

Project Synopsis: Netflix Data Analysis Using Python

1. Title

Netflix Data Analysis Using Python

2. Introduction

Netflix, being one of the leading online streaming platforms, offers a vast collection of movies and TV shows from around the world. The dataset used for this analysis includes titles available on Netflix as of 2021. This project aims to analyze the content on Netflix by performing data cleaning, transformation, and visualization. The objective is to uncover insights regarding the type of content, its ratings, and other features like country, cast, and director, as well as relationships between various attributes.

By leveraging data analysis techniques, this project seeks to provide a comprehensive understanding of the Netflix catalog and user trends, helping to gain actionable insights about popular content categories, trends in ratings, and other factors.

3. Objectives

The primary objectives of this project are:

- To load and explore the Netflix dataset.
- To clean the dataset by removing redundant columns, dropping duplicates, and handling missing values.
- To perform various transformations on the data for deeper analysis.
- To visualize key relationships between different features, such as type, rating, cast, country, and others.
- To uncover insights into the relationship between the type of content (Movies or TV Shows) and ratings.

4. Scope of Work

The project will involve the following tasks:

- Data Exploration: Load the dataset and explore the key features.
- Data Cleaning: Delete unnecessary columns, remove duplicates, clean individual columns, and handle missing values (NaN).
- Transformations: Apply data transformation techniques to format the data for analysis.
- Data Visualization: Use plots to find relationships between features, focusing on Type, Rating, Country, Cast, Director, etc.

- Analysis: Explore the relationships between type (Movies vs. TV Shows) and ratings, content distribution by country, and key people involved in the content creation (Cast and Directors).

5. Methodology

The following structured approach will be followed:

1. Importing Libraries: Use Python libraries such as Pandas, NumPy, Matplotlib, Seaborn, and WordCloud for analysis.

2. Loading the Dataset: Load the Netflix dataset into a pandas DataFrame for analysis.

3. Data Cleaning: - Remove redundant columns that do not contribute to the analysis. - Drop duplicate rows to ensure data integrity.

- Clean individual columns by ensuring proper data formatting and handling null values (NaN) appropriately.

4. Transformations: Apply transformations such as converting categorical values into numerical formats, creating new features (e.g., release year), and standardizing the dataset.

5. Exploratory Data Analysis (EDA): - Visualizations: Use bar plots, pie charts, and heatmaps to analyze the distribution of Movies vs. TV Shows, ratings across content, and the geographical spread of the content.

- Feature Relationships: Analyze the correlation between content type and ratings, content availability across countries, and distribution of directors and cast in popular content.

6. Tools and Technologies

Programming Language: Python

Libraries: Pandas, NumPy, Matplotlib, Seaborn.

IDE: Jupyter Notebook

7. Expected Outcomes

The expected outcomes of the Netflix Data Analysis project include: - Insights into the type of content available on Netflix, including the proportion of Movies vs. TV Shows.

- A comprehensive understanding of content ratings across different countries. - Patterns and trends in the cast and directors of Netflix content.

- Visualizations highlighting relationships between content type (Movies vs. TV Shows) and their ratings.

8. Conclusion

This project will provide valuable insights into Netflix's content catalog, helping to understand trends in Movies vs. TV Shows, rating patterns, and popular genres. Through effective data cleaning, transformation, and visualization, the project will uncover key trends that can help content creators and platform managers make data-driven decisions. Feature

relationships explored in this project will also provide a richer understanding of user preferences on Netflix.