Insights and Recommendations: -

1. After understanding a distribution between (movies and TV shows) show (Movies is higher).

Recommendation --> Netflix should continue to invest in both movies and TV shows but consider the audience’s perforce for one over the other.

1. The dataset includes release dates, The earliest release year is 2008, and the latest is 2020, that shows (Janouary2020 is the top year).

Recommendation--> Analyze trends over the years. For example, see if there's an increase in the production of types of content over time.

1. From analyzing duration (99mins is the duration of movies watched, and 4 seasons is the most duration of TV show watched).
2. We find that the most produced countries are United states, India and United Kingdom.

Recommendation--> We encourage countries that produce the most popular content to global audience.

1. After analyzing based on content rating, we find the TV-MA is the most voted

Recommendation--> It is useful to produce more mature content.

1. After analyzing based on directors, the most successful directors are Rual campos, Jan Suter, Marcus Raboy, Jay Karas.

Recommendation --> collaborating with successful directors and popular actors increase of successful producing content

1. The most popular types are Drama, Comedy and Action

Recommendation --> This makes Netflix think about less-watched types and how to make them more attractive.

Recommendation--> Another marketing strategy Netflix can use is leveraging highly rated content to drive engagement across its entire catalog.