Netflix Data Analysis Report
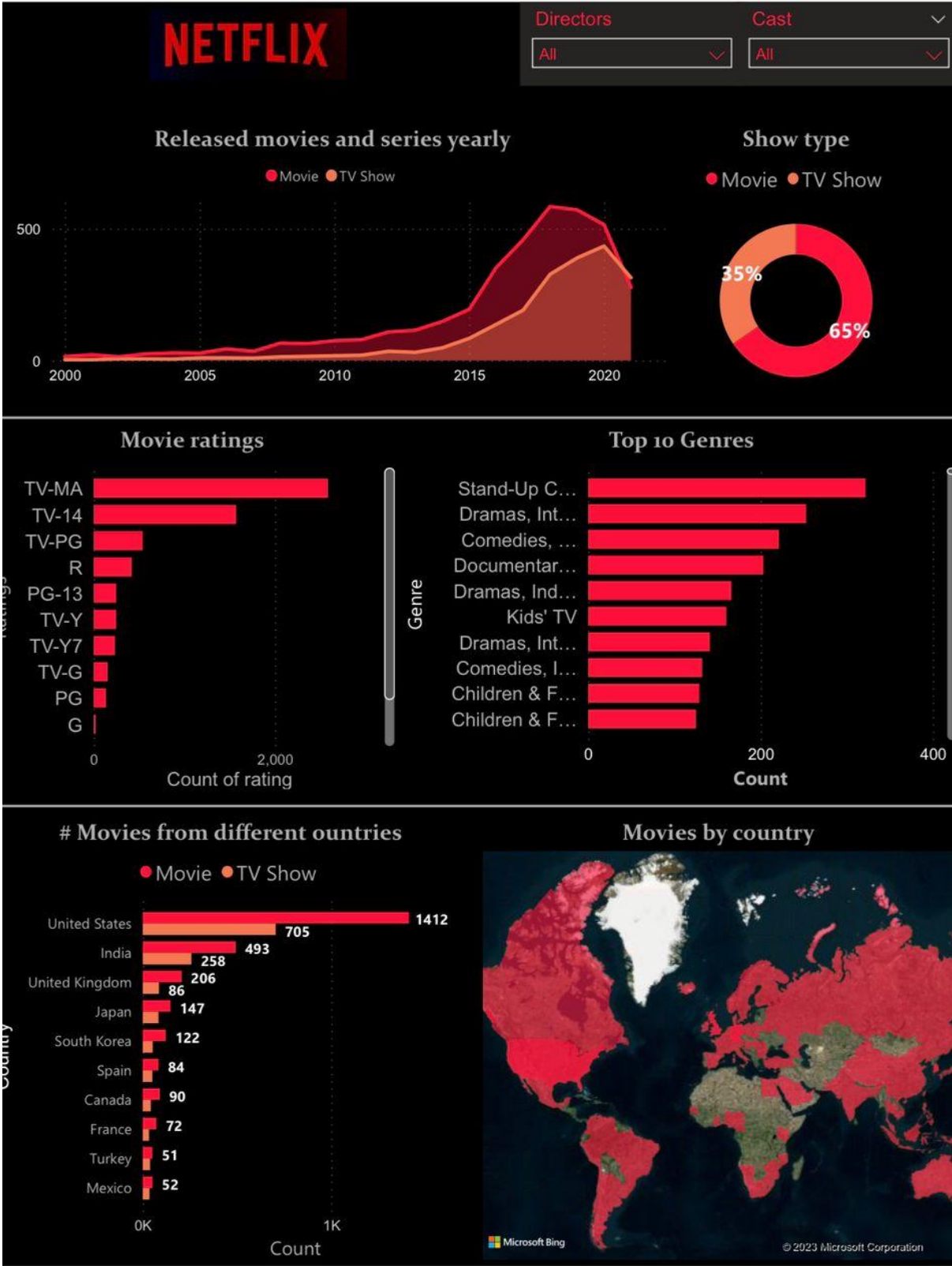**Prepared by: Adekemi Kadri**

Introduction: Netflix is an online streaming platform with a wide variety of movies and TV shows available to its users. In this project, we analyse a dataset with information about the movies and TV shows available on Netflix. The dataset has 8800 rows and 12 columns, and we will use data visualisation tools to explore it.

Data Cleaning: Before visualising the data, we cleaned the dataset using Excel. We removed duplicates and delete rows with blank values to ensure that the dataset is accurate and reliable.

Insights: After cleaning the data, we gained several insights from the dataset. Here are some of the key findings:

★ **Types of Content**: The dataset shows that there are more movies than TV shows available on Netflix.

★ **Targeted Audience**: Most of the shows on Netflix are targeted towards mature audiences.

★ **Countries with the Most Movies**: The top three countries with the highest number of movies on Netflix are the USA, India, and the United Kingdom. In contrast, African countries have the least number of movies on Netflix.

★ **Yearly Increase**: The number of movies on Netflix has been increasing yearly since 2000, indicating the platform's continued growth and success.

★ **Director**: The directors with the highest number of movies on Netflix are mostly from India, suggesting a strong presence of Indian movies on the platform.

★ **Genres**: The top three genres on Netflix are Stand Up Comedy, Drama, and Comedies, highlighting that Netflix has many comedy movies.

Data Visualization: To help visualise these insights, I used Power BI. I created several charts and graphs to highlight the key findings from the dataset. For example, we created a doughnut chart to show the number of movies vs. series on Netflix, a map chart to display the countries with the most movies, and a line chart to show the yearly increase in the number of movies available on Netflix.

NETFLIX

Released movies and series yearly

● Movie ● TV Show

500

0

2000   2005   2010   2015   2020

Show type

● Movie ● TV Show

35%   65%

Movie ratings

TV-MA
TV-14
TV-PG
R
PG-13
TV-Y
TV-Y7
TV-G
PG
G

0   2,000
Count of rating

Top 10 Genres

Stand-Up C…
Dramas, Int…
Comedies, …
Documentar…
Dramas, Ind…
Kids' TV
Dramas, Int…
Comedies, I…
Children & F…
Children & F…

0   200   400
Count

Movies from different ountries

● Movie ● TV Show

United States   1412
                 705
India   493
                 258
United Kingdom   206
                 86
Japan   147
South Korea   122
Spain   84
Canada   90
France   72
Turkey   51
Mexico   52

0K   1K
Count

Movies by country

Microsoft Bing   © 2023 Microsoft Corporation

Conclusion: In conclusion, the analysis of the Netflix dataset provided several valuable insights. We observed that the platform has more movies than TV shows(series), and most of the content is targeted towards mature audiences. Furthermore, India has a strong presence on Netflix, and Standup Comedy, Drama, and Comedies are the top genres. The findings can be used by Nextfix to optimise its content strategy and provide its users with more relevant and engaging content.

APPENDIX

Ratings	Meaning
TV-MA	For mature audience
TV-14	For ages 14 and above
TV-PG	Parental Guidance Suggested
R	Restricted, may be not suitable for ages under 17
TV-Y	Appropriate for all children
PG-13	Maybe not suitable for under 13
TV-Y7	Suitable for ages 7 and above
TV-G	Suitable for general audience
PG	Parental guidance suggested
G	Suitable for general audience
NR	Not rated
NC-17	Not suitable for ages under 17