



Netflix Data Analysis Report

Dataset Used: [netflix_titles.csv](#)



Dataset Overview

- **Total Entries:** ~7787 rows
 - **Features (Columns):** 12
Columns include: show_id, type, title, director, cast, country, date_added, release_year, rating, duration, listed_in, description
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Key Insights

1. Content Type Distribution

- **Movies** dominate Netflix's content.
- **TV Shows** are significantly fewer in number.

Movies: ~5377

TV Shows: ~2410

2. Top Countries by Content Production

- **United States** is the leading content contributor.
- Other top countries: **India, United Kingdom, Canada, France**

3. Most Common Ratings

- **TV-MA** and **TV-14** are the most frequent ratings.
- **PG-13, R,** and **TV-PG** follow.

This shows that Netflix has a wide range of content for mature audiences.

4. Release Year Distribution

- A large number of shows were released between **2010–2020**.
- Peak around **2018–2019** suggests Netflix's content growth phase.

5. Year-wise Content Additions

- Content additions peaked around **2019–2020**.
- Recent years (2021–2022) show a decline (possibly due to pandemic impact on production).

6. Top Genres

- **Dramas, Comedies, and Documentaries** are the most common genres.
- Action & Adventure also form a significant portion.

7. Top Directors

- **Raúl Campos, Marcus Raboy, Jay Karas** are among the most frequently featured directors.

8. Duration Analysis

- **Movies:** Duration is measured in minutes.
 - Most common duration: **90–100 minutes**
- **TV Shows:** Duration refers to the number of seasons.
 - Most shows have **1 or 2 seasons**



Missing Values

- Columns like director, cast, and country have missing values.
- **Handling Strategy:** Null values were either filled or excluded for analysis.



Date Features

- date_added was converted to datetime for trend analysis.
 - Extracted **month** and **year** to analyze content addition patterns.
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Recommendations

1. **Content Strategy:** Focus on trending genres like Drama and Comedy for increased viewer retention.
 2. **Regional Content:** Increase offerings in growing markets like India and South Korea.
 3. **TV Shows Investment:** More long-season shows could boost engagement.
 4. **Explore Ratings Gap:** Consider more family-friendly content to diversify the catalog.
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