# Netflix - (Business Case-Study)

```
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
                                                + Code -
                                                         + Text
!gdown 1Rbs1er7UZU5KPCk9ZAPvd0WTEJR6Jqk
```

Downloading...
From: https://drive.google.com/uc?id=1Rbs1er7UZU5KPCk9ZAPvd0WTEJR6Jqk\_

To: /content/Netflix\_DataSet.csv

100% 3.40M/3.40M [00:00<00:00, 172MB/s]

## df = pd.read\_csv('/content/Netflix\_DataSet.csv') df.head()

	show_id	type	title	director	cast	country	date_added	release_year	rating	duration	listed_in	description
0	s1	Movie	Dick Johnson Is Dead	Kirsten Johnson	NaN	United States	September 25, 2021	2020	PG-13	90 min	Documentaries	As her father nears the end of his life, filmm
1	s2	TV Show	Blood & Water	NaN	Ama Qamata, Khosi Ngema, Gail Mabalane, Thaban	South Africa	September 24, 2021	2021	TV-MA	2 Seasons	International TV Shows, TV Dramas, TV Mysteries	After crossing paths at a party, a Cape Town t
2	s3	TV Show	Ganglands	Julien Leclercq	Sami Bouajila, Tracy Gotoas, Samuel Jouy, Nabi	NaN	September 24, 2021	2021	TV-MA	1 Season	Crime TV Shows, International TV Shows, TV Act	To protect his family from a powerful drug lor
•	4	TV	Jailbirds				September	2224	T1/844	10	Docuseries,	Feuds, flirtations and
info	./\											

## df.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 8807 entries, 0 to 8806 Data columns (total 12 columns):

#	Column	Non-Null Count	Dtype				
0	show_id	8807 non-null	object				
1	type	8807 non-null	object				
2	title	8807 non-null	object				
3	director	6173 non-null	object				
4	cast	7982 non-null	object				
5	country	7976 non-null	object				
6	date_added	8797 non-null	object				
7	release_year	8807 non-null	int64				
8	rating	8803 non-null	object				
9	duration	8804 non-null	object				
10	listed_in	8807 non-null	object				
11	description	8807 non-null	object				
<pre>dtypes: int64(1), object(11)</pre>							
memory usage: 825.8+ KB							

df.describe()

	release_year
count	8807.000000
mean	2014.180198
std	8.819312
min	1925.000000
25%	2013.000000
50%	2017.000000
75%	2019.000000
max	2021.000000

### df.describe(include='object')

	show_id	type	title	director	cast	country	date_added	rating	d
count	8807	8807	8807	6173	7982	7976	8797	8803	
unique	8807	2	8807	4528	7692	748	1767	17	
top	s1	Movie	Dick Johnson Is Dead	Rajiv Chilaka	David Attenborough	United States	January 1, 2020	TV-MA	
4									•

### df.shape

(8807, 12)

Brief Info about columns present in the given dataset.

• Show ID: The ID of the show

• Type: Identifier - A Movie or TV Show

• Title: Title of the Movie / Tv Show

• Director: Director of the Movie

• Cast: Actors involved in the movie/show

• Country: Country where the movie/show was produced

• Date\_added: Date it was added on Netflix

• Release\_year: Actual Release year of the movie/show

• Rating: TV Rating of the movie/show

• Duration: Total Duration - in minutes or number of seasons

• Listed\_in: Genre

• Description: The summary description

Step 1: Un-nesting the columns (having multile comma separated values in multiple rows.)

```
Cast = df['cast'].str.split(', ').explode()
Cast
     0
                       Ama Qamata
     1
                      Khosi Ngema
     1
                    Gail Mabalane
     1
                   Thabang Molaba
                 Manish Chaudhary
     8806
     8806
                     Meghna Malik
     8806
                    Malkeet Rauni
                   Anita Shabdish
           Chittaranjan Tripathy
     8806
     Name: cast, Length: 64951, dtype: object
```

```
show_id type
                          title director
                                                  cast country date_added release_ye
                            Dick
                                                                   September
                                    Kirsten
                                                          United
0
          s1 Movie
                      Johnson Is
                                                  NaN
                                                                                       20
                                   Johnson
                                                          States
                                                                     25, 2021
                           Dead
                                                  Ama
                                              Qamata,
                                                 Khosi
                 TV
                        Blood &
                                                          South
                                                                   September
                                                                                       20
1
          s2
                                      NaN
                                               Ngema,
              Show
                                                                     24, 2021
                          Water
                                                          Africa
                                                  Gail
                                             Mabalane,
                                              Thaban...
                                                 Sami
                                              Bouajila,
                                                 Tracy
                 TV
                                     Julien
                                                                   September
2
                      Ganglands
                                               Gotoas,
                                                           NaN
                                                                                       20
              Show
                                   Leclercq
                                                                     24, 2021
                                               Samuel
                                                 Jouy,
                                                Nabi...
                        Jailbirds
                 \mathsf{TV}
                                                                   September
3
                                                  NaN
                                                           NaN
                                                                                       20
                           New
                                      NaN
              Show
                                                                     24, 2021
                        Orleans
                                                Mayur
                                                 More,
                                               Jitendra
                 TV
                                                                   September
                           Kota
                                      NaN
                                                Kumar,
                                                           India
                                                                                       20
              Show
                         Factory
                                                                     24, 2021
                                                Ranjan
                                              Raj, Alam
                                                   K...
                                                  Mark
```

```
df['cast'] = df['cast'].str.split(', ')
df = df.explode('cast')

df['listed_in'] = df['listed_in'].str.split(', ')
df = df.explode('listed_in')

df = df.reset_index(drop = True)

df['country'] = df['country'].str.split(', ')
df = df.explode('country')

df = df.reset_index(drop = True)
```

	show_id	type	title	director	cast	country	date_added	release_ye
0	s1	Movie	Dick Johnson Is Dead	Kirsten Johnson	NaN	United States	September 25, 2021	2(
1	s2	TV Show	Blood & Water	NaN	Ama Qamata	South Africa	September 24, 2021	20
2	s2	TV Show	Blood & Water	NaN	Ama Qamata	South Africa	September 24, 2021	2(
3	s2	TV Show	Blood & Water	NaN	Ama Qamata	South Africa	September 24, 2021	2(
4	s2	TV Show	Blood & Water	NaN	Khosi Ngema	South Africa	September 24, 2021	20
14950	<b>07</b> s8807	Movie	Zubaan	Mozez Singh	Anita Shabdish	India	March 2, 2019	20
14950	<b>08</b> s8807	Movie	Zubaan	Mozez Singh	Anita Shabdish	India	March 2, 2019	20
4								<b>•</b>

```
# director, cast, country, date_added, rating, duration has null values
```

df['director'].fillna('unknown director', inplace = True)

df['cast'].fillna('unknown cast', inplace = True)

df['country'].fillna('unknown country', inplace = True)

df

	show_id	type	title	director	cast	country	date_added	release_ye
0	s1	Movie	Dick Johnson Is Dead	Kirsten Johnson	unknown cast	United States	September 25, 2021	2(
1	s2	TV Show	Blood & Water	unknown director	Ama Qamata	South Africa	September 24, 2021	2(
2	s2	TV Show	Blood & Water	unknown director	Ama Qamata	South Africa	September 24, 2021	20
3	s2	TV Show	Blood & Water	unknown director	Ama Qamata	South Africa	September 24, 2021	20
4	s2	TV Show	Blood & Water	unknown director	Khosi Ngema	South Africa	September 24, 2021	2(
149507	s8807	Movie	Zubaan	Mozez Singh	Anita Shabdish	India	March 2, 2019	2(
149508	s8807	Movie	Zubaan	Mozez Singh	Anita Shabdish	India	March 2, 2019	20

### df.info()

### df.columns

	show_id	type	title	director	cast	country	release_year	rating
0	s1	Movie	Dick Johnson Is Dead	Kirsten Johnson	unknown cast	United States	2020	PG-13
1	s2	TV Show	Blood & Water	unknown director	Ama Qamata	South Africa	2021	TV-MA
2	s2	TV Show	Blood & Water	unknown director	Ama Qamata	South Africa	2021	TV-MA
3	s2	TV Show	Blood & Water	unknown director	Ama Qamata	South Africa	2021	TV-MA
4	s2	TV Show	Blood & Water	unknown director	Khosi Ngema	South Africa	2021	TV-MA
4				Mozoz	Anita			<b>&gt;</b>

# df.info()

## df['duration'].fillna('unknown duration',inplace=True)

	show_id	type	title	director	cast	country	release_year	rating
0	s1	Movie	Dick Johnson Is Dead	Kirsten Johnson	unknown cast	United States	2020	PG-13
1	s2	TV Show	Blood & Water	unknown director	Ama Qamata	South Africa	2021	TV-MA
2	s2	TV Show	Blood & Water	unknown director	Ama Qamata	South Africa	2021	TV-MA
3	s2	TV Show	Blood & Water	unknown director	Ama Qamata	South Africa	2021	TV-MA
4	s2	TV Show	Blood & Water	unknown director	Khosi Ngema	South Africa	2021	TV-MA
4				Mozoz	Anita			<b>&gt;</b>

### df.info()

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 149512 entries, 0 to 149511
Data columns (total 12 columns):
                   Non-Null Count Dtype
# Column
     show_id 149512 non-null object
type 149512 non-null object
title 149512 non-null object
director 149512 non-null object
0
                    149512 non-null object
      cast
                        149512 non-null object
      country
     release_year 149512 non-null int64
rating 149445 non-null object
duration 149512 non-null object
     listed_in
                         149512 non-null object
 10 description 149512 non-null object
11 date 149354 non-null datetime64[ns] dtypes: datetime64[ns](1), int64(1), object(10)
memory usage: 13.7+ MB
```

# df['date'].fillna(0,inplace=True) df.info()

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 149512 entries, 0 to 149511
Data columns (total 12 columns):
# Column Non-Null Count Dtype
```

```
        0
        show_id
        149512 non-null object

        1
        type
        149512 non-null object

        2
        title
        149512 non-null object

        3
        director
        149512 non-null object

        4
        cast
        149512 non-null object

        5
        country
        149512 non-null int64

        7
        rating
        149445 non-null object

        8
        duration
        149512 non-null object

        9
        listed_in
        149512 non-null object

        10
        description
        149512 non-null object

        11
        date
        149512 non-null object

        dtypes: int64(1), object(11)
        object(11)
```

# df['rating'].fillna('unknown rating', inplace=True) df.info()

# Now the data is unnested and null values are removed. Lets do some analysis.

df

	show_id	type	title	director	cast	country	release_year	rating
0	s1	Movie	Dick Johnson Is Dead	Kirsten Johnson	unknown cast	United States	2020	PG-13
1	s2	TV Show	Blood & Water	unknown director	Ama Qamata	South Africa	2021	TV-MA
2	s2	TV Show	Blood & Water	unknown director	Ama Qamata	South Africa	2021	TV-MA
3	s2	TV Show	Blood & Water	unknown director	Ama Qamata	South Africa	2021	TV-MA
4	s2	TV Show	Blood & Water	unknown director	Khosi Ngema	South Africa	2021	TV-MA
						•••		
149507	s8807	Movie	Zubaan	Mozez Singh	Anita Shabdish	India	2015	TV-14
149508	s8807	Movie	Zubaan	Mozez Singh	Anita Shabdish	India	2015	TV-14
4								<b>&gt;</b>

# df.groupby(['director'])['title'].value\_counts()

director	title	
A. L. Vijay	Abhinetri	24
	Watchman	18
A. Raajdheep	Asura Guru	10
A. Salaam	Salaakhen	30
A.R. Murugadoss	Sarkar	18
Óskar Thór Axelsson	Ég man þig	20
Ömer Faruk Sorak	G.O.R.A	30
	Aşk Tesadüfleri Sever	24
Şenol Sönmez	Hayat Öpücügü	24
	Kill Me If You Dare	24
Name: title, Length:	8807, dtype: int64	

# df.groupby(['country'])['director'].value\_counts()

coun	itry	director	
, Fr	ance, Algeria	Najwa Najjar	24
, So	uth Korea	unknown director	8
Arge	ntina	unknown director	414
		Alejandro Doria	60
		Gabriel Grieco	36
unkn	own country	Tiller Russell	1
		Todd Biermann	1
		Tyler Greco	1
		Xavier Maingon, Marc-Antoine Hélard	1

1

Yoo Byung-jae Name: director, Length: 5180, dtype: int64

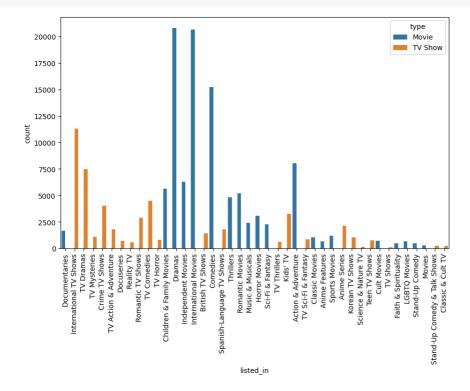
### df.groupby(['director'])['listed\_in'].value\_counts()

```
director
                  listed_in
A. L. Vijay
                  Comedies
                  International Movies
                                          14
                  Sci-Fi & Fantasy
                                           8
                  Dramas
A. Raajdheep
                  Dramas
Ömer Faruk Sorak Romantic Movies
                                           8
Senol Sönmez
                  Comedies
                                          16
                  International Movies
                                          16
                  Dramas
                                           8
                  Romantic Movies
                                           8
Name: listed_in, Length: 10975, dtype: int64
```

### df.groupby(['release\_year'])['title'].value\_counts()

```
release_year title
1925
              Pioneers: First Women Filmmakers*
                                                                1
1942
              The Battle of Midway
                                                                4
              Prelude to War
1943
              Undercover: How to Operate Behind Enemy Lines
                                                                2
              WWII: Report from the Aleutians
2021
              The World's Most Amazing Vacation Rentals
              Top Secret UFO Projects: Declassified
                                                                1
              Turning Point: 9/11 and the War on Terror
                                                                1
              We Are: The Brooklyn Saints
                                                                1
              Why Did You Kill Me?
Name: title, Length: 8807, dtype: int64
```

```
plt.figure(figsize=(10,6))
sns.countplot(data=df,x='listed_in',hue='type')
plt.xticks(rotation=90)
plt.show()
```



# Recommendation: We can say that in terms of genre (dramas and international movies), under movies category are

```
country
                                                      type
    , France, Algeria
                                                      Movie
                                                                  24
      South Korea
                                                      TV Show
                                                                 569
    Argentina
    Argentina, Brazil, France, Poland, Germany, Denmark
                                                                 15
                                                      Movie
    Vietnam
                                                      Movie
                                                                 118
    West Germany
                                                      Movie
                                                                   2
                                                                  36
    Zimbabwe
                                                      Movie
    unknown country
                                                      Movie
                                                                5708
                                                      TV Show
                                                                5437
    Name: title, Length: 849, dtype: int64
grouped_counts = df.groupby(['country', 'type'])['title'].count()
reshaped_counts = grouped_counts.unstack()
sorted_countries = grouped_counts.sort_values(ascending=False)
top_10_countries = sorted_countries.head(10)
top_10_countries
    country
                    type
    United States
                              28635
                    Movie
    India
                    Movie
                              18817
    United States
                    TV Show
                               9916
    unknown country Movie
                               5708
                    TV Show
                               5437
    Japan
                    TV Show
                               4529
    South Korea
                    TV Show
                               3459
    United Kingdom TV Show
                               3167
    Japan
                    Movie
                               2055
    Nigeria
                    Movie
                               2014
    Name: title, dtype: int64
# Group the dataframe by "country" and "type", and count the occurrences
grouped_counts = df.groupby(['country', 'type'])['title'].count()
reshaped_counts = grouped_counts.unstack()
# Print the result
print(reshaped_counts)
    type
                                                      Movie TV Show
    country
    , France, Algeria
                                                       24.0
                                                                NaN
      South Korea
                                                        NaN
    Argentina
                                                      569.0
                                                              426.0
    Argentina, Brazil, France, Poland, Germany, Den...
                                                       15.0
                                                                NaN
    Argentina, Chile
                                                       37.0
                                                                NaN
    Venezuela, Colombia
                                                        2.0
                                                                NaN
    Vietnam
                                                      118.0
                                                                NaN
    West Germany
                                                       2.0
                                                                NaN
    Zimbabwe
                                                       36.0
                                                                NaN
    unknown country
                                                     5708.0 5437.0
    [749 rows x 2 columns]
```

```
# Group the dataframe by "country" and "type", and count the occurrences
grouped_counts = df.groupby(['country', 'type'])['title'].count().reset_index()

# Get the top 10 countries based on total count of movies and TV shows
top_10_countries = grouped_counts.groupby('country')['title'].sum().nlargest(10).index

# Filter the grouped counts to include only the top 10 countries
filtered_counts = grouped_counts[grouped_counts['country'].isin(top_10_countries)]

# Plot the count of movies and TV shows for the top 10 countries
plt.figure(figsize=(6, 4))
sns.barplot(x='country', y='title', hue='type', data=filtered_counts)
plt.title('Count of Movies and TV Shows in Top 10 Countries')
plt.xlabel('Country')
plt.ylabel('Count')
plt.xticks(rotation=90)
plt.show()
```

### Count of Movies and TV Shows in Top 10 Countries type 40000 Movie 35000 TV Show 30000 25000 20000 15000 10000 5000 0 Japan United Kingdom United States Spain India South Korea unknown country Canada France Sermany Country

# We can say that US has made more movies and tv shows compared to other top 9 countries.

#### df.info()

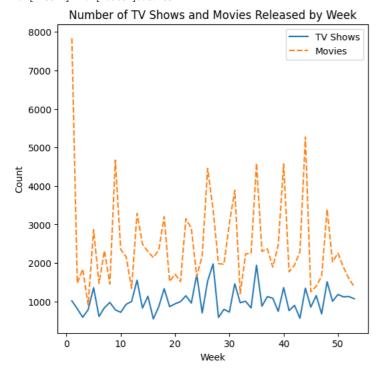
```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 186325 entries, 0 to 186324
Data columns (total 12 columns):
    Column
                 Non-Null Count
                                   Dtype
0
    show_id
                  186325 non-null
                                   object
                  186325 non-null object
1
    type
2
                  186325 non-null object
    title
                  186325 non-null object
3
    director
    cast
                  186325 non-null
                                   object
    country
                  186325 non-null
                                   object
6
    release_year 186325 non-null
                                   int64
    rating
                  186325 non-null
                                   object
    duration
                  186325 non-null object
                  186325 non-null
    listed in
10 description
                 186325 non-null object
11 date
                  186325 non-null object
dtypes: int64(1), object(11)
memory usage: 17.1+ MB
```

df['date'] = pd.to\_datetime(df['date'], errors='coerce')

### df.info()

```
1
        tvpe
                    186325 non-null object
        title
                    186325 non-null object
     3
        director
                    186325 non-null object
     4 cast
                    186325 non-null object
                     186325 non-null object
        country
     6 release_year 186325 non-null int64
                    186325 non-null object
        rating
                    186325 non-null object
     8 duration
        listed in
                     186325 non-null object
     10 description 186325 non-null object
     11 date
                    186167 non-null datetime64[ns]
    dtypes: datetime64[ns](1), int64(1), object(10)
    memory usage: 17.1+ MB
df['week'] = df['date'].dt.week
# Separate TV shows and movies
tvshow_df = df[df['type'] == 'TV Show']
movie_df = df[df['type'] == 'Movie']
# Group by the week column and count the total number of TV shows and movies in each week
tvshow_counts = tvshow_df.groupby('week').size()
movie_counts = movie_df.groupby('week').size()
# Analyze the count of TV shows and movies to identify the best week for each category
best week tvshow = tvshow counts.idxmax()
best_week_movie = movie_counts.idxmax()
print(f"The best week to release TV shows is week {best_week_tvshow}")
print(f"The best week to release movies is week {best_week_movie}")
    <ipython-input-106-2b57008c5d14>:1: FutureWarning: Series.dt.weekofyear and Series.dt.week have been deprecated. Please use Series.dt.weekofyear
      df['week'] = df['date'].dt.week
    The best week to release TV shows is week 27.0
    The best week to release movies is week 1.0
    4
# Create a new column to extract the week number from the date
df['week'] = df['date'].dt.week
# Separate TV shows and movies
tvshow_df = df[df['type'] == 'TV Show']
movie_df = df[df['type'] == 'Movie']
# Group by the week column and count the total number of TV shows and movies in each week
tvshow_counts = tvshow_df.groupby('week').size()
movie_counts = movie_df.groupby('week').size()
# Convert the counts to a dataframe
counts_df = pd.DataFrame({'TV Shows': tvshow_counts, 'Movies': movie_counts})
# Sort the dataframe by week number
counts_df = counts_df.sort_index()
# Plot the results using Seaborn line plot
plt.figure(figsize=(6,6))
sns.lineplot(data=counts_df)
# Set the labels and title of the plot
plt.xlabel('Week')
plt.ylabel('Count')
plt.title('Number of TV Shows and Movies Released by Week')
# Display the plot
plt.show()
```

<ipython-input-158-dfdac164aa64>:2: FutureWarning: Series.dt.weekofyear and Series.dt
 df['week'] = df['date'].dt.week



# From above graph we can say that the best week to realease movie is week 1st # From above graph we can say that the best week to realease TV Show is week 27th

```
df['month'] = df['date'].dt.month

# Separate TV shows and movies
tvshow_df = df[df['type'] == 'TV Show']
movie_df = df[df['type'] == 'Movie']

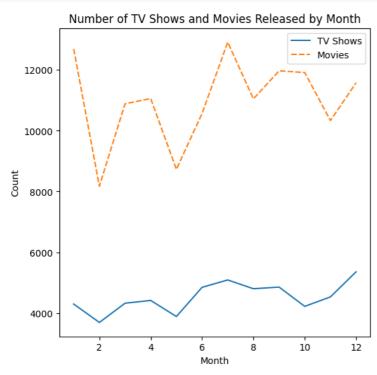
# Group by the week column and count the total number of TV shows and movies in each week
tvshow_counts = tvshow_df.groupby('month').size()
movie_counts = movie_df.groupby('month').size()

# Analyze the count of TV shows and movies to identify the best week for each category
best_month_tvshow = tvshow_counts.idxmax()
best_month_movie = movie_counts.idxmax()

print(f"The best week to release TV shows is week {best_month_tvshow}")
print(f"The best week to release movies is week {best_month_movie}")
```

The best week to release TV shows is week 12.0 The best week to release movies is week 7.0

```
# Create a new column to extract the week number from the date
df['month'] = df['date'].dt.month
# Separate TV shows and movies
tvshow_df = df[df['type'] == 'TV Show']
movie_df = df[df['type'] == 'Movie']
# Group by the week column and count the total number of TV shows and movies in each week
tvshow_counts = tvshow_df.groupby('month').size()
movie_counts = movie_df.groupby('month').size()
# Convert the counts to a dataframe
counts_df = pd.DataFrame({'TV Shows': tvshow_counts, 'Movies': movie_counts})
# Sort the dataframe by week number
counts_df = counts_df.sort_index()
# Plot the results using Seaborn line plot
plt.figure(figsize=(6,6))
sns.lineplot(data=counts_df)
# Set the labels and title of the plot
plt.xlabel('Month')
plt.ylabel('Count')
plt.title('Number of TV Shows and Movies Released by Month')
# Display the plot
plt.show()
```



# # From above graph we can say that the best week to realease movie is Month 7st # From above graph we can say that the best week to realease TV Show is Month 12th

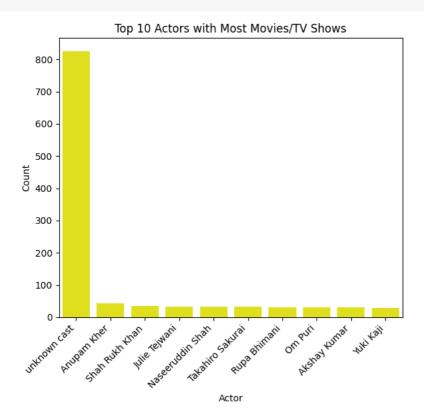
```
# Group by each actor and count the number of unique titles
actor_counts = df.groupby('cast')['title'].nunique()

# Sort the actor counts in descending order
sorted_actors = actor_counts.sort_values(ascending=False)

# Get the top 10 actors
top_10_actors = sorted_actors.head(10)

# Print the top 10 actors
print(top_10_actors)
```

```
Julie Tejwani
    Naseeruddin Shah
                      32
    Takahiro Sakurai
                      32
    Rupa Bhimani
                       31
    Om Puri
                      30
    Akshay Kumar
                      30
    Yuki Kaji
                      29
    Name: title, dtype: int64
plt.figure(figsize=(6,6))
sns.barplot(x=top_10_actors.index, y=top_10_actors.values, color='yellow')
# Set the labels and title of the plot
plt.xlabel('Actor')
plt.ylabel('Count')
plt.title('Top 10 Actors with Most Movies/TV Shows')
# Rotate x-axis labels for better readability
plt.xticks(rotation=45, ha='right')
# Display the plot
plt.tight_layout()
plt.show()
```



cast unknown cast

Anupam Kher Shah Rukh Khan 825

```
# Group by each actor and count the number of unique titles
director_counts = df.groupby('director')['title'].nunique()

# Sort the actor counts in descending order
sorted_directors = director_counts.sort_values(ascending=False)

# Get the top 10 actors
top_10_director = sorted_directors.head(10)

# Print the top 10 actors
print(top_10_director)
```