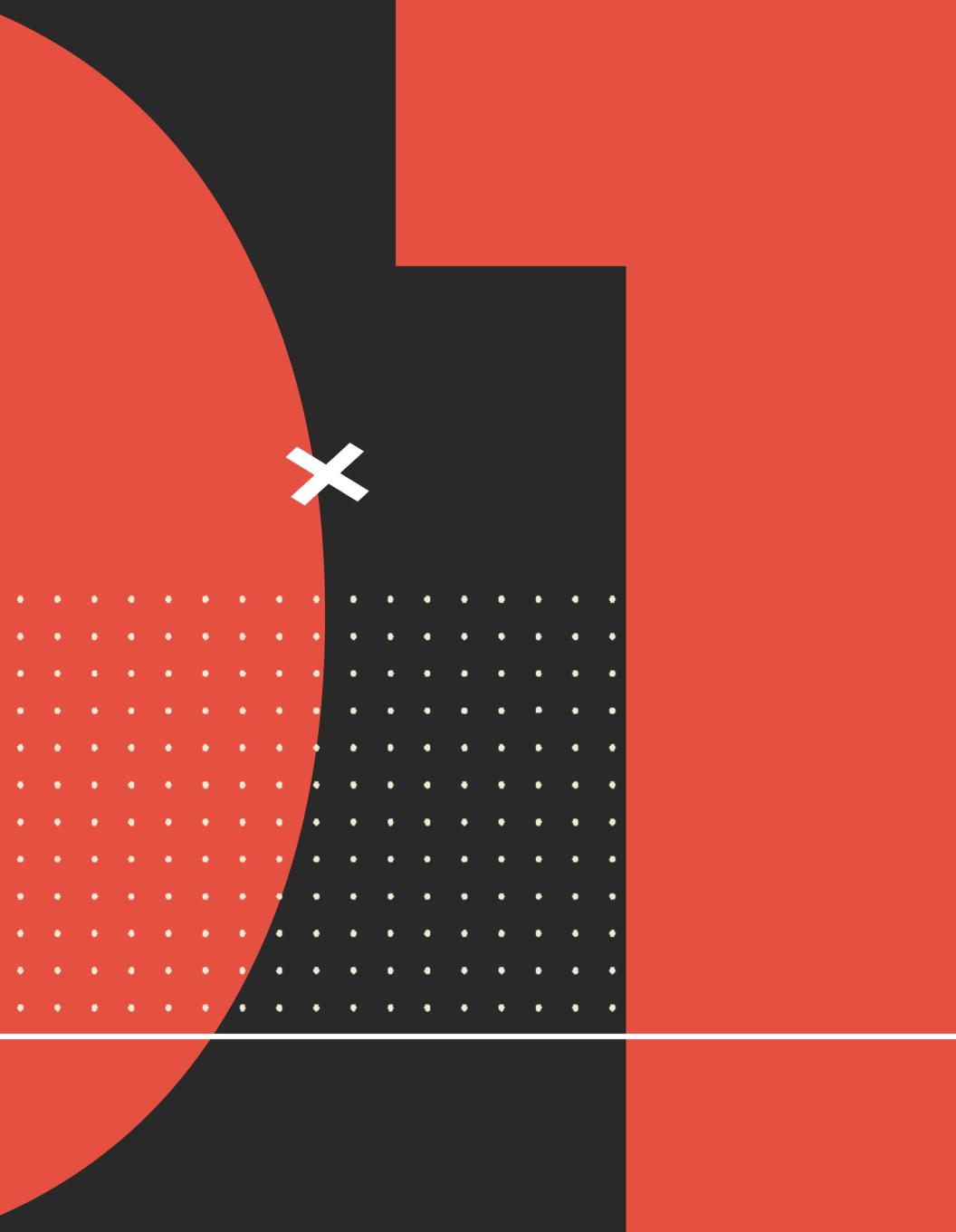


Netflix Analysis



NETFLIX

2022

Netflix is one of the most popular platforms all over the world with more than 220 million paid subscribers. It is a streaming service that offers an abundance of TV shows, movies, animes, documentaries, etc.

Aim?

To draw insights from the data using visualization techniques!

Content :

Dataset Information

Data Cleaning

Exploratory Data Analysis (EDA)

Conclusion

Lets find out the what type of contents are present in the dataset

Movie
69.7%

TV Shows
30.3%

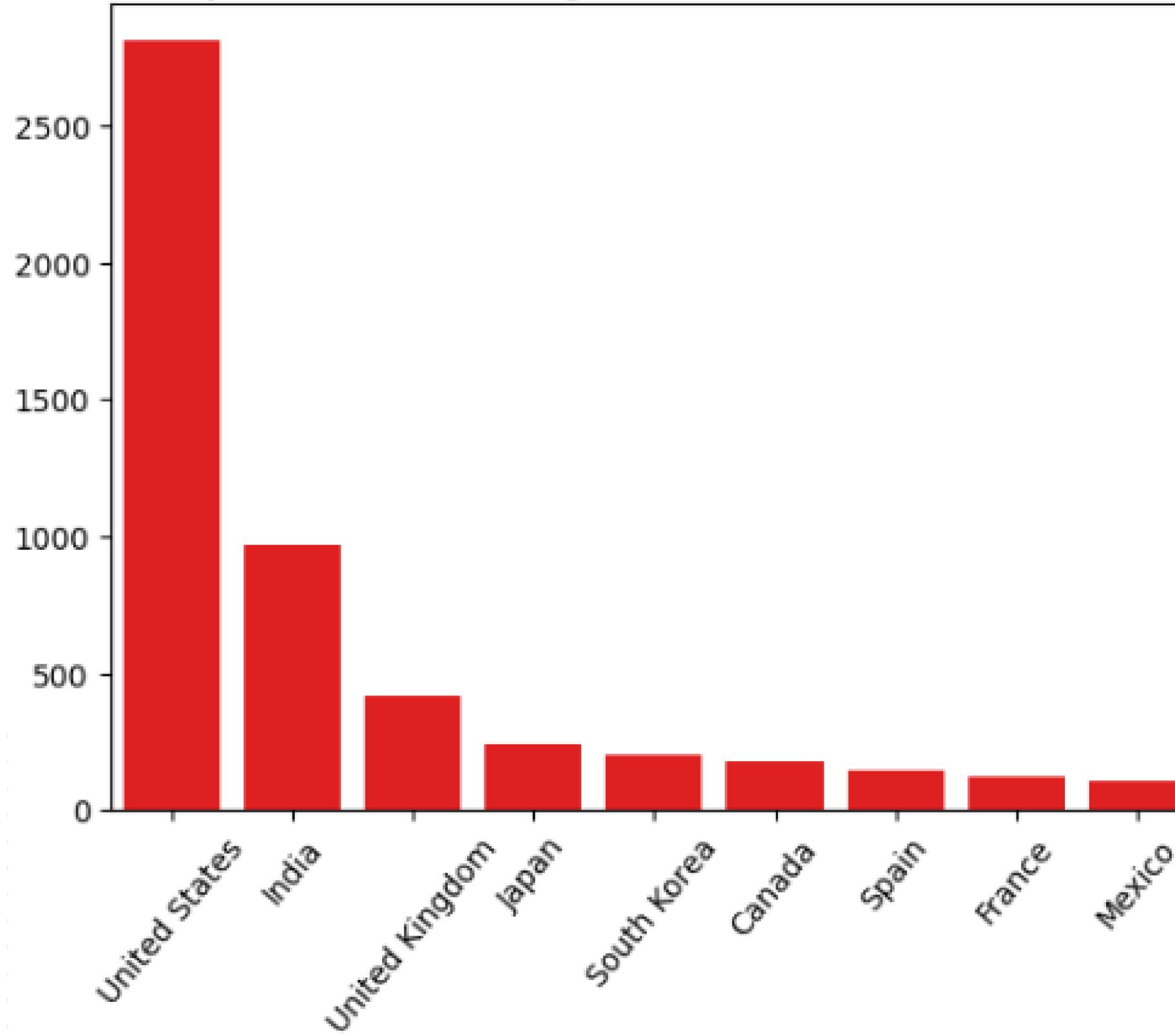
Netflix produces 2 types of shows : Movie & TV Show.

The number of Movies watched far exceeds the number of TV shows, more than double.

×

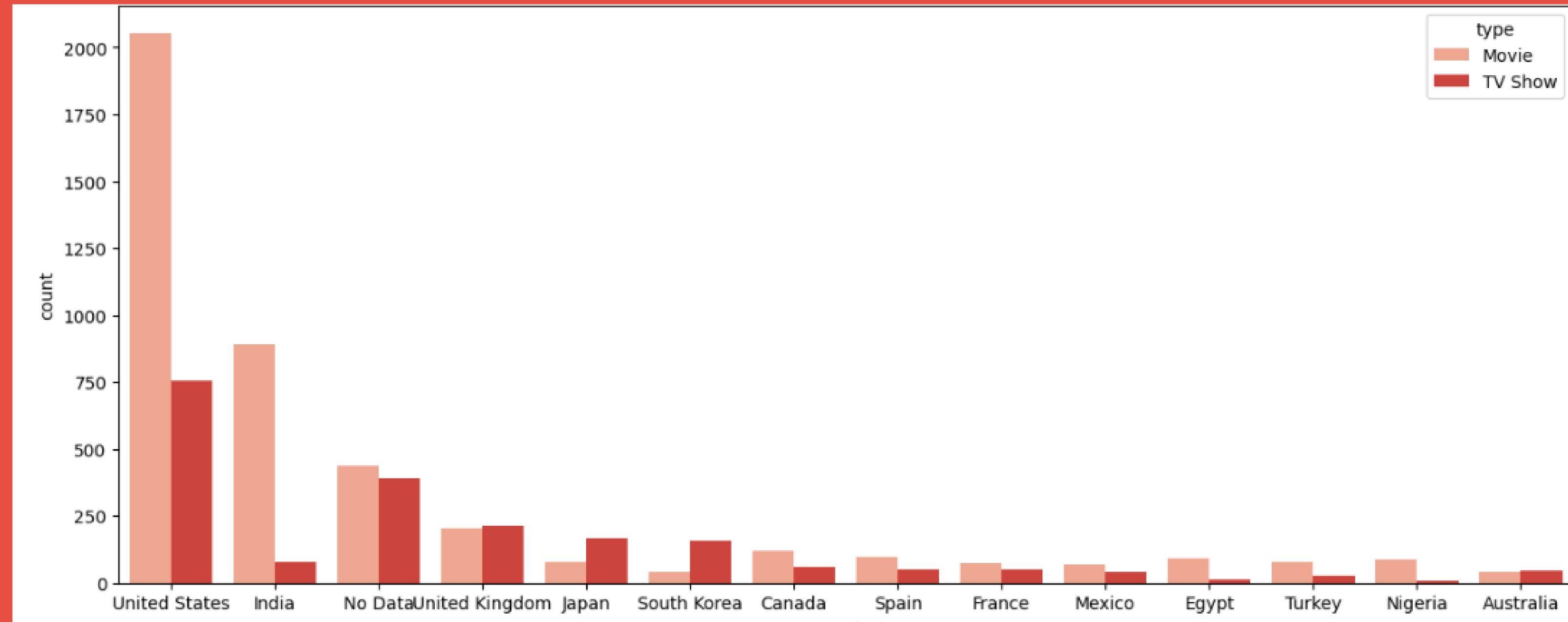
Since there are contents that are produced in different countries sp we have to consider those too. So we have to split those rows and get the individual country.

Top 10 Country with most content



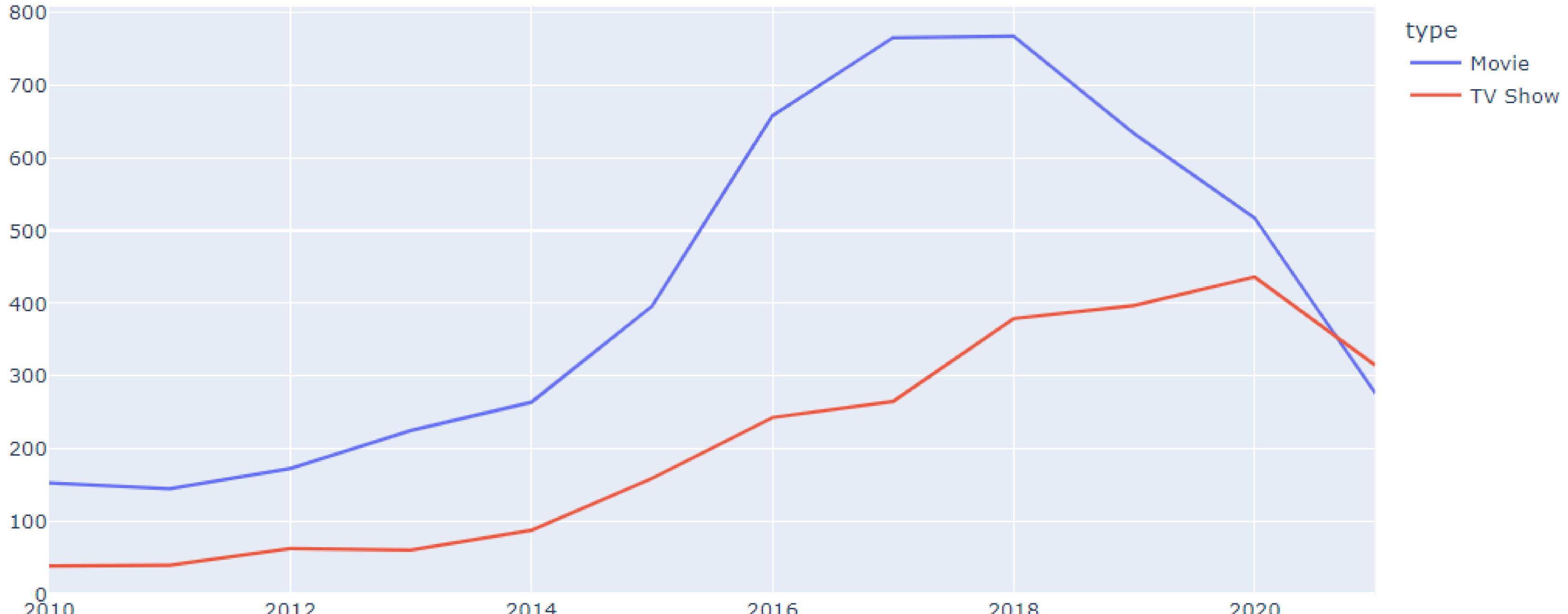
The most prolific producers of content for Netflix are, primarily, the USA, with India and the UK a significant distance behind. It makes sense that the USA produces the most content as, after all, Netflix is a US company.

Top 10 countries with Movie/TV show split



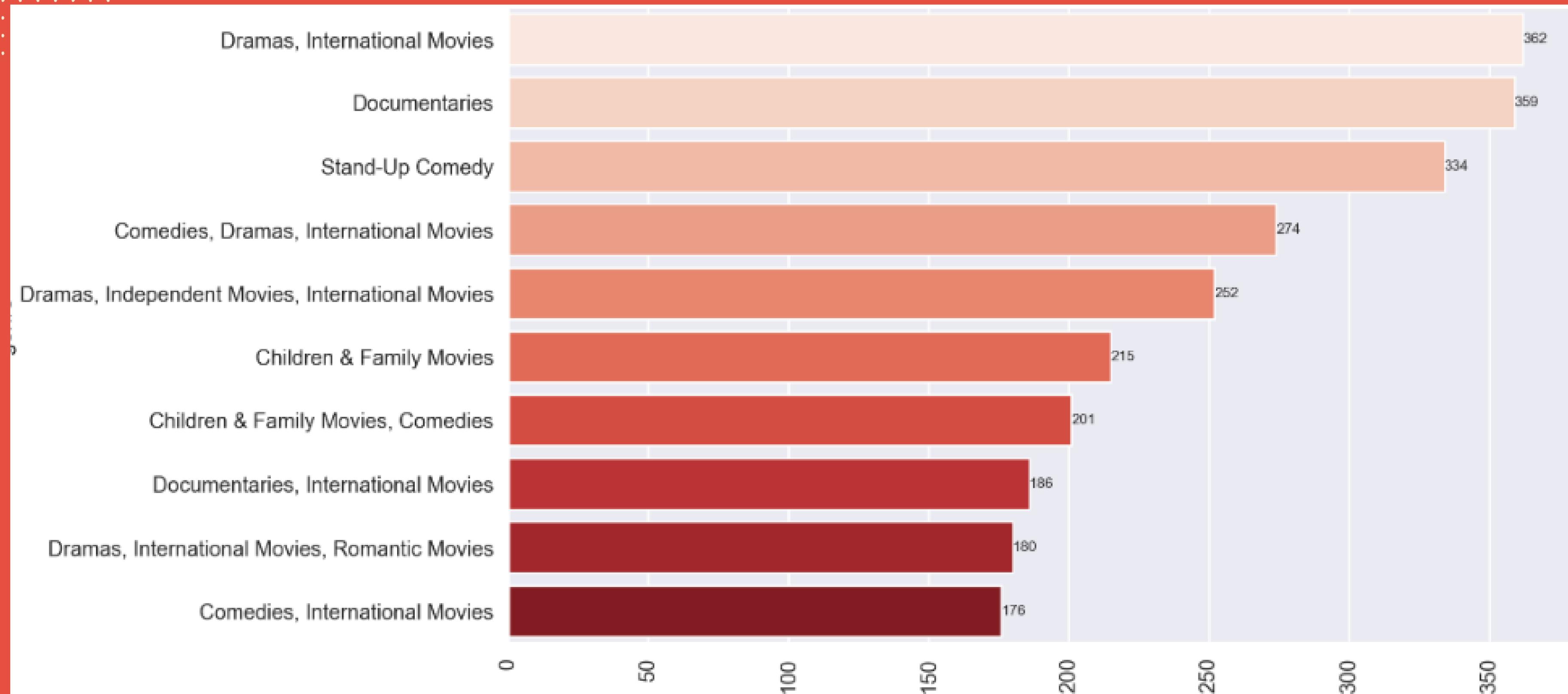
India's massive production is concentrated in films, the highest proportion among the countries analyzed. This can be explained by its large film industry (Bollywood). On the contrary, South Korea is the country that proportionally produces the most significant number of series, emphasizing the production and audience of so-called Korean dramas.

Content produced over the years on Netflix

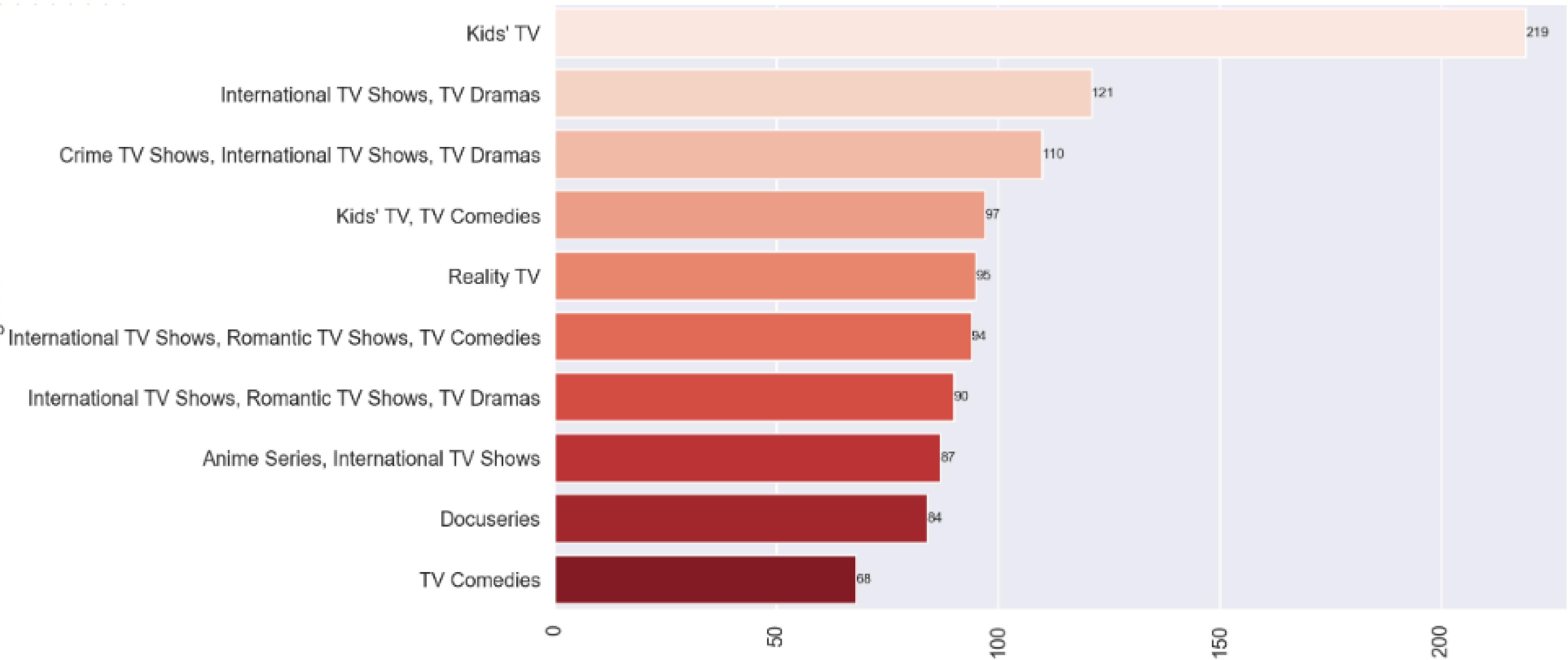


The above line graph shows that there has been a decline in the production of the content for both movies and other shows since 2020.

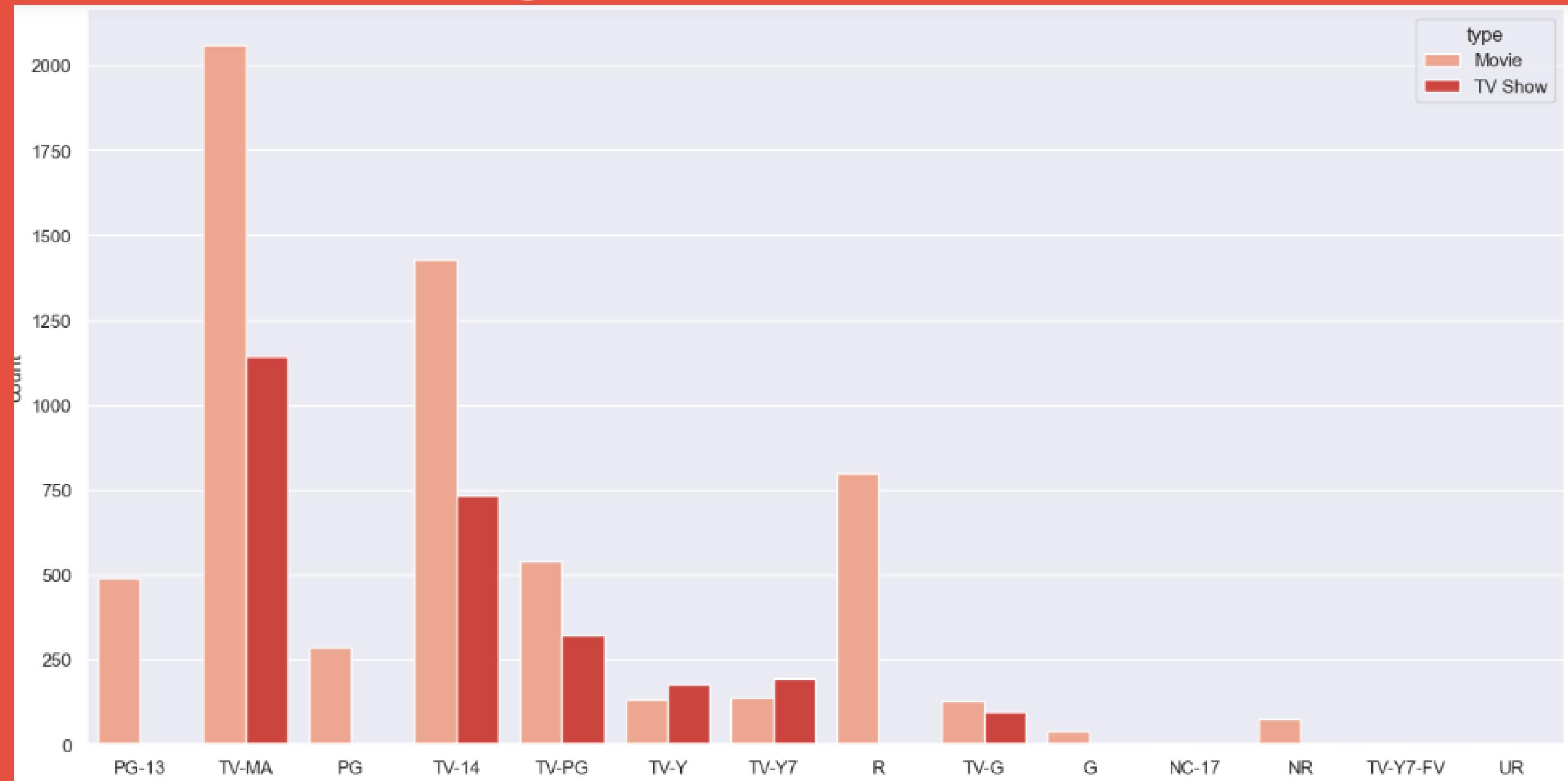
Most Preferred content For Movies



Most preferred content for TV shows

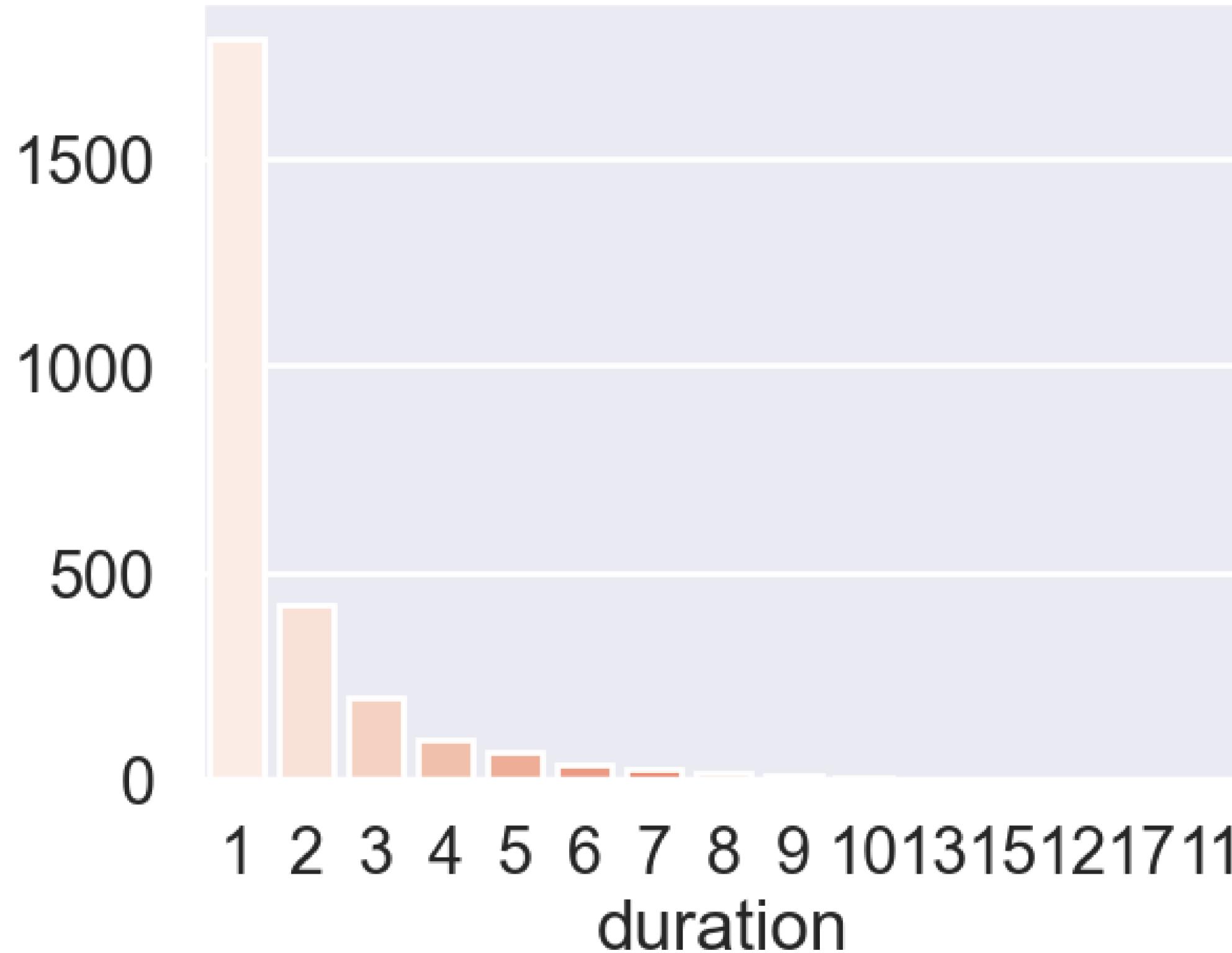


Rating Distribution



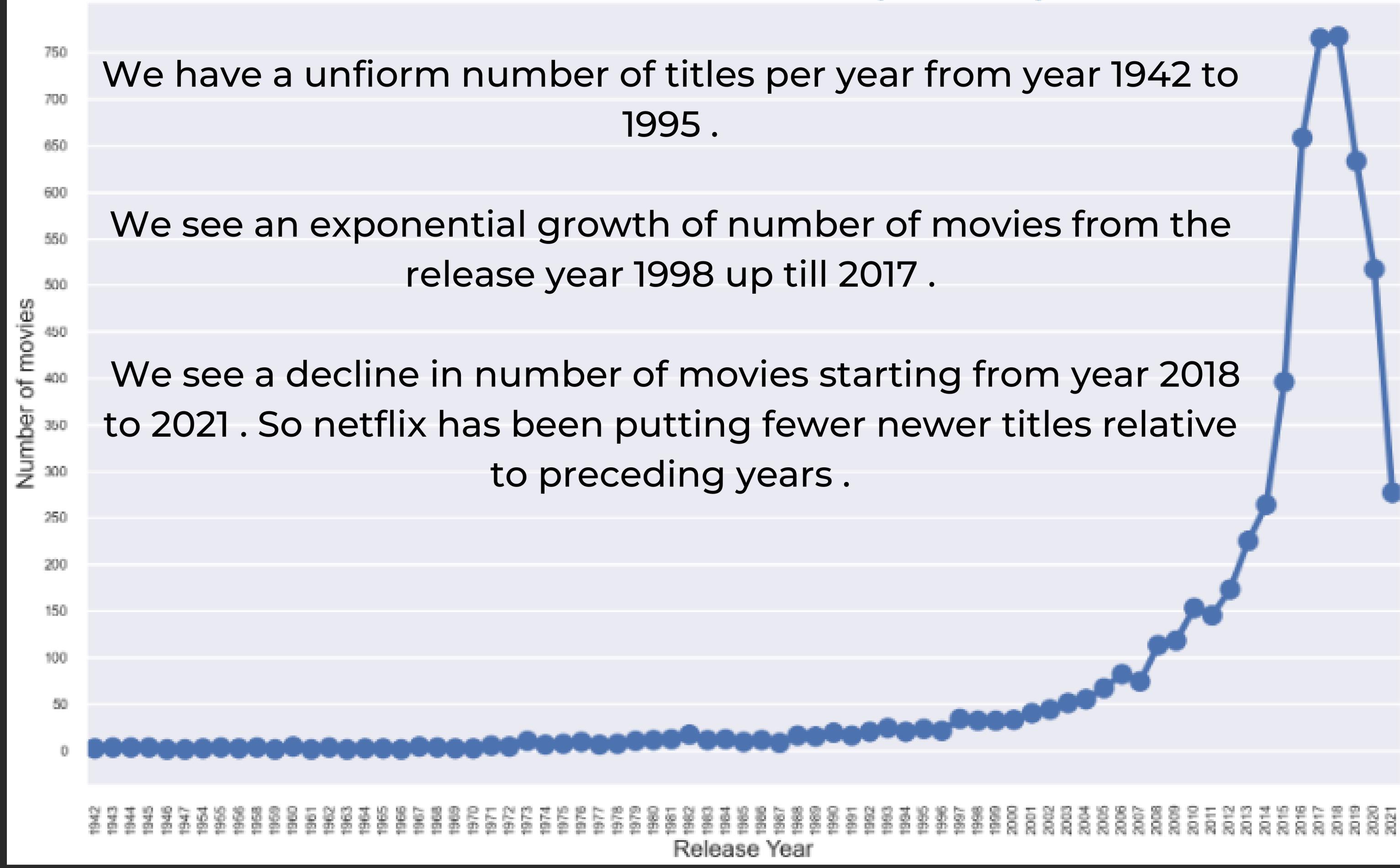
The Graph above shows that the majority of content on Netflix is categorized as "TV-MA", which means that most of the content available on Netflix is intended for viewing by mature and adult audiences.

TV Shows Duration

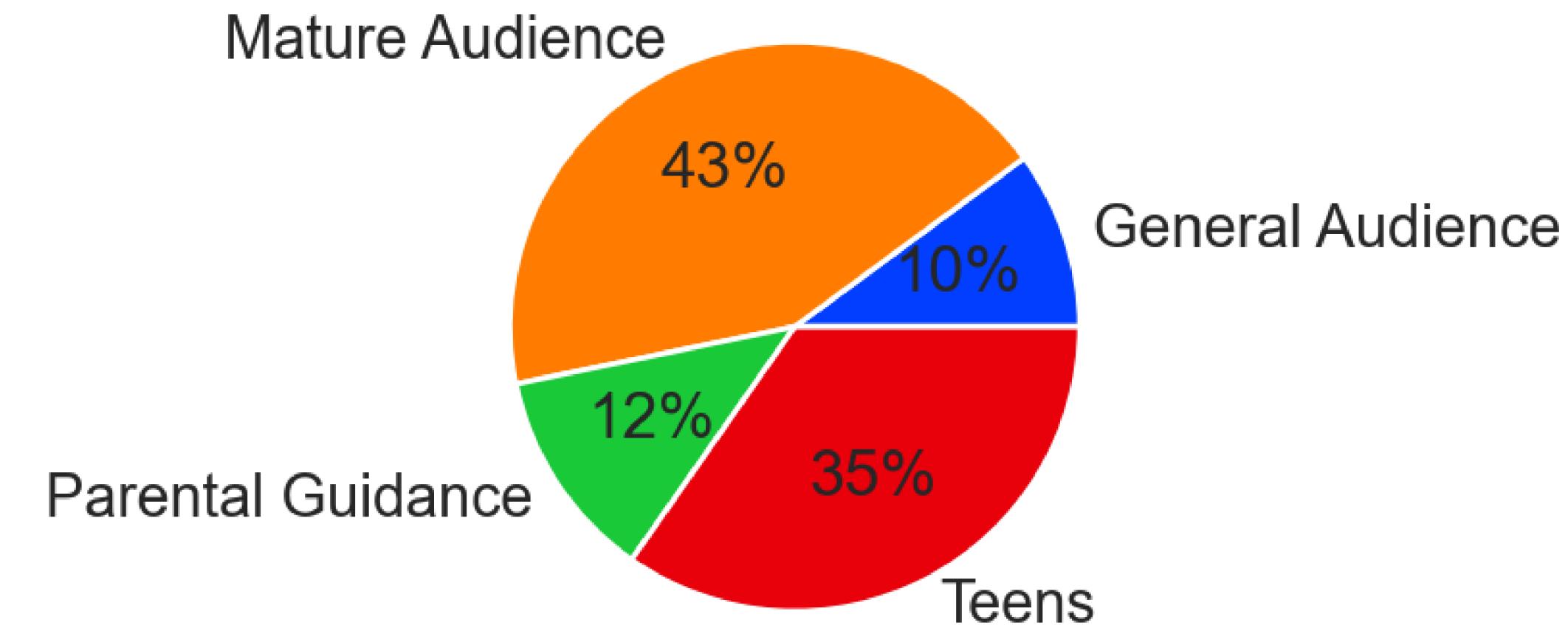
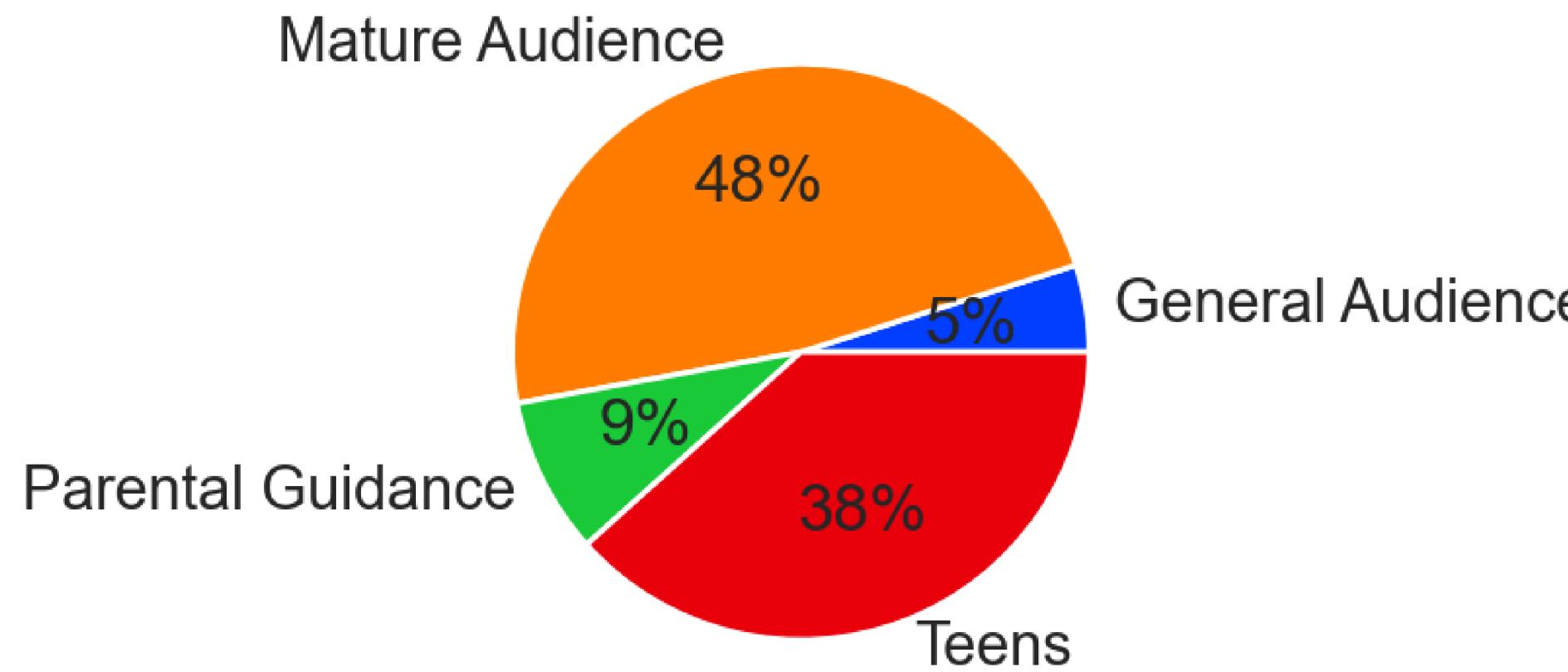


For TV Shows:
The distribution is skewed to
the right
About 90% of the TV Shows
have 3 seasons or fewer

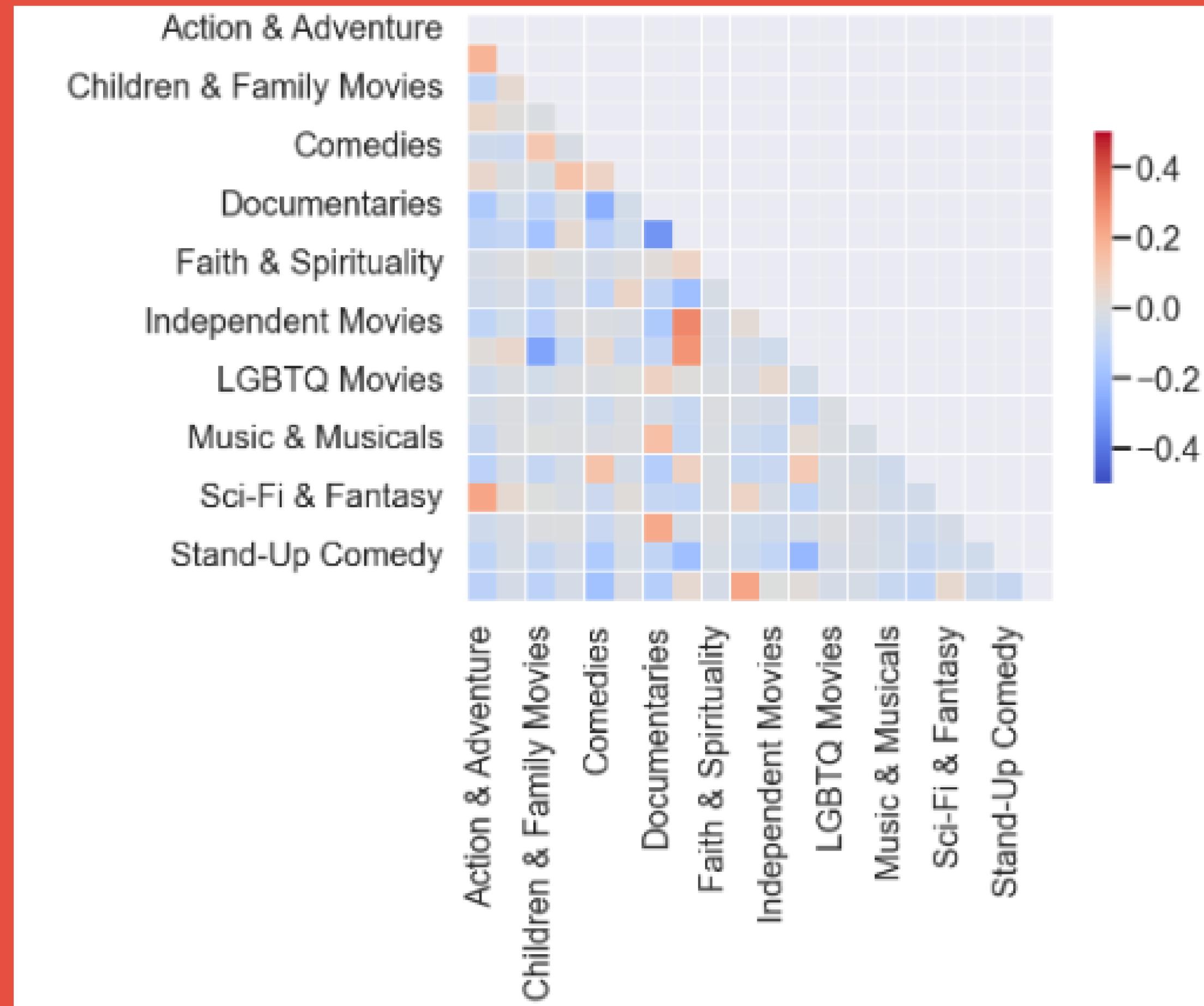
Distribution of movies on Netflix as per release year



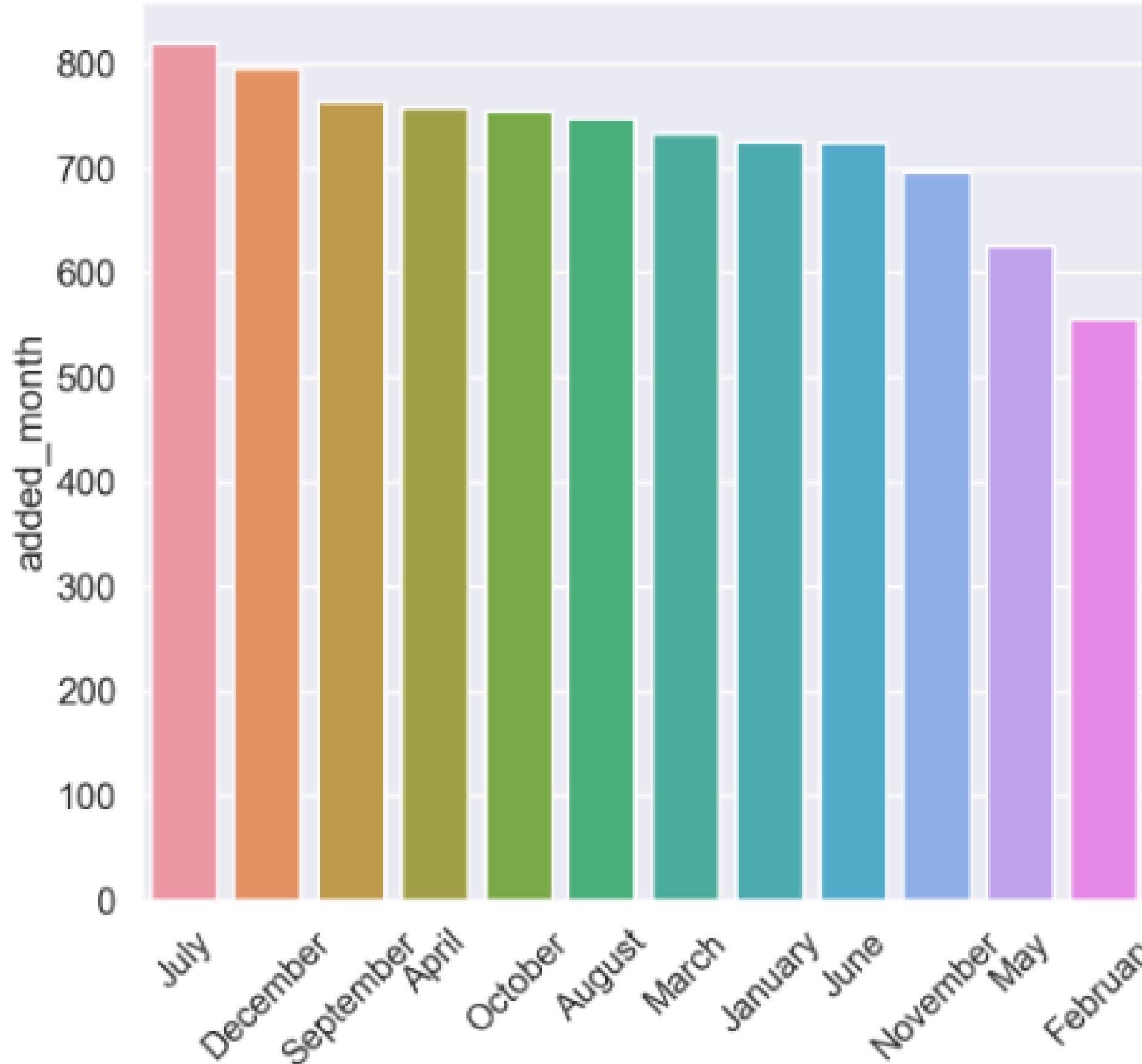
Creative Services



Genre Relation : Heatmap



Best Month for Releasing Content



As a general observation, there is not much variation in the average audience over the months of the year. December and July are the months with the highest audience and February is the month with the worst audience.

Conclusion



- Movies were the most released types on Netflix until the year 2021
- There was strong growth in new content launches from 2016 to 2019, but this growth was held back by the Covid-19 pandemic.
- The United States and India are responsible for the largest number of content released.
- The United States and India are responsible for the largest number of content released. The number of American releases is much higher than in other countries, due to the strength of its film industry.
- There are more releases in months typically associated with school holidays and summer when more people are at home.

Conclusion

- The duration of most movies is between one and two hours.
- In the analyzed dataset, there are many TV shows with only one season. This could have been due to a large production of shows with only one season, the cancellations of new seasons of TV shows, but also due to the consequences of production limitations during the pandemic.