

Q1. Which country has the number of movies released per year changed over the last 20-30 years?

Insights

- The rate of movie released over year have the year range of **1991** to '**latest**'.
- We have observed that Number of movies released per year ranges between **0 to 360**.
- Where '**United State**' have highest number of movie releases, followed by '**India**', '**United Kingdom**', '**Canada**' etc.

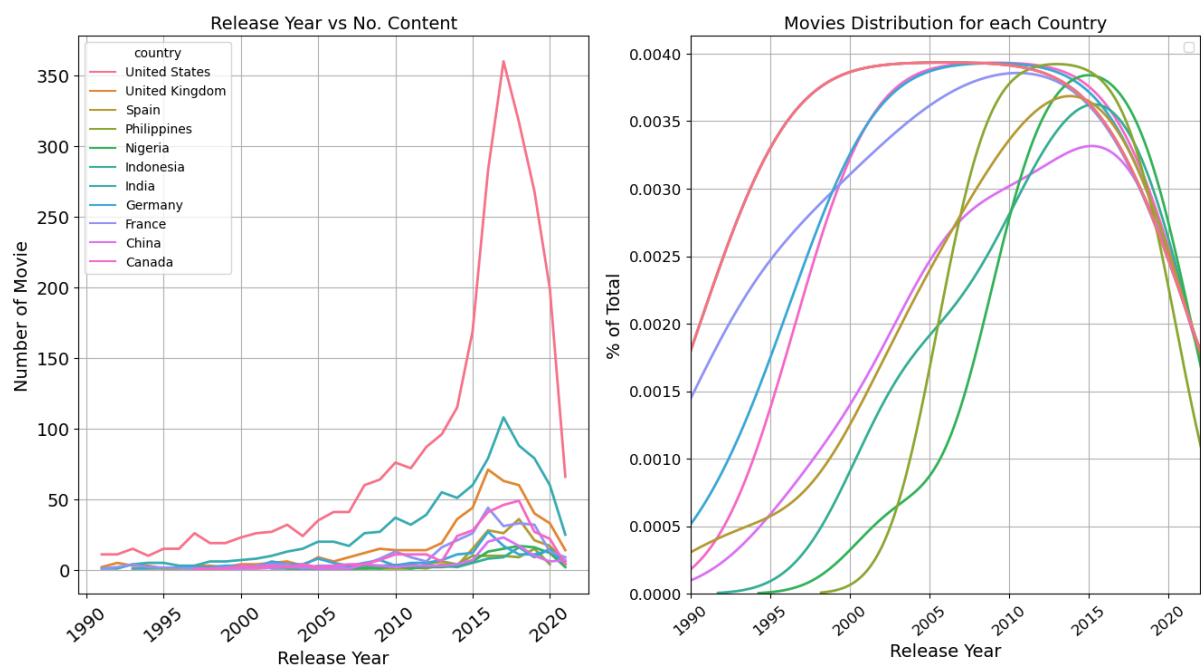
Business Insights

- Number of movies released over year increases since **1990 to 2015** and decreases after **2015**.
- Higher number of movies released between **2010 and 2017**.
- After **2017** we have seen a big fall (Number of movie release per year decreases).
- TV Shows might have effect on number of movies per year.

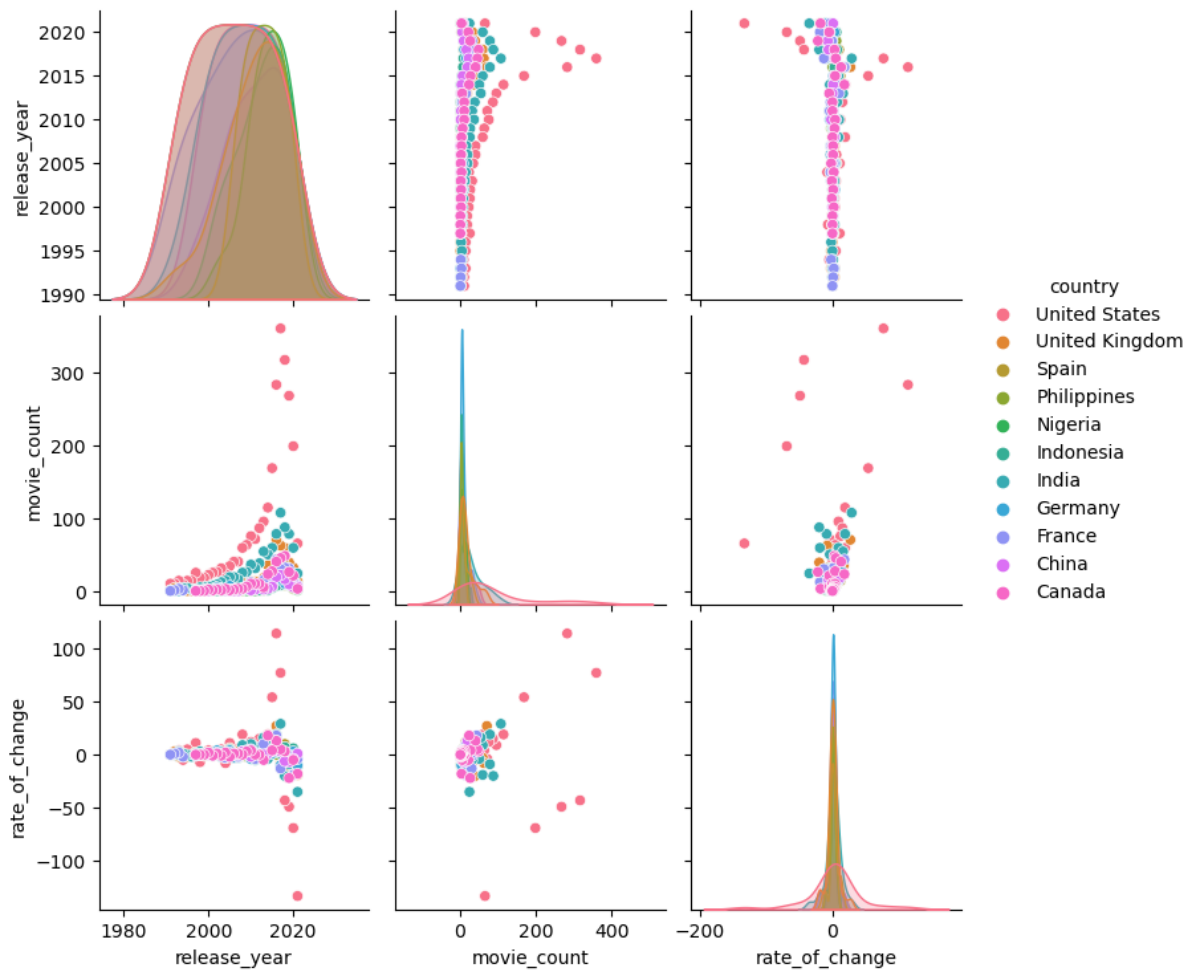
Recommendations

- '**Canada**' have steady market for movies.
- Although **United State** observed huge shrink in movie market but it is still higher number of movies released per year.
- India still has the **2nd position** for number of movies released per year.

Country which have Higher change in number of Movie released per year



Country which have Higher rate of change in number of Movie released per year



Q2. Comparison of TV Shows vs. Movies.

Insights

- There are more Movies than TV Shows present at Netflix, like
 - Number of movies is **6131 as (69.62%)**
 - Number of tv shows is **2676 as (30.38%)**
- Maximum number of TV Show released on **2020** & Maximum number of Movie released on **2018**.
- Where **United State** have highest number of Movie & TV Show Produced.
- '**India**', '**United Kingdom**' are at 2nd & 3rd position for Number of Movie.
- '**United Kingdom**', '**Japan**' are at 2nd & 3rd position for Number of TV Show.
- **July** month registered maximum number of Movies added to Netflix as **(565)**
- **December** month registered maximum number of TV Show added to Netflix as **(266)**.
- On **Friday** Maximum number of TV Shows & Movies are added to Netflix.
- Most of the Movies & TV Shows are of '**TV-MA**' Rated.
- Most of the Movies & TV Shows are of '**Drama & Comedies**' Genre.
- TV Show with **1 season** & Movie with **90-minute** duration are popular.

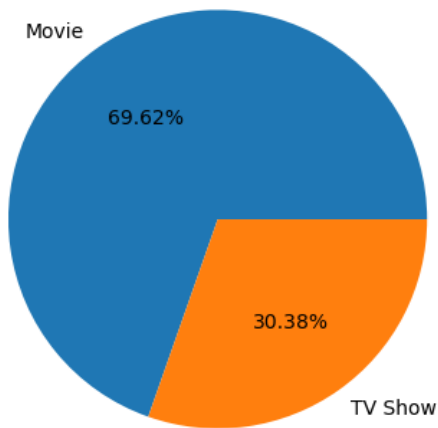
Business Insights

- Movies are have more market share the TV Shows.
- Probably Covid Pandemic increases no of TV Shows then Movies.
- Similar to **Number of Director** involved in **Movies** are significantly higher than the No of Director involved in **TV Shows**.
- Although, there is a significant difference in **Number of Actors** involved with **Movies & Tv Show**, this is not higher, it states several actors participate in both Movies & TV Shows.
- **United States** is the most popular country in Netflix.
- Here we observed that TV Shows are more engaging than Movies.

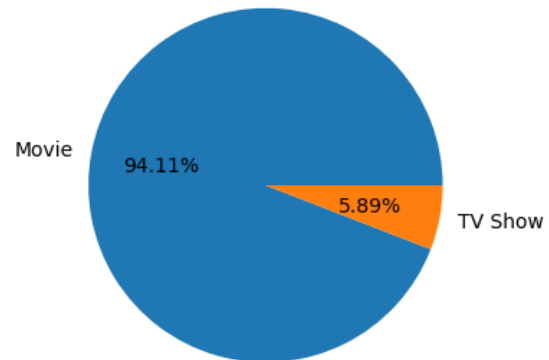
Recommendations

- '**United State**' origin **Drama, Comedies** genre's Movie & TV Shows are more popular.
- Need to encourage TV Shows so it can have more engaging to viewer.

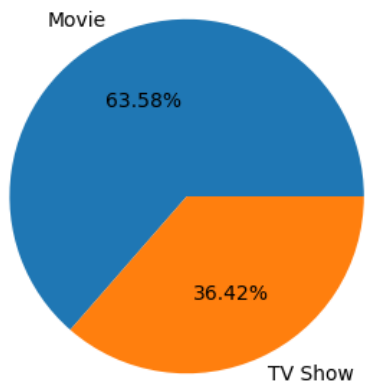
Movie vs TV Shows



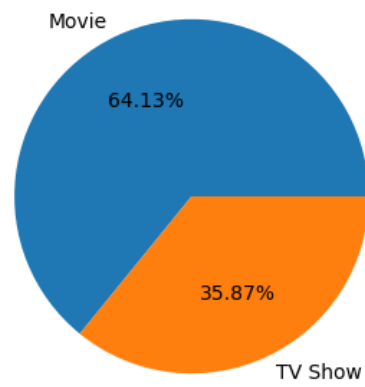
Director's



Actor's



Contry



Q3. Best time to lunch a TV Show

Insights

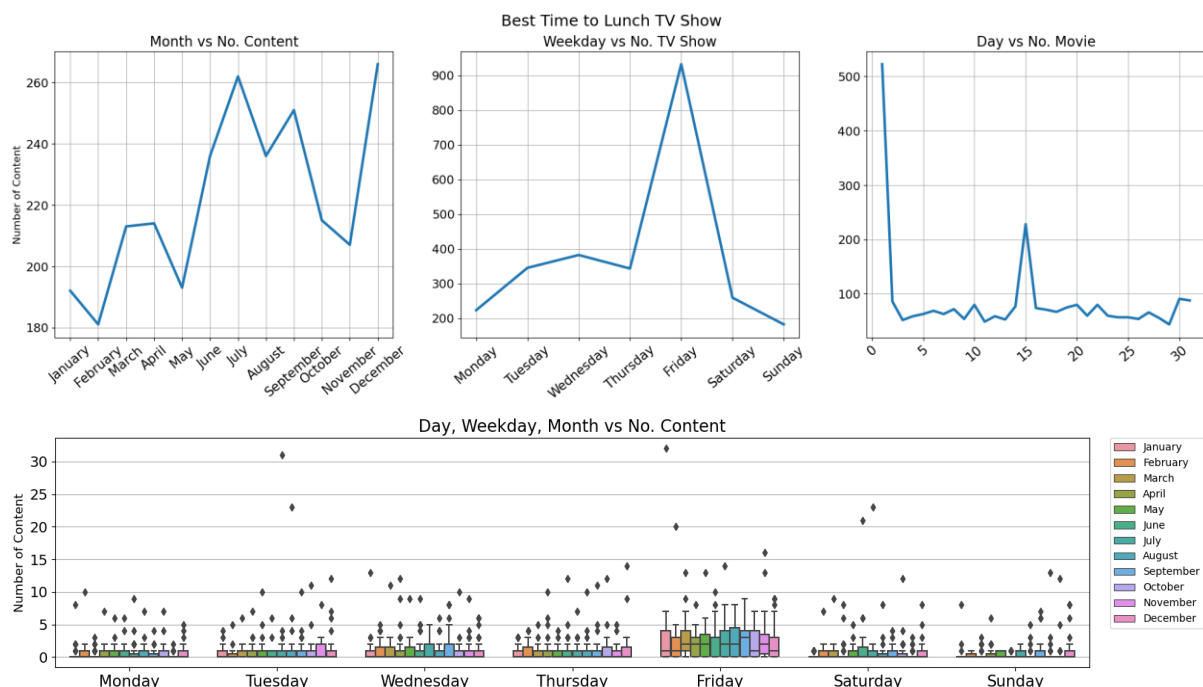
- Only 2 of the TV Show have missing Date of added to platform are missing.
- There are several **Outlier observed**, out of them (Tuesday, Saturday) - (July, August), Friday-January is crucial.
- December & July month have higher no. of **TV Show added to Netflix** (Cumulative). (From Month vs No. Content)
- Also, Friday & Wednesday have higher no. of **TV Show added to Netflix** (Cumulative). (From Weekday vs No. Content)
- And, 1st & 15th have higher no. of **TV Show added to Netflix** (Cumulative). (From Day vs No. Content)
- After combining Month & Weekday, found that Friday - (August, July, September, January, March) & Wednesday- (September & July) have recorded High.

Business Insights

- **Friday** is the most preferable day to add a TV Show.
- **September, August, July** are most preferable month to add a TV Show.
- There are several out liars are present across All months & days, but 'Tuesday and Saturday of July & August' and ' Friday of January & February' have higher impact.

Recommendations

- **Friday-August** or **Friday-September** and Start of Month like '**1st**' are the best.



Q4. Analysis of Actors / Directors of different types of TV Shows / Movies.

Insights on Movies

- 'TV-MA', 'TV-14', 'R' rated movies are most popular out of 17 unique rating.
- 'International Movies', 'Dramas', 'Comedies' are most popular genre's out of 20 unique genres.

Actors:

- 'Ramsey Nouah', 'Adil Hussain', 'Blossom Chukwujekwu' belong to 'TV-MA' & 'International Movies' which are Rank 1 Rating & Genre.
- 'Shah Rukh Khan', 'Anupam Kher' have 3 ranks each with 58 & 57 movies, who belongs to 'TV-14' Rating & All Top 3 Genre.

Directors:

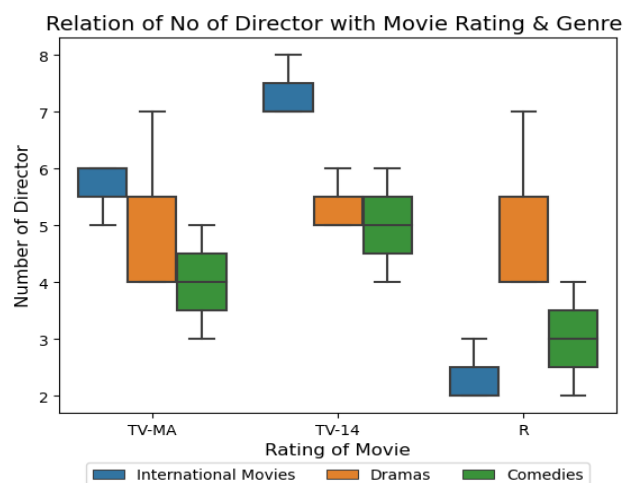
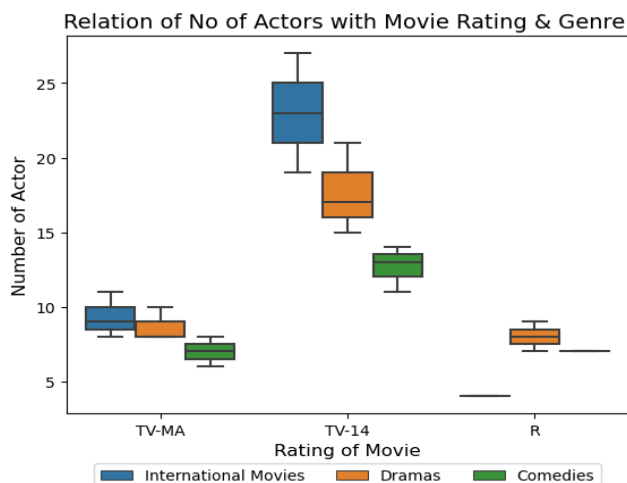
- 'Anurag Kashyap', 'Rocky Soraya', 'Hakan Algül' belong to 'TV-MA' & 'International Movies' which are Rank 1 Rating & Genre.
- 'Umesh Mehra', 'Cathy Garcia-Molina' have 2 ranks each with 14 & 12 movies, who belongs to 'TV-14' Rating & 'International Movies', 'Dramas' Genre.
- 'Anurag Kashyap' have 2 ranks with 10 movies, who belongs to 'TV-MA' Rating & 'International Movies', 'Dramas' Genre.

Business Insights on Movies

- Higher number of Actors belongs to 'TV-MA' & 'International Movies'.
- Popular Actors who belong to 'TV-14' have higher number of movies.
- Higher number of Director belongs to 'TV-MA' & 'International Movies'. also, more directors are involved in 'Drama' genre.
- Popular Directors who belong to 'TV-14' have higher number of movies.

Recommendations on Movies

- 'Ramsey Nouah', 'Shah Rukh Khan', 'Anupam Kher' are more popular Actors.
- 'Anurag Kashyap', 'Rocky Soraya', 'Umesh Mehra', 'Cathy Garcia-Molina' are more popular Director.
- Movie with above Actor & Director combination might have more popularity.



Insights on TV Shows

- 'TV-MA', 'TV-14', 'TV-PG' rated TV Shows are most popular out of 9 unique rating.
- 'International TV Shows', 'TV-Dramas', 'TV-Comedies' are most popular genre's out of 22 unique genres.

Actors:

- 'Takahiro Sakurai', 'Jun Fukuyama', 'Yuki Kaji' belong to 'TV-MA' & 'International TV Shows' which are Rank 1 Rating & Genre.
- 'Tay Ping Hui' have 2 ranks with 17 TV Shows, who belongs to 'TV-14' Rating & 'International TV Shows', 'TV-Dramas' Genre.

Directors:

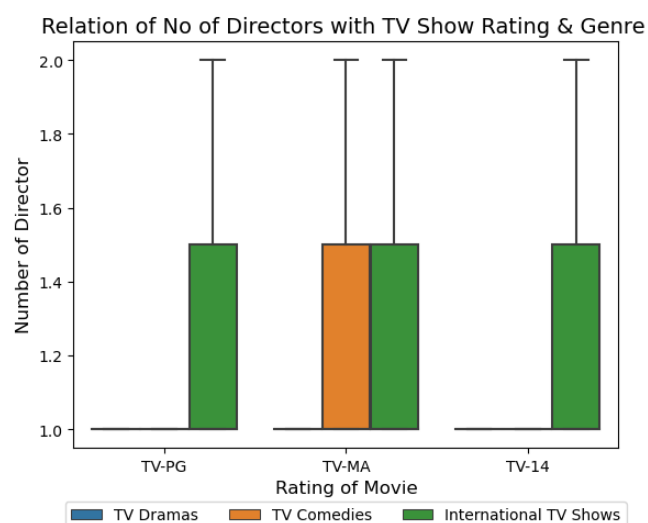
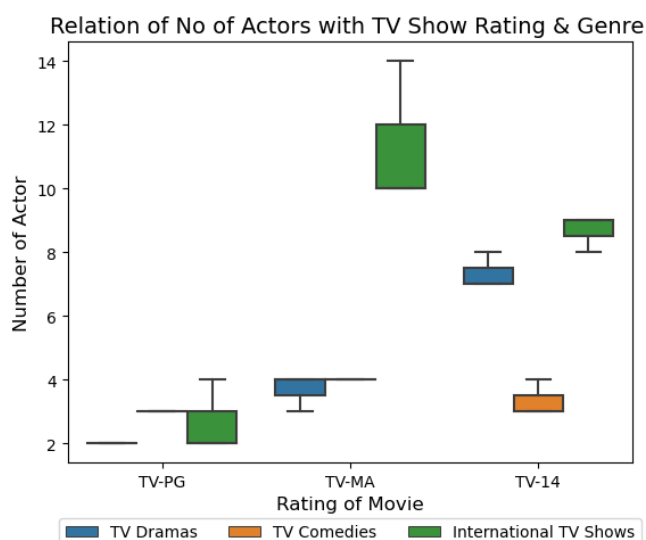
- 'Shin Won-ho', 'Abhishek Chaubey', 'Aco Tenriyagelli' belong to 'TV-MA' & 'International TV Shows' which are Rank 1 Rating & Genre.
- 'Hsu Fu-chun' have 2 ranks with 10 TV Shows, who belongs to 'TV-14' Rating & 'International TV Shows', 'TV Comedies' Genre.

Business Insights on TV Shows

- Higher number of Actors belongs to 'TV-MA' & 'International TV Shows'.
- Popular Actors who belong to 'TV-14' have higher number of TV Shows.
- 'International TV Shows' have same number of Directors across all TOP 3 Rating. Also 'TV Comedies' genre have same no of director with 'TV-MA' Rating.
- Popular Directors who belong to 'TV-14' have higher number of TV Shows.

Recommendations on TV Shows

- 'Takahiro Sakurai', 'Jun Fukuyama', 'Tay Ping Hui' are more popular Actors.
- 'Shin Won-ho', 'Abhishek Chaubey', 'Hsu Fu-chun' are more popular Director.
- TV Show with above Actor & Director combination might have more popularity.



Insights

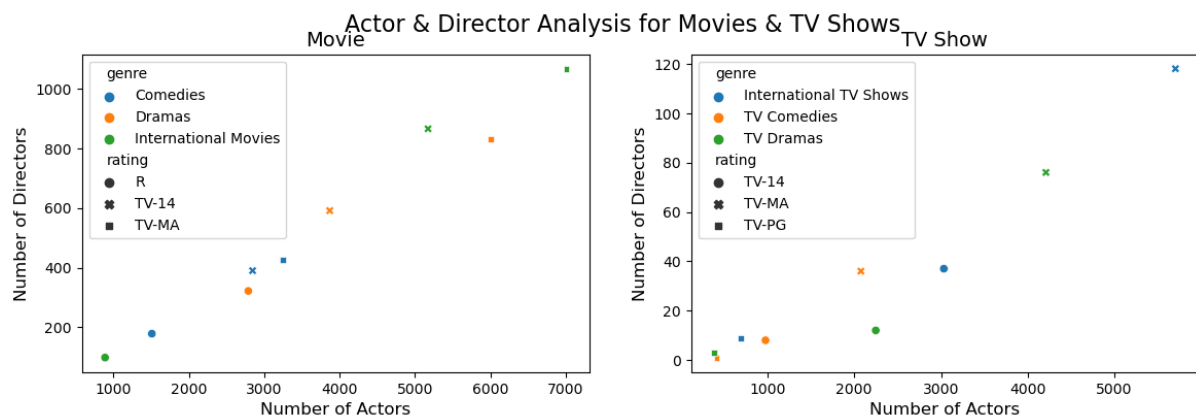
- In Movie for each unique combination Actor count ranges between **888 to 7007** & Director count ranges between **99 - 1066**.
- In TV Show for each unique combination Actor count ranges between **384 - 5703** & Director count ranges between **1 - 118**.
- **'TV-MA' with 'International Movies' Genre** have highest number of Actors & Directors in **Movie** Category.
- **'TV-MA' with 'International TV Show' Genre** have highest number of Actors & Directors in **TV Show** Category.

Business Insights

- Overall, there is a **positive Co-Relation** between No of Actor & No of Director in both Movie & TV Show.
- Number of Actor for TV Shows are far less than Movie i.e., 10x less, but for Directors the difference of 1300.

Recommendations

- Movie or TV Show with International Genre are have most of the actor & Director.



Q5. Does Netflix have more focus on TV Shows than Movies in recent years.

Insights

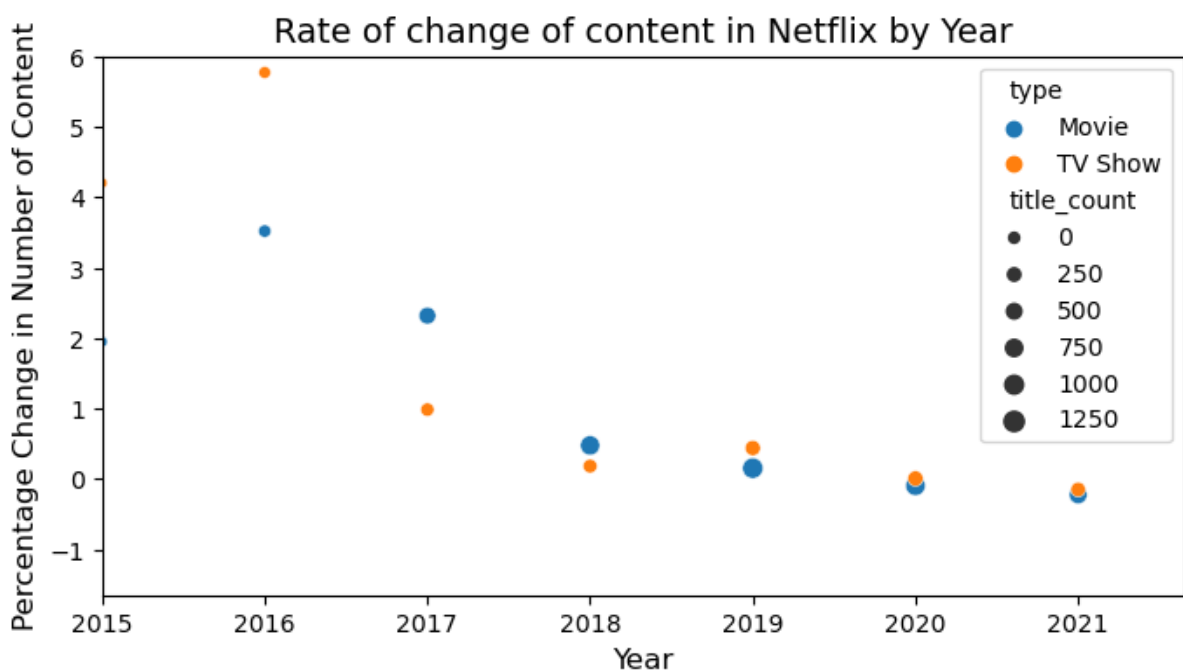
- On year **2016** huge increase in number of **Movie & TV Shows** Added to Netflix is observed.
- Though number of TV Show added each does not increase highly, but '**Percentage change in Number of contents Added**' is **higher** since **2019**.
- Also, it is observed that between **2016-2018** huge **reduction** in '**Percentage change in Number of contents Added**' is observed, though *number of Content Added increases*.
- From **2018 up to 2021** (Latest year) 'Percentage change in Number of contents Added' **Decreases gradually**, but each year 'Percentage change in Number of contents Added' **for TV Show is higher** than Movie.

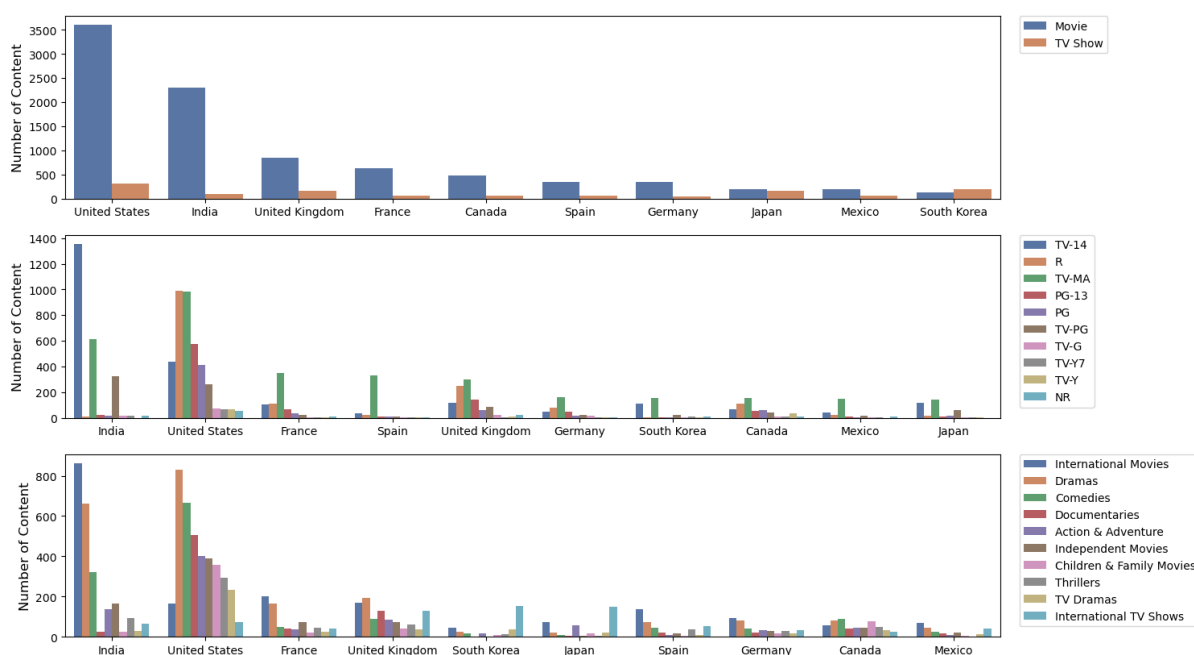
Business Insights

- Considering **2019 to 2021** 'Percentage change in Number of contents Added' is **less than 1** for both **Movie & TV Show**.
- But during this year **more TV Show added** in terms of Percentage than last year is **higher than the Movie**.
- Also, during this year more Movies added then TV Show.

Recommendations on Movies

- Here the **Higher** 'Percentage change in Number of TV Show Added' that the Movie means **Netflix is more focused about TV Shows in recent years**.
- But Number of Movies Added is higher than TV Shows indicated, Market of Movie and TV Shows are different.





Type of content is available in different Countries

