NETFLIX CONTENT ANALYSIS

- BY SAYANTANI DALUI

PROJECT OVERVIEW

This project explores Netflix's global content library through data analysis using MySQL and Power BI. The goal was to extract meaningful insights about content distribution, genre trends, actor/director frequency and historical range. By transforming raw data into clear insights and visual storytelling, this project demonstrates the ability to derive actionable business intelligence using data.

- 🔨 Tools used : MySQL, Power BI
- 📂 Dataset : Netflix Titles dataset from Kaggle

Business Questions Solved Using MySQL

1. Count the Total number of Movies and TV Shows available on Netflix

2. Top 3 countries that have produced the most contents on Netflix

3. What are the Top 3 most common Genres

4. Top 5 most frequent directors on Netflix

5. Top 5 actors who appear most frequently on Netflix

6. When do the most shows/movies get added to Netflix

7. What are the Top 3 most common content ratings

8. Which are the Top 5 longest TV Shows (by seasons) and movies (by minutes)

Business Questions Solved Using MySQL

9. Which is the oldest and newest title available on Netflix

10. Which countries have both movies and TV Shows

11. Categorize Movies by its duration (e.g.: Short, Medium and Long Movie)

12. Categorize the content based on its description (e.g.: Love, Horror, Suspense, Action, Comedy)

NETFLIX CONTENT ANALYSIS

6.13K
MOVIE COUNT

2.68K
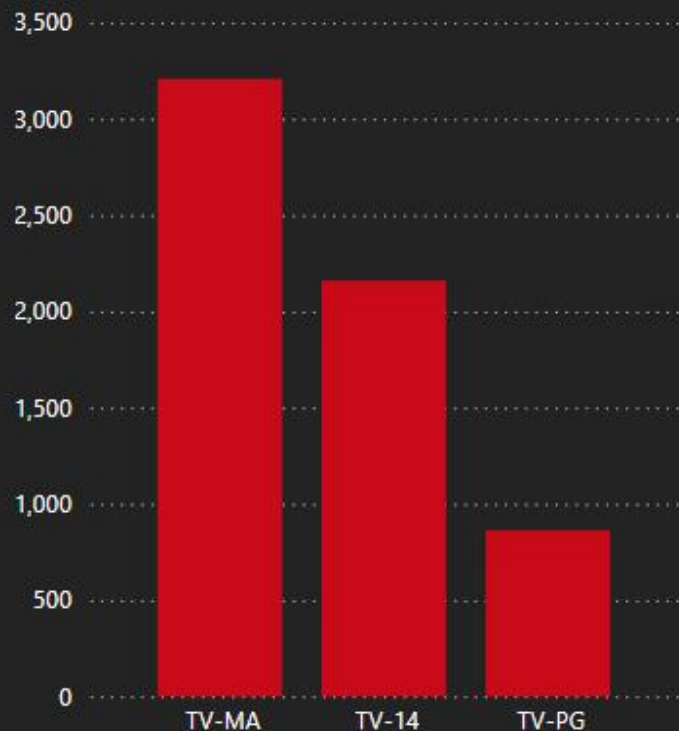TV SHOW COUNT

OLDEST CONTENT(1925)

NEWEST CONTENT(2021)

Country

All

TOP 3 RATINGS

TOP 3 GENRES

NETFLIX CONTENT ANALYSIS

GEOGRAPHIC DISTRIBUTION OF NETFLIX CONTENT

DAVID ATTENBOROUGH
MOST FREQUENTLY FEATURED ACTOR

RAJIV CHILAKA
MOST FREQUENT DIRECTOR

Key Findings and Insights

- **Top 3 Most Common Ratings**
  - i) TV-MA
  - ii) TV-14
  - iii) TV-PG

- **Top 3 Genres**
  - i) Dramas, International Movies
  - ii) Documentaries
  - iii) Stand-Up Comedy

- **Countries offering Both Movies & TV Shows :** Argentina, Australia, Belgium, Brazil etc.

- **Longest Duration Content**
  Movie: Black Mirror: Bandersnatch (317 minutes)
  TV Show: Grey's Anatomy (17 seasons)

- **Most frequent Director**: Rajiv Chilaka

Conclusion and Final Takeaways

After binge-analyzing the Netflix dataset, here's what we uncovered- no popcorn needed ! 🍿

❑ Netflix is all about Movies, almost ~ **70%**
❑ Among all genres, Drama steals the spotlight
❑ U.S. dominates the content game, though countries like India, UK are also making strong appearance
❑ TV-MA and TV-14 are the most common ratings, indicating a focus on mature audiences

This project shows how data can tell stories, not just numbers, with the power of SQL and Power Bi, we turned raw info into real insights. This analysis Provides a comprehensive view of Netflix's content trends. This project effectively combines SQL-based querying with interactive Power BI visuals to deliver actionable insights.

THANK YOU !

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