

# Netflix Data Analysis Report

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Prepared by: Vishal Patidar

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## Introduction

### Project Overview:

The Netflix data analysis project aims to explore the extensive content library available on Netflix, focusing on various attributes such as genre, release year, rating, and country of origin. The objective is to identify trends in content production and viewership, providing insights that can help enhance content strategy and user engagement.

### Objectives:

- To analyze the distribution of content by genre.
- To identify trends in content release over the years.
- To examine the distribution of ratings.
- To understand the geographical diversity of Netflix content.

## Methodology

### Data Sources:

- Netflix titles data obtained from the provided CSV file.
- Visualizations created using Tableau for in-depth analysis.

### Tools and Techniques:

- Data cleaning and preprocessing were performed using Python and Excel to ensure data accuracy.
- Data visualization was conducted using Tableau to create meaningful and interactive visual representations.
- Analysis was performed using various statistical and graphical methods to uncover trends and patterns.

# Data Analysis

## Key Metrics:

- Total Number of Titles
- Distribution by Genre
- Release Year Trends
- Ratings Distribution
- Country-wise Content Distribution

## Visualizations and Insights:

Content by Genre:

- Top genres include Drama, Comedy, and Documentary.
- Less common genres include Sports and Reality-TV.

Release Year Trends:

- A significant increase in content release from 2015 onwards.
- Peak in content addition in 2018 and 2019.

Ratings Distribution:

- Majority of content rated TV-MA and TV-14.
- Few titles rated TV-Y and TV-Y7.

Country-wise Distribution:

- US leads in content production, followed by India and the UK.
- Diverse content from various countries.

## Findings

1. Content by Genre:

- Drama and Comedy are the most common genres.
- There is a variety of genres catering to different tastes.

2. Release Year Trends:

- Content production has surged in recent years.
- Peak addition years indicate high production activity.

3. Ratings Distribution:

- Content is mostly aimed at mature audiences.
- Family and children's content are less in number.

4. Country-wise Distribution:

- US dominates the content library.
- Significant contributions from other countries as well.

## Conclusion

### Summary of Findings:

The analysis provides a comprehensive overview of Netflix's content library, revealing key trends in genre distribution, release year patterns, ratings, and geographical diversity. The data indicates a strategic focus on mature content and a significant investment in content production over recent years.

### Recommendations

Based on the findings from the Netflix data analysis, the following recommendations are proposed to enhance content strategy and viewer engagement:

- **Diversify Genre Portfolio:**
  - Continue to expand content in popular genres while exploring opportunities in less common genres like Sports and Reality-TV to attract niche audiences.
- **Enhance Family-Friendly Content:**
  - Increase the production of TV-Y and TV-Y7 rated content to cater to younger audiences and families, balancing the ratings distribution.
- **Strengthen International Content:**
  - Encourage content production from a wider range of countries to enhance the geographical diversity of the library, appealing to a global audience.
- **Maintain High Production Rate:**
  - Sustain the high content production rate to keep the library fresh and engaging, meeting the diverse needs of subscribers.