Netflix - Data Exploration and Visualisation

Netflix is a leading global streaming platform with over 222 million subscribers worldwide. To maintain its position and expand its reach, Netflix needs to create content that resonates with diverse audiences across different countries.

Problem:

This project aims to analyse Netflix's existing content library through data exploration and visualization to gain insights for optimizing its content strategy. The analysis will focus on understanding:

- **Content Distribution:** Identifying the types of content (movies vs. TV shows) currently available in different countries. This will help determine if there are any geographical biases and potential gaps in content offerings.
- **Content Trends:** Analyzing how content volume and release patterns have changed over time (past 20-30 years) for both movies and TV shows. This will help identify emerging trends and adjust production strategies accordingly.
- **Content Performance:** Exploring factors that might influence content performance, such as release timing, cast, director involvement, and genre. This can reveal patterns for maximizing audience engagement.
- **Content Focus:** Determining if Netflix has shifted its focus towards TV shows or movies in recent years. This will help assess the overall content balance and inform future content acquisition or production decisions.