

NETFLIX IS ONE OF THE MOST POPULAR VIDEO STREAMING PLATFORMS. HAVING OVER 8000 MOVIES AND TV SHOWS AVAILABLE. AS OF Q1 2022 HAVING 221 MILLION SUBSCRIBERS ACROSS THE GLOB. THIS TABULAR DATASET CONSISTS OF MOVIE AND TV SHOW LISTINGS AVAILABLE ON NETFLIX, ALONG WITH ADDITIONAL INFORMATION SUCH AS CAST, DIRECTORS, RATINGS, RELEASE, DURATION, ETC.

A horizontal stacked bar chart with a total length of 100%. The bar is divided into two segments: a red segment on the left representing 70% and a dark grey segment on the right representing 30%. The red segment is labeled '70%' in large white text and 'Movie' in smaller white text below it. The dark grey segment is labeled '30%' in large white text and 'TV Show' in smaller white text below it.

Content Type	Percentage
Movie	70%
TV Show	30%

WITH 221 MILLION SUBSCRIBERS OF NETFLIX, THEY WOULD BE AN IDEAL AUDIENCE THAT WOULD BE INTERESTED IN LEARNING ABOUT THIS SERVICE. ADDITIONALLY, THOSE THAT ARE CURIOUS AS TO HOW INDIVIDUALS HAVE ENJOYED ENTERTAINMENT THROUGH HISTORY THROUGH THE YEARS WANTING TO UNDERSTAND HOW STREAMING HAS TAKEN OVER THE ENTERTAINMENT INDUSTRY.

Audience Netflix Markets Towards

After standardizing the ratings into one system across movies and tv shows, we see a clear trend that Netflix's catalogue is particularly geared towards the young adult to adult kind of individual. Where approximately 77% of the catalogue is rated towards these groups.

Audience Group	Number of Titles
Adult	4096
Child	909
Teenager	1151
Young Adult	2651

Frequency of Media Type by Release Year

Through the course of recent times, it appears that a vast majority of the Netflix catalogue is represented by titles released in the years since 2010. Where there are only a small occurrence of instances from the 1940's to the 1980's.

Media Type

- Movie
- TV Show

The frequency distribution of projects across the globe reveals that a majority of the the projects were produced in either the United States (3689) or India (1046). Which is further evidenced by the notion that most content on the Netflix catalogue has the primary language as english.

Country	Frequency
United States	3689
India	1046
United Kingdom	804
France	393
Spain	232
China	162
Australia	160
Mexico	169
Brazil	97
Argentina	91

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Kaggle - Netflix Movies and TV Shows
<https://www.kaggle.com/datasets/shivamb/netflix-shows>