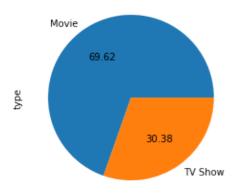
2/23/24, 10:56 PM Business Case Netflix

```
In [ ]:
In [1]:
          import numpy as np
          import pandas as pd
          import matplotlib.pyplot as plt
          import seaborn as sns
          df=pd.read_csv('netflix.csv')
          df.head()
                                  title director
Out[1]:
            show_id
                                                      cast country date_added release_year rating duration
                       type
                                  Dick
                                         Kirsten
                                                             United
                                                                      September
          0
                  s1 Movie
                            Johnson Is
                                                      NaN
                                                                                        2020 PG-13
                                                                                                       90 min Do
                                        Johnson
                                                              States
                                                                        25, 2021
                                  Dead
                                                      Ama
                                                   Qamata,
                                                     Khosi
                                                                                                TV-
                         TV
                               Blood &
                                                              South
                                                                      September
                                                                                                            2
          1
                                                                                        2021
                                           NaN
                                                   Ngema,
                  s2
                      Show
                                 Water
                                                              Africa
                                                                        24, 2021
                                                                                                 MA
                                                                                                      Seasons
                                                      Gail
                                                 Mabalane,
                                                  Thaban...
                                                      Sami
                                                   Bouajila,
                                                     Tracy
                                          Julien
                                                                      September
         2
                             Ganglands
                                                   Gotoas,
                                                               NaN
                                                                                        2021
                                                                                                      1 Season
                                                                        24, 2021
                                        Leclercq
                                                                                                 MA
                                                    Samuel
                                                                                                                 ٦
                                                     Jouy,
                                                     Nabi...
                               Jailbirds
                         TV
                                                                      September
                                                                                                 TV-
         3
                                  New
                                           NaN
                                                      NaN
                                                               NaN
                                                                                        2021
                                                                                                      1 Season
                                                                        24, 2021
                                                                                                 MΑ
                      Show
                                Orleans
                                                    Mayur
                                                     More,
                                                   Jitendra
                                                                                                            2
                                                                                                 TV-
                         TV
                                  Kota
                                                                      September
                                           NaN
                                                               India
                                                                                        2021
          4
                                                    Kumar,
                      Show
                                Factory
                                                                        24, 2021
                                                                                                 MA
                                                                                                      Seasons
                                                    Ranjan
                                                  Raj, Alam
                                                       K...
In [2]:
          df.shape
          (8807, 12)
Out[2]:
In [3]:
          df.info()
         <class 'pandas.core.frame.DataFrame'>
         RangeIndex: 8807 entries, 0 to 8806
         Data columns (total 12 columns):
          #
              Column
                               Non-Null Count Dtype
          ---
          0
                               8807 non-null
                                                  object
               show_id
               type
                               8807 non-null
                                                 object
```

```
title
                             8807 non-null
                                               object
          3
              director
                             6173 non-null
                                               object
          4
              cast
                             7982 non-null
                                              object
          5
                             7976 non-null
                                              object
              country
                             8797 non-null
                                              object
          6
             date_added
          7
              release_year 8807 non-null
                                              int64
          8
                                               object
             rating
                             8803 non-null
          9
              duration
                             8804 non-null
                                               object
          10 listed_in
                             8807 non-null
                                               object
          11 description 8807 non-null
                                               object
         dtypes: int64(1), object(11)
         memory usage: 825.8+ KB
In [4]:
          df.describe()
          df.describe(include='object').T
Out[4]:
                     count unique
                                                                            freq
                                                                       top
                      8807
            show_id
                             8807
                                                                        s1
                                                                               1
                      8807
                                2
                                                                     Movie
                                                                            6131
               type
               title
                      8807
                             8807
                                                         Dick Johnson Is Dead
                                                                               1
                                                                Rajiv Chilaka
            director
                      6173
                             4528
                                                                              19
               cast
                      7982
                             7692
                                                          David Attenborough
                                                                              19
            country
                      7976
                              748
                                                               United States
                                                                            2818
         date_added
                      8797
                                                                             109
                             1767
                                                              January 1, 2020
                      8803
              rating
                               17
                                                                    TV-MA
                                                                            3207
            duration
                      8804
                              220
                                                                   1 Season 1793
            listed_in
                      8807
                              514
                                                   Dramas, International Movies
                                                                             362
         description
                      8807
                             8775 Paranormal activity at a lush, abandoned prope...
                                                                               4
In [5]:
          df.isnull().sum()/len(df)*100
         show_id
                           0.000000
Out[5]:
                           0.000000
         type
         title
                           0.000000
                          29.908028
         director
         cast
                           9.367549
         country
                           9.435676
         date added
                           0.113546
         release_year
                           0.000000
         rating
                           0.045418
         duration
                           0.034064
                           0.000000
         listed_in
                           0.000000
         description
         dtype: float64
In [6]:
          df['type'].value counts(normalize=True)*100
         Movie
                     69.615079
Out[6]:
                     30.384921
         TV Show
         Name: type, dtype: float64
In [7]:
          df['type'].value counts().plot(kind='pie',autopct='%.2f')
         <AxesSubplot:ylabel='type'>
Out[7]:
```



In [29]:	df.hea	nd()										
Out[29]:	show	/_id	type	title	director	cast	country	date_added	release_year	rating	duration	
	0	s1	Movie	Dick Johnson Is Dead	Kirsten Johnson	NaN	United States	September 25, 2021	2020	PG-13	90 min	Do
	1	s2	TV Show	Blood & Water	NaN	Ama Qamata, Khosi Ngema, Gail Mabalane, Thaban	South Africa	September 24, 2021	2021	TV- MA	2 Seasons	1
	2	s3	TV Show	Ganglands	Julien Leclercq	Sami Bouajila, Tracy Gotoas, Samuel Jouy, Nabi	NaN	September 24, 2021	2021	TV- MA	1 Season	7
	3	s4	TV Show	Jailbirds New Orleans	NaN	NaN	NaN	September 24, 2021	2021	TV- MA	1 Season	
	4	s5	TV Show	Kota Factory	NaN	Mayur More, Jitendra Kumar, Ranjan Raj, Alam K	India	September 24, 2021	2021	TV- MA	2 Seasons	
	4											•
In [9]:	<pre>df['release_year'].describe()</pre>											
Out[9]:	count 8807.000000 mean 2014.180198 std 8.819312 min 1925.000000 25% 2013.000000 50% 2017.000000 75% 2019.000000											

```
2021.000000
         max
         Name: release year, dtype: float64
In [10]:
          df['type'].describe()
                     8807
         count
Out[10]:
                        2
         unique
         top
                   Movie
          freq
                    6131
         Name: type, dtype: object
In [11]:
          df['country'].describe()
                             7976
         count
Out[11]:
                              748
         unique
         top
                    United States
          freq
                             2818
         Name: country, dtype: object
In [12]:
          df['rating'].describe()
         count
                     8803
Out[12]:
         unique
                      17
         top
                   TV-MA
                    3207
          freq
         Name: rating, dtype: object
In [13]:
          categorical_columns = ['type', 'country', 'rating']
          df[categorical_columns] = df[categorical_columns].astype('category')
          after_conversion_data_types = df.dtypes
          df.isnull().sum()
                             0
         show id
Out[13]:
                             0
         type
         title
                             0
         director
                          2634
         cast
                           825
         country
                           831
                           10
         date_added
         release_year
                            0
         rating
                            4
         duration
                             3
         listed in
                             0
         description
         dtype: int64
In [14]:
          value_counts_type = df['type'].value_counts()
          value_counts_country = df['country'].value_counts().head(10) # Top 10 countries
          value_counts_rating = df['rating'].value_counts()
          value_counts_release_year = df['release_year'].value_counts().head(10) # Top 10 release
In [15]:
          unique_type = df['type'].unique()
          unique_country = df['country'].unique()
          unique_rating = df['rating'].unique()
          unique release year = df['release year'].unique()
          value_counts_type, value_counts_country, value_counts_rating, value_counts_release_year,
          (Movie
                      6131
Out[15]:
          TV Show
                      2676
          Name: type, dtype: int64,
                             2818
          United States
          India
                              972
```

```
United Kingdom
 Japan
                    245
 South Korea
                    199
 Canada
                    181
 Spain
                    145
 France
                    124
 Mexico
                    110
 Egypt
 Name: country, dtype: int64,
 TV-MA
             3207
 TV-14
             2160
 TV-PG
              863
              799
 R
 PG-13
              490
 TV-Y7
              334
 TV-Y
              307
 PG
              287
 TV-G
              220
NR
               80
 G
               41
 TV-Y7-FV
               6
UR
                3
NC-17
                3
 74 min
                1
 84 min
                1
 66 min
                1
 Name: rating, dtype: int64,
         1147
 2018
         1032
 2017
         1030
 2019
         953
 2020
 2016
          902
 2021
          592
 2015
          560
 2014
          352
 2013
          288
 2012
          237
 Name: release_year, dtype: int64,
 ['Movie', 'TV Show']
Categories (2, object): ['Movie', 'TV Show'],
 ['United States', 'South Africa', NaN, 'India', 'United States, Ghana, Burkina Faso, Unit
ed Ki..., ..., 'Russia, Spain', 'Croatia, Slovenia, Serbia, Montenegro', 'Japan, Canada',
'United States, France, South Korea, Indonesia', 'United Arab Emirates, Jordan']
Length: 749
Categories (748, object): [', France, Algeria', ', South Korea', 'Argentina', 'Argentina,
Brazil, France, Poland, Germany, D..., 'Venezuela, Colombia', 'Vietnam', 'West German
y', 'Zimbabwe'],
 ['PG-13', 'TV-MA', 'PG', 'TV-14', 'TV-PG', ..., '66 min', 'NR', NaN, 'TV-Y7-FV', 'UR']
 Length: 18
Categories (17, object): ['66 min', '74 min', '84 min', 'G', ..., 'TV-Y', 'TV-Y7', 'TV-Y7'
-FV', 'UR'],
 array([2020, 2021, 1993, 2018, 1996, 1998, 1997, 2010, 2013, 2017, 1975,
        1978, 1983, 1987, 2012, 2001, 2014, 2002, 2003, 2004, 2011, 2008,
        2009, 2007, 2005, 2006, 1994, 2015, 2019, 2016, 1982, 1989, 1990,
        1991, 1999, 1986, 1992, 1984, 1980, 1961, 2000, 1995, 1985, 1976,
        1959, 1988, 1981, 1972, 1964, 1945, 1954, 1979, 1958, 1956, 1963,
        1970, 1973, 1925, 1974, 1960, 1966, 1971, 1962, 1969, 1977, 1967,
        1968, 1965, 1946, 1942, 1955, 1944, 1947, 1943], dtype=int64))
plt.figure(figsize=(10, 4))
<Figure size 720x288 with 0 Axes>
```

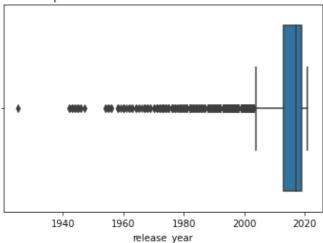
<Figure size 720x288 with 0 Axes>

In [16]:

Out[16]:

```
In [17]:
    sns.boxplot(x=df['release_year'])
    plt.title('Boxplot for Release Year to Check for Outliers')
    plt.show()
```

Boxplot for Release Year to Check for Outliers



```
In [18]:
            sns.countplot(data=df,x='rating')
            plt.xticks(rotation=45)
           (array([ 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16]),
Out[18]:
            [Text(0, 0, '66 min'),
             Text(1, 0, '74 min'),
             Text(2, 0, '84 min'),
             Text(3, 0, 'G'),
            Text(4, 0, 'NC-17'),
Text(5, 0, 'NR'),
Text(6, 0, 'PG'),
Text(7, 0, 'PG-13'),
             Text(8, 0, 'R'),
             Text(9, 0, 'TV-14'),
             Text(10, 0, 'TV-G'),
             Text(11, 0, 'TV-MA'),
             Text(12, 0, 'TV-PG'),
             Text(13, 0, 'TV-Y'),
             Text(14, 0, 'TV-Y7'),
             Text(15, 0, 'TV-Y7-FV'),
             Text(16, 0, 'UR')])
             3000
             2500
             2000
           8
1500
             1000
              500
                                        ACTS & MINTENTACHY
```

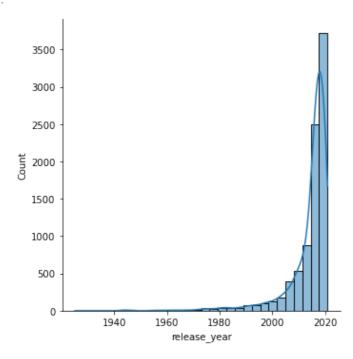
```
top_directors=df['director'].value_counts().head(10)
sns.barplot(y=top_directors.index,x=top_directors.values)
```

rating

```
plt.xticks(rotation=90)
           (array([ 0. , 2.5,
                                   5., 7.5, 10., 12.5, 15., 17.5, 20.]),
Out[19]:
            [Text(0, 0,
             Text(0, 0, ''),
             Text(0, 0, '')])
                   Rajiv Chilaka
           Raúl Campos, Jan Suter
                   Marcus Raboy
                   Suhas Kadav
                      Jay Karas
              Cathy Garcia-Molina
                 Martin Scorsese
                 Youssef Chahine
                   Jay Chapman
                Steven Spielberg
                                                         10.0
                                                                      15.0
                                                                12.5
```

```
In [20]: sns.displot(data=df,x='release_year',kde=True,bins=30)
```

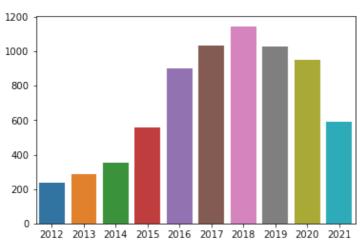
Out[20]: <seaborn.axisgrid.FacetGrid at 0x28eebcd82e0>



Countplot for Top 10 Most Frequent Release Years

```
top_release_year=df['release_year'].value_counts().head(10)
sns.barplot(x=top_release_year.index,y=top_release_year.values)
# The top 10 most frequent release years are all from the recent past, with the year 2018
```

Out[28]: <AxesSubplot:>



Relationship Between Type and Rating

```
In [35]:
           sns.countplot(data=df,x='rating',hue='type')
           plt.xticks(rotation=90)
                                     4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16]),
          (array([ 0, 1, 2, 3,
Out[35]:
           [Text(0, 0, '66 min'),
            Text(1, 0, '74 min'),
            Text(2, 0, '84 min'),
            Text(3, 0, 'G'),
            Text(4, 0, 'NC-17'),
            Text(5, 0, 'NR'),
            Text(6, 0, 'PG'),
            Text(7, 0, 'PG-13'),
            Text(8, 0, 'R'),
            Text(9, 0, 'TV-14'),
            Text(10, 0, 'TV-G'),
            Text(11, 0, 'TV-MA'),
            Text(12, 0, 'TV-PG'),
            Text(13, 0, 'TV-Y'),
            Text(14, 0, 'TV-Y7'),
            Text(15, 0, 'TV-Y7-FV'),
            Text(16, 0, 'UR')])
            2000
                                                           type
                                                            Movie
            1750
                                                            TV Show
            1500
            1250
          1000
             750
             500
             250
               0
                                            TV-14
                                               TV-G
                                                  TV-MA
                                      PG-13
                                 R
                                   9
                                         \alpha
                                        rating
```

Relationship between Rating and Release Year

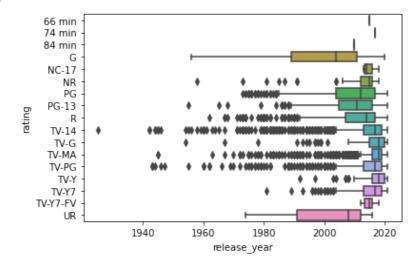
```
In [41]:

sns.boxplot(data=df,x='release_year',y='rating')

#The boxplot shows that the median release year for most ratings is relatively recent.

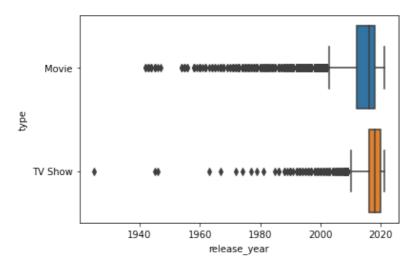
# Content with ratings "TV-Y" and "TV-Y7" tends to be older compared to other ratings.
```

Out[41]: <AxesSubplot:xlabel='release_year', ylabel='rating'>



```
In [42]:
sns.boxplot(data=df,x='release_year',y='type')
```

Out[42]: <AxesSubplot:xlabel='release_year', ylabel='type'>

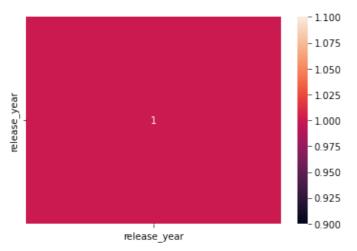


Correlation Analysis: Heatmaps and Pairplots

```
In [46]:
    correlation_matrix = df.corr()
    sns.heatmap(correlation_matrix, annot=True)

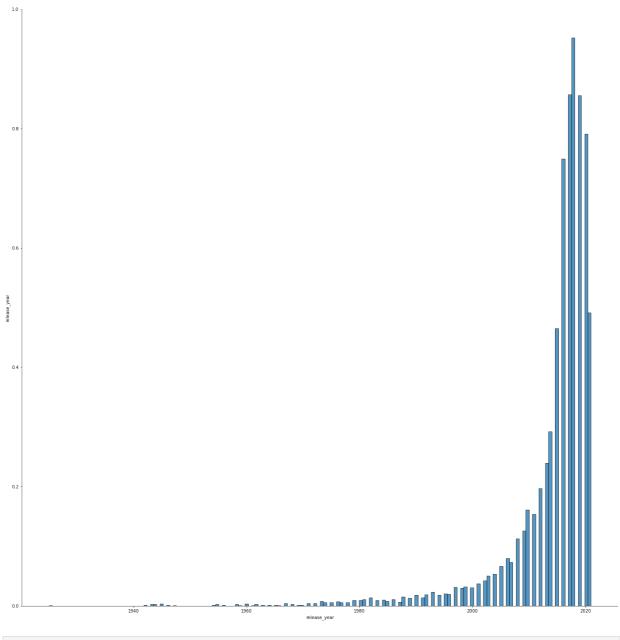
Out[46]:

CaxesSubplot:>
```



In [50]:
sns.pairplot(data=df,x_vars='release_year',height=20)

Out[50]: <seaborn.axisgrid.PairGrid at 0x28eefa95640>



In []: