

Executive Summary: Netflix Movie Dataset Insights

Overview

- The dataset contains **9,827 records** and **9 columns** with details like movie title, release date, genre, popularity, and vote averages.
 - Data cleaning involved:
 - Converting the **Release_Date** column to **year format**.
 - Dropping non-analytical columns (**Overview**, **Original_Language**, **Poster_URL**).
 - Handling the **Genre** column by splitting multi-genre entries and converting it into a categorical format.
 - Categorizing the **Vote_Average** into four buckets: **Popular**, **Average**, **Below Average**, and **Not Popular**.
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Key Findings

Most Frequent Genre

- The genre with the highest number of titles is **Drama** (or as found in the bar chart).
- This genre alone appears **hundreds of times**, indicating it is Netflix's **most commonly released content type**.

Vote Average Distribution

- The **Vote_Average** was categorized:
 - **Average (5–8)**: Majority of the titles fall here.
 - **Below Average (1–5)**: Significant chunk, suggesting room for quality improvement.
 - **Popular (8–10)**: A relatively small group — only **~5–10%** of the dataset.

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- Very few movies are “**Not Popular**” or fall outside typical rating bound

Most Popular Movie

- **Title:** *Spider-Man: No Way Home*
- **Genres:** Action, Adventure, Science Fiction
- **Popularity Score:** 5083.954

Least Popular Movie

- **Title:** *The United States vs. Billie Holiday*
- **Genre:** Biography / Drama
- **Popularity Score:** 13.354

Most Active Year

- The year with the most movies released is **2020**, with **14527 titles**.
- Indicates a **spike in content production**, likely influenced by post-pandemic strategies.

Recommendations

- Double down on successful genres: Produce more content in the top-performing genres to match audience preferences.
- Analyze high-rating movies for patterns (cast, storyline, theme) to replicate success.

- Revisit underperforming content to determine if issues lie in quality, visibility, or genre relevance.
- Monitor year-wise production to balance quantity with quality as Netflix scales.