



### **Business Problems Addressed**

1. Analysed the total number of titles and structure of the dataset to understand the size and composition of the Netflix catalog.
2. Checked key fields such as director, country, cast, and rating to evaluate the completeness and reliability of content data.
3. Calculated missing value percentages to understand their impact on content analysis and reporting accuracy.
4. Cleaned and standardized the dataset by handling missing values to prepare it for reliable analysis.
5. Compared the number of movies and TV shows to understand Netflix's overall content mix.
6. Studied content additions by release year to identify growth trends in the catalog over time.
7. Identified top content-producing countries to understand regional contribution to the Netflix platform.
8. Analysed content ratings to understand how Netflix targets different audience age groups.
9. Examined popular genres to identify dominant content categories and viewer preferences.
10. Compared duration patterns of movies and TV shows to understand differences in content formats.
11. Analysed yearly trends by content type to observe shifts in Netflix's content strategy.
12. Identified directors with the highest number of titles to understand frequent content collaborations.
13. Measured the number of recent releases to assess Netflix's recent content expansion.
14. Analysed season counts of TV shows to understand common episode and binge-watching patterns.
15. Evaluated missing country information to identify limitations in geographic content analysis.
16. Compared ratings across movies and TV shows to study audience segmentation by format.
17. Performed keyword-based analysis on titles to explore common themes and content positioning.