Netflix
Movie Data Analysis

Data Science & Data Analyst

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Netflix Movie Data Analysis Project

- Netflix, founded on August 29, 1997, in Scotts Valley, California, by Reed Hastings and Marc Randolph, began as a DVD-by-mail service.

- Hastings, a computer scientist and mathematician, co-founded the company after being inspired by a hefty late fee from a traditional video rental store.

- Randolph, a marketing executive, played a pivotal role in shaping Netflix's early user interface and branding

The Project Objective

- **The Problem:**

  In today's competitive streaming landscape, understanding audience preferences is key. This project aims to uncover insights from a movie dataset to inform content strategy.

- **The Goal:**

  To perform a comprehensive data analysis using Python to identify key trends in the Netflix movie
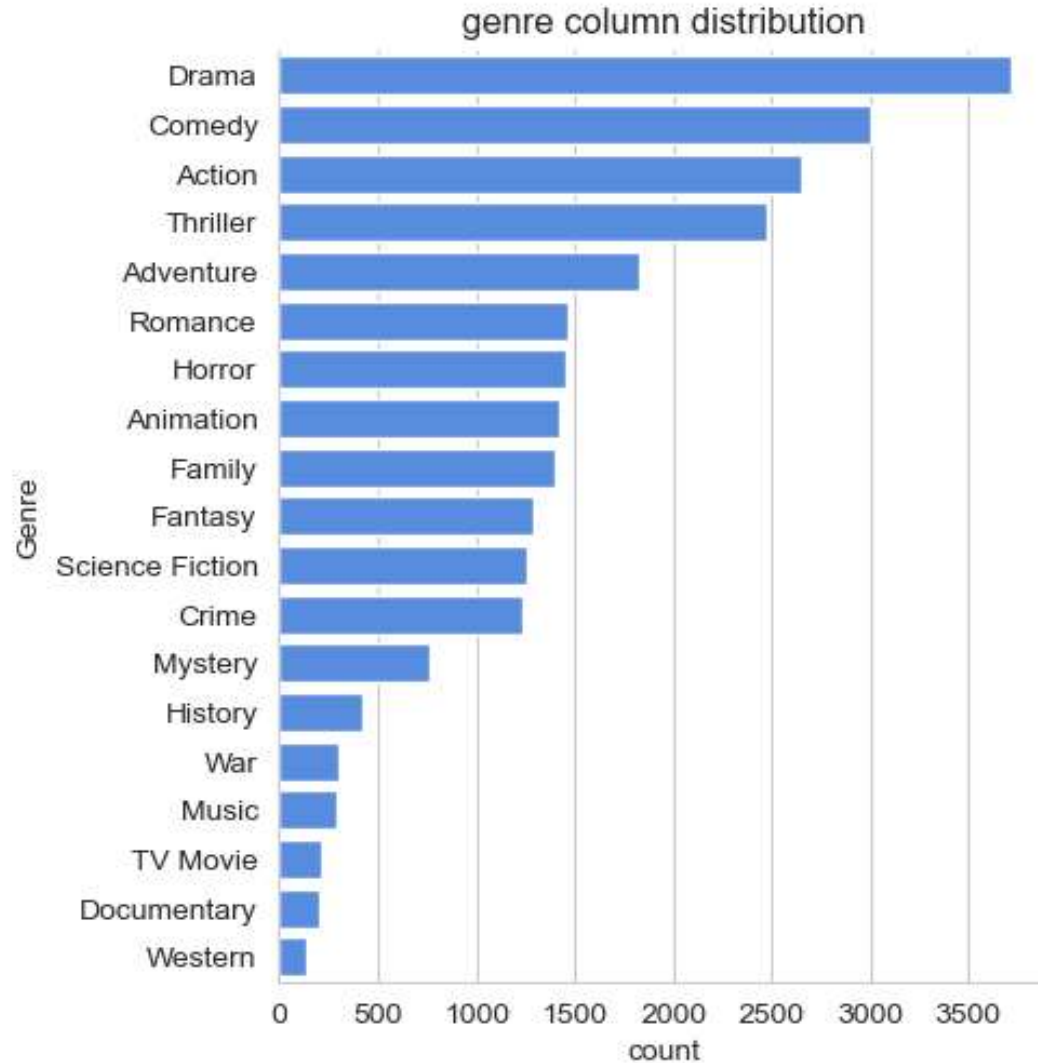
- **Library, including**:

- The most common and popular genres.

- Movies with the highest and lowest ratings.

- Production trends over time.

- **The Tools:**

- This analysis was conducted using Python, leveraging the power of libraries such as **Pandas** for data manipulation and **Matplotlib** and **Seaborn** for creating compelling data visualizations that highlight key findings.
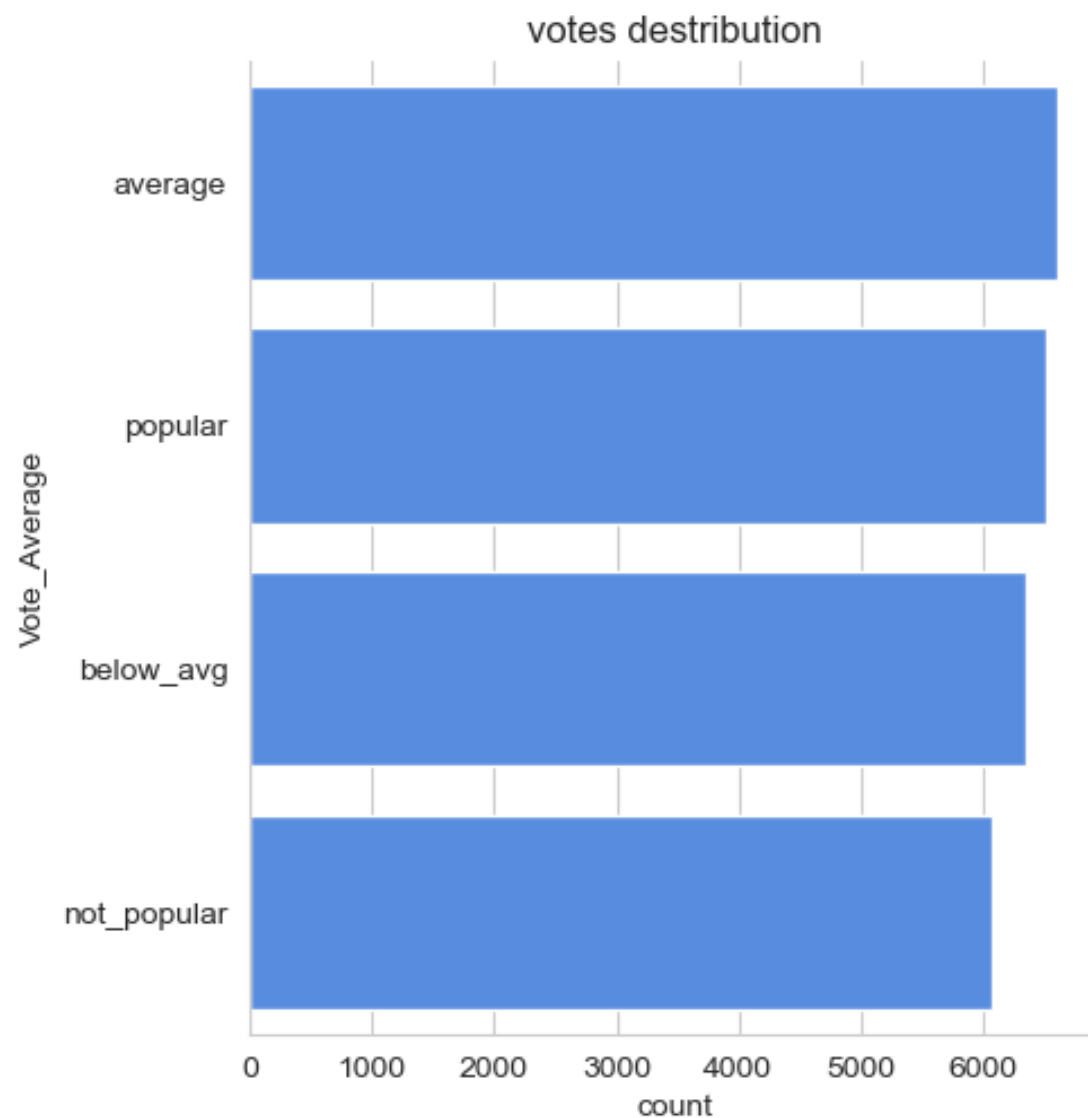
Steps

1) What is the most frequent genre of movies released on Netflix?

2) Which has highest votes in vote avg column?

3) What movie got the highest popularity? what's its genre?

4) What movie got the lowest popularity? what's its genre?

5) Which year has the most filmmed movies?

The most frequent genre in the dataset

genre column distribution

Movie got the highest popularity

- Spider-Man: No Way Home has the highest popularity rate in our dataset and it has genres of Action, Adventure and Science Fiction .
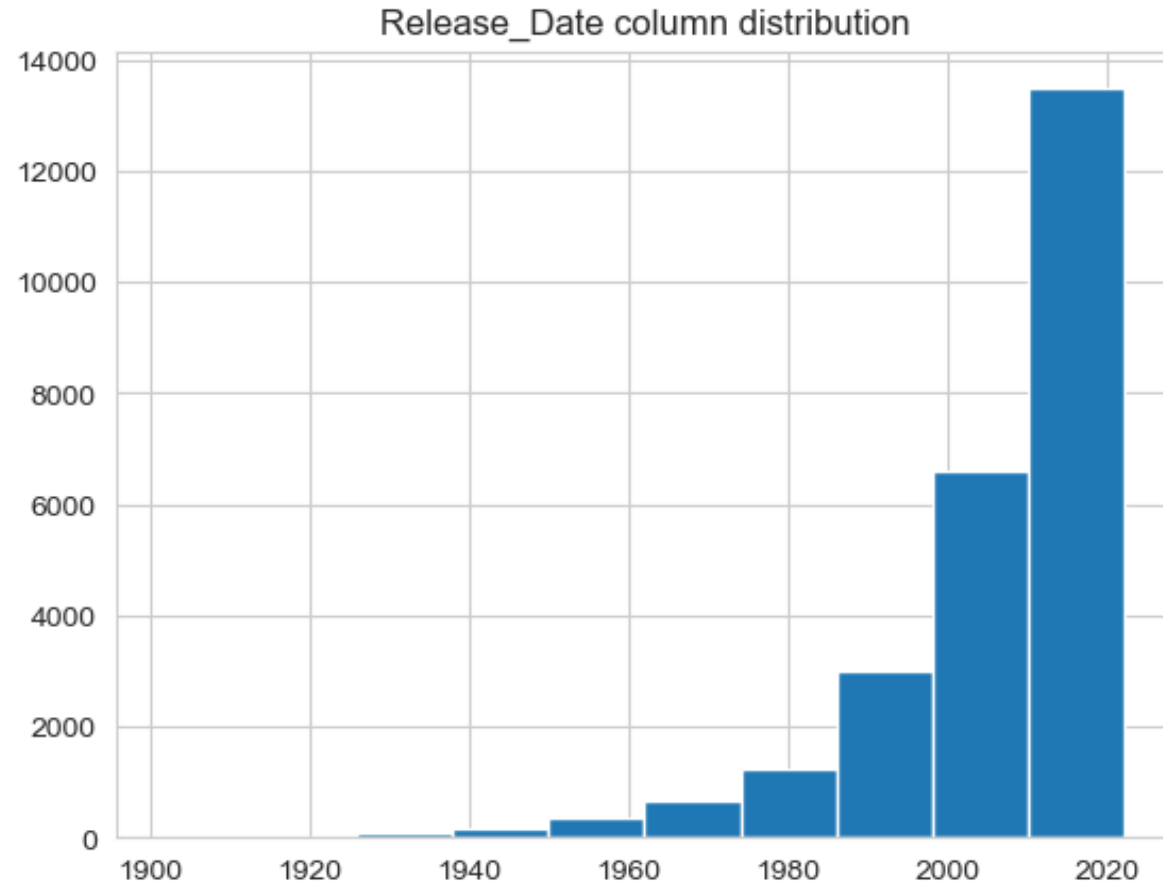
	Release_Date	Title	Popularity	Vote_Count	Vote_Average	Genre
0	2021	Spider-Man: No Way Home	5083.954	8940	popular	Action
1	2021	Spider-Man: No Way Home	5083.954	8940	popular	Adventure
2	2021	Spider-Man: No Way Home	5083.954	8940	popular	Science Fiction

Movie got the lowest popularity

	Release_Date	Title	Popularity	Vote_Count	Vote_Average	Genre
25546	2021	The United States vs. Billie Holiday	13.354	152	average	Music
25547	2021	The United States vs. Billie Holiday	13.354	152	average	Drama
25548	2021	The United States vs. Billie Holiday	13.354	152	average	History
25549	1984	Threads	13.354	186	popular	War
25550	1984	Threads	13.354	186	popular	Drama
25551	1984	Threads	13.354	186	popular	Science Fiction

- The united states, thread' has the highest lowest rate in our dataset and it has genres of music , drama , 'war', 'sci-fi' and history`.

Year which has the most filmmed movies

Release_Date column distribution

Conclusion

By combining data manipulation with powerful visualization techniques, this project provides a clear, actionable overview of the dataset. The insights gained can be used to inform content strategy, optimize production schedules, and enhance viewer experience on a streaming platform.