

# Netflix Data Analysis

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

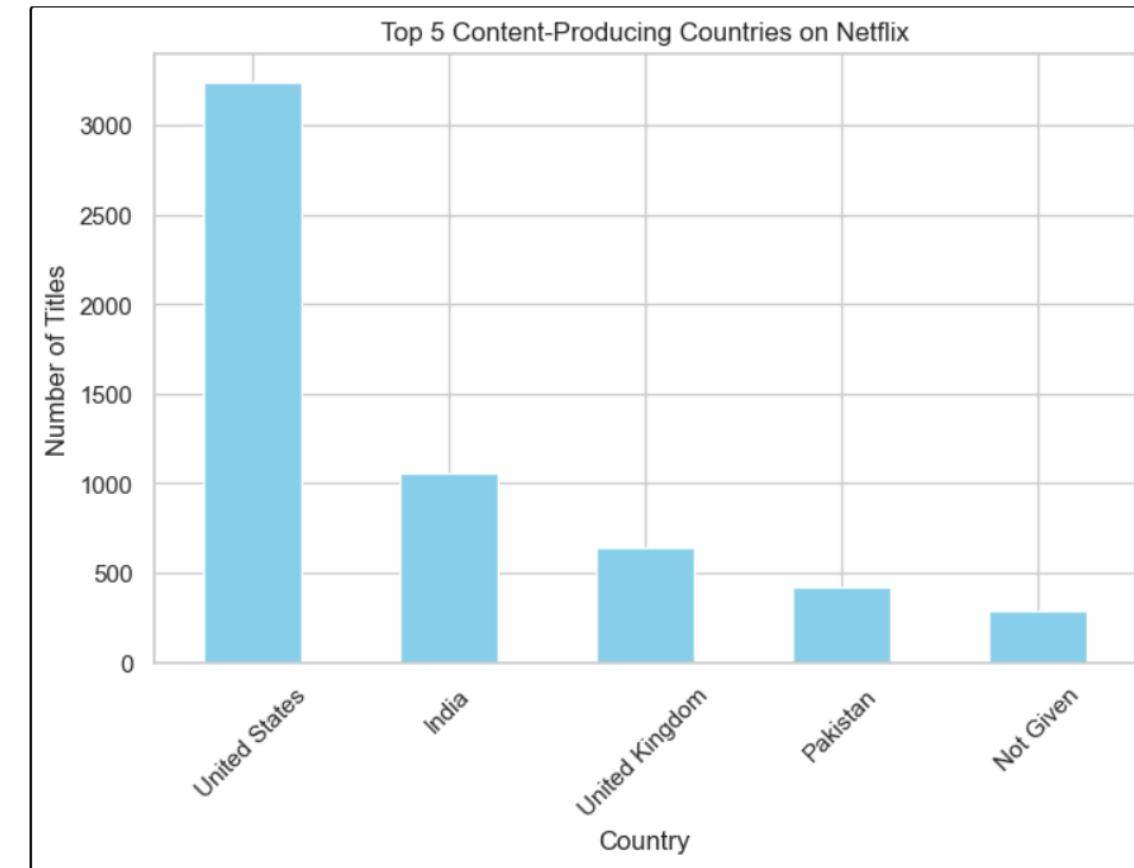
# Purpose and scope of the analysis

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.

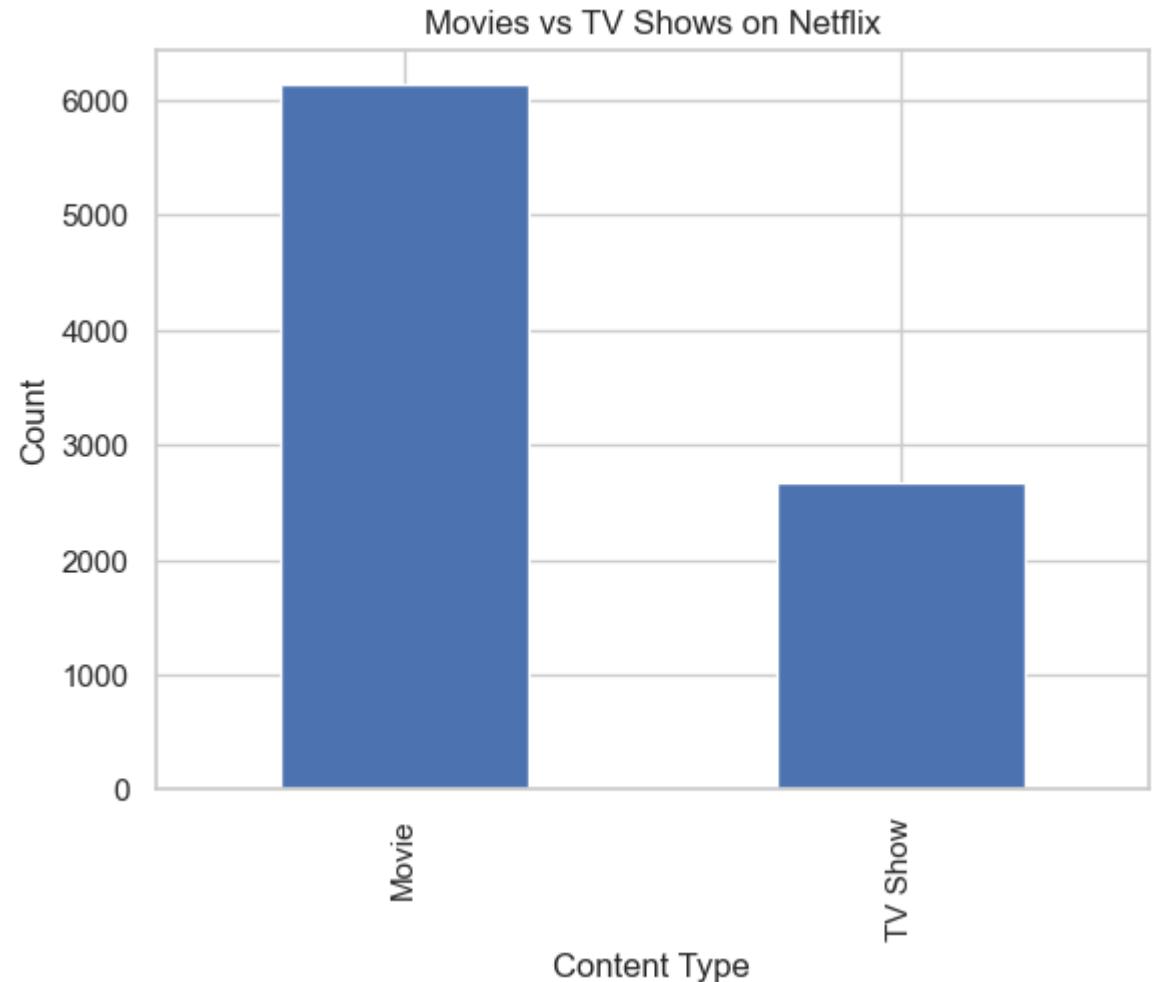
# Top 5 content\_producing\_countries

- 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



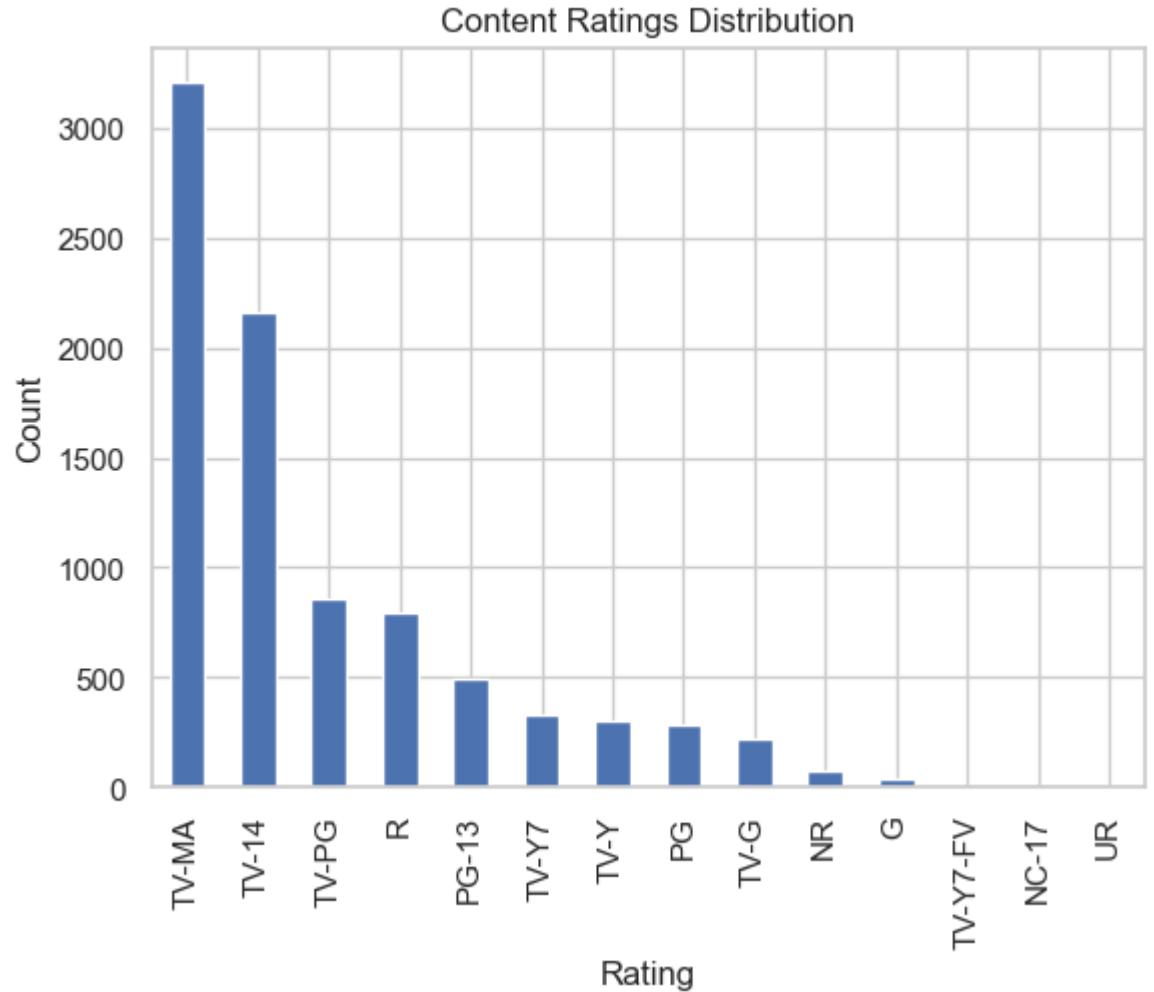
# Movies vs TV Shows

- **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



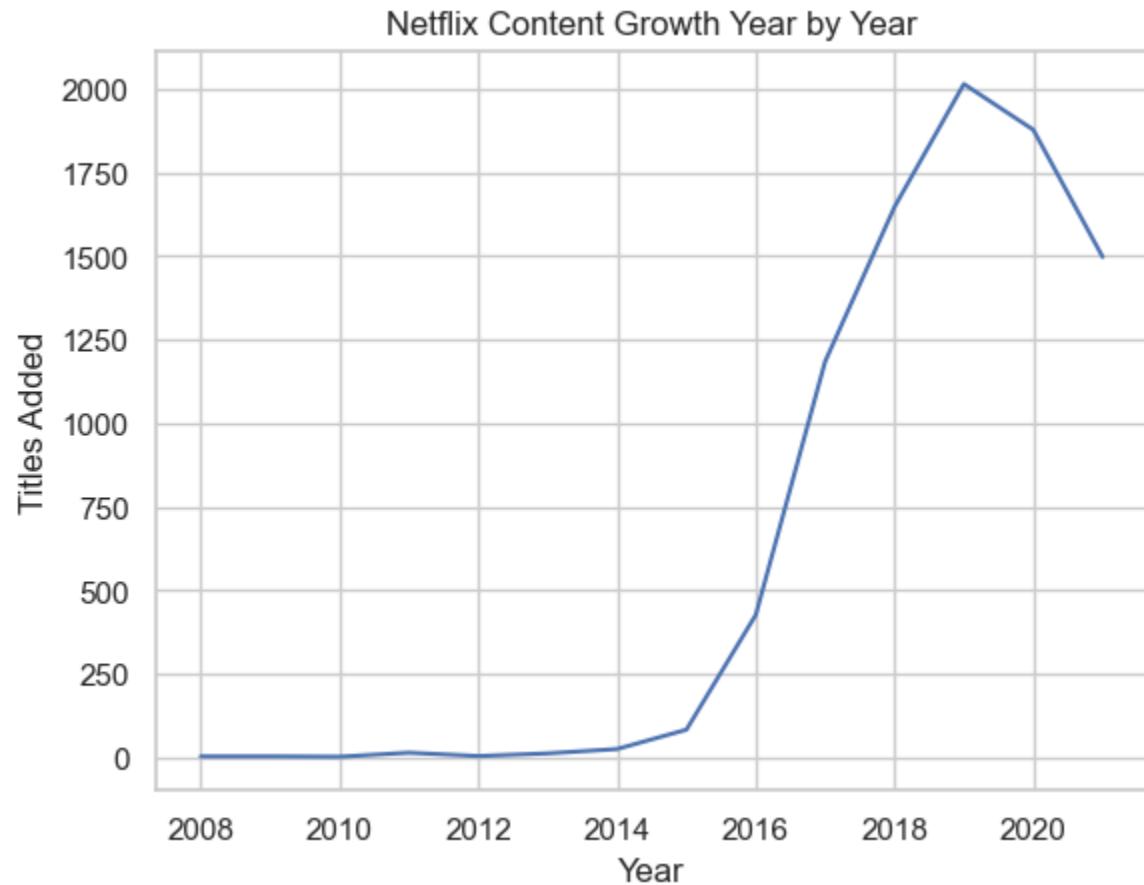
# Content Rating

- 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



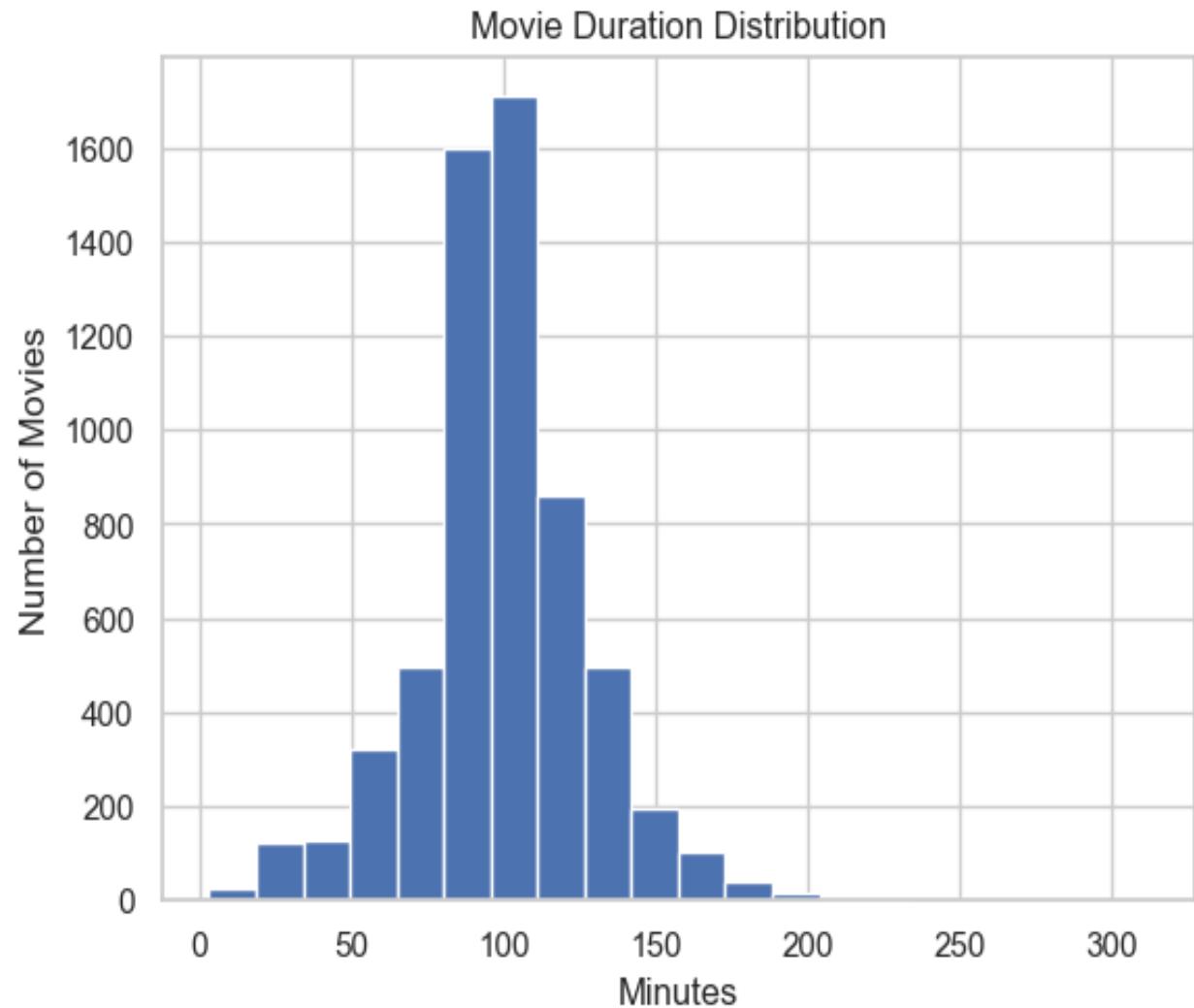
# Year wise content growth

- 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