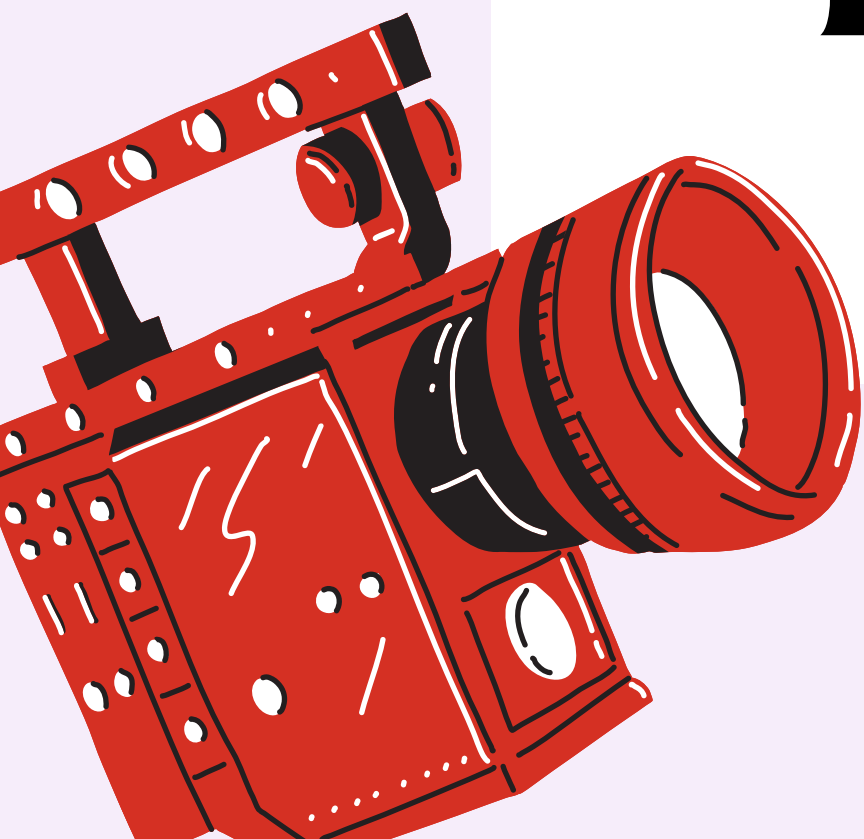


Netflix Movies & TV Shows Data Analytics

Presentation By: Aryan Yadav



Introduction



- **Objective:** Analyze Netflix content to uncover trends and patterns.
- **Dataset:** netflix_titles.csv
- **Contents:**
 - 8807 rows, 12 columns
 - Attributes: show_id, type, title, director, cast, country, date_added, release_year, rating, duration, listed_in, description
- **Tools Used:** Python, Pandas, Seaborn, Matplotlib



Data Cleaning & Preprocessing



- **Handled Missing Values:**
 - Director → "Unknown"
 - Cast → "Not Available"
 - Country → "Unknown"
- **Date Parsing:** Converted date_added to datetime format.
- **Duplicates:** Removed duplicate entries.
- **Result:** Cleaned dataset ready for analysis.

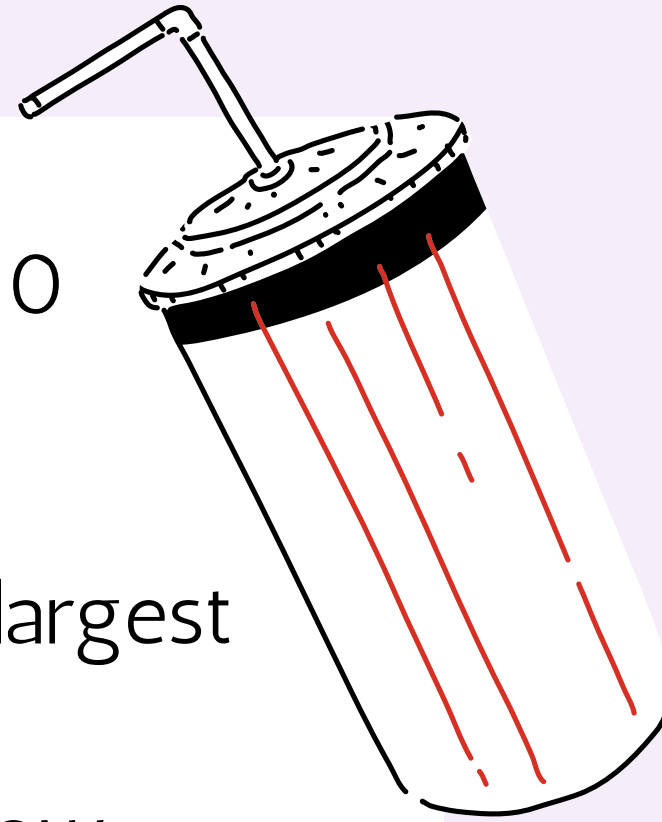


Movies vs. TV Shows Distribution

- **Visual:** Bar chart showing count of Movies vs. TV Shows.
- **Insight:**
 - Movies dominate the Netflix library.
 - TV Shows are a significant but smaller portion.

Top 10 Content Producing Countries

- **Visual:** Bar chart of top 10 countries.
- **Insight:**
 - United States is the largest content producer.
 - India and the UK follow.
 - Many entries have unknown/missing country data.



Content Added Over Time

- Visual: Line chart showing content added per year.
- Insight:
 - Significant growth in content additions since 2015.
 - Peak around 2019–2020.

Top Genres/Categories

- Visual: Horizontal bar chart of top genres.
- Insight:
 - Dramas, International Movies, and Comedies are most common.
 - TV Shows often fall under "International TV Shows" and "TV Dramas".



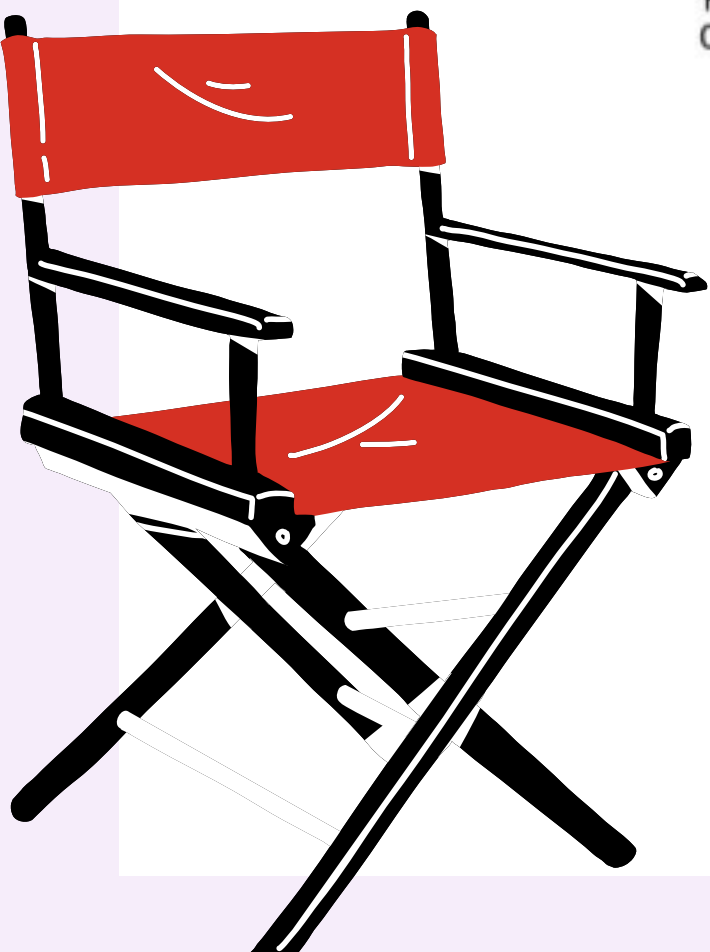
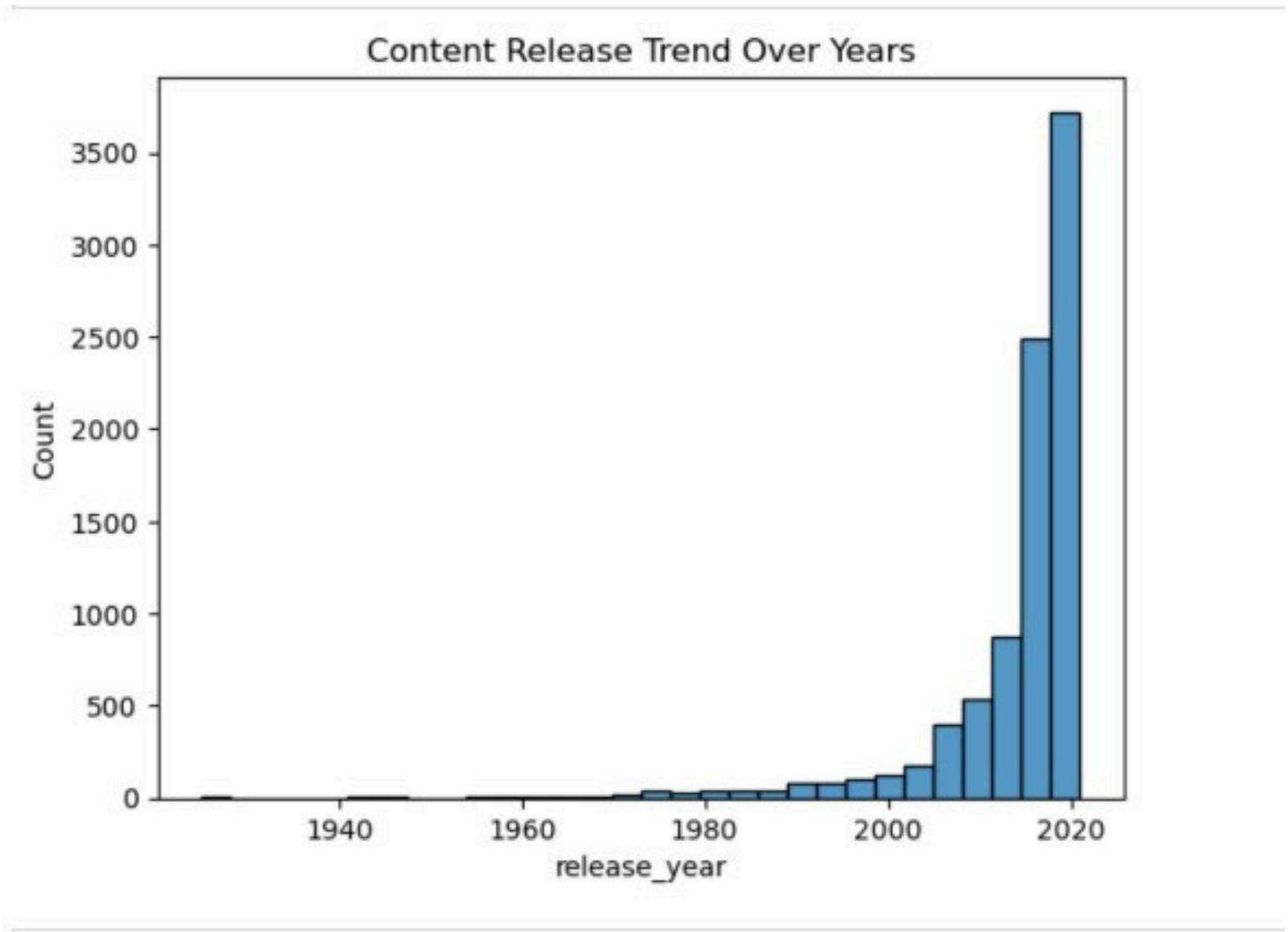
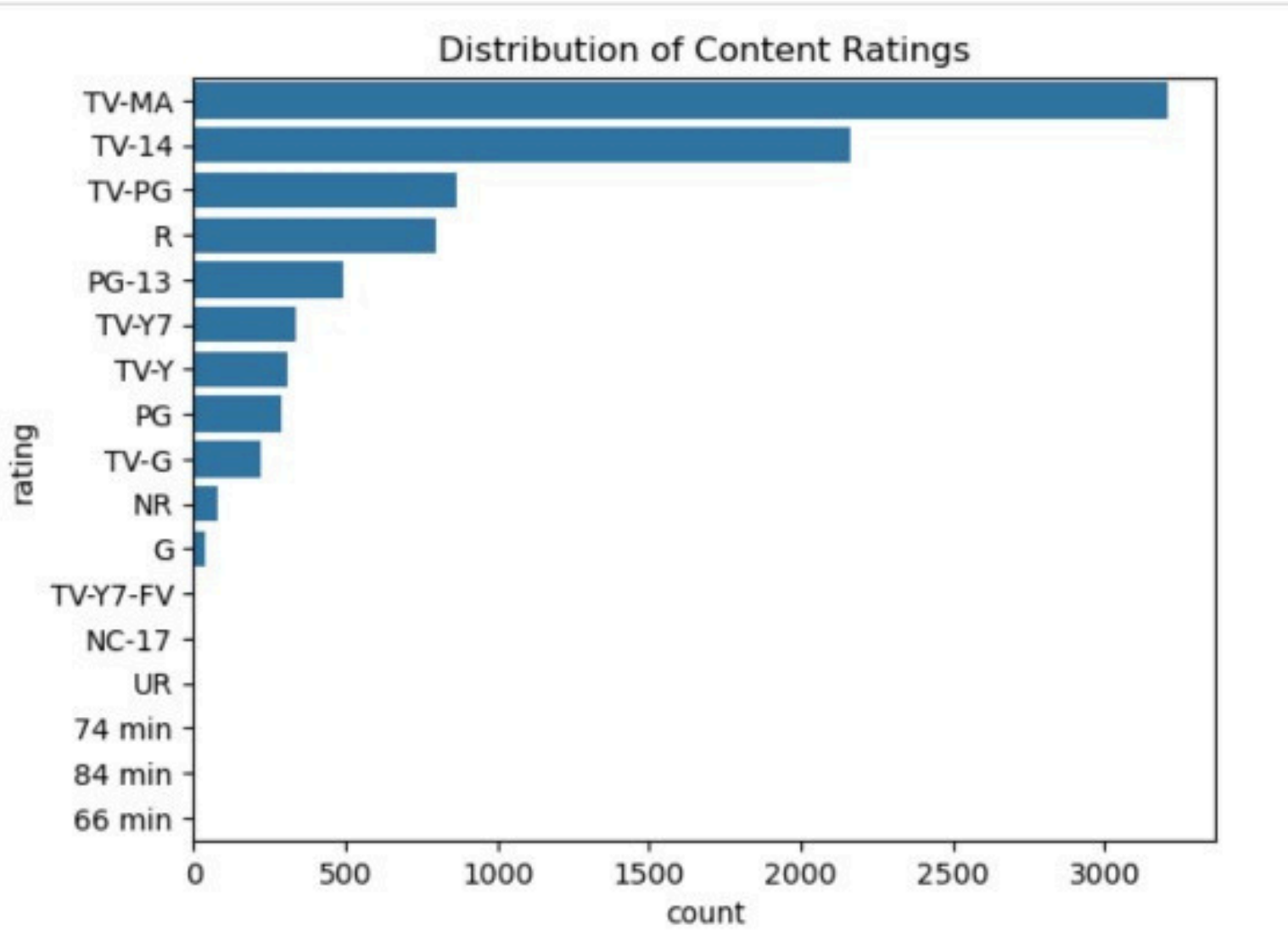
Ratings Distribution

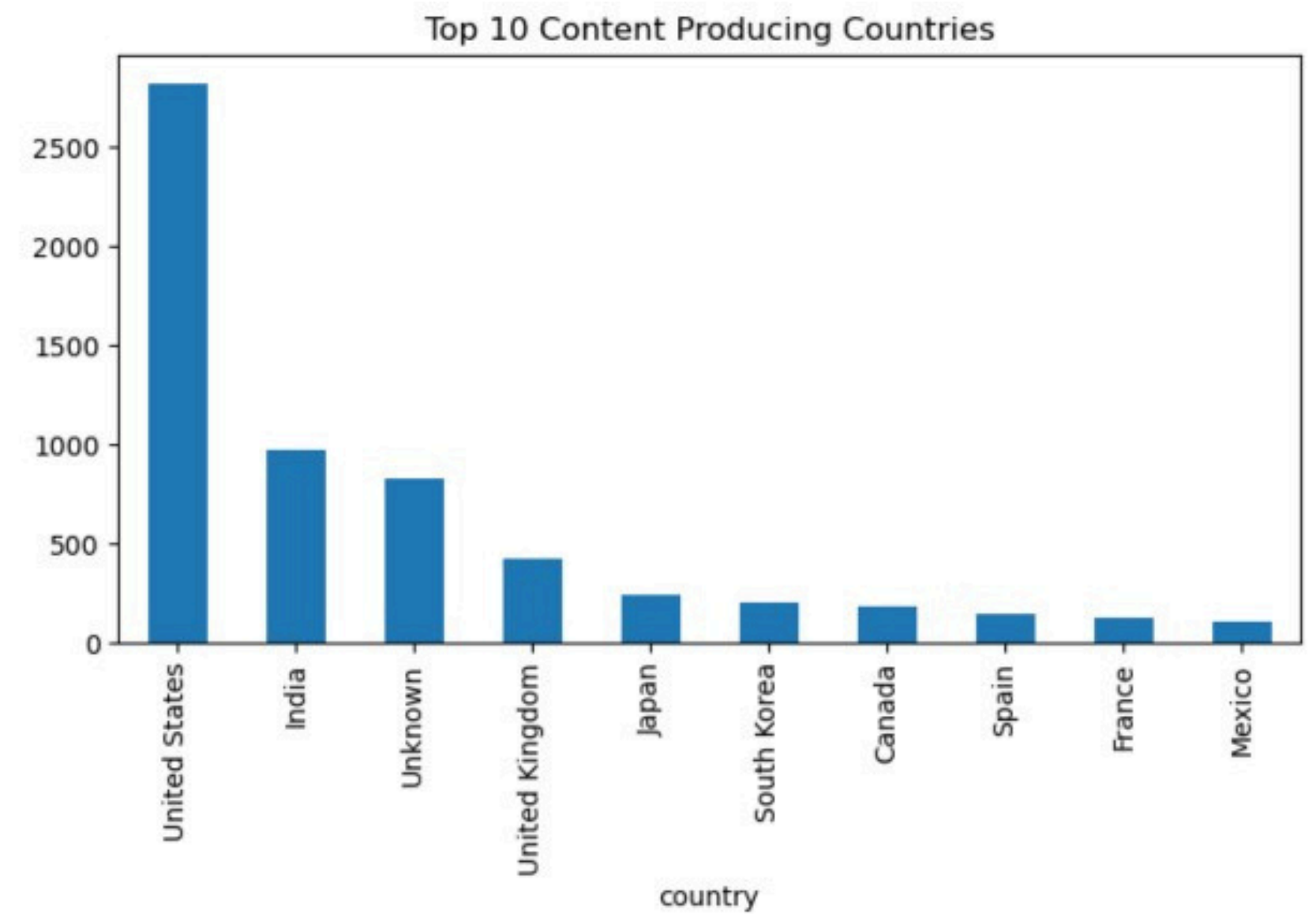
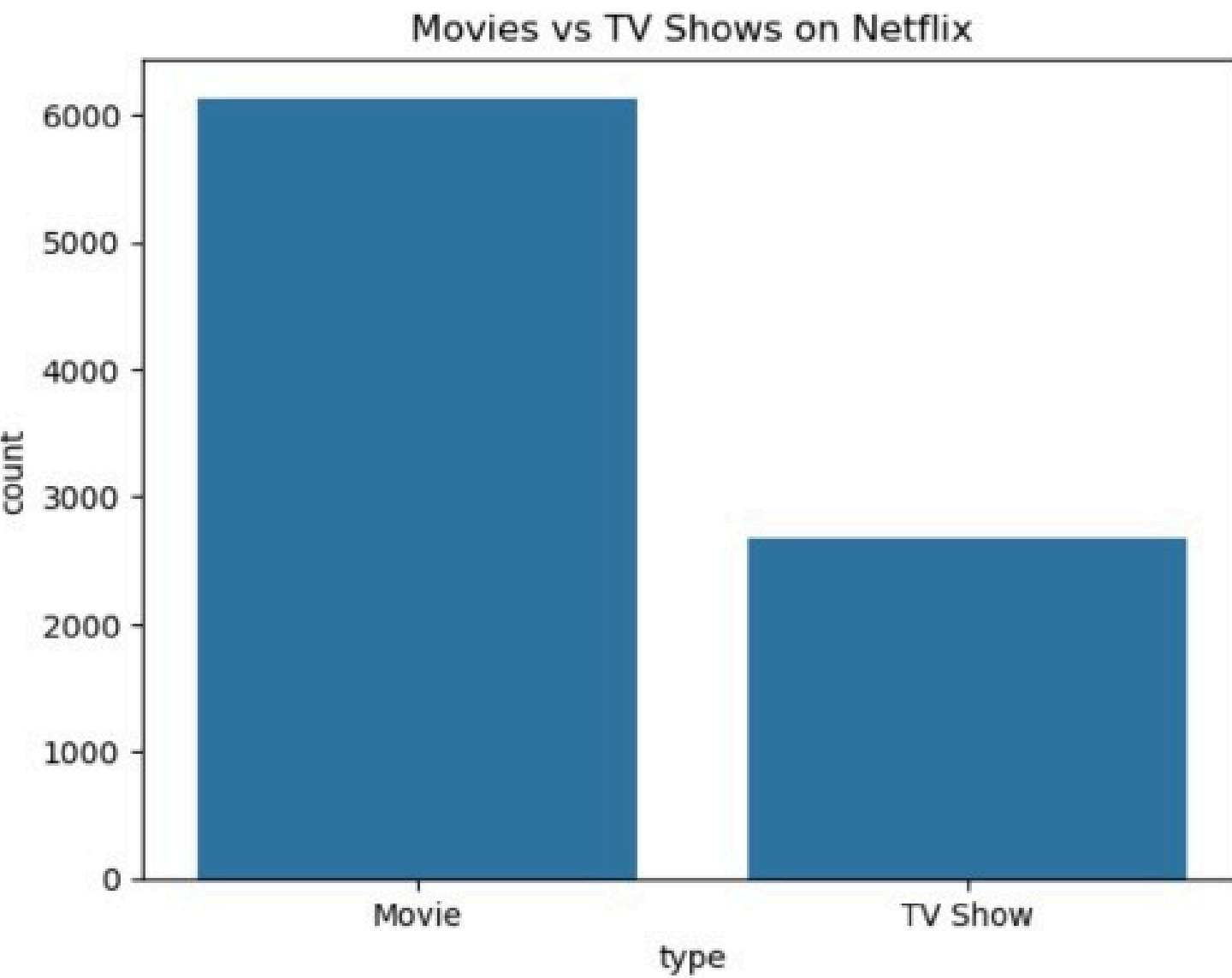
- Visual: Pie chart or bar chart of content ratings.
- Insight:
- TV-MA and TV-14 are the most common ratings.
- Reflects a mature audience focus.

Duration Analysis

- Movies: Mostly between 90–120 minutes.
- TV Shows: Mostly 1–3 seasons.
- Visual: Histogram or box plot for movies; bar chart for TV show seasons.





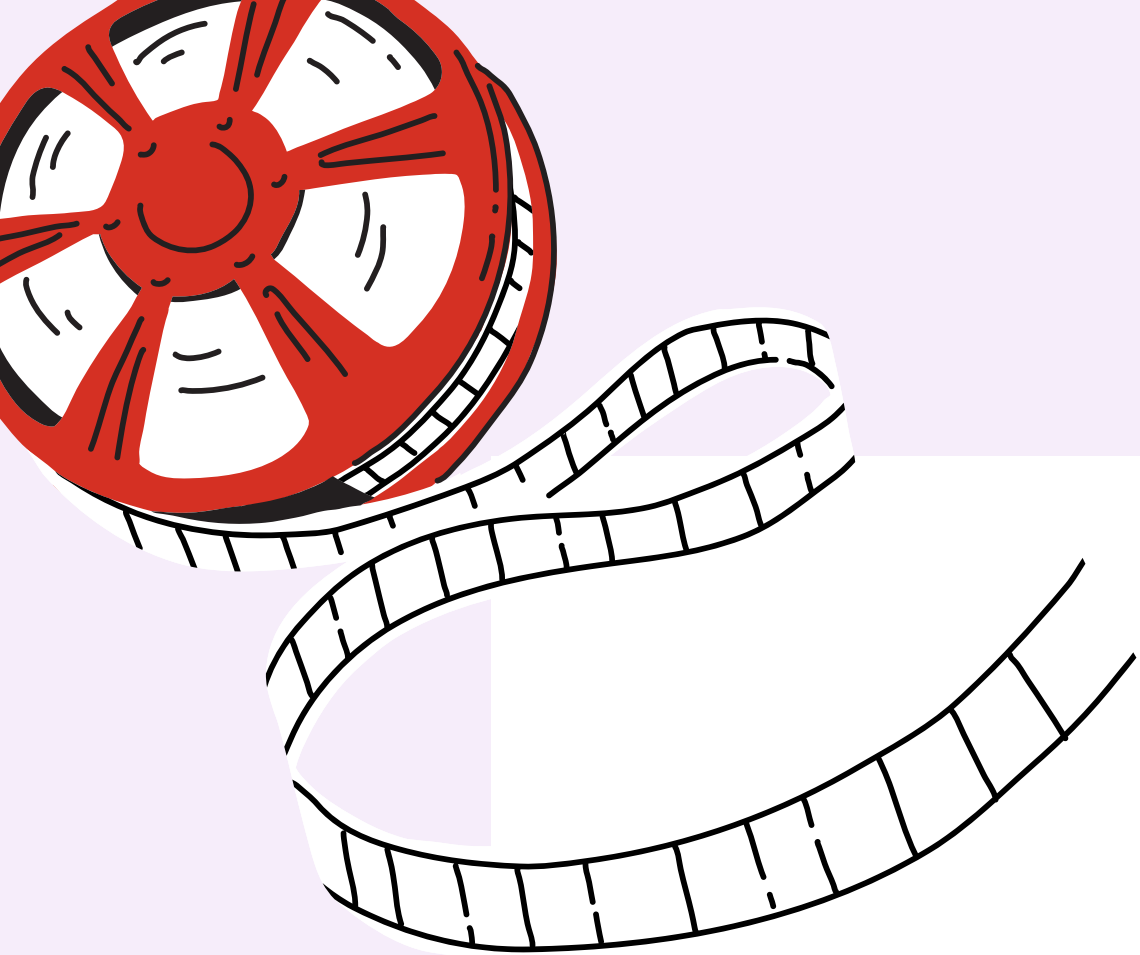


Conclusion

This exploratory data analysis of Netflix's library reveals a platform strategically dominated by movies, with a significant and growing catalogue of TV shows. The content is overwhelmingly produced in the United States, followed by India and the UK, highlighting Netflix's global yet specific production focus. The library caters primarily to a mature audience, as evidenced by the prevalence of TV-MA and TV-14 ratings. Key genres like Dramas, International Movies, and Comedies form the core of their offering, aligning with broad viewer preferences.

The analysis underscores Netflix's aggressive expansion, with a massive surge in new content added, particularly since 2015, coinciding with their push into original productions. However, the dataset's missing values for directors, cast, and countries indicate an area for improved data collection and management.

Ultimately, Netflix's strategy appears data-informed, focusing on high-demand genres and a mix of international and domestic content to capture a global subscriber base. This foundation of data analytics is crucial for guiding future content acquisition, original production investments, and market expansion strategies to maintain its position as a leading streaming service.



THANK YOU!

