

About NETFLIX:

Netflix is one of the most popular media and video streaming platforms. They have over 10000 movies or tv shows available on their platform, as of mid-2021, they have over 222M Subscribers globally. This tabular dataset consists of listings of all the movies and tv shows available on Netflix, along with details such as - cast, directors, ratings, release year, duration, etc.

Business Problem

Analyze the data and generate insights that could help Netflix in deciding which type of shows/movies to produce.

Features and Descriptions:

Show_id: Unique ID for every Movie / Tv Show

Type: Identifier - A Movie or TV Show

Title: Title of the Movie / Tv Show

Director: Director of the Movie

Cast: Actors involved in the movie/show

Country: Country where the movie/show was produced

Date_added: Date it was added on Netflix

Release_year: Actual Release year of the movie/show

Rating: TV Rating of the movie/show

Duration: Total Duration - in minutes or number of seasons

Listed_in: Genre

Description: The summary description

Insights:

- Count of movies is greater than the count of TV Show. Around 70% content is movies and 30% content is TV Show.
- Rajiv Chilaka holds top position of Netflix director followed by Jan Sutar.
- Distribution of release year is right-skewed, which means most of the content is released in last decade.
- Highest release on Netflix is in 2018.
- Most of the content is TV-MA rated, which means target audience is majorly matured

Recommendations:

- Netflix should target more mature and teenage audience as the TV-MA rating is higher than others.
- As the netflix is growing in the area of movies exponentially, now its right time to consider more TV Shows to grow the buisness in other domain.
- Netflix can give subscription pop ups based on the genre.
- Business can grow if the top directors produce more seasons or part of the movies/TV Show.
- Netflix can also give the subscription based on per day at low price through this we can reach out to those audience who are working professional to be power packed with netflix data on weekends.