

Web-Streaming Platform Data Exploration & Visualisation

Business Insights:

1. We have analysed the data given and found that **Movies** is the dominant type of content with 70% ratio to be produced on Netflix.
2. Here we can see an increasing trend in the number of titles added per year, particularly there is a huge jump from 2016 to 2017. And it is also observed that the number of titles added in 2020 is less than that of 2019. From this we can infer that as COVID-19 pandemic hit us in 2020 that's why there is a dip after 2019.
3. Majority of the content produced belongs to USA, followed by India and UK. We also observed that the spread of Netflix as a web-streaming platform is worldwide & it is watched all over the world.
4. Ratings and their Meanings
 - TV-MA- For Mature Audiences
 - TV-14- Parents strongly cautioned. May not be suitable for ages under 14.
 - R- Restricted. May be inappropriate for ages under 17.
 - PG-13- Parents strongly cautioned. May be inappropriate for ages under 13.
 - TV-PG- Parental Guidance suggested.
 - TV-Y7- Suitable for ages 7 and up.
5. Majority of the Netflix produced content is TV-MA or we can say that most of the content produced is suitable only for mature audience or adults.
The second most occurring rating is TV-14 which means that the content is made for ages 14 and above.
6. India has the highest percentage of "Movies" produced and South Korea has the highest percentage of "TV Shows" produced.
7. From this we can interpret that most movies are produced by Netflix in July and shows are produced in December.
In total we can say that most of the content is added in the beginning and end time of the year.
8. Martin Scorsese is the top director followed by Youssef Chahine and Cathy Gracia-Molina.

9. Drama, International Movies and comedy is top genre produced by Netflix.
10. Anupam Kher is the most appeared actor on Netflix followed by Shahrukh Khan.
11. "Silent" is the shortest movie which has a duration of 3 mins only added in 2019.
12. "Black Mirror: Bandersnatch" is the longest movie having a duration of 312 min added in 2018.
13. First Ever movie was added on 1st January 2008.
14. Grey's Anatomy has maximum number of seasons.
15. First Ever TV Show was added on 4th February 2008

Recommendations:

1. As we saw movies is the dominant type of content, Netflix should focus on TV shows also, for which the viewership is rising day by day.
2. We also saw that Indian had the highest number when it comes to Movies, but as India has the highest audience base has a lot of potential to produce and make internationally acclaimed TV Shows.
3. We all know how popular Korean TV series is, that is also verified using the graph made. But Netflix should enter the Korean market and try to replicate the craze and popularity of Korean TV Shows.
4. United States is the birthplace of Netflix, that is also seen in the plots we have made. But the difference between 1st and 2nd is quite high. So, Netflix should also focus in these countries and mark its presence.
5. When it comes to Ratings it was quite clear that TV-MA or the content i.e., TV-MA content which is not suitable for ages 14 and below. It can be an opportunity to enter the kids and teens space.