Netflix Data Analysis Summary Report

Assessment Answers

1. Categorization of Shows by Type

The dataset contains two types of shows: Movies and TV Shows, as illustrated in the **Donut Chart titled "Categorization of Shows by Type".**

- There are a total of **6,234 Shows**, comprising **4,265 Movies** (68.4%) and **1,969 TV Shows** (31.6%).

- These shows are categorized into **461 sub-categories.**

2. Country-wise Releases in the Last 5 Years

- Based on the analysis, the top 5 countries with the highest number of releases in the last 5 years are **United States**, **India**, **United Kingdom**, **Spain**, and **Canada**.
- Country-wise Releases in the Last 5 Years as illustrated in the Clustered Column Chart titled "Country-wise Releases in the Last 5 Years":

Country	Movies Released	TV Shows Released	Total
United States	826	438	**1264**
India	294	29	**323**
United Kingdom	108	114	**222**
Spain	67	34	**101**
Canada	60	38	**98**

3. Trends in Movies vs. Shows Over the Last 5 Years

- The analysis covers data from the last five years (2016-2020), focusing on the number of releases in two categories: Movies and TV Shows.

- Over this period, there has been a clear upward trend in the number of TV shows released compared to movies.

- From 2016 to 2017, the number of movie releases increased more significantly than TV shows. However, from 2017 to 2019, TV shows saw a notable increase, while movie releases declined.

- In 2020, the number of TV shows released surpassed movies, with a minimal gap. This slight difference and the overall lower number of releases in both Movies

and TV shows can likely be because of the coronavirus pandemic in 2020. It can predicted that the trend for TV shows will continue to rise post-pandemic

- The Area Graph titled "Trends in Movies vs. TV Shows Over the Last 5 Years" illustrates these analysis values:

Year	Movies Released	TV Shows Released
2016	319	129
2017	438	152
2018	399	249
2019	281	277
2020	5	16

4. Most Frequent Cast Members in TV Shows and Movies

- According to the analysis, the top three most frequent cast members by the number of shows are **David Attenborough**, **Samuel West**, and **Jeff Dunham**.
- The Table titled "Most Frequent Cast Members" presents these analysis values:

Cast Member	Number of Shows
David Attenborough	18
Samuel West	10
Jeff Dunham	7

5. Adoption of Netflix in Top 10 Countries (Rating-wise)

- Netflix's adoption shows significant variation across the top 10 countries, influenced by the ratings of shows. Countries with higher-rated content tend to have higher adoption rates, indicating that quality plays a crucial role in attracting viewers.

- The top 10 countries with higher ratings and greater Netflix adoption are **United States**, **India**, **United Kingdom**, **Japan**, **Canada**, **South Korea**, **Spain**, **France**, **Mexico**, and **Turkey**.

- The Column Chart titled "Adoption of Netflix in Top 10 Countries" illustrates these findings:

Country	Number of Ratings
United States	2029
India	777
United Kingdom	348
Japan	175

Canada	141
South Korea	136
Spain	127
France	90
Mexico	83
Turkey	79

6. Impact of Duration and Number of Seasons on Viewership

- For this analysis, we examined the duration of movies and the number of seasons of TV shows in relation to their total ratings, which reflect viewership and the impact of duration and season count on viewership.

- The analysis reveals that **TV shows with fewer seasons tend to have the highest viewership**. Similarly, **movies with an optimal duration (90-100 minutes) achieve better viewership**, whereas movies with shorter or longer durations do not perform well.

- The column chart titled "Impact of Duration or Number of Seasons on Viewership" supports these findings. It suggests that directors should aim for fewer seasons in TV shows and keep movie durations between 90-100 minutes, as movies outside this range tend to have lower viewership.

7. Effectiveness of Descriptions on Viewership

- To evaluate the Effectiveness of Descriptions on Viewership, we initially **calculated the length of each show's description** and recorded this data in a separate column. We utilized the length of the description and the count of ratings received as our primary metrics.

- Our analysis reveals that **descriptions play a significant role in influencing viewership**. Shows **with well-crafted descriptions garnered the highest number of ratings**, indicating a correlation with increased viewership.

- The bar chart titled "Effectiveness of Descriptions on viewership" supports these findings. It suggests that directors should give shows a proper description and should **maintain the length of description between 150 to 144 characters**, as shows with descriptions of length outside this range tend to have lower viewership.