

Business Problem Statement: Netflix Movie Analysis

Netflix, as a global streaming platform, continuously expands its movie library to cater to diverse viewer preferences. The content strategy team seeks to better understand the composition and performance of its movie collection to optimize content acquisition, improve viewer engagement, and enhance recommendation algorithms. Recent shifts in genre popularity, box office performance, and viewer interest have prompted a deeper analysis of the movie dataset.

The team is particularly interested in identifying dominant genres, evaluating box office success patterns, and uncovering which movies stand out in terms of popularity. Additionally, they aim to understand temporal trends in movie releases to align future content planning with audience demand.

You are tasked with analysing Netflix's movie dataset to answer the following key business questions:

1. **What is the most frequent genre in the dataset?**
→ Helps identify dominant content themes and viewer preferences.
2. **What is the overall Box Office scenario?**
→ Reveals the distribution of movie success levels (e.g., super hit, hit, average, flop).
3. **Which movie has the highest popularity rate, and what is its genre?**
→ Highlights top-performing content and genre alignment.
4. **Which movie has the lowest popularity rate, and what is its genre?**
→ Identifies underperforming content for potential review or removal.
5. **Which year saw the highest number of movie releases?**
→ Provides insights into content production trends and platform growth.