Exploring the Netflix Catalog: A Deep Dive into Movies and TV Shows

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Dataset:

For the purpose of this assignment I used the Netflix dataset available on Kaggel. The dataset contains information about movies and TV-shows available on Netflix up until 2021. The dataset contains 8790 rows and 10 columns. This dataset provides a detailed look at Netflix as a company, its trends, and strategies.

Statistical Summary:

In the Netflix Dataset there are around 69.69% movies and 30.31% TV-shows from which we can assume that majority of the Netflix audience like movies instead of long running seasons.
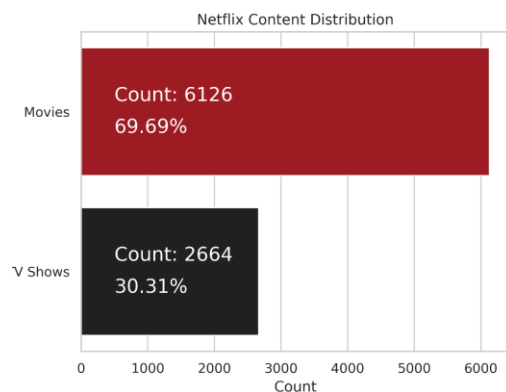
79 different countries contribute to the Netflix movie library where as it has TV- shows from 59 different countries.

In this vast collection of movies and TV-shows, Netflix has some old content as well. It has movie from 1942 and TV- show from 1925. This analysis reflect on Netflix strategy of including audience who appreciate classic films.

Statistics	Movies	TV Shows
Total	6126	2664
Unique Directors	4355	226
Unique Countries	79	59
Unique Genres	278	235
Earliest Release Year	1942	1925
Latest Release Year	2021	2021
Earliest Added Year	2008	2008
Latest Added Year	2021	2021
Max Duration	312 mins (Black Mirror: Bandersnatch)	17 Seasons (Grey's Anatomy)
Min Duration	3 mins (Silent)	1 Seasons (Ganglands)
Average Duration	99.58 mins	1.75 Seasons

By analyzing the runtime of both movies and TV-shows result shows the longest movie, "Black Mirror: Bandersnatch," runs for 5 hours and 12 minutes which is an interactive film that allow viewers to make choices that influence the storyline, making each viewing experience unique and engaging. The longest TV show has 17 seasons, "Grey's Anatomy". Distribution of movie runtime shows that vast majority of the movies have run time around 1hr and 40mins which is considered as an average runtime of movie. Nonetheless Netflix has a fair distribution of movies with different run times. Whereas most of the TV-shows has only one season because they might be limited series or miniseries that were designed to tell a complete story in a single season.
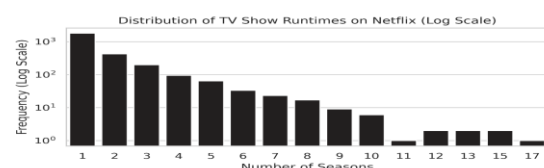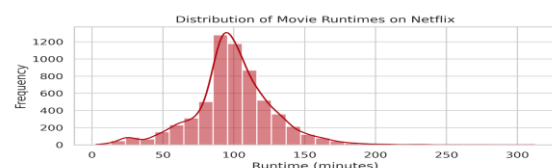
Analysis by Countries:

Normalized Number of Movies on Netflix by Country
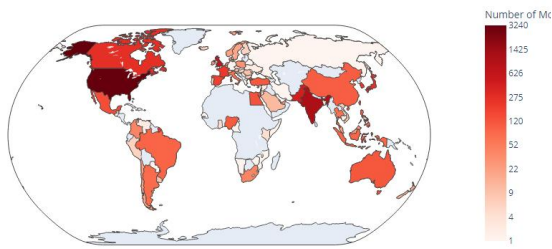
By exploring the Dataset distribution by its origin or country, it is clearly visible from fig[] that the Netflix has a wide and diverse range of movies and TV-shows from almost all around the world. When we look at the top 10 countries with the most Netflix content (fig[]), the United States and India are at the forefront. The United States, being the home country of Netflix, naturally has a significant amount of content and Hollywood is one of the biggest film industries. India, on the other hand, has a rich and diverse film industry, which contributes to its high ranking.

Top 10 Countries with the Most Movies on Netflix
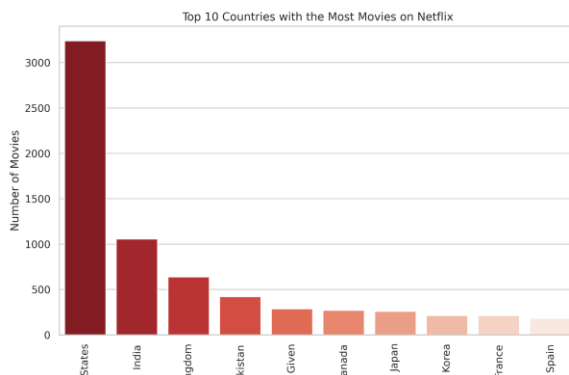
Analysis by month:

Netflix add movies and TV-shows all around the year but after doing monthly analysis, the fig[] demonstrates the spike in July where we have our summer holiday and in December which is the month of Christmas, reflecting the Netflix's strategy to cater to increased viewer activity during holiday season

Distribution of Netflix Additions by Month
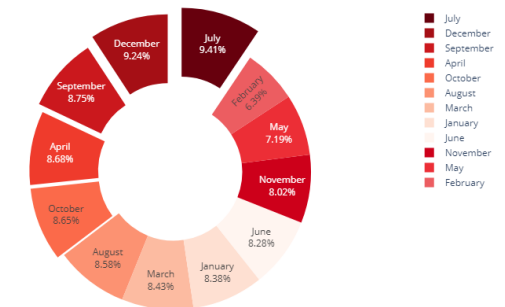
Analysis of Rating:

Netflix primarily offers content for adult audience with a significant focus on teenage-oriented movies and TV-shows. On the other hand, there is a noticeable lack of content for the kids in both movies and TV-shows. This reflects that the Netflix target audience is mostly adult and teenagers. This analysis shows the potential for Netflix to include more diverse shows, targeting wide range of audience.

Rating distribution by Film & TV Show
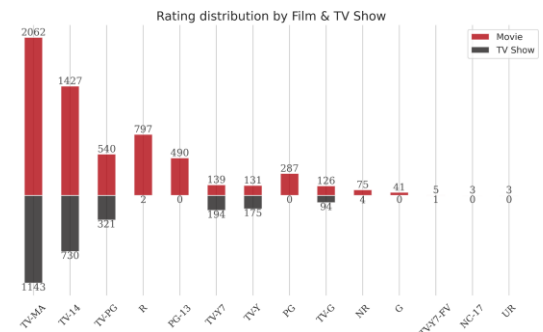
Analysis of Release and added Year:

From 2000 to 2012, Netflix's release of movies was relatively slow. However, from 2012, there was a gradual increase in movie release, peaking between 2015 and 2017. From 2018, there was

a noticeable decline, likely influenced by the COVID-19 pandemic.

While Netflix started adding content in 2009 which was already released years before, the years between 2015 and 2019 witnessed a significant rise in content additions, followed by a decrease from 2019 to 2021. The fast growth of content on Netflix from 2015 reflects its rising popularity during this period.

In contrast, the addition of TV shows saw a steady increase over the years. However, there was a dip observed in both TV shows and movies in 2020 and 2021, which can be attributed to the pandemic's disruption of the entertainment industry.