Netflix Analysis

Dataset source: Kaggle.com

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Introduction:

Netflix is a streaming service that offers a wide variety of TV shows, movies, anime, documentaries, and more on thousands of internet-connected devices.

Netflix allows members to watch TV shows and movies without commercials, whenever they want.

Research Questions:

- What is the strategy of Netflix about adding time?
- Which countries have the most contents?
- What categories of contents are most popular on Netflix?
- What trends can be observed?
  Is Netflix has increasingly focused on TV rather than movies in recent years?
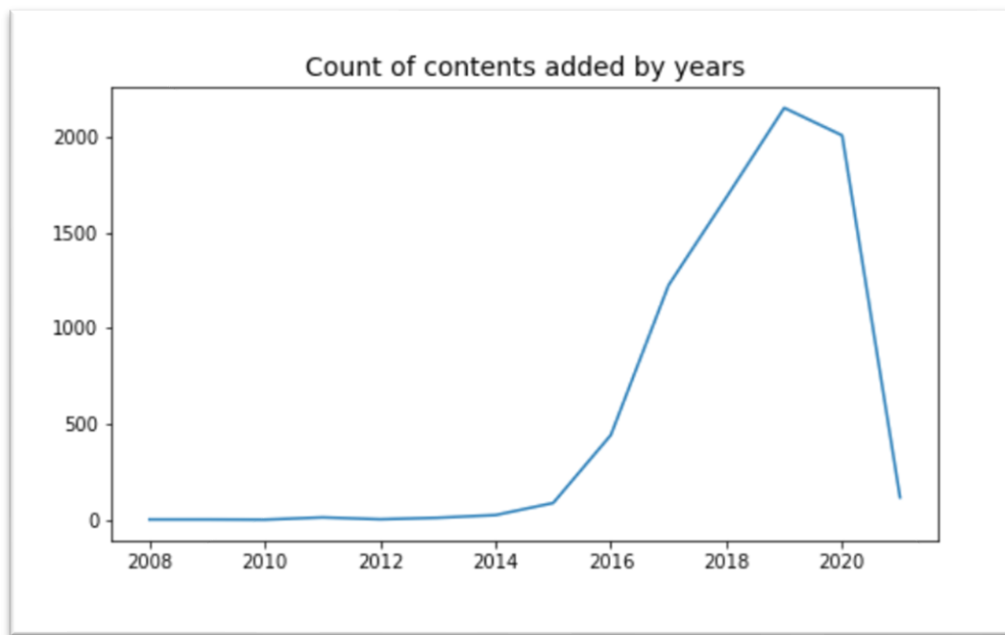
Findings:

Research Question 1

This question refers to months and days of week which Netflix added the most of their contents.

To explore that, each dimension of date was extracted to a new column so that contents could grouped by each dimension:

Figure 1.1:

It can observe that 2019 was the year with the highest count of uploads. Also, the big break of Netflix was in 2015.

Figure 1.2:

Count of contents added by months
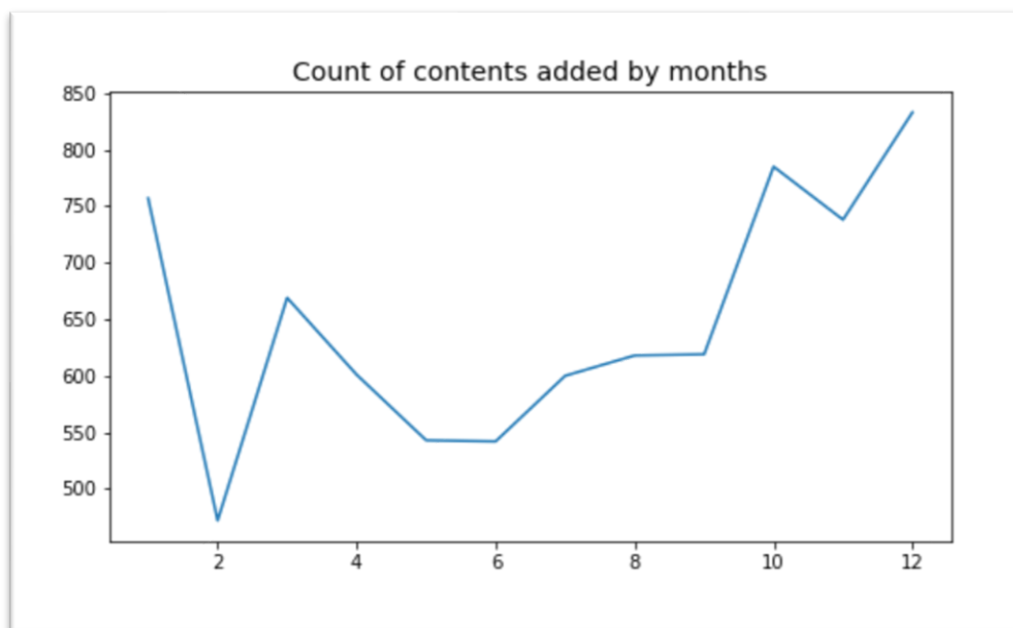
December is the month with the highest count of uploads. Going further outside the box, the data shows a preference of Netflix to add contents about the months: October to January are the hottest in that regard.
On the other hand, February, May and June- had the lowest count of uploads.

Figure 1.3:

Count of contents added by days of week
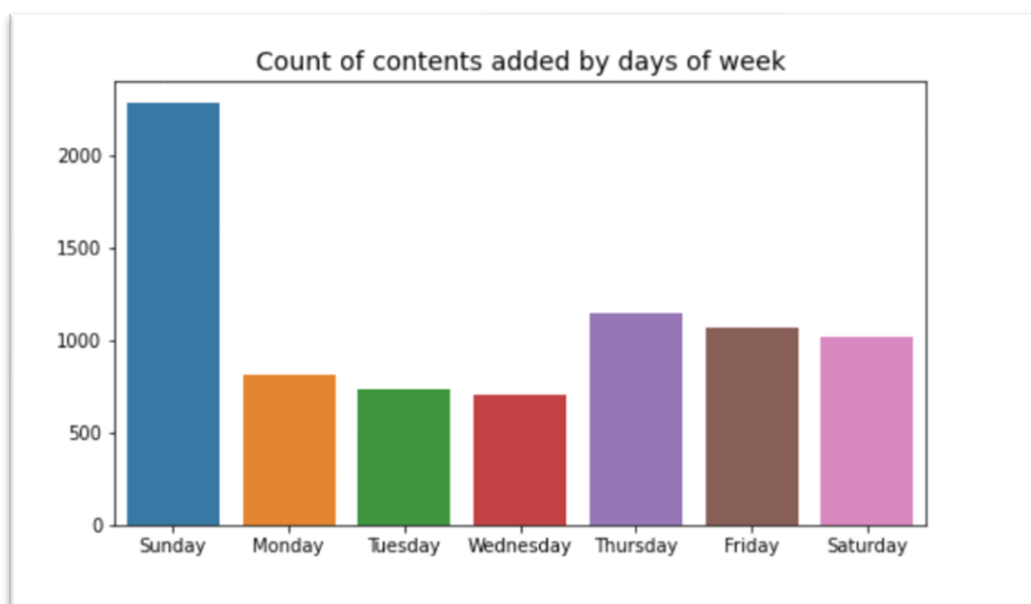
There is a big difference between Sunday and the other days of week.
It can be inferred that part of Netflix strategy for draw a crowd and maximize their exposure is about timing.

Research Question 2

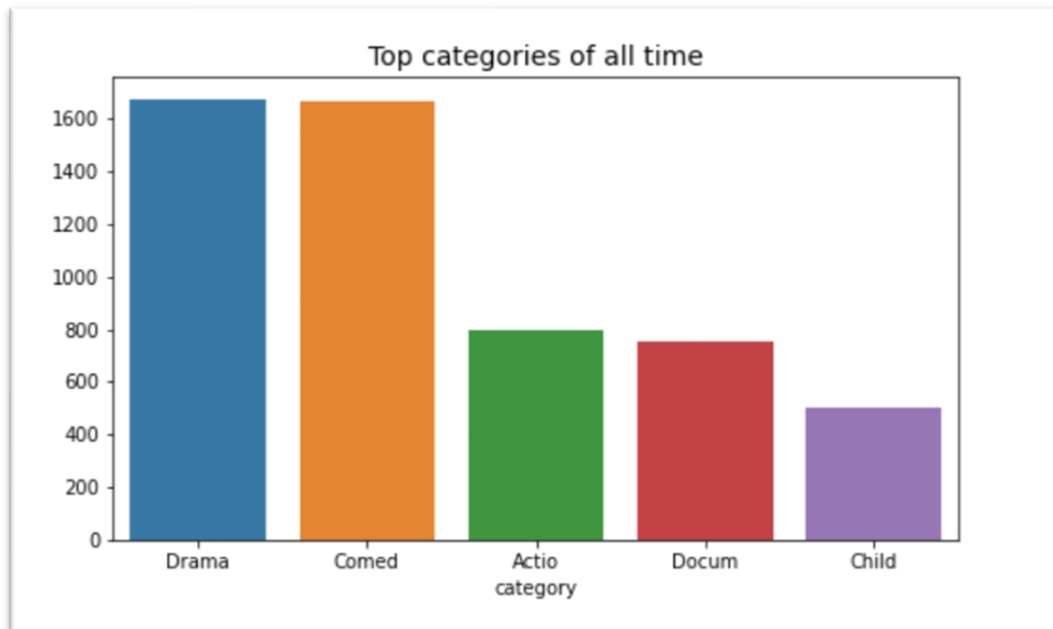The top ten countries that have the most content on Netflix are as follows:

Figure 2:

country	
United States	2555
India	923
United Kingdom	397
Japan	226
South Korea	183
Canada	177
Spain	134
France	115
Egypt	101
Mexico	100

Research Question 3

The most popular categories of contents on Netflix are drama, comedy, action, documentary and children & family:
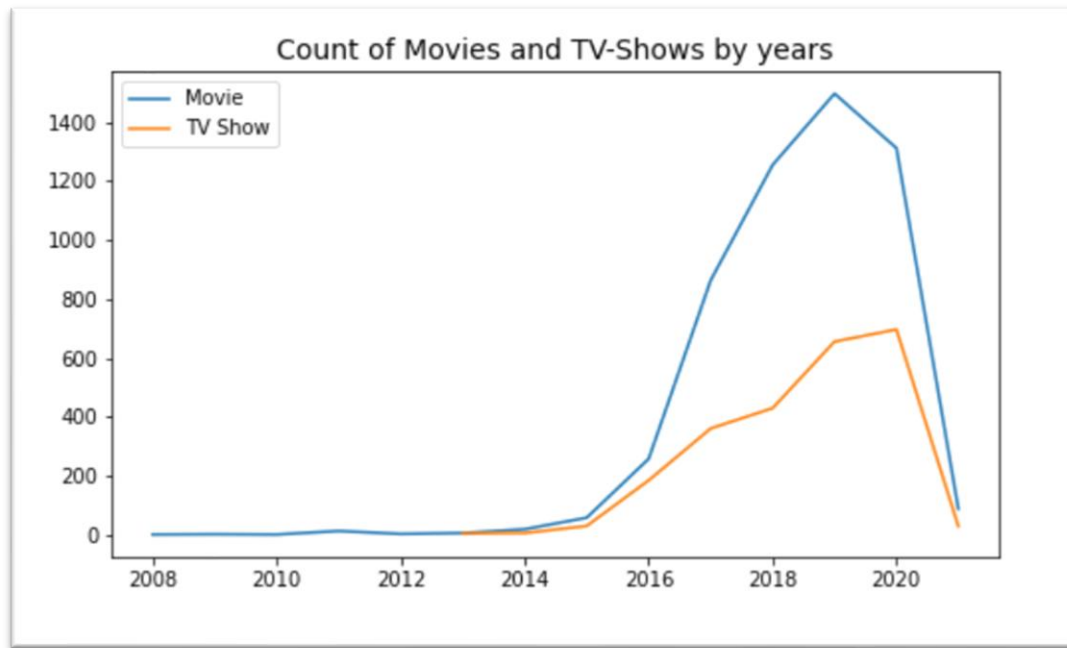
Figure 3:

Research Question 4

This research shows decrease of movies uploads and increase of TV-Shows uploads as of 2019:

Figure 4:

This discovery may indicate about people preference to watch more TV-shows and less movies in generally, in the last years.