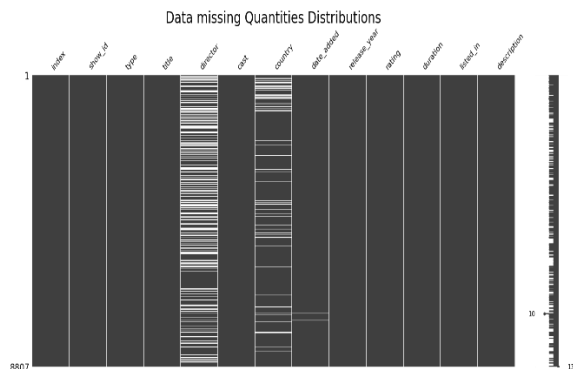
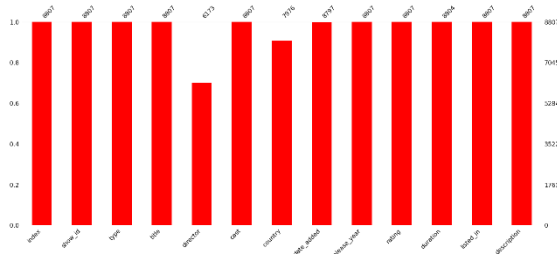


Analysing the reason behind the focus of Netflix on the TV Shows to obtain more customers around the world

In recent years Netflix started to focus more on streaming TV Shows more than the movies to attract customers to use the platform. Additionally, it provides number of supports where users can directly access the platform from mobile, TV, and PC. The selected dataset contains list of TV Shows, Movies that are available in the Netflix along with the cast, directors, ratings, duration, release year and so on. This analysis focus more on uncovering the interesting info from the dataset.

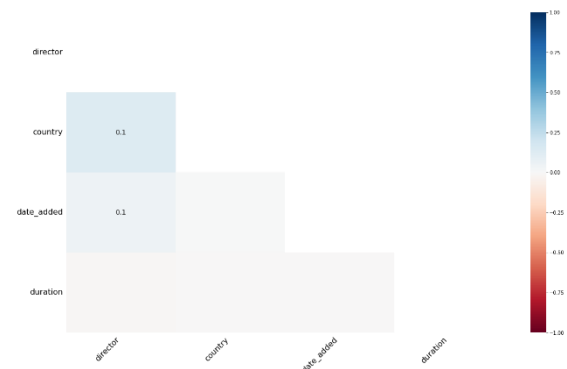


Available data in the selected dataset and the missing data is visually plotted in the above graph so by simply looking into it the director column and the country column have more number of missing data.

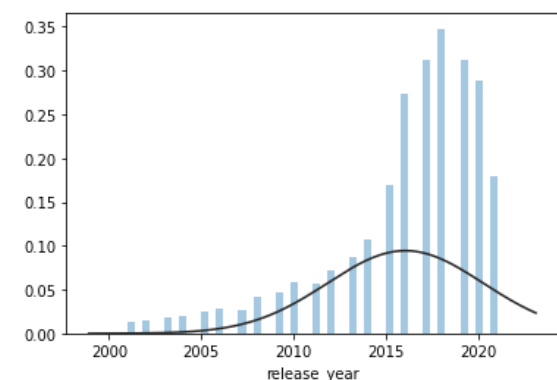


Nowadays, most of the people around the world watch movies or TV Shows of the particular director.

Director, country, date_added, and duration are the four main factors that influences on the Netflix because most of the people pick these things to watch a movie or TV Show. The below figure (heatmap) shows that the number of persons in particular country watched a TV show or Movie on the particular time. Somehow, country and date_added influences more on the Netflix streaming. This clearly shows that the movie or TV Show release date fix the number of views on the Netflix platform.




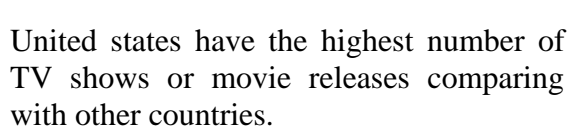
When the Netflix uploads the movies or TV Shows that are older than a month then the number of views will be very less because people around the world likes to watch the movies or TV Shows on the release day itself.



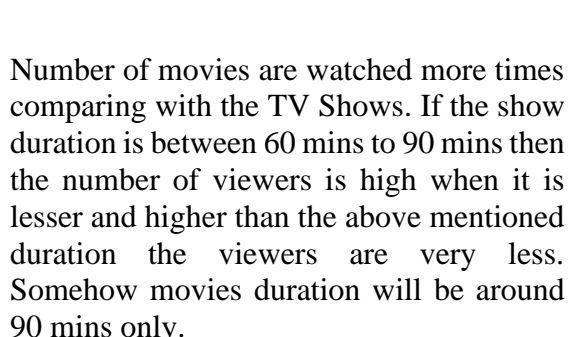
The development of mobile technology made people to download and use the video streaming application. Since 2010 number of views on the Netflix was increased and also number new movie or TV show releases also increased from that year only.

The number of users increased from the year of 2010 and also they started watch video through Netflix which means if the Netflix tries to release the movie or TV

country	count
Indonesia	79
Taiwan	81
Australia	87
Nigeria	95
Turkey	105
Egypt	106
Mexico	110
France	124
Spain	145
Canada	181
South Korea	199
Japan	245
United Kingdom	419
India	972
United States	2818

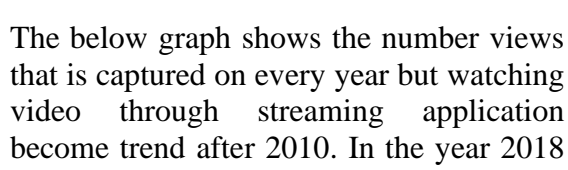


Category	Percentage
Movie	69.6%
TV Show	30.4%

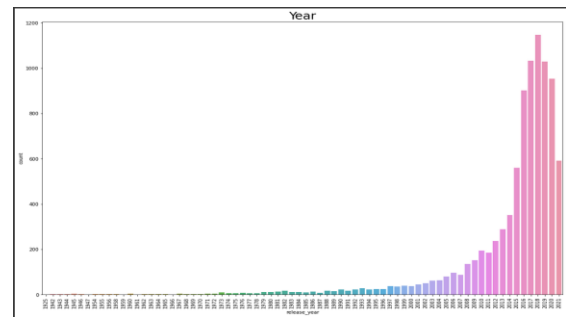


Duration distribution

Shows Times	count
10 min	1800
11 min	100
12 min	100
13 min	100
14 min	100
15 min	100
16 min	100
17 min	100
18 min	100
19 min	100
20 min	100
21 min	100
22 min	100
23 min	100
24 min	100
25 min	100
26 min	100
27 min	100
28 min	100
29 min	100
30 min	100
31 min	100
32 min	100
33 min	100
34 min	100
35 min	100
36 min	100
37 min	100
38 min	100
39 min	100
40 min	100
41 min	100
42 min	100
43 min	100
44 min	100
45 min	100
46 min	100
47 min	100
48 min	100
49 min	100
50 min	100
51 min	100
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56 min	100
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62 min	100
63 min	100
64 min	100
65 min	100
66 min	100
67 min	100
68 min	100
69 min	100
70 min	100
71 min	100
72 min	100
73 min	100
74 min	100
75 min	100
76 min	100
77 min	100
78 min	100
79 min	100
80 min	100
81 min	100
82 min	100
83 min	100
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117 min	100
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120 min	100
121 min	100
122 min	100
123 min	100
124 min	100
125 min	100
126 min	100
127 min	100
128 min	100
129 min	100
130 min	100
131 min	100
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176 min	100
177 min	100
178 min	100
179 min	100
180 min	100
181 min	100
182 min	100
183 min	100
184 min	100
185 min	100
186 min	100
187 min	100
188 min	100
189 min	100
190 min	100
191 min	100
192 min	100
193 min	



more number of users accessed the Netflix to watch movies and TV Shows.



A pie chart illustrating the distribution of TV-MA content across various categories. The chart is divided into 15 segments, with the largest segment being TV-MA at 34.1%. Other significant segments include TV-14 at 24.3%, TV-PG at 10.8%, and TV-14 at 10%. The remaining segments represent smaller proportions of the total content, ranging from 6.03% to 0.0143%.

Category	Percentage
TV-MA	34.1%
TV-14	24.3%
TV-PG	10.8%
TV-14	10%
TV-14	6.03%
TV-14	3.4%
TV-14	2.5%
TV-14	1.9%
TV-14	0.9%
TV-14	0.6%
TV-14	0.4%
TV-14	0.3%
TV-14	0.1%
TV-14	0.0143%



Finally, wordcloud is used to show the cast details from the netflix dataset. Somehow, number of netflix users watch shows or movie based on the cast so this one also gives clear view to understand which movie or TV show is most liked in the netflix application.