

Netflix Case Study Summary

Introduction

Netflix has transformed the entertainment industry, shifting from a DVD rental service to one of the world's largest streaming platforms. With millions of subscribers worldwide, Netflix continuously expands its content library, offering a diverse range of movies and TV shows. This case study aims to analyze Netflix's content catalog, identify key trends, and uncover insights into its content strategy.

By examining factors such as content type distribution, country-wise contributions, genre popularity, duration analysis, and rating trends, this study provides a deeper understanding of how Netflix curates its content to cater to a global audience. Additionally, it highlights the most influential actors and directors contributing to Netflix's growing success. Through data exploration and visualization, this case study uncovers patterns in content production and distribution, offering valuable insights into Netflix's evolving content landscape.

Key Questions Addressed

1. A Box-office hit film means a film which has grossed \$20,00,000. Find the number of Box-Office Hit Films.
2. A critically acclaimed movie means a film that has IMDB rating of at least 8. Find the number of such films.
3. Find all critically acclaimed movies which were Box-Office Hits.
4. Find all critically acclaimed movies which has received at least 5 awards. Order them according to the number of awards.
5. Find all critically acclaimed tv series for United States.
6. IMDB Rating is based on IMDB Votes. Find all films which inspite of receiving at least. 100 votes did not receive any award.
7. A popular film means it is released at Netflix platforms within 1 year. Find all Films which were released in Netflix within 2 years of actual release.

8. Find all popular films which are available in Canada.
9. Find all movies which have a runtime of at least 1 hour.
10. Find all tv series which have been created with more than 1 language.
11. Find all movies which are available in Japan and fall in multiple genres.
12. Total Rating of a film means the sum of Hidden Gem Score and IMDB Score. Find all films which have a combined total rating of at least 15.
13. A Dramatic film means a film which is under Drama Genre. Find all dramatic TV Series which came from the country Japan.
14. Find all films which were directed by a person whose name starts with C.
15. Find all films directed by Christopher Nolan whose name ends with O.
16. Find all films which have been directed and written by Christopher Nolan.
17. Find the English movie name(title) which has IMDB score more than 8.5.

Data Exploration and Analysis

1. Data Overview

- The dataset consists of movies and TV shows available on Netflix.
- It includes attributes such as title, type, release year, duration, country, genre, and rating.

2. Data Cleaning

- Missing values were identified and handled.
- Data types were converted for better analysis.

3. Content Type Distribution

- Majority of the content on Netflix is movies, with a smaller proportion being TV shows.

4. Content Growth Over the Years

- A sharp increase in Netflix content was observed after 2015.
- The highest number of movies and shows were released between 2016 and 2020.

5. Country-Wise Distribution

- The United States contributes the highest number of titles, followed by India, the UK, and Canada.
- Netflix has expanded significantly in international markets.

6. Genre Distribution

- Popular genres include Drama, Comedy, Documentary, Action, and Thriller.
- The distribution varies between movies and TV shows.

7. Duration Analysis

- Movies have a wide range of durations, with the majority being between 80-120 minutes.
- TV shows mostly have 1-3 seasons, with a few long-running series.

8. Rating Distribution

- Netflix has a mix of ratings (G, PG, PG-13, R, TV-MA, etc.).
- TV-MA (for mature audiences) is one of the most common ratings.

9. Top Directors and Actors

- Certain directors and actors appear more frequently in Netflix content, highlighting key contributors.

Conclusion

- Netflix has significantly increased its content library, especially post-2015.
- The majority of its content consists of movies, with a growing number of TV shows.
- The US remains the largest content contributor, but Netflix is diversifying its offerings globally.
- Popular genres include Drama, Comedy, and Documentaries.
- Most movies have durations of 80-120 minutes, while TV shows have 1-3 seasons.
- Content ratings indicate a focus on mature audiences (TV-MA, R).
- Specific directors and actors dominate Netflix's content.