NETFLIX

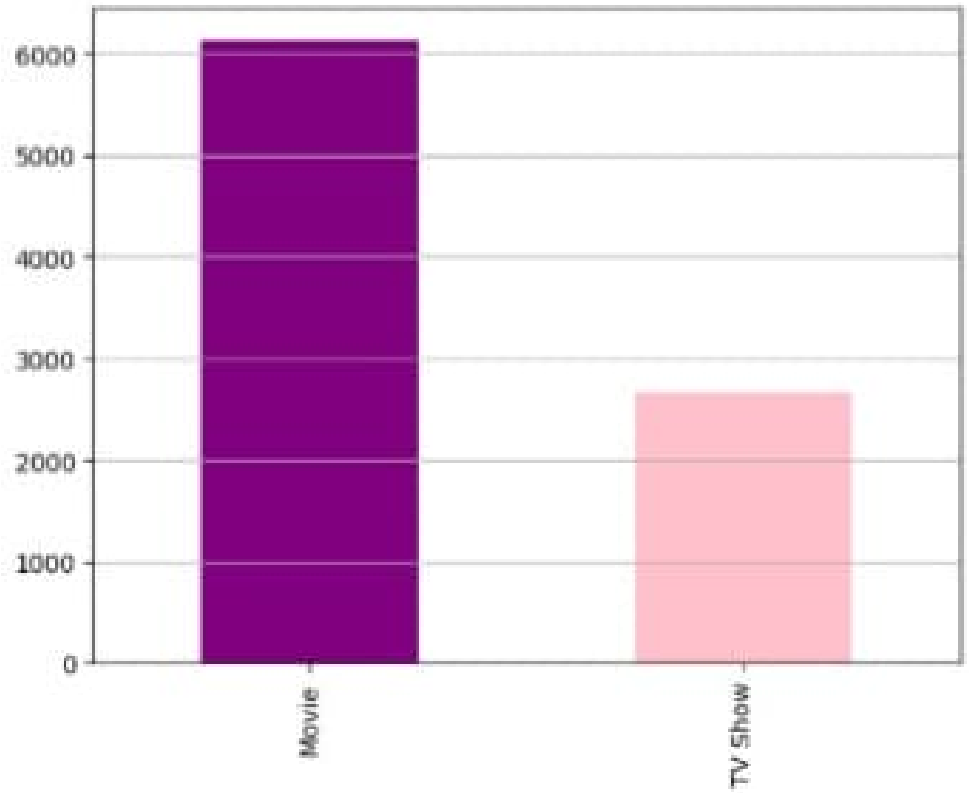
Objective:

I have got a dataset of Netflix. This dataset contains detailed information about various movies and TV shows available on the platform. Key attributes include the title of each show, its distribution across different geographical regions, and the assigned viewer rating. The objective of this analysis is to explore and understand how Netflix distributes its content globally, examine the types of content preferred in different regions, and identify trends in ratings and content types over time.

Data Cleaning And Formation :

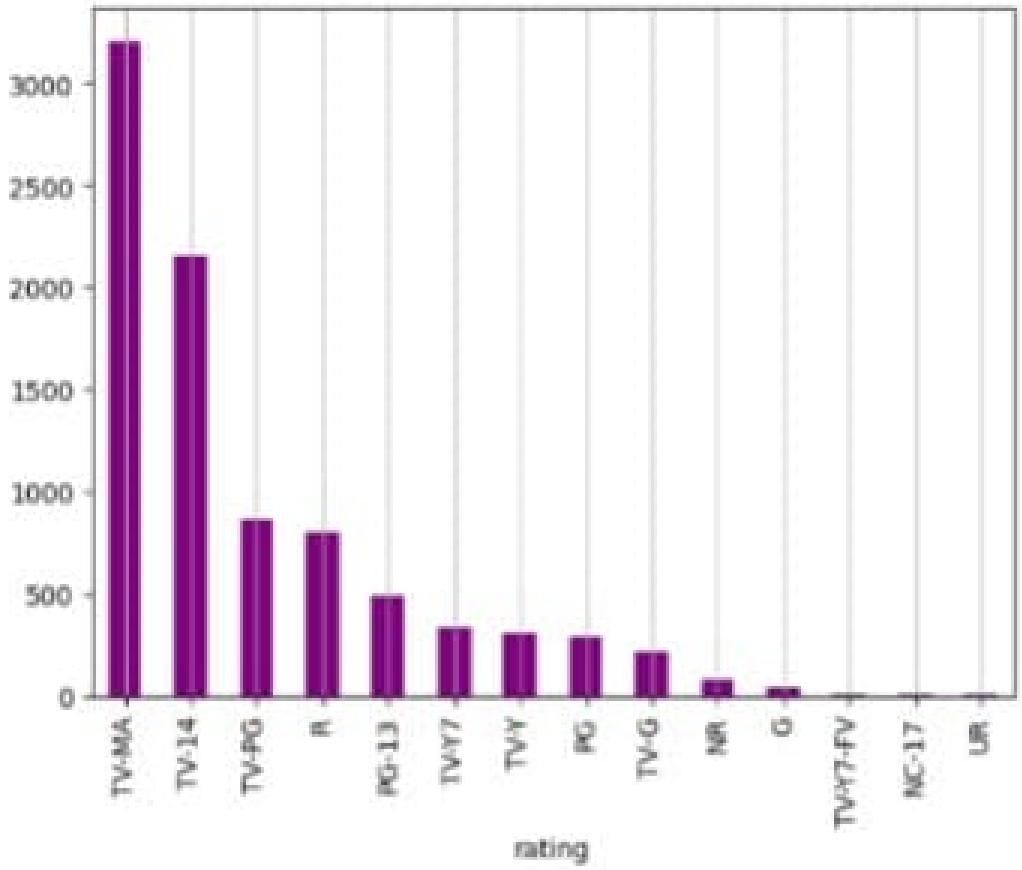
- In this data set, some information were missing (name oof director, some country name), so corresponding records were removed.
- Additionally, unnecessary columns were dropped to simplify the analysis.
- In this data set, the number of director name is a lot, which shows major drastically change whereas this data is not important, so I dropped this data column.

Content Distribution :



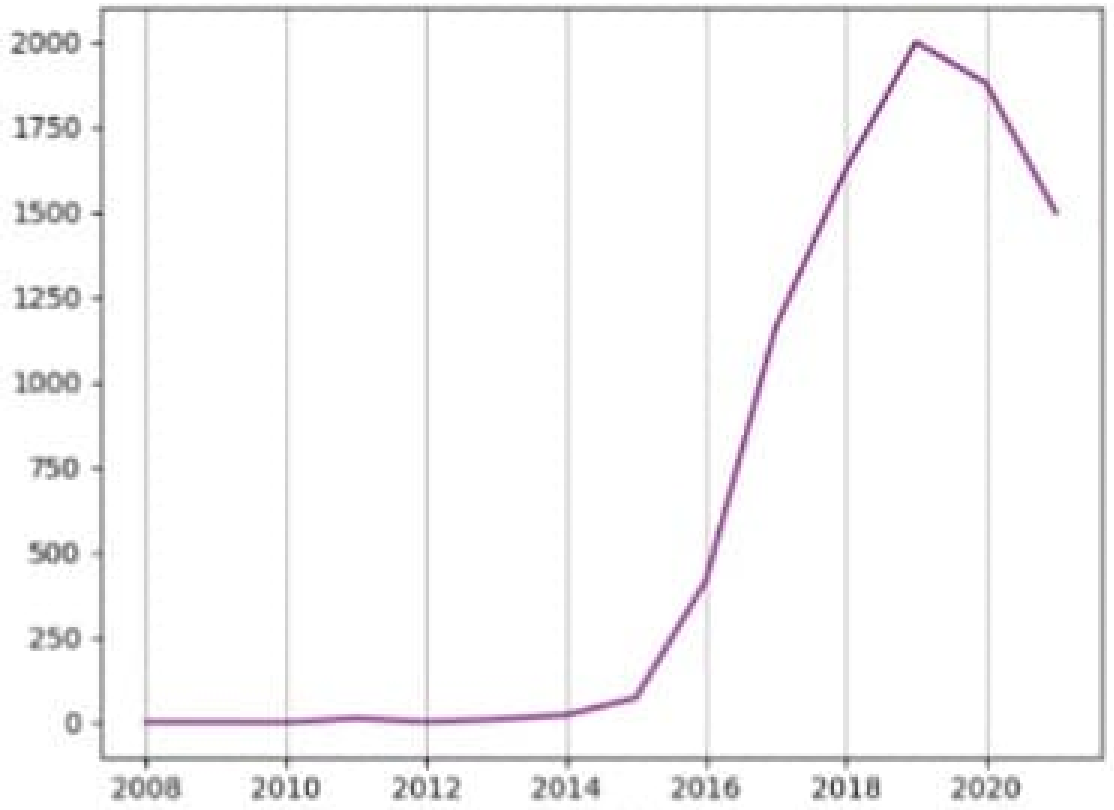
This graph demonstrates that the number of movies are more than 2X of TV shows in Netflix. It may be people are more interested in movies than TV shows. It simply follows demand and supply chain.

Rating Analysis:



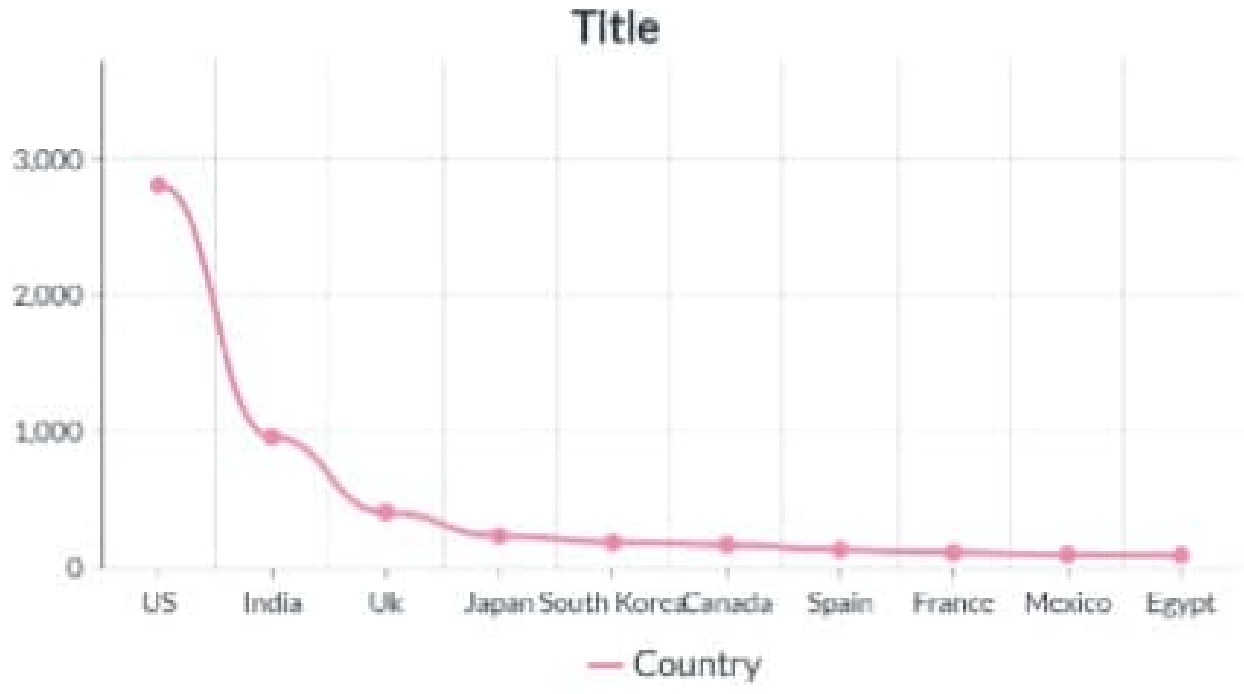
The data shows that most content is rated for mature audiences (TV-MA = 17+). So, there should be more option for minors (under 17). We can see a drastically decline in number of contents from age group 14, that suggest may be users under 14 is very less, ultimately affecting the demand. So, the supply for these kind of movies are less.

Content Over Time:



We can observe content uploads per year has been exponentially increased after 2017 because after 2017 Netflix expands all over 190 countries with multiple language content. After 2019, the number of users in OTT were drastically increased due to COVID-19 pandemic, theaters were shut down and movies were releasing in OTT. Competition was higher after COVID- 19 pandemic, more numbers of content would attract more number of users at this time that's why Netflix has heavily invested more number of contents.

Content By Region:



The analysis reveals that the US had contributed highest number of contents, while India achieved the 2nd followed by Japan, South Korea, Uk, Egypt etc. However, we can see more than 50% decreases in number of content after US, this signifies the presence of Netflix in Hollywood. However, this drop increases after India, signifies it is trying to expand more in India. It can be beacause of huge potential in Indian OTT market after COVID-19.

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