



About NETFLIX

Netflix is one of the most popular media and video streaming platforms. They have over 10000 movies or tv shows available on their platform, as of mid-2021, they have over 222M Subscribers globally. This tabular dataset consists of listings of all the movies and tv shows available on Netflix, along with details such as - cast, directors, ratings, release year, duration, etc.

Business Problem

Analyze the data and generate insights that could help Netflix in deciding which type of shows/movies to produce and how they can grow the business in different countries

Features of Data

- **Show_id:** Unique ID for every Movie / Tv Show
- **Type:** Identifier - A Movie or TV Show
- **Title:** Title of the Movie / Tv Show
- **Director:** Director of the Movie
- **Cast:** Actors involved in the movie/show
- **Country:** Country where the movie/show was produced
- **Date_added:** Date it was added on Netflix
- **Release_year:** Actual Release year of the movie/show
- **Rating:** TV Rating of the movie/show
- **Duration:** Total Duration - in minutes or number of seasons
- **Listed_in:** Genre



Based on Exploratory Data Analysis (EDA) on the Netflix Titles dataset there are several insights and business recommendations:

Business Recommendations:

1. Best Release Time

- **Monthly**
 - The high-quality content should be released during the months of *January, July, August, October, and December* could lead to increased viewer interest and engagement as these months have historically seen higher upload counts, which shows higher demand
- **Weekly**
 - The *first week* of each month can be designated as a "Featured Release Week," where the platform introduces a major TV shows or movie. Subsequently, the other three weeks period can be promoted with the movies which are released in the first week.
- Most of the movies or TV shows are released on **Friday**

2. Lag Difference

- Acquiring most recent movies and shows will increase the audience viewership as there is more mean lag difference in the top 10 most produced countries. This could cater to the audience's preference for up-to-date TV shows and movies.
- While creating content, take into consideration the popular actors/directors for that country. Also take into account the director-actor combination which is highly recommended

3. Localize the content

- Popularity of TV shows in Asian countries, particularly South Korea and Japan, Netflix should increase its investment in producing and acquiring Asian TV shows.
- Significant investment in content production in the USA and the emphasis on India, Netflix should continue to focus on these markets.



4.Regional Focus:

- Tailor content offerings based on regional preferences and cultural nuances.

5.Content Discovery and Personalization:

- **Improved Recommendation Algorithms:** Enhance personalized recommendations by leveraging machine learning and user behavior data.
- **Content Tags and Metadata:** Improve content tagging and metadata to enhance search accuracy and content discovery.

6.User Experience and Interface:

- **Responsive Design:** Optimize the platform for various devices (mobile, web, smart TVs) to provide a seamless experience.
- **Intuitive Navigation:** Simplify menus, categories, and search filters for easy content exploration.

7.Streaming Quality and Performance:

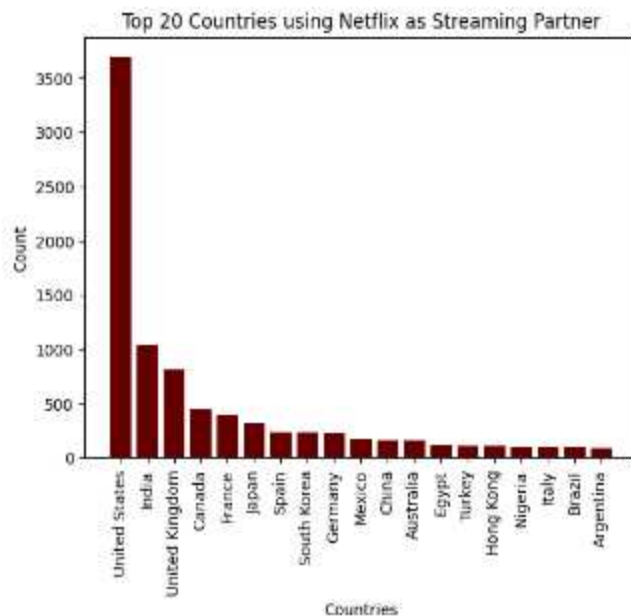
- **High-Quality Streaming:** Invest in robust infrastructure to deliver smooth streaming experiences even during peak hours.
- **Adaptive Bitrate Streaming:** Implement adaptive streaming to adjust quality based on users' internet speeds.
- **Diverse Genres:** Explore a wide range of genres to cater to varied audience interests.



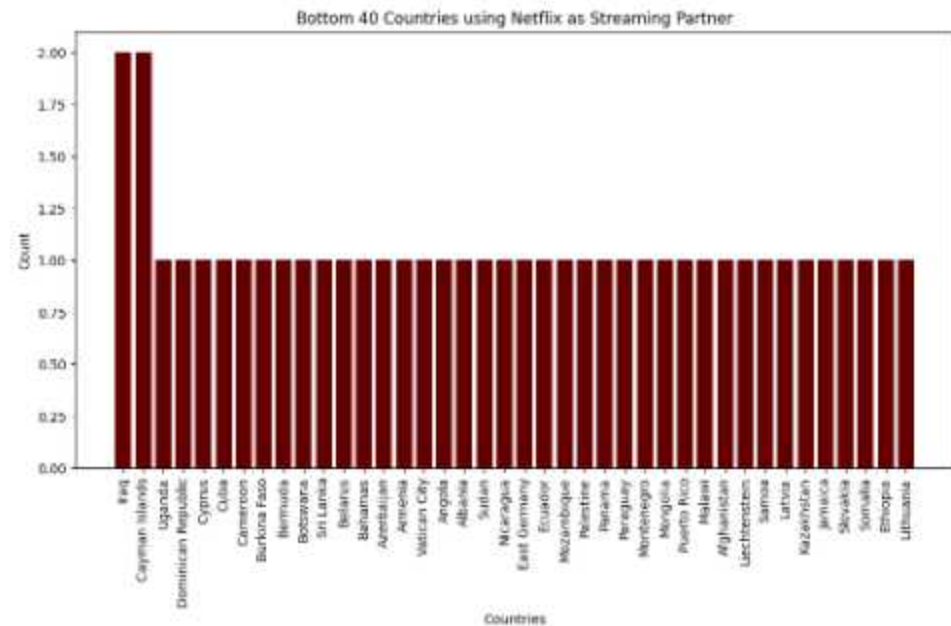
NETFLIX BUSINESS CASE STUDY

MOHITH SARAN

NETFLIX'S TOP 20 COUNTRIES

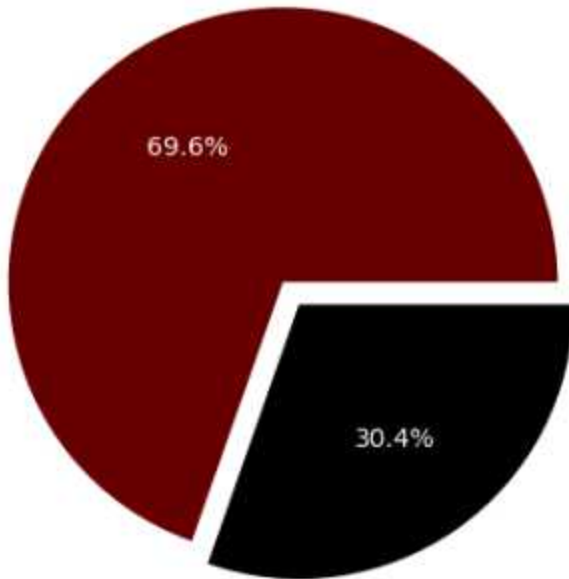


NETFLIX'S BOTTOM 40 COUNTRIES

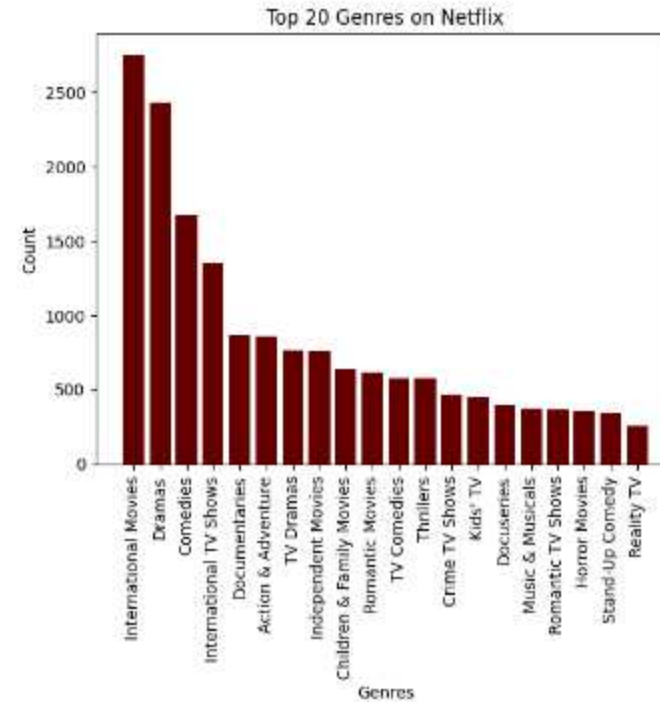




NETFLIX MOVIE TO SHOWS RATIO

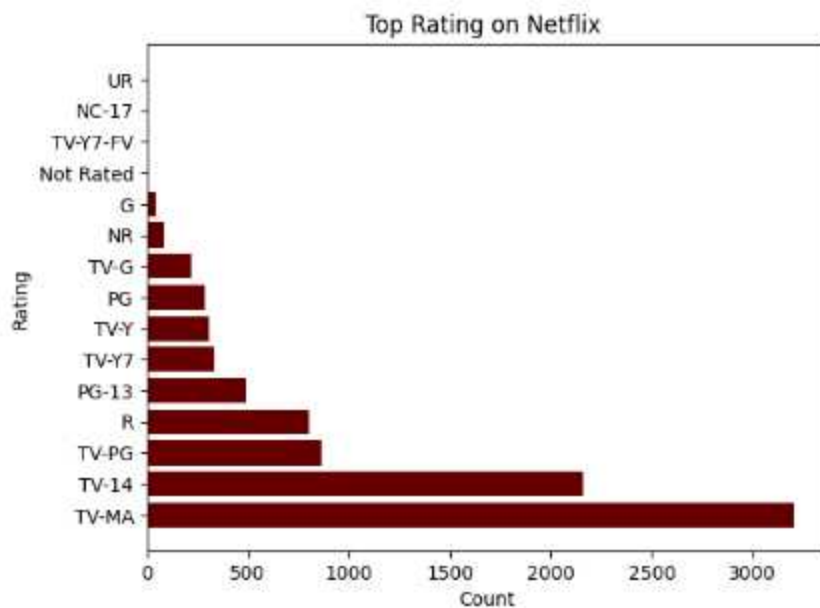


NETFLIX TOP 20 GENRES

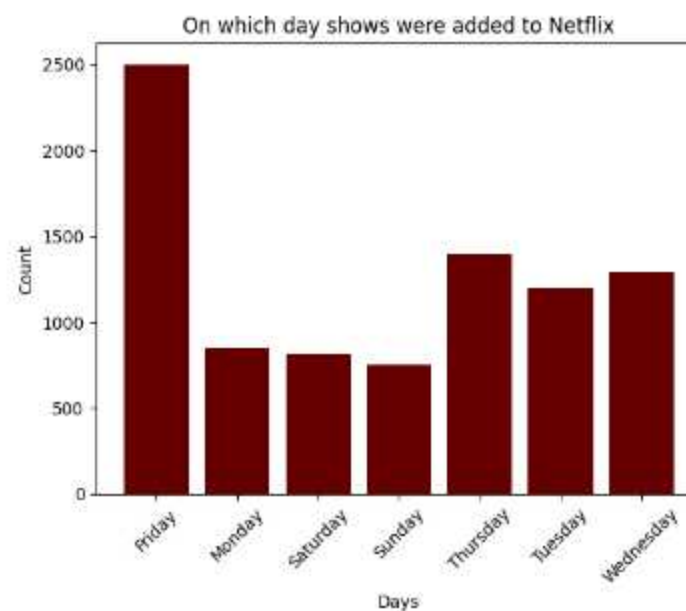




TOP RATING CERTIFICATES

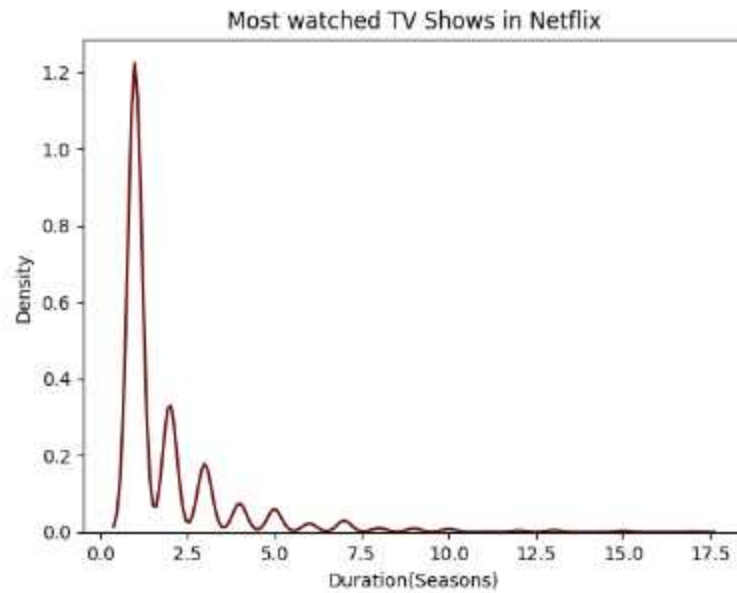


MOVIES BEING ADDED ON DAY

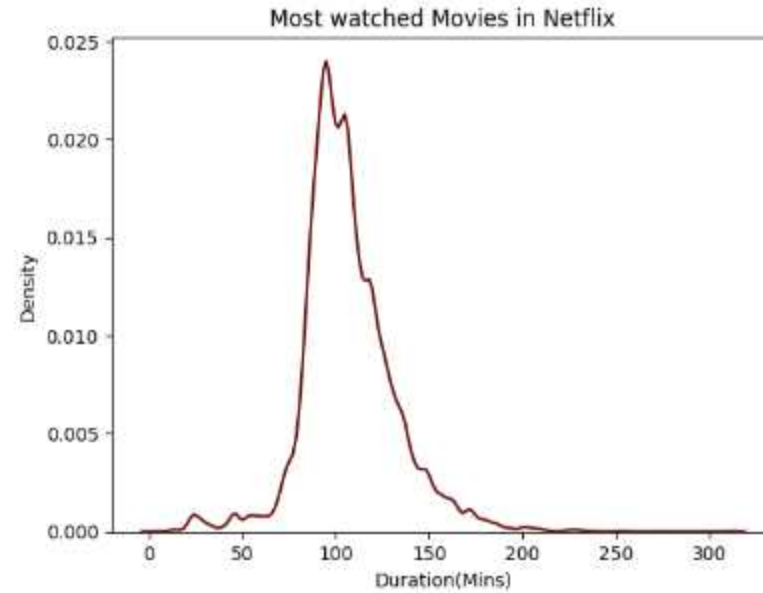




MOST WATCHED TV SHOWS



MOST WATCHED MOVIES

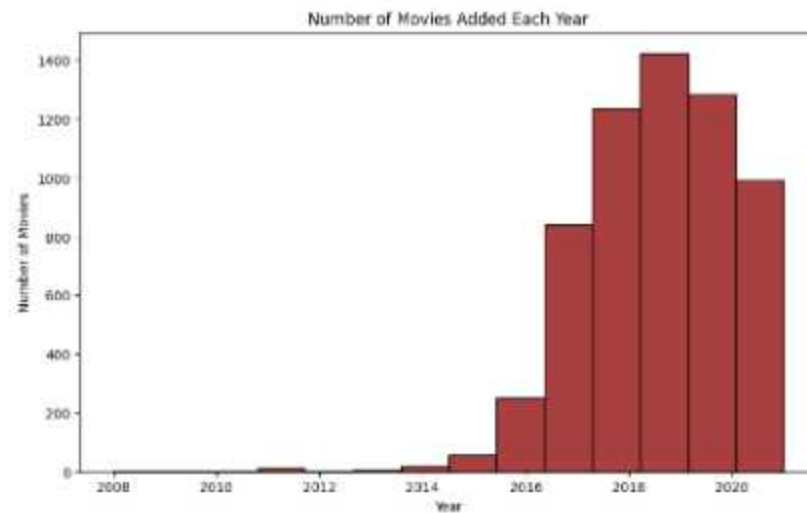




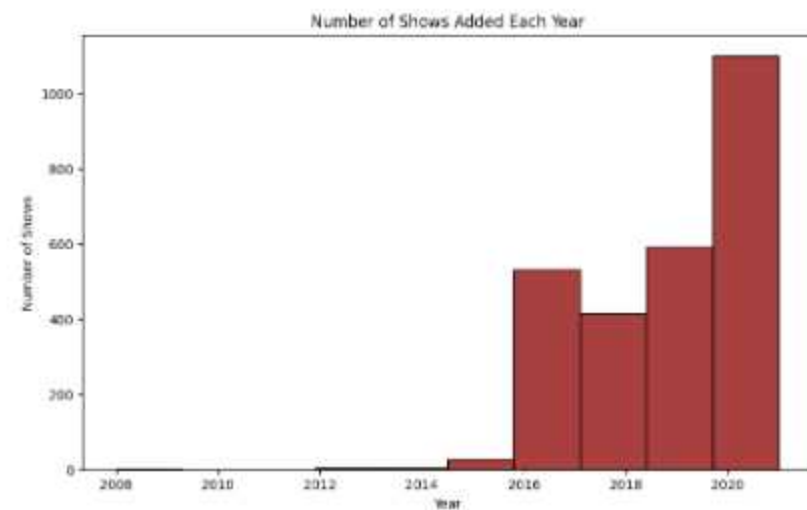
NETFLIX BUSINESS CASE STUDY

MOHITH SARAN

MOVIES BEING ADDED IN EACH YEAR



SHOWS BEING ADDED IN EACH YEAR

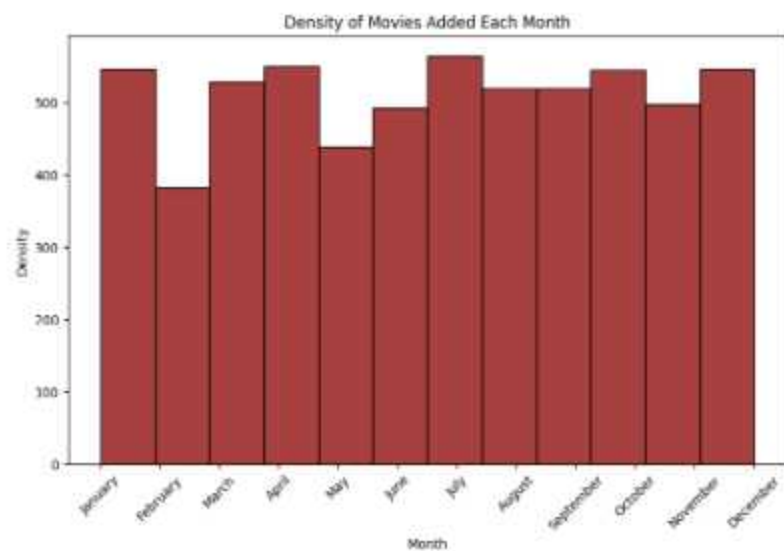




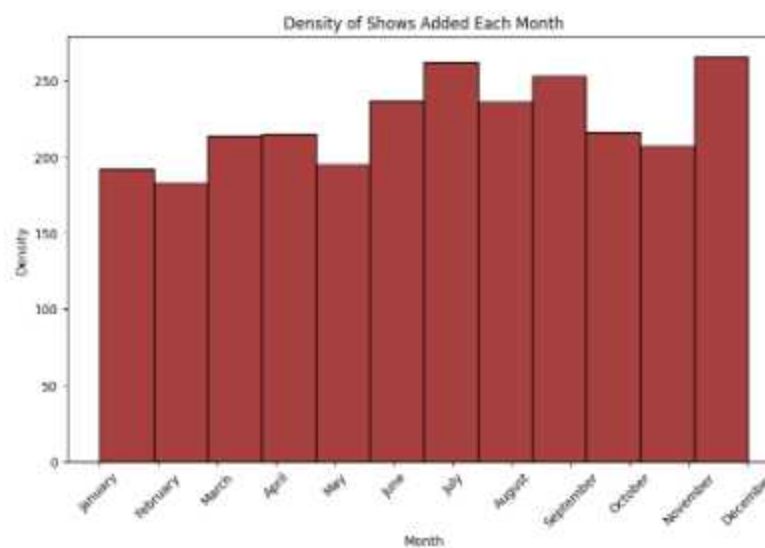
NETFLIX BUSINESS CASE STUDY

MOHITH SARAN

MOVIES BEING ADDED EACH MONTH



SHOWS BEING ADDED EACH MONTH

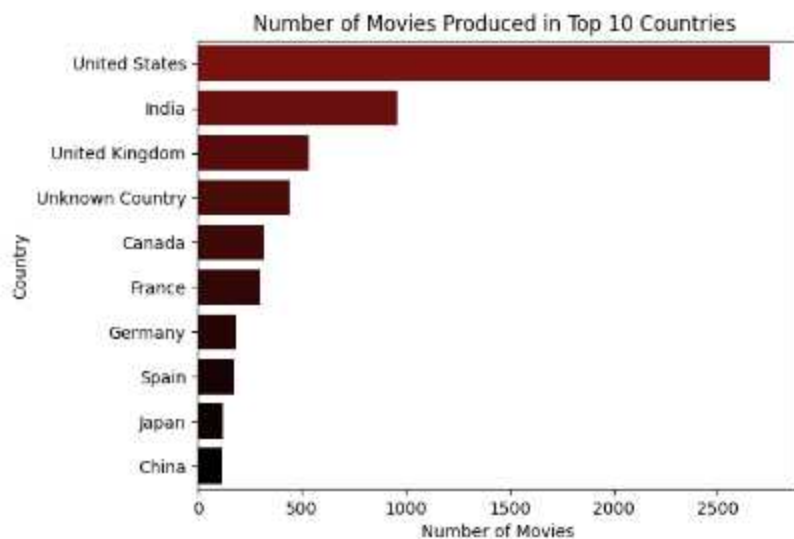




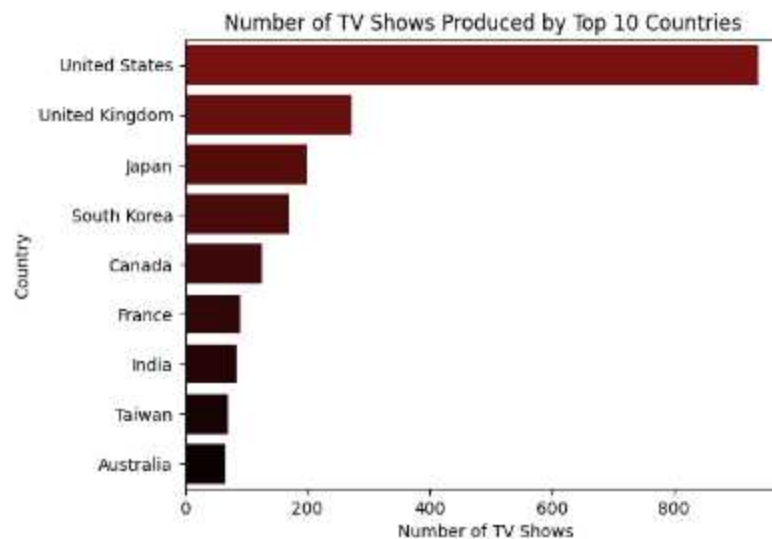
NETFLIX BUSINESS CASE STUDY

MOHITH SARAN

NUMBER OF MOVIES IN TOP 10 COUNTRIES



NUMBER OF SHOWS IN TOP 10 COUNTRIES

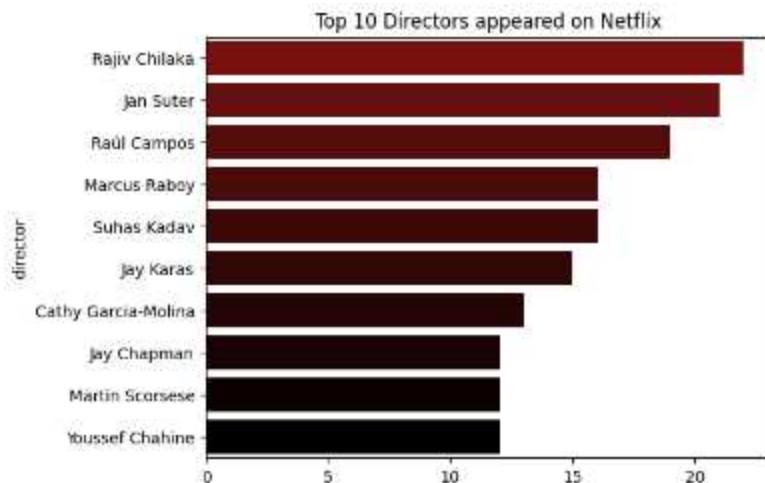




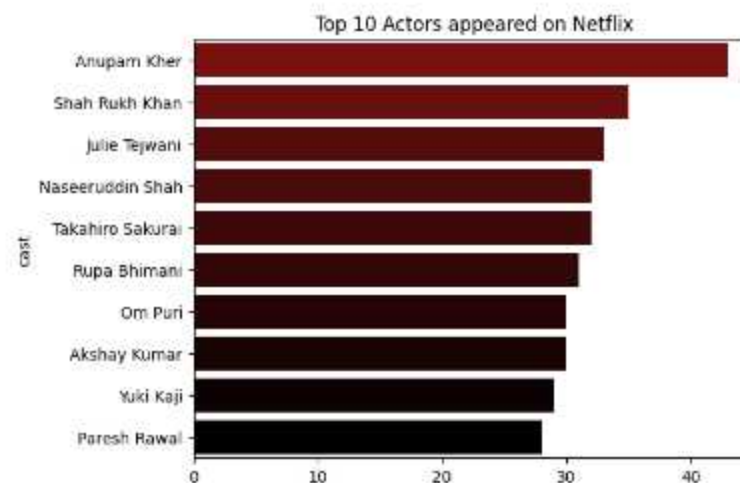
NETFLIX BUSINESS CASE STUDY

MOHITH SARAN

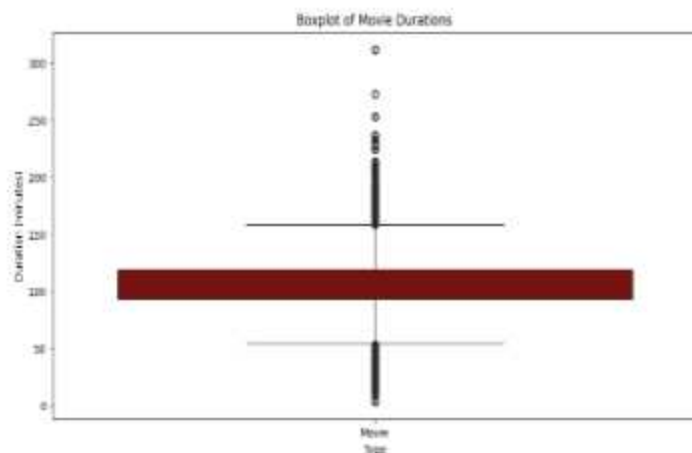
TOP 10 DIRECTORS



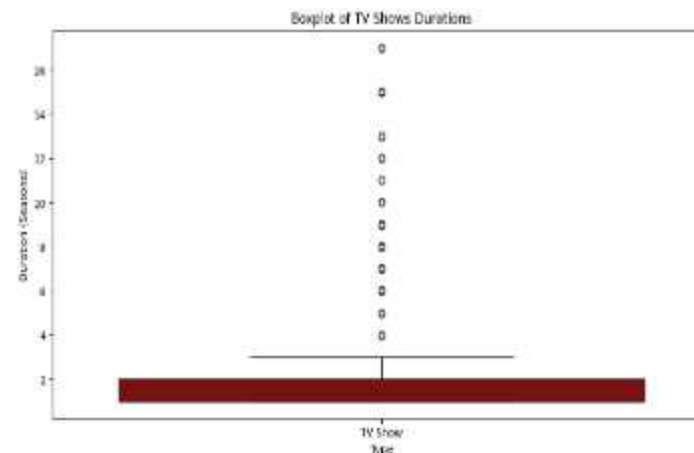
TOP 10 ACTORS



BOX PLOT OF MOVIE DURATION IN MIN



BOX PLOT OF SHOW DURATION IN SEASONS

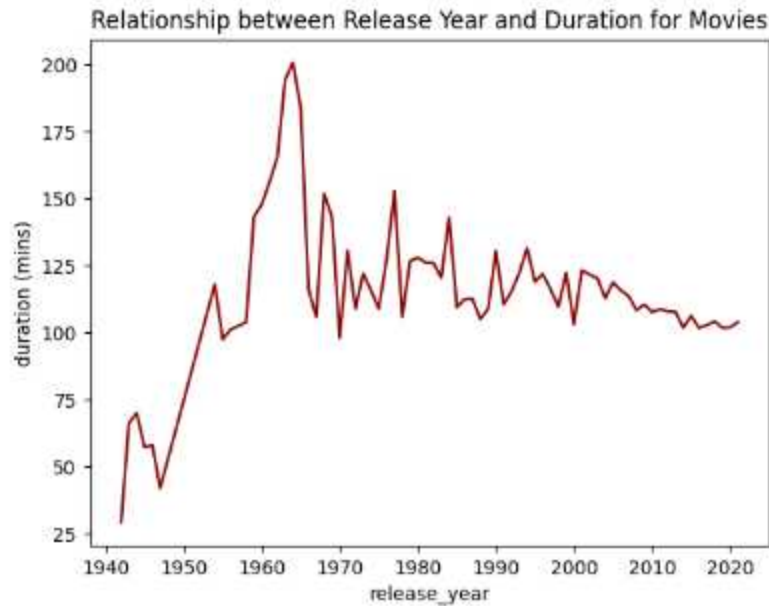




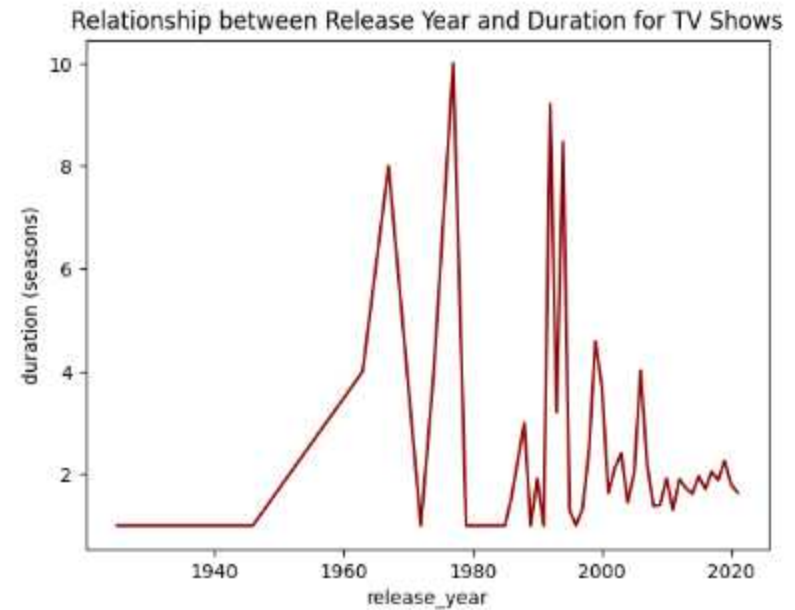
NETFLIX BUSINESS CASE STUDY

MOHITH SARAN

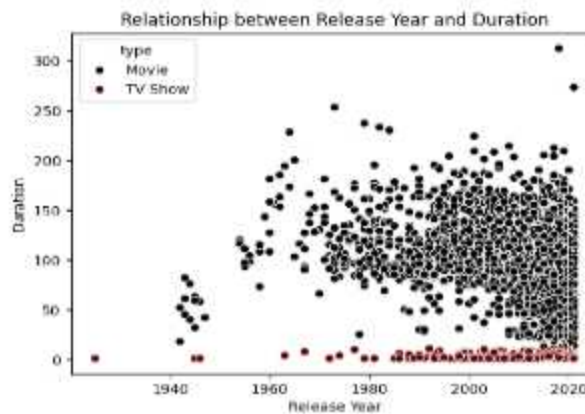
LINEPLOT FOR RELEASE YEAR AND DURATION FOR MOVIES



LINEPLOT FOR RELEASE YEAR AND DURATION FOR SHOWS

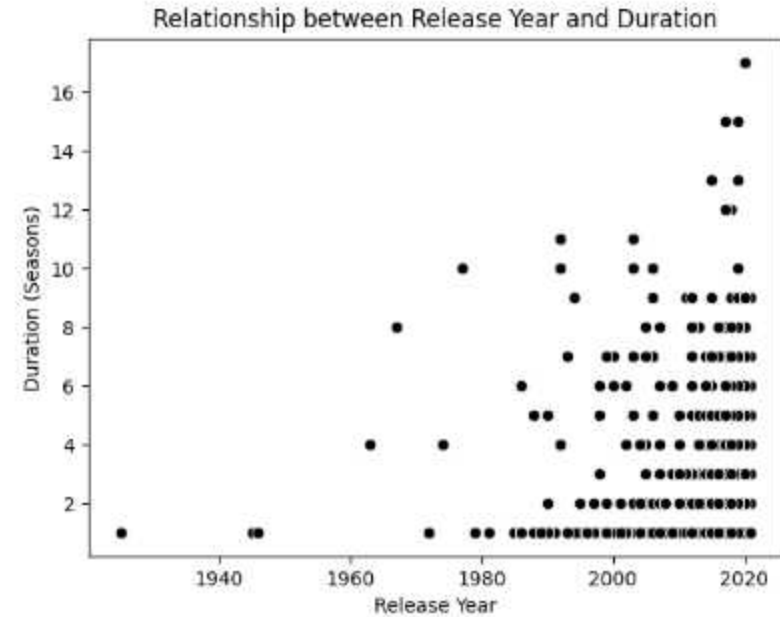
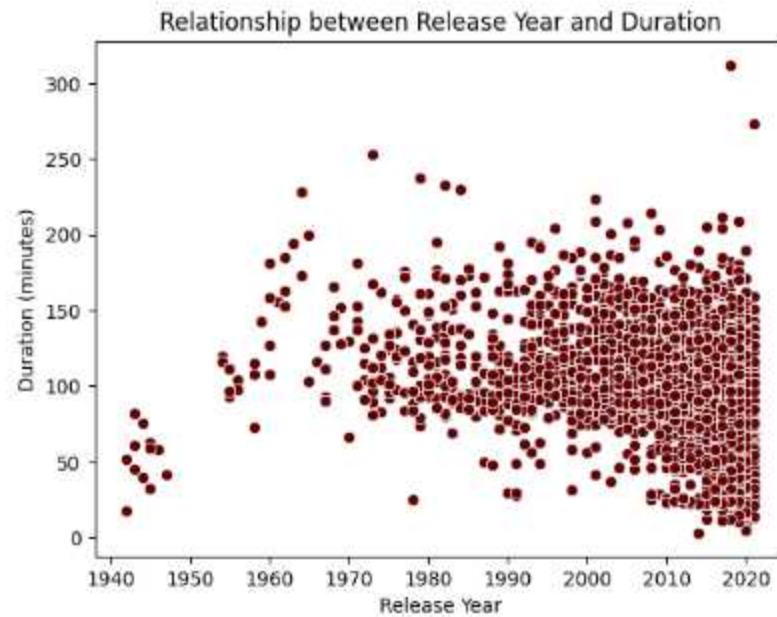


RELATION BETWEEN RELEASE YEAR AND DURATION FOR BOTH MOVIES AND SHOWS WITH HUE



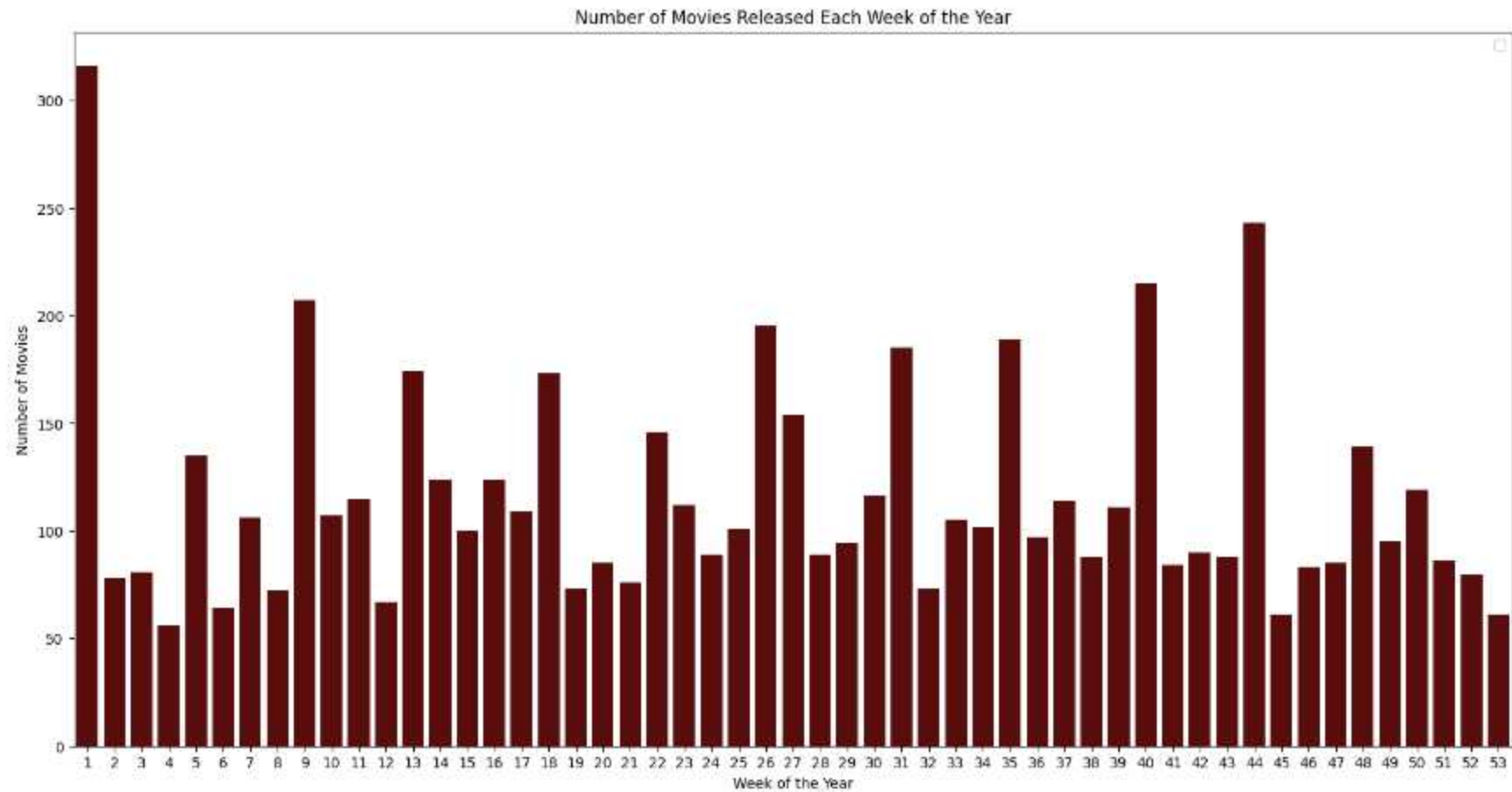


RELATION BETWEEN RELEASE YEAR AND DURATION FOR MOVIES AND SHOWS



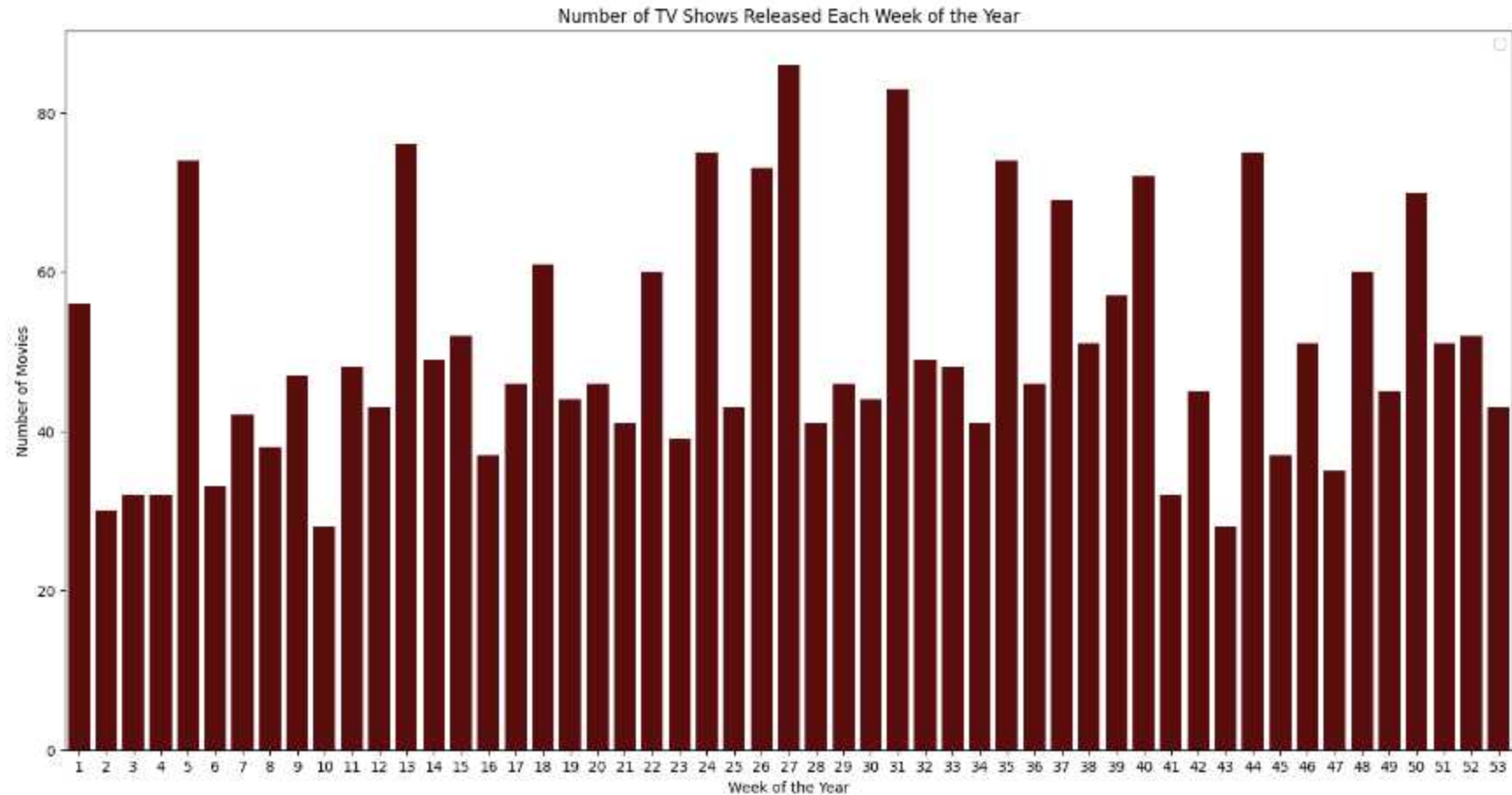


NUMBER OF MOVIES RELEASED PER WEEK IN A YEAR



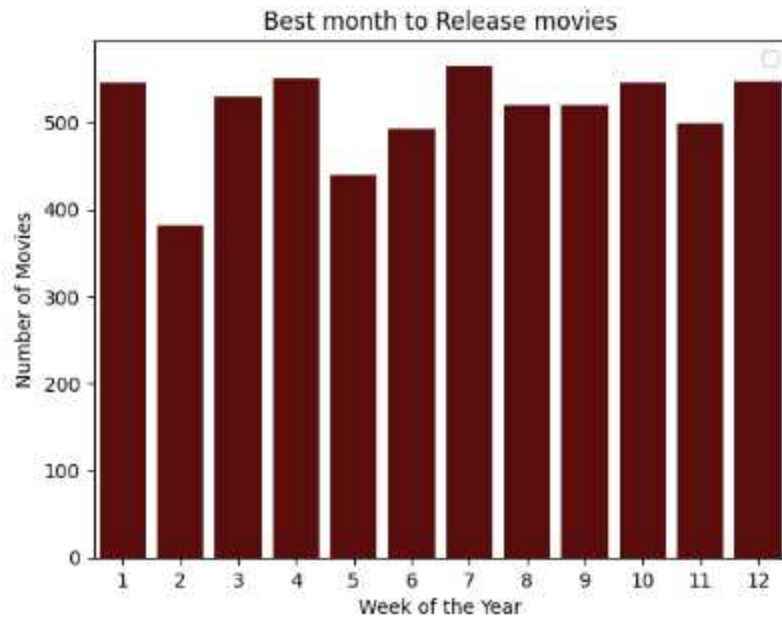


NUMBER OF SHOWS RELEASED PER A WEEK IN A YEAR

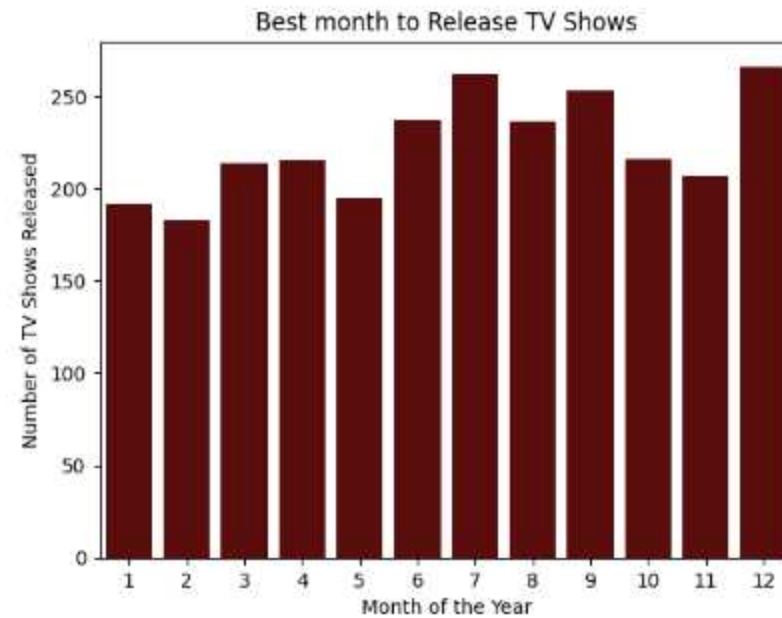




BEST MONTH TO RELEASE MOVIE



BEST MONTH TO RELEASE SHOWS

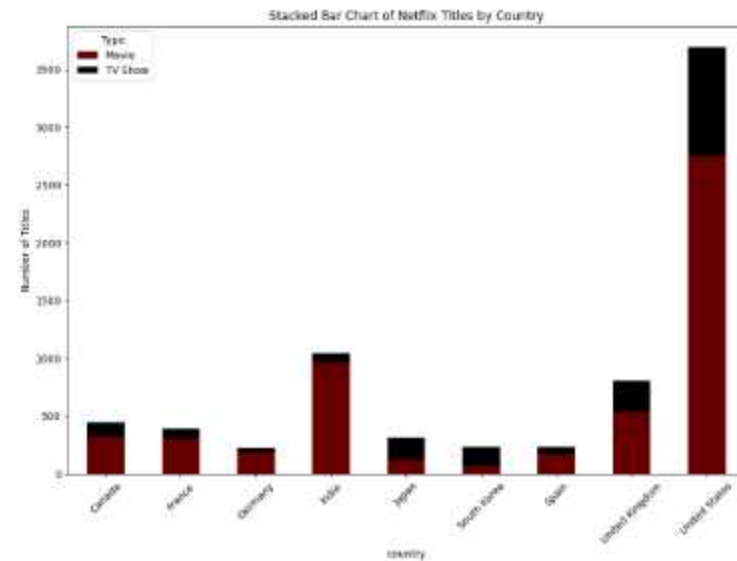
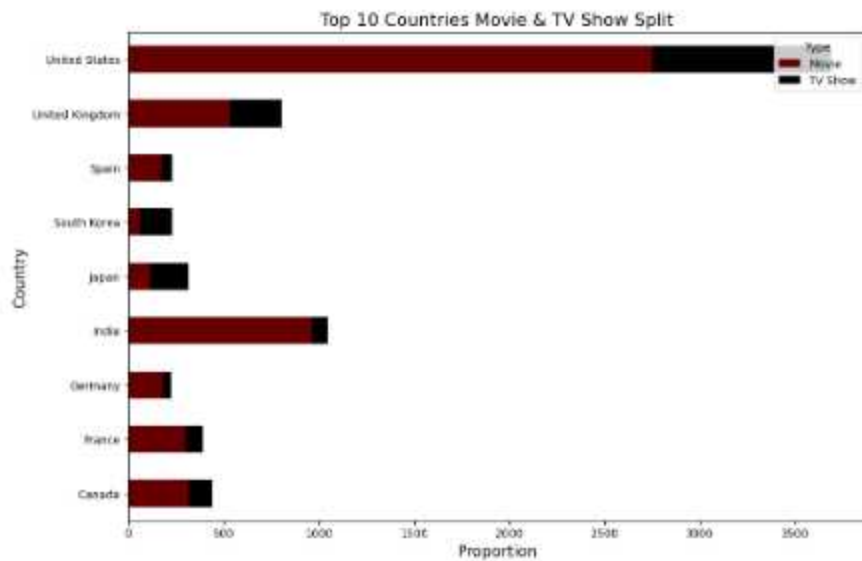




NETFLIX BUSINESS CASE STUDY

MOHITH SARAN

STACKED BAR CHART OF TOP 10 COUNTRIES PRODUCING MOVIES AND SHOWS



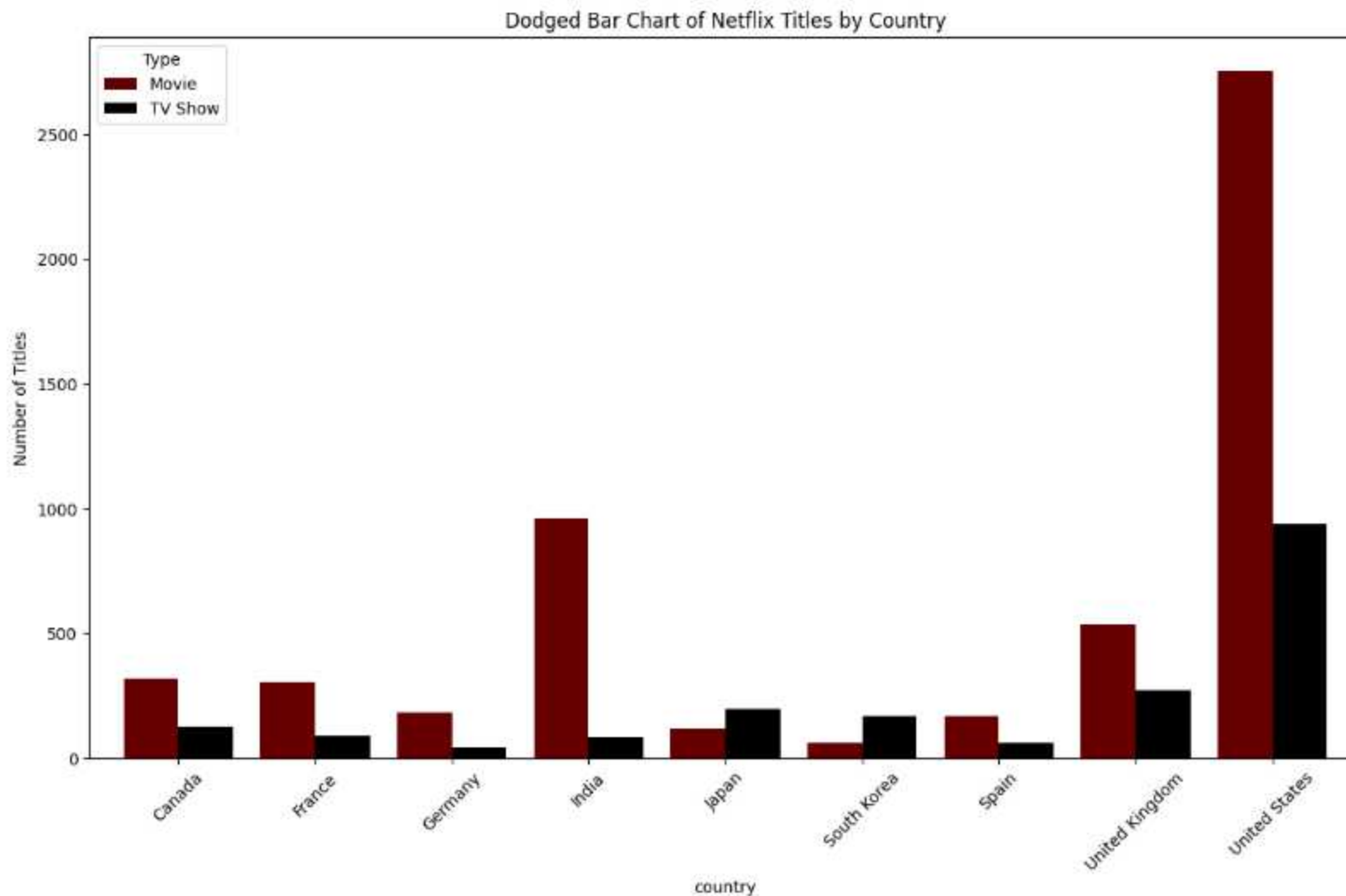
REPRESENTED HORIZONTALLY AND VERTICALLY



NETFLIX BUSINESS CASE STUDY

MOHITH SARAN

DODGED BAR CHART FOR NETFLIX TITLES AND COUNTRY



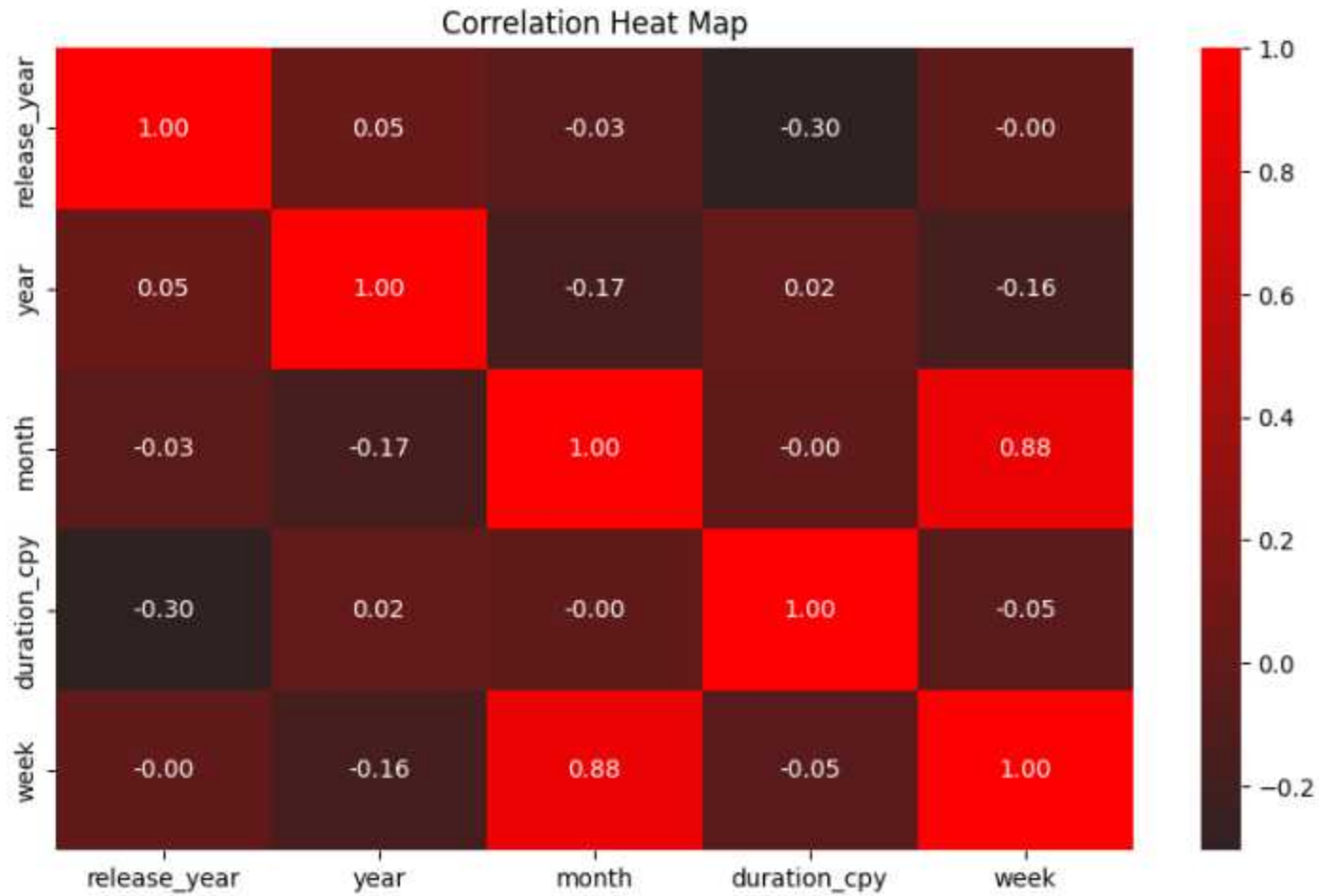
WORD COUNT FOR NETFLIX SHOW GENRES





NETFLIX BUSINESS CASE STUDY

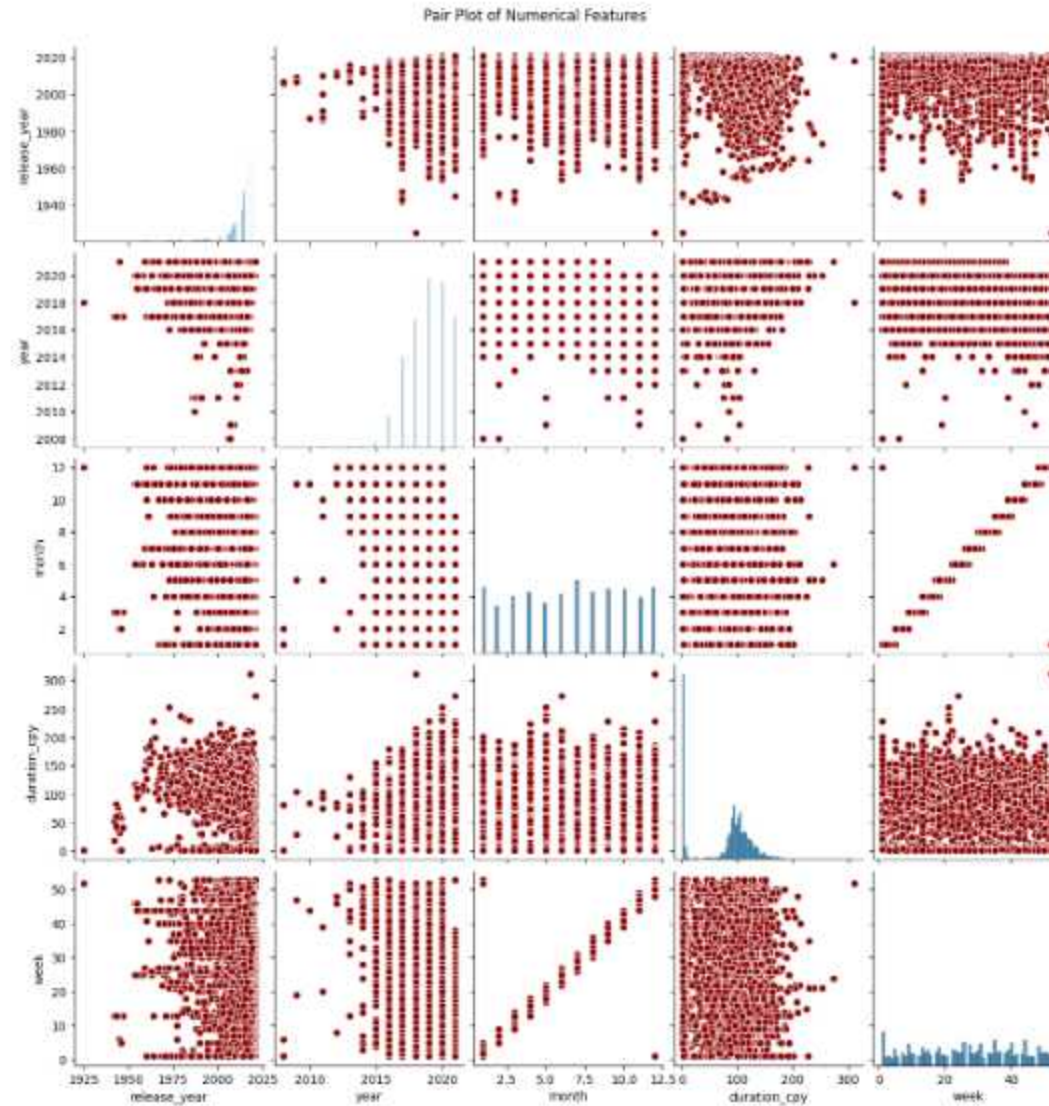
MOHITH SARAN





NETFLIX BUSINESS CASE STUDY

MOHITH SARAN





LAG BETWEEN MOVIE RELEASE AND STREAMED DATE BY COUNTRY

