**1. Data fun**

**Data Fun: Here are 2 interesting things which are hidden somewhere in the data:**

**Cool Fact 1:** Type of Shows Organized

Type Count Movie 6131, TV Show 2676

This shows that Netflix has more movies which are more in number as compared to TV shows.

**Cool Fact 2:** Genres listed Number 5

Genre Count International Movies 2752, Dramas 2427, Comedies 1674, International TV Shows 1351, Documentaries 869.

This suggests that Netflix has much international material and there are many drama and comedy movies on this platform. ​

**B) Basic SQL queries**

-- This query counts the number of entries for each type of content (Movie or TV Show)

SELECT type, COUNT(\*) as count

FROM netflix\_titles

GROUP BY type;

-- This query calculates the average release year of all titles in the dataset

SELECT AVG(release\_year) as average\_release\_year

FROM netflix\_titles;

**2. Ask away**

-- This query finds the top 5 most common ratings in the dataset by counting how many times each rating appears

SELECT rating, COUNT(\*) as count

FROM netflix\_titles

GROUP BY rating

ORDER BY count DESC

LIMIT 5;

-- This query identifies the country with the highest number of titles in the dataset by counting the number of titles per country

SELECT country, COUNT(\*) as count

FROM netflix\_titles

GROUP BY country

ORDER BY count DESC

LIMIT 1;

**What I Learned from the “Ask Away” Section**

Mature Content Dominates: The most frequently used rating is “TV-MA” which suggests that Netflix has a large collection of content that is for adults.

Diverse Audience: Other rating such as ‘TV-14’ and ‘TV-PG’ are also common indicating the fact that Netflix targets teenagers and the general population.

Movie Ratings: Well-known examples include the “R” and “PG-13” ratings, which indicate a significant number of movies that should be viewed with parental consent.

US Dominance: The United States has the most titles on Netflix, which indicates a high level of content production and acquisition in the company’s home market.

Global Reach: This indicates that Netflix has a plan of targeting a global market through the inclusion of international content.

**Key Takeaways**

Content Strategy: Netflix also focuses on the provision of adult content, which can help to attract and hold the interest of the target audience.

Market Focus: The US dominates the content, but Netflix is also internationalizing its presence.

Audience Reach: Thus, by providing a variety of ratings, Netflix guarantees the broadest coverage of subscribers, thus increasing the number of customers.