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Team Details:-

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Problem Statement:-

Netflix Content Analytics & Strategic Insights Dashboard-This project analyzes Netflix's global catalog of movies and TV shows using a rich metadata set—titles, directors, cast, countries, release years, ratings, genres, and descriptions. We perform rigorous exploratory data analysis (EDA), build insightful visualizations, and translate patterns into strategic recommendations. The goal is to inform content acquisition, commissioning, and curation decisions with evidence grounded in audience- and catalog-level signals.

Solution Approach:-

Technical overview:-

- Python pipeline + Streamlit dashboard to profile the Netflix catalog, track trends, map genre/geo patterns, and analyze description sentiment.

Tools:-

- Python: pandas, numpy (wrangling), Plotly/Matplotlib (viz), Streamlit (UI)
- NLP: NLTK VADER (sentiment)
- Stats: ANOVA + LSD post-hoc, Chi-square (associations)

Methodology:-

1. Ingest & clean: parse dates → year/month_added, normalize country/listed_in, create deduped titles + exploded views (avoid double count).
2. Landscape: KPIs (Movies vs TV, ratings mix), top genres and treemaps.
3. Temporal: yearly/monthly additions; identify inflection and seasonality.
4. Geography: country coverage and opportunities (high popularity, low breadth).
5. Genres & ratings: trends and distributions; validate differences via ANOVA/LSD.
6. Sentiment: VADER on descriptions → tone by genre/type.
7. Creators: prolific directors/actors; specialization and collaboration views.
8. Gaps & recs: surface under-served genres/countries/director niches with clear actions.

Demo and GitHub Links:-

https://github.com/dakshj17/Open_IIT_Data_Analytics_Team_02,
<https://youtu.be/brJ6ocLBG0k>

Results :-

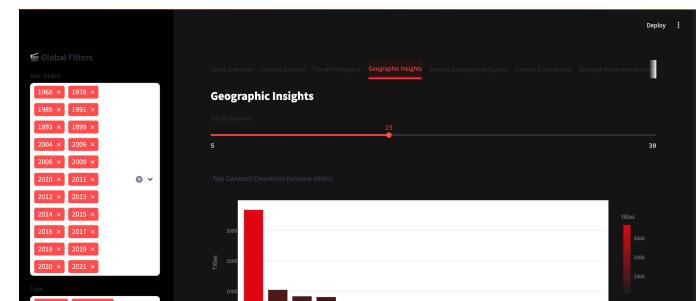
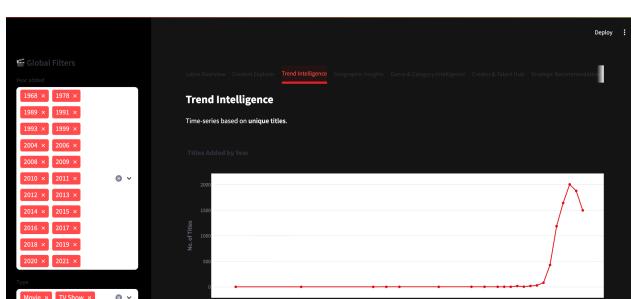
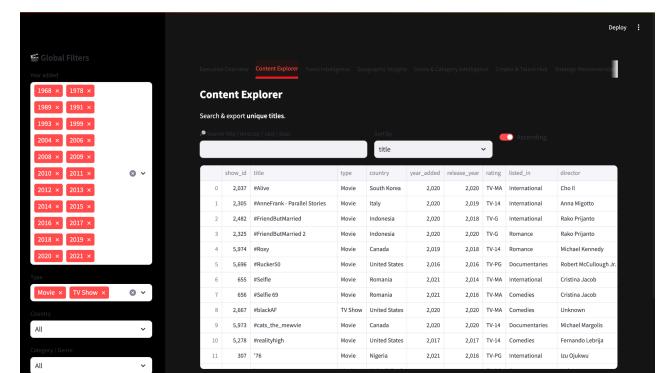
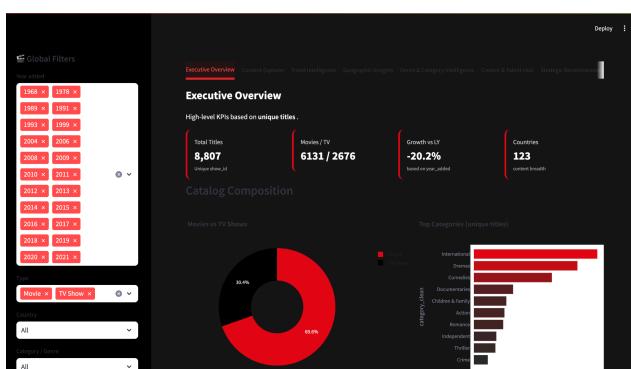
- Regions: 10 emerging hubs — Latvia, Puerto Rico, Estonia, Malta, UAE, Cyprus, South Africa, Slovakia, Greece, Croatia.
- Top-performing genres: Movies & TV both led by Adventure, Sci-Fi, Action.

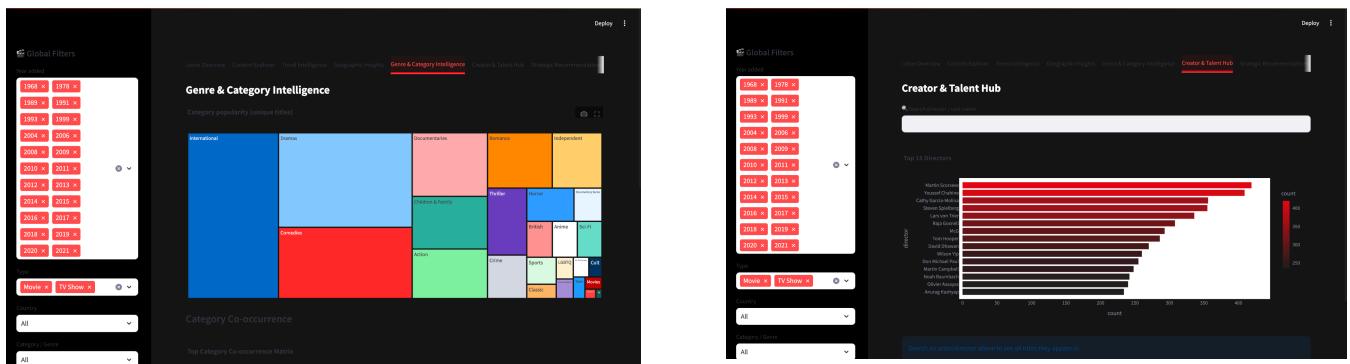
- Mismatch: Recent acquisitions skew to lower-demand genres (movies: drama/comedy/thriller; TV: drama/comedy/action).
- Ratings mix: Slate skews adult (>40% R, ~30% PG-13). Family demand is high in India/SEA/LATAM.
- Talent gaps: High-popularity creators J.C. Chandor, Sean Baker, Yan Ji have few titles on Netflix.

Impact:-

- Acquire in the 10 hubs to grow regional relevance and catalog diversity.
- Shift spend to high-demand genres (Adventure/Fantasy/Action for movies; Soap/News/Talk for TV) to lift watch hours/ROI.
- Rebalance to PG/PG-13 family (localized, featured rows) to cut household churn.
- Talent-led deals for Chandor, Baker, Yan Ji to convert proven popularity into views and profit.

Dashboard Screenshots:-





Future Scope and Interest:-

Yes—our team is enthusiastic about partnering with Netflix and related studios, distributors, or analytics partners. We are open to collaboration, mentorship, and internship opportunities to further develop and deploy our insights (dashboarding, content analytics, audience/genre modeling, and experimentation). We're happy to discuss project scopes, timelines, and deliverables, and can adapt to NDAs and partner data environments.