

CONCLUSIONS AND RECOMMENDATION

Based on the insights obtained from the data analysis, we can conclude and make recommendations:

CONCLUSIONS:

Year with the most released TV shows (2020): In 2020, Netflix released the highest number of TV shows compared to other years in the dataset. There were a total of 436 TV shows released in 2020.

Frequency Analysis for 'Type' Column:

Movies: There were 6,131 movies in the dataset.

TV Shows: There were 2,676 TV shows in the dataset.

Frequency Analysis for 'Rating' Column:

The most common content rating assigned to the TV shows and movies on Netflix is TV-MA, followed by TV-14 and TV-PG. There is a wide range of content ratings available, indicating diverse content catering to different age groups and preferences.

RECOMMENDATION:

Content Strategy:

Given the high number of TV shows released in 2020, Netflix should continue investing in the production and acquisition of TV shows to cater to the growing demand for contents with episodes.

Content Curating:

Netflix should focus on curating a diverse library of content, including both movies and TV shows, to cater to the preferences of a wide range of audiences.

Targeted Marketing:

Understanding the popularity of different content ratings can help Netflix target its marketing efforts more effectively. For example, promoting TV-MA content to adult audiences and TV-Y content to younger viewers.

User Experience Enhancement:

Netflix can leverage the insights on popular genres and content ratings to improve the user experience by providing personalized recommendations and curated content lists based on user preferences.

Investment in Original Content:

Given the popularity of TV-MA and TV-14 content, Netflix should consider investing in original content production or licensing agreements for content targeting mature audiences.

Data-Driven Decision Making:

Continuously analyzing user behaviour and content trends over time can help Netflix make data-driven decisions regarding content acquisition, production, and platform enhancements to enhance user engagement and satisfaction.

By leveraging these insights and recommendations, Netflix can optimize its content strategy, enhance user experience, and maintain its position as a leading streaming platform in the industry.