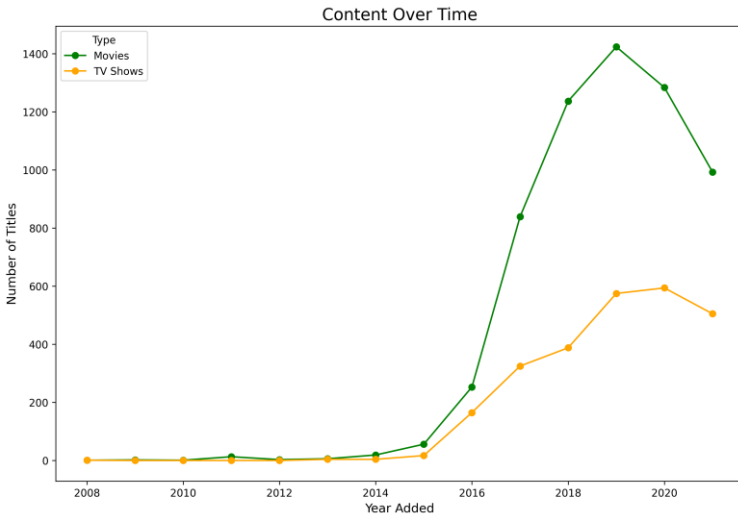
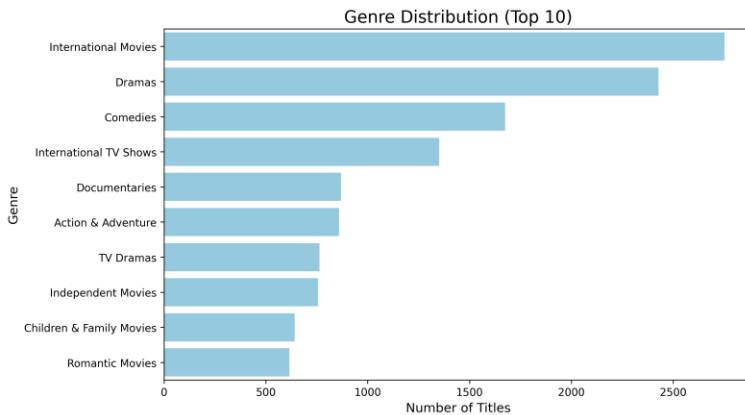


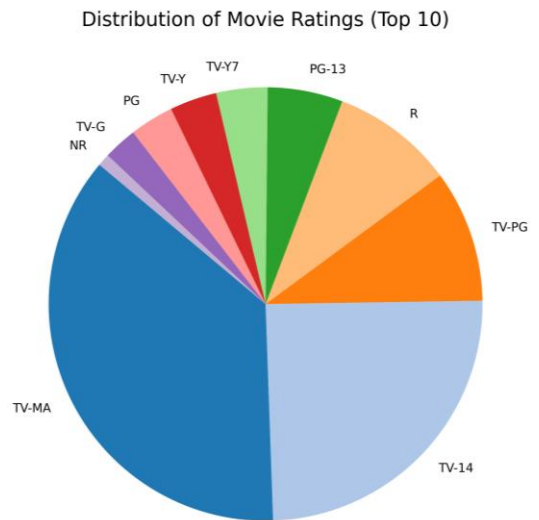
# A Visual Analysis of Netflix Content Library: Patterns, Genres, and Trends



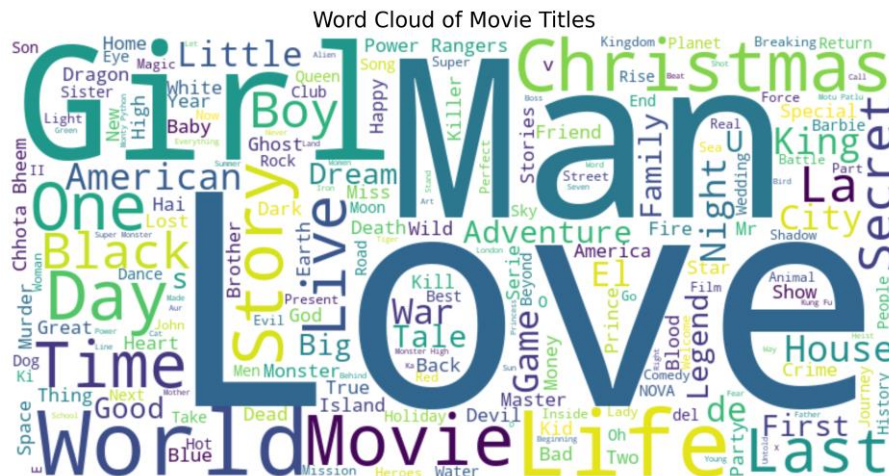
- Steady growth in both movies and TV shows reflects Netflix's expanding catalog.
- A sharp rise in titles added post-2015 coincides with Netflix's international expansion and investment in originals.



- The top genres displayed include dramas, comedies, and documentaries, with international movies and TV shows also featuring prominently.

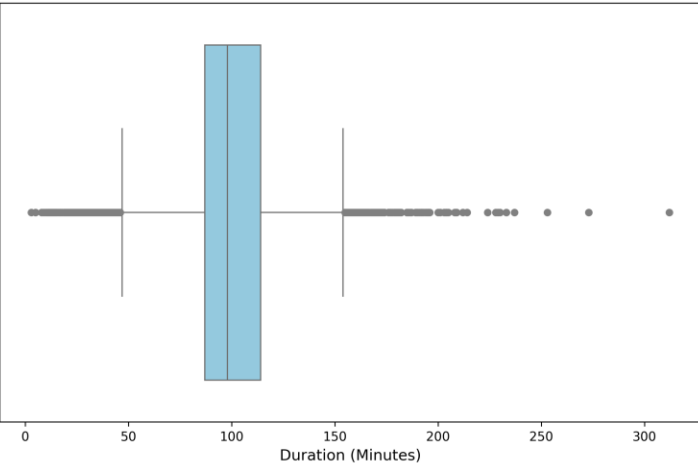


- TV-MA and TV-14 are the most frequent ratings, highlighting Netflix's focus on mature and teen audiences.
- Family-oriented ratings (e.g., TV-Y, TV-G) have a relatively smaller share.



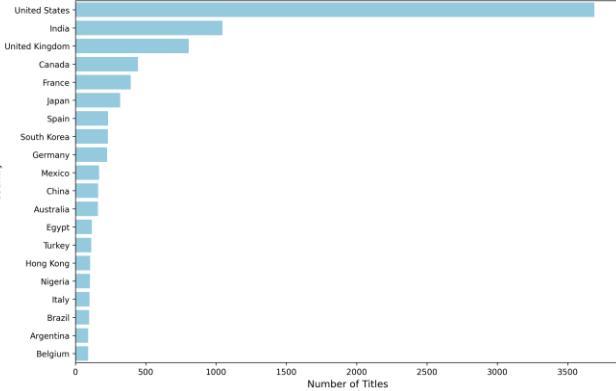
- Common words like “Love”, “Life”, “Man”, and “Girl” dominate, indicating recurring themes in Netflix titles.

Movie Duration Distribution

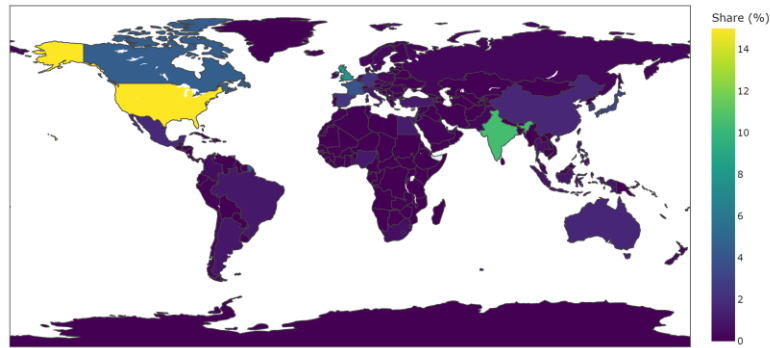


- The majority of movies fall within the 60–120 minute range.
- A few outliers are unusually short or long, possibly representing experimental or niche content.

Geographical Distribution of Movies (Top 20)

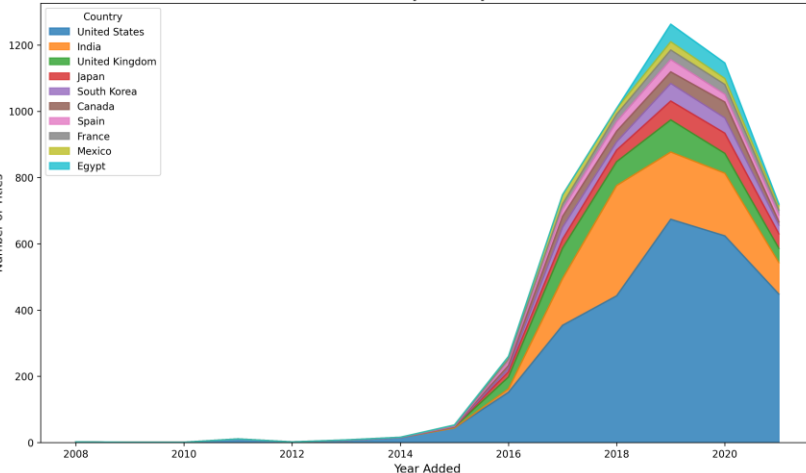


Geographical Distribution of Movies



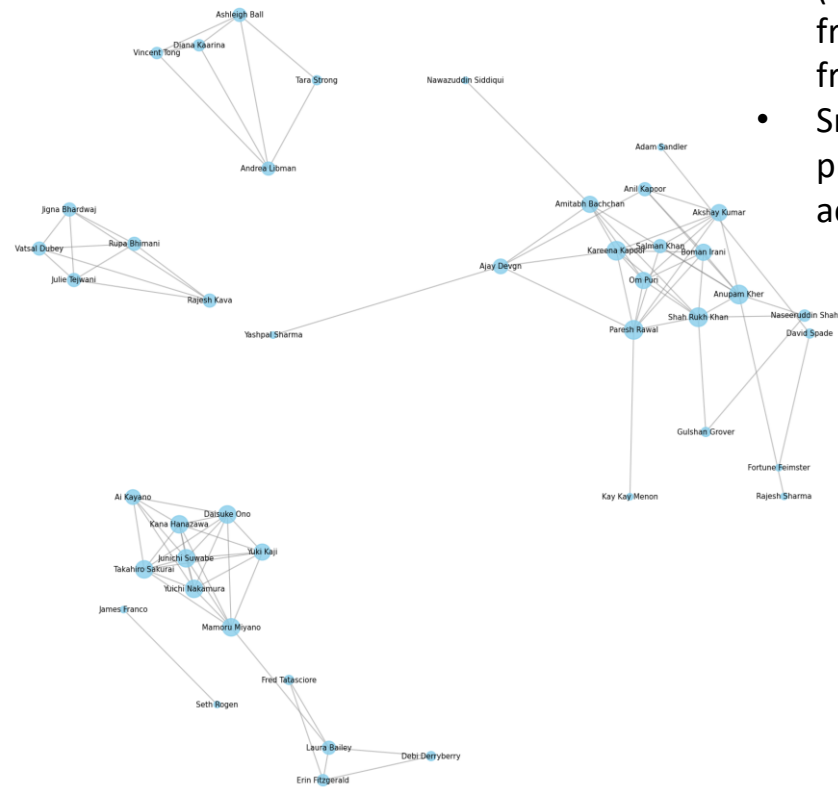
- United States contributes the highest number of titles, forming the backbone of Netflix’s library.
- India and United Kingdom follow, reflecting their importance in Netflix’s international strategy.
- Smaller contributors like Egypt highlight emerging markets and a focus on regional content.

Release Trends by Country Over Time



- The United States remains the largest contributor each year, with consistently high additions.
- India shows exponential growth post-2017, aligning with Netflix’s entry into the Indian market.
- Egypt and other smaller contributors maintain steady but limited growth.

Co-appearance Network of Cast Members (Top 50)



- Dense clusters around central figures (e.g., popular lead actors) indicate frequent collaborations within franchises or series.
- Smaller clusters suggest niche productions with specific groups of actors.

The data used for this analysis comes from a dataset containing information about Netflix's catalog, including attributes such as content type, genres, release year, countries of origin, and other metadata. The dataset was cleaned to focus on non-null and relevant columns for each analysis. The visualizations were crafted to address distinct questions about Netflix's content diversity, cultural trends, and connections within the industry.

Line graphs and area charts tracked content growth over time, focusing on yearly additions and trends in different countries. Pie charts and bar charts were used to analyze the distribution of content ratings and genres, and a choropleth map highlighted global contributions to Netflix's library. A word cloud revealed common themes in movie titles, a box plot examined movie durations, and network graphs visualized collaborations between cast members.

The visualizations collectively showcase Netflix's evolution as a global streaming platform. They reveal patterns in genre preferences, regional representation, and audience segmentation by ratings, reflecting Netflix's strategy to cater to a diverse user base. The global map and genre distributions highlight Netflix's efforts to bridge cultures by promoting stories from around the world, while the growth trends emphasize the platform's rapid expansion and its focus on balancing movies and TV shows. Furthermore, the cast collaboration network and word clouds illustrate the interconnectedness of creators and the themes driving content creation. Together, these insights underline Netflix's pivotal role in shaping modern entertainment consumption and its impact on global storytelling.

**(Github repository: <https://github.com/rojinta/the-netflix-project>)**