

Netflix Data Analysis

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- Role: Data Analyst
- Tools: Python, Pandas, Numpy, Matplotlib and seaborn
- Dataset: Netflix movies & T.V Shows

Purpose and scope of the analysis

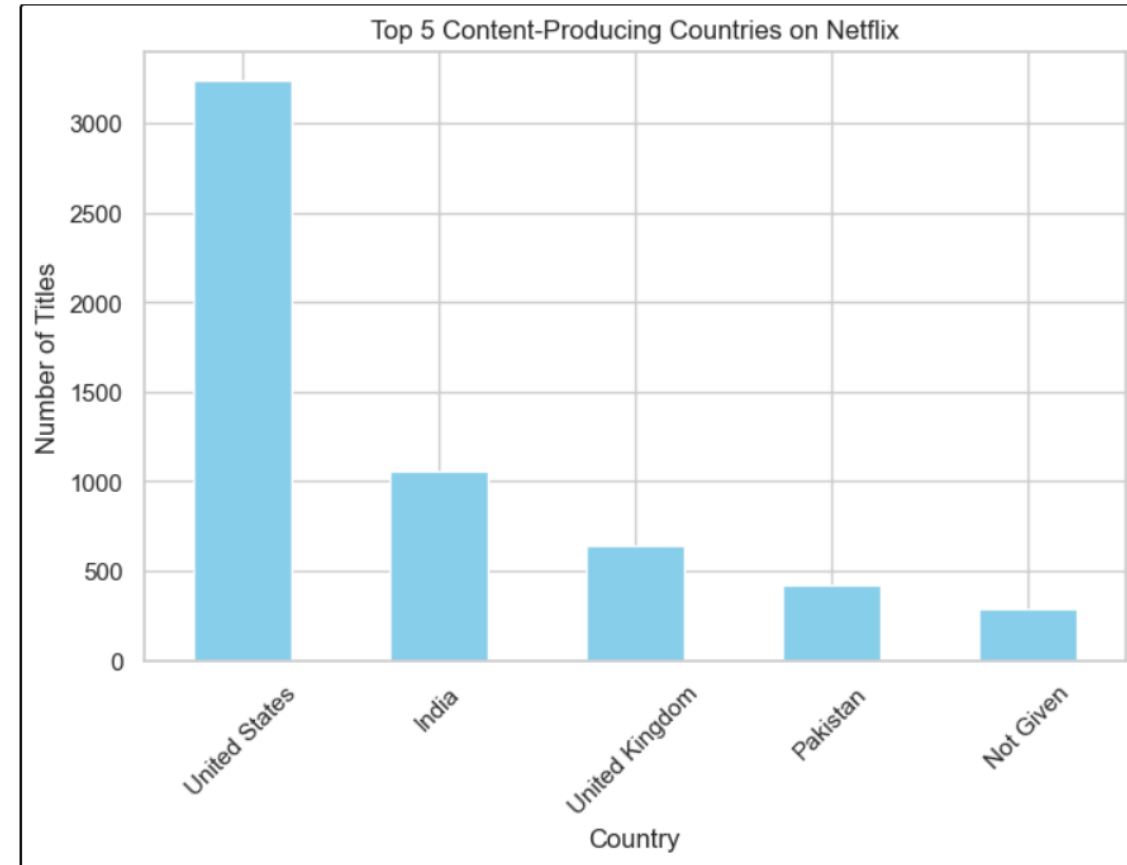
The purpose of the analysis is to gain a deeper understanding of the Netflix analysis movies and TV Shows and identify key insights that can help driven revenue growth and improve the overall users experience.

➤ The scope of analysis including.

- **Data Cleaning:** check null values and duplicate values in every columns and after that I renamed the columns.
- **Count movies & TV show:** How many movies and TV shows are available on Netflix.
- **Content:** which year was the maximum content added.
- **Top 3 content based country:** Which are the top5 countries that have the most producing.
- **Rating:** What are the most common rating in Netflix.
- **Genre:** What are the most common genre are Netflix.
- **Directors:** Who are the top 5 directors with most content.
- **Distributions:** What is the distribution of movies durations .
- **Year-by-Year growth:** How has Netflix content grown year-by-year.

Top_5_content_producing_countries

- United States
 - India
 - United Kingdom
 - Pakistan
 - Others
- Statement that United States is the most top content-producing in Netflix, followed by India and United Kingdom reflecting Netflix focus on North American and International content

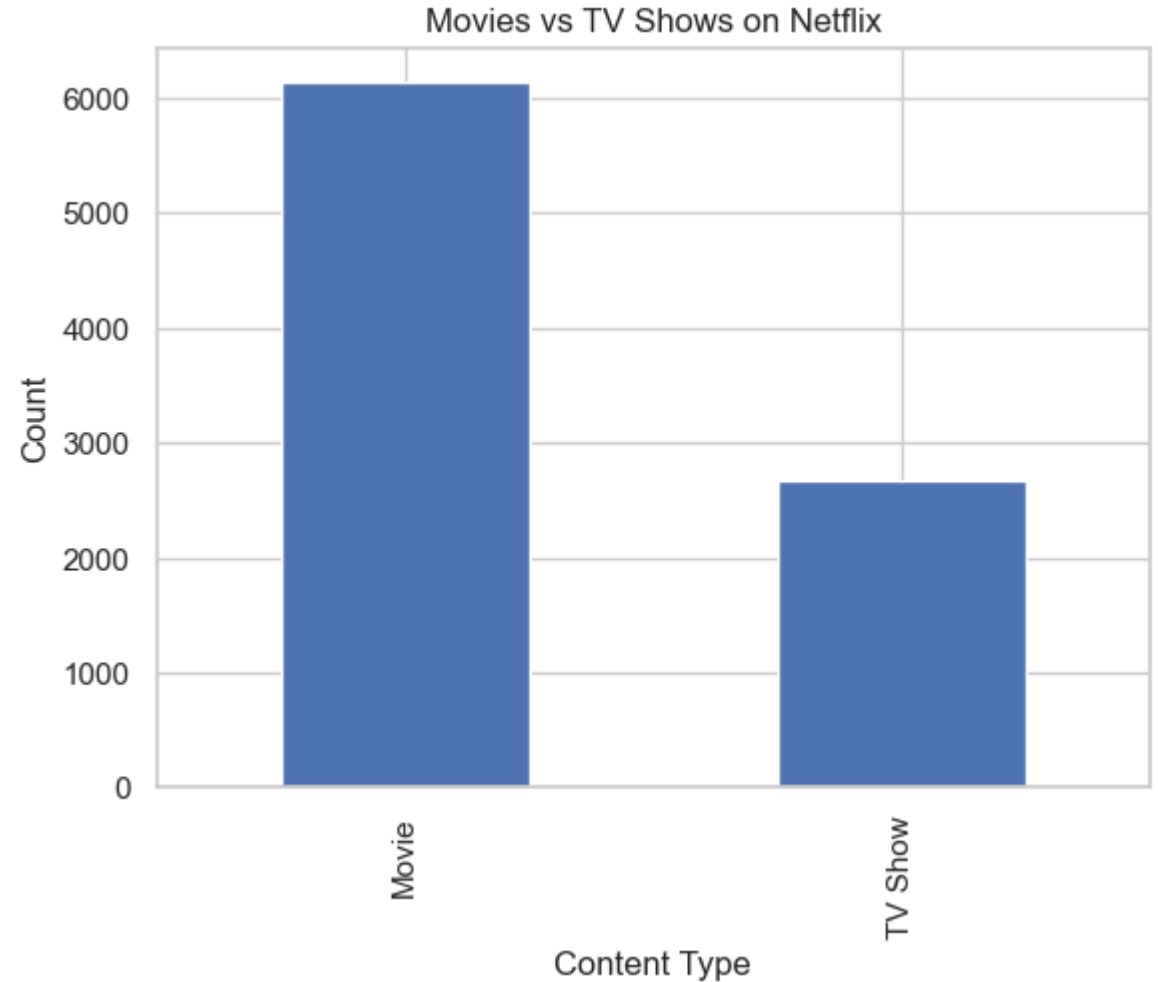


Movies vs TV Shows

- **Project Insight Statement**

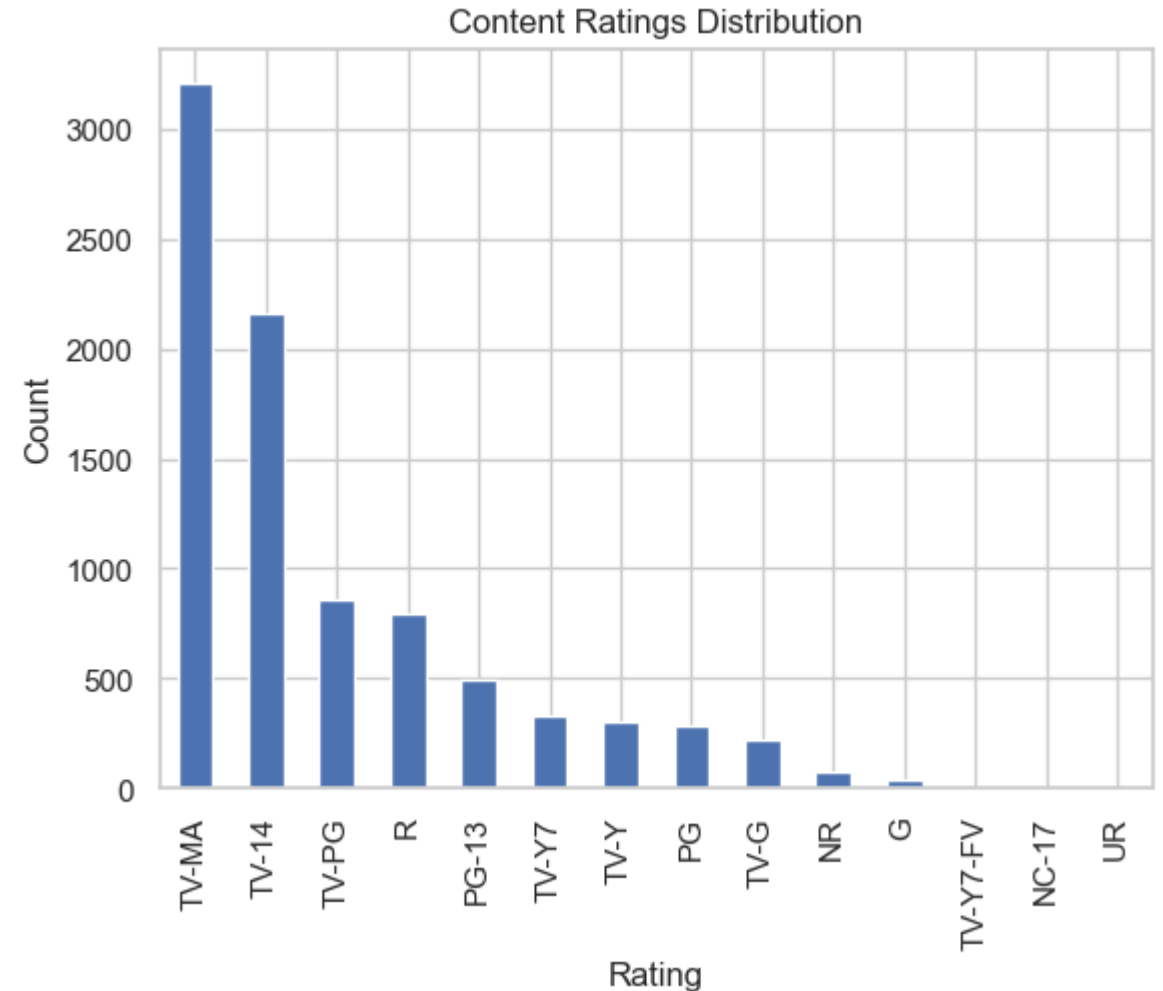
- *Movies make up approximately 70% of Netflix's content, while TV Shows account for about 30%, indicating a stronger focus on movies*

- Movies dominate Netflix content.
- ~70% Movies
- ~30% TV Shows



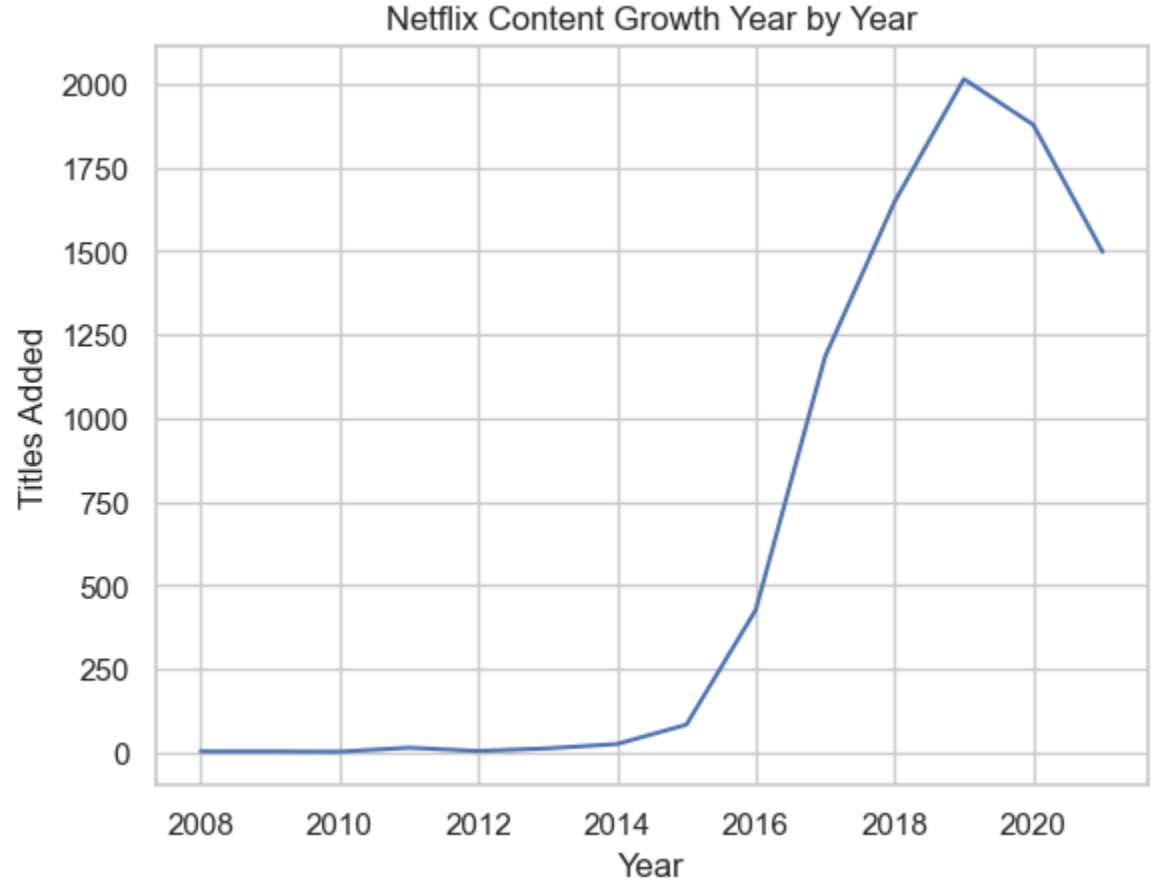
Content Rating

- **highest rating on netflix is TV-MA ad 2nd is the TV-14**
- Most content is rated:
 - TV-MA
 - TV-14
- Indicates focus on mature audience



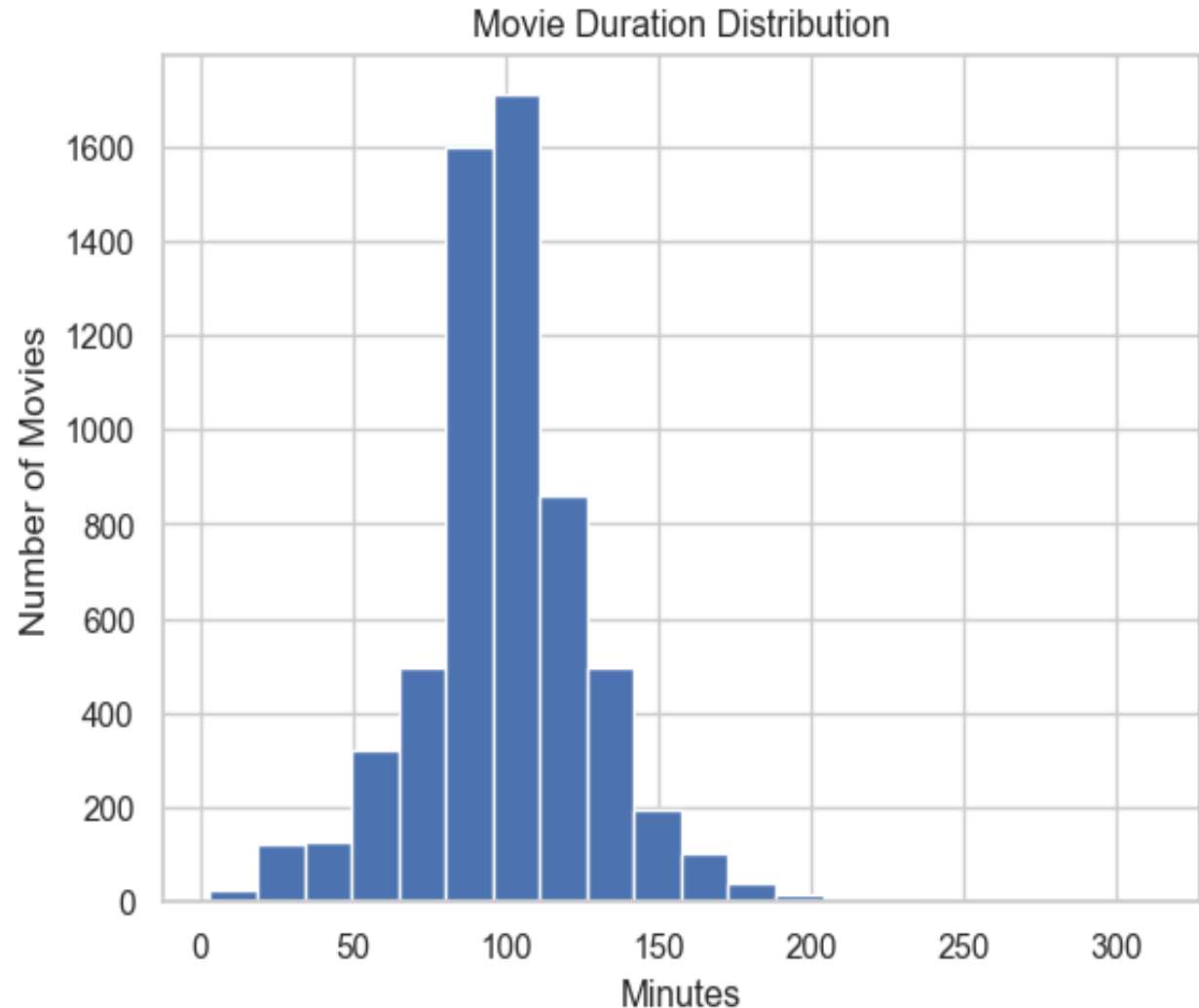
Year wise content growth

- **Content addition increased rapidly after 2016.**
- **Peak content addition around 2019–2020**



Distribution of movie duration

- Mostly movies duration is the most rang between: 80-120 minutes
- So the mostly focus should be on movies that are 80-120 minutes long



Popular Genre

➤ Most common genres include:

- Drama, International movies
- Documentaries
- Standup comedy
- Independent movies

conclusion

- This analysis shows Netflix's strong content growth,
- global presence, and strategic focus on movies.

- **Business insights:**

- Netflix focuses on:
 - • Movies over TV Shows
 - • Global expansion
 - • Adult content
 - • High-volume releases