Netflix

EDA

Problem Statement

- Conduct a data analysis to gain insights into the Netflix content catalog, and subsequently, provide movie recommendations tailored to different countries, taking into account the popularity of films.

- Help Netflix to make informed decisions, from pricing and content development to sales strategies according to target audience.

- Understanding revenue-driving metrics: essentially like content volume, duration, type, growth, mix, and trends.

Dataset Description

- This Kaggle Netflix Dataset has information about the TV shows and Movies available on Netflix from the year 2008 to 2021.

- Dataset Walkthrough:

  https://www.kaggle.com/datasets/swatikhedekar/exploratory-data-analysis-on-netflix-data

- 12 features and 8807 rows

- Main features are type, title, director, cast, Country, rating etc…

- Missing values are in 3 columns named 'Director', 'Cast' and 'Country'.

Dataset Preprocessing

- No Duplicate entry found

- Missing value Treatment: imputed by 'unknown'

- Dropped Unnecessary columns: - show_id and description

- Extracted and Added Year, month, weekday columns

- Splitted Tv shows and Movies duration and change their datatype to float to analyze them separately. Splitted Genres, Actors, Directors.

Types of content on Netflix

- There are two types of contents
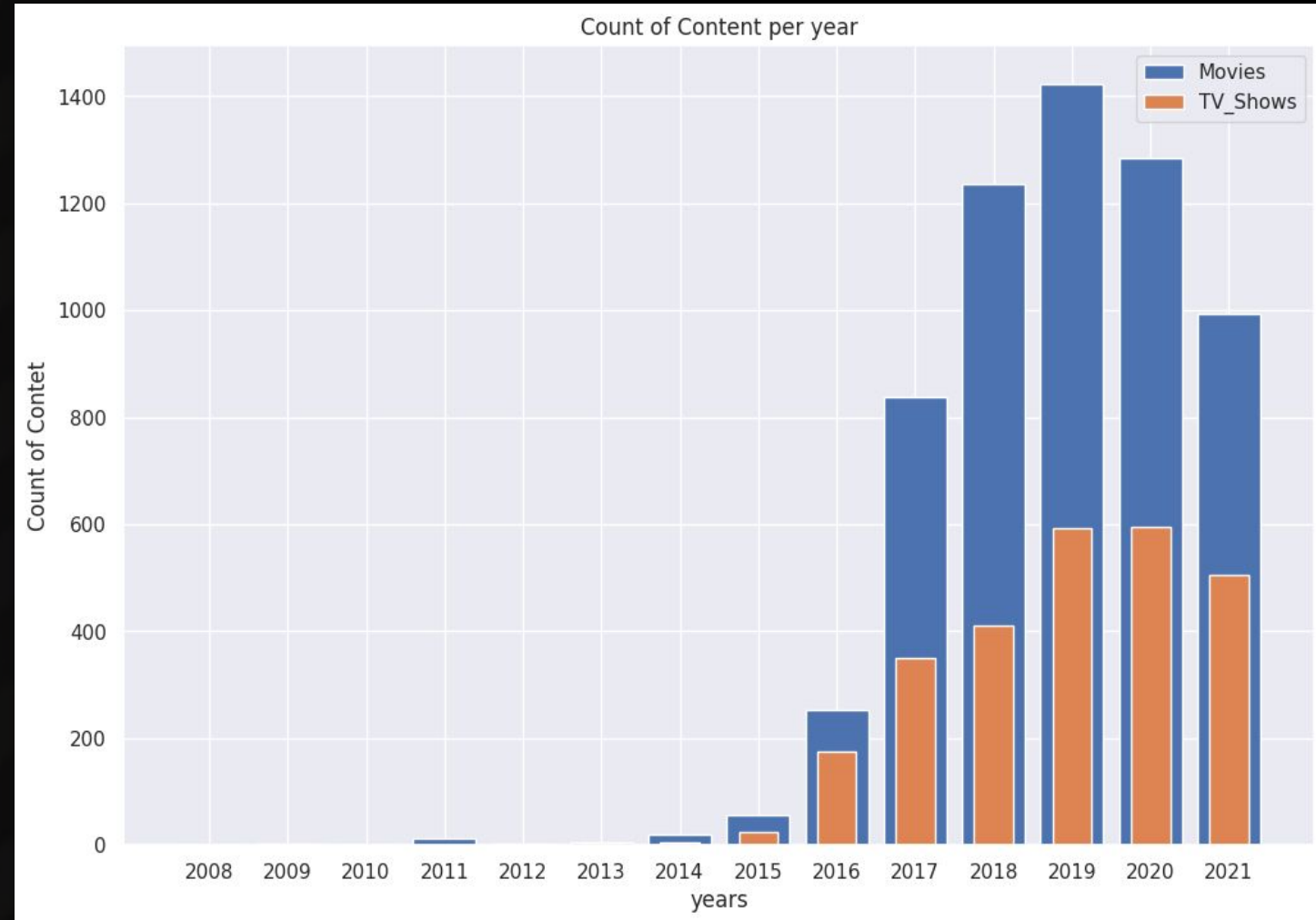 - Movies
  - TV Show
- Number of movies are higher than TV show
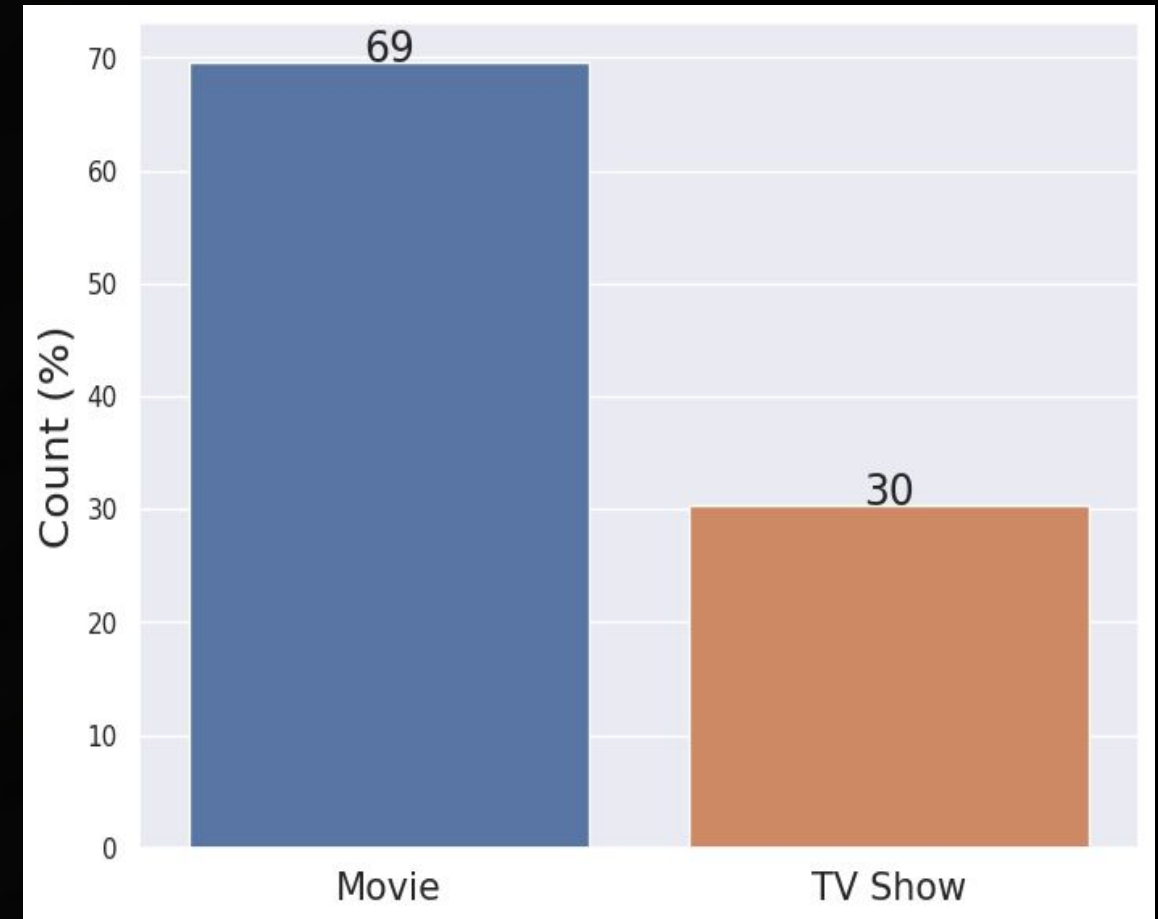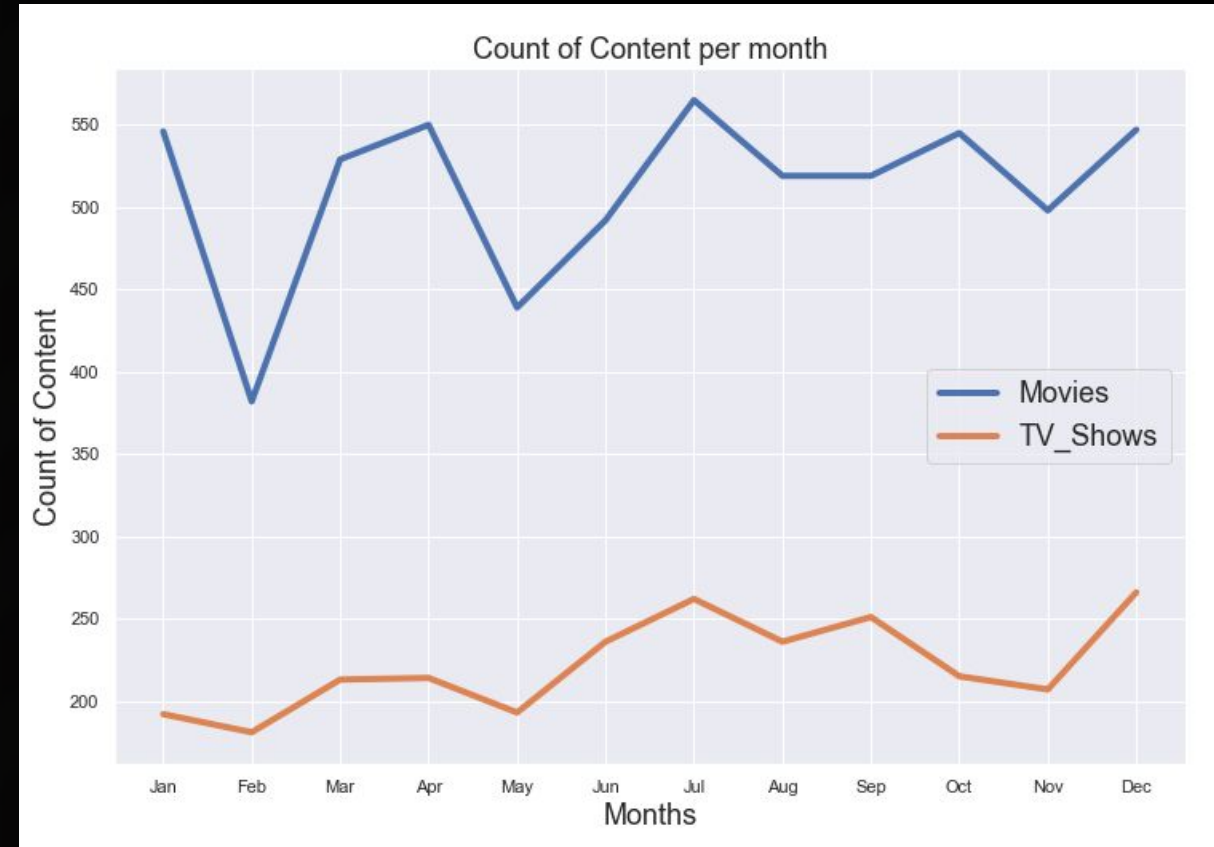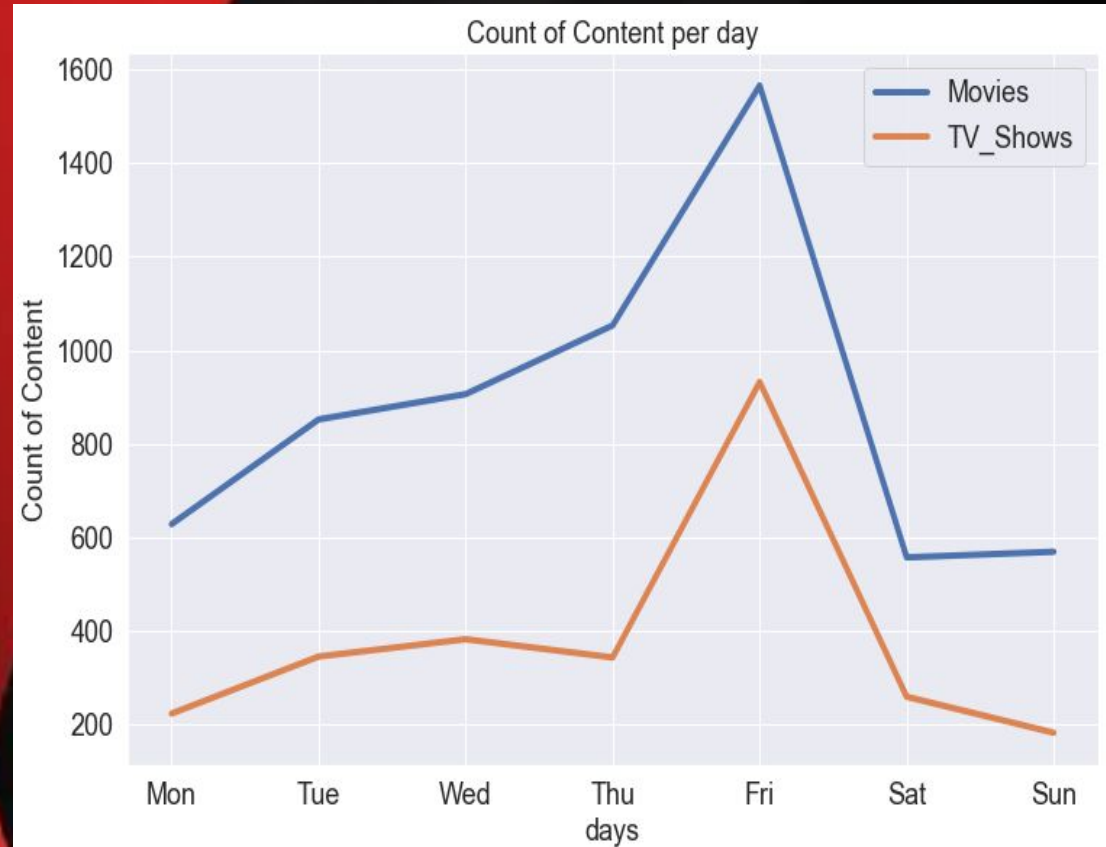
Content released by Year
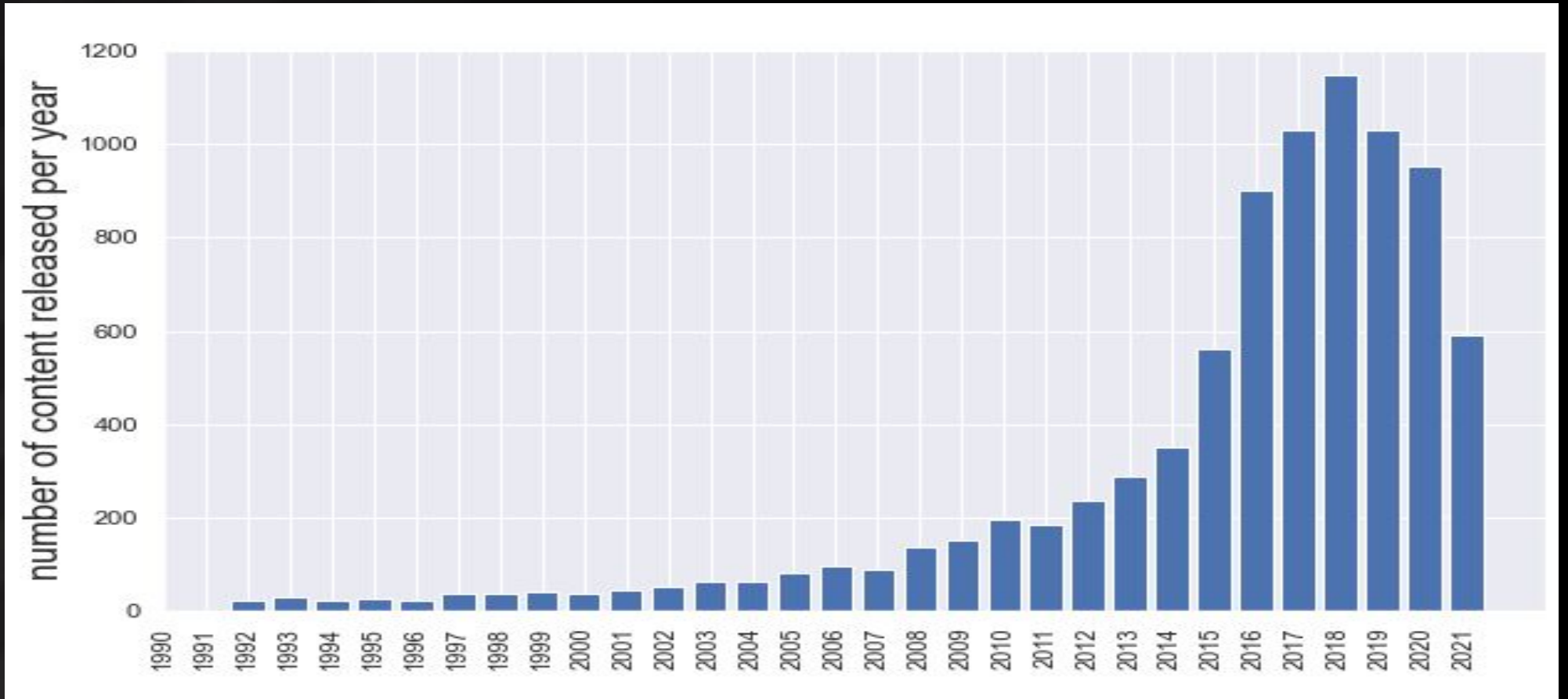
- Highest number of contents released in the year 2018 followed by 2017 and 2019

Movies and TV shows on Netflix over the years

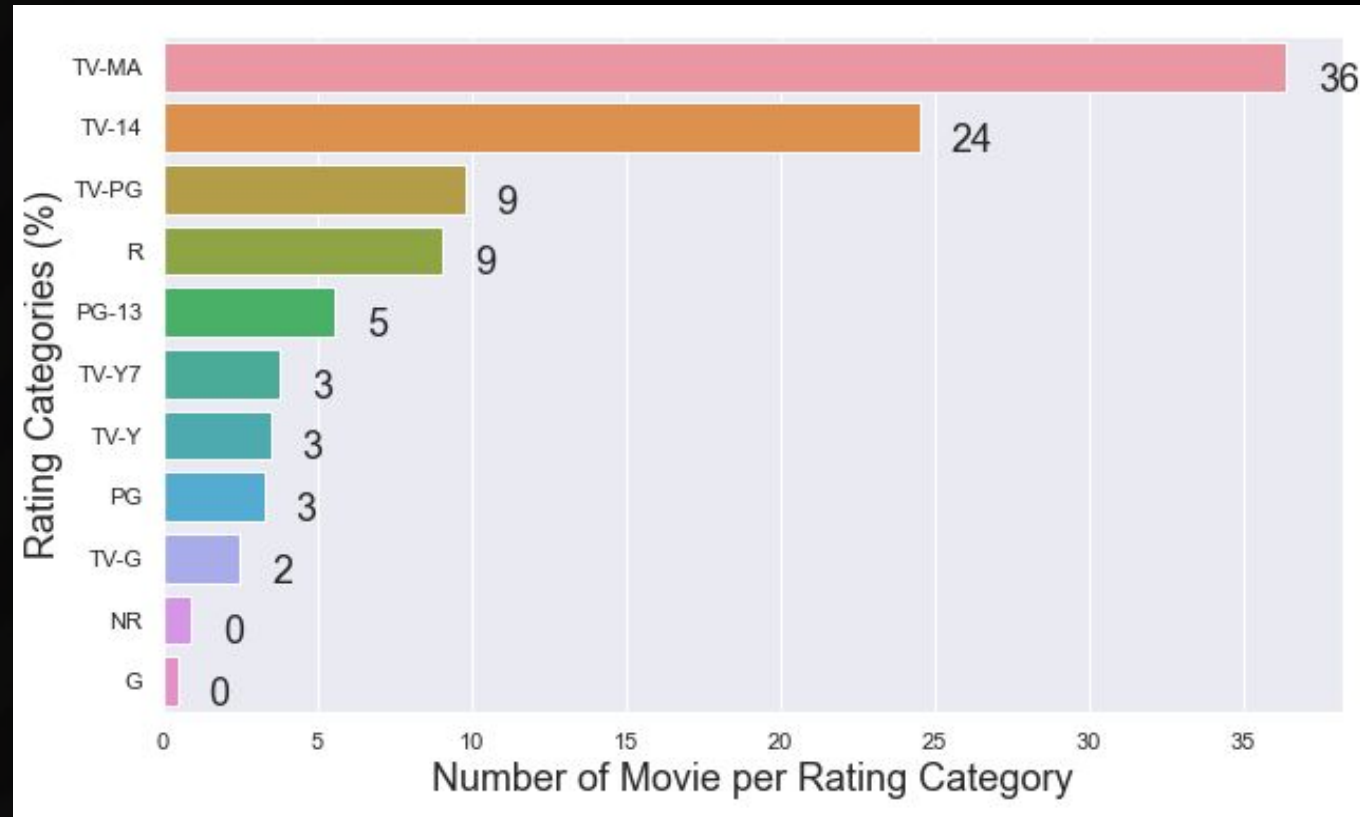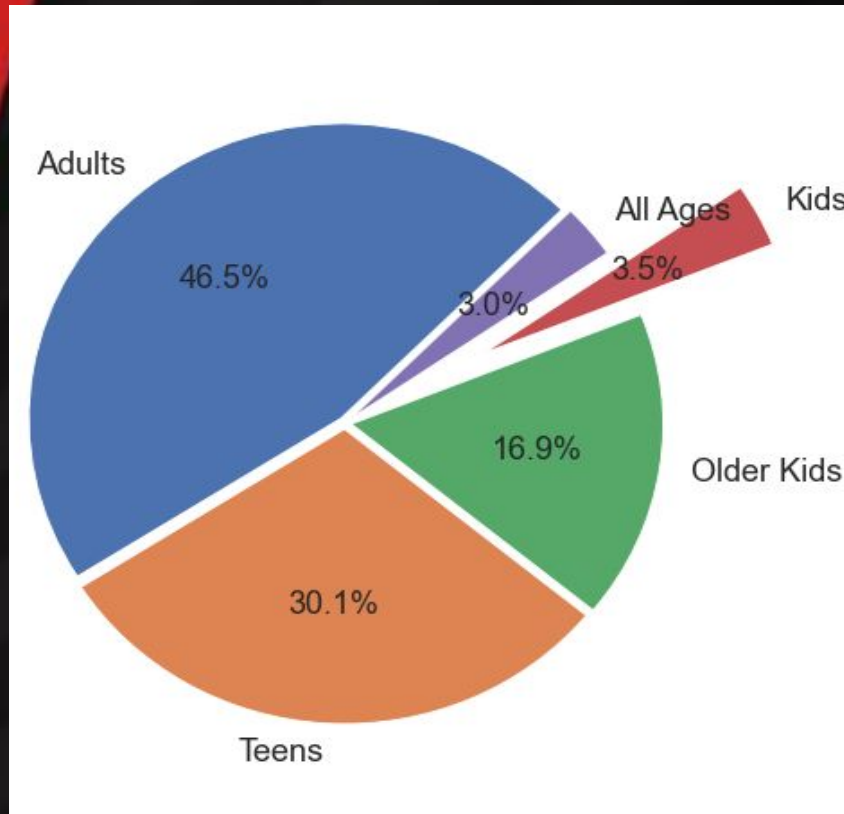- Contents grouped over the years
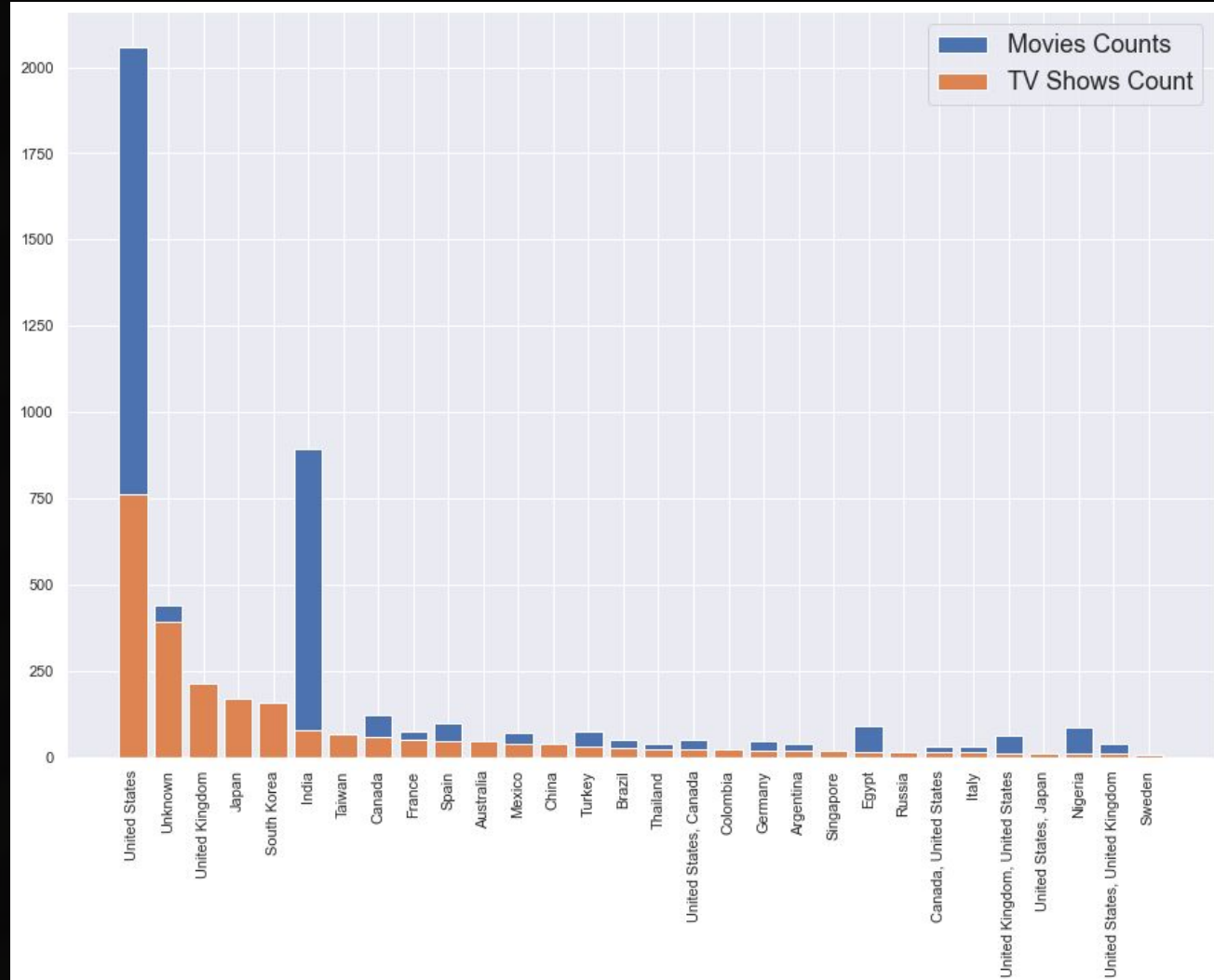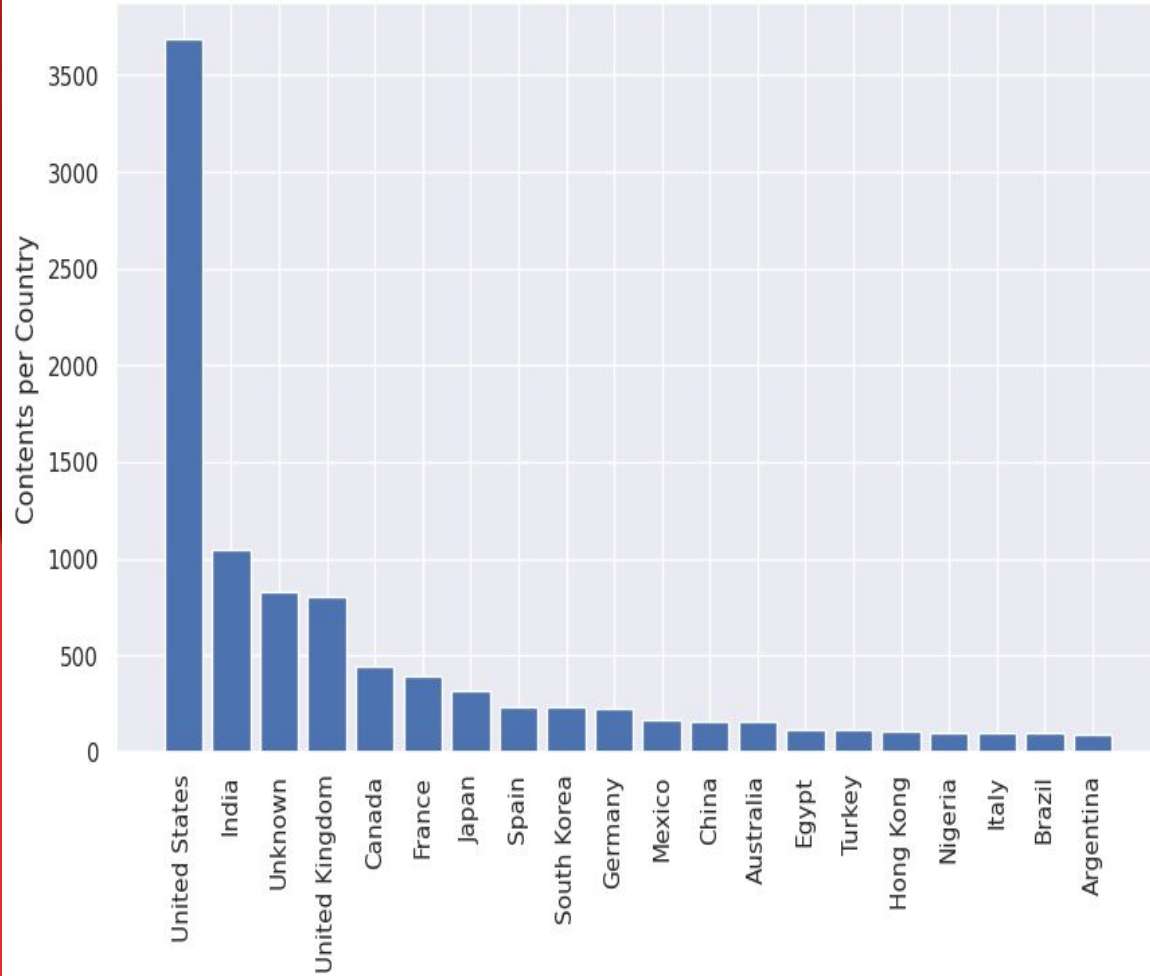
Content added on monthly and Daily basis

Distribution of Rating

- Adult contents are more than compared to other rating categories

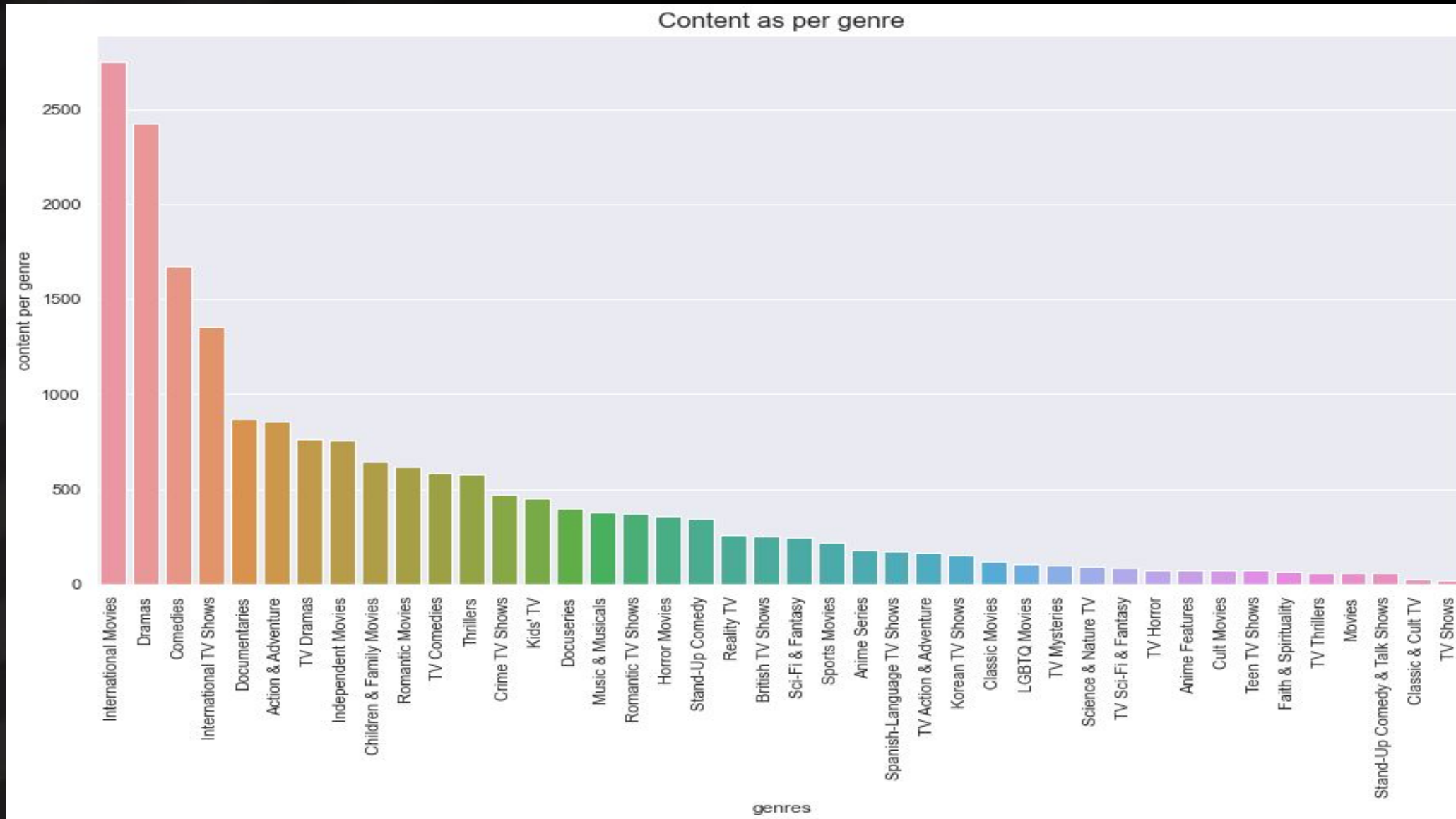# Contents per country

Global genres distribution

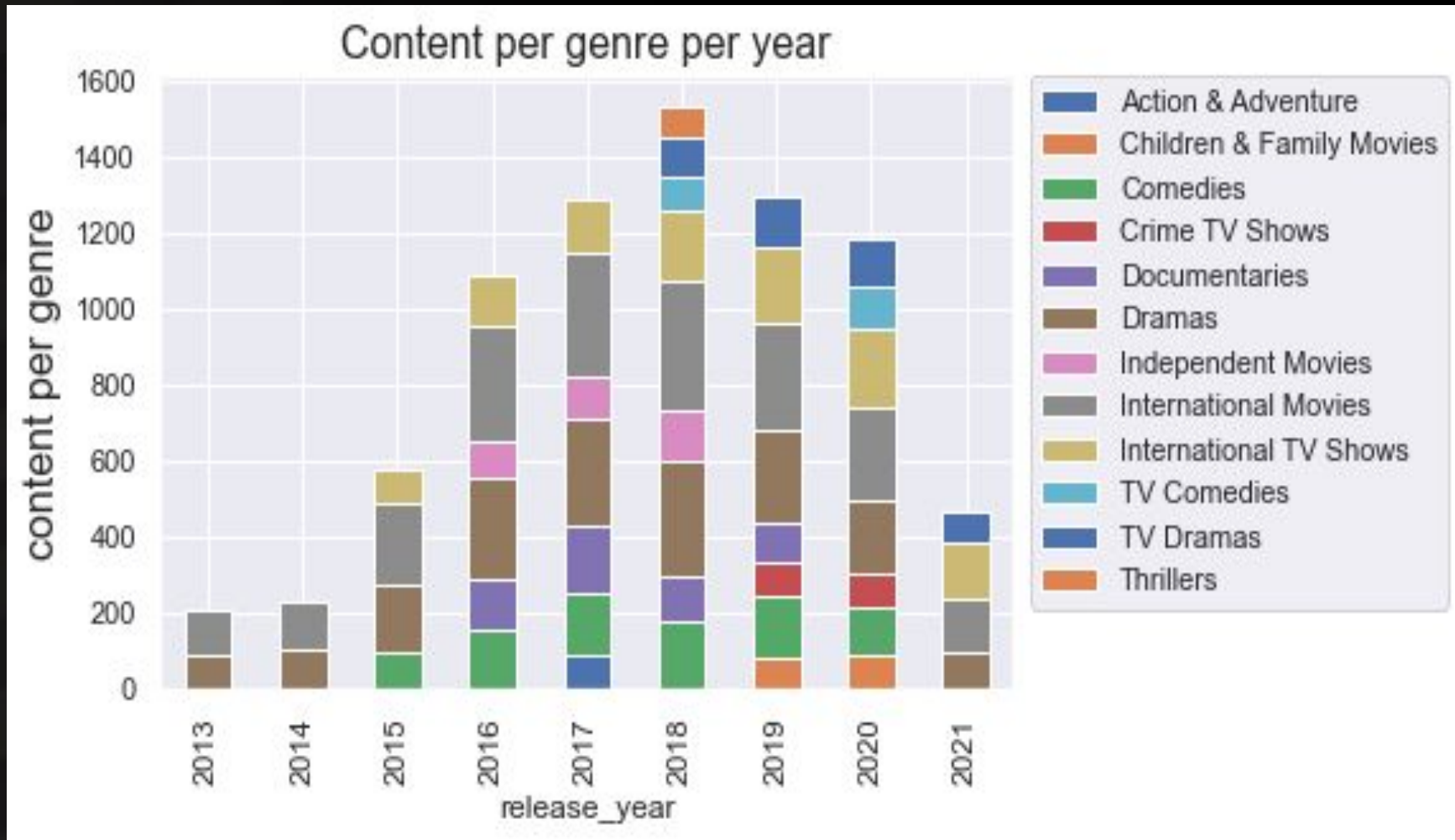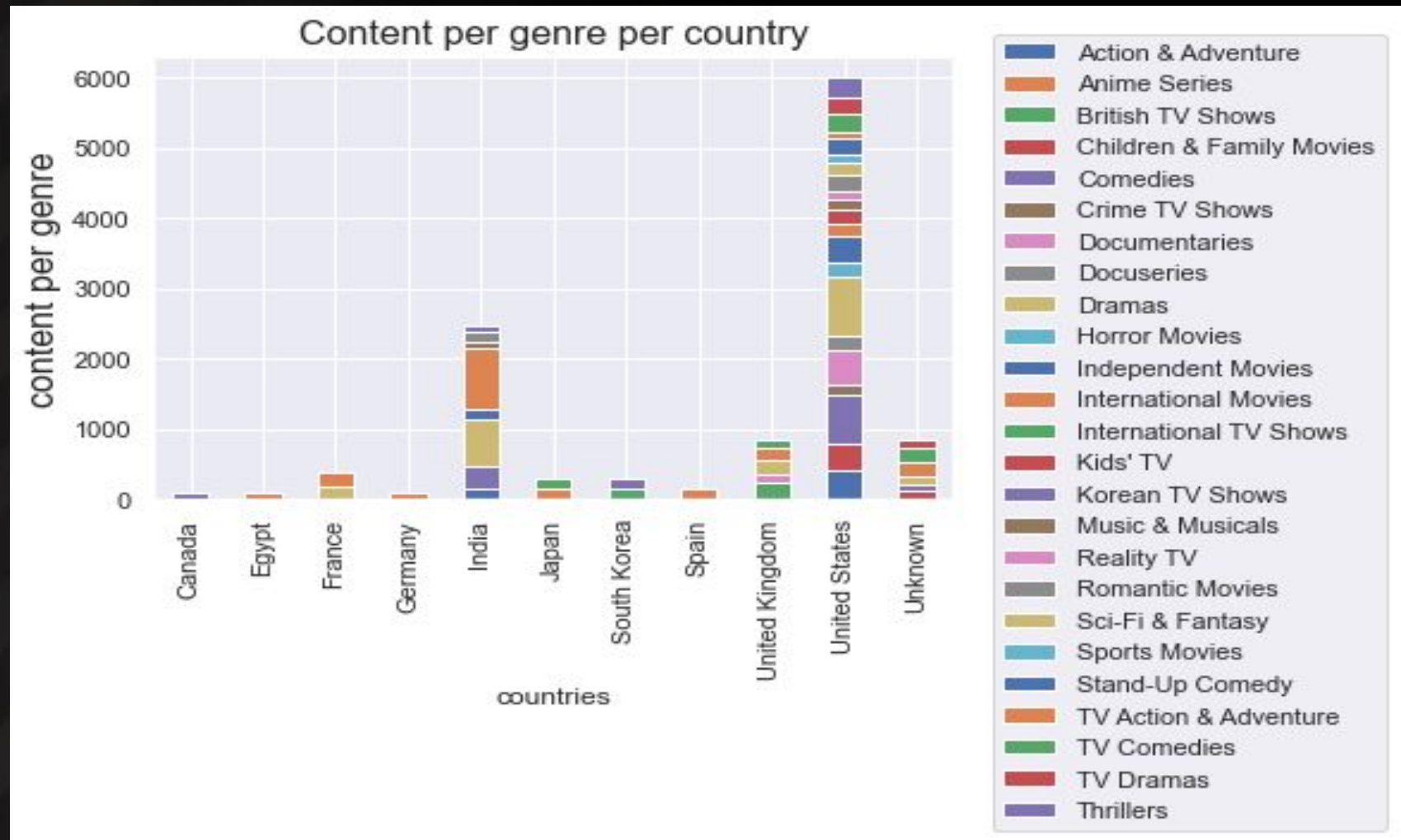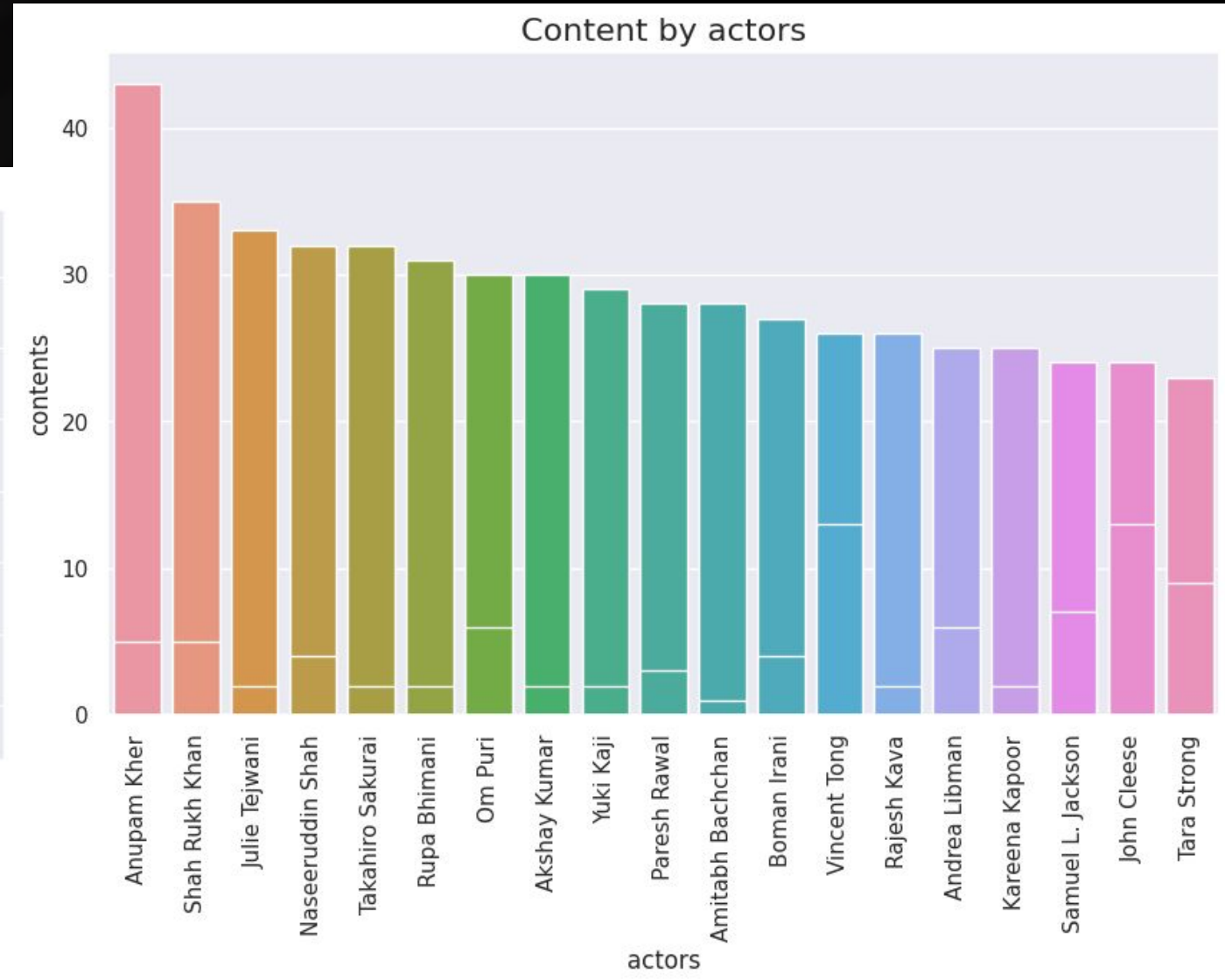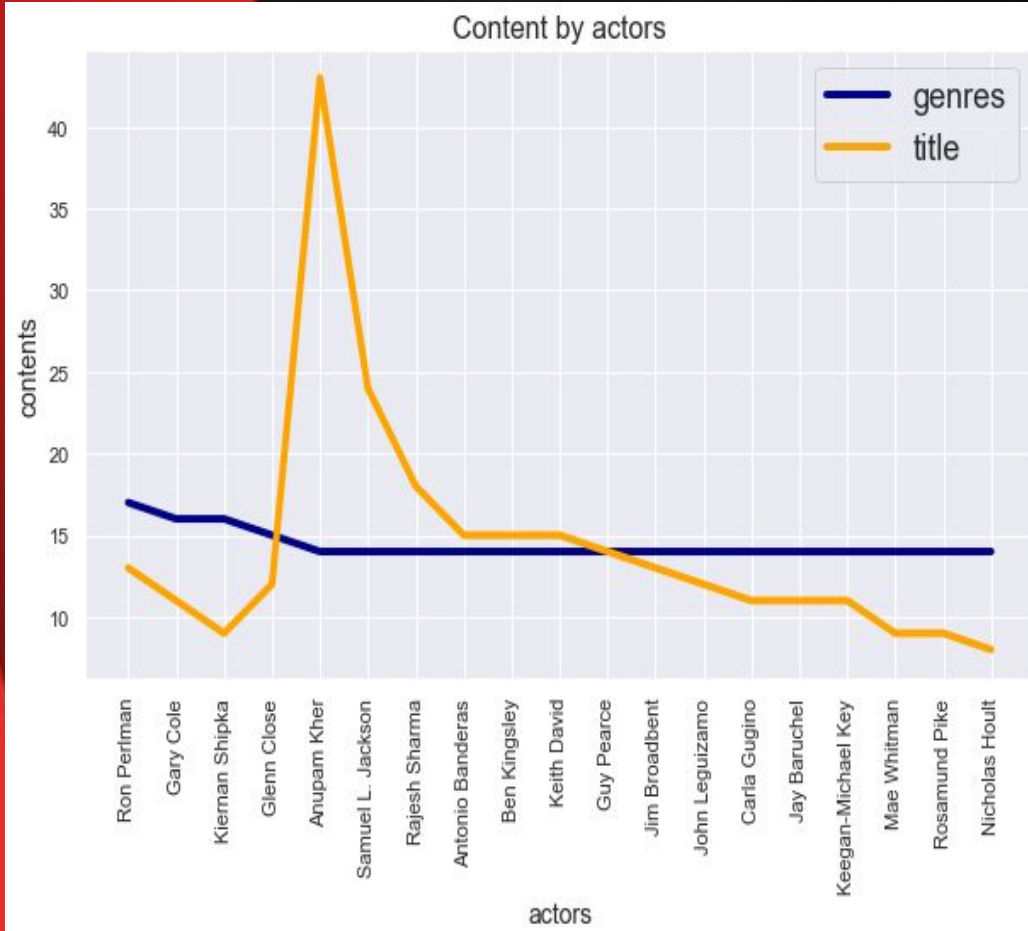

Content as per genre

Genres produced over the years

Genres produced by different countries

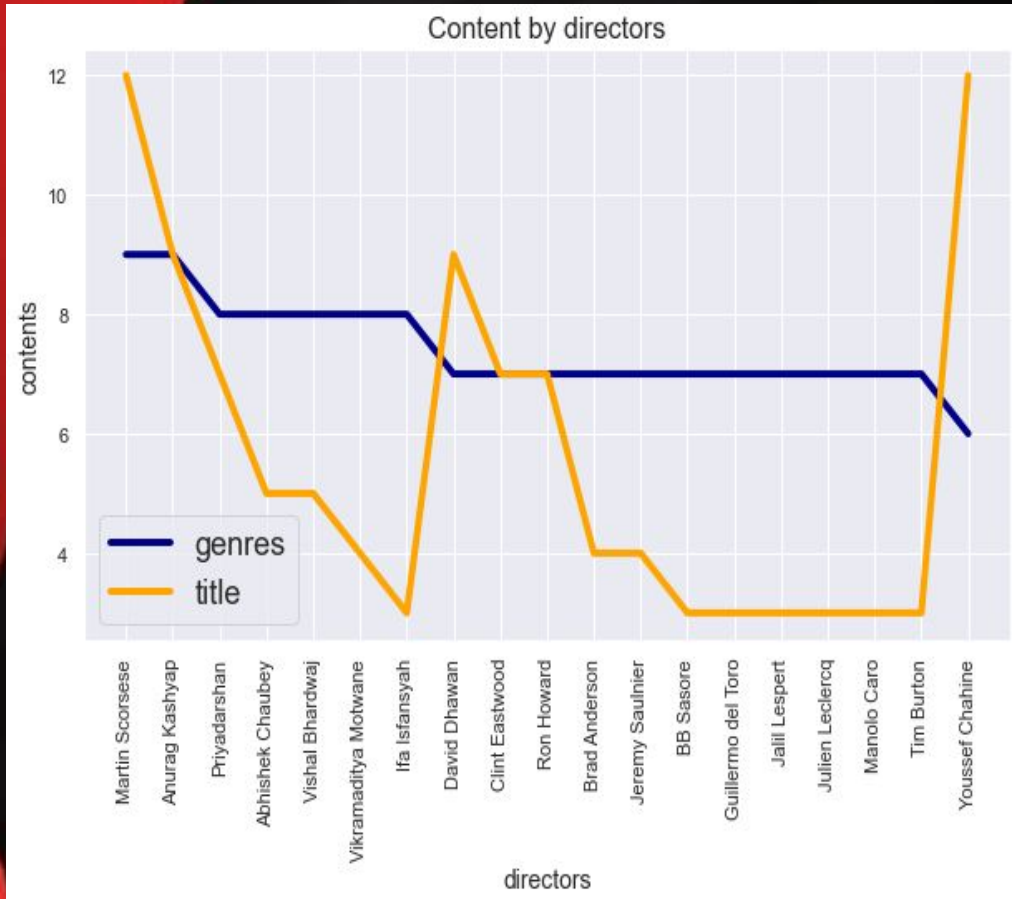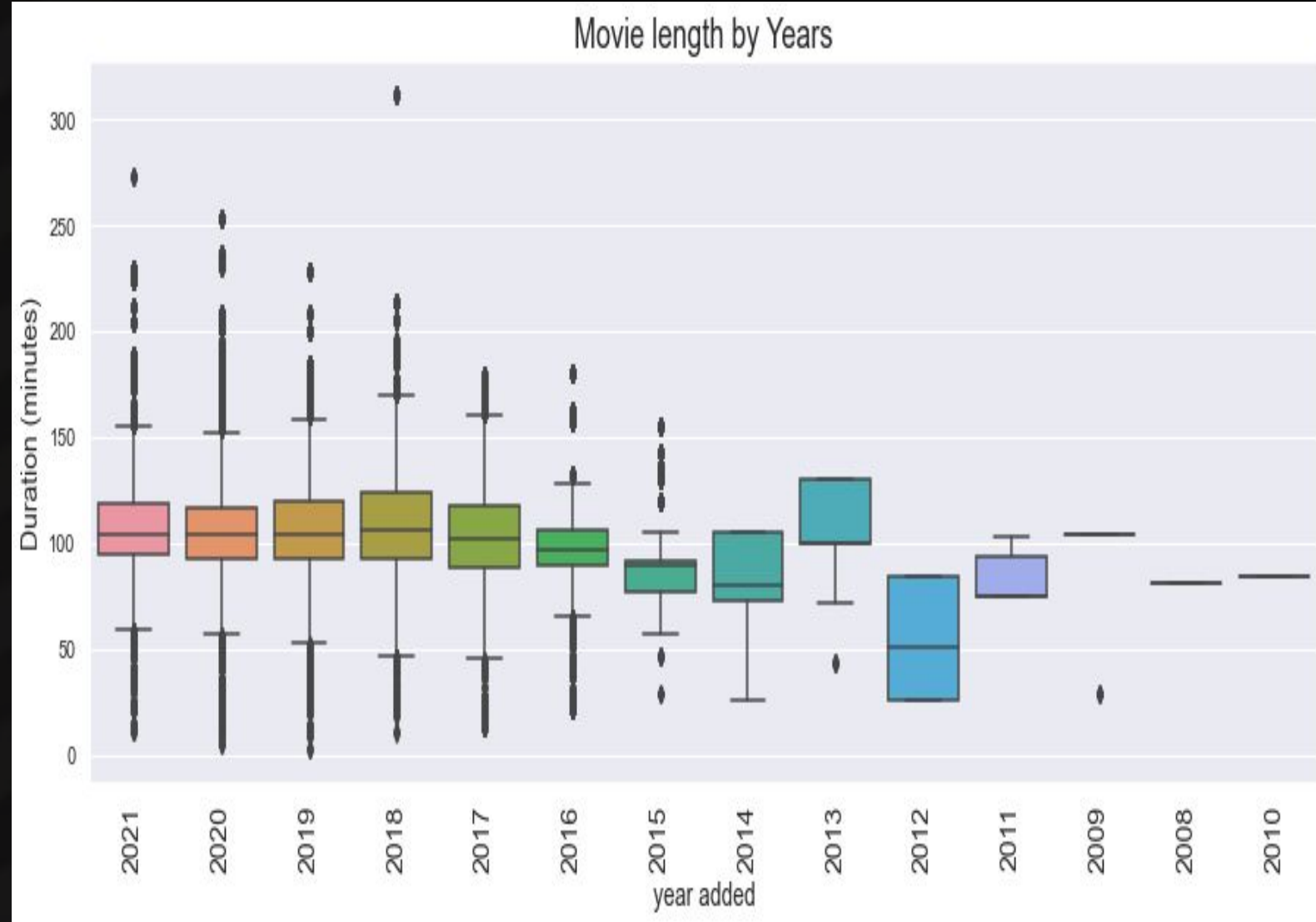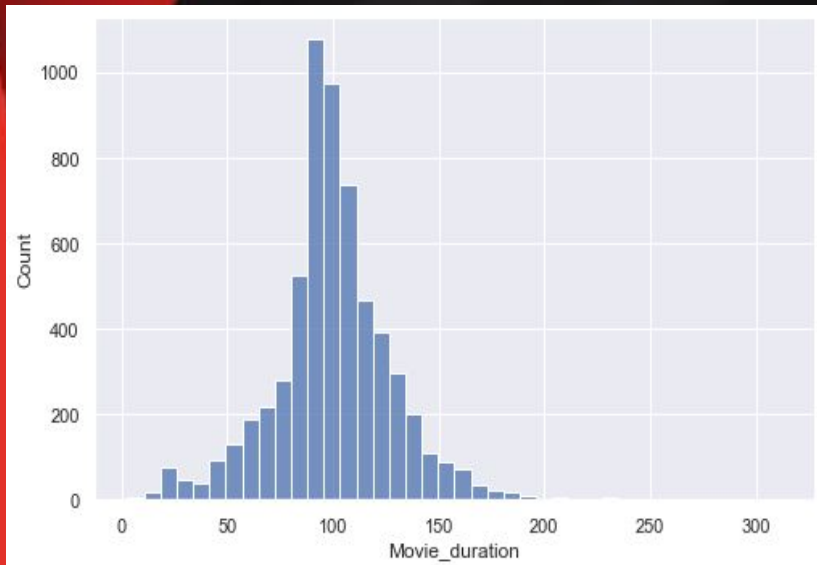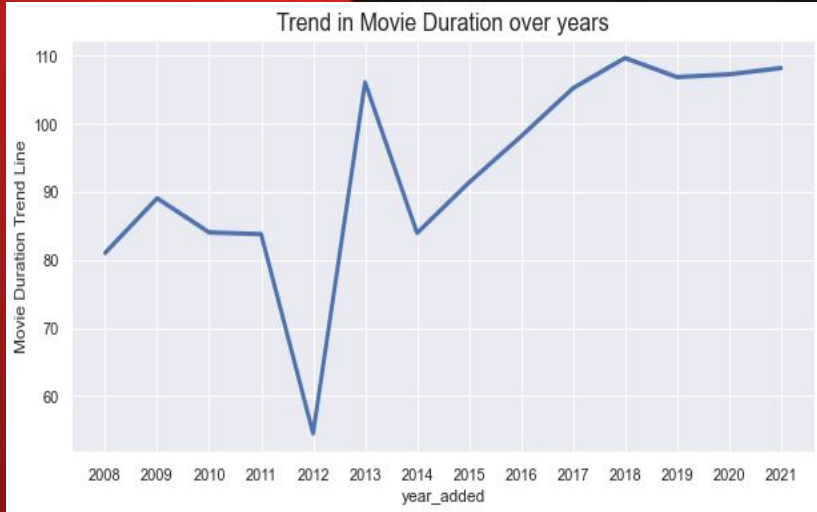# Top actors produces the most content

Content by actors

Content by actors

Content by Directors
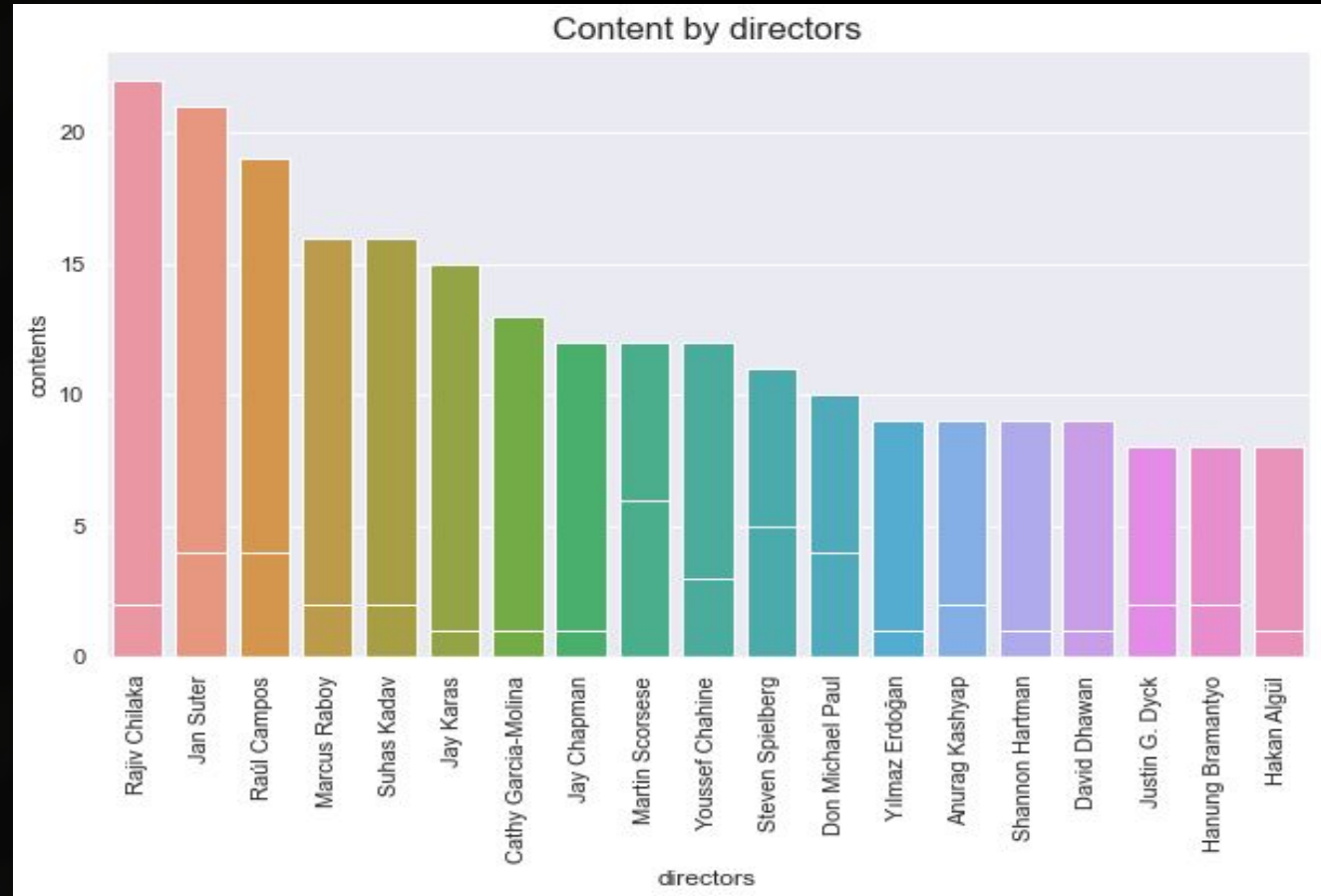
Movie duration over the years

Series Length over years
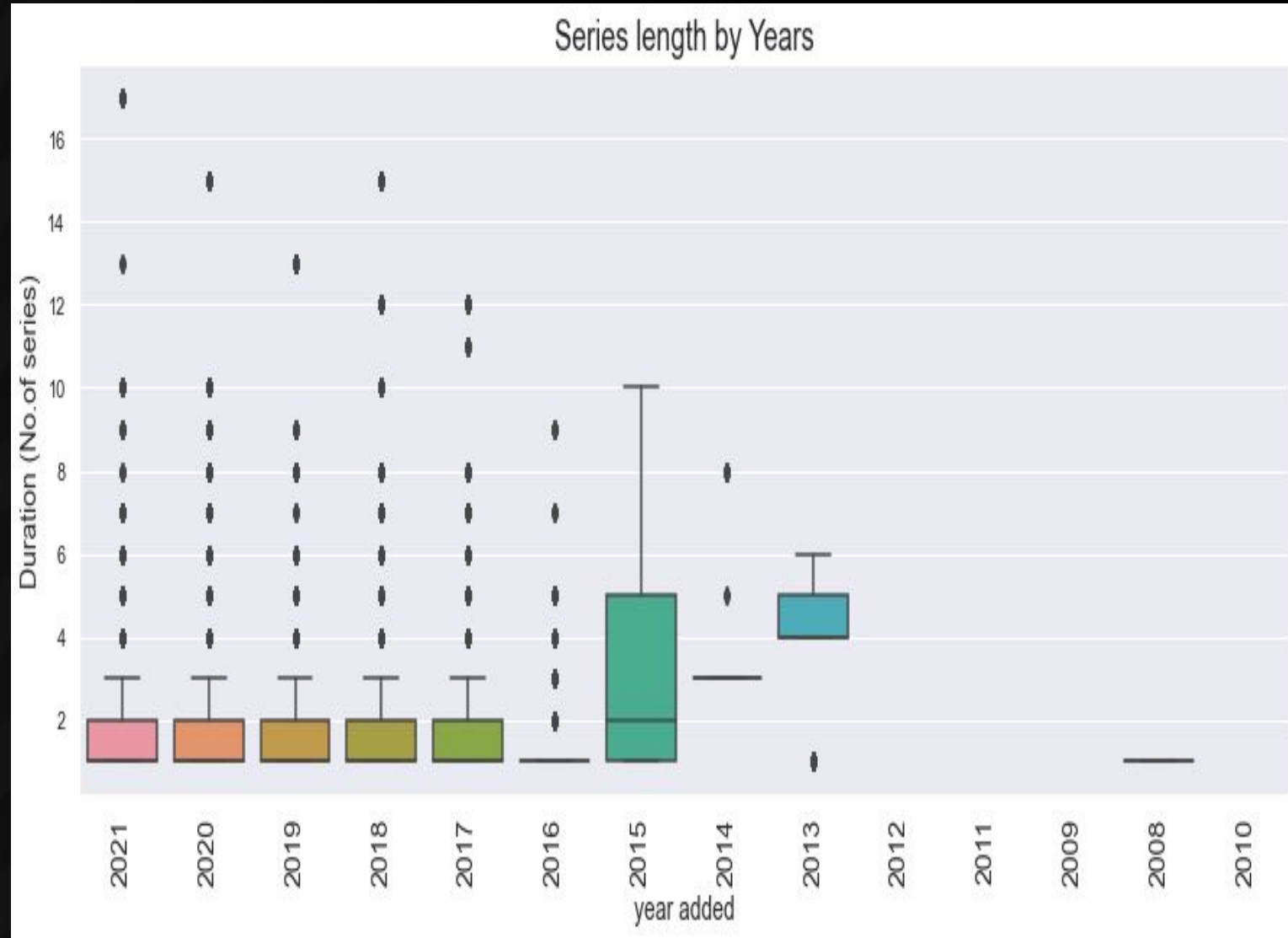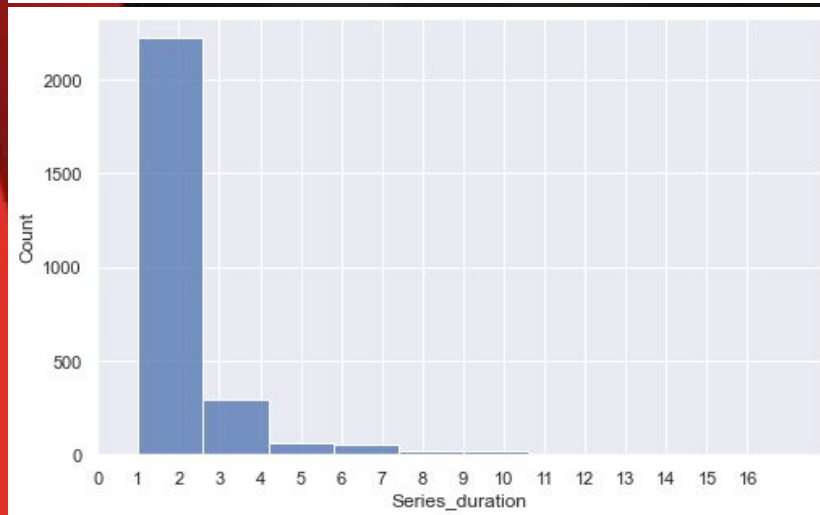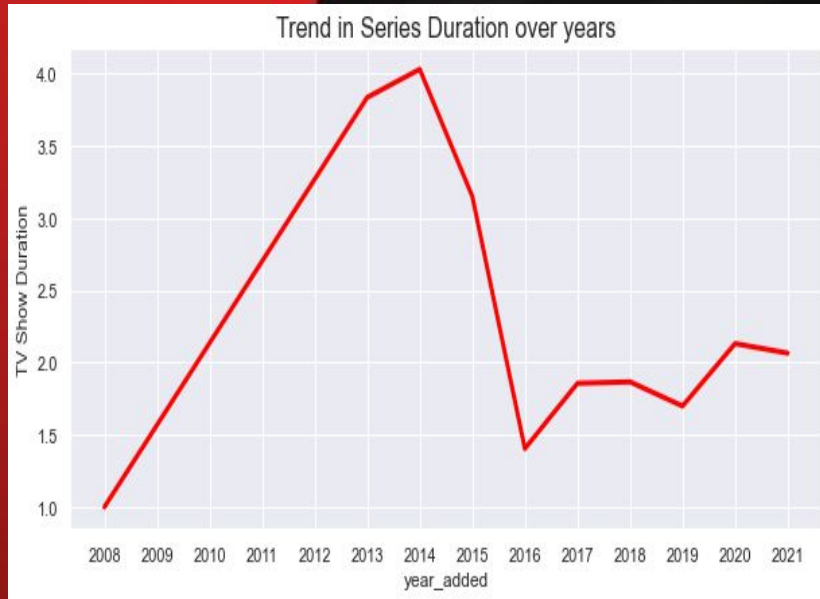
USA Insight
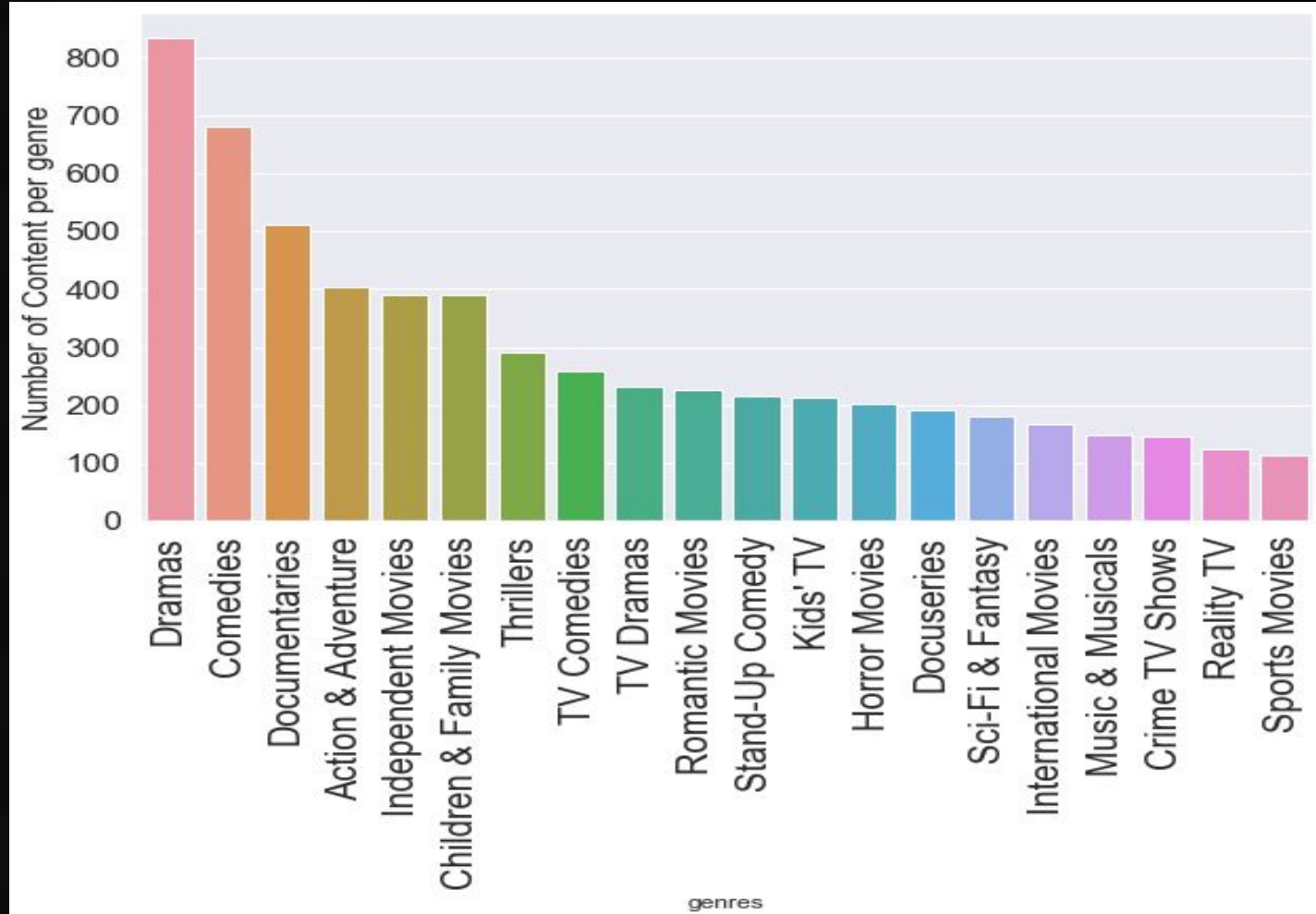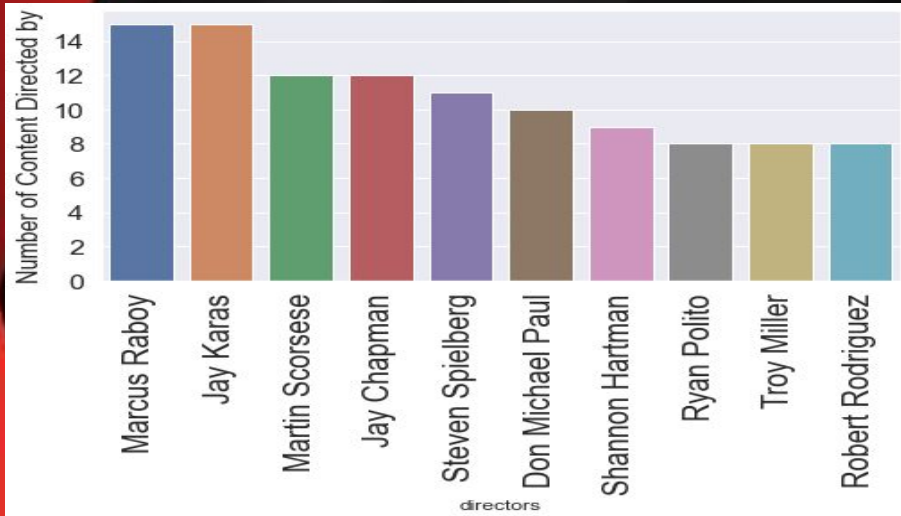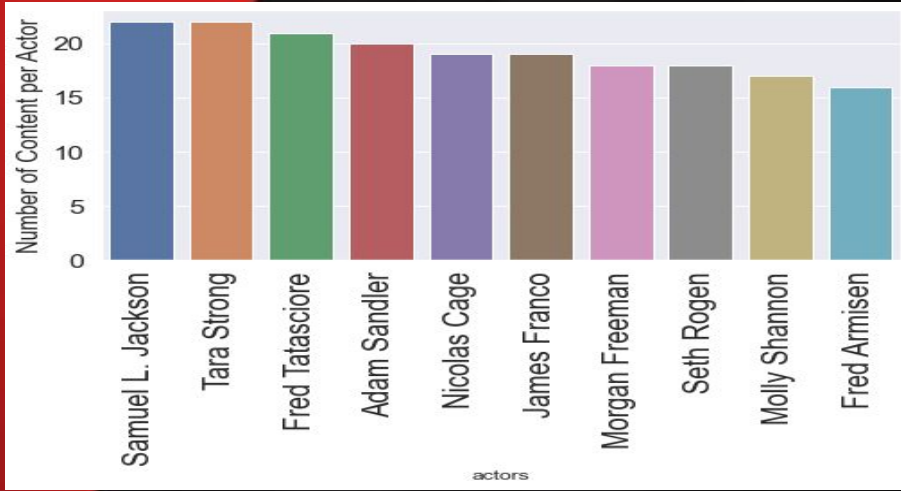
India Insight
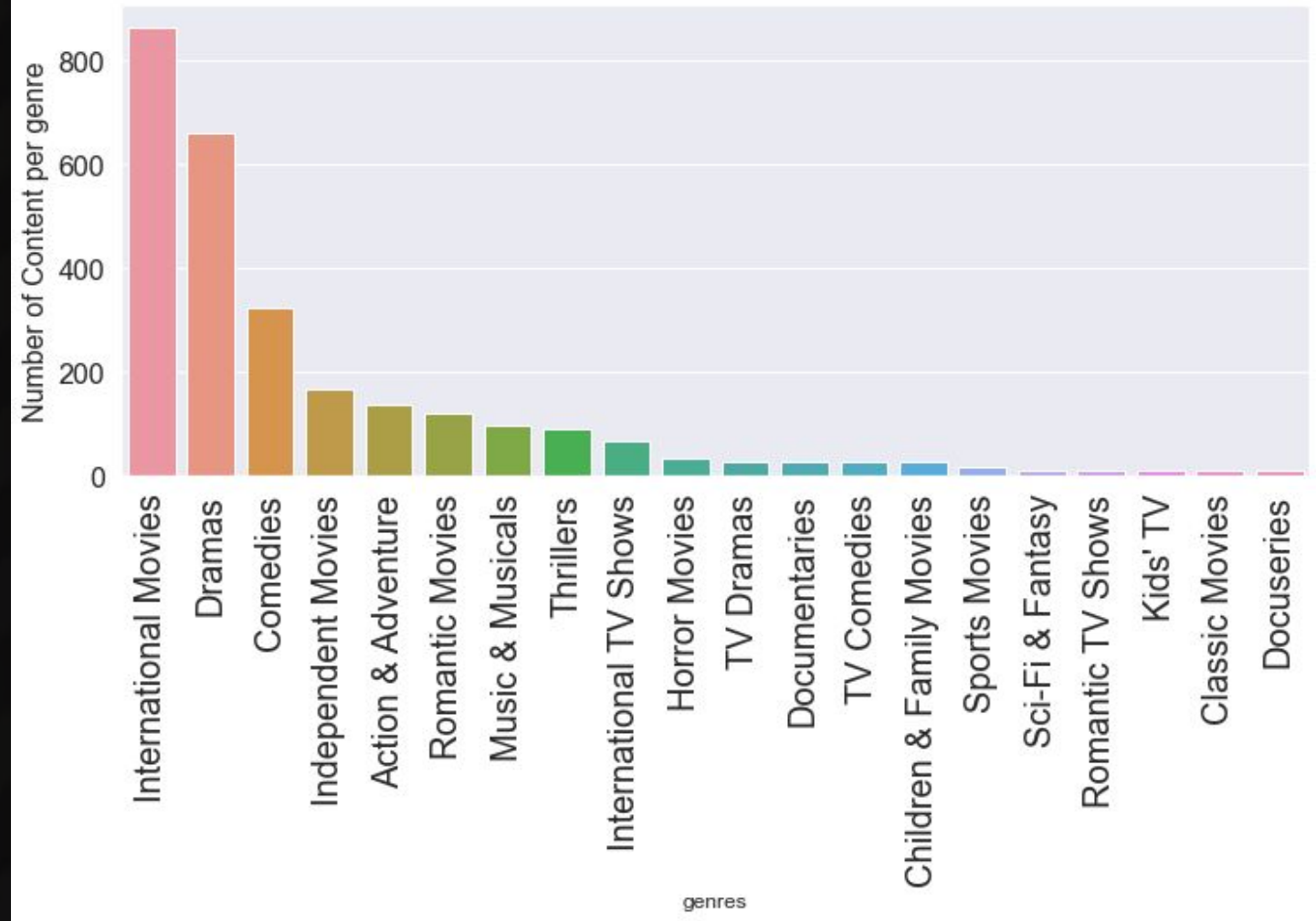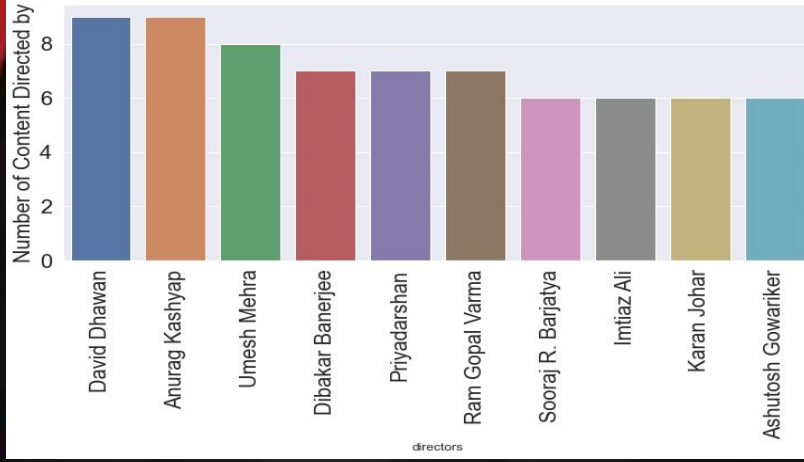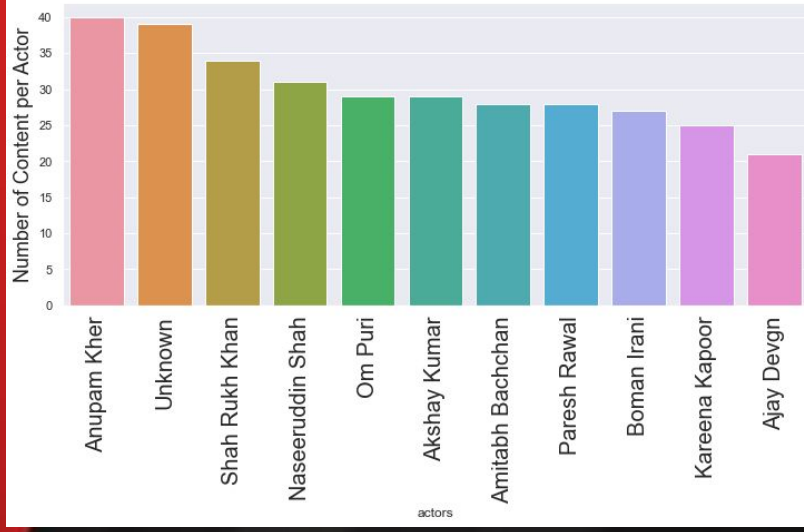
Insights after analysis

- About 70% content are Movies and 30% are TV shows
- Rating distribution shows, most of the content is for Adults followed by Teens(13+), OlderKids(5+), and kids(2-4).
- Only 2% content is rated for All ages.
- Content Released over years have increasing trend, till 2018, then gradually decreasing, may be due to pandemic hit.
- Most of the content added is during summer and winter holidays (July, dec)
- Most contents are added on Fridays.

Insights after analysis

- Most popular genres produced are International Movies/TV shows, Dramas, Comedies, Documentaries ,Action & Adventure and Children & family movies.
- Prominent Genres in Countries like India are Drama and International Movies, however, in USA Dramas, Documentaries and comedies are more popular.
- Actors like Anupam Kher and Shah Rukh Khan were among the top content producers globally.
- Most productive directors are Rajiv Chilaka, Jan Suter and Raul Campos globally.
- US is the top content producer followed by India, UK, Canada , France, Japan respectively.

Insights after analysis

- about 87% of content produced by just 20 countries.
- Movies length (~ 1.5 hr) is almost similar over the last few years with some exceptions, however, Series were of 1-3 season with some exceptions to multiple seasons
- United Kingdom, Japan, South Korea, Taiwan, Australia, China, Combodia , Singapore : has more tv shows content compare to movies
- India, USA, Egypt, Nigeria has more content of Movies compare to TV shows , and for rest of the countries it is equally distributed.
- Analysed most famous TV shows, Movies, Actors, directors, generes for countries like India, USA, UK, Canada etc.
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Conclusion

- We can recommend to focus more on TV shows than Movies in countries where TV shows are more populars and vice-versa.

- Since the overall trendline of TV shows is increasing in India ! Netflix should focus also on producing more TV series with movies !

- Since Most Popular Genre in India is International Movies, it it also suggested to add some international TV shows from USA and UK in NetflixIndia.

- looks like majority of the Movie content is around 75 to 125 min long, however, Series/TV Shows are 1 to 3 seasons long. Netfilx should focus more on Movies and Series with medium length.

Thank You

Collaborators:

Sunil

Suman

Nitha