**Problem Statement**

* To provide insights based on data, Netflix should produce which type of TV Shows / Movies and how they can grow their business in different countries
* Data Cleaning Steps
  + Step 1: Load the file in google Colab
  + Step 2: On visual inspection and running isnull() we find following issues
* Nested Comma separated values for ‘cast’, ‘director’, ‘country’ and ‘listed\_in’
* Date format for ‘date\_added’
* Missing Values
  + Step 3: Data cleaning:
* Unnested the data using split() and stack() – columns – ‘cast’, ‘director’, ‘country’ and ‘listed\_in’. We will get different data frames for each
  + Step 4: Merge
* Merge the above created data frames – first cast and director, then cast, director and country, final merge cast, director, country and listed\_in
  + Step 5: Merge back the remaining columns of the original data frame
  + Step 6: Add four columns ‘month\_added’, ‘year\_added’, ‘day\_added’ and ‘day\_of\_week\_added’ deriving from date\_added
* Insights based on Analysis (on Colab)
* Top 4 Countries for Movies:
  + United States
  + India
  + United Kingdom
  + Canada
* Top 4 countries for TV Shows
  + United States
  + United Kingdom
  + Japan
  + South Korea
* Top 3 Months in which the Movies are added
  + July
  + December
  + January
* Top 3 Months in which the TV Shows are added
  + December
  + July
  + June / September
* Top 3 Days in which the Movies are added
  + Friday
  + Thursday
  + Wednesday
* Top 3 Days in which the TV Shows are added
  + Friday
  + Thursday
  + Tuesday
* Top 3 Popular Actors in Movies
  + Anupam Kher
  + Shah Rukh Khan
  + Nasseruddin Sha
* Top 3 Genre in Movies
  + International Movies
  + Dramas
  + Comedies
* Top 3 Popular Actors in TV Show
  + Takahiro Sakurai
  + Yuki Kaji
  + Junchi Suwabe
* Top 3 Genre in TV Show
  + International TV Shows
  + TV Dramas
  + TV Comedies
* Most Popular Movie Director
  + Jan Suter
* Most Popular TV Show Director
  + Alastair Fothergill
* Most Popular Actor – Director Pair in Movies
  + Rajiv Chilak - Julie Tejwani
* Most Popular Actor – Director Pair in TV Shows
  + Alastair Fothergill - David Attenborough
* Majority of content on Netflix if for adults and teenagers above 13
* The content getting added in reducing for both Movies and TV Shows for past 3 – 4 years
* Japan and South Korea more content added is TV Show type indicating in these countries TV Shows are more popular than Movies
* Analysis Link
  + Link for Google colab where the analysis is performed:
  + <https://colab.research.google.com/drive/1HsEX2Aq4_etqS_m908W0G88Uq8ZBaLIx?usp=drive_link>
* Recommendations
  + Netflix should expand to other countries as currently it is concentrated on – United States, India, United Kingdom
  + Majority of content is focused on adults and above 14 years audience. Netflix should add more content for the segment of audience below 14
  + In Japan and South Korea Netflix can increase focus on Movies