Data Insights on NETFLIX

This project aims to uncover patterns in Netflix's vast library of films and TV shows, exploring how content types have evolved over time and identifying popular genres across different regions.

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GIT Repository

INTRODUCTION

Scope: Analyze over 8,000 movies and TV shows

Primary Dataset: In-depth data across 12 categories.

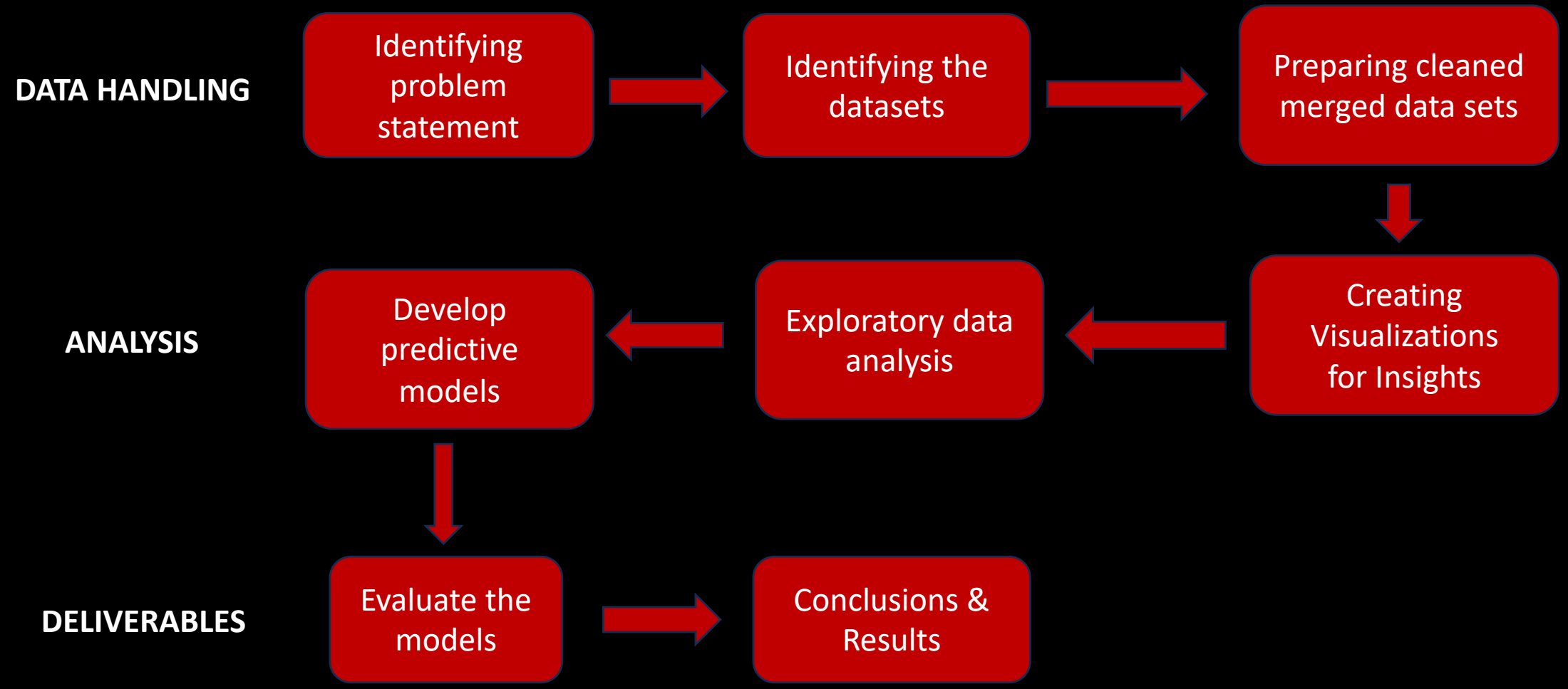
Extended Analysis: Incorporate external ratings from IMDB & Rotten Tomatoes to enrich our understanding.

Objective: Provide a comprehensive overview of Netflix's offerings and viewer reception, enhancing the strategic insights into streaming content trends.

PROBLEM STATEMENTS

1. How the popularity & evolution of different content types changed over time?
2. What are the current content strategies for various countries?
3. Is it possible to predict the success of new titles?
4. In what ways can Netflix create personalized content packages?
5. Who are the key industry figures that Netflix should consider partnering with?

WORKFLOW


DATA HANDLING
Identifying problem statement
Identifying the datasets
Preparing cleaned merged data sets
ANALYSIS
Creating Visualizations for Insights
Exploratory data analysis
Develop predictive models
DELIVERABLES
Evaluate the models
Conclusions & Results

DATASET

1. **Sources**: Merged dataset from Kaggle's Netflix titles and additional ratings from Rotten Tomatoes, Metacritic, IMDb.
2. **Accessibility**: Data is pre-collected, readily accessible for analysis.
3. **Integration Effort**: Datasets have been combined using title matching, creating a rich dataset for in-depth analysis.
4. **Dataset Characteristics**:
    - Total Entries: 8000 combined records.
    - Types of Data:
        - Categorical: Type (Movie/TV Show), country, content rating, genre.
        - Numerical: Release year, various rating scores.
        - Textual: Title, description.
    - Features: Comprehensive metadata from Netflix, critical ratings from external sources, content availability.
5. **Usage**: Ideal for content performance analysis, trend identification, and viewer preferences study.

Expected Delivery - Project Approach and Scope

Objective:
Summarize trends and predict viewer preferences using descriptive and predictive analytics.

Strategy:
Inform content strategy with prescriptive analysis for decision-making.

Pattern Discovery:
Explore the evolution of content types and popular genres, region-wise.

Insight:
Combine Netflix, IMDb, and Rotten Tomatoes data for comprehensive viewer insights.

Techniques:
Predictive analytics to forecasting viewer preferences and Prescriptive Analysis to inform strategic decision-making.

Interactivity:
Implementing linked visualizations enhances betting interactivity and provides valuable insights for informed decision-making.

Expected Delivery - Next steps and Project Vision

Next steps

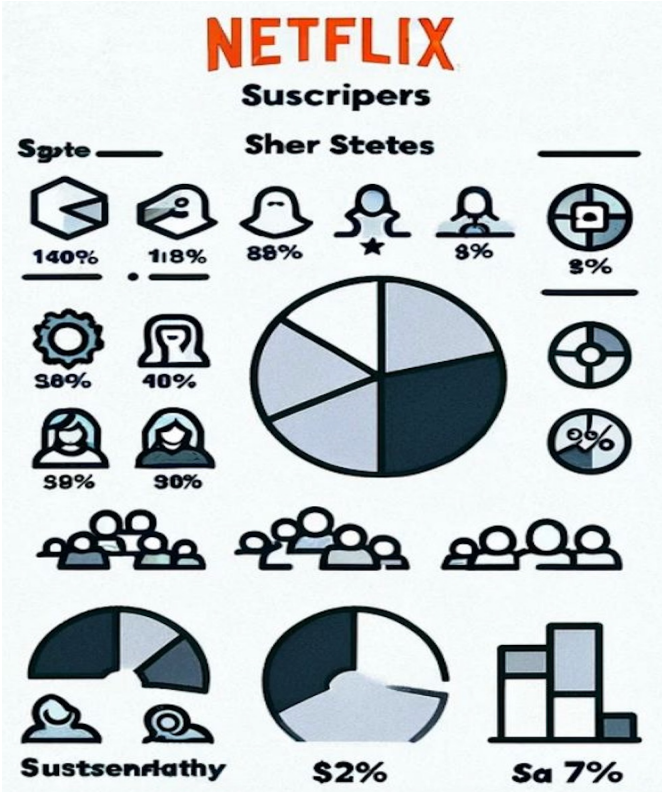
- Data Integration
- Predictive Modeling

Progress Report Objectives:

- Build initial models to predict title success.
- Exploratory Data Analysis (EDA) to understand data patterns.
- Design framework for a content recommendation system.

Insights to Achieve:

- Predict hit titles and successful content strategies.
- Tailor content to regional preferences.
- Suggest strategic partnerships based on creator and production data.



QUESTIONS ?

THANK YOU