

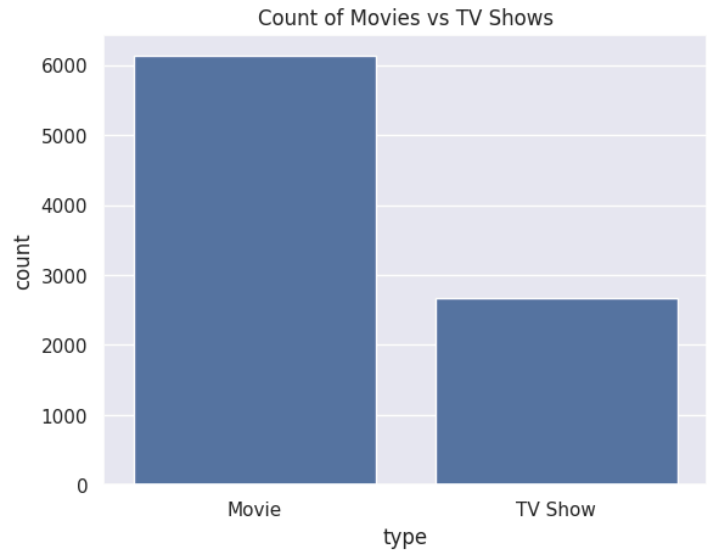
# Netflix Case Study

PDF drive link of collab file:

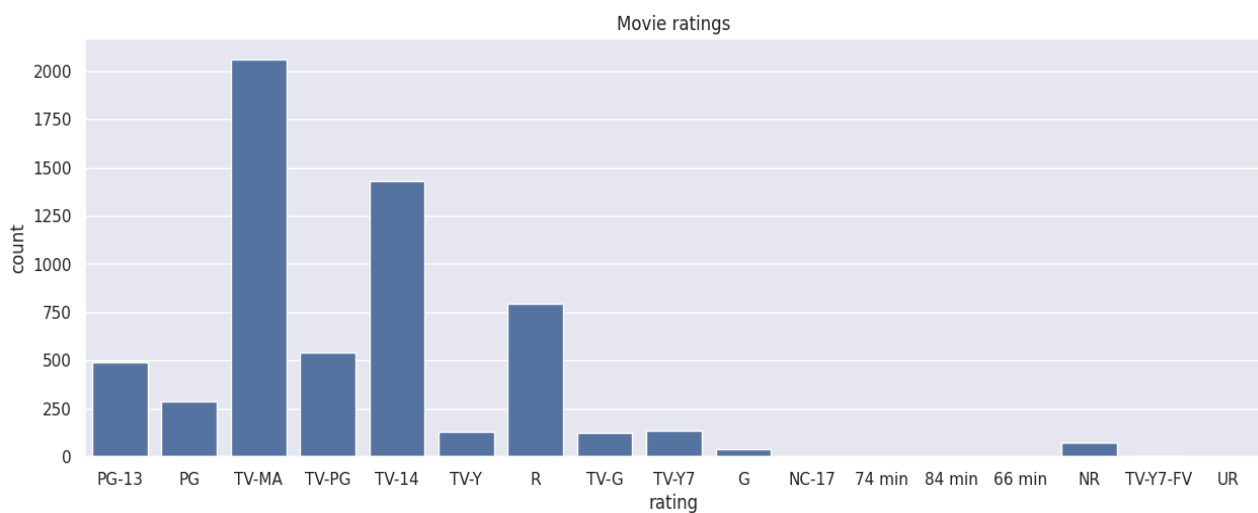
<https://drive.google.com/file/d/1QSIR3yIDGcysQuw02jbNerZznmmDgl8P/view?usp=sharing>

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- Total Movies: more than 6000
- Total TV Shows: more than 2600
- Contains more movies than TV shows

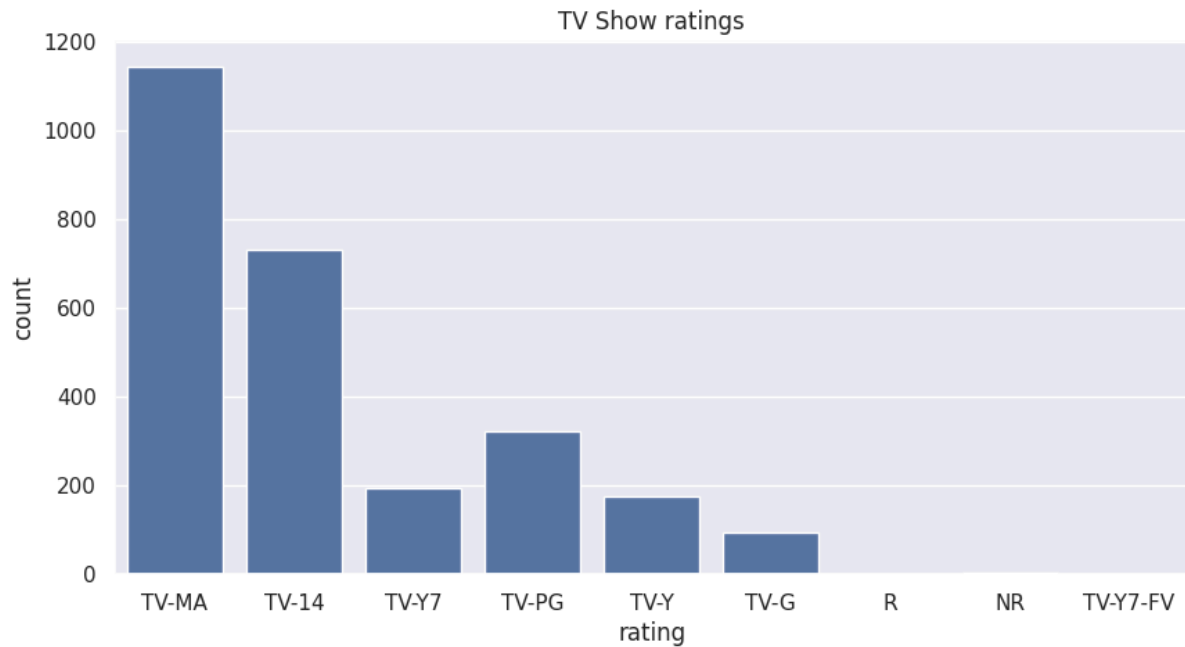


- Top 3 Movies rating to focus:
  1. TV-MA (2062)
  2. TV-14 (1427)
  3. R (797)



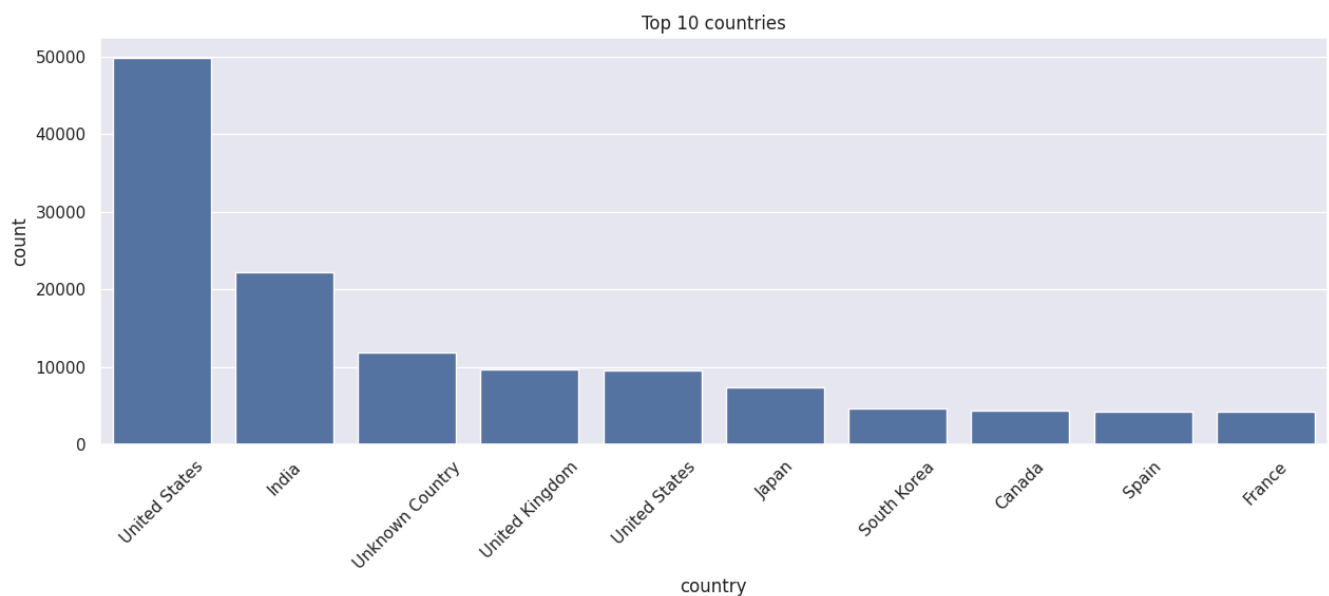
- Top 3 TV Shows rating focus:

1. TV-MA (1145)
2. TV-14 (733)
3. TV-PG (323)



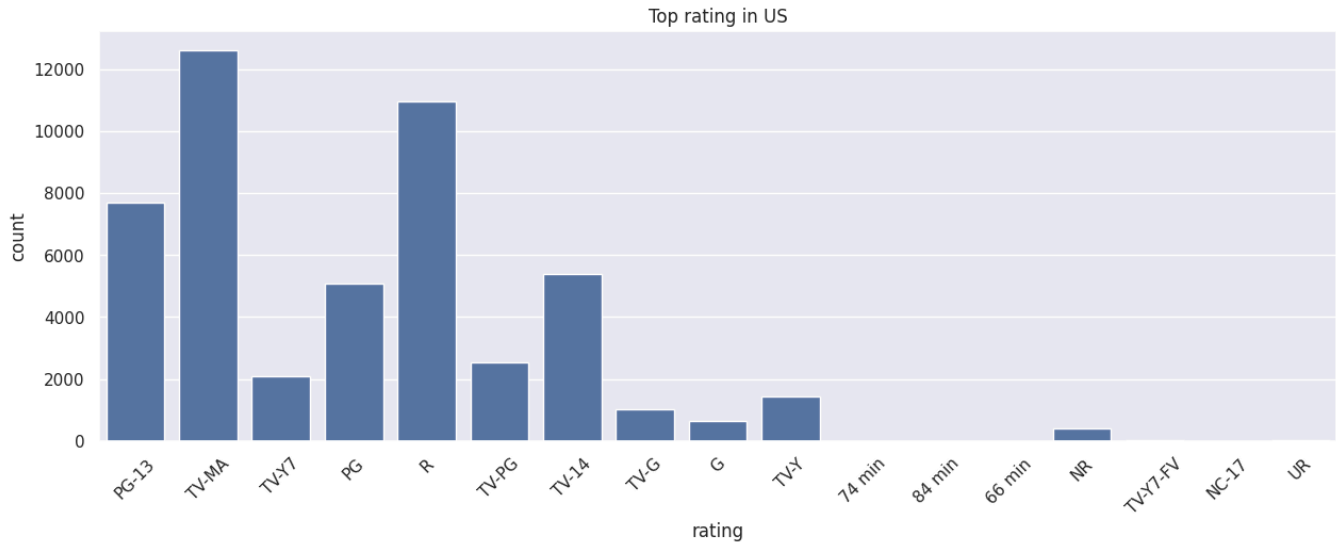
- Top Countries for Netflix to focus:

1. United States
2. India
3. United Kingdom



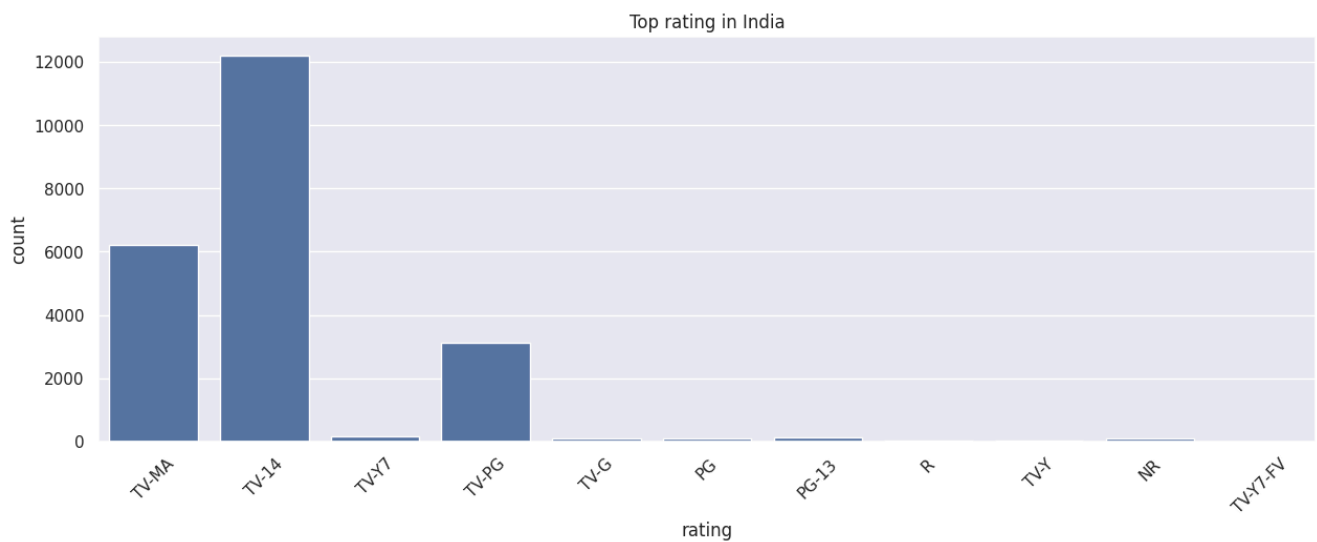
- Rating in US

More focus on rating TV-MA, R, PG-13



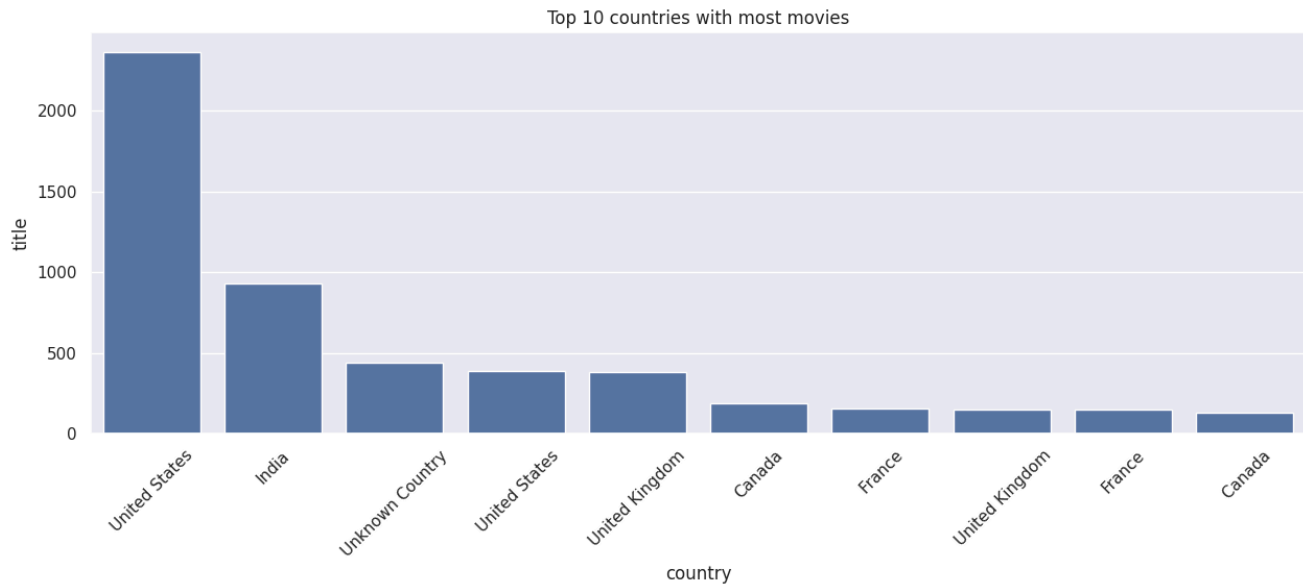
- Ratings in India

In India more focus is on TV-14, TV-MA, TV-PG



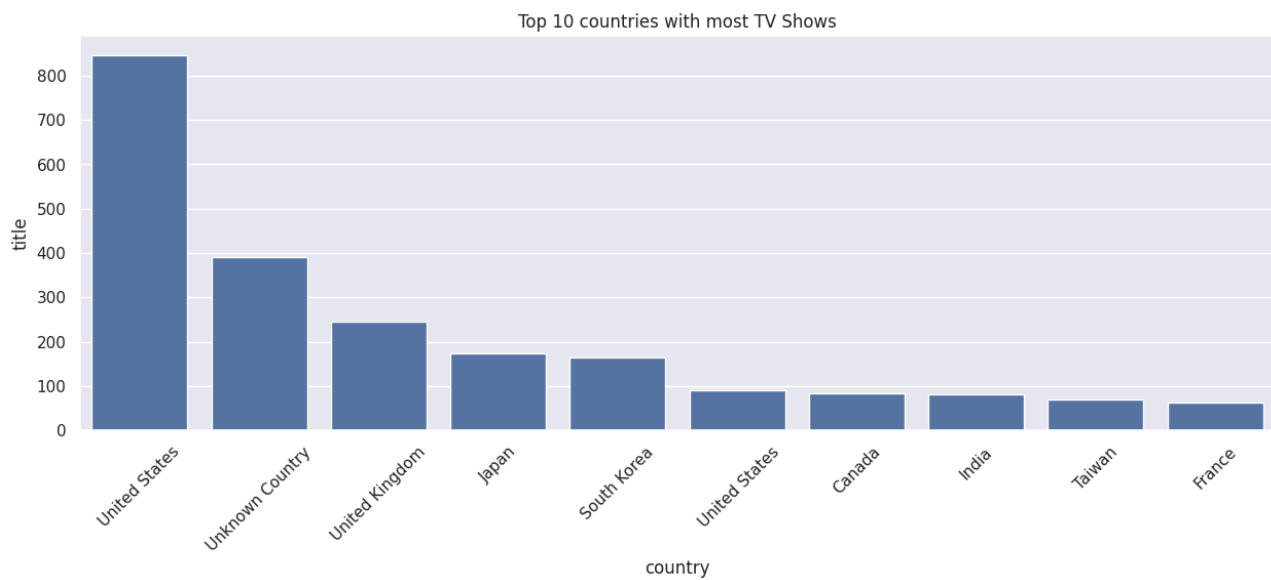
- Top countries for netflix movies

1. US
2. India



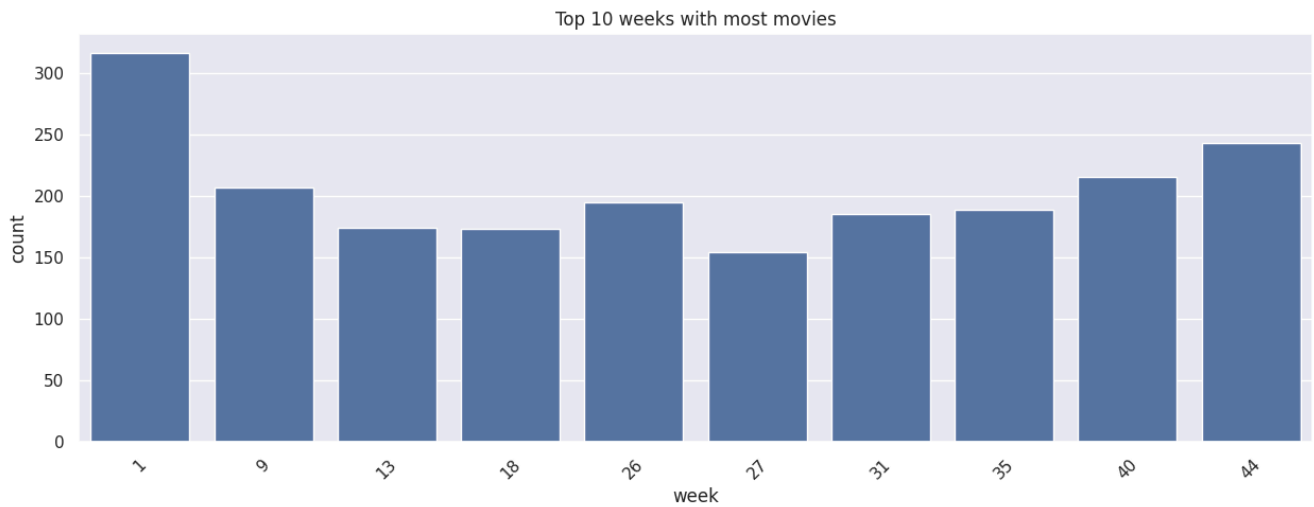
- Top countries for TV Shows

1. US
2. UK



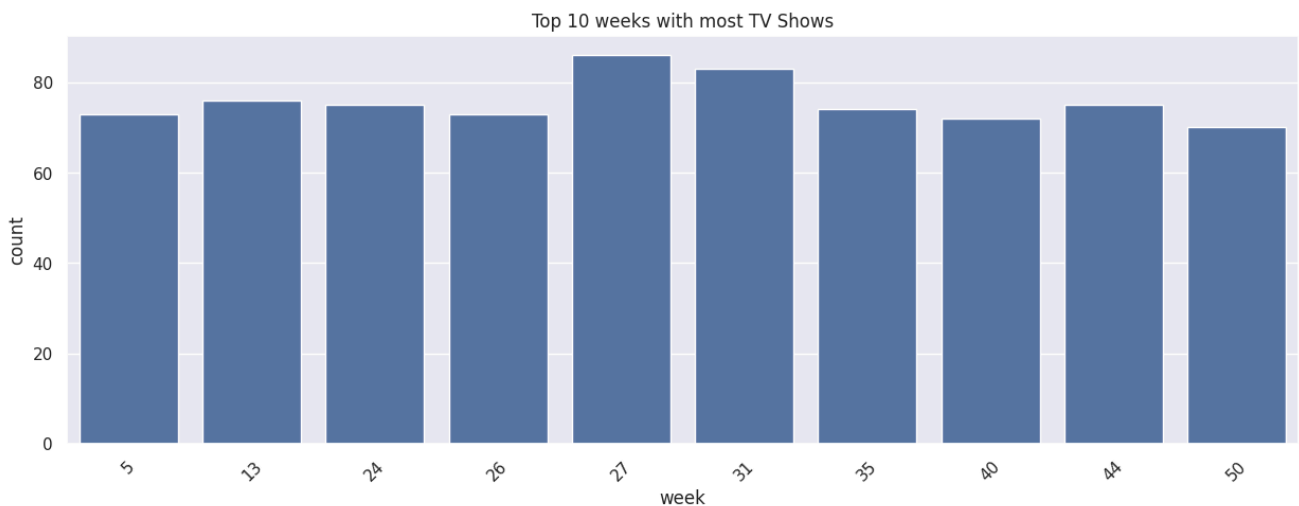
In the US both movies and TV shows are highest but in India more movies released compared to TV shows and in the UK more TV shows compared to movies.

- Top 10 week for movie release



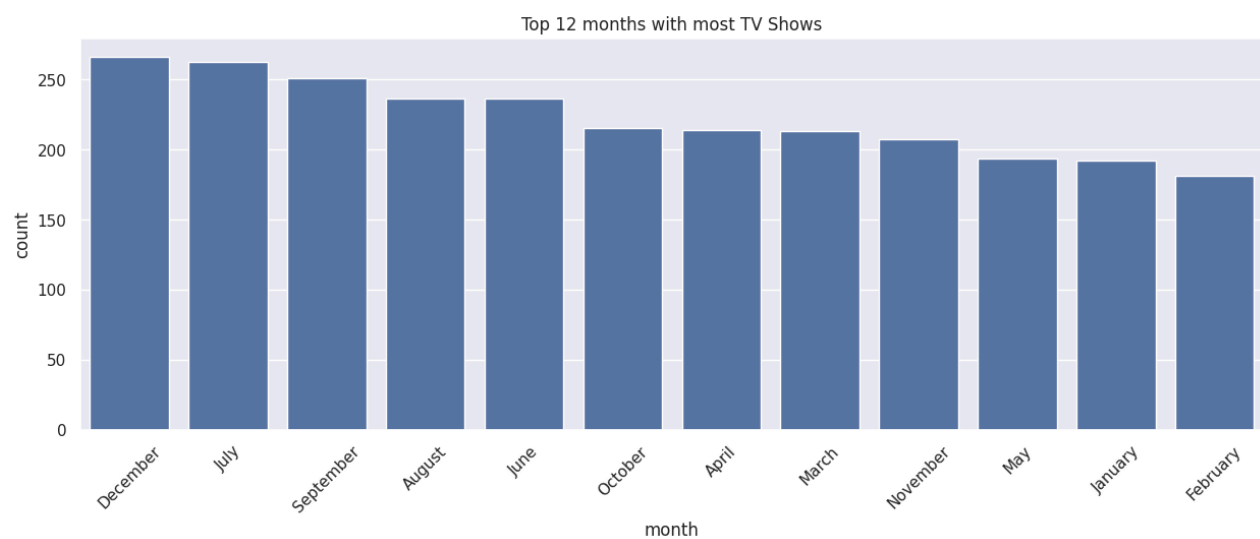
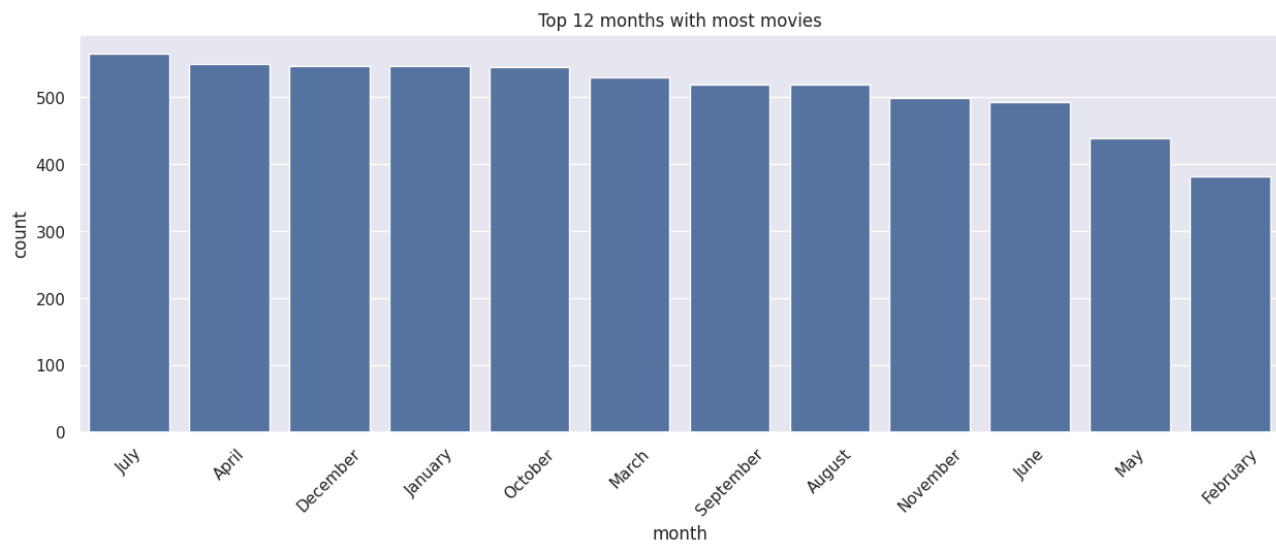
The first week of the year has more movies released compared to other weeks, maybe because of new year and christmas and in the 44th week the 2nd largest release may be because of Halloween. Though the dataset contains most data from the US the release count is more affected by US festivals.

- Top 10 week for TV Shows release

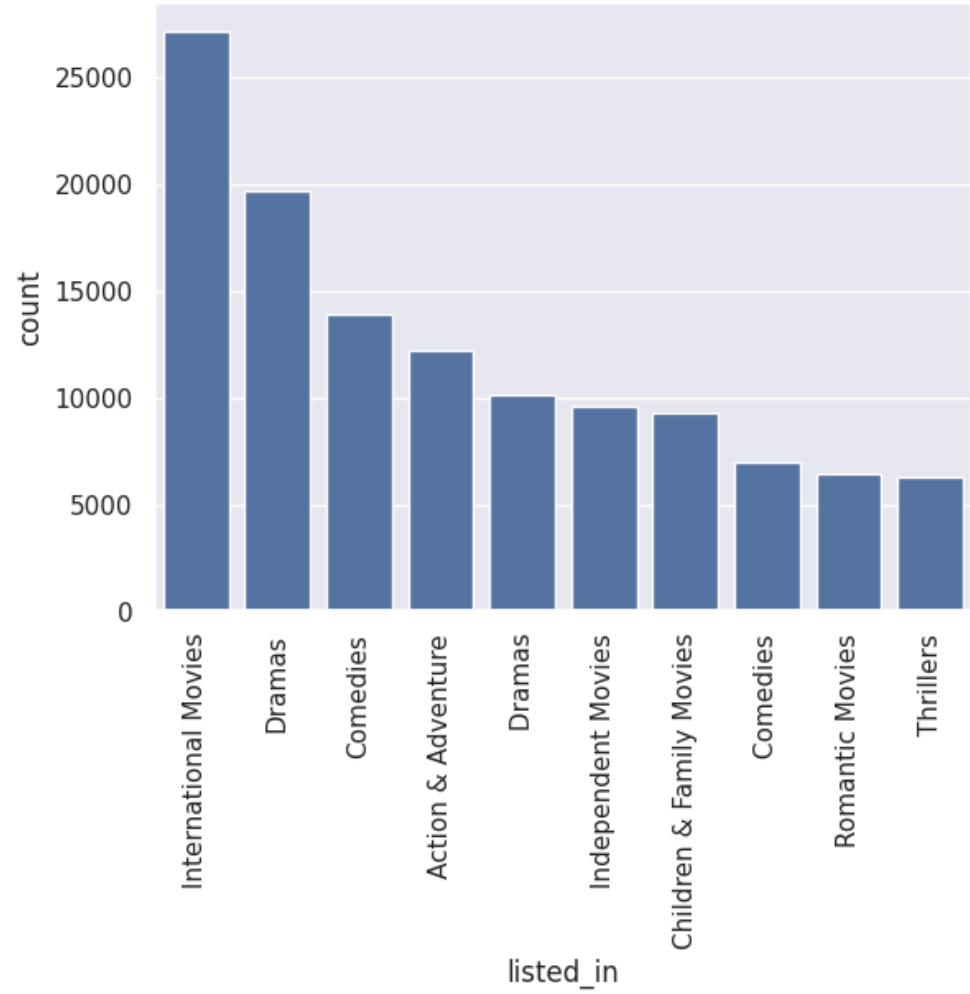


Netflix should focus more on releasing TV shows on the 27th week of the year because it is the time when most schools and universities are on summer breaks for US & Europe, winter break in Australia and parts of South America so people have more free time to watch and are more likely to binge watch.

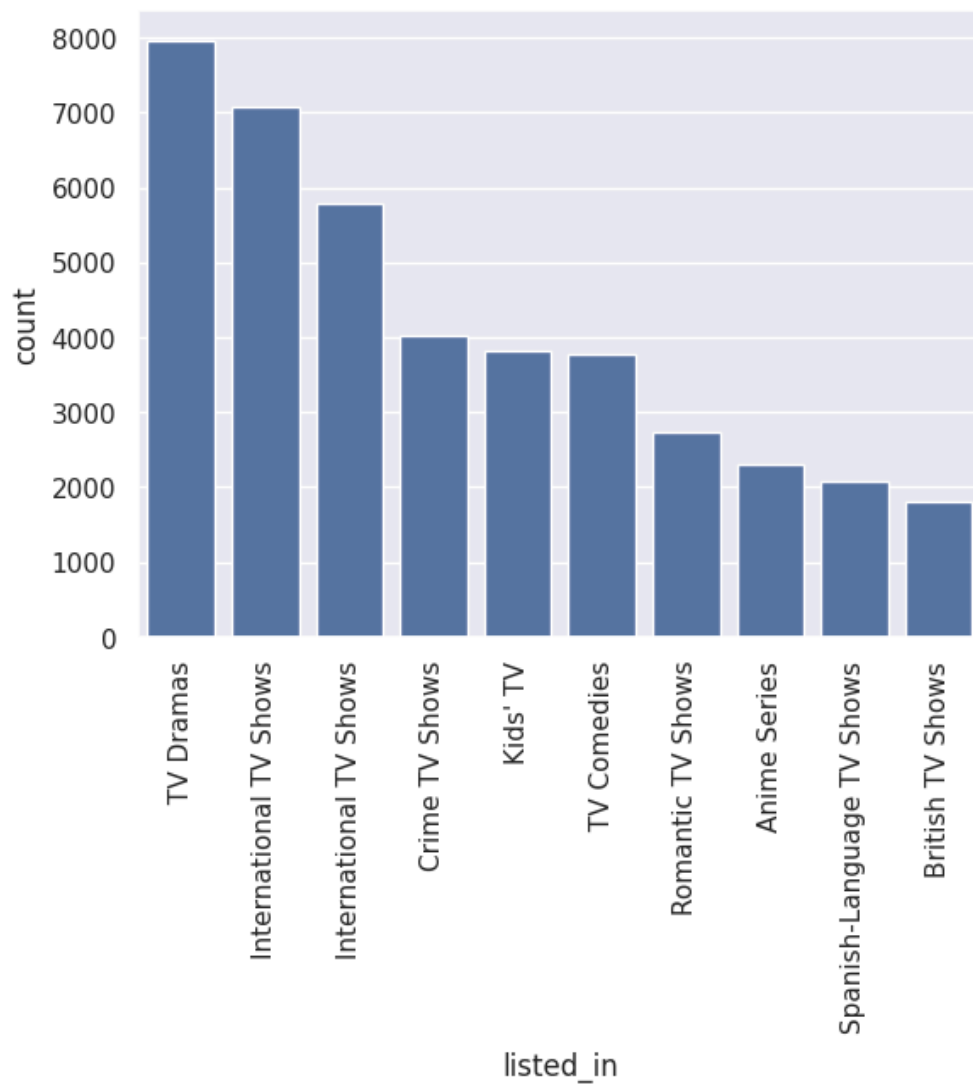
You can also see the same in the below graphs that July is the month where most movies and TV series are released. December is the highest for TV Shows because world wide holidays overlap.



- Top genre in Netflix movies



- Top genre in TV Show



#### Business Actions:

1. Netflix focuses more on Countries like the US, India for movie releases whereas for TV shows focus should be on US, UK and Japan.
2. The time of release for these countries is in the month of July and December for both movies and TV Shows due to holiday seasons and people more likely to binge watch.
3. TV-MA and TV-14 are the most watched ratings in both movies and TV shows, focusing more on releasing these types of content on platform.
4. In US More focus on rating TV-MA, R, PG-13
5. In India more focus on rating TV-14, TV-MA, TV-PG
6. In movies International movies, dramas, comedies are most watched genre
7. In Tv shows dramas and international Tv shows are to focus more



