

# NETFLIX

## DATA ANALYTICS

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# PROJECT SUMMARY

THE NETFLIX EDA PROJECT REVOLVES AROUND EXPLORING AND ANALYZING A DATASET RELATED TO NETFLIX CONTENT. THE DATASET LIKELY INCLUDES INFORMATION ABOUT MOVIES AND TV SHOWS AVAILABLE ON THE PLATFORM. THE PURPOSE OF THE PROJECT IS TO PERFORM EXPLORATORY DATA ANALYSIS TO EXTRACT MEANINGFUL INSIGHTS AND DRAW CONCLUSIONS FROM THE DATA.

## STEPS FOR THE CAPSTONE PROJECT:

### Data Exploration:

Begin by loading and exploring the dataset. Understand the structure of the data, the types of variables available, and the general patterns.

### Data Cleaning:

- Check for missing values and handle them appropriately.
- Remove duplicate entries if any.
- Correct any inconsistencies or errors in the data.

### Descriptive Statistics:

Compute basic descriptive statistics such as mean, median, mode, range, and standard deviation for relevant variables.

**DATASET**

## Data Visualization - Part 1:

Create visualizations to represent the distribution of content over different genres.

## Data Visualization - Part 2:

Visualize the distribution of content across release years.

## Data Visualization - Part 3:

Explore the geographical distribution of content (if applicable).

## Time Series Analysis:

If there's a temporal component, perform time series analysis to identify trends and patterns over time.

## Content Analysis - Part 1:

Analyze the distribution of content ratings.

## Content Analysis - Part 2:

Explore the length of movies or episodes and identify any trends.

## Top Lists and Recommendations:

Identify and present top-rated movies or TV shows based on user ratings.

## Genre Trends:

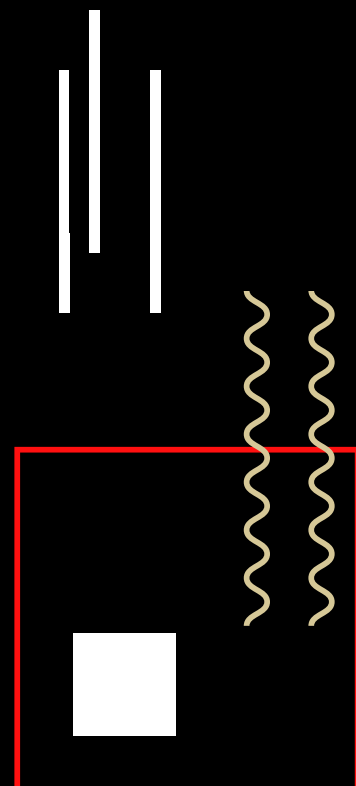
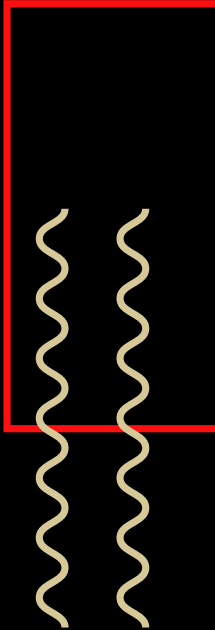
Analyze trends in the popularity of different genres over time.

## Geographical Analysis:

Further explore the distribution of content across different countries and regions.

## Correlation Analysis:

Investigate potential correlations between variables (e.g., ratings and duration).



## **Audience Engagement - Part 1:**

Analyze user reviews and sentiments if available.

## **Audience Engagement - Part 2:**

Explore user engagement metrics such as views or watch time (if applicable).

## **Content Variety:**

Evaluate the diversity of content by analyzing the number of unique genres and categories.

## **Language Analysis:**

If applicable, analyze the distribution of content in different languages.

## **Content Evolution Over Time:**

Explore how the characteristics of content (e.g., duration, ratings) have evolved over the years.

## **User Preferences:**

Investigate whether certain genres or types of content are more popular among users.

## **Conclusions and Recommendations:**

Summarize the key findings, draw conclusions, and provide recommendations based on the insights gained from the analysis.