

Netflix content analysis



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About this project

❖ Details of Dataset:

- ❖ In this project we have used a Dataset of Netflix in which it contain the movies and TV shows, by using this dataset we have performed the content analysis.
- ❖ This dataset contain 12 columns and 8806 records.

❖ Programming Language used:

- ❖ Python Language

❖ Packages Name

- ❖ Pandas
- ❖ NumPy
- ❖ Matplotlib
- ❖ Seaborn

Problem Statements

- Comprehensive analysis of released movies and TV shows.
- Analyzing directors whose movies and TV shows released.
- Analyze the duration of movies and TV shows.
- Rating of movies and TV shows.

Problem Explanation

❖ **Comprehensive analysis of released movies and TV shows :**

In this we have done the analysis of released TV shows and movies in the last 10 years on Netflix and also comparing the number of TV shows and movies that is released on Netflix and also analyzing the country wise content.

❖ **Analyzing directors whose movies and TV shows released:**

In this we have analyzed the number of directors who gave most content on Netflix.

❖ **Analyze the duration of movies and TV shows which are available most on Netflix:**

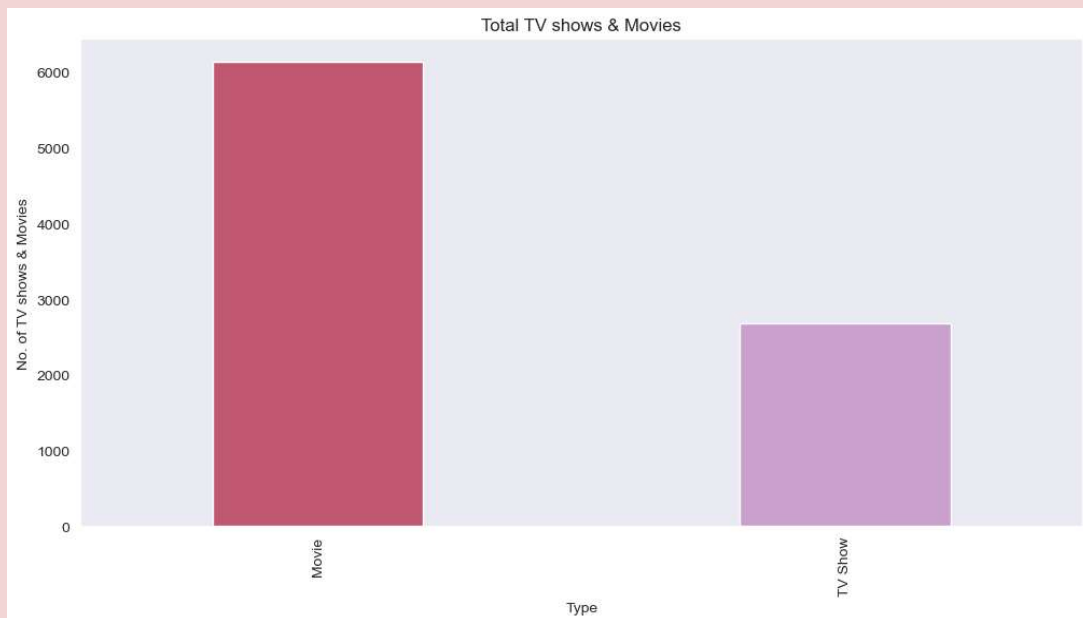
In this we have the content duration available on Netflix. In this movies are categorized on the basis of minutes and TV shows are categorized on the basis of number of seasons.

❖ **Rating of movies and TV shows :**

In this we are analysing the top rating that is given by Netflix to its content.

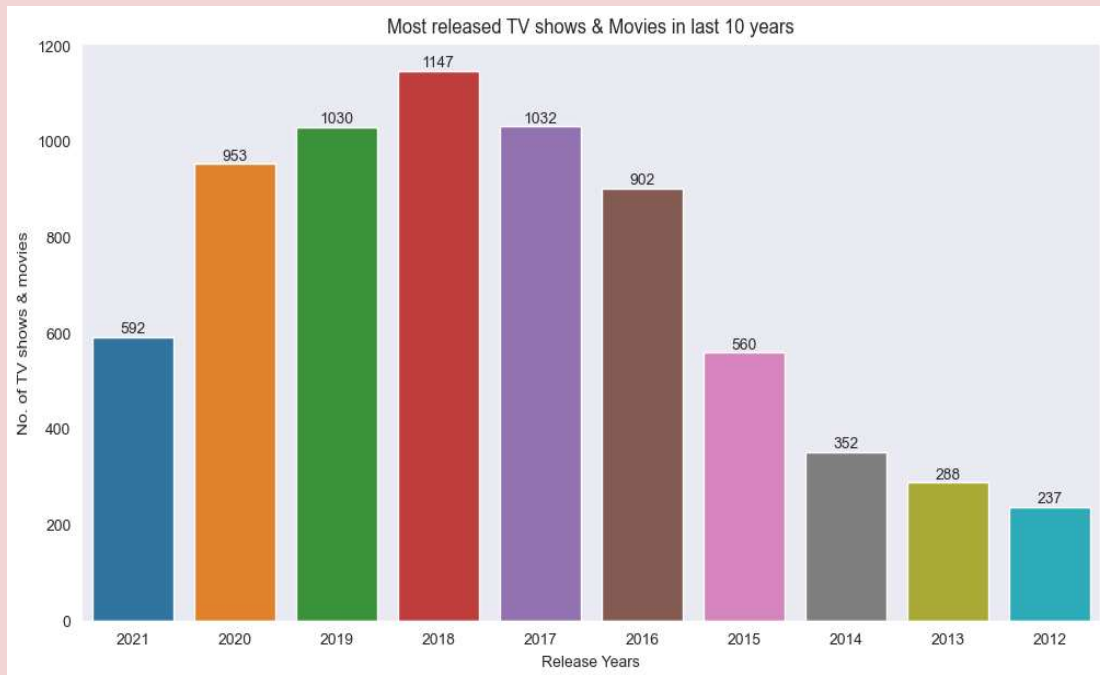
Comprehensive analysis of released Tv shows and movies

- **Number of total Movies and TV shows available:**



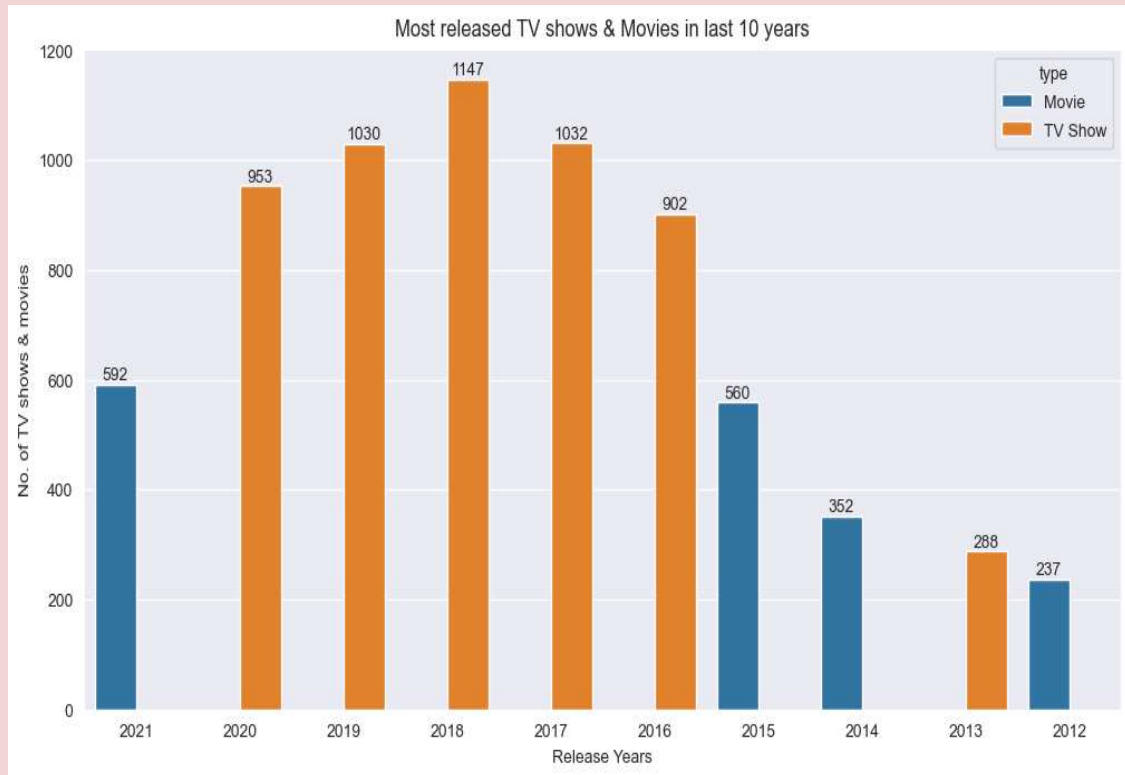
- From the above graph we can see that the Netflix data contains more movies as compared to TV shows. The count of TV shows is approx 2600 while movies are approx 6100.

- **Top 10 records of the number of TV shows & movies released in a year:**



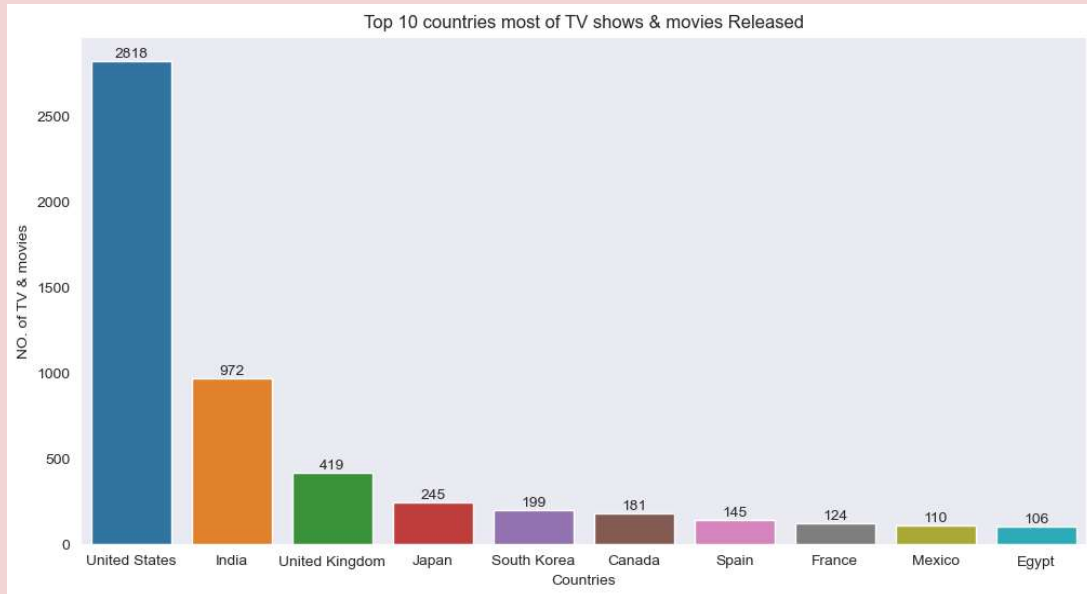
- As we can see in the above graph the bar represents the number of movies and TV shows released in the past 10 years.
- The highest release is in 2018 which is approx. 1147 movies and TV shows while the least release is in year 2012 which is almost 237 in the past 10 year data.

- **Check how many movies and TV shows are uploaded:**



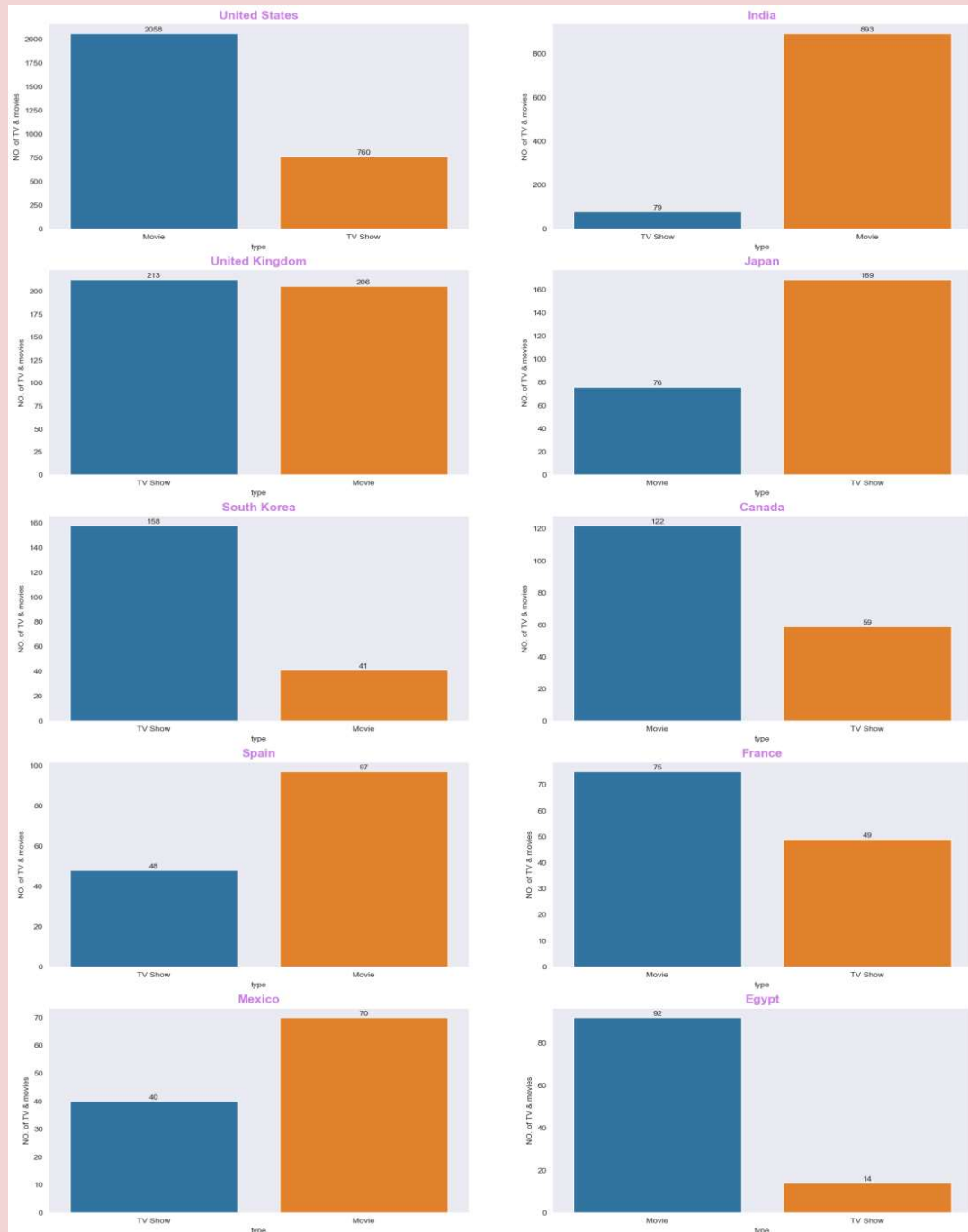
- As from the above bar graph we can see that movies and TV shows are uploaded year wise.
- Movies are uploaded in 2021, 2015, 2014, 2012.
- TV shows are uploaded in 2020, 2019, 2018, 2017, 2016, 2013.

- **10 top countries where most of the movies and TV shows are released:**



- From the above bar plotting we can say that most of the TV shows and movies are released in United States, India, UK and so on.

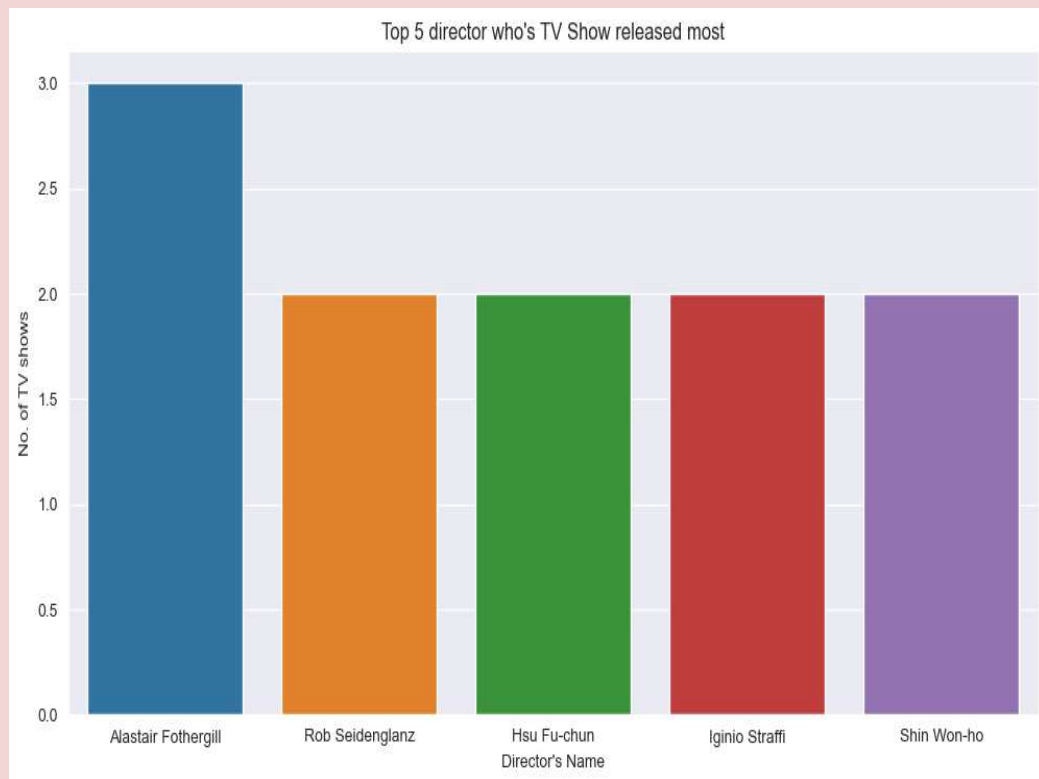
- **Number of movies and TV shows are uploaded country wise:**



- The above graph shows the total number of movies and TV shows that are uploaded country wise.

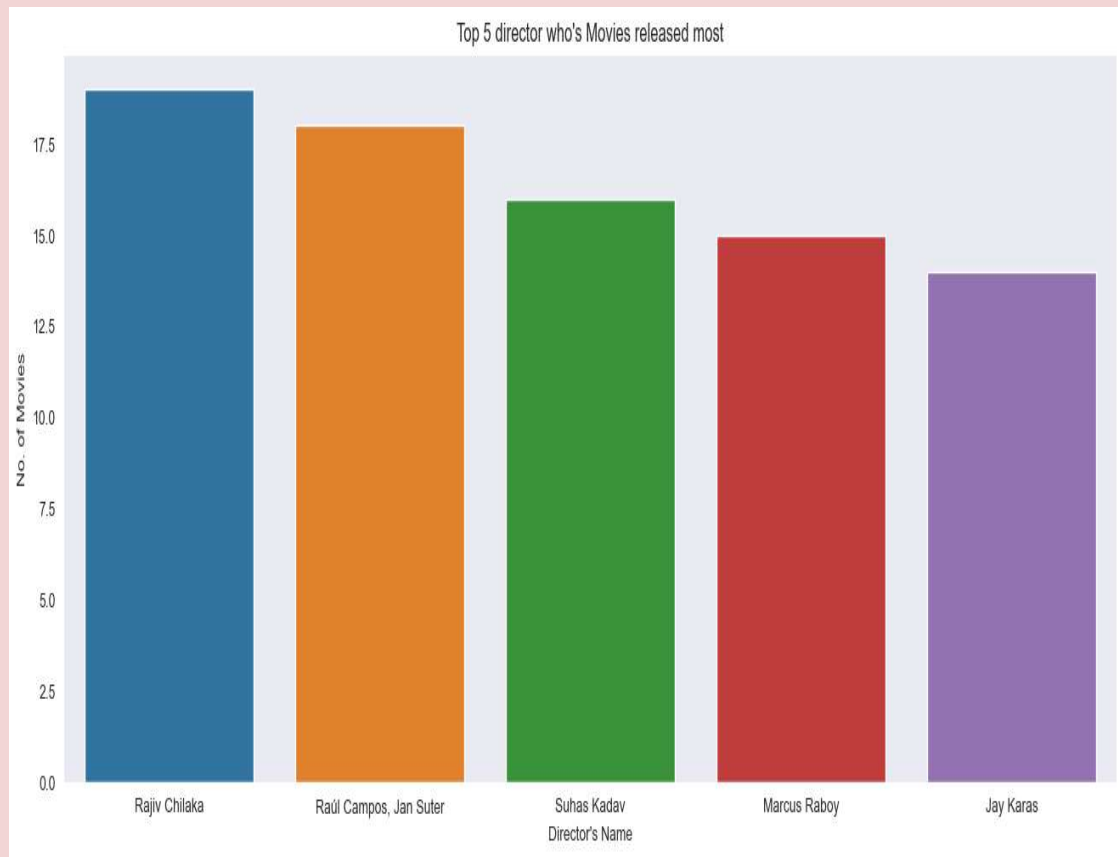
Analyzing directors whose movies and TV shows released

- Top 5 director who's TV shows release most:



- From the given data set we can determine the list of top 5 directors who gave most TV shows to Netflix.

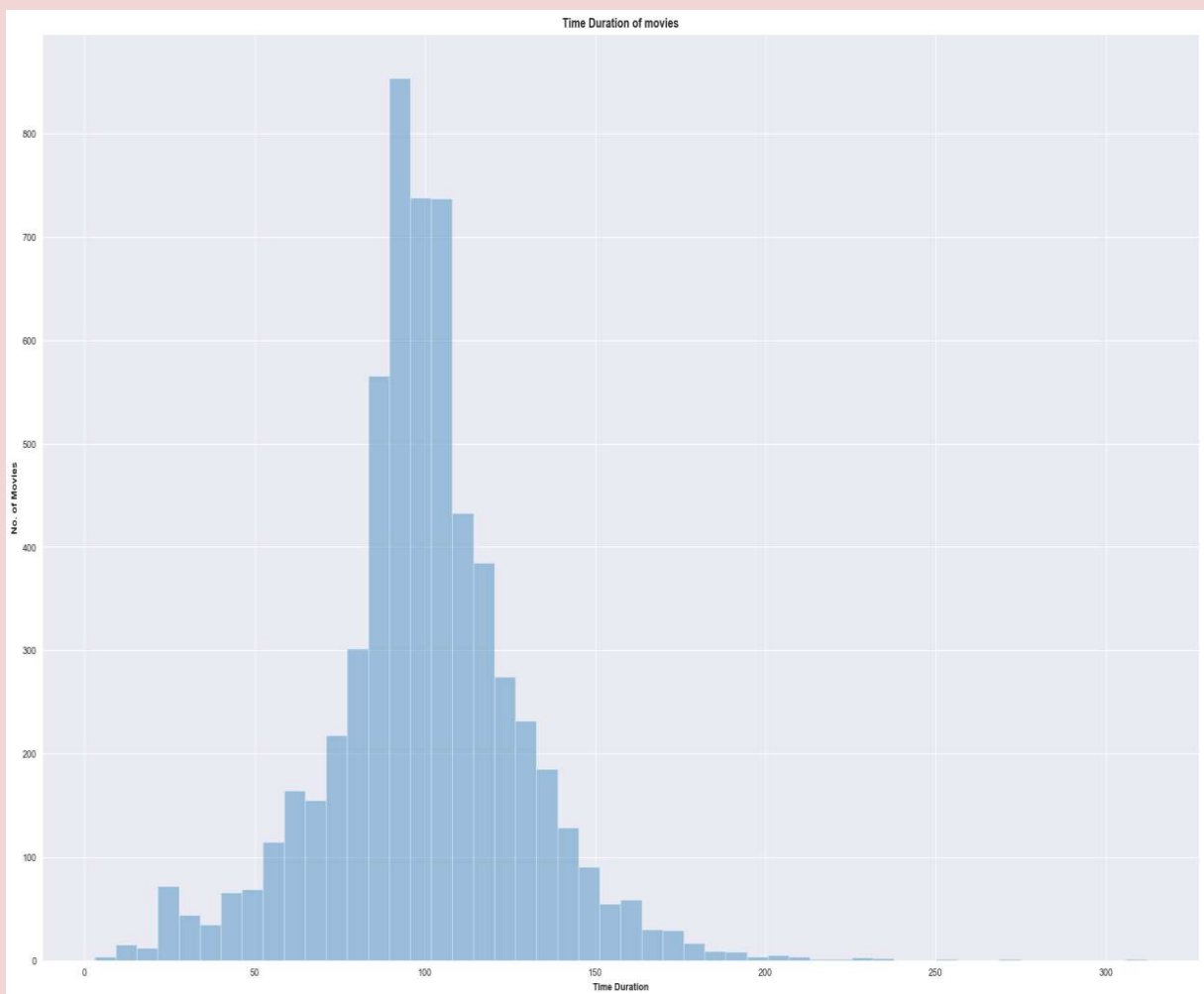
- **Top 5 director who's movies most released:**



- From the given data set we can determine the list of top 5 directors who gave most movies to Netflix.

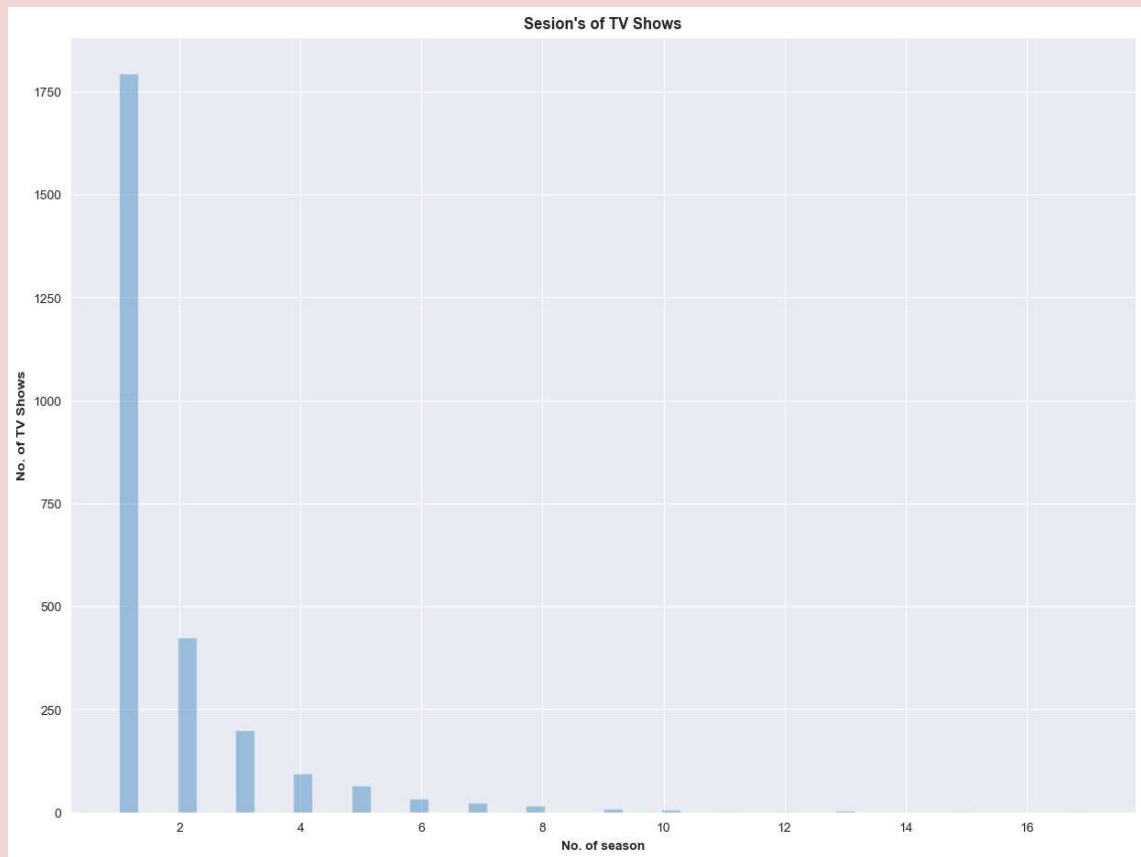
Analyze the duration of movies and TV shows

- **Duration of movies that are available on the Netflix:**



- From the above histogram plot we can see the duration of movies that are available on Netflix.
- We can see most of the movies that are available on Netflix, their duration lies between 80 to 130 minutes.

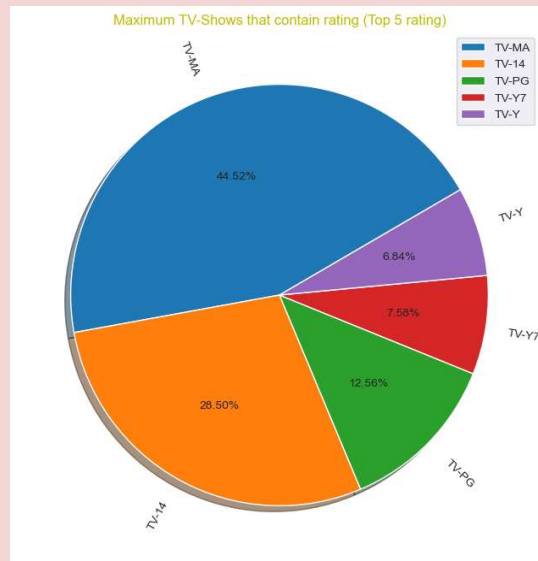
- **Season of TV Shows that uploaded on the Netflix:**



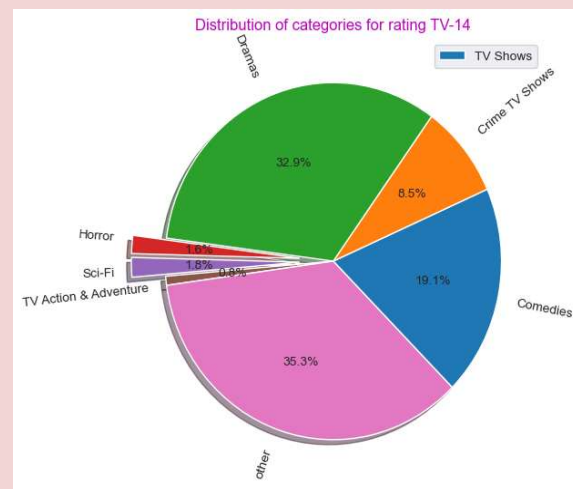
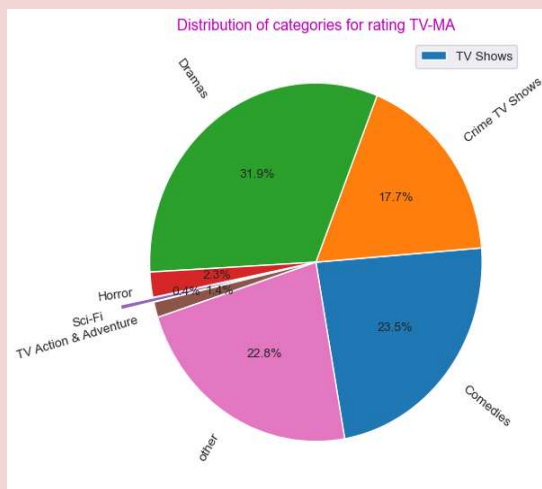
- From the above histogram plot we can see the season of TV shows that are available on Netflix.
- We can see most of the TV shows that are available on Netflix, have only one season.

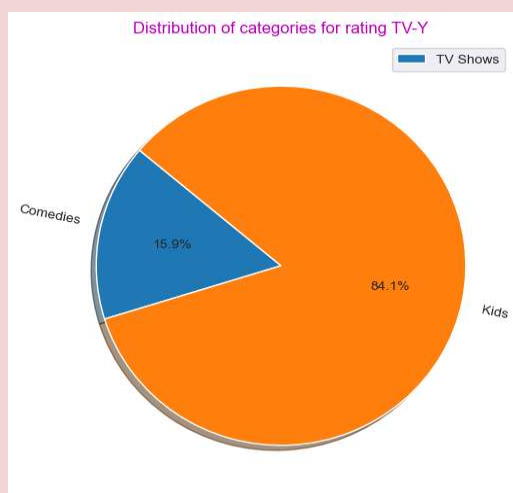
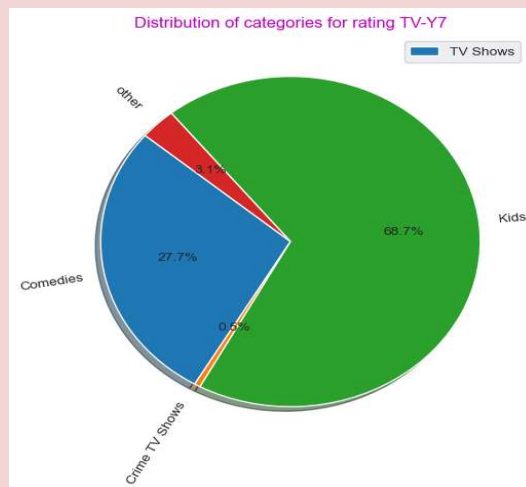
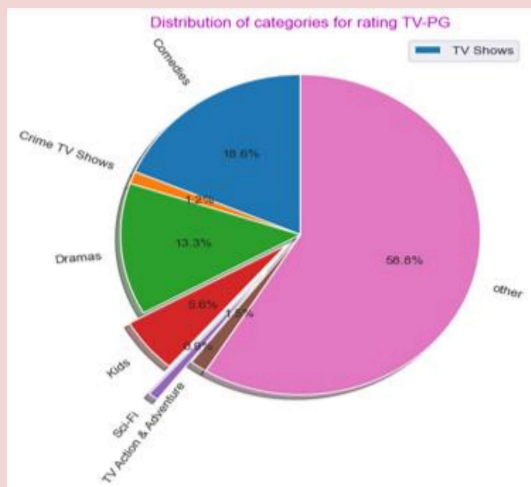
Rating of TV shows

- Top 5 Rating of TV shows:**



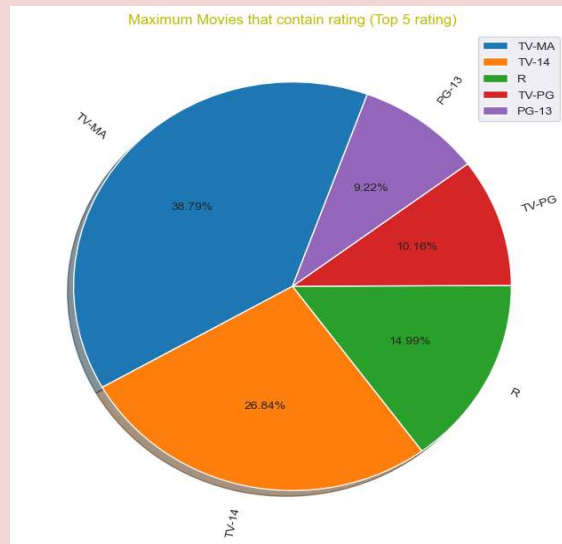
- From the given Netflix dataset we can see that the top 5 rating that is given by Netflix to the TV shows.
- We can see the detailed rating of each content in below plot.**



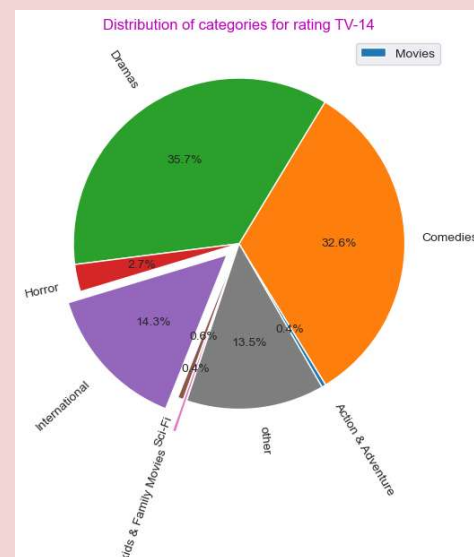
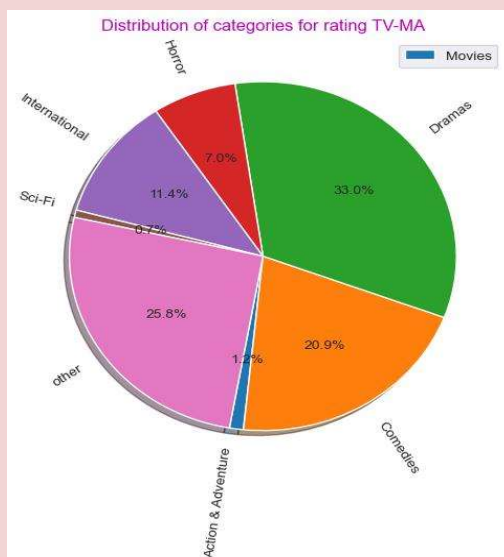


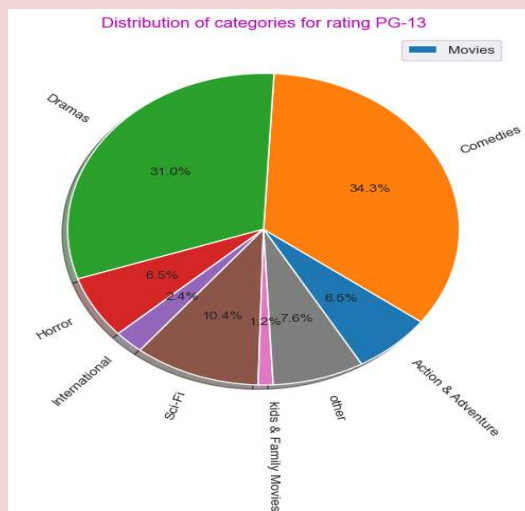
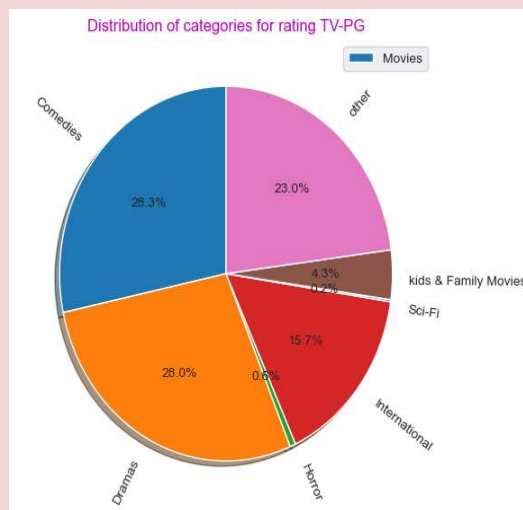
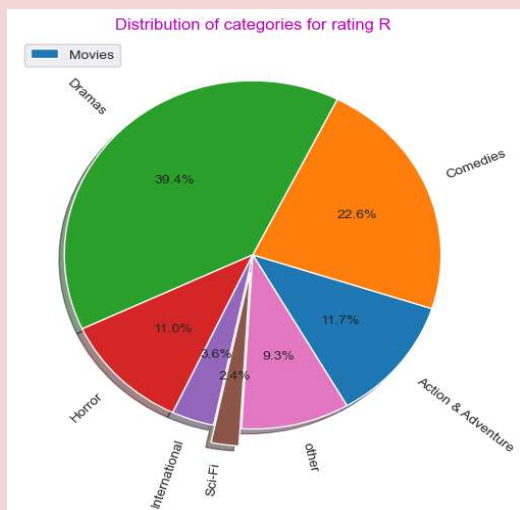
Rating of Movies

- Top 5 Rating of Movies:**



- From the given Netflix dataset we can see that the top 5 rating that is given by Netflix to the movies.
- We can see the detailed rating of each content in below plot.**





Findings and Insights

❖ Point of finding:

- **Analysis of movies and TV shows:**
 - Count the number of movies and TV shows available on Netflix.
 - Counting the number of movies and TV shows released in last 10 year.
 - Counting the number of movies and TV shows released by top 10 countries.
- **Analysis of directors :**
 - Counting the number of movies released by top 5 director.
 - Counting the number of TV shows released by top 5 director.
- **Analysis of duration & season of movies and TV shows:**
 - Finding the average duration of movies that are available on Netflix.
 - Finding the seasons of TV shows that are available on Netflix.
- **Analysis of Rating:**
 - Finding 5 maximum ratings that are given by Netflix to the TV shows.
 - Finding 5 maximum ratings that are given by Netflix to the movies.

❖ Point of insights:

- The number of TV shows that are available on Netflix are very less as compared to movies.
- In the recent year the release of content is gradually decreasing.
- There is no consistency in the release of movies and TV shows.
- Most of the content released only in few countries.
- Only few directors released the content on Netflix frequently.
- Most of the movies are of long duration.
- TV shows mostly have only one season.
- The content with good rating are not available for kids.

Solutions

- **Points of Solutions:**

- We need to focus on TV shows, the way we are focusing on movies because TV shows are more in demand as compared to movies.
- We need to increase the release of content.
- We need to balance the release of both, movies and TV shows every year.
- We need to focus on all the countries releasing the content in their language on Netflix except few.
- We need to encourage most of the director to release their content on our platform.
- The movies should be of average duration to attract viewers.
- The number of seasons of TV shows should be increased to bind viewers and also to increase the number of viewers on our platform.