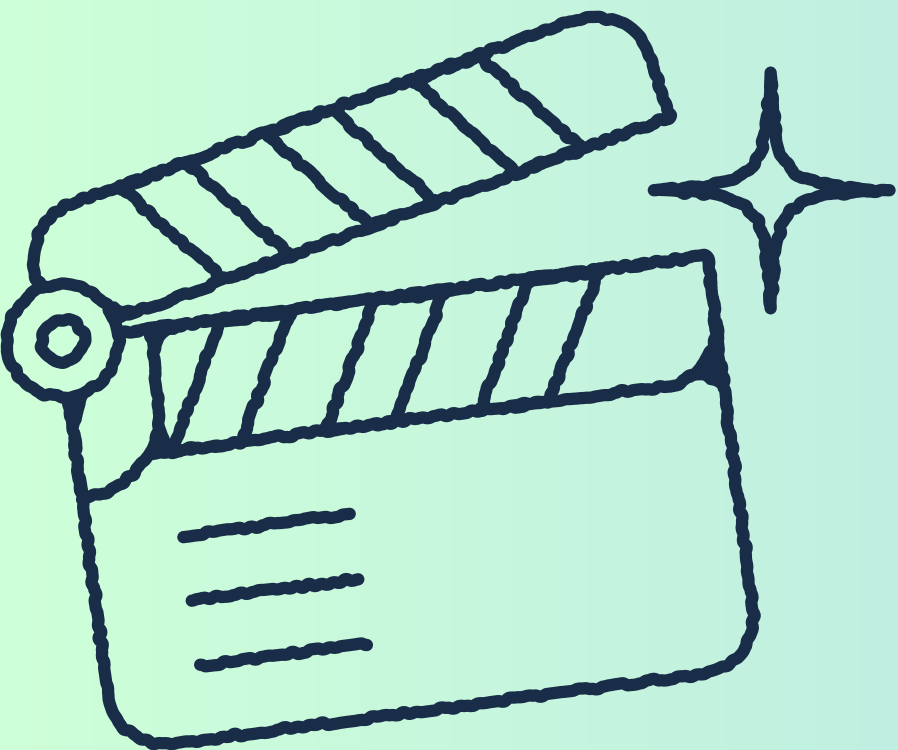# NETFLIX SHOWS & MOVIES ANALYTICS
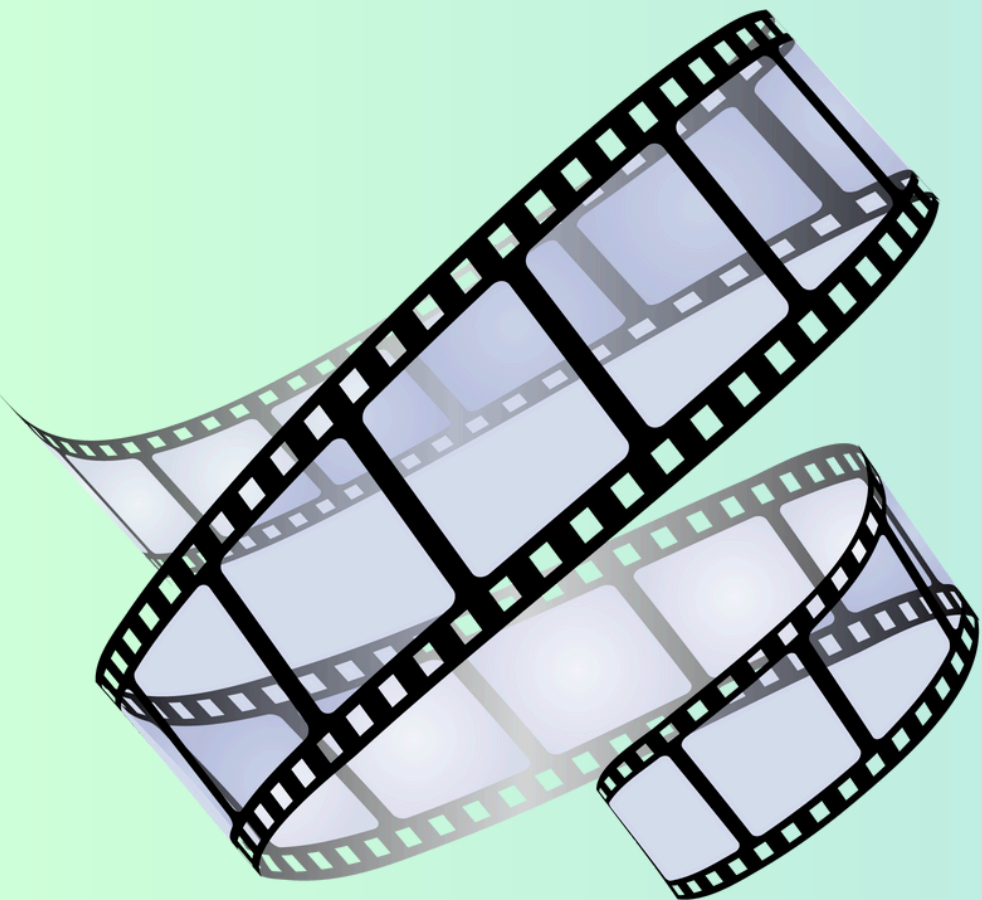
Analyzing Global Content Trends, Genres, Ratings & Release Patterns....

By Shreya Anand

Contents:

1. Problem Statement
2. Project Objective
3. Dataset Overview
4. Model Workflow
5. App Demo (Streamlit)
6. links
7. Key Insights
8. Future Work
9. Conclusion

Problem Statement:

To understand audience demand and Netflix's strategy, analyzing genre popularity, release patterns, ratings, and regional distribution is crucial.

Project Objective:
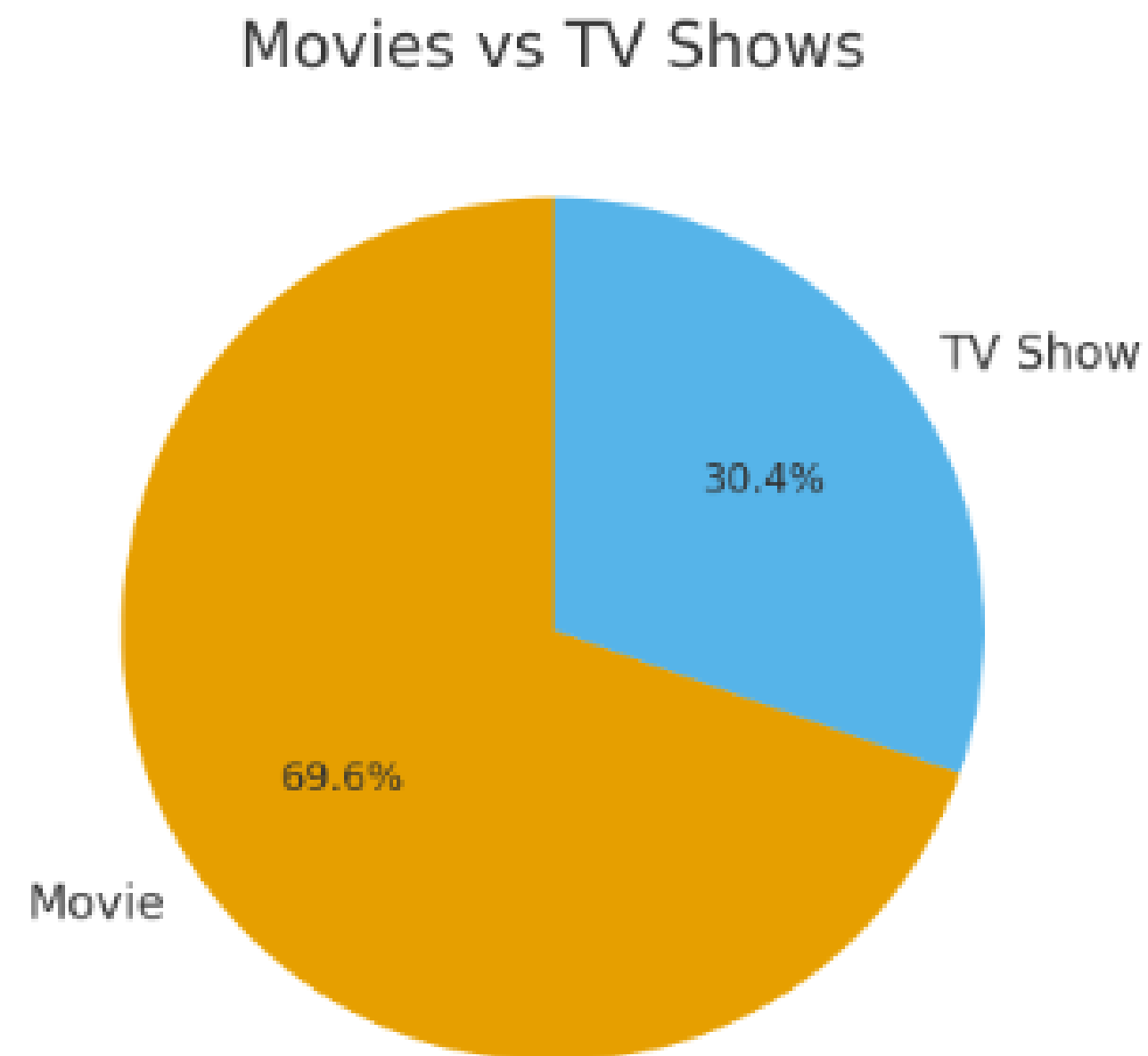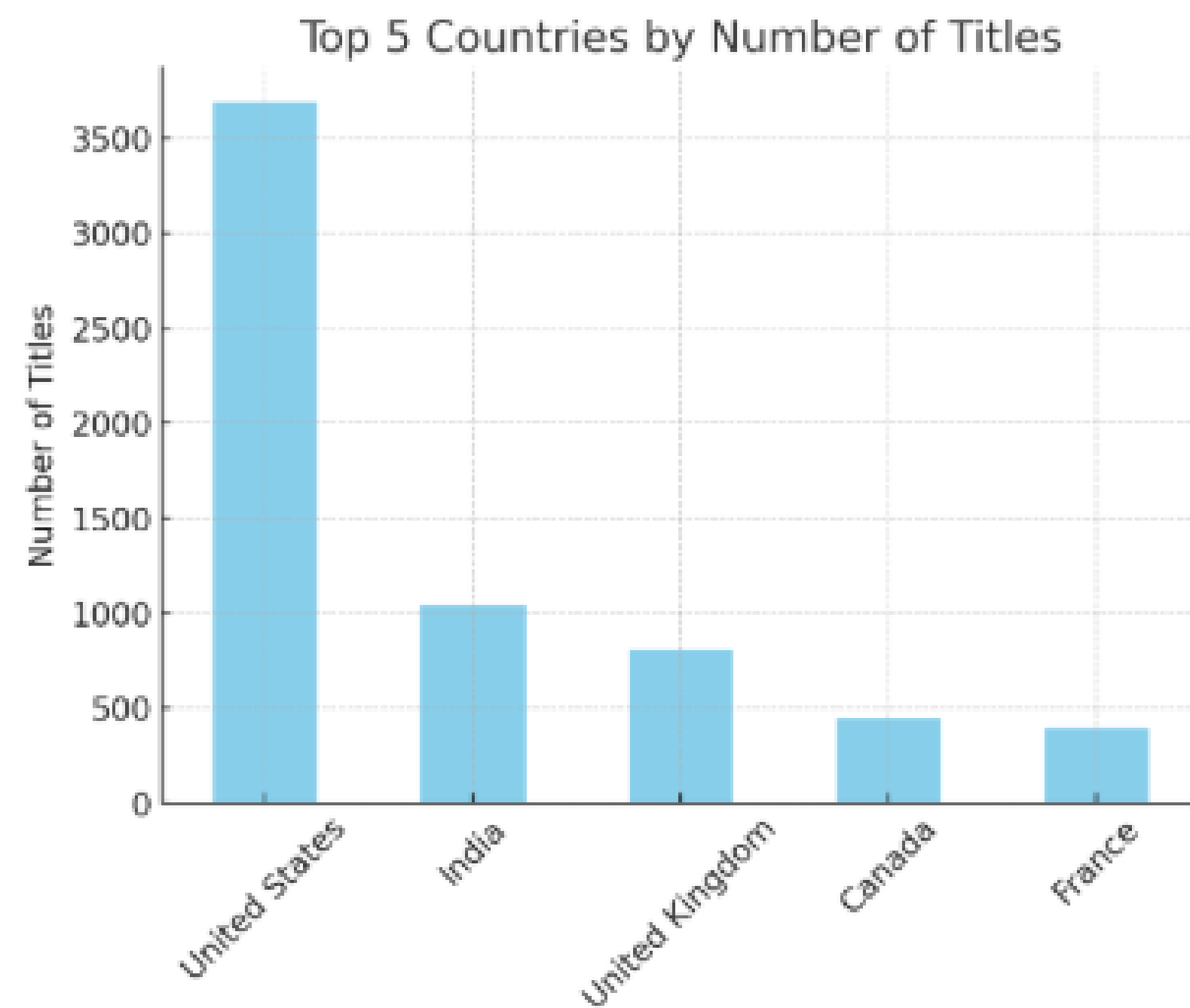
🎯 Analyze Netflix's catalog of movies & TV shows

📊 Uncover trends in genres, ratings, release patterns

🌍 Explore global content distribution

🧠 Provide insights into Netflix's content strategy

Dataset Overview:

📦 Total Records → 8,800+

🎬 Movies → 70%

📺 TV Shows → 30%

🌍 Countries → 100+

📅 Years Covered → 1925 – 2021

⭐ Ratings → 10+ categories (TV-MA, PG, R, etc.)

Top 5 Countries by Number of Titles

(Bar chart showing Number of Titles by country: United States ~3650, India ~1050, United Kingdom ~800, Canada ~450, France ~400)

Movies vs TV Shows

(Pie chart: Movie 69.6%, TV Show 30.4%)

Model Workflow:

🗃️ Data Collection

🖌️ Data Cleaning & Preprocessing

📊 Exploratory Data Analysis (EDA)

📈 Visualization

⚙️ Built Interactive Streamlit App

🌐 Dashboard Deployment

🎮 App Demo (Streamlit):

✨ Interactive Features:

- 🎬 Content Split → Movies vs TV Shows breakdown
- 📅 Trend Explorer → Year-wise release patterns
- 🎭 Genre Insights → Popular genres & ratings
- 🌍 Global Map → Country-wise content distribution
- 📊 Smart Visuals → Dynamic charts & filters

Filters

Release year range

1925   2021

1925   2021

Type

All ⌄

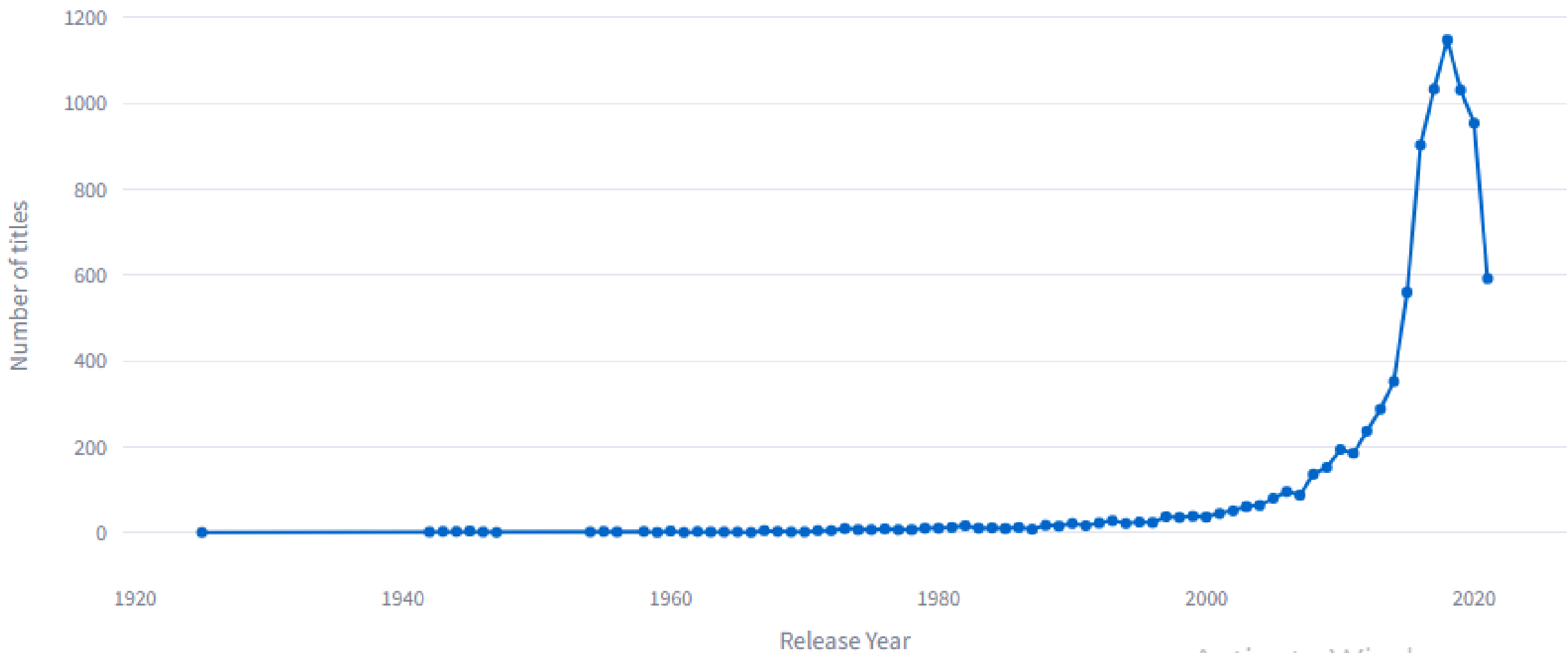**Primary country (choose 0..n)**

Choose an option ⌄

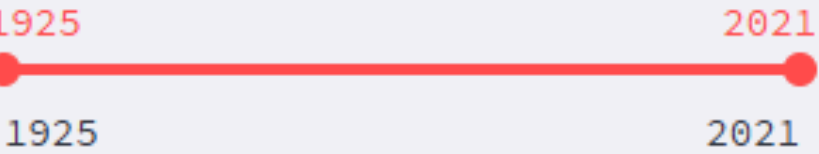**Primary genre**

Choose an option ⌄

Search title (contains)

Number of releases per year

Filters

Release year range

1925   2021

●——●

1925   2021

Type

All ⌄

Primary country (choose 0..n)

India ✕   ⊗ ⌄

Primary genre

TV Shows ✕   ⊗ ⌄

Search title (contains)

[   ]

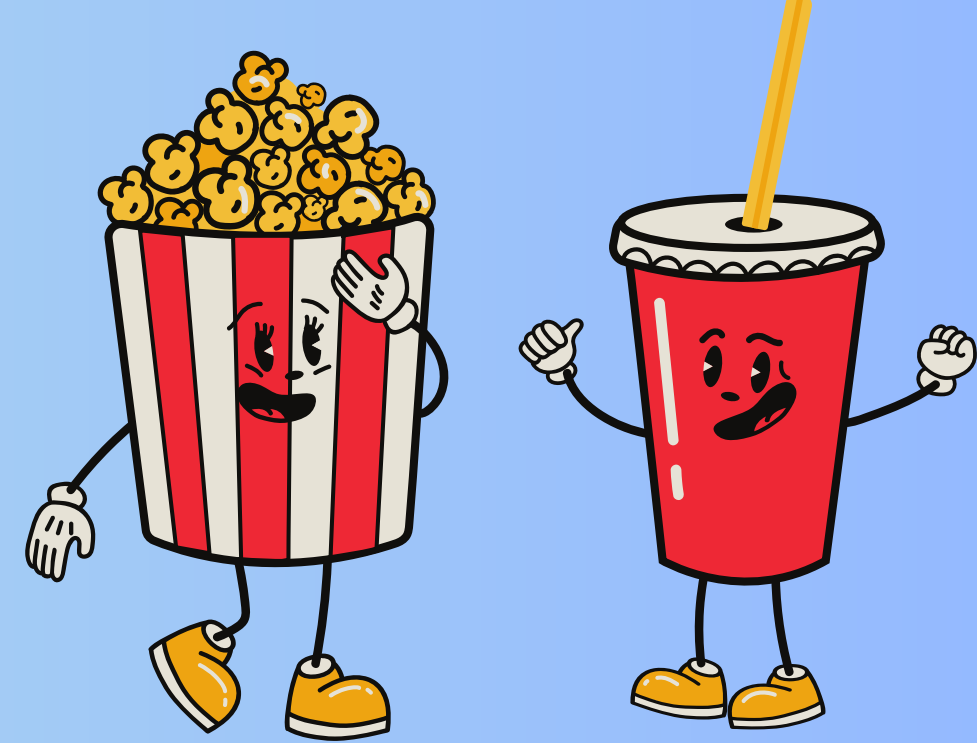**Results: 3 records**

Filtered titles

Max results to show

50

●——

5   200

	title	type	year	country	genre	description
297	Navarasa	TV Show	2,021	India	TV Shows	From amusement to awe, the nine hur
6,024	7 (Seven)	TV Show	2,019	India	TV Shows	Multiple women report their husbands
8,173	Thackeray	TV Show	2,019	India	TV Shows	From controversial cartoonist to powe

Quick open (first 20)

- **Navarasa** (2021) — Open on Netflix

- **7 (Seven)** (2019) — Open on Netflix

- **Thackeray** (2019) — Open on Netflix

Activate Windows
Go to Settings to activate Windows.

< **Manage app**

Links:

- 🌐 Streamlit Dashboard
👉 Click Here to Explore

- 💻 GitHub Repository
👉 View Project Code

🔑 Key Insights:

🎬 **Movies Lead** → 70% of catalog

📅 **Peak Years** → 2015–2019 surge

🎭 **Top Genres** → Drama & Comedy

🌍 **Global Reach** → USA, India, UK dominate

⭐ **Ratings** → TV-MA most common

🎯 Future Work:

🔮 Predictions → Forecast popular genres

🗣️ Sentiment → Analyze show descriptions/reviews

👥 Engagement → Add user viewing data
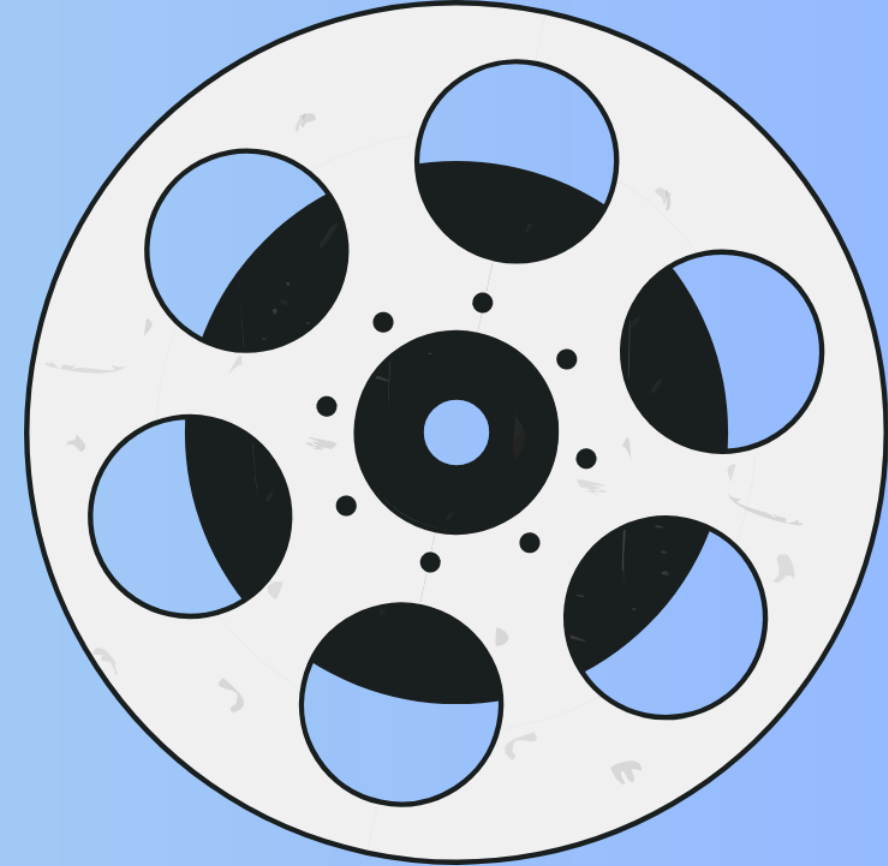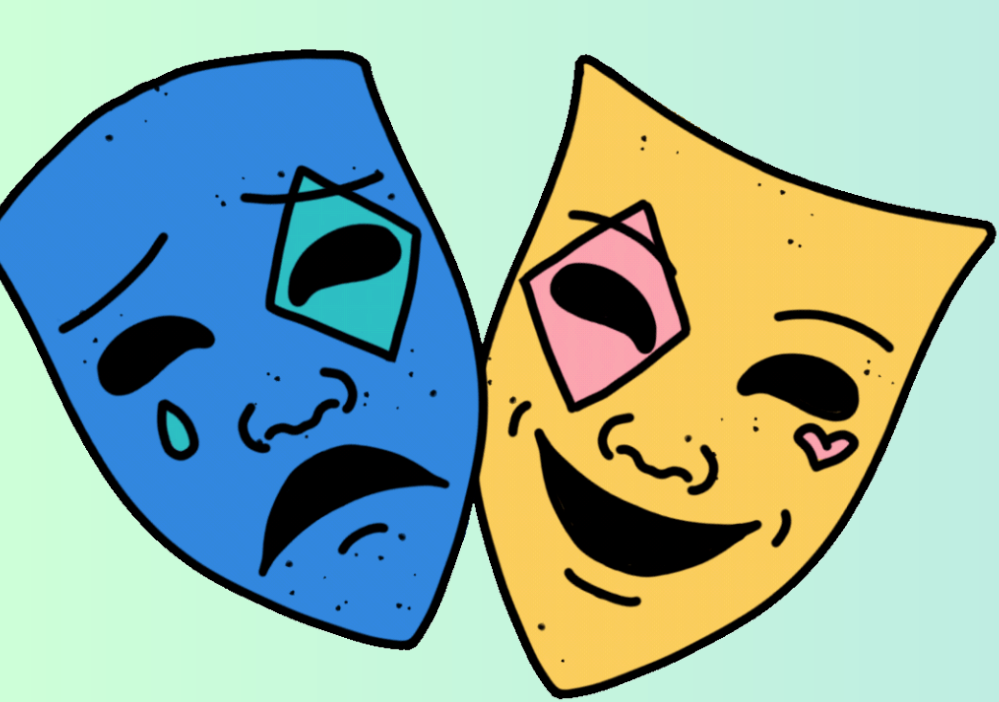
🤝 Compare → With Amazon Prime & Disney+

📌 Conclusion:

✔️ Netflix's library is diverse with global coverage

🎬 Movies outweigh TV shows in the catalog

📈 Strong growth observed after 2015

🌍 Regional strategies drive international expansion

THANK YOU