**Problem Statement-**

Identify what type of shows/movies Netflix should produce to maximize engagement and growth

**Non-Graphical Analysis-**

**There are Movies: 6131 and TV Shows: 2676**

**Content created by top 3 countries:**

1st United States- 3689,

2nd India-1046

3rd United Kingdom-804

**Actor who worked most time in TV shows and movies -**

1st Anupam Kher 43time

2nd Shah Rukh Khan-35time

3rd Julie Tejwani- 33 time

**Rajiv Chilaka has director most of the TV shoes and Movies**

**Graphical Analysis-**

**Release Year**:

Most content released after 2000, with a peak around 2018-2020

**Type**:

Movies dominate over the years but TV Shows from 2015 started to catching up

**Popular Genres:**

Drama and Comedy are top genres across all regions

**Content Type by Country:**

USA and India focus heavily on movies. where UK, France and Canada approximately produces equal content of movies and Tv shoes

**Release Year Trends:**

TV Shows: Increase in releases post-2015. Movies: Steady growth, but slightly declining after 2018..

**Business Insights**

**Content Preferences:**

Movies remain the most common content, but TV shows show a growing trend.

Genres like Drama, Comedy, and Action are globally popular.

**Country Trends**:

USA and India are key markets, producing the majority of content.

**Time Trends**:

Most content is added in the 2015â€“2020 period, signaling higher production investments.

**Recommendations**

**Invest in TV Shows**:

Given the growth in TV shows post-2015, allocate more resources to long-term series production.

**Regional Content**:

Target regional markets with tailored genres (e.g., Anime for Japan, Drama for India).

**Localized Talent**:

Collaborate with renowned actors/directors from top-performing countries like the USA, India, and South Korea.