

# Netflix Titles Analysis

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## Objective:

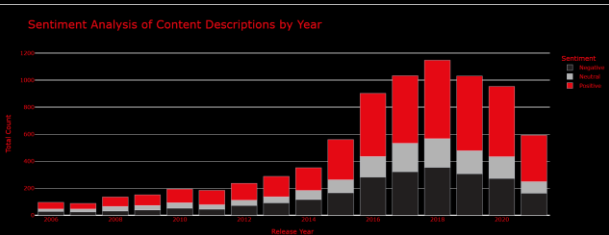
The analysis provides a comprehensive exploration of Netflix's content trends, covering aspects such as content type distribution, geographic trends, sentiment analysis, and the evolution of content addition over time.

## Key Insights:

- Content Trends:**
  - ❖ Movies dominate Netflix's library, making up nearly 70% of the content, while TV shows account for the rest.
  - ❖ Average content duration trends show a steady evolution over the years, reflecting Netflix's strategy to cater to different audience preferences.
- Geographic Trends:**
  - ❖ The United States leads in content production, followed by India and the United Kingdom.
  - ❖ Popular genres vary by region; for example, documentaries are prominent in the U.S., while family-oriented content dominates in India.
- Sentiment Analysis(Highlighted in Graph):**
  - ❖ Content descriptions show an increasing volume of neutral and positive sentiments over time, signaling Netflix's shift toward broad-appeal storytelling.
  - ❖ The graph below highlights the sentiment distribution of content descriptions by year, showcasing a rise in positive sentiment from 2016 to 2020.
- Time Series Trends:**
  - ❖ The number of titles added surged post-2015, aligning with Netflix's global expansion and increased investment in original content.
- Feature Exploration:**
  - ❖ Creative handling of missing data, such as imputing "Unknown" for missing directors, ensured robust and reliable analysis.
  - ❖ Feature engineering revealed valuable insights, such as the prominence of Netflix Originals being relatively low compared to non-original titles.

## Visualization:

The graph below illustrates "Sentiment Analysis of Content Descriptions by Year", providing a visual representation of how the tone of Netflix content descriptions evolved over time, with a noticeable increase in positive sentiment.



## Conclusion:

Netflix's data-driven strategy showcases a clear understanding of viewer preferences. The focus on positive storytelling, regional diversification, and maintaining a balance between originals and acquired content highlights its adaptability to global trends. Future strategies could delve deeper into genre-specific personalization and leveraging AI-driven recommendations for improved viewer engagement.