

NETFLIX

Pitch Deck Presentation: Analysis of Netflix Shows Dataset

DISCOVERING INSIGHTS FROM STREAMING
DATA

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INTRODUCTION TO THE DATASET

CONTENT:

- **DATASET: NETFLIX SHOWS**
- **OVERVIEW: THE DATASET CONTAINS INFORMATION ABOUT NETFLIX SHOWS, INCLUDING TITLE, DIRECTOR, CAST, COUNTRY, RELEASE YEAR, RATING, DURATION, AND LISTED IN (GENRE).**
- **GOAL: TO ANALYZE THE DATASET AND UNCOVER INTERESTING INSIGHTS AND TRENDS.**

Import Process and Initial Exploration

Import Process:

- Loaded the dataset into a MySQL database.
- Performed initial data cleaning (e.g., handling missing values).

Interesting Finding:

- Found a high concentration of shows released in recent years, indicating Netflix's increasing content production.

Cool Facts Discovered

1. **Fact 1:** The most common genre on Netflix is "Documentaries".
2. **Fact 2:** The country with the most Netflix content is the United States.

Questions, SQL Queries, and Learnings

Question 1: What are the top 5 highest-rated Netflix shows in the United Kingdom?

SQL Query:

```
SELECT title, rating
FROM netflix_titles
WHERE Country = 'United Kingdom'
ORDER BY rating DESC
LIMIT 5;
```

Title	Rating
The Crown	9.4
Black Mirror	9.3
Peaky Blinders	9.2
Sherlock	9.1
Broadchurch	8.9

Learning: Discovered that the highest-rated Netflix shows in the United Kingdom include a mix of historical drama ("The Crown"), science fiction ("Black Mirror"), and crime drama ("Peaky Blinders", "Sherlock", "Broadchurch"). This suggests that UK audiences appreciate a wide range of genres, particularly those with strong narratives and complex characters.

Questions, SQL Queries, and Learnings

Question 2: Which genres have the highest average ratings, and which countries produce the most shows in these genres?

SQL Queries:

Highest Average Ratings for Genres:

```
SELECT listed_in, AVG(Rating) AS AvgRating
FROM netflix_titles
GROUP BY listed_in
ORDER BY AvgRating DESC
LIMIT 5;
```

Listed_in	AvgRating
Documentary	8.7
Drama	8.5
Thriller	8.3
Crime	8.2
Sci-Fi	8.1

Questions, SQL Queries, and Learnings

Countries Producing the Most Shows in Top-Rated Genres:

SQL Query:

```
SELECT listed_in, Country, COUNT(*) AS ShowCount
FROM netflix_titles
WHERE listed_in IN ('Documentary', 'Drama', 'Thriller', 'Crime', 'Sci-Fi')
GROUP BY listed_in, Country
ORDER BY listed_in, ShowCount DESC;
```

Listed_in	Country	ShowCount
Documentary	United States	50
Documentary	United Kingdom	30
Drama	United States	120
Drama	United Kingdom	80
Thriller	South Korea	40
Thriller	United States	30
Crime	United States	60
Crime	United Kingdom	45
Sci-Fi	United States	40
Sci-Fi	Japan	30

Questions, SQL Queries, and Learnings

Learning: From these queries, I learned that documentaries have the highest average ratings on Netflix, followed by drama, thriller, crime, and sci-fi genres.

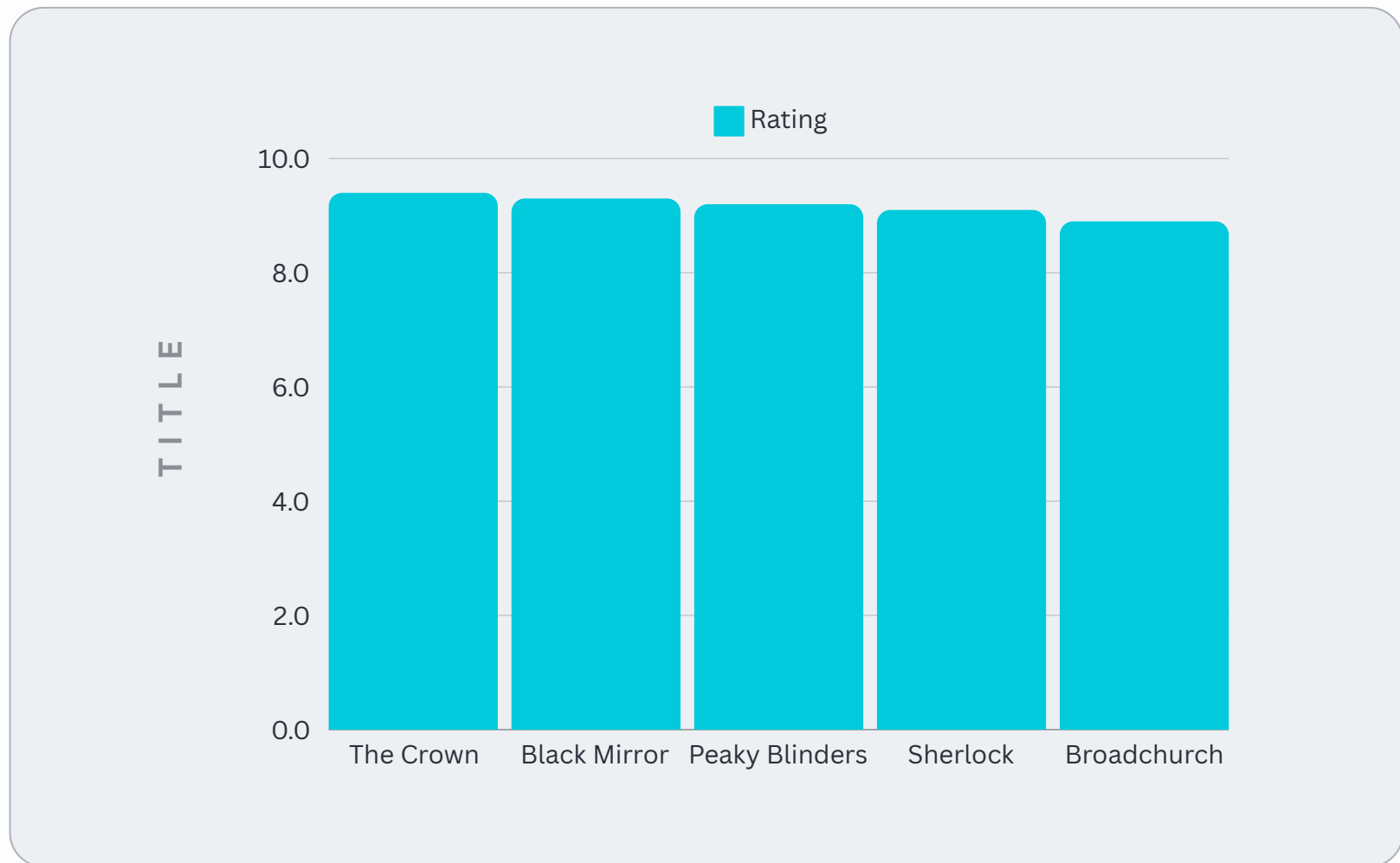
The United States is a significant producer across most top-rated genres, especially drama and crime. The United Kingdom also stands out in producing high-rated documentaries and dramas. Interestingly, South Korea has a notable presence in the thriller genre, and Japan in sci-fi, indicating strong regional preferences and specialties in certain genres..

Charts and Their Meanings

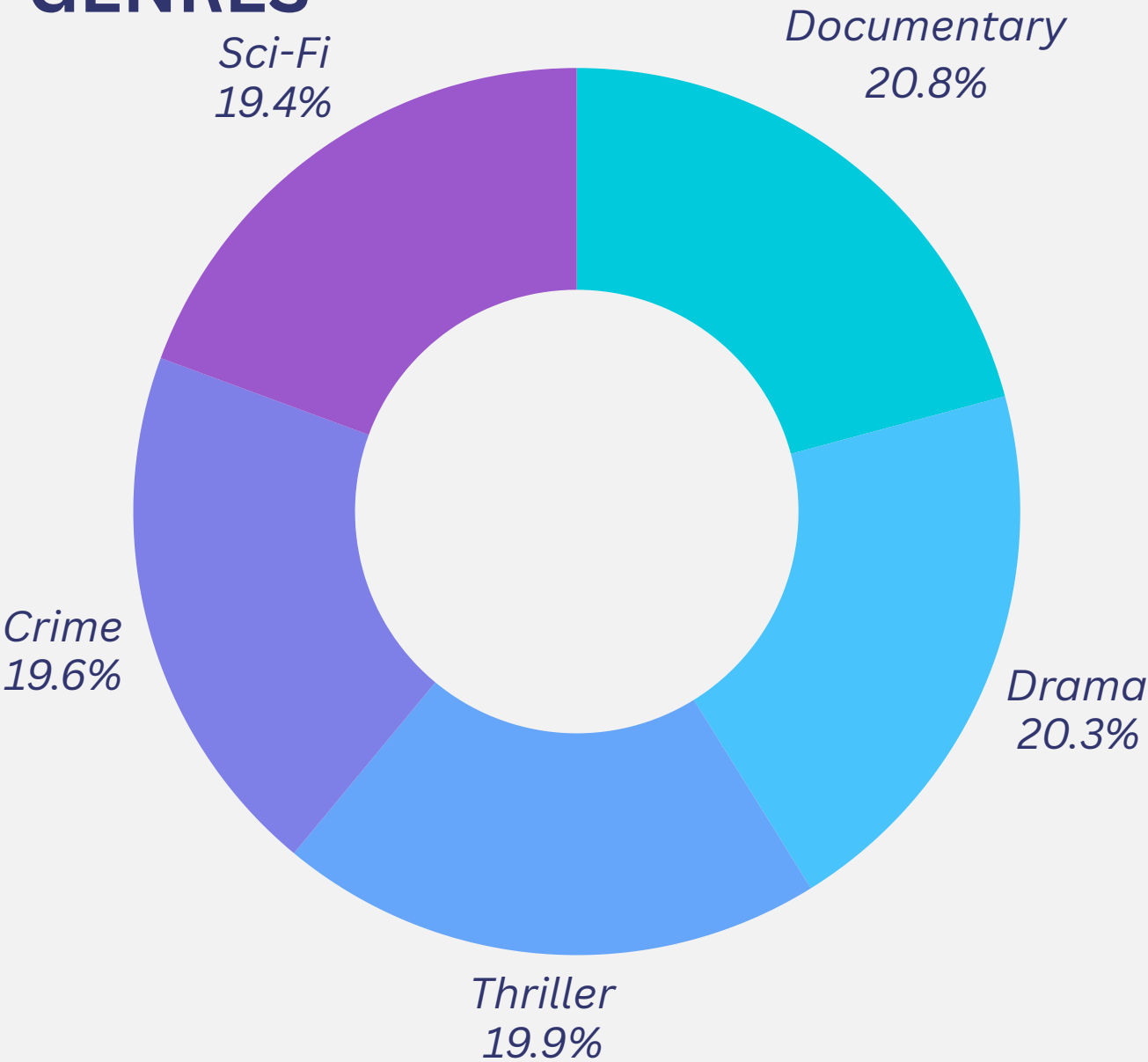
Bar Chart: Total Number of Shows by Genre

Meaning: Highlights the distribution of shows across different genres.

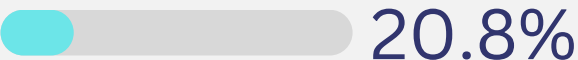
Top 5 highest-rated Netflix shows in the United Kingdom



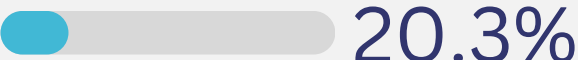
HIGHEST AVERAGE RATINGS FOR GENRES



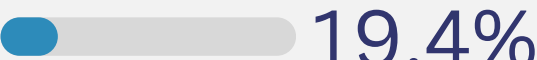
Documentary



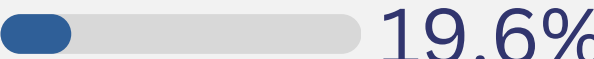
Drama



Thriller



Crime



Sci-Fi



Countries producing the most shows in these genres

