

Netflix Data Analysis Report

This report provides a comprehensive analysis of Netflix's dataset, exploring trends, patterns, and insights into the type of content available on the platform. The analysis covers aspects such as content distribution, genre popularity, release trends, and machine learning predictions.

1. Content Type Distribution

The dataset contains two types of content: Movies and TV Shows. Movies represent the majority of the dataset, indicating Netflix's focus on movie content. TV Shows comprise a smaller portion but still constitute a significant share.

2. Top Countries Producing Content

The analysis revealed that the United States dominates in content production on Netflix, followed by India and the United Kingdom. This highlights Netflix's focus on markets with high content demand.

3. Ratings Distribution

Netflix content spans a wide range of ratings, catering to diverse audiences. The most common ratings are TV-MA and PG-13, emphasizing content for mature audiences and family viewing.

4. Release Year Trends

Content additions have steadily increased over the years, with a noticeable peak in recent years. This aligns with Netflix's aggressive expansion and focus on original content.

5. Genre Popularity

The most popular genres on Netflix include Drama, Comedy, and Action. These genres reflect a broad appeal to diverse audiences and align with global entertainment trends.

6. Seasonal Analysis

Content additions to Netflix peak during December, coinciding with the holiday season. This strategy maximizes viewer engagement during high-demand periods.

7. Machine Learning Insights

A Random Forest model was trained to predict the type of content (Movie or TV Show) based on release year and duration. The model achieved high accuracy, demonstrating the potential for

predictive analytics in understanding content patterns.

Conclusion

This analysis provides actionable insights into Netflix's content strategy and audience preferences. The findings highlight Netflix's focus on diverse content offerings, strategic seasonal additions, and leveraging popular genres to maximize viewer engagement.