NETFLIX DATA ANALYSIS

Exploring Trends, Content Distribution, and Insights

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OBJECTIVES OF THE ANALYSIS

- To identify trends in Netflix content distribution.

- To analyze the most popular genres, release years, and filming locations.

- To understand the content type preferences (Movies vs. TV Shows).

- To provide actionable insights for future content decisions.

DATASET OVERVIEW

- Dataset contains information about Netflix movies and TV shows.
- Key features include: Title, Type, Country, Release Year, Genre, etc.
- Clean and well-structured dataset requiring minimal preprocessing.

METHODOLOGY

1. **Data Cleaning**: Minimal cleaning as dataset was well-prepared.

2. **Univariate Analysis**: Examining individual features (e.g., Genres, Years).

3. **Multivariate Analysis**: Exploring relationships between features (e.g., Type by Added Year).

4. **Visualization**: Used Python libraries (Matplotlib, Seaborn) for charts and graphs.

KEY INSIGHTS: UNIVARIATE ANALYSIS

- Most movies were released in the 1970s.
- The majority of content is filmed in the United States.
- Distribution of genres highlights user preferences over time.

KEY INSIGHTS: MULTIVARIATE ANALYSIS

- Movies dominate Netflix's library compared to TV shows.

- The year of addition shows a spike in recent years, indicating growing content acquisition.

- Genre popularity trends are dynamic, with varying interest across years.

CONCLUSION AND RECOMMENDATIONS

- Netflix's content library is heavily influenced by movies and U.S.-based productions.

- Recommendations:

  1. Diversify content to include more international productions.

  2. Explore underrepresented genres to cater to niche audiences.

  3. Monitor genre trends to adjust content strategy.