



NETFLIX CONTENT ANALYSIS

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LET'S START!





PROJECT RECAP



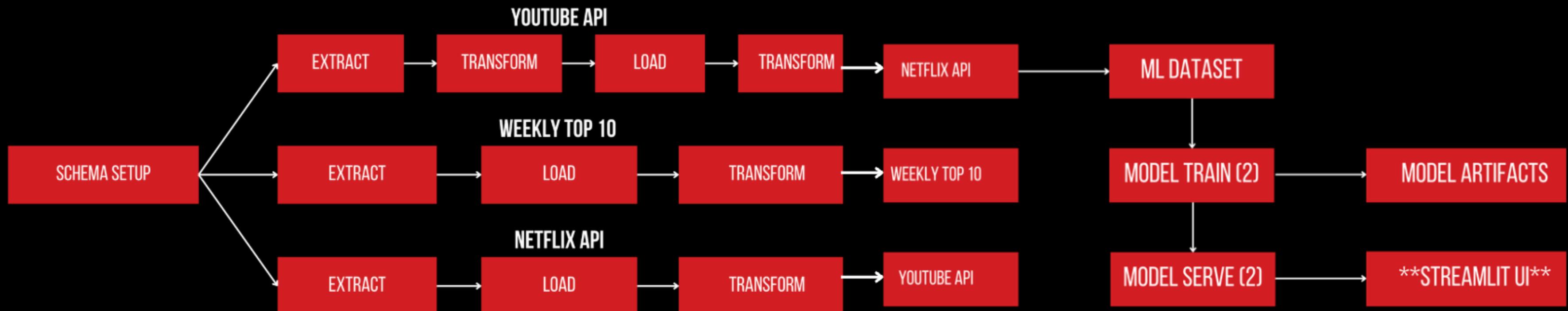
BUSINESS PROBLEM

Data Sources: [Netflix API](#) | [Weekly Top 10](#) | [YouTube API](#)

We leverage Netflix API, Netflix Top 10 and YouTube API data to [provide insights into content performance](#) and marketing strategies. The Netflix Top 10 data shows viewer preferences, while YouTube data reveals off-platform engagement and promotion. By combining these datasets, we can [analyze trends, regional preferences, and audience behavior](#). Using YouTube Analytics, we access detailed viewer statistics and perform demographic analysis, helping Netflix refine content recommendations and optimize marketing strategies for different audience segments.



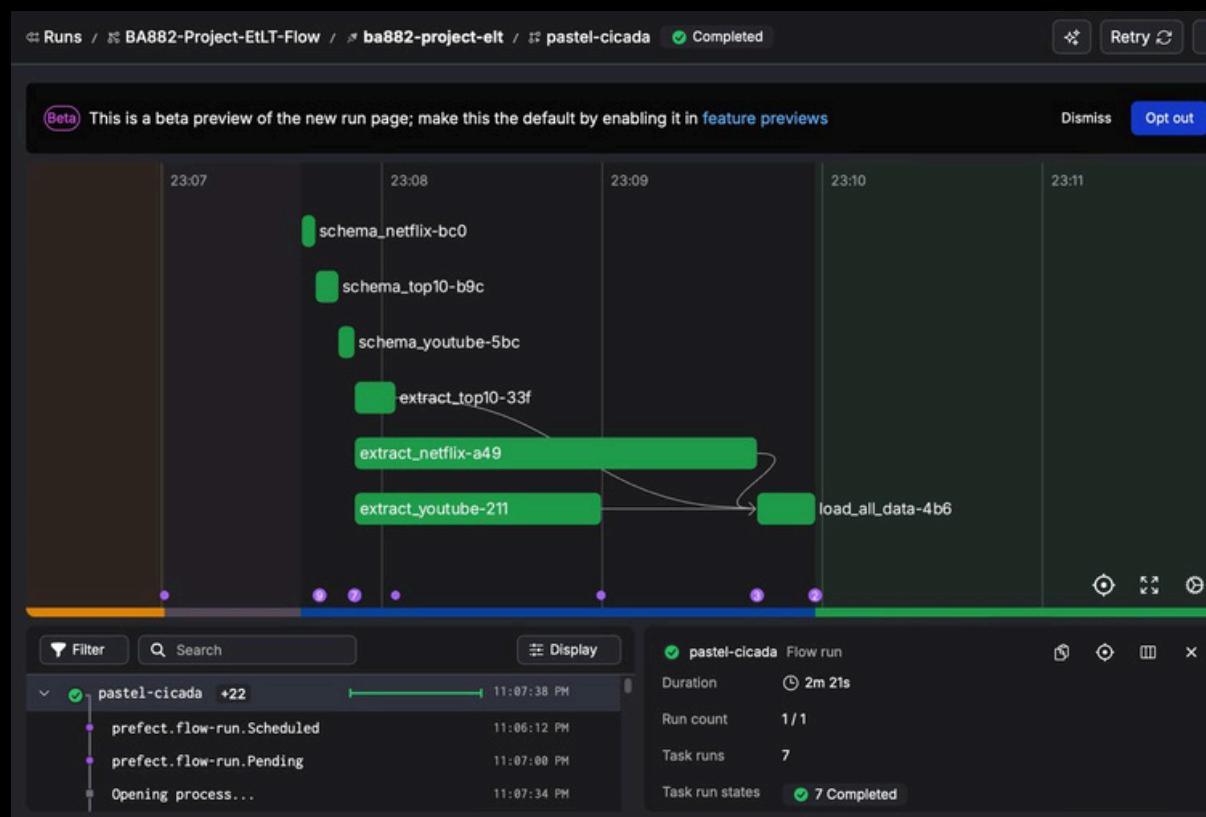
OVERALL PROJECT PIPELINE FLOW



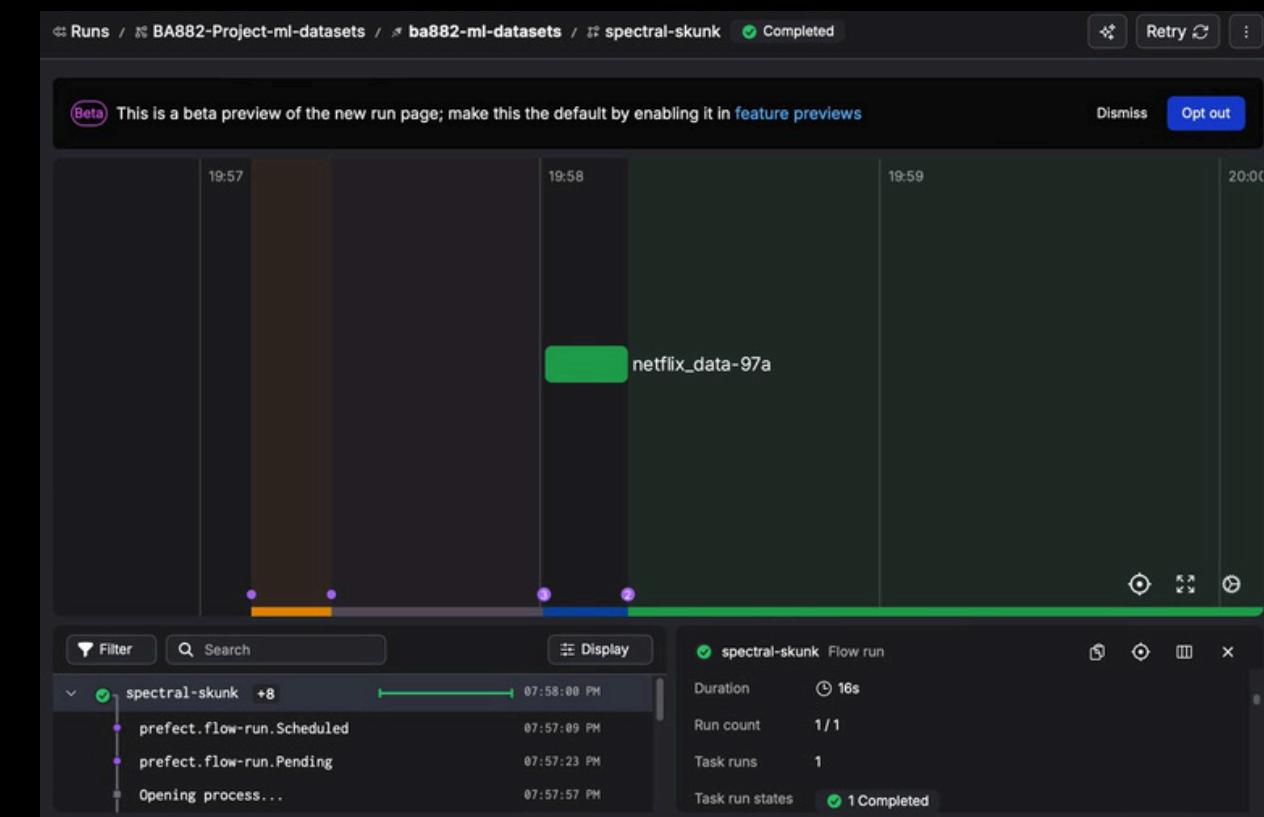


PREFECT FLOW & ORCHESTRATION

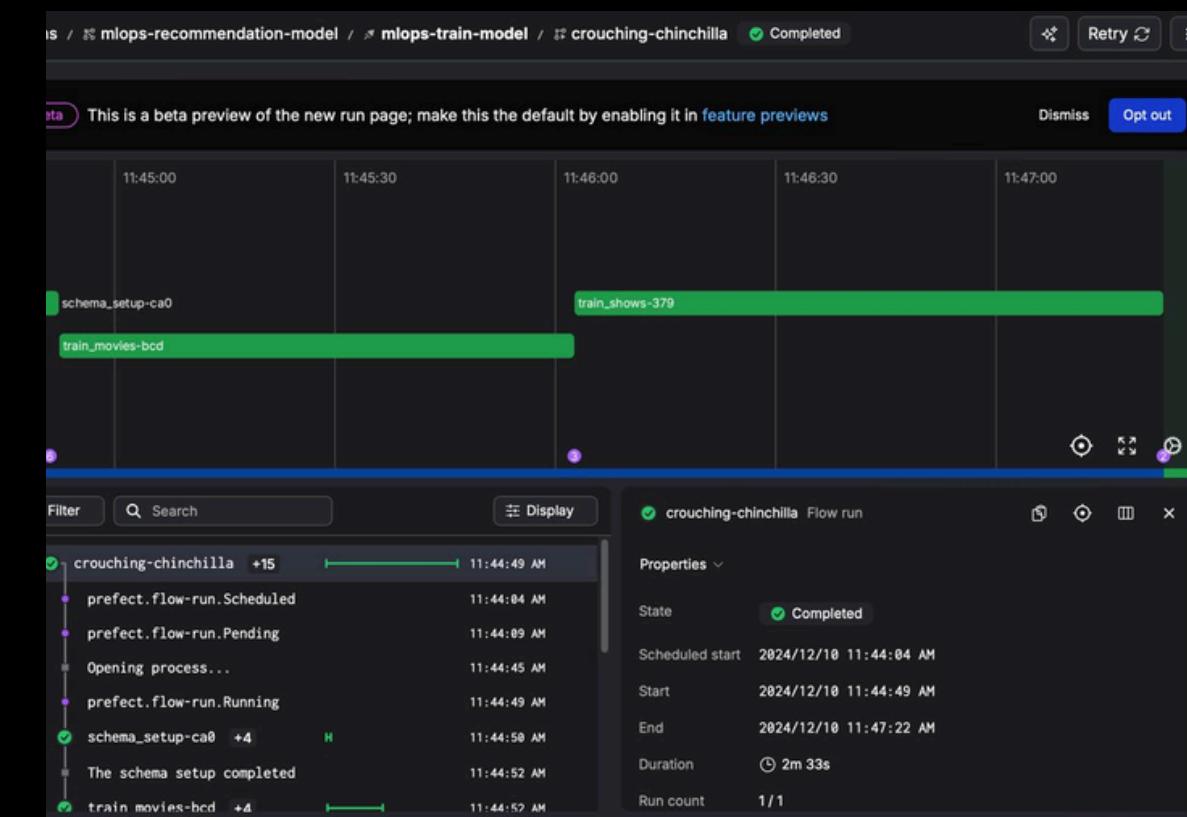
ETLT FLOW



TRAINING DATA EXTRACTION FLOW



MODEL TRAINING FLOW

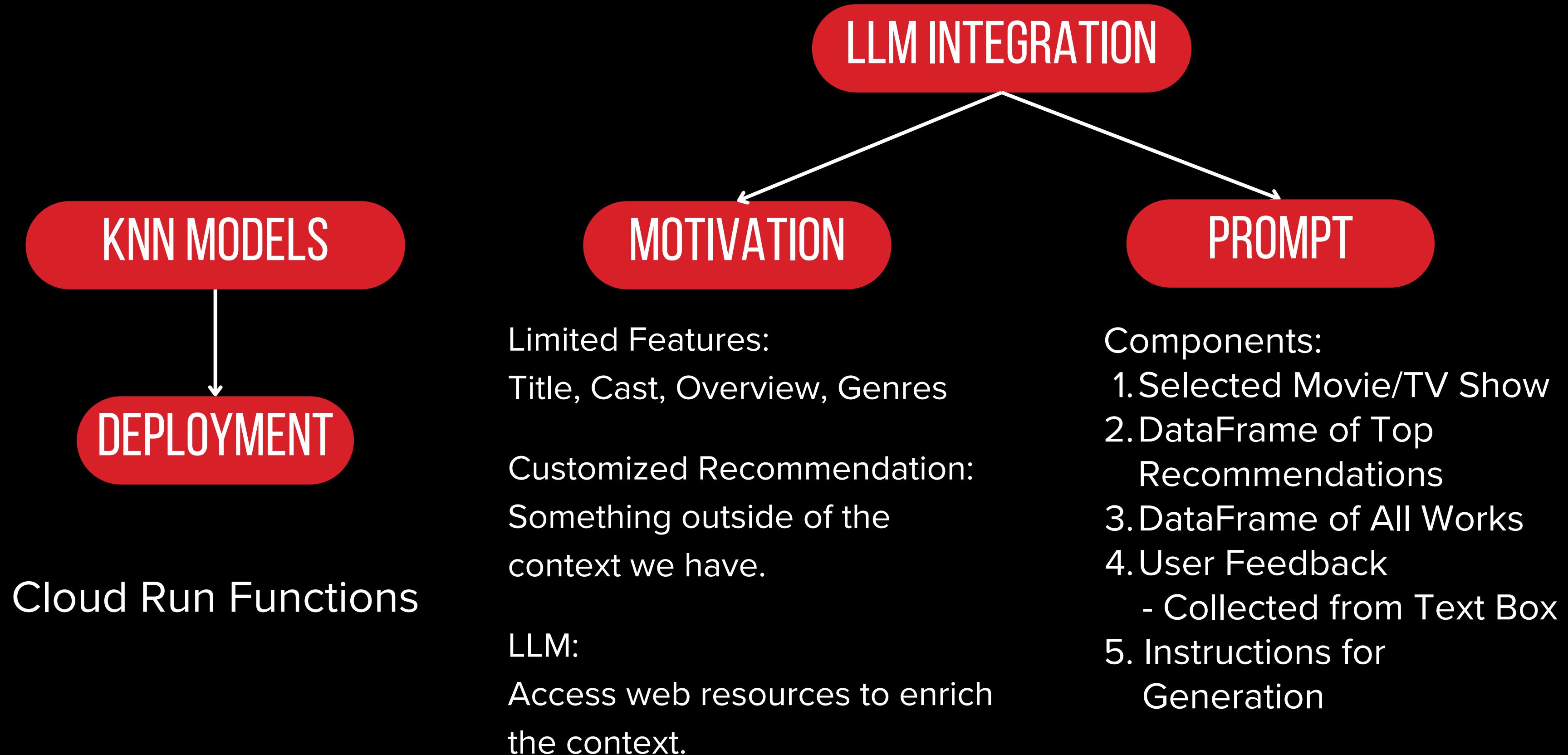




LLM INTEGRATION



STREAMLIT-RECOMMENDATION SYSTEM



A large, white, sans-serif font text "STREAMLIT UI" is centered over a large, solid red right-pointing triangle. The triangle is oriented diagonally, with its point pointing towards the right side of the frame. The background of the image is a dark, slightly blurred photograph of several people's heads in profile, looking towards the right.



STREAMLIT-ANALYTICS DASHBOARD



SUPERSET



STREAMLIT



STREAMLIT-RECOMMENDATION SYSTEM





YOUR TURN!



SCAN ME

A dark, grainy black and white photograph of a movie scene showing two people's profiles facing each other. A large, solid red right-pointing triangle is overlaid on the center of the image, containing the text.

SEE WHAT'S NEXT



FUTURE SCOPE

- **Deep Learning Integration**
 - Capture complex patterns in user behavior and content features
- **Enhanced Personalization**
 - User Profiling - Analyze User Behaviors
 - Context-Aware Recommendations - time of the day, device type, viewing history to offer more relevant recommendations
- **Cross Platform Integration**
 - API Development - seamless integration into other applications

