**Netflix Business Case Analysis:**

**Jupyter Notebook Link**[**: https://colab.research.google.com/drive/1MKS8oWcq9gtOG\_JRrm6SMSZiAnJjPsc3?usp=drive\_link**](:%20https://colab.research.google.com/drive/1MKS8oWcq9gtOG_JRrm6SMSZiAnJjPsc3?usp=drive_link)

**A. Categorical Analysis**

**Insights:**

1. **Netflix offers a total of 6,131 movies and 2,676 TV shows. The higher number of movies suggests that viewers may prefer movies over TV shows. This preference could be attributed to the difference in duration; movies have a fixed length, while TV shows have seasons, potentially leading to less viewer engagement.**
2. **Among countries most number of movies or tv shows released are in United States- 2818 followed by India-972. This shows that viewers of this countries often watch Netflix.**

**Recommendations:**

1. **As Netflix has higher count of movies it is recommended to release more movies with popular genres.**
2. **Capturing the attention of viewers who like shorter contents by releasing contents like mini-series as this series.**
3. **For India explore popular Bollywood genres and regional languages like Tamil, Telugu etc.**

**B.  Rating Analysis:**

**Insights:**

1. **Netflix has uploaded more content under 'TV-MA' rating which indicates that the viewers under the age of 17 can't watch this type of content as this type of content has intense violence, graphical sexual content and strong languages.**
2. **This can be one of the big reasons the less number of viewers using Netflix as it focuses on targeting more to the viewers above the age of 17.**

**Recommendations:**

1. **Increase the production and acquisition of family-friendly and child-friendly content under ratings such as TV-G, TV-PG, and TV-Y7.**
2. **Create engaging animated movies and series to attract children and families.**
3. **Develop more content under TV-14 or PG-13 ratings, which appeal to teenagers and young adults transitioning from family-friendly content to mature themes.**

**C. Movies Vs TV Shows Production by Countries Analysis:**

**Insights:**

1. **Both non-graphical and graphical analyses indicate that the United States has produced the most movies (2,751), followed by India (962).**
2. **Viewers appear to enjoy movies produced in United States and India**
3. **The lower movie production numbers from Japan (119) and China (114) may suggest a lower viewer interest in content from these countries. However, other factors could also be at play.**

**Recommendations:**

1. **Continue to invest in diverse, high quality content that caters to American taste and preference to maintain market dominance**
2. **Focus on producing and acquiring more TV Shows that resonate with UK viewers to further capture this market segment**
3. **Analyze the genres and content theme of popular TV shows in Japan. Leverage this data to create original movies or acquire films that align with these preferences.**
4. **Focus on strategies to promote movie consumption in India.**

**D. Best Time to Release Movie and TV Shows:**

**1.1- Weekly Release of Movies and TV Shows:**

**Insights:**

1. **In both cases, the maximum number of movies and tv shows are released on Fridays.**
2. **This is likely because Friday is the last working day for many, and viewers enjoy watching movies or TV shows with their family and friends on this day.**

**Recommendations:**

1. **Release high profile movies and TV shows on Friday evenings to maximize viewership during the weekend.**
2. **Use social media and email campaigns to highlight upcoming Friday releases and engage audiences.**
3. **Creating playlists like 'Family Friday', 'Comedy Fridays', 'Friday with Loved Ones' may target audience attention**

**1.2- Monthly Release of Movies and TV Shows:**

**Insights:**

1. **July emerges as the most favorable month for movie release on Netflix, followed by April, December, January and October.**
2. **The analysis highlights July popularity due to factors such as holiday periods and students finishing their exams in densely populated countries like India. This leads to increased viewership and family-time film consumption**
3. **While January is the only month highlighted as the optimal to release TV shows.**
4. **This aligns with global trends of viewership spikes during winter and reduced movie production during the award season, allowing TV shows to gain more attention.**

**Recommendations:**

1. **Prioritize July for major movie premieres.**
2. **Leverage holiday periods and family viewership**
3. **Release seasonal movies in December like related to Christmas, winter adventures**
4. **Prioritize January for the release of major and most engaging TV Shows to increase viewership during winter season.**
5. **Strengthen the release schedule by focusing on high-quality, binge worthy series with niche appeal**

**E. Top Directors and Casts:**

**1.1- Top 10 Actors Analysis:**

**Insights:**

1. **Netflix features many actors who are unfamiliar to viewers. This could result in lower audience engagement and reduced popularity for the cast.**
2. **Anupam Kher has appeared in more Netflix content than Shahrukh Khan. This suggests, viewers appreciate their work due to their acting abilities.**

**Recommendations:**

1. **To expand it's business , Netflix should consider uploading contents featuring more well known casts. This could lead to increased viewership and greater popularity for both the platform (Netflix) and cast.**

**1.2- Top 10 Directors Analysis:**

**Insights:**

1. **Netflix generally has content available from many unknown directors.**
2. **Among known directors, Rajiv Chilaka with 22 titles and Jan Sutar with 21 titles have produced more contents than any other director.**
3. **It can be assumed that viewers enjoy watching movies or TV Shows directed by them.**

**Recommendations:**

1. **Promoting content by popular directors like Rajiv Chilaka and Jan Sutar.**
2. **Engaging viewers with behind the scene contents.**
3. **Create and feature playlists based on these director's work.**

**F. Most Popular Genre in Movies:**

**Insights:**

1. **The most popular genre in Netflix is International Movies followed by dramas.**
2. **This analysis shows that viewers often love watching international movies and dramas over any other genres.**

**Recommendations:**

1. **Increase in producing more International Movies and Dramas may result in generating higher revenues for Netflix.**

**G. Time to Add Movies:**

**Insights:**

1. **The most common difference between release year and addition to Netflix is 0 years.**