

The data set has been divided in 2 eras:

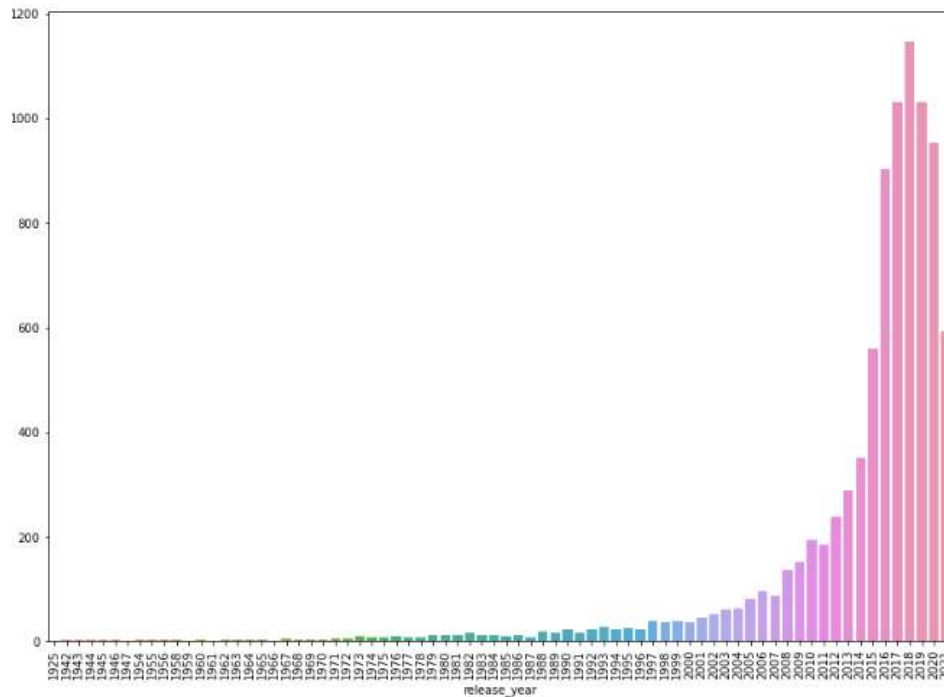
- era-1 : Movies and TV Show released after 2015 and we read the insights using this trend
- era-2 : Movies and TV Show released before 2015

```
sum(df[df['release_year']<=2015].value_counts())
```

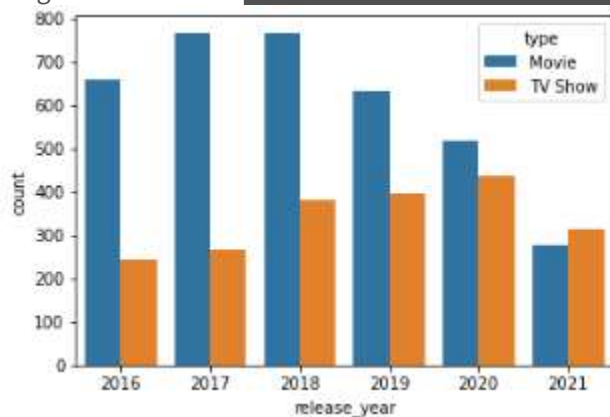
-> 2328

```
sum(df[df['release_year']>2015].value_counts())
```

-> 3004



In the last 5 years, the *trend shows that the TV Show are increasing gradually and Movies are decreasing* and it might be because th

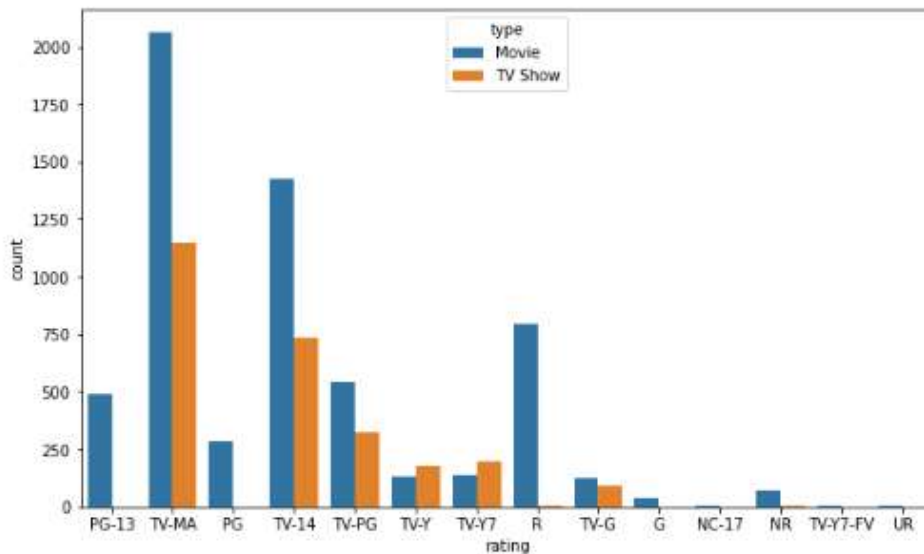


Also, on analyzing the rating, the top 3 categories for movies are:

1. **TV-MA**
2. **TV-14**
3. **R**

For TV Show:

1. **TV-MA**
2. **TV-14**

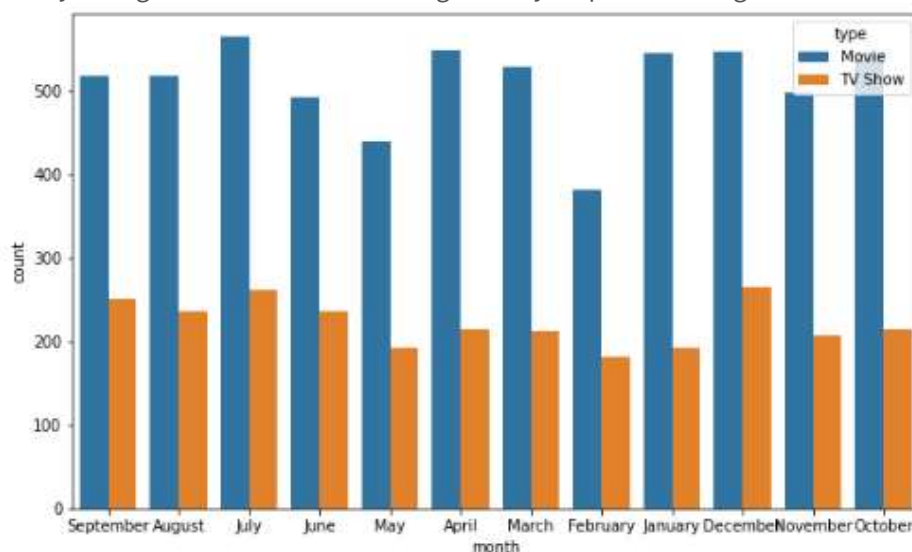


So if Netflix produces the movies and TV shows of this category there are more chances that they are profitable

On analyzing the data country-wise, and eliminating all the null values, we have find that the US is the most profitable. So Netflix should release movies and TV Show according to this which will help in reducing the loss.

United States	Movie	2220
	TV Show	812
Uruguay	Movie	4
	TV Show	1
Venezuela	Movie	1
Vietnam	Movie	7
West Germany	Movie	1
Zimbabwe	Movie	1

While releasing the TV Shows and Movie Netflix should keep in mind the timings as it is the main factor behind the success of any Movie and TV Show. The movies and TV Show released around the public holidays will get more audience which gradually helps Netflix to get more subscriptions



The most suitable month for releasing movies are July, April, Jan, Oct. and Dec. And for TV Shows quarter end of the year seems to be more suitable.

Success factor of any Movie and TV Show also depends on it's director so from the below table Netflix can choose according the country-wise that which director is the most suitable to direct the type or genre which we help in the success factor of the movie or show.

director	type	country	count
Jay Karas	Movie	United States	15
Marcus Raboy	Movie	United States	14
Cathy Garcia-Molina	Movie	Philippines	13
Jay Chapman	Movie	United States	12
Shannon Hartman	Movie	United States	9
...
Mike Smith	TV Show	Canada	1
Mir Mukarram Hossain	Movie	Bangladesh	1
Haissam Hussain	Movie	Pakistan	1
Haile Gerima	Movie	United States, Ghana, Burkina Faso, United Kingdom, Germany, Ethiopia	1
John Dahl	Movie	United States, Australia	1

5293 rows × 4 columns

We have segregated the data according to the genre type and find the top categories which will more likely to be profitable:

```
In [388]: df_list["listed_in"].value_counts()

Out[388]: International Movies    2624
Dramas                          1600
Comedies                        1210
Action & Adventure              859
Documentaries                   829
Dramas                          827
International TV Shows          774
Independent Movies              736
TV Dramas                      696
Romantic Movies                 613
Children & Family Movies        605
International TV Shows          577
Thrillers                      512
Comedies                       464
TV Comedies                    461
...
```

Cast of the Movie and TV Show directly impacts on its viewership and their selection is the most crucial thing so we have provided data according to country-wise and genre-wise which help Netflix to select the suitable actor/actress to be casted in movie or TV Show which results in the popularity and directly profits the business:

```
In [483]: df_cas=df_cast.groupby(['country','cast','listed_in'])['cast'].count().to_frame()
df_cas
```

```
Out[483]:
```

	country	cast	listed_in	cast
, France, Algeria	Areen Omari	Dramas, Independent Movies, International Movies	1	
	Maisa Abd Elhadi	Dramas, Independent Movies, International Movies	1	
	Malak Ermileh	Dramas, Independent Movies, International Movies	1	
	Nisreen Faour	Dramas, Independent Movies, International Movies	1	
	Souad Massi	Dramas, Independent Movies, International Movies	1	
...	
Zimbabwe	Kudzai Sevenzo	Comedies, International Movies, Romantic Movies	1	
	Michael Kudakwashe	Comedies, International Movies, Romantic Movies	1	
	Tendai Nguni	Comedies, International Movies, Romantic Movies	1	
	Zihlo	Comedies, International Movies, Romantic Movies	1	
	Tendaishie Chitima	Comedies, International Movies, Romantic Movies	1	

From this data, it is very likely and easy for the directors to choose the cast of the movie/TV-Show easily.

The avg. time for any movies are:

```
In [419]: df_avg_movie_time.describe()
```

```
Out[419]:
```

	duration
count	6128.000000
mean	99.577187
std	28.290593
min	3.000000
25%	87.000000
50%	98.000000
75%	114.000000
max	312.000000

To hold Audience for a long time is a difficult task and if the duration is too long or too less, the audience will get uninterested. So to choose the proper duration we have segregated the time for movies and calculated the Insights which results in that the avg. duration for movies should be 99 min.

Also, for TV Show, the average season should be 2 seasons.

=> Insights:

- Netflix should focus on TV Shows more than Movies as the trend for TV Shows is increasing gradually.
- They should focus more on the storyline of rating: **TV-MA, TV-1, R.**
- The country-wise data shows that they should focus more on US, India, UK as they are more profitable there.
- The most suitable month for releasing movies are July, April, Jan, Oct. and Dec. & for TV Shows quarter end of the year seems to be more suitable.
- The genre should be more focused on : Dramas, comedies, Action and Adventure, Documentaries, Romantic.
- The avg. time for any movie should be 99 min. and and for TV Show, it should be 2 seasons.