Netflix UCAN Region Viewership Analysis Report

Project: Day 11 of #30DaysTDIDataChallengeWithAnnie

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# 1. Project Overview

This project aims to analyze Netflix viewership data across different genres within the UCAN (United States and Canada) region. It forms part of Day 11 of the #30DaysTDIDataChallengeWithAnnie series.

# 2. Business Objective

To determine which genres of content drive the most audience engagement on Netflix in the UCAN region, and to offer strategic recommendations for content acquisition and production based on data insights.

# 3. Business Question

Which genres drive the most viewership on Netflix in the UCAN region, and are the differences in viewership across genres statistically significant?

# 4. Dataset Description

• Netflix Titles Dataset (from Kaggle)

• Netflix Engagement and Earnings Reports (Q1–Q4)

# 5. Data Preparation

• Merged datasets from different sources

• Cleaned data using Excel and Power BI

• Addressed issues such as missing values, inconsistent genre formats, and outliers

# 6. Methodology

• Segmented the dataset into Movies and TV Shows

• Selected top-viewed genres:

Movies – Action, Drama, Comedy, Romance

TV Shows – Action, Horror, Thriller, Reality

• Applied one-way ANOVA to test for statistically significant differences in average viewership among genres

# 7. Key Findings

Movies (UCAN Region):

• Action: 35.55 million average views

• Comedy: 33.59 million average views

• Drama: 32.52 million average views

• Romance: 19.85 million average views

ANOVA p-value = 0.0196 – Statistically significant differences exist between genres.

TV Shows (UCAN Region):

• Thriller, Horror, Reality: ~2.07 million average watch hours

• Action: 1.82 million average watch hours

ANOVA p-value = 0.39 – Differences not statistically significant.

# 8. Challenges Encountered

• Genre overlaps (e.g., Rom-Com) complicated classification

• Sourcing and cleaning real-world messy datasets

• Iterative cleaning process as merging exposed new issues

# 9. Tools Used

• Microsoft Excel

• Power BI

• Power Query

• One-way ANOVA statistical test

# 10. Strategic Recommendations

For Netflix:

• Continue investing in Action movies based on dominant viewership

• Explore opportunities in Thriller, Horror, and Reality TV segments

For Content Creators:

• Reimagine storytelling in Romance genre to boost performance

• Innovate within underperforming TV genres such as Action

# 11. Acknowledgements

Special thanks to Esther Okwute for her exceptional contributions, data wrangling expertise, and statistical insight. This collaborative effort sharpened real-world analytical and data storytelling skills.

# 12. Data Cleaning Recap (Day 7 Recap)

As part of Day 7 of the #30DaysDataChallengeWithAnnie, we tackled messy real-world data cleaning challenges including:

• Missing values filled using business logic

• Duplicate entries removed

• Outliers flagged and reviewed

• Inconsistent formatting and invalid codes corrected

Excel handled data cleaning effectively with Power Query, filters, and conditional formatting. The process proved that data cleaning is continuous and fundamental to successful analysis.