

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?

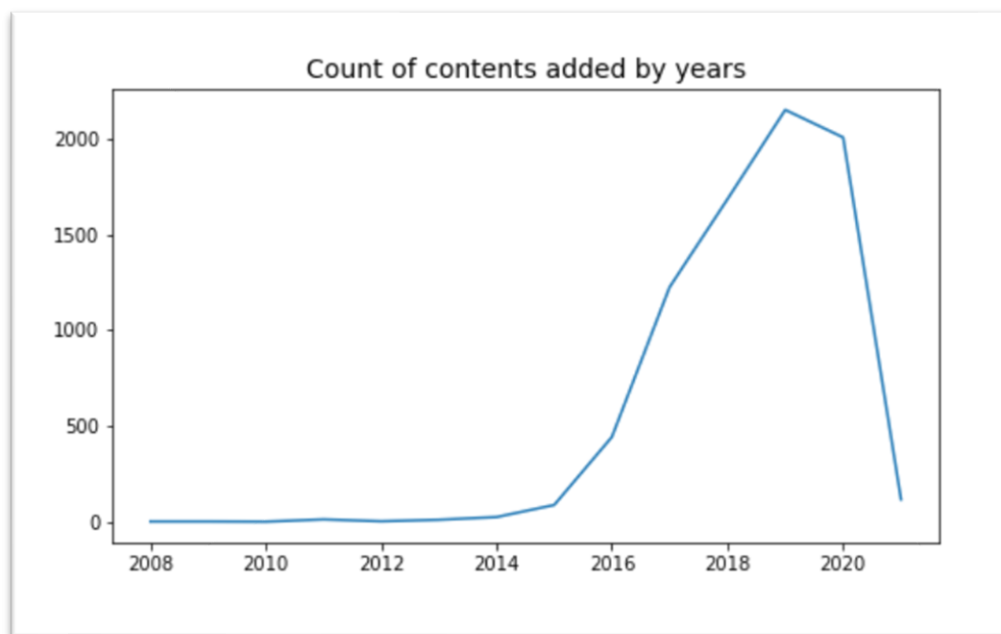
Foundations:

Research Question 1

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

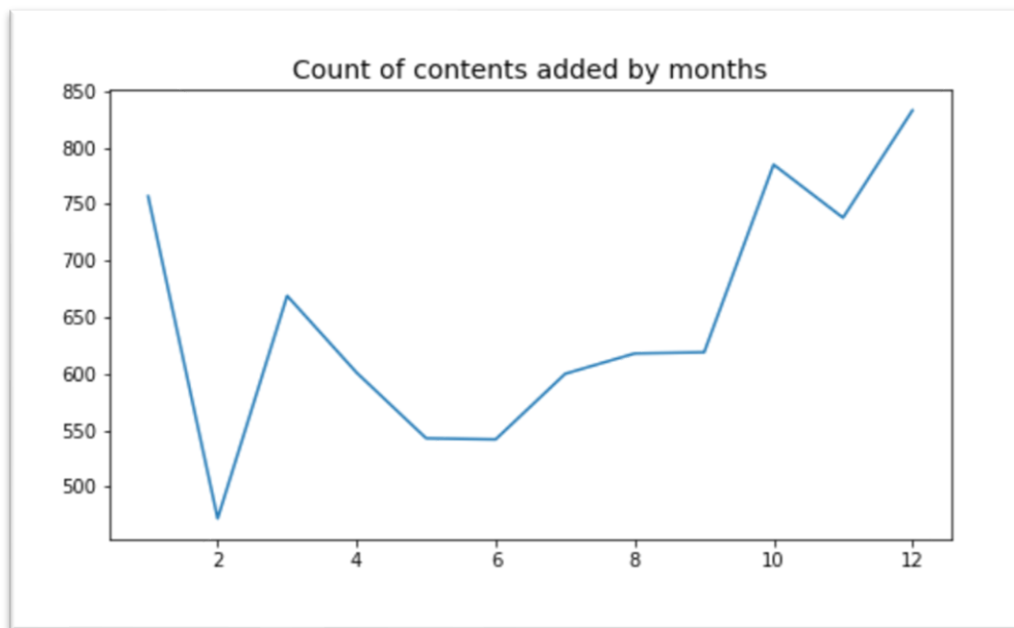
To explore that, each dimension of date was extracted to a new column so that contents could be grouped by each dimension:

Figure 1.1



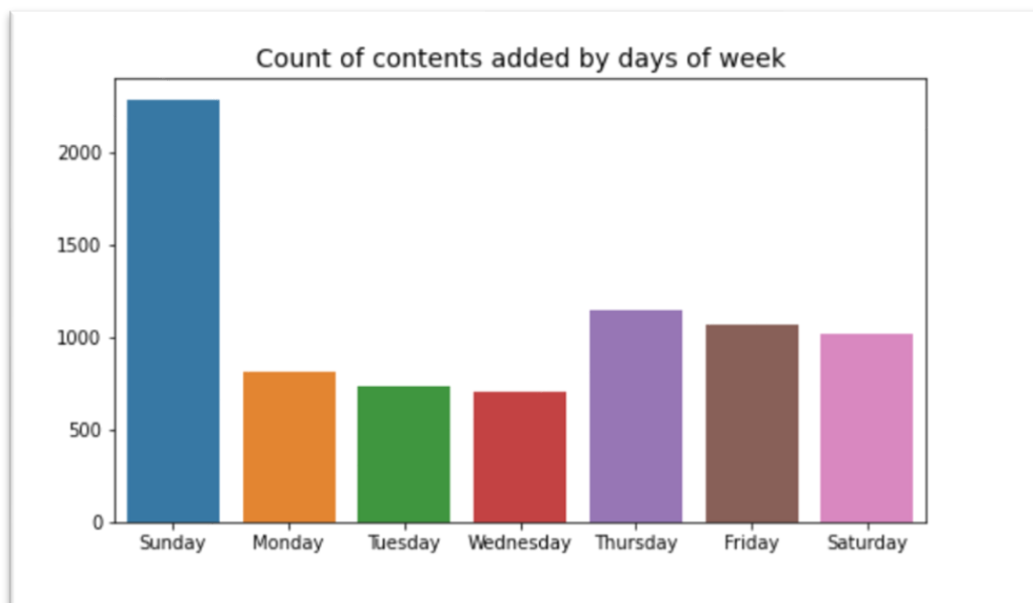
It can be observed that 2019 was the year with the highest count of uploads. Also, the big break of Netflix was in 2015.

Figure 1.2



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



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.

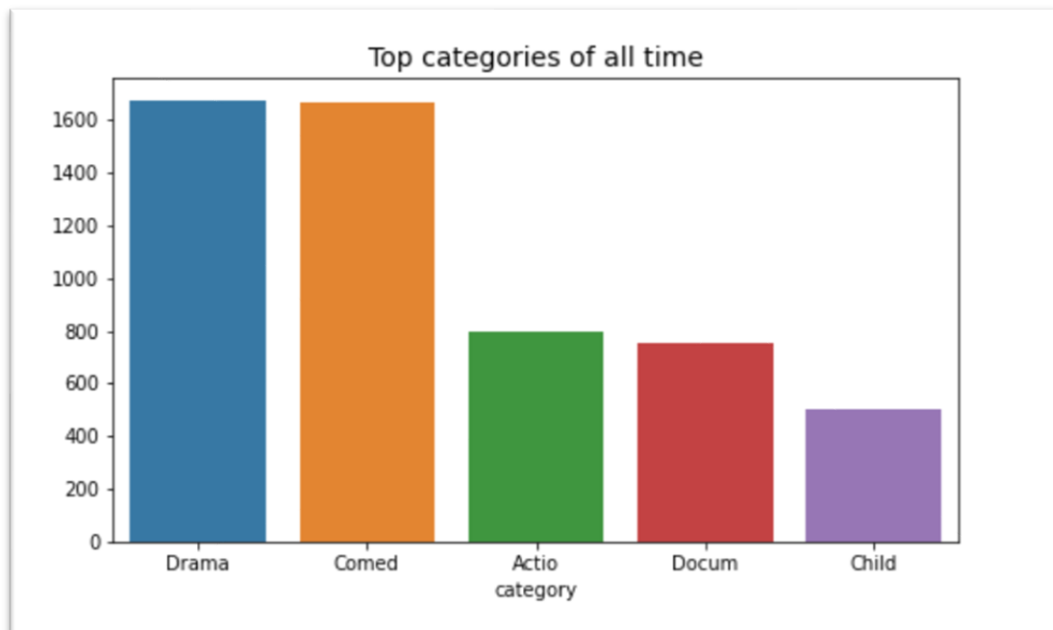
Research Question 1

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

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

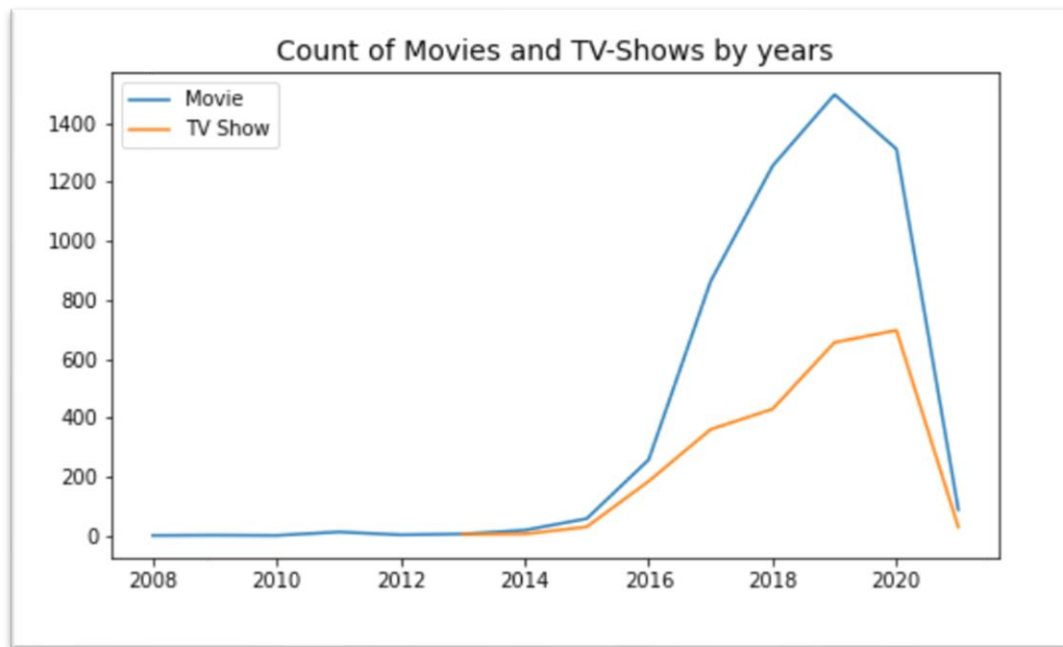
Research Question 3

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



Research Question 4

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



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