

## Recommendation:

After reviewing and analyzing the dataset we can observe some point, where Netflix start to work on that point:

1. Our analysis revealed that Netflix need to focus more on TV shows than Movies, because after pandemic the trend of interest of consumer has been changed, they like to watch TV shows more than Movies.
2. July emerged as the month when Netflix adds the most content, closely followed by December, indicating a best time to release content.
3. Strong positive associations were observed between various genres, such as TV dramas and international TV shows, romantic and international TV shows, and independent movies and dramas. These correlations provide insights into viewer preferences and content interconnections.

So, we come to point that Netflix should focus on genres- TV dramas with International TV shows, and romantic with International TV shows mostly.

4. The analysis of movie durations we came to point that the best duration for movies is 100 min. So, try to make movies is nearly 100 minutes duration.
5. Most TV shows on Netflix have one season, suggesting a preference for shorter series among viewers, not more than three seasons.
6. Netflix should focus on India, because the opportunity in India is huge for their large population. And also need to produce the more TV shows than Movies.