

Netflix Data Analysis Report

1. Introduction

This report presents a comprehensive analysis of Netflix's content library using a dataset containing movies and TV shows released across different years, genres, ratings, and countries.

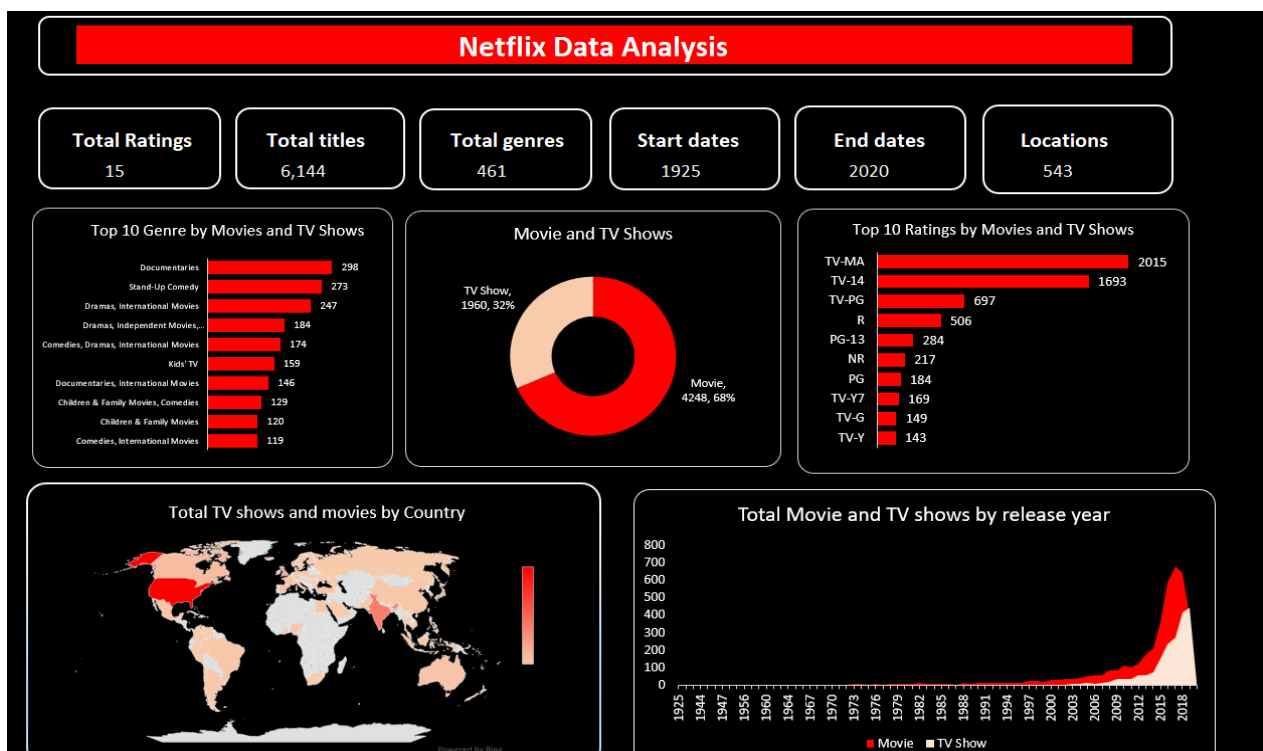
The primary goal of this project was to understand Netflix's content structure, distribution, and growth trends through data visualization and key performance indicators.

2. Objectives of the Analysis

The main objectives of the Netflix Data Analysis project were:

- To explore the overall size of Netflix's library.
- To analyze the distribution of genres, ratings, and content types.
- To understand which countries contribute the most content.
- To study historical release trends of movies and TV shows.
- To design an interactive dashboard summarizing all insights.

3. Dashboard :-



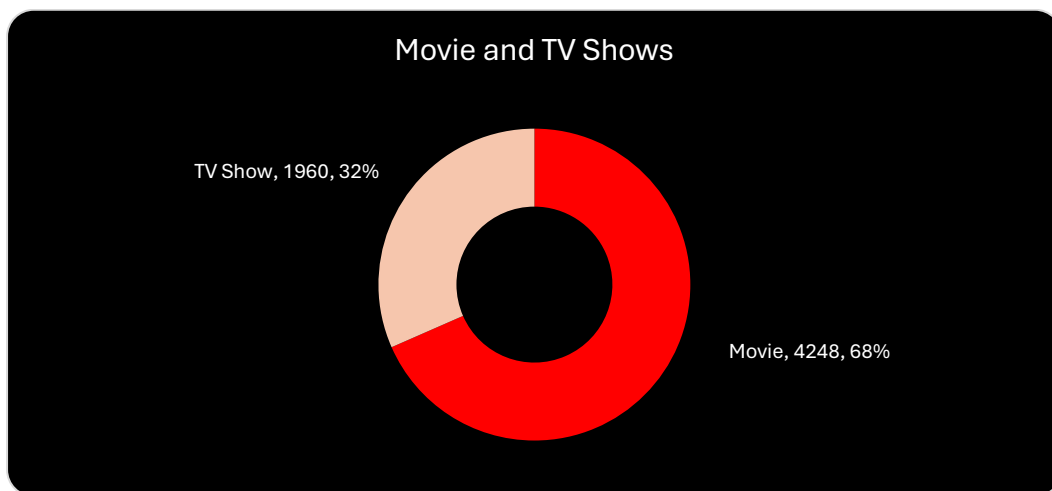
4. Summary of Key Metrics

The dashboard highlights the following important metrics:

- **Total Titles:** 6,144
- **Total Genres:** 461
- **Content Ratings:** 15 unique classifications
- **Start Year:** 1925
- **End Year:** 2020
- **Total Contributing Locations:** 543 countries

These metrics show the diversity and richness of Netflix's catalog.

5. Movies vs. TV Shows Analysis

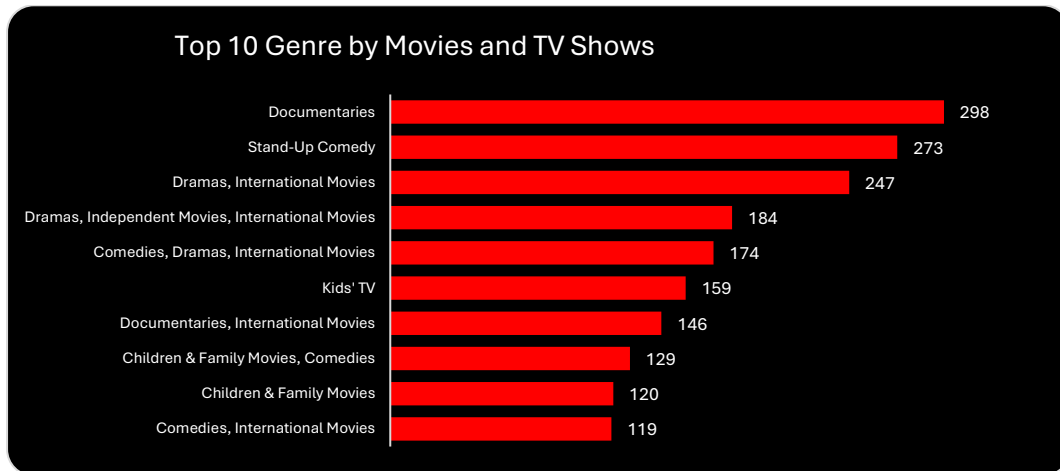


A visual comparison shows:

- **Movies:** 4,248 titles (**68%**)
- **TV Shows:** 1,960 titles (**32%**)

This indicates that Netflix's content library is predominantly movie-based, although television content is also significant.

6. Top 10 Genres Analysis



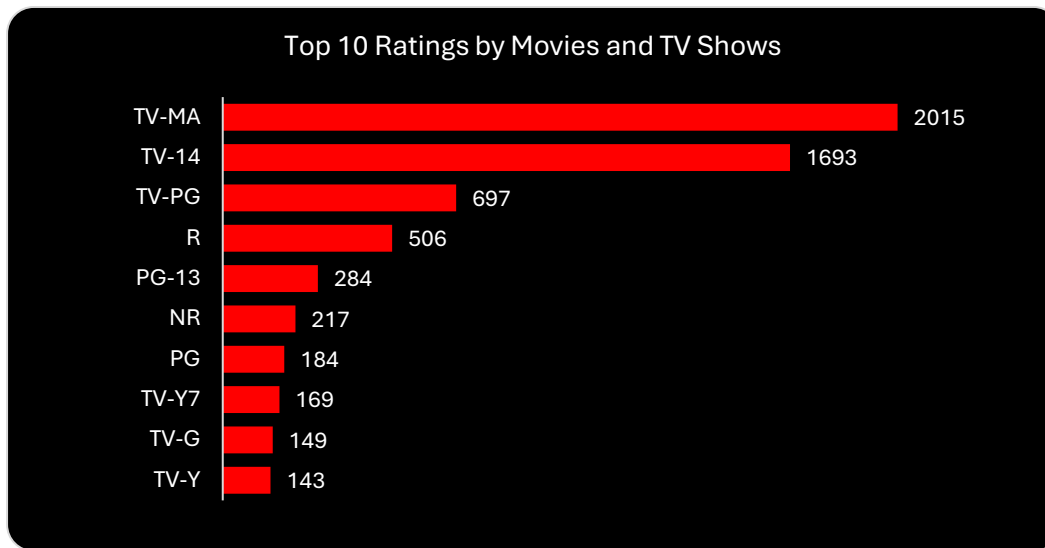
The genre distribution highlights the content users watch most frequently.

Top genres include:

1. **Documentaries – 298 titles**
2. **Stand-Up Comedy – 273 titles**
3. **Dramas & International Movies – 247 titles**
4. **Independent Movies – 184 titles**
5. **Kids' TV – 159 titles**
6. **Children & Family Movies – 129 titles**

This shows Netflix's emphasis on informative content, comedy, and drama catering to a broad audience.

7. Ratings Distribution

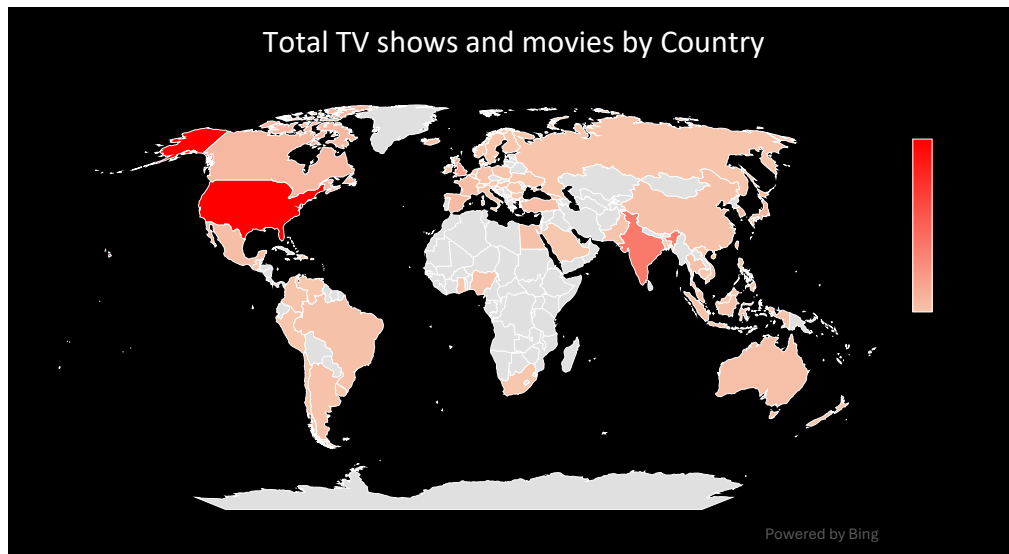


Ratings help categorize content by age suitability. The most prominent ratings include:

- **TV-MA:** 2015 titles (largest category)
- **TV-14:** 1693 titles
- **TV-PG**
- **R**
- **PG-13**

The dominance of **TV-MA** and **TV-14** indicates a strong focus on adult and young-adult audiences.

8. Country-wise Content Distribution

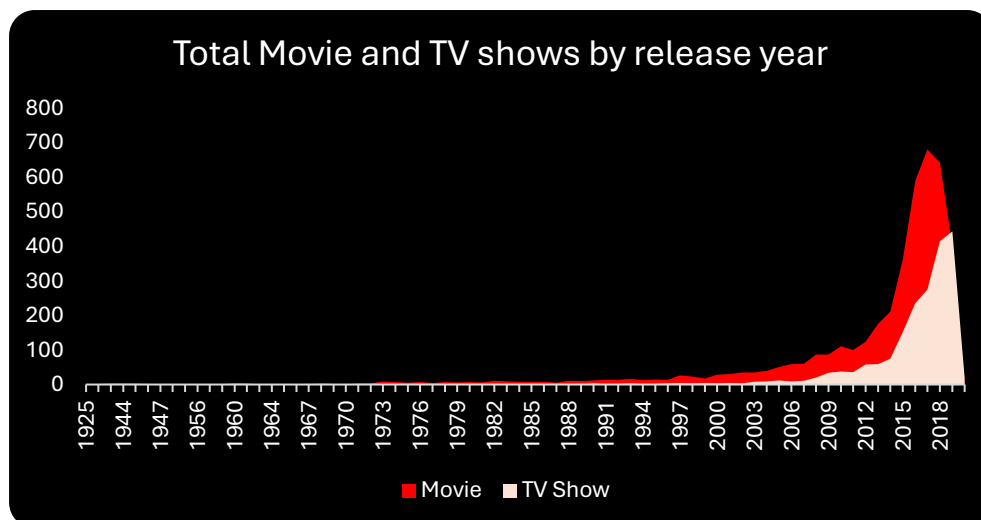


The geographical map visualizes which countries contribute the most content:

- **United States** leads with the maximum number of movies and TV shows.
- Other major contributors include **India, United Kingdom, Canada, and Japan.**

This signifies Netflix's global production network and its strategy of region-specific content creation.

9. Release Year Trends



The time-series chart shows:

- Very few releases before the early 2000s.
- A gradual rise in content around 2005–2010.
- **A huge spike in releases from 2015 to 2020.**

This period aligns with Netflix's transition from a streaming platform to a major producer of original content worldwide.

10. Conclusion

The analysis of Netflix's dataset reveals several important insights:

- Netflix hosts a **large and diverse content library** spanning multiple genres and countries.
- **Movies dominate** the platform, but TV shows also form a substantial share.
- **Content ratings** suggest a strong emphasis on mature and teen audiences.
- Netflix's content production experienced **rapid expansion after 2015**, marking a significant growth phase.
- The dashboard provides a clear and visual understanding of Netflix's global strategy and audience-focused content creation.

Overall, this analysis highlights Netflix's evolution into a major entertainment powerhouse with a vast, varied, and globally sourced catalog.