



# Netflix Data Analysis (Project Report)

ANALYZING NETFLIX'S VIEWER TRENDS, CONTENT  
STRATEGY, AND GROWTH

Presented by: Swetha Srinivas

# Project Overview

- ▶ This project focuses on analyzing Netflix's dataset to uncover insights into popular content, viewer trends, and platform growth.
- ▶ Goal: To help Netflix refine content strategy and optimize viewer engagement.

# Business Problem

- ▶ Netflix's key challenges include:
  - ▶ • Understanding viewer preferences to optimize content offerings.
  - ▶ • Maximizing engagement by identifying top genres and content types.
  - ▶ • Balancing content diversity for global markets.

# Dataset

- ▶ Dataset contains information about Netflix's content library (1,000 records):
- ▶ Key features: Title, Director, Cast, Country, Release Date, Genre, Rating, and Type (Movie/TV Show)

# Tools Used

- ▶ Tools and Technologies:
- ▶ • Python: Data cleaning and EDA
- ▶ • Pandas: Data manipulation
- ▶ • Matplotlib & Seaborn: Data visualization
- ▶ • Power BI: Interactive dashboards

# Data Preparation

- ▶ Steps involved in data preparation:
  - ▶ • Converted date columns to appropriate formats.
  - ▶ • Handled missing values for critical columns (Director, Cast).
  - ▶ • No significant outliers detected.

# Key Metrics

- ▶ Important metrics from analysis:
  - ▶ • Total Titles: 1,000
  - ▶ • Top Genres: Drama, Comedy, Action
  - ▶ • Top Release Years: 2017, 2018, 2019
  - ▶ • Top Countries: USA, India, UK

# Analysis Insights

- ▶ Content Trends and Insights:
  - ▶ • Movies peaked in 2017; TV shows are growing.
  - ▶ • Drama is the most common genre; Comedy and Action are next.
  - ▶ • Content from USA, India, UK is dominant.



# Recommendations

- ▶ Key Recommendations:
- ▶ • Focus on Drama, Comedy, Action genres.
- ▶ • Expand in underrepresented genres like Documentaries.
- ▶ • Strengthen content production in global markets like Asia.

# Limitations

- ▶ Limitations of Analysis:
  - ▶ • Dataset may not capture all recent titles.
  - ▶ • Viewership metrics are missing, limiting direct engagement analysis.
  - ▶ • No profitability or cost factors included.