Netflix Content Trends Analysis for Strategic Recommendations

This project was completed under the VOIS - AICTE Major Project (Batch 2025-26) by Neeraj Parekh

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The aim of this project is to analyze Netflix's movie and TV show data to uncover trends in content distribution, genre popularity, and country-wise contributions to its global catalog.

Objectives

1. Analyze growth trends of Movies vs TV Shows on Netflix.
2. Identify the most popular genres and observe changes in their popularity.
3. Compare country-wise content contributions to assess global diversity.
4. Provide strategic insights for Netflix's future content strategy.

Tools and Technologies Used

- Python
- Pandas, NumPy for data analysis
- Matplotlib, Seaborn, Plotly for visualization
- Jupyter Notebook / Google Colab
- PowerPoint for presentation

Methodology

1. Data Cleaning - Removed missing values, extracted year and genre.
2. Exploratory Data Analysis (EDA) - Created visualizations using Seaborn and Matplotlib.
3. Insights Generation - Interpreted graphs for trend identification.
4. Recommendations - Formulated suggestions for Netflix's strategic decisions.

Insights and Recommendations

- Drama, Thriller, and Action are the most popular genres.
- Movies dominate the catalog, but TV Shows are steadily increasing.
- USA, India, and UK contribute the most content.
- Netflix can expand into regional markets for better global engagement.

Certificates (VOIS LMS)

1. Getting Started with Basics of Python
2. Data Visualization

(Certificates attached in the VOIS submission form.)

GitHub Repository

https://github.com/<your-username>/VOIS_AICTE_Oct2025_MajorProject_KantlaDivyaSri