

# Netflix: Data Exploration and Visualisation

## 1 Overview

### 1.1 Problem Statement

#### About NETFLIX

Netflix is one of the most popular media and video streaming platforms. They have over 10,000 Movies or TV-Shows available on their platform, as of mid-2021, they have over 222M Subscribers globally.

#### Business Problem

Analyze the data and generate insights that could help Netflix in deciding which type of shows/movies to produce and how they can grow the business in different countries.

### 1.2 About Dataset

#### Features

Lets use the generic word **Content** to represent a Movie or TV Show, hence each row or data-point in the dataset represents an individual content available in Netflix.

The tabular dataset consists of listings of all the contents available on Netflix, described using below list of features:

1. `show_id` : Unique ID for a content
2. `type` : Identifier - A Movie or TV Show
3. `title` : Title of the content
4. `director` : Director of the content
5. `cast` : Actors involved in the content
6. `country` : Country where the content was produced
7. `date_added` : Date it was added on Netflix
8. `release_year` : Actual Release year of the content
9. `rating` : TV Rating of the content
10. `duration` : Total Duration - in minutes or number of seasons
11. `listed_in` : Genre
12. `description` : The summary description

### 1.3 Objective

Objective of this case study is to perform an Exploratory Data Analysis (EDA) on the dataset and attempt to:

1. Extract some business insights.
2. Formulate some recommendations based on any patterns observed in the dataset.

## Business Insights

Lets try to derive below business insights from the given dataset:

1. What type of content is available in different countries?
2. How has the number of movies released per year changed over the last 20-30 years?
3. Comparison of TV-shows vs. Movies.
4. What is the best time to launch a TV show?
5. Analysis of actors/directors of different types of shows/movies.
6. Does Netflix has more focus on TV-Shows than movies in recent years.
7. Understanding what content is available in different countries.

## Recommendations

### Disclaimer

Dataset is **missing any sort of user feedback**, like content rating or reviews, which makes it difficult to recommend any business strategy.

Lets try to formulate below recommendations (if possible) based on the content in the dataset.

1. What should Netflix focus more between TV-Shows and Movies?
2. When is the best time to launch a TV show?
3. Need for diversification of content globally?

## 2 Setup

### 2.1 Libraries

#### Import Libraries

```
# General Libraries.
import re
from datetime import datetime

# Data manipulation libraries.
import numpy as np
import pandas as pd

# Data visualization libraries.
import matplotlib
import matplotlib.pyplot as plt
import seaborn as sns
import wordcloud
from wordcloud import WordCloud

print("NumPy version:", np.__version__)
```

```

print("Pandas version:", pd.__version__)
print("Matplotlib version:", matplotlib.__version__)
print("Seaborn version:", sns.__version__)
print("Wordcloud version:", wordcloud.__version__)

```

NumPy version: 2.3.1  
 Pandas version: 2.3.1  
 Matplotlib version: 3.10.3  
 Seaborn version: 0.13.2  
 Wordcloud version: 1.9.4

## Configure Libraries

```

# Configure Numpy.
np.set_printoptions(linewidth=130)

# Configure Pandas.
pd.options.display.width = 130

# Configure Seaborn.
sns.set_style("whitegrid")
sns.set_palette("deep")
sns.set_context("paper", font_scale=1.2)

```

## Helper functions

```

def display_empty_columns_count(df: pd.DataFrame):
    """
    Function to print columns with missing values greater than zero.
    """
    empty_count_df = df.isna().sum().reset_index(name="count")
    fltr = empty_count_df["count"] > 0
    display(empty_count_df[fltr])


def split_strip_unique(value_str: str):
    """
    Function to return unique values from `value_str`
    after splitting it by coma ',' and trimming spaces.
    """
    return {v.strip().lower().title() for v in value_str.split(",") if len(v.strip()) > 0}


def sort_values(values_str: str):
    """
    Function to sort values in coma separated `values_str` string.
    """
    unq_values = split_strip_unique(values_str)
    return ",".join(sorted(unq_values))


def values_count(values_str: str):
    """
    Function to get values count in `values_str` string.
    """
    return len(values_str.split(","))

```

## 2.2 Dataset

## Import DataSet

```
nf_df = pd.read_csv("data/netflix.csv")

row_count, col_count = nf_df.shape

display(nf_df.head(3))
print(f"Dataset has {row_count} rows and {col_count} columns.")
```

	show_id	type	title	director	cast	country	date_added	release_year	rating	duration
0	s1	Movie	Dick Johnson Is Dead	Kirsten Johnson	NaN	United States	September 25, 2021	2020	PG-13	90 min
1	s2	TV Show	Blood & Water	NaN	Ama Qamata, Khosi Ngema, Gail Mabalane, Thaban...	South Africa	September 24, 2021	2021	TV-MA	Season 1
2	s3	TV Show	Ganglands	Julien Leclercq	Sami Bouajila, Tracy Gotoas, Samuel Jouy, Nabi...	NaN	September 24, 2021	2021	TV-MA	1 Season

Dataset has 8807 rows and 12 columns.

## 2.3 Data Profiling

```
nf_df.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 8807 entries, 0 to 8806
Data columns (total 12 columns):
 #   Column      Non-Null Count  Dtype  
--- 
 0   show_id     8807 non-null   object 
 1   type        8807 non-null   object 
 2   title       8807 non-null   object 
 3   director    6173 non-null   object 
 4   cast         7982 non-null   object 
 5   country     7976 non-null   object 
 6   date_added  8797 non-null   object 
 7   release_year 8807 non-null   int64  
 8   rating      8803 non-null   object 
 9   duration    8804 non-null   object 
 10  listed_in   8807 non-null   object 
 11  description 8807 non-null   object 
dtypes: int64(1), object(11)
memory usage: 825.8+ KB
```

## Observations

1. Except `release_year` all other features are of datatype string.
2. `release_year` is of datatype integer.
3. Lets convert `date_added` to Date-Time later during Data Wrangling.
4. `duration` feature is of type string and can it be converted to integer (in minutes).
5. `rating` feature is of type string and check if can be converted to integer (and categorical).

## 1 Feature types

List of categorical features:

1. type
2. country
3. rating
4. listed\_in

List of Numerical features:

1. date\_added
2. release\_year
3. duration

List of high cardinality features:

1. show\_id
2. title
3. director
4. cast
5. description

## 2 Cardinality

```
nf_df.unique().sort_values(ascending=False)
```

```
show_id      8807
title       8807
description  8775
cast        7692
director    4528
date_added   1767
country      748
listed_in    514
duration     220
release_year  74
rating       17
type         2
dtype: int64
```

## Observations

1. Its obvious that features like `show_id`, `title`, `director`, `cast` and `description` will have high cardinality.

2. Features like `country` and `listed_in` (genre) have unexpectedly high cardinality considering the nature of the features.
3. Later lets try to reduce cardinality of features like `rating`, `listed_in`, etc.

### 3 Empty Check

```
display_empty_columns_count(nf_df)
```

	index	count
3	director	2634
4	cast	825
5	country	831
6	date_added	10
8	rating	4
9	duration	3

### 4 Duplicate check

```
nf_df[nf_df.duplicated()]
```

show_id	type	title	director	cast	country	date_added	release_year	rating	duration	listed_in

#### Observations

There are no duplicate records in the dataset.

## 3 Data Wrangling

Under Data Wrangling lets perform these operations:

1. Cleaning
2. Structuring
3. Fill missing values
4. Transform features
5. Feature engineering

### 3.1 Cleaning

#### 1 Feature `duration`

```
compact_view = nf_df.columns.drop(["show_id", "description"])
```

```
fltr = nf_df["duration"].isna()
nf_df.loc[fltr, compact_view]
```

	<b>type</b>	<b>title</b>	<b>director</b>	<b>cast</b>	<b>country</b>	<b>date_added</b>	<b>release_year</b>	<b>rating</b>	<b>duration</b>	<b>listed_in</b>
5541	Movie	Louis C.K. 2017	Louis C.K.	Louis C.K.	United States	April 4, 2017	2017	74 min	NaN	Movies
5794	Movie	Louis C.K.: Hilarious	Louis C.K.	Louis C.K.	United States	September 16, 2016	2010	84 min	NaN	Movies
5813	Movie	Louis C.K.: Live at the Comedy Store	Louis C.K.	Louis C.K.	United States	August 15, 2016	2015	66 min	NaN	Movies

```
ids = [5541, 5794, 5813]
nf_df.loc[ids, "duration"] = nf_df.loc[ids, "rating"]
nf_df.loc[ids, "rating"] = "UR"
```

## 2 Feature rating

Different ratings between Movies and TV-Shows:

```
print("Unique ratings before cleaning:")
nf_df.groupby("type")["rating"].value_counts()
```

Unique ratings before cleaning:

type	rating	count
Movie	TV-MA	2062
	TV-14	1427
	R	797
	TV-PG	540
	PG-13	490
	PG	287
	TV-Y7	139
	TV-Y	131
	TV-G	126
	NR	75
	G	41
	UR	6
	TV-Y7-FV	5
	NC-17	3
TV Show	TV-MA	1145
	TV-14	733
	TV-PG	323
	TV-Y7	195
	TV-Y	176
	TV-G	94
	NR	5
	R	2
	TV-Y7-FV	1

Name: count, dtype: int64

1. Since "UR" (unrated) and "NR" (not rated) mean the same they can be combined.

2. "G" (General Audience) and "TV-G" (TV General Audience) represent same rating (but used separately for movies and TV-shows), they can be combined.
3. "NC-17" (strictly 18+) and "MA" (Mature Audience) mean the same they can be combined.
4. Since there isn't much difference between "TV-Y7-FV" and "TV-Y7", they can be combined.

```

nf_df["rating"] = nf_df["rating"].replace(
{
    "UR": "NR",
    "G": "TV-G",
    "NC-17": "TV-MA",
    "TV-Y7-FV": "TV-Y7",
}
)

print("Unique ratings after cleaning:")
nf_df.groupby("type")["rating"].value_counts()

```

Unique ratings after cleaning:

type	rating	count
Movie	TV-MA	2065
	TV-14	1427
	R	797
	TV-PG	540
	PG-13	490
	PG	287
	TV-G	167
	TV-Y7	144
	TV-Y	131
	NR	81
TV Show	TV-MA	1145
	TV-14	733
	TV-PG	323
	TV-Y7	196
	TV-Y	176
	TV-G	94
	NR	5
	R	2

Name: count, dtype: int64

## 3.2 Structuring

### 1 Feature country

```

ctry_card_bfr = nf_df["country"].nunique()
print("Cardinality of `country` before structuring: ", ctry_card_bfr)

```

Cardinality of `country` before structuring: 748

Sort countries in coma separated country string.

```

fltr = nf_df["country"].notna()
nf_df["country"] = nf_df.loc[fltr, "country"].apply(sort_values)

ctry_card_aft = nf_df["country"].nunique()
print("Cardinality of `country` after structuring:", ctry_card_aft)

```

Cardinality of `country` after structuring: 607

## Observations

After restructuring the countries in `country` feature the cardinality has reduced from 748 to 607.

## 2 Feature `director`

```
dir_card_bfr = nf_df["director"].nunique()
print("Cardinality of `director` before structuring:", dir_card_bfr)
```

Cardinality of `director` before structuring: 4528

Sort directors in comma separated director names.

```
fltr = nf_df["director"].notna()
nf_df["director"] = nf_df.loc[fltr, "director"].apply(sort_values)

dir_card_aft = nf_df["director"].nunique()
print("Cardinality of `director` after structuring:", dir_card_aft)
```

Cardinality of `director` after structuring: 4511

## Observations

After restructuring the directors in `director` feature the cardinality has reduced from 4528 to 4511.

## 3 Feature `cast`

```
cast_card_bfr = nf_df["cast"].nunique()
print("Cardinality of `cast` before structuring:", cast_card_bfr)
```

Cardinality of `cast` before structuring: 7692

Sort actors in comma separated cast names.

```
fltr = nf_df["cast"].notna()
nf_df["cast"] = nf_df.loc[fltr, "cast"].apply(sort_values)

cast_card_aft = nf_df["cast"].nunique()
print("Cardinality of `cast` after structuring:", cast_card_aft)
```

Cardinality of `cast` after structuring: 7678

## Observations

After restructuring the actors in `cast` feature the cardinality has reduced from 7692 to 7678.

## 3.3 Fill missing values

### 1 Feature `rating`

```
rat_mis_bfr = nf_df["rating"].isna().sum().item()
print(f"{rat_mis_bfr} records are missing `rating` before attempting to fill NA.")
```

4 records are missing `rating` before attempting to fill NA.

Lets fill missing `ratings` with most common rating among the content-type and genre.

```

rat_mode_df = (
    nf_df.groupby(["type", "listed_in"])["rating"]
    .agg(lambda r_val: r_val.mode().iloc[0])
    .reset_index()
)

rat_merged_df = nf_df.merge(
    rat_mode_df,
    left_on=["type", "listed_in"],
    right_on=["type", "listed_in"],
    how="left",
)

nf_df["rating"] = nf_df["rating"].fillna(rat_merged_df["rating_y"])

rat_mis_aft = nf_df["rating"].isna().sum().item()
print(f"{rat_mis_aft} records are missing `rating` after attempting to fill NA.")

0 records are missing `rating` after attempting to fill NA.

```

## 2 Feature date\_added

```

da_mis_bfr = nf_df["date_added"].isna().sum().item()
print(f"{da_mis_bfr} records are missing `date_added` before attempting to fill NA.")

10 records are missing `date_added` before attempting to fill NA.

```

Lets fill missing `date_added` with most common date from similar content from country, content-type and release-year.

```

da_mode_df = (
    nf_df.groupby(["country", "type", "release_year"])["date_added"]
    .agg(lambda da_val: da_val.mode().iloc[0])
    .reset_index()
)

da_merged_df = nf_df.merge(
    da_mode_df,
    left_on=["country", "type", "release_year"],
    right_on=["country", "type", "release_year"],
    how="left",
)

nf_df["date_added"] = nf_df["date_added"].fillna(da_merged_df["date_added_y"])

da_mis_aft = nf_df["date_added"].isna().sum().item()
print(f"{da_mis_aft} record is missing `date_added` after attempting to fill NA.")

1 record is missing `date_added` after attempting to fill NA.

```

```

fltr = nf_df["date_added"].isna()
nf_df.loc[fltr, compact_view]

```

	type	title	director	cast	country	date_added	release_year	rating	duration	listed_i
7196	TV Show	Kikoriki	NaN	Igor Dmitriev	NaN	NaN	2010	TV-Y	2 Seasons	Kids' T



One row is still missing value in `date_added` column. This record is missing vital information like director name, country.

### 3 Feature `country`

```
ctry_mis_bfr = nf_df["country"].isna().sum().item()
print(f"{ctry_mis_bfr} records are missing `country` before attempting to fill NA.")
```

831 records are missing `country` before attempting to fill NA.

Lets fill missing `country` from most common country for which a director has produced the content.

```
fltr = nf_df["country"].notna()
ctry_mode_df = (
    nf_df[fltr]
    .groupby("director")["country"]
    .agg(lambda ctry_str: ctry_str.mode().iloc[0])
    .reset_index()
)

ctry_merged_df = nf_df.merge(
    ctry_mode_df,
    left_on=["director"],
    right_on=["director"],
    how="left",
)

nf_df["country"] = nf_df["country"].fillna(ctry_merged_df["country_y"])

ctry_mis_aft = nf_df["country"].isna().sum().item()
print(f"{ctry_mis_aft} records are missing `country` after attempting to fill NA.")
```

681 records are missing `country` after attempting to fill NA.

### 4 Feature `director`

```
dir_na_count = nf_df["director"].isna().sum().item()
dir_na_per = round(dir_na_count / len(nf_df) * 100)

print(f"Missing count: {dir_na_count} Missing percentage: {dir_na_per}%")
```

Missing count: 2634 Missing percentage: 30%

1. Feature `director` is missing 2634 values
2. ~30% of rows are missing director feature.
3. It is not sensible to fill missing values using imputation techniques.
4. Better approach is to fill missing data by Web Scraping.

### 5 Feature `cast`

```
cst_na_count = nf_df["cast"].isna().sum().item()
cst_na_per = round(cst_na_count / len(nf_df) * 100)

print(f"Missing count: {cst_na_count} Missing percentage: {cst_na_per}%")
```

Missing count: 825 Missing percentage: 9%

1. Feature `cast` is missing 825 values.
2. ~9% of rows are missing cast feature.
3. It is not sensible to fill missing values using imputation techniques.
4. Better approach approach is to fill missing data by Web Scraping.

## Final result after filling missing values

```
display_empty_columns_count(nf_df)
```

	index	count
3	director	2634
4	cast	825
5	country	681
6	date_added	1

## 3.4 Transforming

### 1 Feature `type`

```
# nf_df["type"] = nf_df["type"].astype("category")
# nf_df["type"].info()
```

#### Note:

Code is disabled because its affecting grouping in later stage.

### 2 Feature `date_added`

Convert feature `date_added` from string to datetime datatype.

```
nf_df["date_added"].sample(2)
```

```
7424    August 26, 2018
8587    March 31, 2017
Name: date_added, dtype: object
```

```
nf_df["date_added"] = pd.to_datetime(nf_df["date_added"].str.strip(), format="%B %d, %Y")
nf_df["date_added"].sample(3)
```

```
4725    2018-08-02
4950    2018-04-01
7173    2018-07-01
Name: date_added, dtype: datetime64[ns]
```

## 3.5 Data Validation

### 1 Feature `date_added` and `release_year`

```

fltr = nf_df["release_year"] > nf_df["date_added"].dt.year
nf_df.loc[fltr, ["type", "title", "release_year", "date_added", "country"]]

```

	<b>type</b>	<b>title</b>	<b>release_year</b>	<b>date_added</b>	<b>country</b>
<b>1551</b>	TV Show	Hilda	2021	2020-12-14	Canada,United Kingdom,United States
<b>1696</b>	TV Show	Polly Pocket	2021	2020-11-15	Canada,Ireland,United States
<b>2920</b>	TV Show	Love Is Blind	2021	2020-02-13	United States
<b>3168</b>	TV Show	Fuller House	2020	2019-12-06	United States
<b>3287</b>	TV Show	Maradona in Mexico	2020	2019-11-13	Argentina,Mexico,United States
<b>3369</b>	TV Show	BoJack Horseman	2020	2019-10-25	United States
<b>3433</b>	TV Show	The Hook Up Plan	2020	2019-10-11	France
<b>4844</b>	TV Show	Unbreakable Kimmy Schmidt	2019	2018-05-30	United States
<b>4845</b>	TV Show	Arrested Development	2019	2018-05-29	United States
<b>5394</b>	Movie	Hans Teeuwen: Real Rancour	2018	2017-07-01	Netherlands
<b>5658</b>	TV Show	Sense8	2018	2016-12-23	United States
<b>5677</b>	TV Show	Tokyo Trial	2017	2016-12-13	Canada,Japan,Netherlands
<b>7063</b>	Movie	Incoming	2019	2018-10-26	Serbia,United States
<b>7112</b>	TV Show	Jack Taylor	2016	2013-03-31	Ireland,United States

#### Observations

There are 14 rows having release year `release_year` greater than streaming year `date_added`, which is not possible since Netflix cannot stream a content even before its release.

```

nf_df.loc[fltr, "release_year"] = nf_df.loc[fltr, "date_added"].dt.year

```

## 3.6 Feature Engineering

### 1 Feature `content_level`

```

nf_df["rating"].value_counts()

```

```
rating
TV-MA    3210
TV-14    2161
TV-PG    863
R        800
PG-13    490
TV-Y7    341
TV-Y     308
PG       287
TV-G     261
NR       86
Name: count, dtype: int64
```

This rating system is used in United states and United Kingdom but other countries follow much simpler rating system with fewer categories.

```
rating_to_level_map = {
    "TV-G": "Kid-Friendly",
    "TV-Y": "Kid-Friendly",
    "TV-Y7": "Kid-Friendly",
    "PG": "General-Audience",
    "TV-14": "General-Audience",
    "TV-PG": "General-Audience",
    "PG-13": "General-Audience",
    "TV-MA": "Adult-Content",
    "R": "Adult-Content",
}

nf_df["content_level"] = nf_df["rating"].map(rating_to_level_map).astype("category")
nf_df["content_level"].value_counts()
```

```
content_level
Adult-Content      4010
General-Audience   3801
Kid-Friendly        910
Name: count, dtype: int64
```

## 2 Feature duration\_in\_min

```
nf_df["duration"].sample(3)
```

```
7244      95 min
902       1 Season
981      123 min
Name: duration, dtype: object
```

Segregate duration in minutes from `duration` feature.

```
def duration_in_min(duration_str):
    """
    Function to extract duration in minutes from `duration` feature.
    """
    match = re.match(r"^\d+\s+(min)$", duration_str, flags=re.IGNORECASE)
    return match.group(1) if match else -1
```

```
nf_df["duration_in_min"] = nf_df["duration"].apply(duration_in_min).astype(int)
```

```
fltr = nf_df["duration_in_min"] != -1  
nf_df.loc[fltr, "duration_in_min"].sample(3)
```

```
3803      30  
5007     166  
7585     118  
Name: duration_in_min, dtype: int64
```

### 3 Feature duration\_in\_ssn

Segregate season count from `duration` feature.

```
def duration_in_ssn(duration_str):  
    """  
        Function to extract season count from `duration` feature.  
    """  
    match = re.search(r"^\d+\s+(seasons?)$", duration_str, flags=re.IGNORECASE)  
    return match.group(1) if match else -1
```

```
nf_df["duration_in_ssn"] = nf_df["duration"].apply(duration_in_ssn).astype(int)
```

```
fltr = nf_df["duration_in_ssn"] != -1  
  
print("TV-Shows: with season vs count")  
nf_df.loc[fltr, "duration_in_ssn"].value_counts().reset_index(name="count").head()
```

TV-Shows: with season vs count

	duration_in_ssn	count
0	1	1793
1	2	425
2	3	199
3	4	95
4	5	65

### 4 Feature year\_added

Extract year from `date_added` feature.

```
fltr = nf_df["date_added"].notna()  
nf_df.loc[fltr, "year_added"] = nf_df.loc[fltr, "date_added"].dt.year.astype(int)  
nf_df["year_added"].value_counts()
```

```
year_added
2019.0    2017
2020.0    1882
2018.0    1652
2021.0    1498
2017.0    1188
2016.0     430
2015.0      83
2014.0      24
2011.0      13
2013.0      11
2012.0       3
2009.0       2
2008.0       2
2010.0       1
Name: count, dtype: int64
```

## 5 Feature ctry\_count

Count the number of countries in each datapoint.

```
fltr = nf_df["country"].notna()
nf_df["ctry_count"] = nf_df.loc[fltr, "country"].apply(values_count)
nf_df["ctry_count"].value_counts()
```

```
ctry_count
1.0      6795
2.0      881
3.0      274
4.0      117
5.0       36
6.0       14
7.0        5
8.0        2
12.0       1
10.0       1
Name: count, dtype: int64
```

## 6 Feature dir\_count

Count the number of directors in each datapoint.

```
fltr = nf_df["director"].notna()
nf_df["dir_count"] = nf_df.loc[fltr, "director"].apply(values_count)
nf_df["dir_count"].value_counts()
```

```
dir_count
1.0      5561
2.0      540
3.0       37
4.0       15
5.0        7
10.0       3
9.0        2
7.0        2
11.0       2
12.0       2
13.0       1
8.0        1
Name: count, dtype: int64
```

## 7 Feature cast\_count

Count the number of actors in each datapoint.

```
fltr = nf_df["cast"].notna()
nf_df["cast_count"] = nf_df.loc[fltr, "cast"].apply(values_count)
```

# 4 Univariate Analysis

Under Univariate Analysis lets analyze following feature types:

1. Categorical features
2. Numerical features
3. High cardinality features

## 4.1 Categorical Features

### 1 Feature Type

```
x_vals = nf_df["type"].value_counts()
y_vals = x_vals.index
x_vals.reset_index(name="count")
```

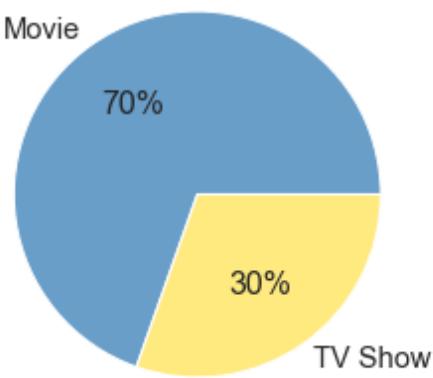
	type	count
0	Movie	6131
1	TV Show	2676

```
plt.figure(figsize=(3, 3))

plt.pie(x=x_vals, labels=y_vals, colors=["#699ec9", "#ffea80"], autopct="%1.0f%")
plt.title("Percentage of Movies and TV-Shows")

plt.show()
```

## Percentage of Movies and TV-Shows



### Observations

Netflix has more than double the number of Movies compared to TV-Shows.

## 2 Feature country

### Top 10 countries based on their content count

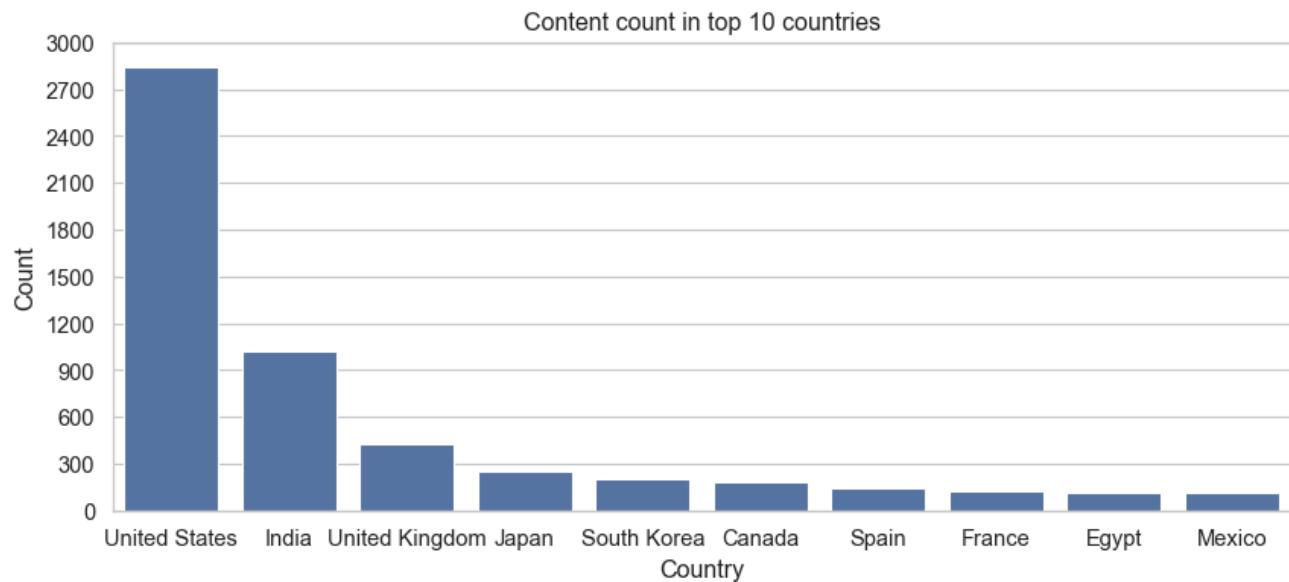
```
fltr = nf_df["ctry_count"] == 1
content_count = nf_df.loc[fltr, "country"].value_counts().reset_index(name="count")
top_10_ctry = content_count.head(10)
top_10_ctry
```

	country	count
0	United States	2845
1	India	1026
2	United Kingdom	426
3	Japan	253
4	South Korea	201
5	Canada	183
6	Spain	146
7	France	126
8	Egypt	113
9	Mexico	111

```
plt.figure(figsize=(10, 4))

sns.barplot(x=top_10_ctry["country"], y=top_10_ctry["count"])
plt.xlabel("Country")
plt.ylabel("Count")
plt.yticks(range(0, 3300, 300))
plt.title("Content count in top 10 countries")
```

```
plt.show()
```



Content ratio between USA (exclusively) and remaining countries (exclusively).

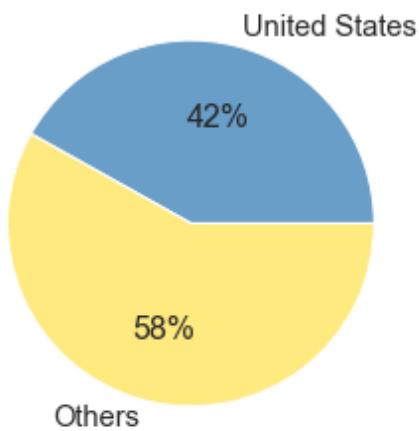
```
fltr = content_count["country"] == "United States"
others_df = pd.DataFrame(
    data=[["Others", content_count[~fltr]["count"].sum()]],
    columns=["country", "count"],
)
us_vs_others_df = pd.concat((content_count[fltr], others_df), ignore_index=True)
us_vs_others_df
```

	country	count
0	United States	2845
1	Others	3950

```
x_vals = us_vs_others_df["count"]
y_vals = us_vs_others_df["country"]
```

```
plt.figure(figsize=(3, 3))
plt.pie(x=x_vals, labels=y_vals, colors=["#699ec9", "#ffea80"], autopct="%1.0f%%")
plt.title("Content ratio b/w USA and others")
plt.show()
```

## Content ratio b/w USA and others



### Observations

1. 42% of Netflix's content is produced exclusively in USA.
2. Remaining 58% is produced by rest of the countries (exclusively)

#### Note:

Term "exclusively" used in the above content not produced in collaboration with other countries.

### Top 10 most common collaboration

```
fltr = nf_df["ctry_count"] > 1  
nf_df.loc[fltr, "country"].value_counts().head(10).reset_index()
```

	country	count
0	United Kingdom,United States	123
1	Canada,United States	120
2	Belgium,France	31
3	Germany,United States	30
4	China,Hong Kong	30
5	Japan,United States	28
6	Mexico,United States	27
7	France,United States	26
8	Australia,United States	24
9	India,United States	19

### Top 10 most collaborated countries

```
colab_count = dict()
```

```

def count_country(c_name):
    """
    Function to count number of times a country was collaborated.
    """
    if c_name is not None:
        colab_count[c_name] = colab_count.get(c_name, 0) + 1

fltr = nf_df["ctry_count"] > 1
ctry_colab = nf_df.loc[fltr, "country"].str.split(",", expand=True)
ctry_colab.map(count_country)

colab_df = pd.DataFrame(data=colab_count.items(), columns=["country", "count"])
colab_df.sort_values(by="count", ascending=False).head(10)

```

	country	count
79	United States	878
7	United Kingdom	389
3	France	273
4	Canada	267
10	Germany	159
15	China	96
6	Spain	89
0	Belgium	82
16	India	76
9	Australia	73

### 3 Feature rating

```
nf_df["rating"].value_counts()
```

```

rating
TV-MA    3210
TV-14    2161
TV-PG    863
R         800
PG-13    490
TV-Y7    341
TV-Y     308
PG       287
TV-G     261
NR       86
Name: count, dtype: int64

```

```

fltr = nf_df["rating"] != "NR"
slices = nf_df.loc[fltr, "rating"].value_counts()

```

```

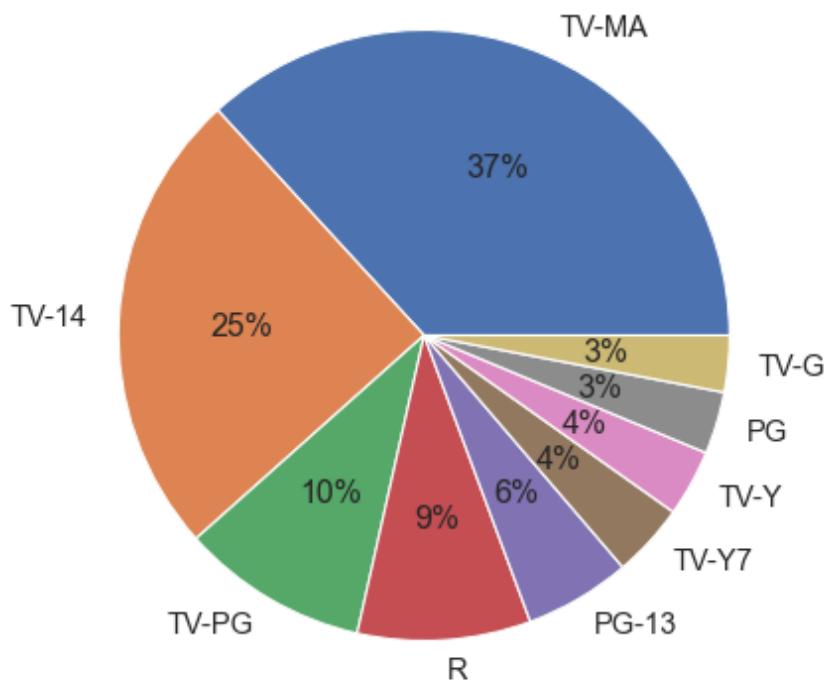
plt.figure(figsize=(5, 5))

plt.pie(x=slices, labels=slices.index, autopct="%1.0f%%")
plt.title("Percentage to content ratings")

```

```
plt.show()
```

Percentage to content ratings



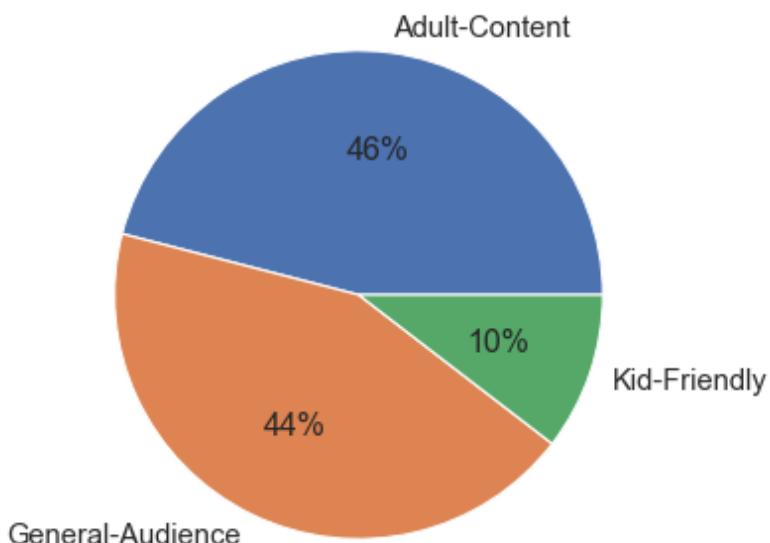
```
fltr = nf_df["content_level"].notna()
slices = nf_df.loc[fltr, "content_level"].value_counts()
```

```
plt.figure(figsize=(4, 4))

plt.pie(x=slices, labels=slices.index, autopct="%1.0f%%")
plt.title("Percentage of contents by their maturity level")

plt.show()
```

Percentage of contents by their maturity level



## Observations

1. Netflix has only 10% of its contents suitable for kids.
  2. Majority of the contents, around 46%, are only suitable for adults.
  3. Overall 54% of the contents are suitable for general audience.

## 4 Feature listed\_in

## Word cloud code ref:

<https://www.geeksforgeeks.org/python/generating-word-cloud-python/>

Identify common genre in the content using word cloud.

```
stop_words = ["international", "independent", "movies", "tv", "shows", "&"]

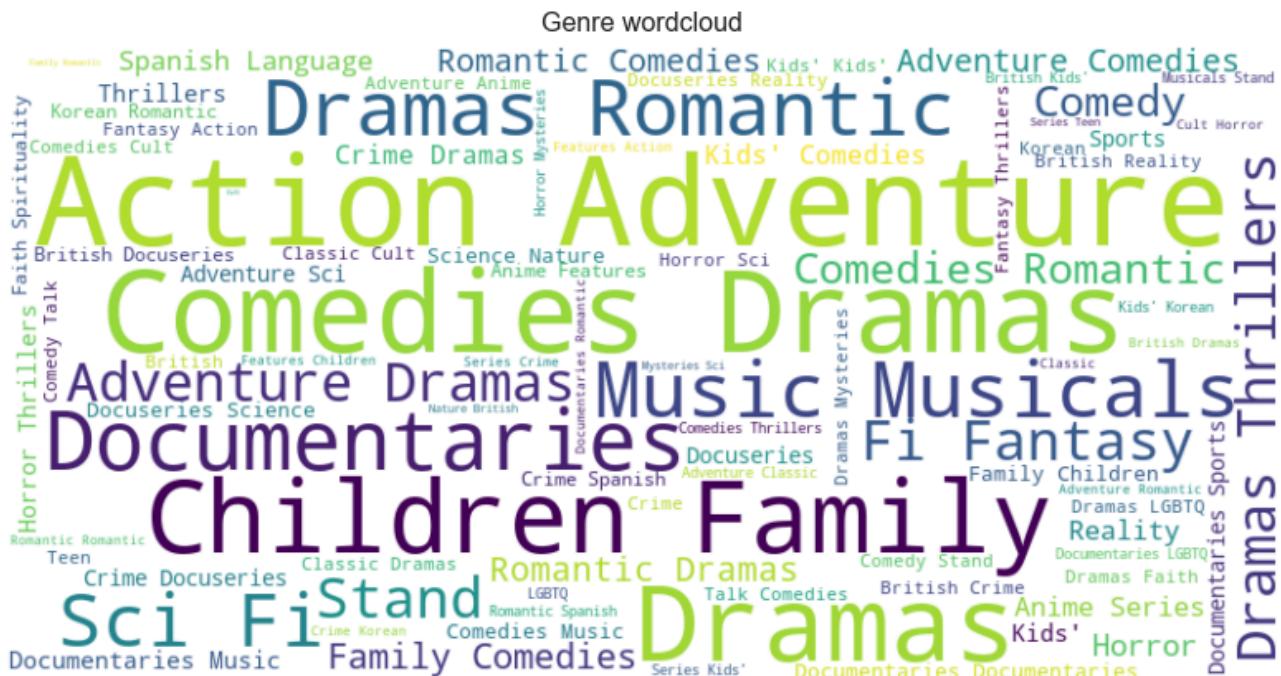
# Prepare text for word cloud.
genre_text = " ".join(nf_df["listed_in"].str.replace(",","").tolist())
genres = [word for word in genre_text.split() if word.lower() not in stop_words]
genre_text = " ".join(genres)

# Build word cloud.
genre_wc = WordCloud(width=800, height=400, background_color="white").generate(genre_text)

plt.figure(figsize=(10, 5))

plt.imshow(genre_wc, interpolation="bilinear")
plt.axis("off")
plt.title("Genre wordcloud")

plt.show()
```



## Observations

Some common genres found in the content are Action Adventure, Comedies Dramas, Documentaries as seen in the above word cloud.

Find common genres between Movies and TV-Shows using word cloud.

```
fltr = nf_df["type"] == "Movie"

# Prepare text for word cloud.
movg_text = " ".join(nf_df.loc[fltr, "listed_in"].str.replace(",","").tolist())
mov_genres = [word for word in movg_text.split() if word.lower() not in stop_words]
movg_text = " ".join(mov_genres)

tvsg_text = " ".join(nf_df.loc[~fltr, "listed_in"].str.replace(",","").tolist())
tvs_genres = [word for word in tvsg_text.split() if word.lower() not in stop_words]
tvsg_text = " ".join(tvs_genres)

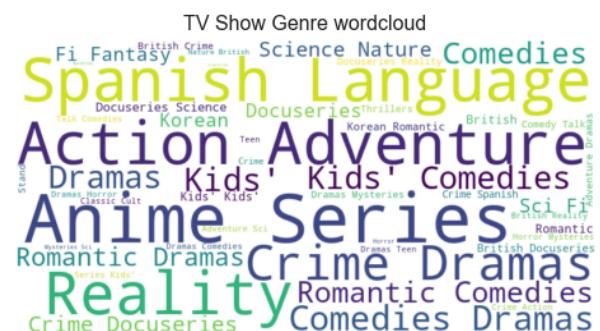
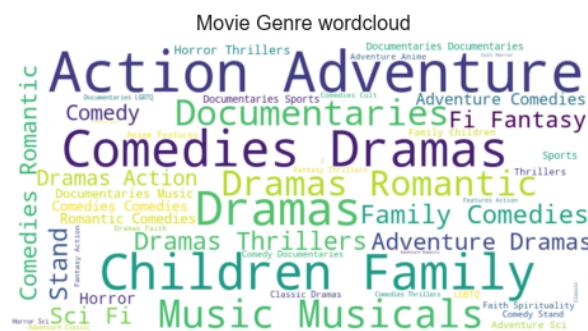
# Build word cloud.
movg_wc = WordCloud(width=800, height=400, background_color="white").generate(movg_text)
tvsg_wc = WordCloud(width=800, height=400, background_color="white").generate(tvsg_text)
```

```
plt.figure(figsize=(13, 6))

plt.subplot(1, 2, 1)
plt.imshow(movg_wc, interpolation="bilinear")
plt.axis("off")
plt.title("Movie Genre wordcloud")

plt.subplot(1, 2, 2)
plt.imshow(tvsg_wc, interpolation="bilinear")
plt.axis("off")
plt.title("TV Show Genre wordcloud")

plt.show()
```



## Observations

1. Popular genres in Movies: Action Adventure, Comedies Drama, Dramas, Family content, Documentaries, etc.
  2. Popular genres in TV-Shows: Action Adventure, Anime Series, Comedies, Dramas, Crime, Reality, etc.

## 4.2 Numerical Features

## 1 Feature date\_added

```
fltr = nf_df["date_added"].notna()
da_srs = nf_df.loc[fltr, "date_added"]
```

```

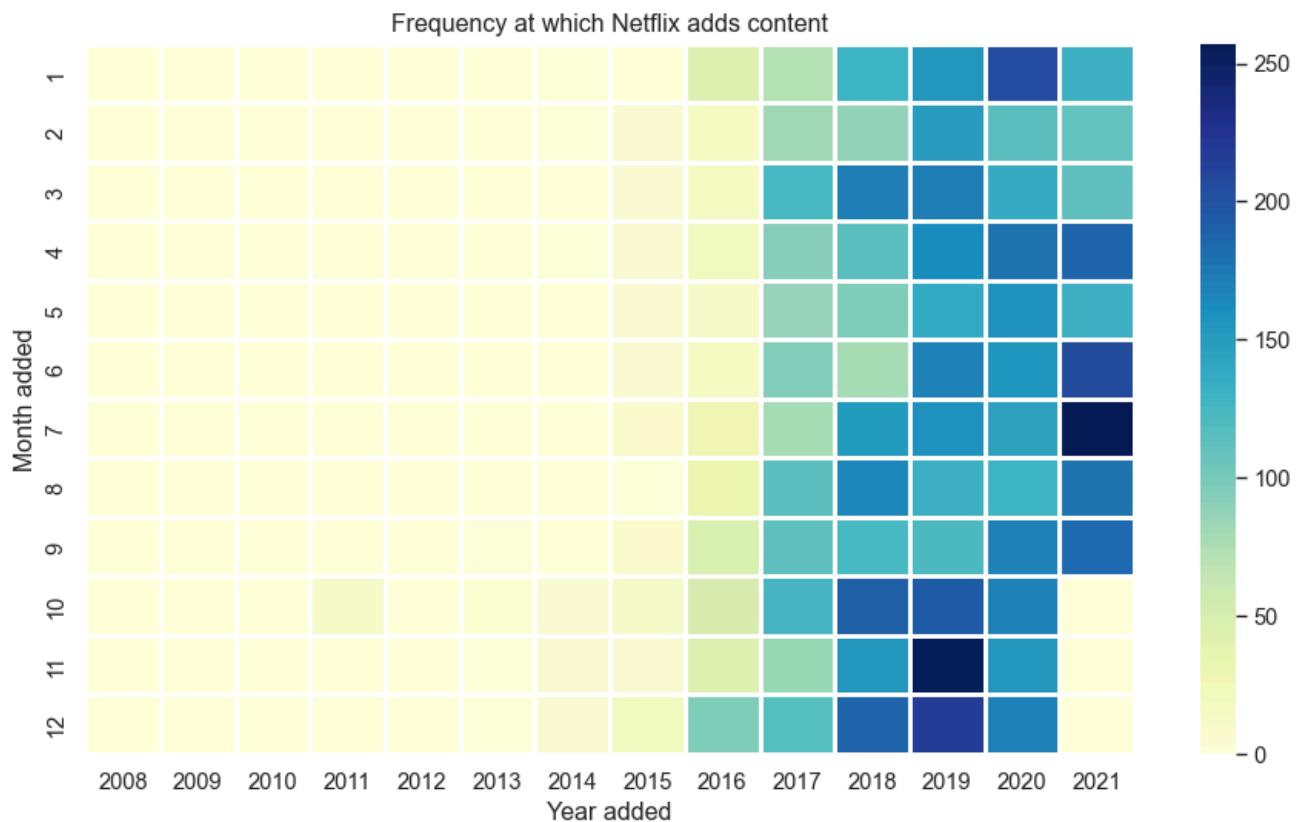
pv_df = pd.crosstab(index=da_srs.dt.month.astype(int), columns=da_srs.dt.year.astype(int))

plt.figure(figsize=[11, 6])

sns.heatmap(pv_df, cmap="YlGnBu", linecolor="white", linewidth=1)
plt.xlabel("Year added")
plt.ylabel("Month added")
plt.title("Frequency at which Netflix adds content")

plt.show()

```



#### Observations

- As such there is no significant pattern on how Netflix refreshes ( `date_added` ) its library.
- In the last quarter Netflix adds more content to its platform.

## 2 Feature `release_year`

```

ry_stats = nf_df["release_year"].describe()
ry_stats

```

```

count    8807.000000
mean     2014.178267
std      8.818469
min     1925.000000
25%    2013.000000
50%    2017.000000
75%    2019.000000
max     2021.000000
Name: release_year, dtype: float64

```

```

latest_content = int(ry_stats["max"].item())
oldest_content = int(ry_stats["min"].item())

print(f"Content release year varies between ({oldest_content}, {latest_content}).")

```

Content release year varies between (1925, 2021).

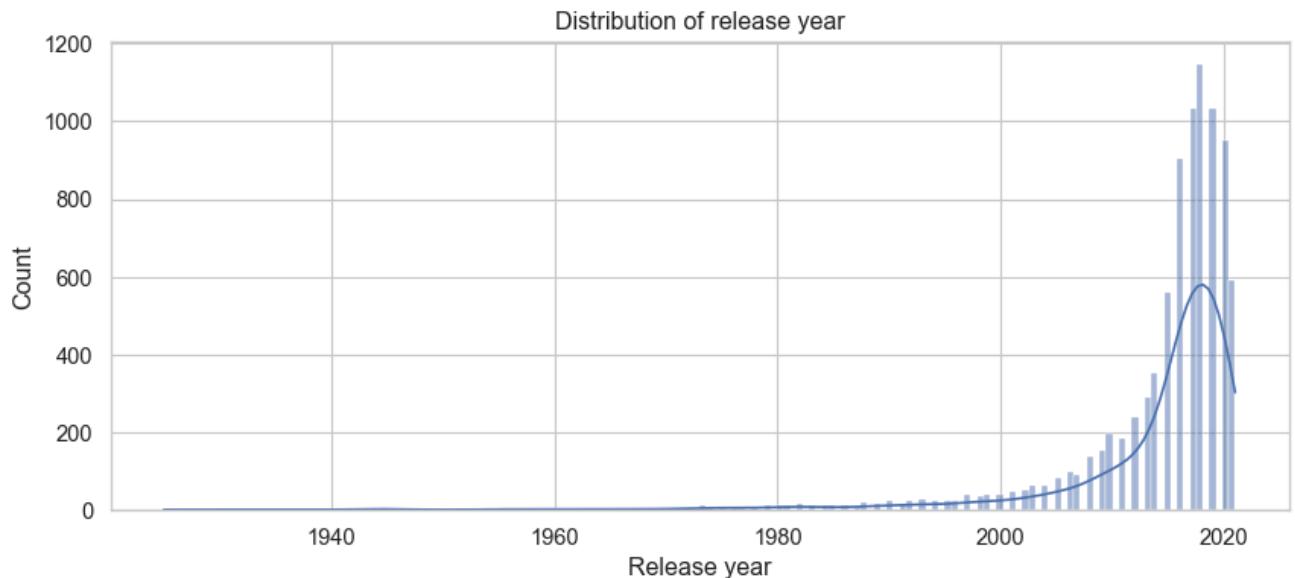
```

plt.figure(figsize=(10, 4))

sns.histplot(data=nf_df, x="release_year", kde=True)
plt.xlabel("Release year")
plt.title("Distribution of release year")

plt.show()

```



#### Observations

1. Most of the content available in Netflix are released after 2000.

### 3 Feature duration

```

fltr = nf_df["duration_in_min"] != -1
nf_df.loc[fltr, "duration_in_min"].describe()

```

count	6131.000000
mean	99.564998
std	28.289504
min	3.000000
25%	87.000000
50%	98.000000
75%	114.000000
max	312.000000

Name: duration\_in\_min, dtype: float64

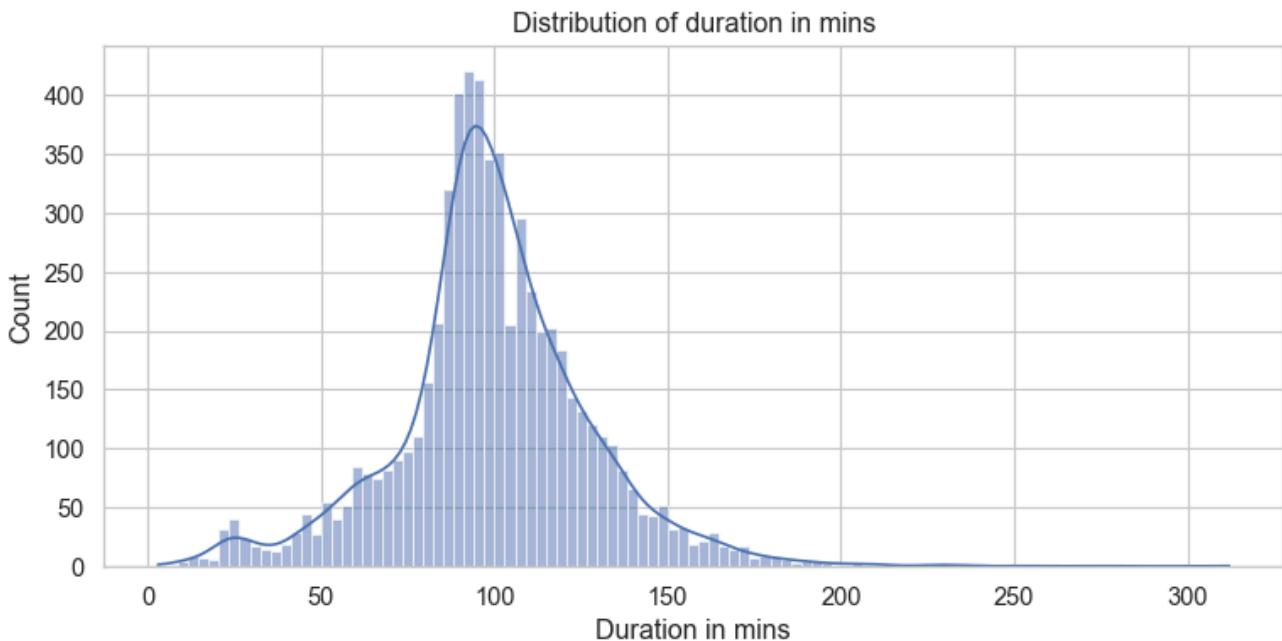
```

plt.figure(figsize=(9, 4))

sns.histplot(data=nf_df[fltr], x="duration_in_min", kde=True)
plt.xlabel("Duration in mins")
plt.title("Distribution of duration in mins")

```

```
plt.show()
```



```
duration_in_hrs = [-1, 60, 120, 180, 240, 300, 360]
duration_labels = [1, 2, 3, 4, 5, 6]
fltr = nf_df["duration_in_min"] != -1

nf_df["duration_in_hrs"] = pd.cut(
    nf_df.loc[fltr, "duration_in_min"],
    bins=duration_in_hrs,
    labels=duration_labels,
)

nf_df["duration_in_hrs"].value_counts().reset_index(name="count")
```

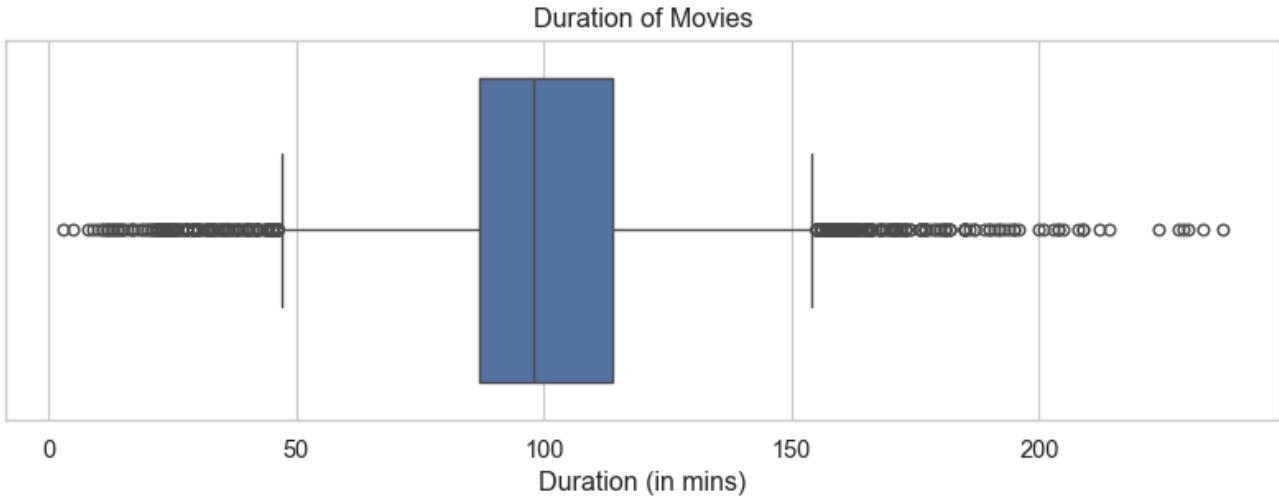
duration_in_hrs	count
0	2 4502
1	3 1095
2	1 487
3	4 44
4	5 2
5	6 1

Plot the boxplot after discarding the outliers with duration greater than 4 hours.

```
plt.figure(figsize=(10, 3))

fltr = (nf_df["duration_in_min"] != -1) & (nf_df["duration_in_hrs"] < 5)
sns.boxplot(data=nf_df[fltr], x="duration_in_min")
plt.xlabel("Duration (in mins)")
plt.title("Duration of Movies")

plt.show()
```



## 4.3 High Cardinality Features

### 1 Feature title

Identify common words used in the title using word cloud.

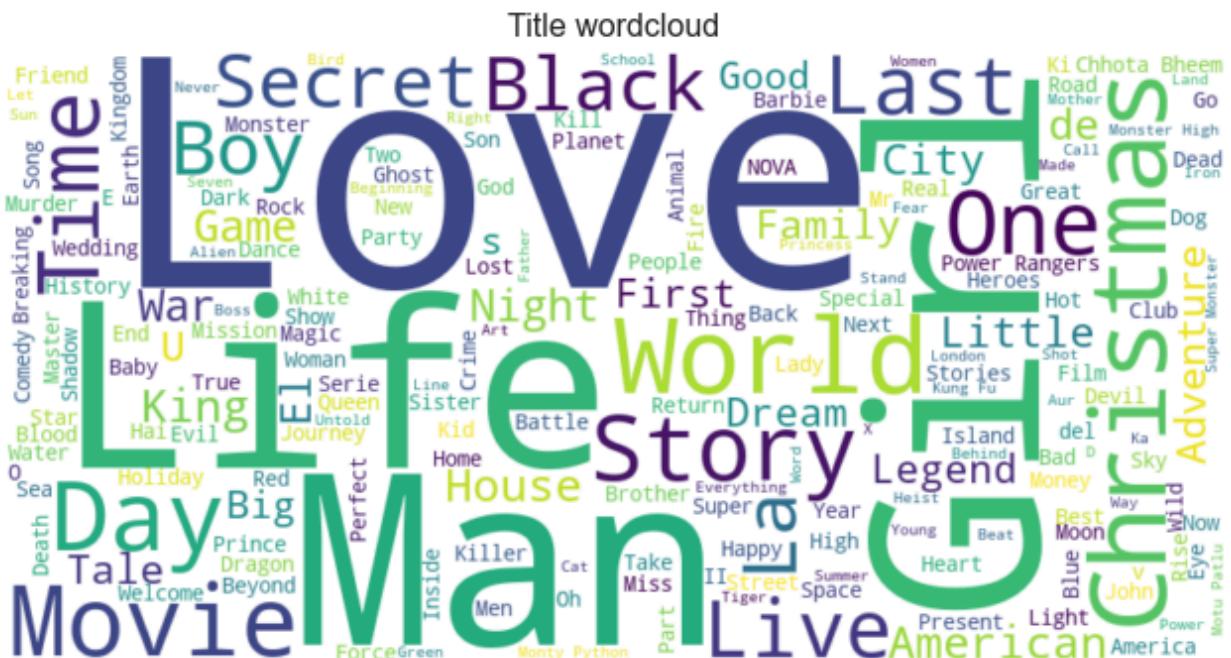
```
# Prepare text for word cloud.
title_text = " ".join(nf_df["title"].tolist())

# Build word cloud.
title_wc = WordCloud(width=800, height=400, background_color="white").generate(title_text)

plt.figure(figsize=(8, 4))

plt.imshow(title_wc, interpolation="bilinear")
plt.axis("off")
plt.title("Title wordcloud")

plt.show()
```



## Common words in title b/w Movies and TV-Shows.

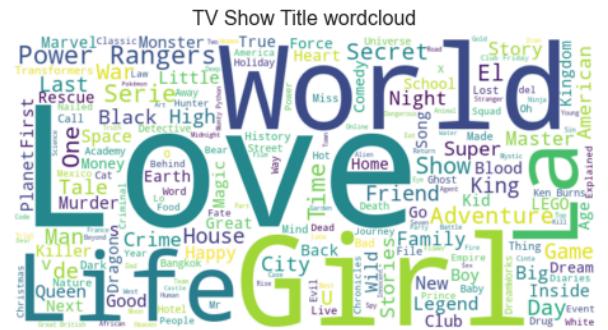
```
# Prepare text for word cloud.  
mov_text = " ".join(nf_df.loc[nf_df["type"] == "Movie", "title"].tolist())  
tvs_text = " ".join(nf_df.loc[nf_df["type"] == "TV Show", "title"].tolist())  
  
# Build word cloud.  
mov_wc = WordCloud(width=800, height=400, background_color="white").generate(mov_text)  
tvs_wc = WordCloud(width=800, height=400, background_color="white").generate(tvs_text)
```

```
plt.figure(figsize=(13, 6))

plt.subplot(1, 2, 1)
plt.imshow(mov_wc, interpolation="bilinear")
plt.axis("off")
plt.title("Movie Title wordcloud")

plt.subplot(1, 2, 2)
plt.imshow(tvs_wc, interpolation="bilinear")
plt.axis("off")
plt.title("TV Show Title wordcloud")

plt.show()
```



## Observations

Most common word used in the title of Movie or TV-Shows is "Love".

## 2 Feature director

## Top 10 Director's with most number of content

```
top_dirs = (
    nf_df.groupby("director")
    .agg(count=("title", "count"))
    .reset_index()
    .sort_values(by="count", ascending=False)
    .head(10)
)
top_dirs
```

	director	count
<b>3466</b>	Rajiv Chilaka	19
<b>1863</b>	Jan Suter,Raúl Campos	19
<b>4064</b>	Suhas Kadav	16
<b>2704</b>	Marcus Raboy	16
<b>1908</b>	Jay Karas	14
<b>765</b>	Cathy Garcia-Molina	13
<b>4467</b>	Youssef Chahine	12
<b>2771</b>	Martin Scorsese	12
<b>1905</b>	Jay Chapman	12
<b>4042</b>	Steven Spielberg	11

### Top 10 director's in TV-Shows

```
fltr = nf_df["type"] == "TV Show"

top_tvs_dirs = (
    nf_df[fltr]
    .groupby(["director"])
    .agg(count=("title", "count"))
    .reset_index()
    .sort_values(by="count", ascending=False)
    .head(5)
)
top_tvs_dirs
```

	director	count
<b>8</b>	Alastair Fothergill	3
<b>88</b>	Iginio Straffi	2
<b>86</b>	Hsu Fu-Chun	2
<b>196</b>	Shin Won-Ho	2
<b>201</b>	Stan Lathan	2

### Movies with most number of directors

```
fltr = nf_df["dir_count"] == 10
nf_df.loc[fltr, ["title", "director", "country", "release_year", "dir_count"]]
```

	<b>title</b>	<b>director</b>	<b>country</b>	<b>release_year</b>	<b>dir_count</b>
3485	Sturgill Simpson Presents Sound & Fury	Arthell Isom,Elsa Nakamichi,Hajime Sasaki,He... Don Quixote: The Ingenious Gentleman of La Mancha	United States	2019	10.0
6624	Kahlil Gibran's The Prophet	Alana Waksman,Austin Kolodney,Brandon Somerhal... Bill Plympton,Gaëtan Brizzi,Joan C. Gratz,Joan...	United States	2015	10.0
7164		Canada,France,Lebanon,Qatar,United States		2014	10.0

### 3 Feature cast

#### Director's favorite cast

Director who worked with same cast most number of times.

```
dir_fav_cast_df = (
    nf_df.groupby(["director", "type", "cast"])
    .size()
    .reset_index(name="count")
    .sort_values(by="count", ascending=False)
    .head(10)
)
dir_fav_cast_df
```

	<b>director</b>	<b>type</b>	<b>cast</b>	<b>count</b>
4194	Rajiv Chilaka	Movie	Jigna Bhardwaj,Julie Tejwani,Mousam,Rajesh Kav...	12
4255	Rathindran R Prasad	Movie	Aishwarya Rajesh,Avantika Vandana,Padmaja,Pa...	4
4547	S.S. Rajamouli	Movie	Anushka Shetty,Nassar,Prabhas,Ramya Krishnan,R...	4
1466	Edward Cotterill	Movie		Rachael Stirling 3
2252	Jay Karas	Movie		Bill Burr 3
3041	Louis C.K.	Movie		Louis C.K. 3
598	B. V. Nandini Reddy	Movie	Aishwarya,Jagapathi Babu,Lakshmi,Naga Shourya,...	3
540	Ashwin Saravanan	Movie	Anish Kuruvilla,David Solomon Raja,Parvathi T,...	3
179	Alastair Fothergill	TV Show		David Attenborough 3
3539	Mike Gunther	Movie	Bertrand-Xavier Corbi,Chris Mulkey,Fernando Ch...	3

#### Observations

1. Skipping first three rows since they are same content in different languages.

2. Edward Cotterill casted Rachael Stirling three time.

## 5 Bivariate Analysis

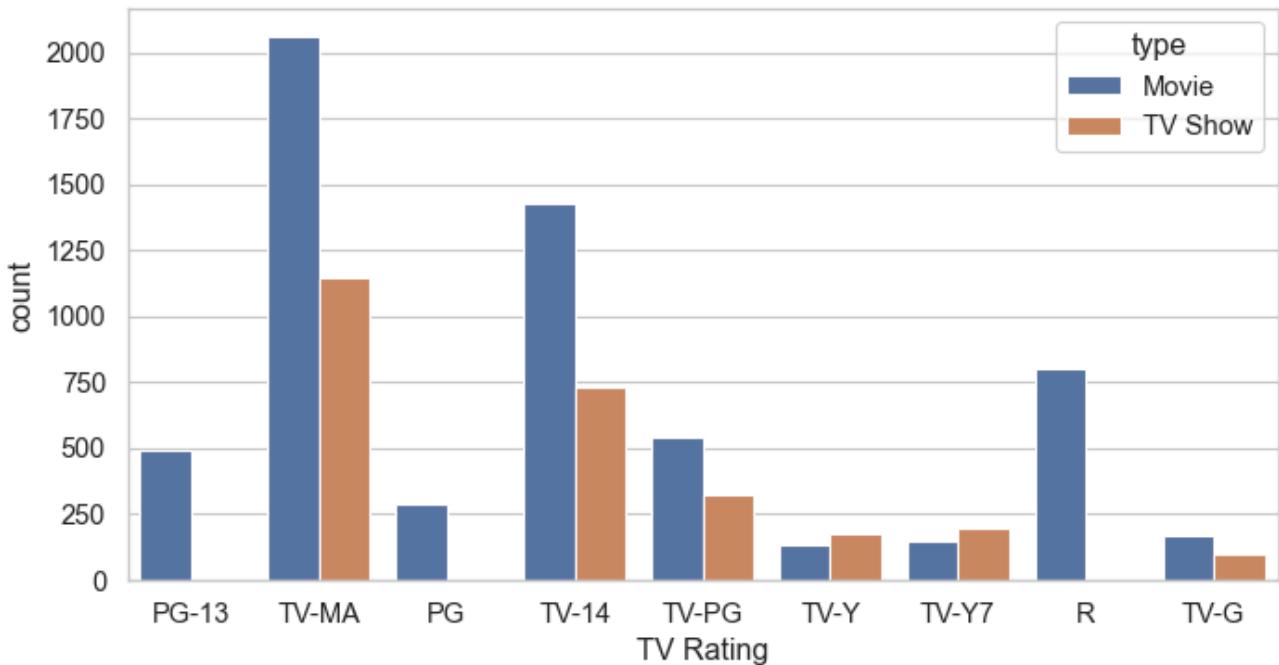
Under Bivariate Analysis lets analyze following combination of features.

1. Categorical vs Categorical
2. Categorical vs Numerical
3. Numerical vs Numerical

### 5.1 Categorical vs Categorical

#### 1 Features rating vs type

```
fltr = nf_df["rating"] != "NR" # Not Rated.  
  
plt.figure(figsize=(8, 4))  
sns.countplot(data=nf_df[fltr], x="rating", hue="type")  
plt.xlabel("TV Rating")  
  
plt.show()
```



#### Observations

1. More number of kid-friendly (TV-7, TV-Y7) TV-Shows are available compared to Movies.
2. Some ratings are specific to Movies, like PG-13 and R, hence no count for TV-Shows.

#### 2 Features country vs rating

```
top_5_countries = ["United States", "India", "United Kingdom", "Japan", "South Korea"]
```

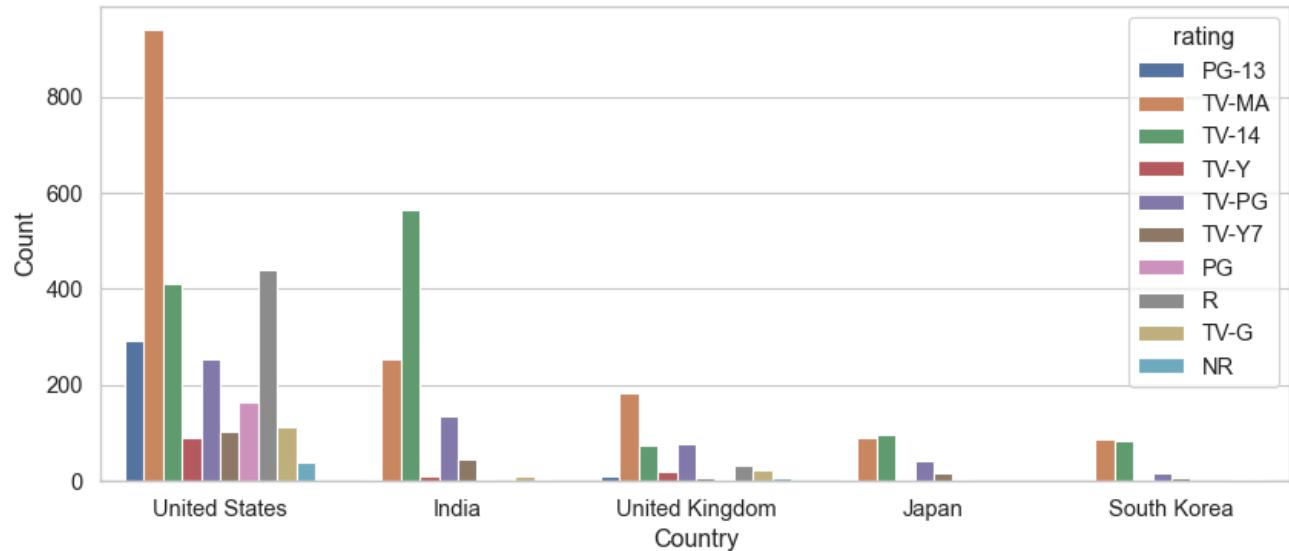
```

plt.figure(figsize=(10, 4))

fltr = (nf_df["rating"] != "NA") & (nf_df["country"].isin(top_5_countries))
sns.countplot(data=nf_df[fltr], x="country", hue="rating")
plt.xlabel("Country")
plt.ylabel("Count")

plt.show()

```



#### Observations

1. Since this rating system is followed in United States and United Kingdom, they have contents in every category.
2. Rest of the countries follow fewer rating categories and can be better visualized in below graphs.

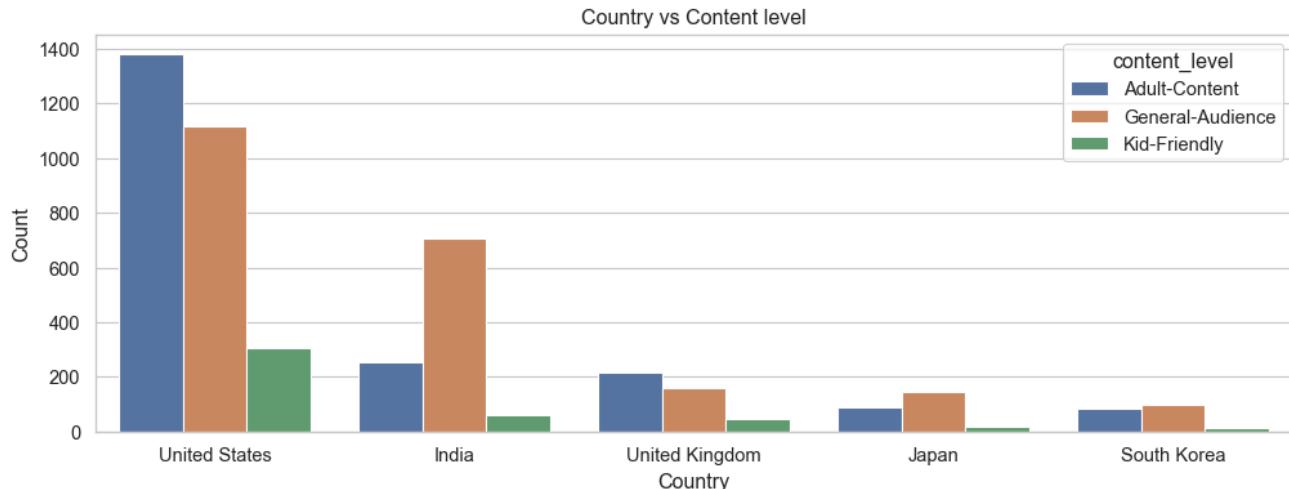
```

plt.figure(figsize=(12, 4))

fltr = nf_df["country"].isin(top_5_countries)
sns.countplot(data=nf_df[fltr], x="country", hue="content_level")
plt.xlabel("Country")
plt.ylabel("Count")
plt.title("Country vs Content level")

plt.show()

```



## Observations

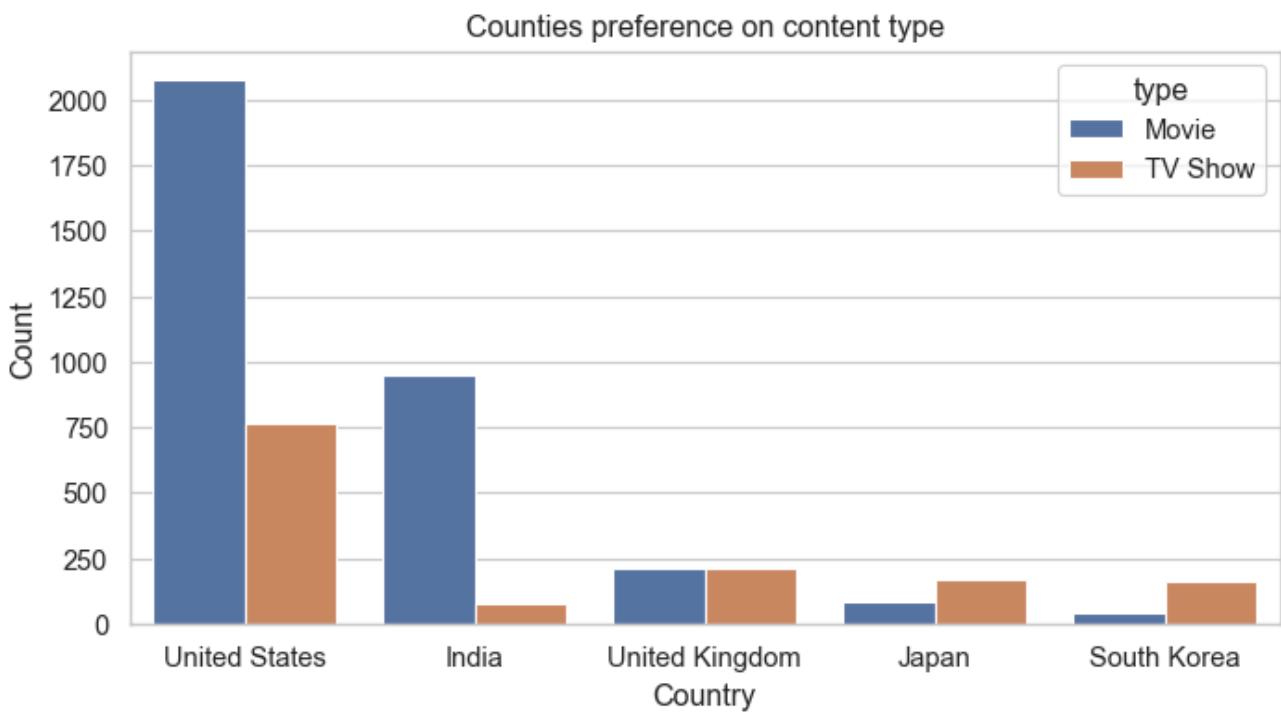
1. United States and United Kingdom produces the most Adult content.
2. India, Japan, South Korea mostly produces content suitable for general audience.

## 3 Features country vs type

```
plt.figure(figsize=(8, 4))

fltr = nf_df["country"].isin(top_5_countries)
sns.countplot(data=nf_df[fltr], x="country", hue="type")
plt.xlabel("Country")
plt.ylabel("Count")
plt.title("Counties preference on content type")

plt.show()
```



## Observations

1. United States and India prefers Movies over TV-Shows.
2. Japan, South Korea prefers TV-Shows over Movies.
3. United Kingdom prefers both type of contents.

## 4 Features country vs listed\_in

### Top 3 genres in Top 5 countries

```
fltr = nf_df["country"].isin(top_5_countries)

# Fetch all popular genres.
pop_genres = nf_df[fltr].groupby(["country"])["listed_in"].value_counts().reset_index()

# Fetch top 3 popular genres.
```

```
top_3_genres = pop_genres.groupby(["country"]).head(3)
top_3_genres.sort_values(by=["country", "count"], ascending=[True, False])
```

	country	listed_in	count
0	India	Comedies, Dramas, International Movies	121
1	India	Dramas, International Movies	119
2	India	Dramas, Independent Movies, International Movies	108
92	Japan	Anime Series, International TV Shows	75
93	Japan	Action & Adventure, Anime Features, Internatio...	32
94	Japan	Anime Series, Kids' TV	12
148	South Korea	International TV Shows, Korean TV Shows, Roman...	63
149	South Korea	Crime TV Shows, International TV Shows, Korean...	20
150	South Korea	International TV Shows, Korean TV Shows, TV Dr...	18
185	United Kingdom	Documentaries	41
186	United Kingdom	British TV Shows, Docuseries, International TV...	27
187	United Kingdom	British TV Shows, International TV Shows, Real...	23
286	United States	Documentaries	251
287	United States	Stand-Up Comedy	215
288	United States	Children & Family Movies, Comedies	90

## Observations

1. International Movies, Dramas, Comedies are most common genre among the content produced in India.
2. Japan loves Anime.
3. South Korea prefers TV Shows over movies.
4. United States and United Kingdom produces most number of Documentaries.

```
fltr = nf_df["country"].isin(top_5_countries)

pop_genre = (
    nf_df[fltr]
    .groupby(["country", "listed_in"])
    .agg(count=("title", "count"))
    .reset_index()
    .sort_values(by=["country", "count"], ascending=False)
)

top_genre = pop_genre.drop_duplicates(subset=["country"], keep="first")
top_genre
```

	country	listed_in	count
442	United States	Documentaries	251
239	United Kingdom	Documentaries	41
169	South Korea	International TV Shows, Korean TV Shows, Roman...	63
112	Japan	Anime Series, International TV Shows	75
31	India	Comedies, Dramas, International Movies	121

## 5.2 Categorical vs Numerical

### 1 Features `release_year` vs `country`

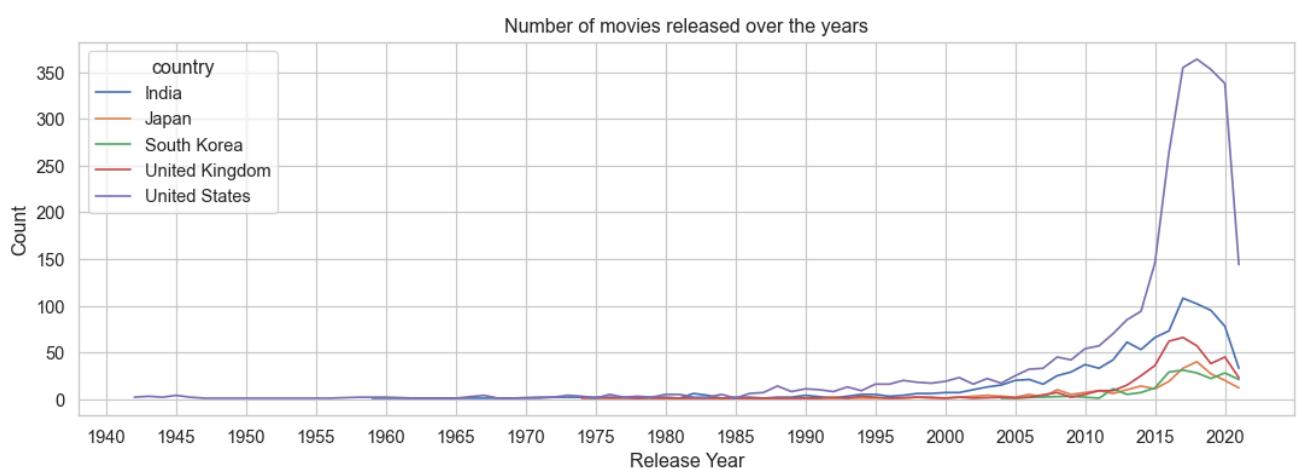
Number of movies released by top 5 countries over the years

```
release_history = (
    nf_df[nf_df["country"].isin(top_5_countries)]
    .groupby(["country"])["release_year"]
    .value_counts()
    .reset_index(name="count")
)

plt.figure(figsize=(13, 4))

sns.lineplot(data=release_history, x="release_year", y="count", hue="country")
plt.xlabel("Release Year")
plt.ylabel("Count")
plt.title("Number of movies released over the years")
plt.xticks(range(1940, 2025, 5))

plt.show()
```



Lets zoom into last 20 years of data.

```
plt.figure(figsize=(13, 4))

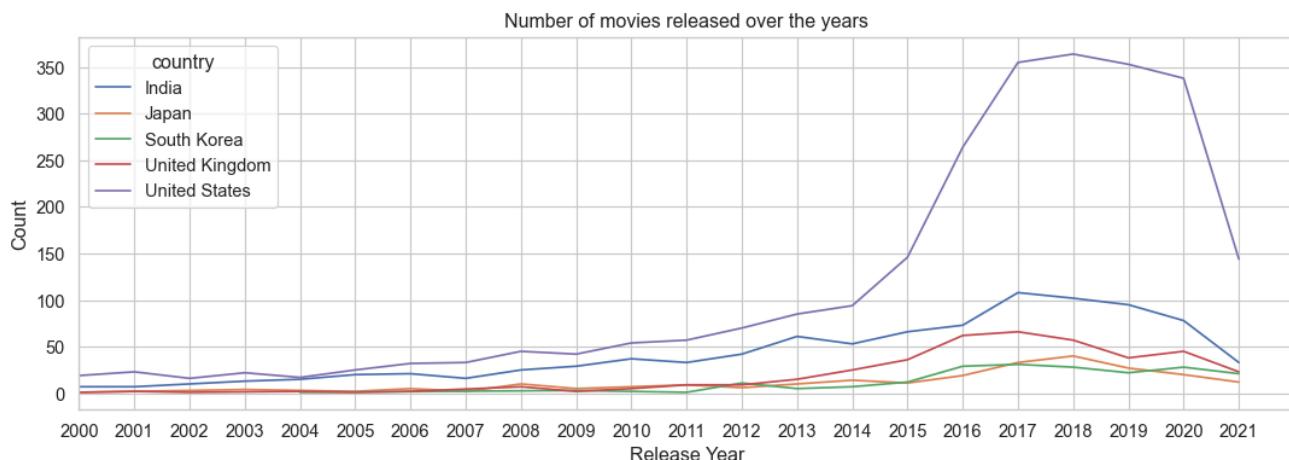
sns.lineplot(data=release_history, x="release_year", y="count", hue="country")
plt.xlabel("Release Year")
plt.ylabel("Count")
```

```

plt.title("Number of movies released over the years")
plt.xticks(range(2000, 2022))
plt.xlim(left=2000, right=2022)

plt.show()

```



## Observations

1. Pre pandemic, India was **3 years behind** in the amount of movies it releases compared to USA.
2. Pandemic might have **pushed back Hollywood by 6 years**.
3. Due to Covid-19 (post 2020) there was a sharp decline in number of movies released (except South Korea).
4. South Korea did not have a major impact in movie releases during pandemic.

## 2 Features `release_year` vs `type`

### Decade

Type of content (Movies vs TV-Show) released over the decade

```

release_decade = [0, 1980, 1990, 2000, 2010, 2020, 2030]
release_dlabels = ["<1980", "1981-90", "1991-00", "2001-10", "2011-20", ">2021"]
nf_df["release_decade"] = pd.cut(nf_df["release_year"], bins=release_decade, labels=release_dlabels)

```

### Quinquennium

Type of content (Movies vs TV-Show) released over the Quinquennium.

#### Note:

Quinquennium is a period of 5 years.

```

release_quinq = [0, 2000, 2005, 2010, 2015, 2020, 2025]
release_qlabels = ["<2000", "2001-05", "2006-10", "2011-15", "2016-20", ">2020"]
nf_df["release_quinq"] = pd.cut(nf_df["release_year"], bins=release_quinq, labels=release_qlabels)

```

### Decade vs Quinquennium

```

plt.figure(figsize=(13, 4))
plt.suptitle("Decade vs Quinquennium")

```

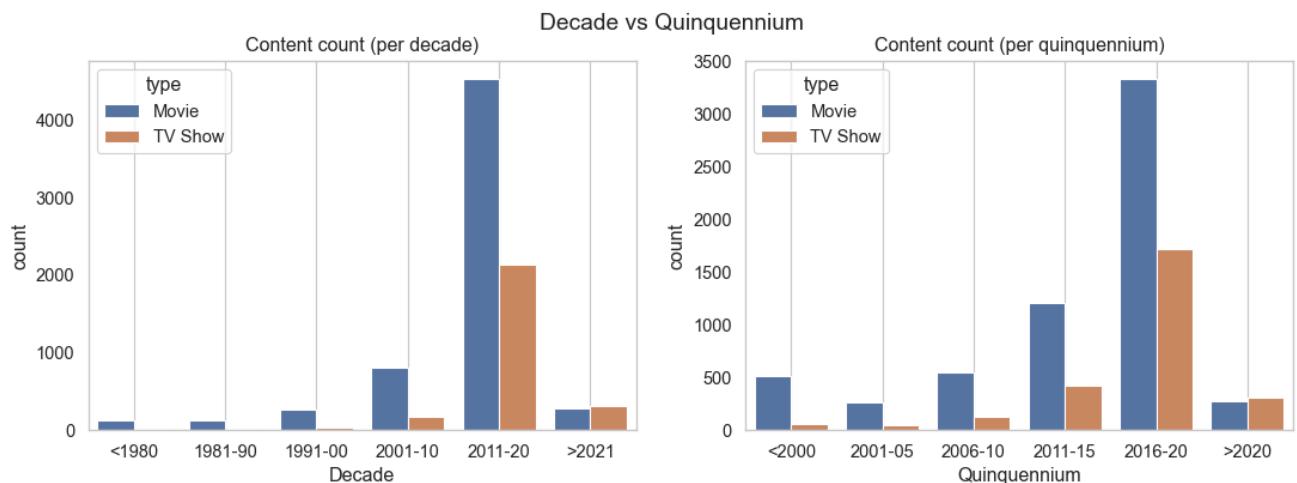
```

plt.subplot(1, 2, 1)
sns.countplot(data=nf_df, x="release_decade", hue="type")
plt.xlabel("Decade")
plt.title("Content count (per decade)")
plt.grid()

plt.subplot(1, 2, 2)
sns.countplot(data=nf_df, x="release_quinq", hue="type")
plt.xlabel("Quinquennium")
plt.title("Content count (per quinquennium)")
plt.grid()

plt.show()

```



### Observations

1. The number of TV-shows released has grown significantly over the decades.
2. The 2016–2020 quinquennium saw the highest number of TV show releases.

Trend of content-type (Movies vs TV-Show) released over the years

```

ry_count_df = nf_df.groupby(["release_year"])["type"].value_counts().reset_index(name="count")

```

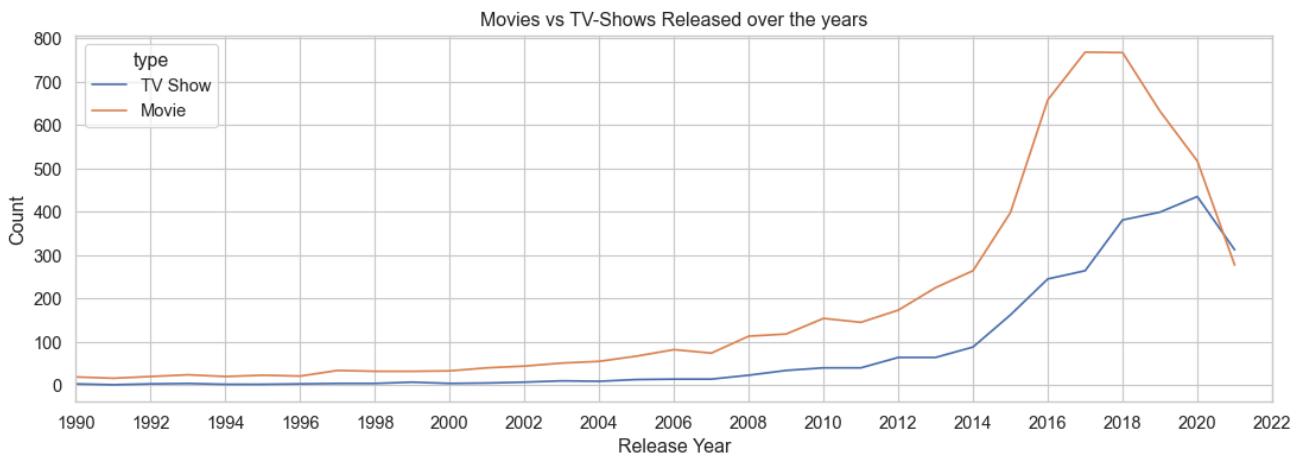
```

plt.figure(figsize=(13, 4))

sns.lineplot(data=ry_count_df, x="release_year", y="count", hue="type")
plt.xlabel("Release Year")
plt.ylabel("Count")
plt.title("Movies vs TV-Shows Released over the years")
plt.xticks(range(1990, 2024, 2))
plt.xlim(left=1990, right=2022)

plt.show()

```



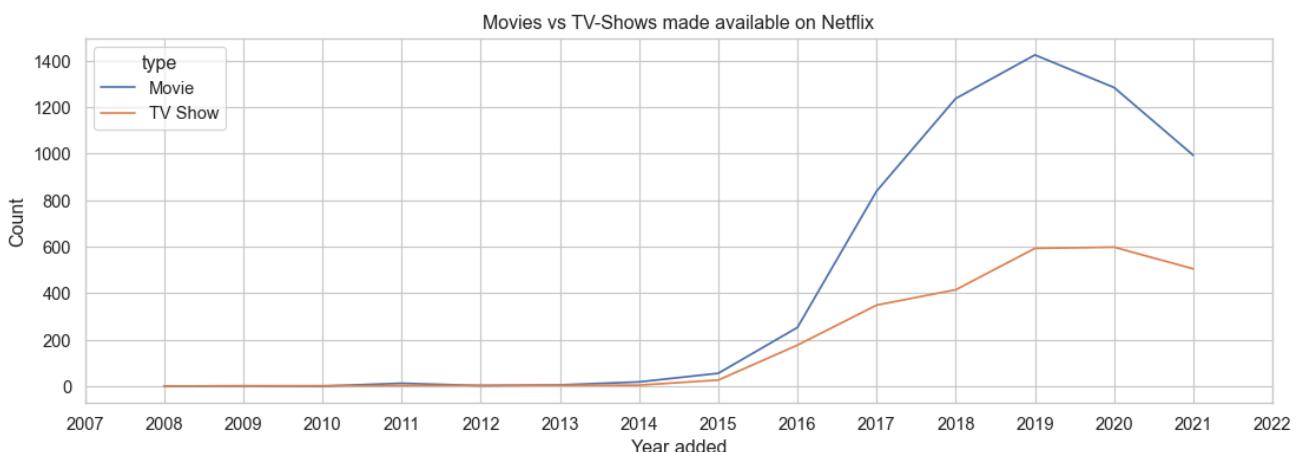
### 3 Features `date_added` vs `type`

Trend of content-type (Movies vs TV-Show) added to Netflix over the years

```
ya_count_df = nf_df.groupby(nf_df["year_added"])["type"].value_counts().reset_index(name="count")
plt.figure(figsize=(13, 4))

sns.lineplot(data=ya_count_df, x="year_added", y="count", hue="type")
plt.xlabel("Year added")
plt.ylabel("Count")
plt.title("Movies vs TV-Shows made available on Netflix")
plt.xticks(range(2007, 2024))
plt.xlim(left=2007, right=2022)

plt.show()
```



### Observations

Since 2016, Netflix is adding more Movies compared to TV-Shows.

Release trend vs Streaming trend

```
fltr1 = nf_df["release_year"] > 2006
ryc_df = (
    nf_df[fltr1].groupby(nf_df["release_year"])["type"].value_counts().reset_index(name="count")
```

```

fltr2 = nf_df["release_year"] > 2006
yac_df = nf_df[fltr2].groupby(nf_df["year_added"])["type"].value_counts().reset_index(name='Count')

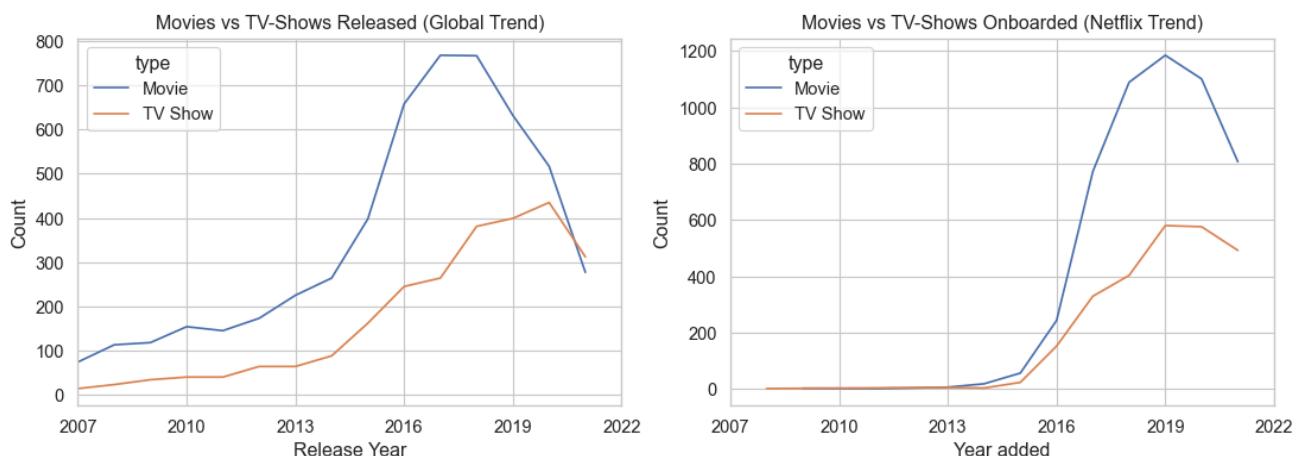
plt.figure(figsize=(13, 4))
ho_mtv = ["Movie", "TV Show"]

plt.subplot(1, 2, 1)
sns.lineplot(data=ryc_df, x="release_year", y="count", hue="type", hue_order=ho_mtv)
plt.xlabel("Release Year")
plt.ylabel("Count")
plt.title("Movies vs TV-Shows Released (Global Trend)")
plt.xticks(range(2007, 2023, 3))
plt.xlim(left=2007, right=2022)

plt.subplot(1, 2, 2)
sns.lineplot(data=yac_df, x="year_added", y="count", hue="type", hue_order=ho_mtv)
plt.xlabel("Year added")
plt.ylabel("Count")
plt.title("Movies vs TV-Shows Onboarded (Netflix Trend)")
plt.xticks(range(2007, 2023, 3))
plt.xlim(left=2007, right=2022)

plt.show()

```



## Observations

1. Until 2015, the trend at which Movies and TV-Shows were released did not match with the trend at which Netflix was onboarding its content.
2. Since 2015, Netflix is onboarding large number of Movies compared to TV-Shows and keeping up with the global trend.

## 4 Features `release_year` vs `content_level`

Content level released over the Quinquennium

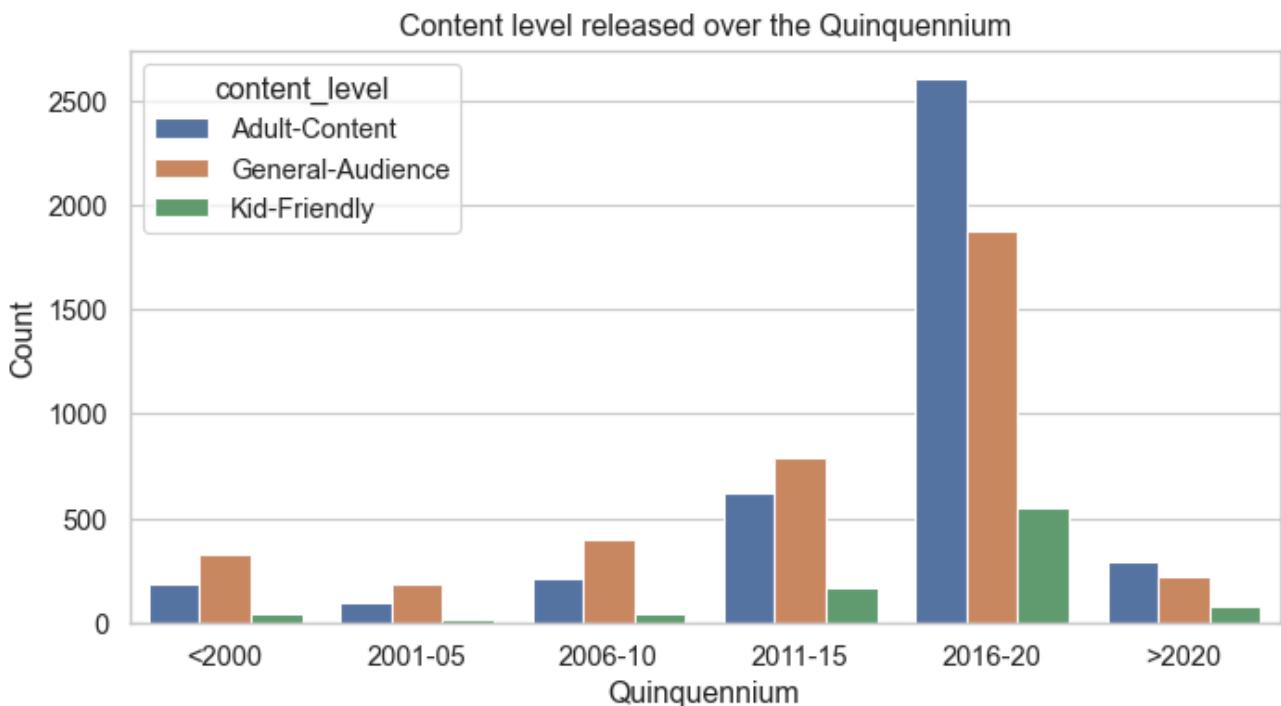
```

plt.figure(figsize=(8, 4))

sns.countplot(data=nf_df, x="release_quinq", hue="content_level")
plt.xlabel("Quinquennium")
plt.ylabel("Count")
plt.title("Content level released over the Quinquennium")

```

```
plt.show()
```

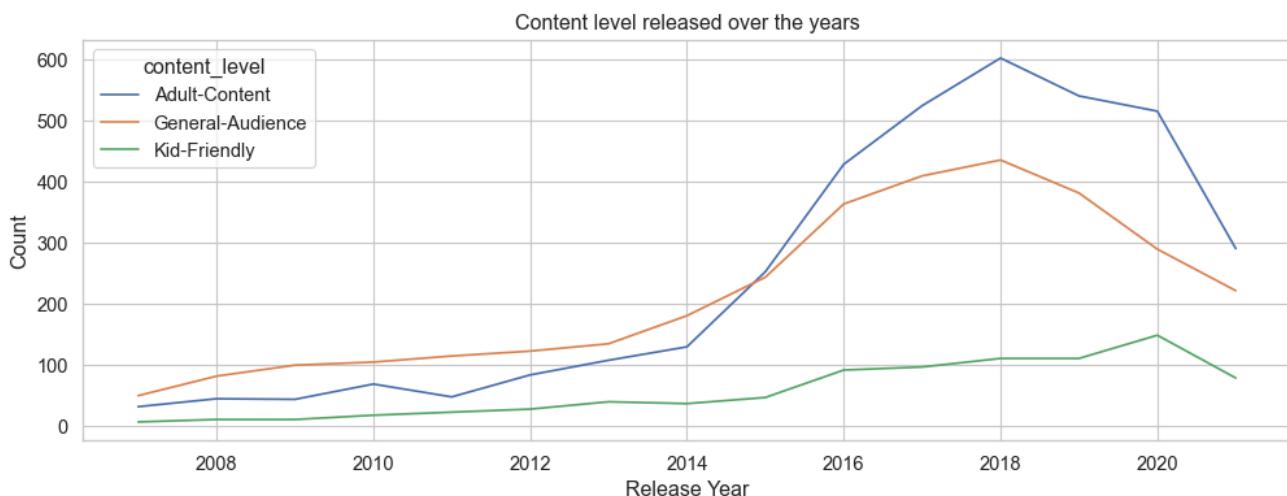


```
fltr = nf_df["release_year"] > 2006
cl_ry_df = (
    nf_df[fltr]
    .groupby(["release_year", "content_level"], observed=False)
    .agg(count=("title", "count"))
    .reset_index()
)
```

```
plt.figure(figsize=(12, 4))

sns.lineplot(data=cl_ry_df, x="release_year", y="count", hue="content_level")
plt.xlabel("Release Year")
plt.ylabel("Count")
plt.title("Content level released over the years")

plt.show()
```



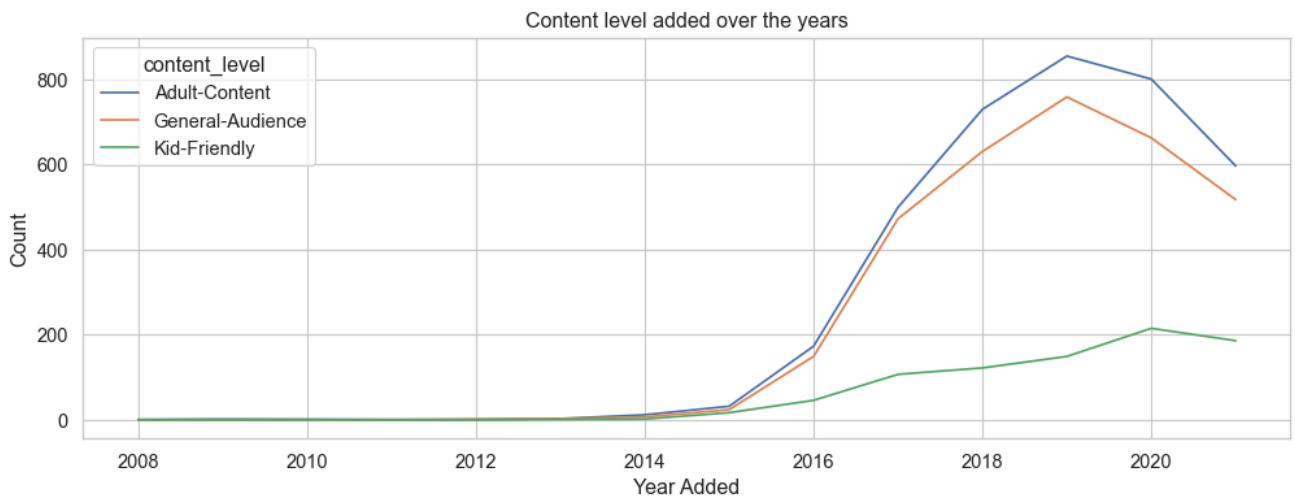
## 5 Features year\_added vs content\_level

```
fltr = nf_df["release_year"] > 2006
cl_ya_df = (
    nf_df[fltr]
    .groupby(["year_added", "content_level"], observed=False)
    .agg(count=("title", "count"))
    .reset_index()
)
```

```
plt.figure(figsize=(12, 4))

sns.lineplot(data=cl_ya_df, x="year_added", y="count", hue="content_level")
plt.xlabel("Year Added")
plt.ylabel("Count")
plt.title("Content level added over the years")

plt.show()
```

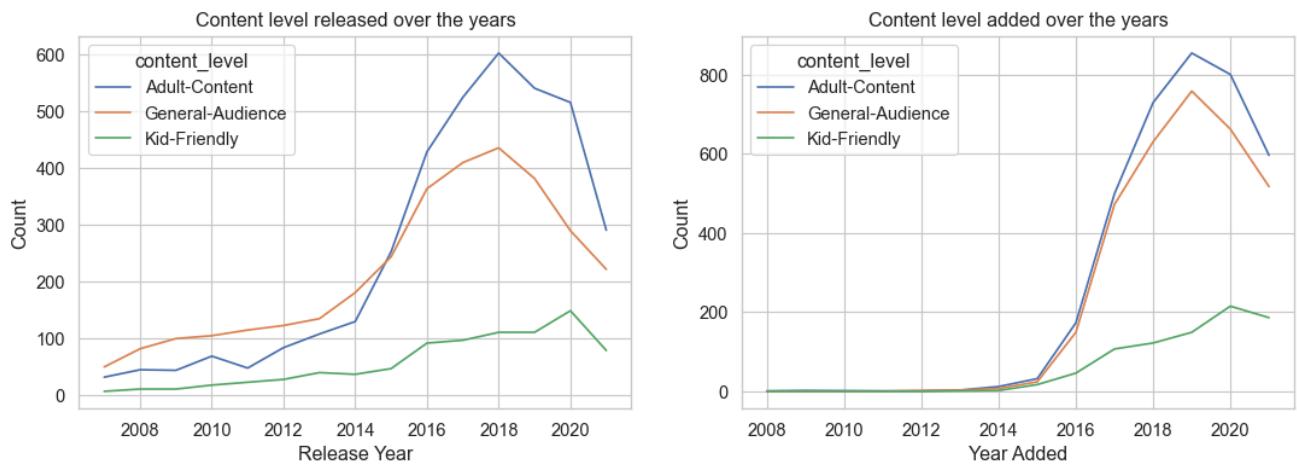


```
plt.figure(figsize=(13, 4))

plt.subplot(1, 2, 1)
sns.lineplot(data=cl_ry_df, x="release_year", y="count", hue="content_level")
plt.xlabel("Release Year")
plt.ylabel("Count")
plt.title("Content level released over the years")

plt.subplot(1, 2, 2)
sns.lineplot(data=cl_ya_df, x="year_added", y="count", hue="content_level")
plt.xlabel("Year Added")
plt.ylabel("Count")
plt.title("Content level added over the years")

plt.show()
```



#### Observations

1. Netflix is maintaining a healthy balance between the content suitable for general audience and adult content.
2. Netflix has added far less number of kid-friendly contents over the years.

### 5.3 Numerical vs Numerical

#### 1 Features `release_year` vs `duration`

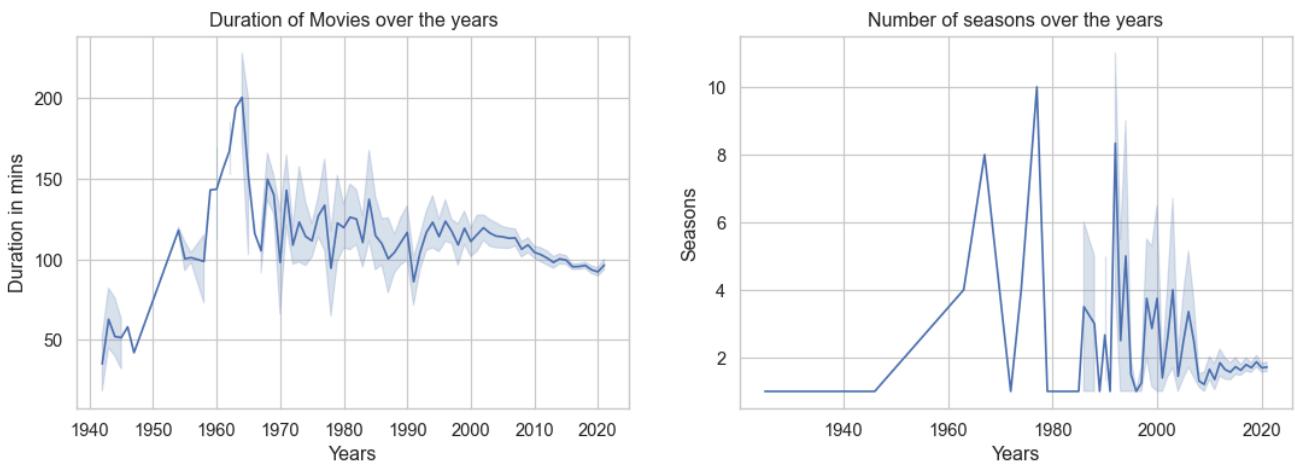
Duration of content over the years

```
plt.figure(figsize=(13, 4))

plt.subplot(1, 2, 1)
fltr1 = nf_df["duration_in_min"] != -1
sns.lineplot(data=nf_df[fltr1], x="release_year", y="duration_in_min")
plt.xlabel("Years")
plt.ylabel("Duration in mins")
plt.title("Duration of Movies over the years")

plt.subplot(1, 2, 2)
fltr2 = nf_df["duration_in_ssn"] != -1
sns.lineplot(data=nf_df[fltr2], x="release_year", y="duration_in_ssn")
plt.xlabel("Years")
plt.ylabel("Seasons")
plt.title("Number of seasons over the years")

plt.show()
```



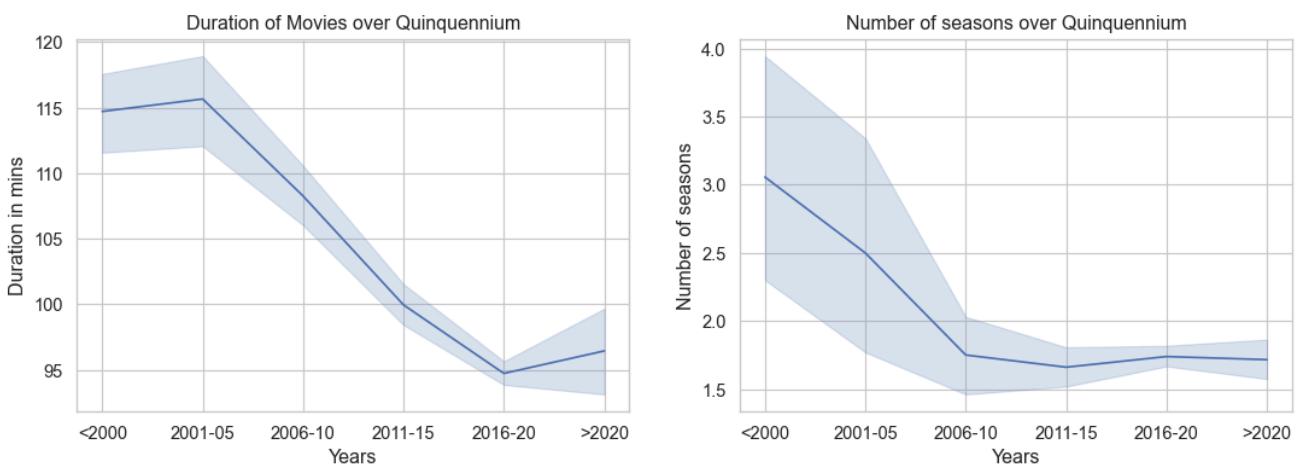
Lets zoom into last 20 years of data.

```
plt.figure(figsize=(13, 4))

plt.subplot(1, 2, 1)
sns.lineplot(data=nf_df[fltr1], x="release_quinq", y="duration_in_min")
plt.xlabel("Years")
plt.ylabel("Duration in mins")
plt.title("Duration of Movies over Quinquennium")

plt.subplot(1, 2, 2)
sns.lineplot(data=nf_df[fltr2], x="release_quinq", y="duration_in_ssn")
plt.xlabel("Years")
plt.ylabel("Number of seasons")
plt.title("Number of seasons over Quinquennium")

plt.show()
```



## Observations

- Over the years (1940-2021) average duration of Movies were in consistent.
- In last two decade the average is continuously falling with current average ~95 mins.
- Over the years (1960-2021) average number-of-seasons of TV-Shows were in consistent.
- In last two decade the average has reduced to 1 season per TV-Show.

## 2 Features `release_year` vs `date_added`

Netflix started its online streaming service since 2007.

Lets observe the delay (difference between release year `release_year` and streaming year `date_added`) in onboarding a content onto Netflix since its release.

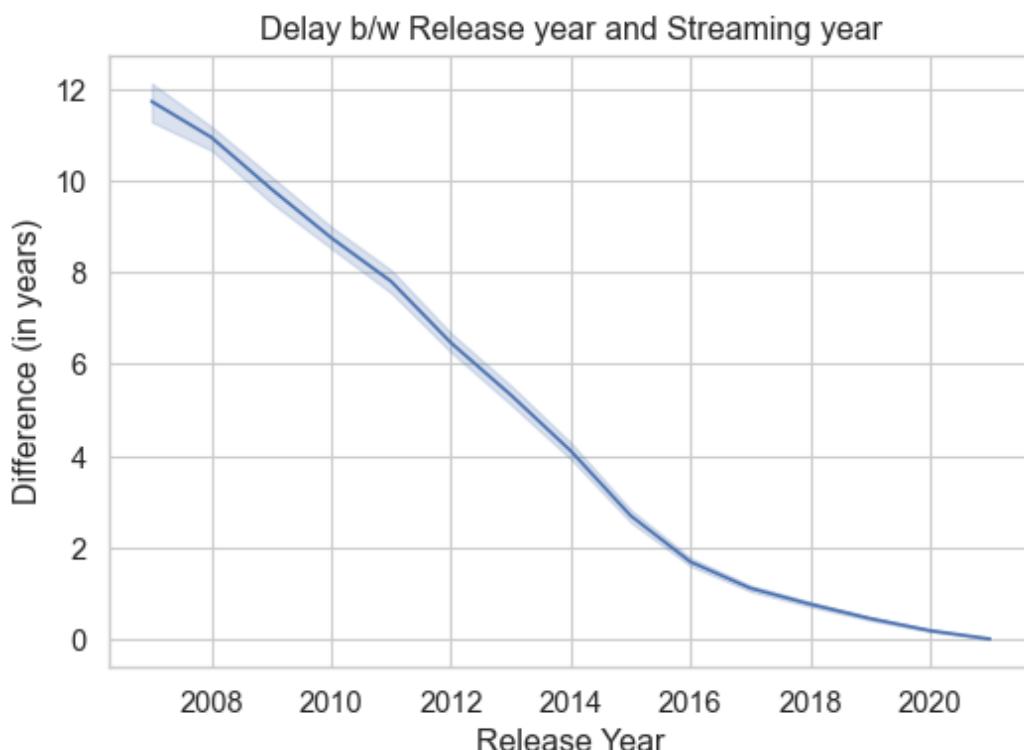
```
fltr = (nf_df["year_added"] > 2006) & (nf_df["release_year"] > 2006)

st_df = nf_df[fltr].copy() # Streaming DataFrame
st_df["delay"] = st_df["year_added"] - st_df["release_year"]

plt.figure(figsize=(6, 4))

sns.lineplot(data=st_df, x="release_year", y="delay")
plt.xlabel("Release Year")
plt.ylabel("Difference (in years)")
plt.title("Delay b/w Release year and Streaming year")

plt.show()
```



#### Observations

1. Over the years, there is a significant reduction in delay of onboarding new content into Netflix.
2. Since 2016 Netflix is offering latest content on its streaming platform.

## 6 Multivariate Analysis

Under Multivariate Analysis lets analyze following combinations of features:

1. Numerical vs Numerical vs Categorical
2. Categorical vs Categorical vs Numerical
3. Numerical vs Numerical vs Numerical

## 6.1 Numerical vs Numerical vs Categorical

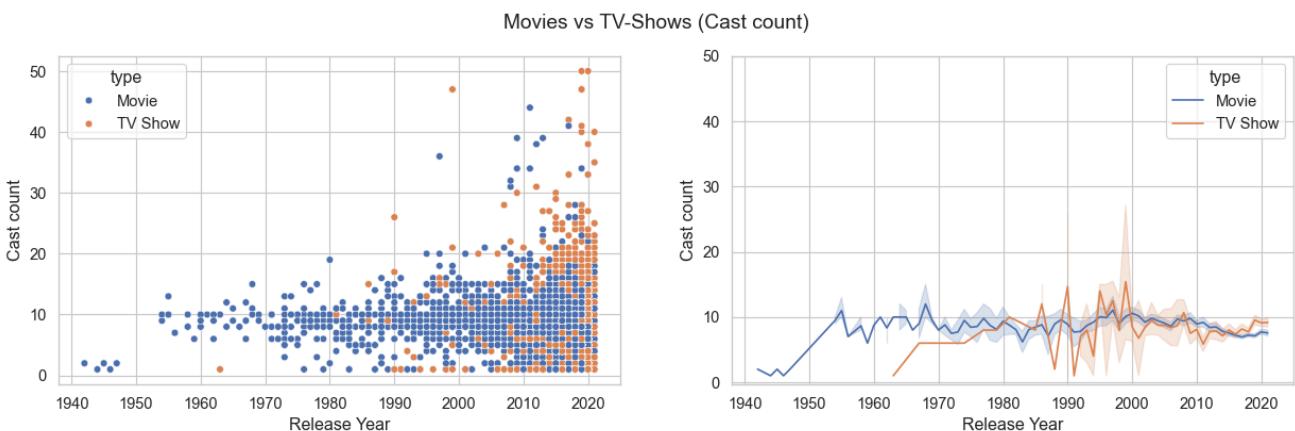
### 1 Features `release_year` vs `cast_count` vs `type`

```
plt.figure(figsize=(15, 4))
plt.suptitle("Movies vs TV-Shows (Cast count)")

plt.subplot(1, 2, 1)
sns.scatterplot(data=nf_df, x="release_year", y="cast_count", hue="type")
plt.xlabel("Release Year")
plt.ylabel("Cast count")

plt.subplot(1, 2, 2)
sns.lineplot(data=nf_df, x="release_year", y="cast_count", hue="type")
plt.xlabel("Release Year")
plt.ylabel("Cast count")
plt.yticks(range(0, 60, 10))

plt.show()
```



#### Observations

1. TV-Shows have higher cast count compared to Movies.
2. Over the years number of casts (popular) in TV-Shows are increasing but the movies have consistent number of popular casts.

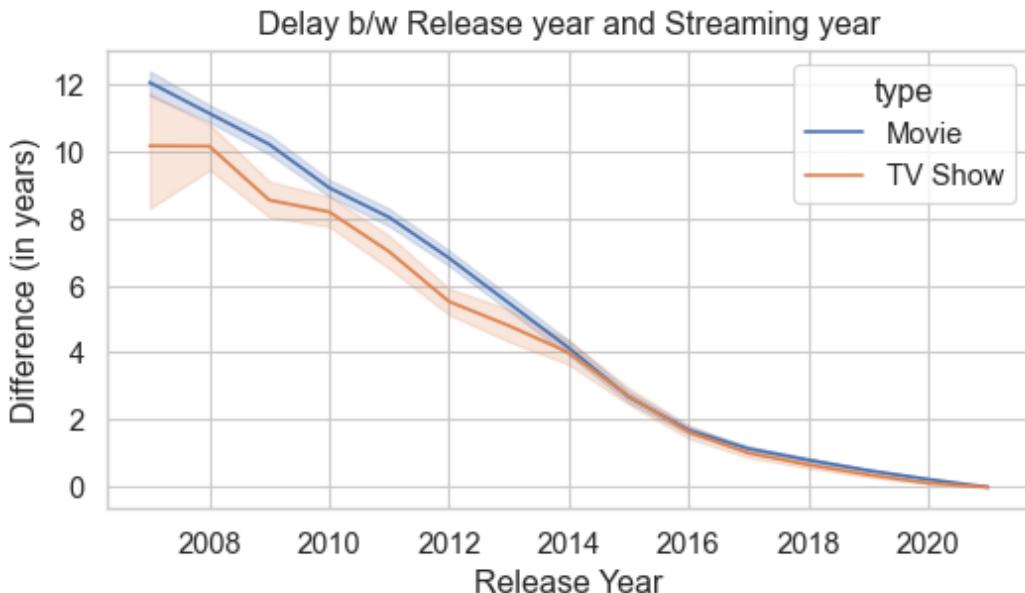
### 2 Features `release_year` vs `date_added` vs `type`

Lets observe the delay in onboarding a Movie vs TV-Show onto Netflix since its release.

```
plt.figure(figsize=(6, 3))

sns.lineplot(data=st_df, x="release_year", y="delay", hue="type")
plt.xlabel("Release Year")
plt.ylabel("Difference (in years)")
plt.title("Delay b/w Release year and Streaming year")

plt.show()
```



#### Observations

TV-Shows are onboarded sooner after its release compared to Movies.

## 7 Conclusion

Lets conclude this EDA by summarizing the Business Insights and Recommendations.

### 7.1 Business Insights

Summary of business insights derived from above EDA is listed under below sections.

1. Interesting Patterns
2. Content Insights
3. Market / Demographic Insights

#### 1 Interesting Patterns

1. Since 2007, Netflix's inception of streaming service, difference between release year and streaming year (year when content started streaming) have drastically reduced indicating that **Netflix is offering latest content** to its viewers.
2. Netflix is maintaining a healthy balance between the contents suitable for general-audience and adult-content but has added far less number of kid-friendly contents over the years.
3. Pandemic might have **pushed back Hollywood by 6 years**.
4. South Korea did not have a major impact in movie releases during pandemic.
5. TV-Shows are onboarded sooner after its release compared to Movies.

#### 2 Content Insights

1. Netflix library is made up of 70% movies and 30 % TV-Shows.
2. Since 2015, Netflix is adding more Movies compared to TV-Shows.
3. Content demographics:
  - A. 46% of the contents are only suitable for Adults

- B. 54% of the contents are suitable for general audience.
  - C. only 10% of its contents are suitable for kids.
4. More number of kid-friendly (TV-7, TV-Y7) TV-Shows are available compared to Movies.
5. Some common genres found in the content are:
- A. Action Adventure
  - B. Comedies Dramas
  - C. Documentaries
  - D. Dramas
6. Common genres in Movies: Action Adventure, Comedies Drama, Dramas, Family content, Documentaries, etc.
7. Common genres in TV-Shows: Action Adventure, Anime Series, Comedies, Dramas, Crime, Reality, etc.
8. The number of TV-Shows released has grown significantly over the decades.

### 3 Market / Demographic Insights

- 1. Based on the content count, Netflix is majorly streaming content for these countries:
  - A. United States
  - B. India
  - C. United Kingdom
  - D. Japan
  - E. South Korea.
- 2. 42% of its content is produced in United States and remaining 58% are from other countries.
- 3. Countries that collaborated the most number of time:
  - A. United Kingdom and United States collaborated 123 time to produce content.
  - B. Canada and United States collaborated 120 time to produce content.
- 4. Post pandemic, there is a significant reduction in total number of movies released by Hollywood (USA).

## 7.2 Recommendations

Since dataset **does not contain any user (viewer) feedbacks** these recommendations are mostly based on the nature of content acquired over the years on the platform.

- 1. Most of the content is Netflix library is focused at US audience. In order to diversify the market, Netflix must stream more local content. As seen post pandemic number of movies produced by USA has drastically reduced. Focusing heavily one market is not sustainable for a business.
- 2. Content must be tailored to the taste of viewers from different countries. For example:
  - A. United States and India releases more Movies compared to TV-Shows.
  - B. Japan and South Korea releases more TV-Shows compared to Movies.
- 3. Continue the current trend of acquiring latest content with minimal delay between release date and streaming date.
- 4. Continue the current balance maintained between the general-audience-content and adult-content but also increase kid-friendly content.
- 5. In last 20 years the average duration of a content has reduced to ~95 minutes, hence Netflix must acquire content lower/close this limit.