



NETFLIX DATA ANALYSIS

Prepared by
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CONTENT:

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Preview

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Wrangling

3



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Wrap-up

N SERIES

PREVIEW

The Netflix dataset, encompassing details about movies, TV shows, directors, cast, genres, countries, duration, and ratings, was initially processed using Python for preprocessing. For advanced queries and data manipulation, a connection to MySQL Workbench was established following the initial exploration and cleaning phase.

Play

More Info

Episodes

EPISODES

Season 1: Project Preview

1		Episode 1: Project Introduction	45m
2		Episode 2 : Objective	45m
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N

Episode 1

PROJECT INTRODUCTION

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Welcome to this Netflix Data Analysis project. In this project, we delve into Netflix's extensive catalog to uncover insightful patterns and trends. Using advanced SQL queries, we analyze data to provide valuable insights into collaborations, genres, ratings, and more. Our goal is to derive meaningful conclusions that can influence future content decisions and enhance viewer satisfaction.





Episode 2

OBJECTIVE

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The primary objective is to perform an in-depth analysis of the Netflix dataset, addressing key questions related to actor collaborations, genre ratings, director versatility, and more. The scope includes data cleaning, deduplication, and creating supporting tables for detailed analysis. We will also explore trends in content popularity and genre combinations to provide actionable insights.



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Episode 3

WORKFLOW

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The workflow of this project follows a structured approach to data analysis. We begin by extracting and loading the data into a database. Next, we clean and structure the data, removing duplicates and creating Supporting tables for directors, genres, countries, and cast members. We then handle missing values to ensure data completeness. After preparing the data, we perform various analyses using SQL queries to extract meaningful insights. Finally, we compile these insights into a comprehensive presentation, highlighting key findings and their potential business impacts. This systematic workflow ensures thorough data preparation and accurate analysis.



WORKFLOW



Data Collection
and Loading



Data Cleaning and
Transformation



Data Storage and
Management



Data Analysis and
Insights

N SERIES

DATA WRANGLING

In this section, we delve into data wrangling, a crucial process of transforming raw data into a usable format. This involves data cleaning and structuring, creating and populating supporting tables, and handling missing values. These steps ensure the data's integrity and readiness for analysis, setting the foundation for extracting meaningful insights.

Play

More Info

Episodes

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EPISODES

Season 2: Data Wrangling

-
- | | | |
|---|--------------------------------------------------------------------------------------------------------------------------------------------|-----|
| 1 |  Episode 1:
Data Cleaning and Structuring | 45m |
| 2 |  Episode 2 :
Creating and Populating Supporting Tables | 45m |
| 3 |  Episode 3 :
Handling Missing Values | 45m |
-



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Episode 1

DATA CLEANING AND STRUCTURING

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The Netflix dataset was first cleaned and structured to ensure accurate analysis. Key steps included removing duplicates, normalizing tables for genres, directors, countries, and cast, and converting data types for consistency and to optimize the performance .



data type optimization

```
CREATE TABLE netflix_data (
    show_id VARCHAR(10) PRIMARY KEY,
    type VARCHAR(10) NULL,
    title VARCHAR(200) NULL,
    director VARCHAR(250) NULL,
    cast VARCHAR(1000) NULL,
    country VARCHAR(150) NULL,
    date_added VARCHAR(20) NULL,
    release_year INT NULL,
    rating VARCHAR(10) NULL,
    duration VARCHAR(10) NULL,
    listed_in VARCHAR(100) NULL,
    description VARCHAR(500) NULL
)
```

Data Cleaning and Deduplication

- Identified and removed duplicate records using a CTE to ensure data integrity.
- Performed data type conversions for fields like 'date_added' to standardize the format.



Finding

```
SELECT *  
FROM netflix_data  
WHERE CONCAT(title, type) IN (  
    SELECT CONCAT(title, type)  
    FROM netflix_data  
    GROUP BY title, type  
    HAVING COUNT(*) > 1  
)  
ORDER BY title;
```



Data Type Conversion

```
WITH CTE AS(  
    SELECT *,  
    ROW_NUMBER() OVER(PARTITION BY title,  
    type ORDER BY show_id) AS rn  
    FROM netflix_data  
)  
SELECT * FROM CTE  
WHERE rn = 1;
```



Data Type Conversion

```
WITH cte AS (  
    SELECT *,  
    ROW_NUMBER() OVER (PARTITION  
    BY title, type ORDER BY show_id) AS rn  
    FROM netflix_data  
)  
SELECT show_id, type, title,  
STR_TO_DATE(date_added, '%M %d, %Y') AS  
date_added,  
release_year, rating, duration,  
description  
FROM cte  
WHERE rn = 1;
```



Episode 2

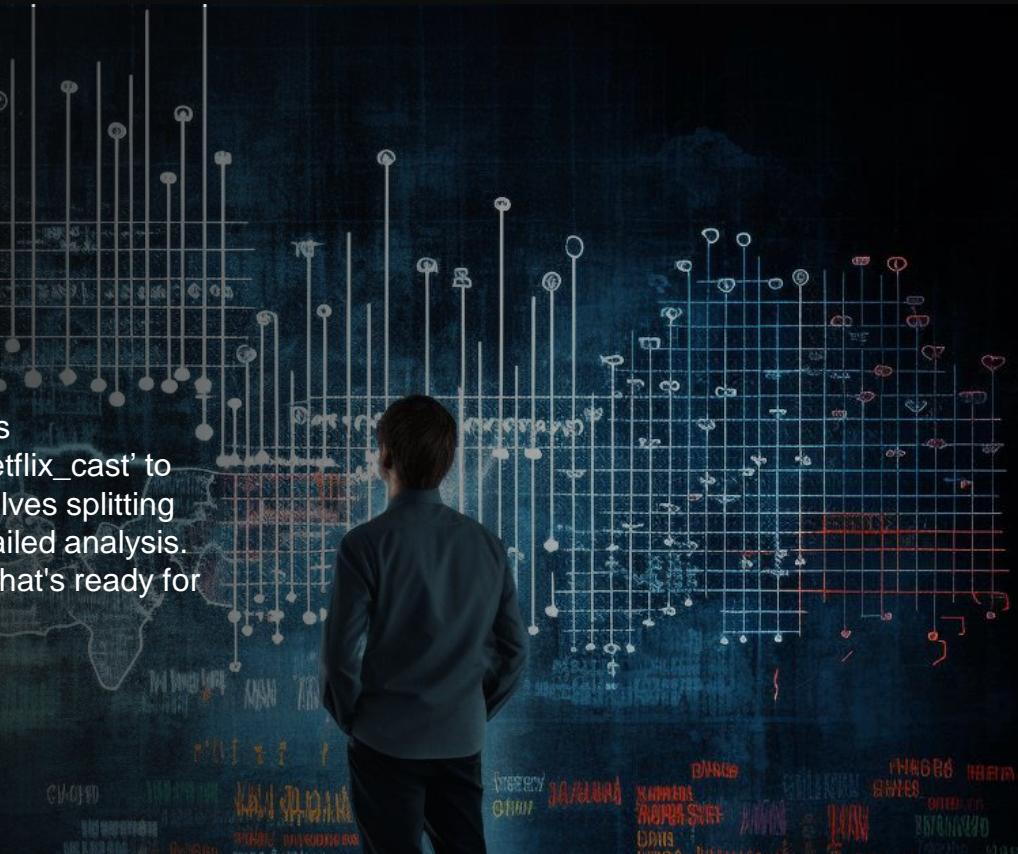
CREATING AND POPULATING

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In this phase, we create essential supporting tables such as ‘netflix_directors’, ‘netflix_genre’, ‘netflix_countries’, and ‘netflix_cast’ to break down complex data into manageable parts. This involves splitting string data into individual records, which enables more detailed analysis. This step is crucial for transforming raw data into a format that's ready for deeper analysis.

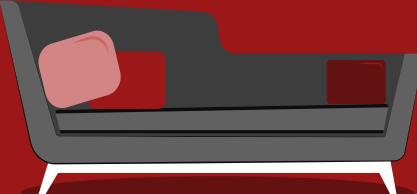


Creating and Populating Supporting Tables

- Created tables for 'netflix_directors', 'netflix_genre', 'netflix_countries', and 'netflix_cast' to handle multiple entries in these fields.
- Used a 'split_string' function to break down comma-separated values into individual records.

Data Seeding

```
CREATE TABLE numbers (n INT);
INSERT INTO numbers (n)
VALUES (1), (2), (3), (4), (5), (6),
(7), (8), (9), (10);
```



String Splitting

```
DELIMITER $$  
CREATE FUNCTION split_string(  
    str TEXT, -- Changed to TEXT to handle larger strings  
    delim VARCHAR(12),  
    pos INT  
) RETURNS VARCHAR(255)  
DETERMINISTIC  
BEGIN  
    DECLARE result VARCHAR(255);  
    SET result = TRIM(  
        REPLACE(  
            SUBSTRING(  
                SUBSTRING_INDEX(str, delim, pos),  
                LENGTH(SUBSTRING_INDEX(str, delim, pos - 1)) + 1,  
                LENGTH(str)  
            ),  
            delim, ''  
        )  
    );  
    RETURN result;  
END $$  
DELIMITER ;
```



Director

```
CREATE TABLE netflix_directors AS
SELECT show_id,
LTRIM(RTRIM(split_string(director, ',', n.n))) AS director
FROM netflix_data
JOIN numbers n ON CHAR_LENGTH(director) -
CHAR_LENGTH(REPLACE(director, ',', '')) >=
n.n - 1
WHERE LTRIM(RTRIM(split_string(director, ',', n.n))) <> '';
```



Countries

```
CREATE TABLE netflix_countries AS
SELECT show_id,
LTRIM(RTRIM(split_string(country, ',', n.n))) AS country
FROM netflix_data
JOIN numbers n ON CHAR_LENGTH(country) -
CHAR_LENGTH(REPLACE(country, ',', '')) >= n.n -
1
WHERE LTRIM(RTRIM(split_string(country, ',', n.n))) <> '';
```



Genre

```
CREATE TABLE netflix_genre AS
SELECT show_id,
LTRIM(RTRIM(split_string(listed_in, ',', n.n))) AS genre
FROM netflix_data
JOIN numbers n ON CHAR_LENGTH(listed_in) -
CHAR_LENGTH(REPLACE(listed_in, ',', '')) >=
n.n - 1
WHERE LTRIM(RTRIM(split_string(listed_in, ',', n.n))) <> '';
```



Cast

```
CREATE TABLE netflix_cast AS
SELECT show_id,
LTRIM(RTRIM(split_string(cast, ',', n.n))) AS cast
FROM netflix_data
JOIN numbers n ON CHAR_LENGTH(cast) -
CHAR_LENGTH(REPLACE(cast, ',', '')) >= n.n -
1
WHERE LTRIM(RTRIM(split_string(cast, ',', n.n))) <> '';
```



Episode 3

HANDLING MISSING VALUES

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Addressing missing values is a critical step to ensure data integrity and completeness. In this stage, we populated missing values for the `country` field by mapping directors to their respective countries based on available data. This allows us to fill in gaps and ensure each record is as comprehensive as possible. Similarly, for the `duration` field, we used conditional logic to fill in missing durations based on the rating, ensuring that each show or movie has a specified duration. These actions enhance the dataset's reliability and support more accurate analysis.



Play

Populating missing values in Country Column

Null values in the "Country" column were filled by mapping directors to their respective countries, based on the assumption that directors typically create content in their own countries. This method enhances data completeness and improves geographical insights within the dataset.



Data Imputation

```
INSERT INTO netflix_countries
SELECT show_id, m.country
FROM netflix_data AS n
INNER JOIN (
    SELECT director, country
    FROM netflix_countries AS nc INNER JOIN
    netflix_directors AS nd
    ON nc.show_id = nd.show_id
    GROUP BY director, country
) AS m
ON n.director = m.director
WHERE n.country IS NULL;
```

Populating missing values in Duration Column

An issue was identified where null values in the "Duration" column were incorrectly reflected in the "Rating" column. This discrepancy was resolved using a 'CASE' statement, ensuring that each column contains the correct data, thereby maintaining data integrity and analysis accuracy.



Data Imputation

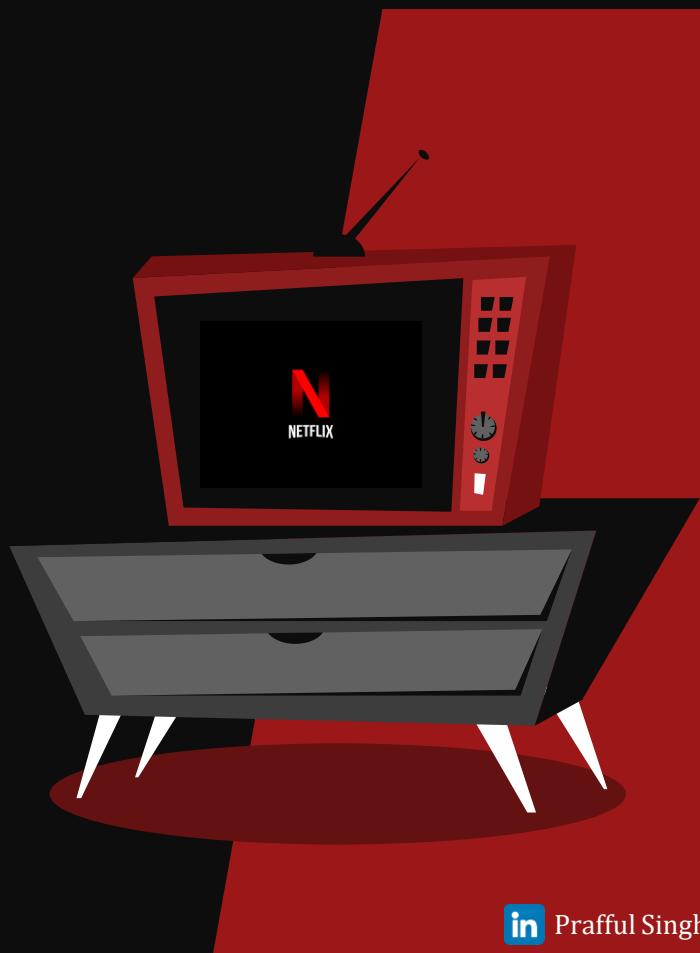
```
WITH cte AS (
    SELECT *,
        ROW_NUMBER() OVER (PARTITION BY
title, type ORDER BY show_id) AS rn
    FROM netflix_data
)
SELECT show_id, type, title,
STR_TO_DATE(date_added, '%M %d, %Y') AS
date_added,
release_year, rating,
CASE WHEN duration IS NULL THEN
rating ELSE duration END AS duration,
description
FROM cte
WHERE rn = 1;
```

CLEANED DATA TABLE



Master Table

```
CREATE TABLE netflix_f (
    show_id VARCHAR(10),
    type VARCHAR(10),
    title NVARCHAR(200),
    date_added DATE,
    release_year INT,
    rating VARCHAR(10),
    duration VARCHAR(10),
    description VARCHAR(500)
);
```





NETFLIX

1m ago

Ready to dive deeper?

The most exciting parts are still ahead!



NETFLIX

5m ago

You Won't Believe This!

Discover surprising trends in Netflix's data!



NETFLIX

15m ago

Keep Watching...

The data-driven future of streaming!

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DATA ANALYSIS

This section highlights key findings from our data analysis. Using advanced SQL queries, we reveal trends such as frequent actor collaborations and genre popularity across countries. These insights provide valuable business intelligence, enhancing our understanding of Netflix's content library and informing strategic content and engagement decisions.

Play

More Info

Episodes

EPISODES

Season 3: Data Analysis

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2		Episode 2 : Genre Ratings by Country	45m
3		Episode 3 : Directors and Genre Versatility	45m
4		Episode 4 : Content Popularity Over Time	45m
5		Episode 5 : Common Genre Combinations	45m



Episode 1

FREQUENT ACTOR COLLABORATIONS

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Query: Which actors have collaborated most frequently on Netflix projects, and what are the titles of those projects?

Purpose: This question helps identify key actor collaborations which could influence casting decisions for future projects. Frequent collaborations between actors suggest strong on-screen chemistry and viewer appeal



```
Frequent Actor Collaborations

WITH actor_pairs AS (
    SELECT
        n1.show_id,
        n1.cast AS actor1,
        n2.cast AS actor2,
        nd.title
    FROM
        netflix_cast n1
    JOIN
        netflix_cast n2 ON n1.show_id = n2.show_id
    JOIN
        netflix_data nd ON n1.show_id = nd.show_id
    WHERE
        n1.cast < n2.cast
)
SELECT
    actor1,
    actor2,
    COUNT(*) AS collaboration_count,
    GROUP_CONCAT(title) AS projects
FROM
    actor_pairs
GROUP BY
    actor1, actor2
HAVING
    collaboration_count > 1
ORDER BY
    collaboration_count DESC;
```



TOP 10 ROWS

	actor1	actor2	collaboration_count	projects
▶	Julie Tejwani	Rupa Bhimani	31	Chhota Bheem aur Krishna ...
	Julie Tejwani	Rajesh Kava	24	Chhota Bheem: Master of S...
	Rajesh Kava	Rupa Bhimani	22	Chhota Bheem - Neeli Paha...
	Jigna Bhardwaj	Julie Tejwani	21	Krishna Balram,Chhota Bhe...
	Jigna Bhardwaj	Rajesh Kava	20	Chhota Bheem and the Cur...
	Jigna Bhardwaj	Rupa Bhimani	20	Mighty Raju,Chhota Bheem...
	Jigna Bhardwaj	Vatsal Dubey	18	Chhota Bheem: The Rise of ...
	Julie Tejwani	Vatsal Dubey	18	Chhota Bheem And The Cro...
	Rupa Bhimani	Vatsal Dubey	18	Chhota Bheem And The Cro...
	Vardul LesleV	Inesmida Edzib	18	Old Salt Dha Masala Baad...

INSIGHTS



1. TOP COLLABORATORS:

The analysis highlights that Julie Tejwani and Rupa Bhimani have collaborated the most frequently, appearing together in 31 different titles. This indicates a strong professional partnership and their significant contribution to the "Chhota Bheem" series.

2. GENRE DOMINANCE:

The frequent collaborations mostly occur in the "Chhota Bheem" franchise, indicating that this series relies heavily on consistent voice actors to maintain character continuity and audience engagement.

3. IMPACT ON VIEWER LOYALTY:

Regular collaboration among actors like Julie Tejwani, Rajesh Kava, and Rupa Bhimani helps in creating a familiar and cohesive viewing experience, which likely contributes to the sustained popularity of the series among its audience.

Episode 2

GENRE RATINGS BY COUNTRY

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Query: Which genres tend to have the highest average ratings, and how do these ratings vary by country?

Purpose: This helps in understanding which genres are most favorably received and how cultural preferences influence ratings.



Genre Ratings by Country

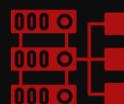
```

SELECT
    ng.genre,
    nc.country,
    AVG(CASE
        WHEN n.rating = 'G' THEN 1
        WHEN n.rating = 'PG' THEN 2
        WHEN n.rating = 'PG-13' THEN 3
        WHEN n.rating = 'R' THEN 4
        WHEN n.rating = 'NC-17' THEN 5
        ELSE NULL
    END) AS average_rating
FROM
    netflix_genre ng
JOIN
    netflix_data n ON ng.show_id = n.show_id
JOIN
    netflix_countries nc ON n.show_id = nc.show_id
WHERE
    n.rating IS NOT NULL
GROUP BY
    ng.genre, nc.country
ORDER BY
    average_rating DESC;

```

TOP 10 ROWS

	genre	country	average_rating
▶	Sci-Fi & Fantasy	Mexico	4.0000
	Horror Movies	Mexico	4.0000
	International Movies	South Korea	4.0000
	Horror Movies	India	4.0000
	Romantic Movies	Netherlands	4.0000
	Comedies	Netherlands	4.0000
	Independent Movies	Poland	4.0000
	Thrillers	Ireland	4.0000
	Dramas	Turkey	4.0000
	Comedies	Brazil	4.0000
	Comedies	Brazil	4.0000



INSIGHTS

1. DIVERSE PREFERENCES:

The analysis reveals that countries have distinct preferences for genres. For example, Mexico has a high rating for both Sci-Fi & Fantasy and Horror Movies, indicating a diverse taste in genres.

2. CULTURAL IMPACT:

Certain genres have strong cultural resonance in specific countries. For instance, International Movies in South Korea and Independent Movies in Poland both have top ratings, suggesting a strong appreciation for content that either reflects their culture or presents diverse perspectives.

3. GENRE POPULARITY:

The consistent high ratings across different genres such as Romantic Movies in the Netherlands and Thrillers in Ireland highlight the global appeal of these genres. This insight can be used to tailor content recommendations and marketing strategies to target audiences more effectively.



Episode 3

DIRECTORS AND GENRE VERSATILITY

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Query: Which directors have shown versatility by working across multiple genres, and what is the distribution of their work?

Purpose: Identifying versatile directors can help in recognizing talent capable of handling diverse content, which is valuable for varied content production.



Directors and Genre Versatility

```
WITH director_genres AS (
    SELECT
        nd.director,
        ng.genre,
        COUNT(*) AS genre_count
    FROM
        netflix_directors nd
    JOIN
        netflix_genre ng ON nd.show_id = ng.show_id
    GROUP BY
        director, genre
)
SELECT
    director,
    COUNT(DISTINCT genre) AS genre_count,
    GROUP_CONCAT(genre) AS genres
FROM
    director_genres
GROUP BY
    director
HAVING
    genre_count > 1
ORDER BY
    genre_count DESC;
```

TOP 10 ROWS

	director	genre_count	genres
▶	Anurag Kashyap	9	International Movies,Thrillers,Dramas,TV Dramas,International ...
	Martin Scorsese	9	Thrillers,Documentaries,Music & Musicals,Comedies,Classic Movi...
	Abhishek Chaubey	8	International Movies,Dramas,Comedies,Romantic Movies,TV Dr...
	Ifa Isfansyah	8	TV Comedies,TV Dramas,International TV Shows,Dramas,Childr...
	Nicolás López	8	Dramas,International Movies,Action & Adventure,Comedies,Ho...
	Priyadarshan	8	Action & Adventure,Music & Musicals,Romantic Movies,Thrillers,...
	Vikramaditya Motwane	8	TV Dramas,International TV Shows,Crime TV Shows,Independen...
	Vishal Bhardwaj	8	International Movies,Romantic Movies,Thrillers,Music & Musicals...
	Ron Howard	7	Sci-Fi & Fantasy,Action & Adventure,Dramas,Thrillers,Internati...
	Tim Burton	7	Children & Family Movies,Horror Movies,Music & Musicals,Dram...

INSIGHTS



1. DIRECTOR GENRE VERSATILITY:

Directors like Anurag Kashyap and Martin Scorsese demonstrate significant versatility, working across a wide range of genres from International Movies to Thrillers and Documentaries. This suggests their ability to engage diverse audiences and adapt to different storytelling styles.

2. REGIONAL INFLUENCE:

Indian directors such as Anurag Kashyap, Abhishek Chaubey, and Vikramaditya Motwane show a strong presence in genres like International Movies, Dramas, and TV Dramas. This indicates a robust contribution of Indian directors to globally appreciated genres and formats.

3. GENRE SPECIALIZATION:

Directors also show specialization in certain genres, such as Nicolás López's strong presence in Dramas, Action & Adventure, and Horror Movies, pointing to their expertise and potential stronghold in those areas. This can help in understanding which directors to approach for specific genre content creation.



Episode 4

CONTENT POPULARITY OVER TIME

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2024

Query: What is the impact of release year on the popularity of different types of content (movies vs. TV shows)?

Purpose: Analyzing this can help understand how the popularity of movies vs. TV shows has evolved over time.



Content Popularity Over Time

```
WITH release_trend AS (
    SELECT
        type,
        release_year,
        COUNT(*) AS release_count
    FROM
        netflix_data
    GROUP BY
        type, release_year
)
SELECT
    type,
    release_year,
    release_count,
    SUM(release_count) OVER (PARTITION BY type
    ORDER BY release_year) AS cumulative_count
FROM
    release_trend
ORDER BY
    release_year, type;
```

TOP 5 ROWS

	type	release_year	release_count	cumulative_count
▶	TV Show	1925	1	1
	Movie	1942	2	2
	Movie	1943	3	5
	Movie	1944	3	8
	Movie	1945	3	11

BOTTOM 5 ROWS

	type	release_year	release_count	cumulative_count
	TV Show	2019	397	1925
	Movie	2020	517	5854
	TV Show	2020	436	2361
	Movie	2021	277	6131
	TV Show	2021	315	2676

**6131****MOVIES 2021**

Cumulative Count

**2676****TV SHOWS 2021**

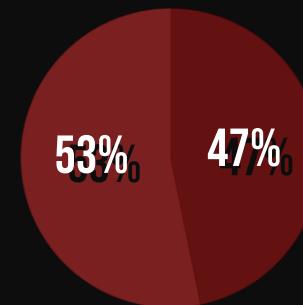
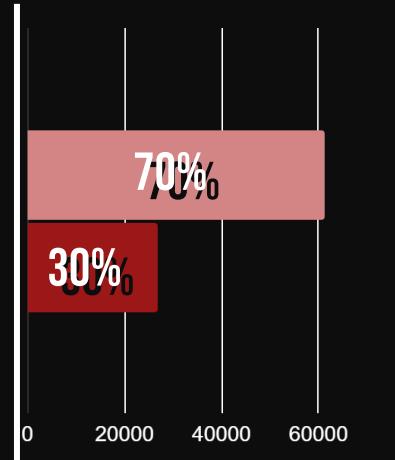
Cumulative Count

**315****TV SHOWS 2021**

Release Count

**277****MOVIES 2021**

Release Count



INSIGHTS



1. INITIAL GROWTH PHASE:

From 1925 to the early 1940s, Netflix's dataset shows very few releases, reflecting the early stages of content production. The cumulative count during these years is quite low, indicating limited content availability.

2. POST-WAR EXPANSION:

The years following World War II (1945 onwards) show a gradual increase in movie releases, with cumulative counts slowly rising. This period marks the beginning of more regular content production, particularly in movies.

3. MODERN ERA SURGE:

The late 2010s and early 2020s exhibit a significant surge in both movie and TV show releases. For instance, in 2017, there were 767 movie releases and 265 TV show releases, contributing to a cumulative count of 3937 movies and 1148 TV shows by the end of that year. This trend continues, with 436 TV shows released in 2020 alone, highlighting a growing focus on diverse content offerings.



Popular on Netflix ➔

Dark Movies ➔

Romantic Opposites-Attract... ➔

Emotional Movies ➔

N
Episode 5

COMMON GENRE COMBINATIONS

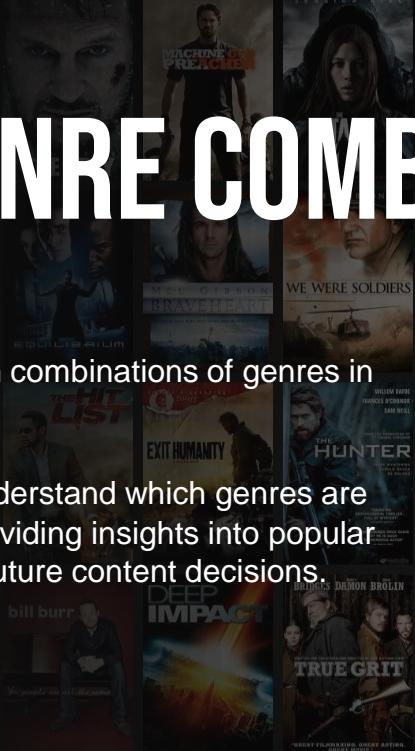
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Query: What are the most common combinations of genres in Netflix shows?

Purpose: This question aims to understand which genres are often combined in Netflix shows, providing insights into popular genre pairings that could influence future content decisions.



Common Genre Combinations

```
WITH genre_combinations AS (
    SELECT
        ng1.genre AS genre1,
        ng2.genre AS genre2,
        COUNT(*) AS combination_count
    FROM
        netflix_genre ng1
    JOIN
        netflix_genre ng2 ON ng1.show_id =
ng2.show_id AND ng1.genre < ng2.genre
    GROUP BY
        genre1, genre2
)
SELECT
    genre1,
    genre2,
    combination_count
FROM
    genre_combinations
ORDER BY
    combination_count DESC;
```



TOP 10 ROWS



genre1	genre2	combination_count
Dramas	International Movies	1483
Comedies	International Movies	804
Dramas	Independent Movies	588
International TV Shows	TV Dramas	514
Comedies	Dramas	502
Action & Adventure	International Movies	398
International Movies	Romantic Movies	372
International TV Shows	Romantic TV Shows	315
Dramas	Romantic Movies	308
Crime TV Shows	International TV Shows	299

INSIGHTS



1. DOMINANCE OF DRAMAS IN INTERNATIONAL CONTENT:

The pairing of Dramas and International Movies, with 1483 occurrences, highlights the global appeal of dramatic storytelling. This indicates Netflix's focus on creating drama content that resonates across various cultures.

2. SIGNIFICANT PRESENCE OF COMEDIES IN GLOBAL MARKETS:

Comedies paired with International Movies, occurring 804 times, shows that humor effectively crosses cultural boundaries. This reflects Netflix's strategy to engage a diverse audience through comedy.

3. INDEPENDENT FILMS' NICHE YET STRONG APPEAL:

The combination of Dramas and Independent Movies, with 588 occurrences, underscores the appeal of unique, artistic narratives. This highlights Netflix's support for independent films that offer creative and thought-provoking content.

N SERIES

IMPACT AND RECOMMENDATIONS

In this section, we will explore the significant business impacts derived from our data analysis on Netflix. We will also provide actionable recommendations to enhance decision-making processes. Understanding these impacts and implementing the recommendations are crucial for driving data-driven decisions that can lead to improved business outcomes and strategic growth.

Play

More Info

Episodes

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EPISODES

Season 4: Impact and Recommendations

1



Episode 1:
Business Impact

45m

2



Episode 2 :
Actionable Recommendations

45m



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BUSINESS IMPACT

■ INSIGHTFUL COLLABORATION PATTERNS:

Identifying frequent voice actor collaborations helps Netflix strategically cast popular pairs, boosting viewer engagement and subscriber retention.

■ GENRE PREFERENCES BY COUNTRY:

Understanding genre popularity by country allows Netflix to tailor content to regional tastes, enhancing satisfaction and retention, e.g., promoting Horror Movies in Mexico and India.

■ EFFECTIVE GENRE COMBINATIONS:

Identifying successful genre pairings like Dramas & International Movies guides content creation and marketing strategies to attract a broader audience.



ACTIONABLE RECOMMENDATIONS

- **LEVERAGE POPULAR COLLABORATIONS:** Netflix should capitalize on frequent voice actor collaborations to attract their established fan base, driving higher viewership and enhancing content appeal.
- **TARGETED CONTENT PRODUCTION:** Producing more Horror Movies for markets like Mexico and India ensures alignment with viewer preferences, boosting regional subscriber growth and engagement.
- **PROMOTE SUCCESSFUL GENRE PAIRINGS:** Highlighting top genre pairings like Dramas & International Movies in marketing campaigns can attract audiences seeking emotionally engaging stories with a global perspective.
- **OPTIMIZE INDEPENDENT FILM SELECTION:** Supporting and acquiring independent films with dramatic themes can cater to niche audiences, differentiating Netflix's content offerings and attracting viewers seeking artistic and unconventional content.

N SERIES

CONCLUSION

In this section, we will present key findings from our data analysis on Netflix, followed by final thoughts and future opportunities. This comprehensive overview will highlight significant insights, strategic recommendations, and potential areas for further exploration to enhance Netflix's content strategy and business growth.

Play

More Info

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EPISODES

Season 5: Conclusion

1		Episode 1: Key Findings	45m
2		Episode 2 : Final Thoughts	45m



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Episode 1

KEY FINDINGS

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- Actor collaborations influence casting decisions.
- Genre ratings vary significantly by country, reflecting cultural preferences.
- Versatile directors are capable of handling diverse content.
- Trends in content popularity reveal evolving viewer preferences.
- Popular genre combinations provide insights into successful content pairings.

Play





N

Episode 2

FINAL THOUGHTS

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2024

- **Strategic Insights:** The analysis offers actionable insights that can enhance Netflix's content strategy, regional customization, and investment decisions.
- **Future Opportunities:** There are opportunities to further explore collaboration dynamics, genre trends, and audience preferences to continually refine and improve content offerings.

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See You Soon...

Stay tuned for more exciting data journeys!



Prafful Singh

THANKS FOR WATCHING !

Feel free to connect



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