Netflix Data Analysis Insights

1. Duration Analysis by Year

- The **count of duration_in_minutes** was highest in **2018** at **767**, followed by **2017** and **2016**.

2. Trend of Movies and TV Shows Over Time (2008 - 2021)

Movie Trend:

- The **count of is_movie** saw a **99,200.00% increase** from **2008 to 2021**, indicating a sharp rise in movie production on Netflix.

TV Show Trend:

- The **count of is_tv_show** saw a **50,400.00% increase** over the same period, showing a significant rise in TV show availability.

Recent Trend in TV Shows:

- The **count of is_tv_show** had a notable trend starting in **2015**, growing by **1,842.31% (479 titles)** over the next **6 years**.

3. Type Distribution: TV Shows and Movies

TV Shows Without Specific Type:

- **"Not Given" in type (TV Show)** made up **90.65%** of the count of is_tv_show, indicating that many TV shows lacked clear classification.

Genre Distribution by Type:

- **Movies** accounted for **69.69%** of the **count of GenreCount**, highlighting the dominance of movies over TV shows in terms of genre count.
    - **Movie Count of GenreCount:** 6,126
    - **TV Show Count of GenreCount:** 2,664

4. Correlation Between Movies and TV Shows

- There was a **negative correlation** between the **count of is_tv_show** and the **total count of is_movie**, indicating that as one increased, the other decreased.

5. Rating Distribution

Most Popular Ratings:

- The **total count of type** was highest for **TV-MA** at **3,205**, followed by **TV-14** and **TV-PG**.

2018 Rating Insight:

- In **2018**, **TV-MA** made up **6.25%** of the **count of type**, showing a rise in mature-rated content.

Average Count by Rating:

- The **average count of type** was highest for **TV-MA** at **62.84**, followed by **TV-14** and **TV-Y**.

6. Duration Insights Across Titles

- The **top 4 titles** all had a **count of duration_in_minutes of 2**.
- Across all **6,122 titles**, the **count of duration_in_minutes** ranged from **1 to 2 minutes**.

7. Type Distribution Over Time (2008 - 2021)

Movie and TV Show Trends:

- The **count of is_movie** increased by **99,200.00%** from **2008 to 2021**.
- The **count of is_tv_show** increased by **50,400.00%** over the same period.

TV Show Recent Trend:

- TV shows started trending up from **2015**, growing by **1,842.31% (479 titles)** in **6 years**.

8. Total Titles Distribution: Movies vs TV Shows

- The **total count of show_id** was higher for **movies (6,126)** compared to **TV shows (2,664)**.

2018 Movie Insight:

- In **2018**, **movies** made up **8.73%** of the **count of show_id**, showing a notable increase in movie content.

Average Count of Titles:

- The **average count of show_id** was higher for **movies (83.92)** than for **TV shows (57.91)**.

9. Content Rating and Type Distribution

- The **count of type** was highest for **TV-MA** at **3,205**, followed by **TV-14** and **TV-PG**.

10. Country Insights

United States Dominance:

- The **United States** accounted for **39.10%** of the **count of show_id**, showing its dominance in Netflix content.

Country Distribution:

- Across all **79 countries**, the **count of show_id** ranged from **1 to 2,395**, indicating diverse content creation from various regions.

Conclusion

The analysis of Netflix content from 2008 to 2021 reveals significant trends in both movie and TV show production, as well as in the distribution of genres, ratings, and content across countries. The sharp rise in both **movies** and **TV shows** starting around **2015** points to Netflix's strategic shift toward original content creation, especially for **TV shows**, which saw a substantial increase. Additionally, the **United States** emerged as the dominant country in terms of content production, further emphasizing Netflix's global reach.

The negative correlation between the increase in **movies** and **TV shows** suggests that Netflix has focused on balancing its offerings over time, possibly influenced by viewer preferences. **Mature-rated content (TV-MA)** is the most popular rating, reflecting the platform's appeal to an adult audience.

In terms of genre distribution, **movies** dominate the content library, although there's notable diversity in **TV shows**. The insights into **duration** and **genres** provide a deeper understanding of the type of content Netflix prioritizes, and the **correlation analysis** reveals how the platform evolves its content strategy over time.