#Import libraries

import pandas as pd import numpy as np import seaborn as sns

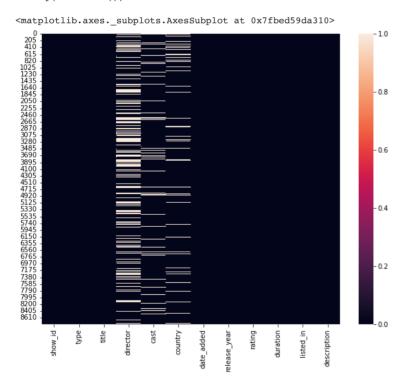
import matplotlib.pyplot as plt

data = pd.DataFrame(pd.read_csv('https://d2beiqkhq929f0.cloudfront.net/public_assets/assets/000/000/940/original/netflix.csv')
data.head()

	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	D
1	s2	TV Show	Blood & Water	NaN	Ama Qamata, Khosi Ngema, Gail Mabalane, Thaban	South Africa	September 24, 2021	2021	TV-MA	2 Seasons	Internatior T
2	s3	TV Show	Ganglands	Julien Leclercq	Sami Bouajila, Tracy Gotoas, Samuel Jouy, Nabi	NaN	September 24, 2021	2021	TV-MA	1 Season	Crin Internatior
3	s4	TV Show	Jailbirds New Orleans	NaN	NaN	NaN	September 24, 2021	2021	TV-MA	1 Season	Docuseri
4	s5	TV Show	Kota Factory	NaN	Mayur More, Jitendra Kumar, Ranjan Raj, Δlam K	India	September 24, 2021	2021	TV-MA	2 Seasons	Internation Romantic

▼ Find out the missing or NaN values in the dataset

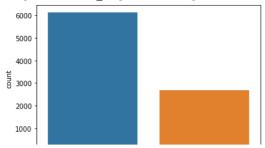
plt.figure(figsize=(10,8))
sns.heatmap(data.isna())



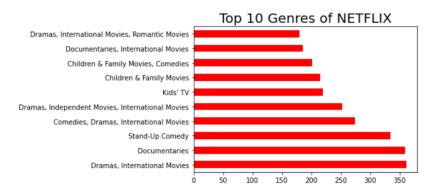
- 1. As we can see, a lot of records in the data doesn't have values for Director, Cast and Country fields
- 2. Since we are interested in increasing the revenue of Netflix, our main objective is to figure out which all shows and movies performed the best.
- 3. We will firstly look at the distribution of how many tv shows and movies are present in netflix. Later on, we will specifically start analysing more details about the ones that fetched the best reviews

sns.countplot(x= 'type', data=data)

<matplotlib.axes._subplots.AxesSubplot at 0x7fbed58456a0>



plt.figure(figsize=(22,10))
data["listed_in"].value_counts()[:10].plot(kind="barh", color="red")
plt.title("Top 10 Genres of NETFLIX", size=20);



- 1. We have a lot of movies compared to TV shows, hence we will split our data so that our analysis is not skewed
- 2. Before that, we need to clean/preprocess our data to get better insights

Movies

	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	
6	s7	Movie	My Little Pony: A New Generation	Robert Cullen, José Luis Ucha	Vanessa Hudgens, Kimiko Glenn, James Marsden,	NaN	September 24, 2021	2021	PG	91 min	С
7	s8	Movie	Sankofa	Haile Gerima	Kofi Ghanaba, Oyafunmike Ogunlano, Alexandra D	United States, Ghana, Burkina Faso, United Kin	September 24, 2021	1993	TV-MA	125 min	Movi
9	s10	Movie	The Starling	Theodore Melfi	Melissa McCarthy, Chris O'Dowd, Kevin Kline, T	United States	September 24, 2021	2021	PG-13	104 min	Со
19	617	Movie	la Quie Karl	Christian	Luna Wedler,	Germany,	September	2021	T\/_N// Δ	197 min	

- 1. Since we don't have much values in the Director and Cast columns, we will drop them
- 2. However we cannot drop the countries as that is one of our primary attribute for this case study

```
df.drop(['director', 'cast'], axis=1, inplace=True)
df.head()
```

	sho	w_id	type	title		country	date_adde	d release_yea:	r rating	duration	list
	0	s1 I	Movie	Dick Johnson Is Dead		United States	September 25	. 202	0 PG-13	3 90 min	Documei
	6	s7 I	Movie	My Little Pony: A New Generation		NaN	September 24 202		1 PG	i 91 min	Children & Family N
	7	s8 I	Movie	Sankofa		states, Ghana, , United Kin		199	3 TV-MA	125 min	Dramas, Independent N International N
	9	s10 l	Movie	The Starling		United States	September 24	1, 202	1 PG-13	3 104 min	Comedies. D
df[df	['count	ry'].i	snull()]								
	s	how_id	type		title	country	date_added	release_year	rating	duration	listed
	6	s7	Movie	My Little	Pony: A New Generation	NaN	September 24, 2021	2021	PG	91 min	Children & Family Mov
	13	s14	Movie	Confessions of an	Invisible Girl	NaN	September 22, 2021	2021	TV-PG	91 min	Children & Family Mov Comed
	16	s17	Movie	Europe's Most Dan Otto S	ngerous Man: korzeny in	NaN	September 22, 2021	2020	TV-MA	67 min	Documentaries, Internation Mov
	18	s19	Movie		Intrusion	NaN	September 22, 2021	2021	TV-14	94 min	Thril
	22	s23	Movie	Avva	ai Shanmughi	NaN	September 21, 2021	1996	TV-PG	161 min	Comedies, Internation Mov
	8585	s8586	Movie	Three-Qua	arters Decent	NaN	June 20, 2019	2010	TV-14	96 min	Comedies, Dram International Mov
	8602	s8603	Movie	Tom and Jerry: The	e Magic Ring	NaN	December 15, 2019	2001	TV-Y7	60 min	Children & Family Mov Comed
	8622	s8623	Movie	Tremors 2	: Aftershocks	NaN	January 1, 2020	1995	PG-13	100 min	Comedies, Horror Mov Sci-Fi & Fant
	8718	s8719	Movie	Westside	vs. the World	NaN	August 9, 2019	2019	TV-MA	96 min	Documentaries, Sp. Mov
	8759	s8760	Movie	World's Wei	rdest Homes	NaN	February 1, 2019	2015	TV-PG	49 min	Mov

^{1.} Assuming the data might have been collected with some sequence, we will probably start imputing with forward fill method instead of using mode or mean values to impute the data.

Note: We can train a model just to impute the values, but that will consume a lot of our time hence parked for later improvements.

```
df['country'] = df['country'].ffill(axis=0)
df[df['country'].isnull()]
```

show id type title country date added release year rating duration listed in description



Let us now also check for null rated shows/movies

df[df['rating'].isnull()]

440 rows × 10 columns

	show_id	type	title	country	date_added	release_year	rating	duration	listed_in	
5989	s5990	Movie	13TH: A Conversation with Oprah Winfrey & Ava	United States	January 26, 2017	2017	NaN	37 min	Movies	
7527	o7E20	Movio	My Honor Was Loyalty	Italy	March 1 2017	2015	NaN	115 min	Dromoo	A

▼ Since there are only 2 of them, we can manually fill there values from internet

```
ratings = ['TV-PG', 'TV-MA']
for id, rating in zip(df[df['rating'].isnull()].index, ratings):
 df['rating'].loc[id] = rating
```

/usr/local/lib/python3.8/dist-packages/pandas/core/indexing.py:1732: SettingWithCopyWarning: A value is trying to be set on a copy of a slice from a DataFrame

See the caveats in the documentation: https://pandas.pydata.org/pandas-docs/stable/user_guide/indexing.html#returning-a-v self._setitem_single_block(indexer, value, name)

```
df[df['rating'].isnull()]
```

show_id type title country date_added release_year rating duration listed_in description



For records, where date was null, we will drop them since they are quite scarse and won't affect our analysis much.

We will look into the same later on by imputing the values manually as they are also not much in count

object

Let us verify again whether there is a null data or not

```
df = df[df['date_added'].notna()]
df.info()
    <class 'pandas.core.frame.DataFrame'>
    Int64Index: 6131 entries, 0 to 8806
    Data columns (total 10 columns):
        Column
                    Non-Null Count Dtype
        show id
                     6131 non-null
                                     object
                    6131 non-null
                                     object
     1
        type
        title
                     6131 non-null
                                     object
        country
                     6131 non-null
                                     object
        date_added
                      6131 non-null
                                     object
        release_year 6131 non-null
                                     int64
        rating
                    6131 non-null
                                      object
        duration
                     6128 non-null
                                      object
        listed_in
                      6131 non-null
                                      object
        description 6131 non-null
```

dtypes: int64(1), object(9) memory usage: 526.9+ KB

As we can see, the country column holds multiple values of countries where the content was displayed. Assuming the first country will be the major source of the content we are going to use those for our further analysis

df['main_country'] = df['country'].apply(lambda x: x.split(',')[0]) df

	show_id	type	title	country	date_added	release_year	rating	duration	listed_in	
0	s1	Movie	Dick Johnson Is Dead	United States	September 25, 2021	2020	PG-13	90 min	Documentaries	As I en
6	s7	Movie	My Little Pony: A New Generation	United States	September 24, 2021	2021	PG	91 min	Children & Family Movies	Equ a br
7	s8	Movie	Sankofa	United States, Ghana, Burkina Faso, United Kin	September 24, 2021	1993	TV-MA	125 min	Dramas, Independent Movies, International Movies	G
9	s10	Movie	The Starling	United States	September 24, 2021	2021	PG-13	104 min	Comedies, Dramas	Α
12	s13	Movie	Je Suis Karl	Germany, Czech Republic	September 23, 2021	2021	TV-MA	127 min	Dramas, International Movies	Afte is ı
8801	s8802	Movie	Zinzana	United Arab Emirates, Jordan	March 9, 2016	2015	TV-MA	96 min	Dramas, International Movies, Thrillers	R Tala
8802	s8803	Movie	Zodiac	United States	November 20, 2019	2007	R	158 min	Cult Movies, Dramas, Thrillers	A p criı
8804	s8805	Movie	Zombieland	United States	November 1, 2019	2009	R	88 min	Comedies, Horror Movies	Loc world
8805	s8806	Movie	Zoom	United States	January 11, 2020	2006	PG	88 min	Children & Family Movies, Comedies	D
8806	s8807	Movie	Zubaan	India	March 2, 2019	2015	TV-14	111 min	Dramas, International Movies, Music & Musicals	A sc w

Let us start our analysis for problem statement.

We will divide the data based on the top 10 main countries we found and group the data based on their genres and ratings.

Since we will have insights into what kind of content fetched most good reviews in which country based on top genres, we can promote the development of similar content in future

For ease of analysis, let's pick top 10 countries with maximum content produced

top_countries = df.groupby('main_country').count().sort_values('type', ascending=False)[:10]
top_countries

	show_id	type	title	country	date_added	release_year	rating	duration	listed_in	description	7
main_country											
United States	2541	2541	2541	2541	2541	2541	2541	2538	2541	2541	
India	998	998	998	998	998	998	998	998	998	998	
United Kingdom	410	410	410	410	410	410	410	410	410	410	
Canada	196	196	196	196	196	196	196	196	196	196	
France	159	159	159	159	159	159	159	159	159	159	
Spain	133	133	133	133	133	133	133	133	133	133	
Nigeria	111	111	111	111	111	111	111	111	111	111	
Egypt	106	106	106	106	106	106	106	106	106	106	
Mexico	95	95	95	95	95	95	95	95	95	95	
Japan	94	94	94	94	94	94	94	94	94	94	

[#] For ease of analysis, let's pick top 10 genres with maximum content produced

top_genres = df.groupby('listed_in').count().sort_values('type', ascending=False)[:10]
top_genres

	show_id	type	title	country	date_added	release_year	rating	duration	descri
listed_in									
Dramas, International Movies	362	362	362	362	362	362	362	362	
Documentaries	359	359	359	359	359	359	359	359	
Stand-Up Comedy	334	334	334	334	334	334	334	334	
Comedies, Dramas, International Movies	274	274	274	274	274	274	274	274	
Dramas, Independent Movies, International Movies	252	252	252	252	252	252	252	252	
Children & Family Movies	215	215	215	215	215	215	215	215	
Children & Family Movies, Comedies	201	201	201	201	201	201	201	201	
Documentaries, International Movies	186	186	186	186	186	186	186	186	
Dramas, International Movies, Romantic Movies	180	180	180	180	180	180	180	180	
Comedies, International Movies	176	176	176	176	176	176	176	176	

[#] Filtering the data for top 10 genres

df

df = df[df['listed_in'].isin(list(top_genres.index))]

[#] Filtering the data for top 10 countries

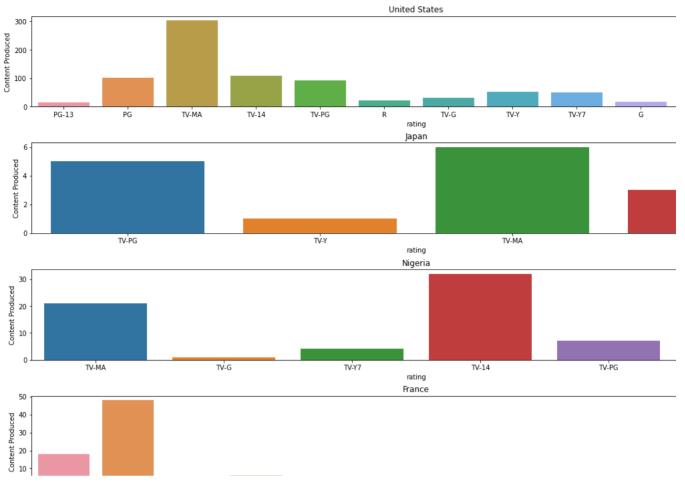
df = df[df['main_country'].isin(list(top_countries.index))]

	show_id	type	title	country	date_added	release_year	rating	duration	listed_in	
0	s1	Movie	Dick Johnson Is Dead	United States	September 25, 2021	2020	PG-13	90 min	Documentaries	As e
6	s7	Movie	My Little Pony: A New Generation	United States	September 24, 2021	2021	PG	91 min	Children & Family Movies	Eq a t
7	s8	Movie	Sankofa	United States, Ghana, Burkina Faso, United Kin	September 24, 2021	1993	TV-MA	125 min	Dramas, Independent Movies, International Movies	
30	s31	Movie	Ankahi Kahaniya	United States, India, France	September 17, 2021	2021	TV-14	111 min	Dramas, Independent Movies, International Movies	<i>‡</i> aroı
45	s46	Movie	My Heroes Were Cowboys	United States	September 16, 2021	2021	PG	23 min	Documentaries	Rol chi

```
ratings=[]
for rate in df['rating'].unique():
 ratings.append(rate)
countries = df['main country'].unique()
listing = df['listed_in'].unique()
ratings, countries, listing
    (['PG-13',
      'PG',
      'TV-MA',
      'TV-14'
      'TV-PG',
      'TV-Y',
      'TV-G',
      'TV-Y7',
      'R',
      'G',
      'NC-17',
      'NR',
      'TV-Y7-FV',
      'UR'],
     'Dramas, Independent Movies, International Movies',
           'Dramas, International Movies',
            'Children & Family Movies, Comedies',
           'Comedies, Dramas, International Movies',
            'Documentaries, International Movies',
            'Dramas, International Movies, Romantic Movies',
            'Comedies, International Movies', 'Stand-Up Comedy'], dtype=object))
```

Top content based on genres and the top ratings within each in different countries is displayed below

```
fig = plt.figure(
   figsize=(30,40)
for i, name in enumerate(countries):
 frame = df[df['main country'] == str(name)]
 ax = fig.add_subplot(len(countries),1,i+1)
 topic = name
 ax.set_title(topic)
 plt.subplots_adjust(left=0.1,
               bottom=0.1,
                right=0.9,
                top=1.5,
                wspace=0.5,
                hspace=2.0)
 plt.xlabel('Genre')
 plt.xticks(rotation = 50)
 ax.set(ylabel='Content Produced')
```



From the above graph, we can clearly visualize what type of content and ratings are attracting the audience in top 10 countries.

Note: Top 10 genres were considered for displaying the above data

All the steps and analysis done for Movies is repeated for TV Shows as well and conclusions are drawn from them on a similar basis

▼ TV Show

U 10 1

```
df = data.copy()
df = df[df['type'] == 'TV Show']
df.head()
```

	show_id	type	title	director	cast	country	date_added	release_year	rating	duration	
1	s2	TV Show	Blood & Water	NaN	Ama Qamata, Khosi Ngema, Gail Mabalane, Thaban	South Africa	September 24, 2021	2021	TV-MA	2 Seasons	Into Shows
2	s3	TV Show	Ganglands	Julien Leclercq	Sami Bouajila, Tracy Gotoas, Samuel Jouy, Nabi	NaN	September 24, 2021	2021	TV-MA	1 Season	Crim Into Sho
3	s4	TV Show	Jailbirds New Orleans	NaN	NaN	NaN	September 24, 2021	2021	TV-MA	1 Season	Docuserie
4	s5	TV Show	Kota Factory	NaN	Mayur More, Jitendra Kumar, Ranjan Raj, Alam K	India	September 24, 2021	2021	TV-MA	2 Seasons	Into Shows,
£-1	20 66	TV	Midnight	Mike	Kate Siegel, Zach	lAcIA	September 24,	2021	Τ\/_ΜΔ	1 Spacon	TV Drama

df.drop(['director', 'cast'], axis=1, inplace=True)
df.head()

	show_id	type	title	country	date_added	release_year	rating	duration	listed_in
1	s2	TV Show	Blood & Water	South Africa	September 24, 2021	2021	TV-MA	2 Seasons	International TV Shows, TV Dramas, TV Mysteries
2	s3	TV Show	Ganglands	NaN	September 24, 2021	2021	TV-MA	1 Season	Crime TV Shows, International TV Shows, TV Act

df[df['country'].isnull()]

	show_id	type	title	country	date_added	release_year	rating	duration	listed_i
2	s3	TV Show	Ganglands	NaN	September 24, 2021	2021	TV-MA	1 Season	Crime TV Shows, International 7 Shows, TV Act
3	s4	TV Show	Jailbirds New Orleans	NaN	September 24, 2021	2021	TV-MA	1 Season	Docuseries, Reality 1
5	s6	TV Show	Midnight Mass	NaN	September 24, 2021	2021	TV-MA	1 Season	TV Dramas, TV Horror, 1 Mysteri
10	s11	TV Show	Vendetta: Truth, Lies and The Mafia	NaN	September 24, 2021	2021	TV-MA	1 Season	Crime TV Shows, Docuserie International TV S
11	s12	TV Show	Bangkok Breaking	NaN	September 23, 2021	2021	TV-MA	1 Season	Crime TV Shows, International 1 Shows, TV Act
8679	s8680	TV Show	ViR: The Robot Boy	NaN	March 31, 2018	2013	TV-Y7	2 Seasons	Kids' 1
8690	s8691	TV Show	Wake Up	NaN	March 31, 2018	2017	TV-14	2 Seasons	International TV Shows, 7 Drama
8783	s8784	TV Show	Yoko	NaN	June 23, 2018	2016	TV-Y	1 Season	Kids' 7

df['country'] = df['country'].ffill(axis=0)
df[df['country'].isnull()]

show_id type title country date_added release_year rating duration listed_in description



df[df['rating'].isnull()]

₽		show_id	type	title	country	date_added	release_year	rating	durati
	6827	e6828	TV	Gargantia on the	.lanan	December 1,	2013	NaN	1 Sees

ratings = ['TV-14', 'TV-MA']

for id, rating in zip(df[df['rating'].isnull()].index, ratings):
 df['rating'].loc[id] = rating

/usr/local/lib/python3.8/dist-packages/pandas/core/indexing.py:1732: SettingWithCopyWarning: A value is trying to be set on a copy of a slice from a DataFrame

See the caveats in the documentation: https://pandas.pydata.org/pandas-docs/stable/user_guide/indexing.html#returning-a-vself._setitem_single_block(indexer, value, name)

df[df['rating'].isna()]

df = df[df['date_added'].notna()]
df.info()

<class 'pandas.core.frame.DataFrame'>
Int64Index: 2666 entries, 1 to 8803
Data columns (total 10 columns):

Duca	COLUMNIS (COCA	i io coidmis).	
#	Column	Non-Null Count	Dtype
0	show_id	2666 non-null	object
1	type	2666 non-null	object
2	title	2666 non-null	object
3	country	2666 non-null	object
4	date_added	2666 non-null	object
5	release_year	2666 non-null	int64
6	rating	2666 non-null	object

```
7 duration 2666 non-null object
8 listed_in 2666 non-null object
9 description 2666 non-null object
```

dtypes: int64(1), object(9)
memory usage: 229.1+ KB

df['main_country'] = df['country'].apply(lambda x: x.split(',')[0])
df

<ipython-input-30-3c9495461b4a>:1: SettingWithCopyWarning:
A value is trying to be set on a copy of a slice from a DataFrame.
Try using .loc[row indexer,col indexer] = value instead

See the caveats in the documentation: <a href="https://pandas.pydata.org/pandas-docs/stable/user_guide/indexing.html#returning-a-vdf["main_country"] = df["country"].apply(lambda x: x.split(',')[0])

	show_id	type	title	country	date_added	release_year	rating	duration	listed_in	
1	s2	TV Show	Blood & Water	South Africa	September 24, 2021	2021	TV-MA	2 Seasons	International TV Shows, TV Dramas, TV Mysteries	Afte pa
2	s3	TV Show	Ganglands	South Africa	September 24, 2021	2021	TV-MA	1 Season	Crime TV Shows, International TV Shows, TV Act	To pro
3	s4	TV Show	Jailbirds New Orleans	South Africa	September 24, 2021	2021	TV-MA	1 Season	Docuseries, Reality TV	Feuds
4	s5	TV Show	Kota Factory	India	September 24, 2021	2021	TV-MA	2 Seasons	International TV Shows, Romantic TV Shows, TV 	cent
5	s6	TV Show	Midnight Mass	India	September 24, 2021	2021	TV-MA	1 Season	TV Dramas, TV Horror, TV Mysteries	cha
8795	s8796	TV Show	Yu-Gi-Oh! Arc-V	Japan, Canada	May 1, 2018	2015	TV-Y7	2 Seasons	Anime Series, Kids' TV	Now
8796	s8797	TV Show	Yunus Emre	Turkey	January 17, 2017	2016	TV-PG	2 Seasons	International TV Shows, TV Dramas	inv
8797	s8798	TV Show	Zak Storm	United States, France, South Korea, Indonesia	September 13, 2018	2016	TV-Y7	3 Seasons	Kids' TV	Tee my
8800	s8801	TV Show	Zindagi Gulzar Hai	Pakistan	December 15, 2016	2012	TV-PG	1 Season	International TV Shows, Romantic TV Shows, TV 	Stronç

[#] For ease of analysis, let's pick top 10 countries with maximum content produced

top_countries = df.groupby('main_country').count().sort_values('type', ascending=False)[:10]
top_countries

	show_id	type	title	country	date_added	release_year	rating	duration	listed_in	description	
main_country											
United States	990	990	990	990	990	990	990	990	990	990	
United Kingdom	281	281	281	281	281	281	281	281	281	281	
South Korea	194	194	194	194	194	194	194	194	194	194	
Japan	194	194	194	194	194	194	194	194	194	194	
India	101	101	101	101	101	101	101	101	101	101	
Canada	99	99	99	99	99	99	99	99	99	99	
Taiwan	80	80	80	80	80	80	80	80	80	80	
France	79	79	79	79	79	79	79	79	79	79	
Australia	65	65	65	65	65	65	65	65	65	65	
Spain	60	60	60	60	60	60	60	60	60	60	

[#] For ease of analysis, let's pick top 10 genres with maximum content produced

top_genres = df.groupby('listed_in').count().sort_values('type', ascending=False)[:10]
top_genres

show_id type title country date_added release_year rating duration

listed_in

Kids' TV	219	219	219	219	219	219	219	219
International TV Shows, TV Dramas	121	121	121	121	121	121	121	121
Crime TV Shows, International TV Shows, TV Dramas	110	110	110	110	110	110	110	110
Kids' TV, TV Comedies	98	98	98	98	98	98	98	98
Reality TV	95	95	95	95	95	95	95	95
International TV Shows, Romantic TV Shows, TV Comedies	94	94	94	94	94	94	94	94
International TV Shows, Romantic TV Shows, TV Dramas	90	90	90	90	90	90	90	90
Anime Series, International TV Shows	88	88	88	88	88	88	88	88
Docuseries	84	84	84	84	84	84	84	84

```
# Filtering the data for top 10 genres
df = df[df['listed_in'].isin(list(top_genres.index))]
# Filtering the data for top 10 countries
df = df[df['main_country'].isin(list(top_countries.index))]
ratings=[]
for rate in df['rating'].unique():
 ratings.append(rate)
countries = df['main_country'].unique()
listing = df['listed_in'].unique()
ratings, countries, listing
    (['TV-MA', 'TV-Y7', 'TV-PG', 'TV-Y', 'TV-14', 'TV-G'], array(['India', 'Australia', 'United Kingdom', 'United States', 'Japan',
     'International TV Shows, TV Dramas',
           'Anime Series, International TV Shows', 'Docuseries',
           'Crime TV Shows, International TV Shows, TV Dramas',
           'International TV Shows, Romantic TV Shows, TV Dramas'],
          dtype=object))
fig = plt.figure(
   figsize=(30,40)
   )
for i, name in enumerate(countries):
 frame = df[df['main_country'] == str(name)]
 ax = fig.add_subplot(len(countries),1,i+1)
 topic = name
 ax.set title(topic)
 plt.subplots_adjust(left=0.1,
                  bottom=0.1,
                  right=0.9.
                  top=1.5,
                  wspace=0.5,
                  hspace=2.0)
 plt.xlabel('Genre')
 plt.xticks(rotation = 50)
 ax.set(ylabel='Content Produced')
```