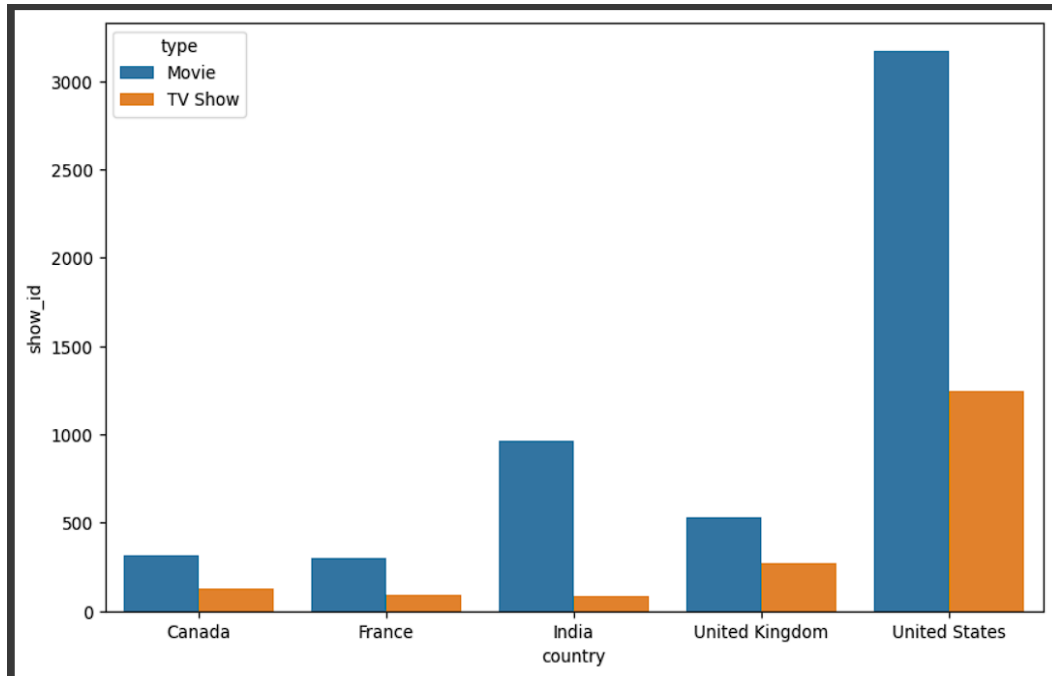
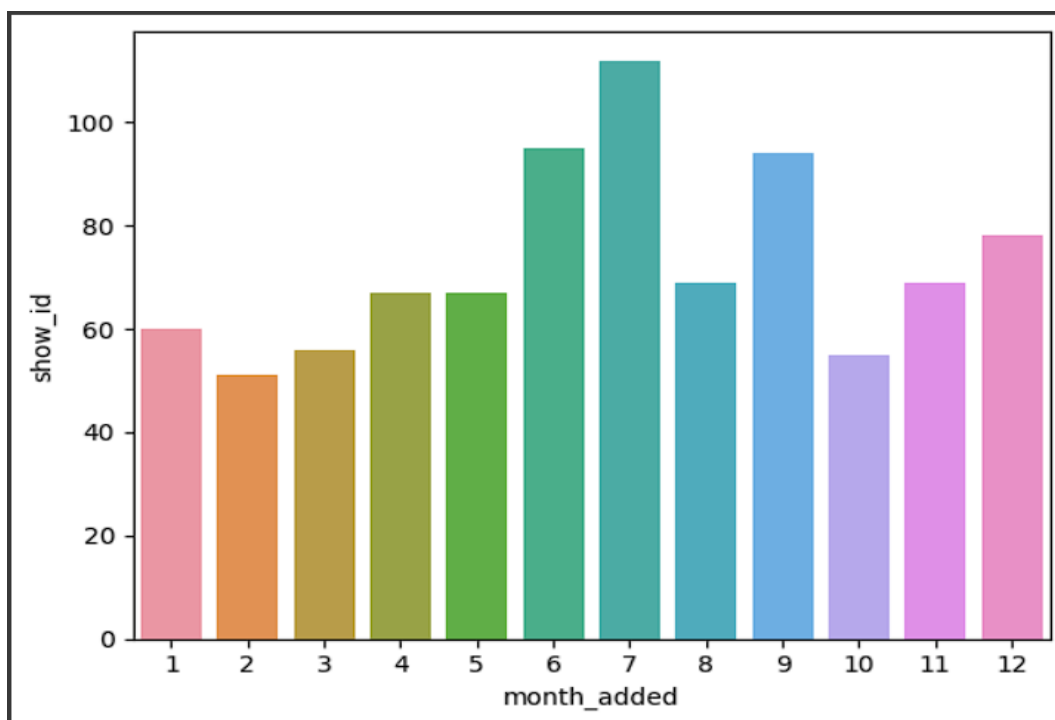


Business Insights –

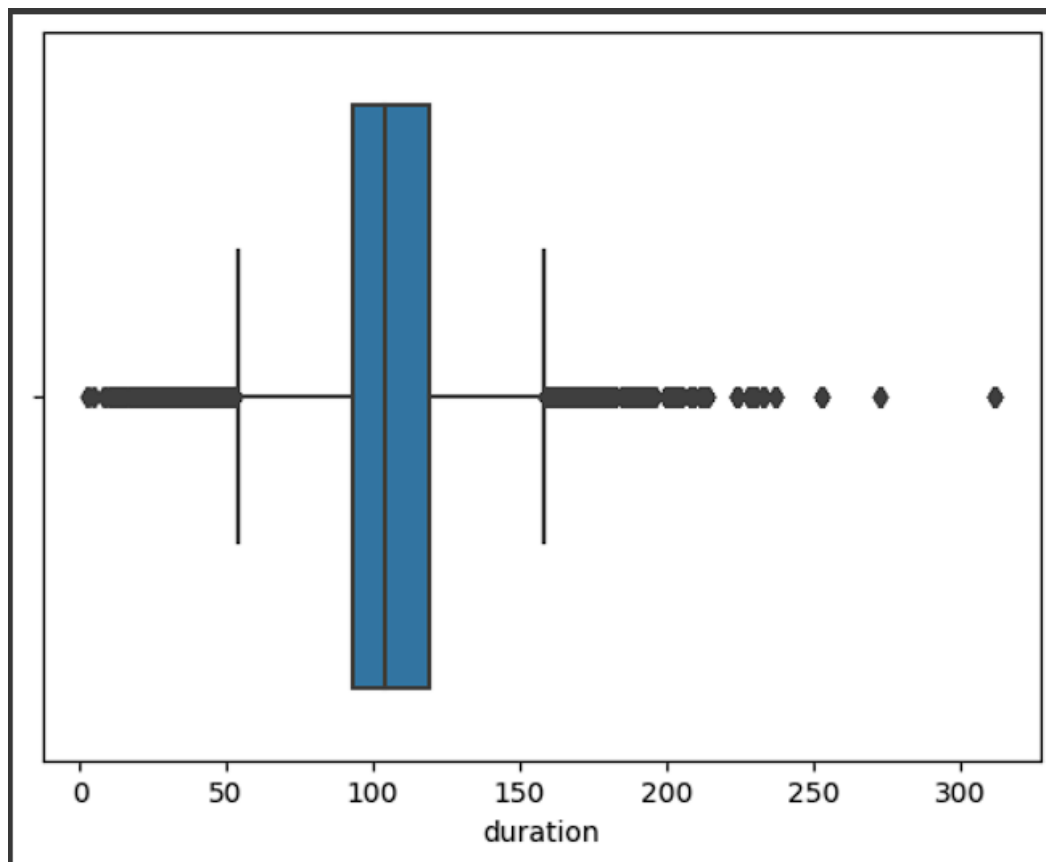
1. Most countries have a high difference between number of movies and number of TV Shows (the analysis has been done both graphically and non-graphically), maybe it's because TV Shows are much difficult to produce and goes on for years or there are not many qualities TV Shows present that can be added to the platform.



2. Doing an analysis on the number of TV Shows added in different months across the years it can be seen that July month has highest count of shows and it can also be observed that count of shows varies a lot, like its 112 for July and 51 for February.



3. The analysis done on the duration of movies with the help of a boxplot shows the average duration of movies present on the platform, it tells that people prefer movies that are around 2 hours.



Recommendation -

1. On doing the analysis on which genre tv show and movies are made most in the different countries, it can be recommended to producers in one country to make more content on genre which is popular in other countries because genres are really not subjective to particular countries.
2. The analysis done on which actor-director pair has worked together the most can be used to recommend the producers that they should add more content of the same pair if available and not been added to the platform. Marketing team can also advertise this pair more since they have highest amount of content on the platform.
3. Based on the business insight 1 it can be recommended that Netflix can focus more on producing their original TV Shows in countries where there is large difference between number of movies and TV Shows.
4. Based on business insight 2 it can be recommended that Netflix should add TV shows uniformly throughout the year so that there is new content available to watch across whole year. And also, if they aren't able to add shows uniformly due to some post-production delays, they can at least plan to add it during holiday season.
5. Based on business insight 3, it can be recommended to editors and producers that the ideal duration for a movie is around 2 hours and they can create content accordingly.

