

Conclusion and Insights

1. Content Distribution

- Movies make up **~70%** of Netflix content, while TV Shows account for **~30%**.
- Most content is added from the **United States**, followed by **India** and the **United Kingdom**.

2. Genre Insights

- Top movie genres: **Dramas, Comedies, Documentaries, Children & Family Movies, Action & Adventure.**
- Top TV show genres: **Crime TV Shows, International TV Shows, TV Dramas, Reality TV.**
- This shows Netflix focuses both on **family-friendly content** and **popular adult genres**.

3. Directors

- Directors with the most titles include **Rajiv Chilaka, Alastair Fothergill, Steven Spielberg, Martin Scorsese**, etc.
- Indicates Netflix works with **both local and international directors** to diversify content.

4. Release Trends

- **Yearly Releases:** Netflix content steadily increased from 2008–2021, peaking in recent years.
- **Monthly Releases:** Most releases happen in **Q1 (Jan-Mar)** and **Q4 (Oct-Dec)**, possibly targeting holidays.

5. Ratings

- Most content is rated **TV-MA, TV-14, or TV-PG**, showing Netflix targets a **wide age range**, from children to adults.

6. Word Cloud / Titles Insights

- Common words in movie titles often include **love, life, story, season, etc.**, reflecting popular themes.

7. Next Steps / Recommendations

- **Feature Engineering:** Create features like “number of genres per title” or “duration in minutes.”
- **Machine Learning:** Build recommendation systems (e.g., content-based or collaborative filtering).
- **Advanced Visualization:** Create interactive dashboards in Tableau or Plotly to explore content trends.