

Netflix Content Analysis: Insights and Trends from the Dataset

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Introduction to the Netflix Dataset

- **Dataset Source:** The dataset is from Kaggle and is a comprehensive CSV file representing Netflix's content library.
- **Dataset Overview:**
 - Rows: 8,807
 - Columns: 12

Introduction to the Netflix Dataset

- **Column Data Types:**

- *show_id*: Unique identifier (string)
- *type*: Content type (Movie or TV Show) (string)
- *title*: Title of the content (string)
- *director*: Director name(s) (string, with some missing values)
- *cast*: Main cast members (string, with some missing values)
- *country*: Production country (string, with some missing values)
- *date_added*: Date added to Netflix (string)
- *release_year*: Year of release (integer)
- *rating*: Audience rating (string)
- *duration*: Duration of the movie or number of seasons (string)
- *listed_in*: Genres (string)
- *description*: Brief description (string)

IDE and Data Handling

- **IDE Used:** Microsoft Excel for initial cleaning, and Power BI for visualization and analysis.
- **Data Cleaning:**
 - **Objective:** Removed inconsistencies and fill in missing values where possible.
 - **Result:** Cleaned dataset includes:
 - *countries_released*: 2 columns, 10,012 rows
 - *description*: 2 columns, 8,807 rows
 - *netflix_cast*: 2 columns, 64,116 rows
 - *netflix_directors*: 2 columns, 6,976 rows
 - *netflix_listed_in*: 2 columns, 19,323 rows
 - *netflix_titles*: 8 columns, 8,807 rows
- **Data Import:** The cleaned dataset was imported into Power BI for further analysis.

Exploratory Data Analysis (EDA) and Visuals

- **Visuals Overview:**

My exploration began by analyzing key trends in Netflix's content library:

- **Content Growth Over Time:** An area chart illustrated a significant rise in the number of shows added to Netflix over the years, peaking around 2019 before slightly declining in 2020 and 2021. This trend suggests rapid content expansion during the mid to late 2010s, followed by a possible stabilization.
- **Audience Targeting by Rating:** A stacked column chart showed that most Netflix content is rated TV-MA (Mature Audience) and TV-14 (Parents Strongly Cautioned), with fewer shows for younger audiences. This indicates a focus on mature viewers, highlighting the platform's strategy to cater to older demographics.
- **Top Genres on Netflix:** A bar chart identified the most popular genres, such as International Movies, Dramas, and Comedies. The diversity in genres, including a significant presence of International TV Shows and Documentaries, reflects Netflix's global reach and its efforts to appeal to a wide range of preferences.

Exploratory Data Analysis (EDA) and Visuals

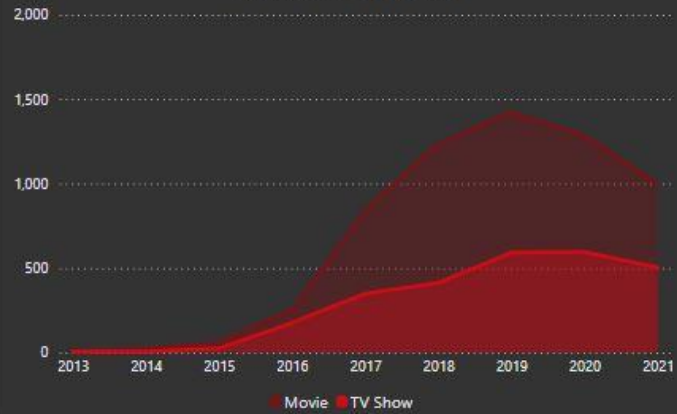
- **Global Availability:** A map visualization revealed Netflix's extensive global presence, with strong availability in North America, Europe, and parts of Asia and Africa. This underscores Netflix's strategic focus on global expansion, though availability may vary across different regions.

In addition to these broad trends, I also conducted a detailed analysis of individual titles:

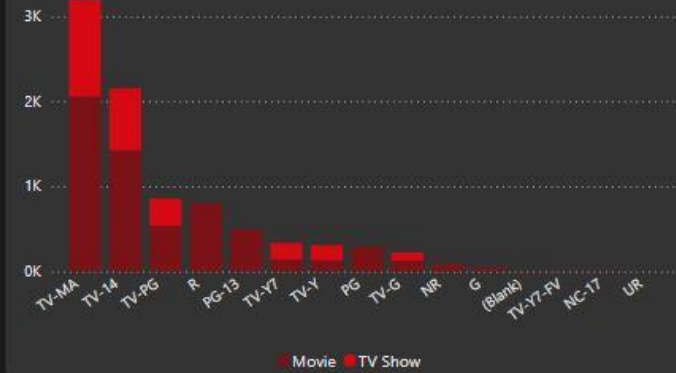
- **Title-Specific Analysis:** Using slicers and cards, I analyzed specific content, such as the movie "Apollo 18." Key details, like its release year (2011), rating (PG-13), and description (a sci-fi thriller), were examined to understand its target audience and thematic elements. The availability map showed the movie was accessible in Canada and the United States.
- **Genre and Cast Details:** I also explored the genre, director, and cast of selected titles, providing deeper insights into the creative aspects and talent behind each production

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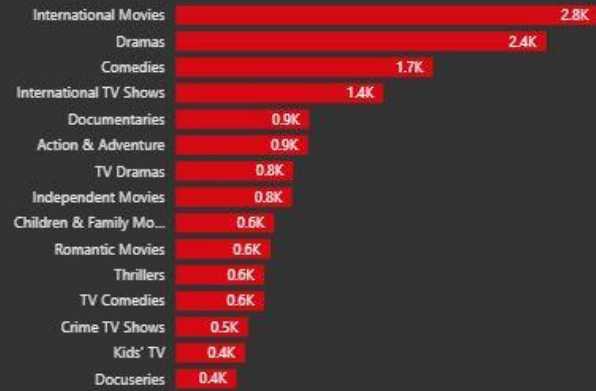
Shows Added by Date



Shows by Rating



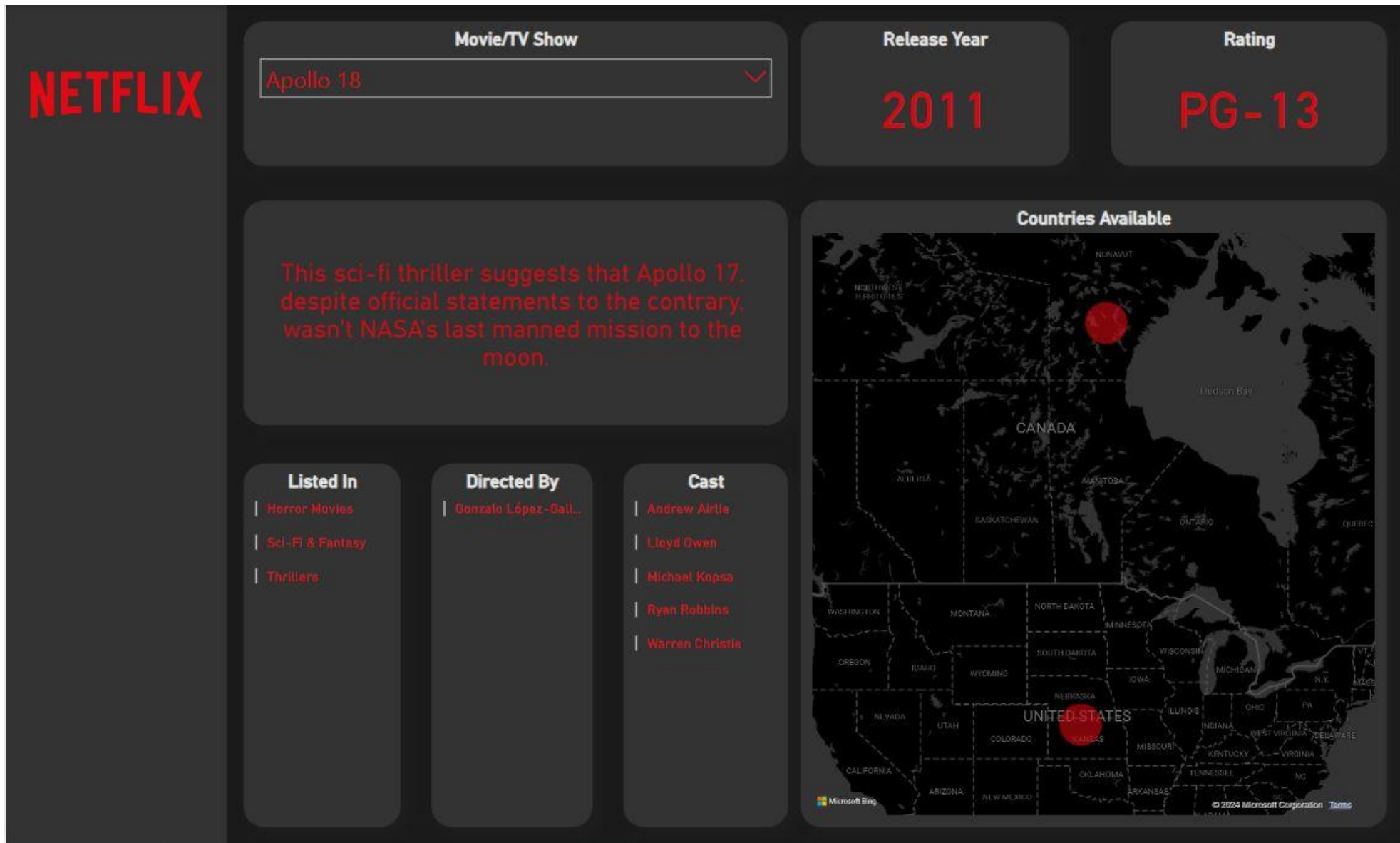
Top Ten Genres



Countries Available



Dashboard Overview



Dashboard Single Title View

Conclusion

Key Insights and Conclusions

The dashboards provide a comprehensive overview and detailed insights into Netflix's content dataset.

- The **Overview Dashboard** highlights broader trends in content addition, audience targeting based on ratings, genre diversity, and global availability.
- The **Single Title View Dashboard** allows for an in-depth analysis of individual titles, including their release details, genre, cast, and availability by region.

Closing Remarks and Recommendations

From my analysis, I make the following recommendations:

- **Expand Content Availability:**

Increase the reach of popular titles to more regions, tapping into underserved markets.

- **Diversify Age-Appropriate Content:**

While the current focus is on mature audiences, expanding content for family-friendly and younger viewers could attract a broader audience.

- **Monitor Emerging Trends:**

Continuously analyze viewership data to identify new genres and content types that resonate with audiences, ensuring Netflix remains aligned with evolving viewer preferences.

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THANK YOU!