NETFLIX ORIGINALS ANALYSIS: EXPLORING CINEMATIC TRENDS

Unveiling insights into Netflix's Original Content Landscape (Dec 2014 - May 2021)

INTRODUCTION

Exploring Trends, Ratings, and Language Preferences in Netflix Originals

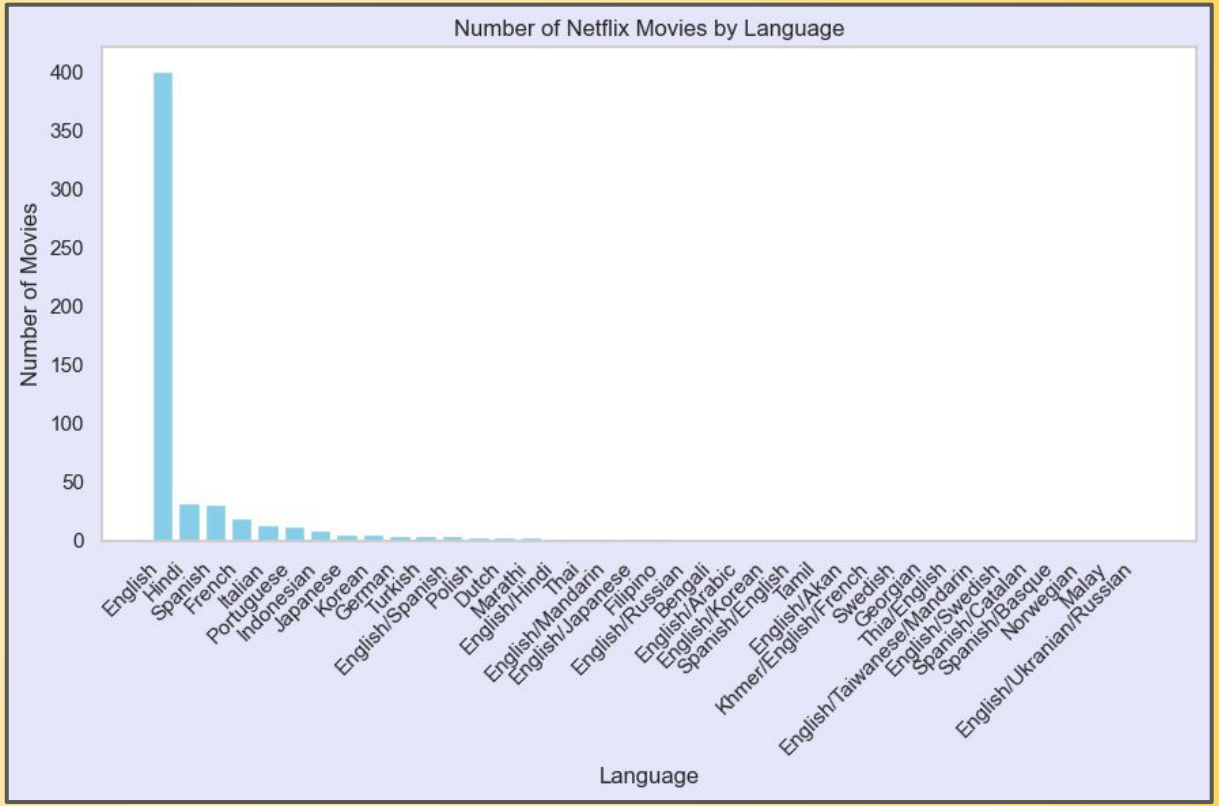
- In this analysis, I delve into the landscape of Netflix Originals released up until June 1st, 2021, leveraging a dataset comprising *movie titles, genres, premiere dates, runtime, IMDb scores, and languages.*
- With over 600 entries, this dataset offers a comprehensive look at Netflix's evolving content strategy over recent years. The primary objective of this project is to uncover key insights and trends that characterize Netflix Originals, spanning genres, linguistic diversity, IMDb ratings, runtime evolution, and seasonal release patterns.
- By analyzing these facets, I aim to provide a nuanced understanding of Netflix's content trajectory and audience preferences, supported by data-driven visualizations and exploratory analysis. Through this exploration, I seek to contribute valuable insights into the dynamics shaping one of the leading platforms in the global entertainment industry.

Global Voices: Diverse Languages in Netflix Originals

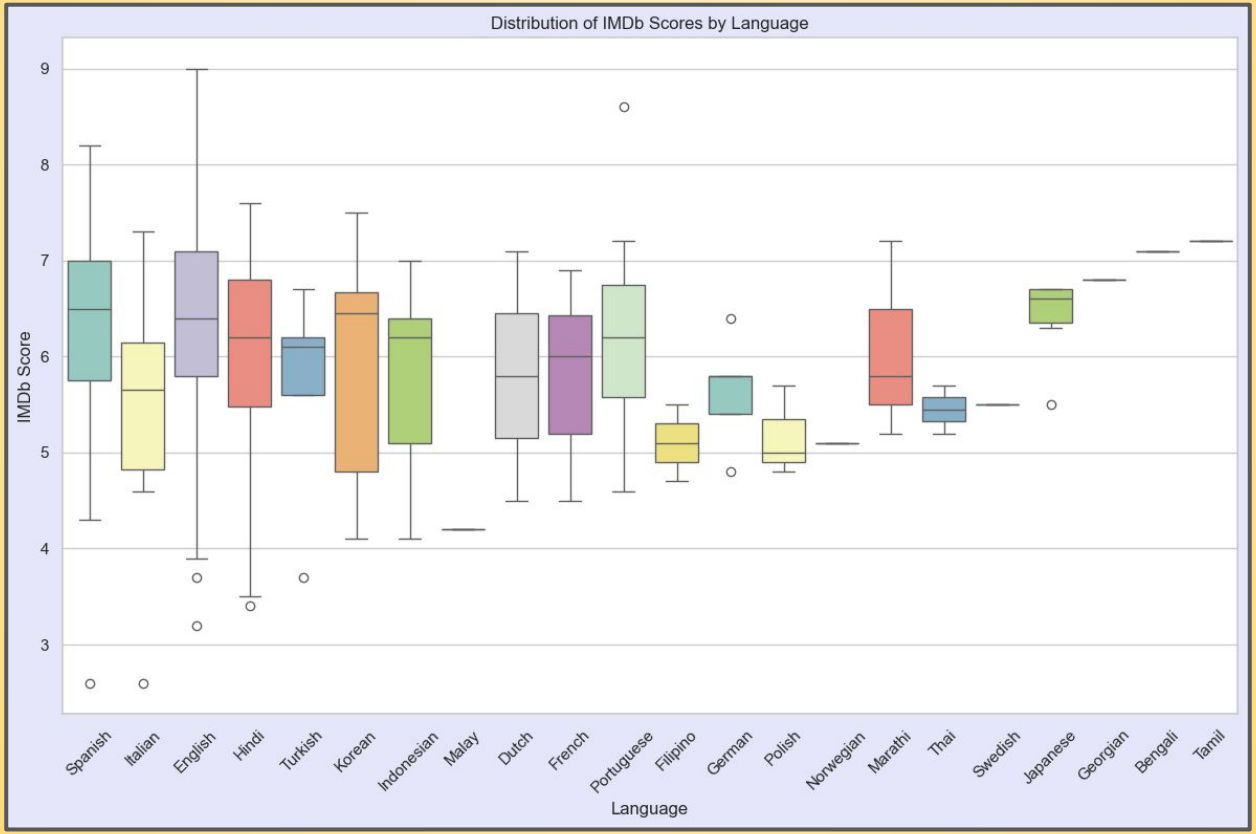
Quantifying Netflix Originals by Language

Out of 583 Netflix Original movies released during the period, *English dominates with 401 titles*.

English is the predominant language among Netflix Original releases, highlighting linguistic trends in global entertainment.

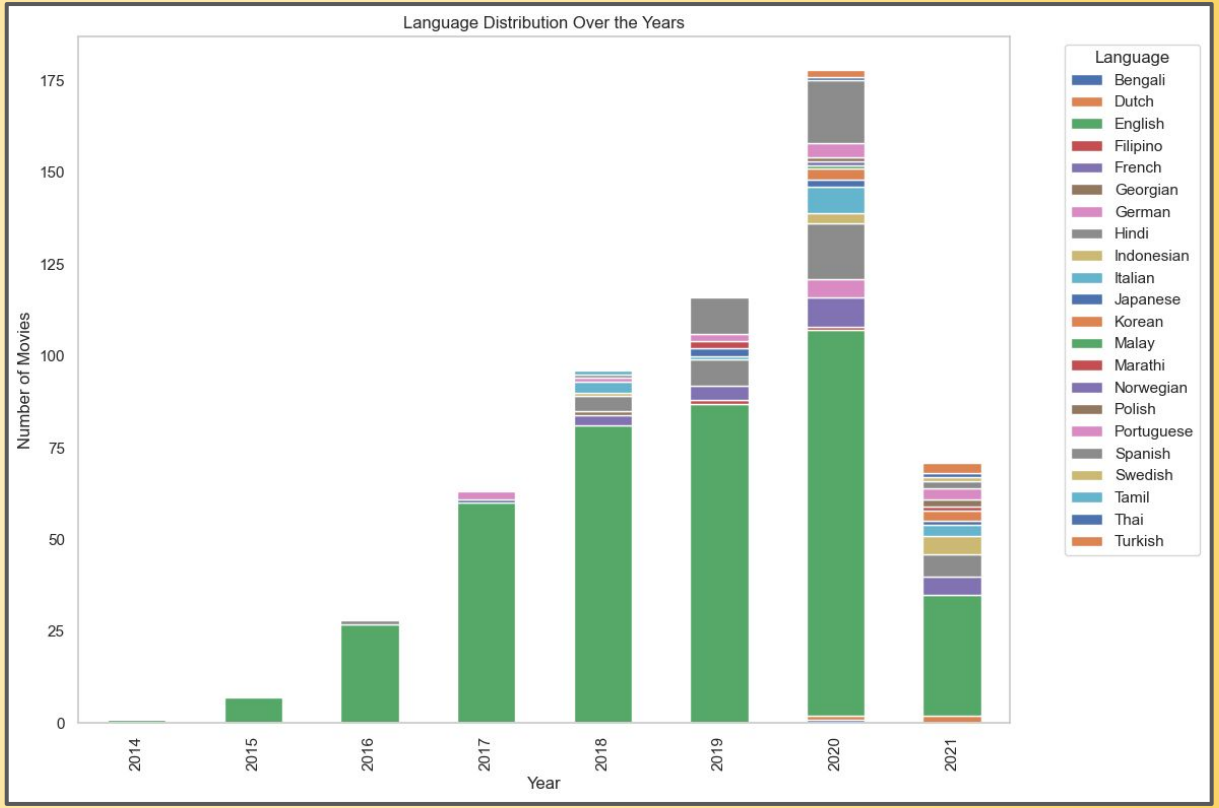


Comparative Analysis of IMDb Scores in Netflix Originals Across Different Languages



Analysis of Language Diversity in Netflix Original Releases Over Time

While English remains prevalent, there has been a rising trend in the inclusion of Hindi, Spanish, and other languages, indicating Netflix's efforts to cater to international audiences.

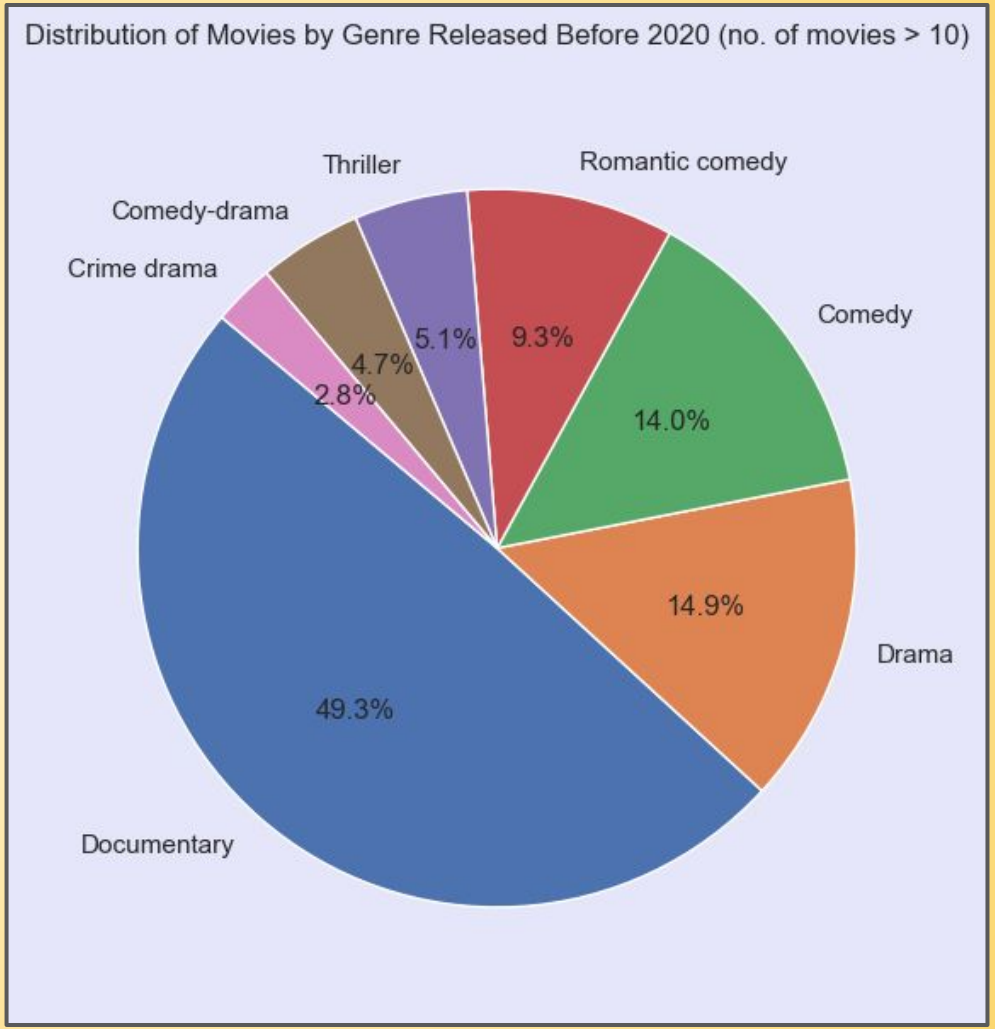


Beyond Genres: Exploring Netflix's Cinematic Palette

Pre-2020 Genre Analysis: Quantifying Netflix Originals by Genre

Documentary films dominated Netflix releases before 2020, comprising *49.3%* of the catalog.

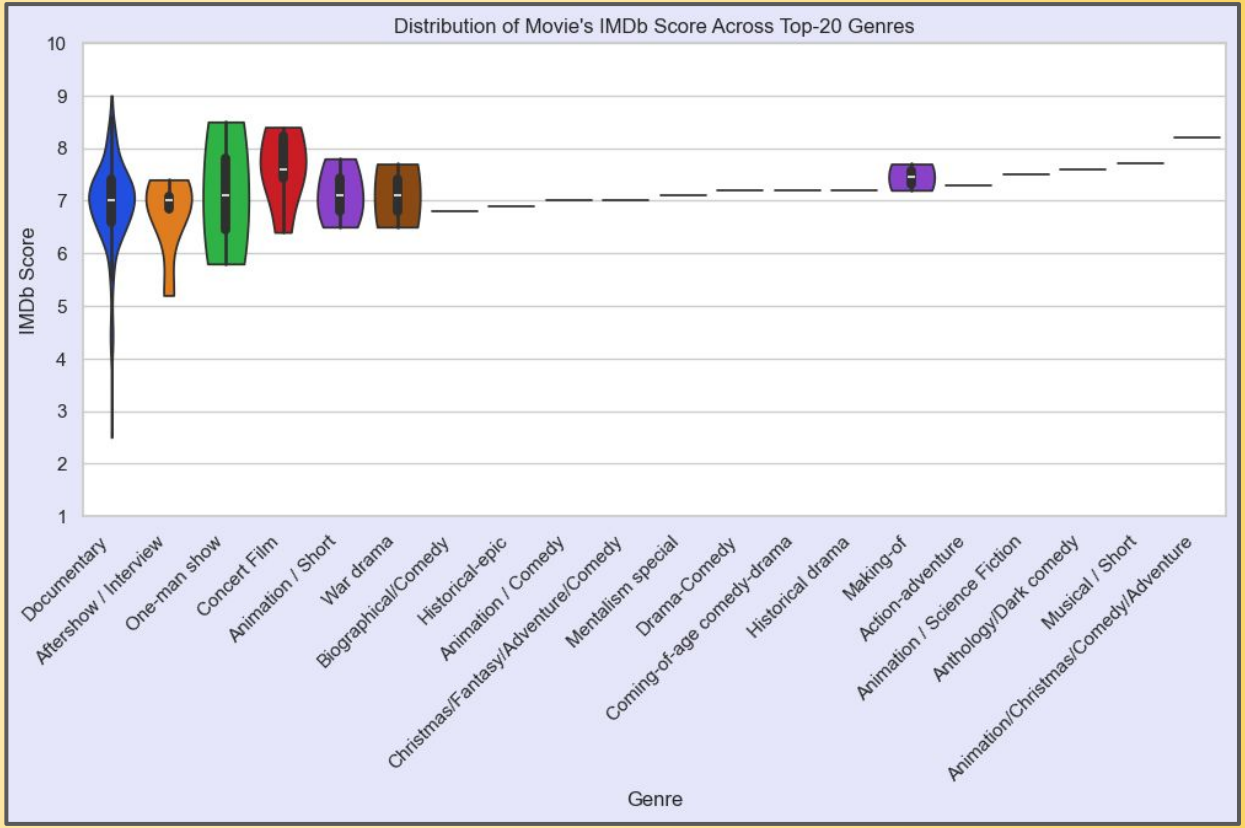
Comedy and Drama genres also had significant representation among pre-2020 Netflix releases.



Analyzing the IMDb Ratings of Netflix Originals by Genre

The IMDb score for Netflix Originals falls predominantly within the *range of 6 to 8*, indicating a generally positive reception from viewers.

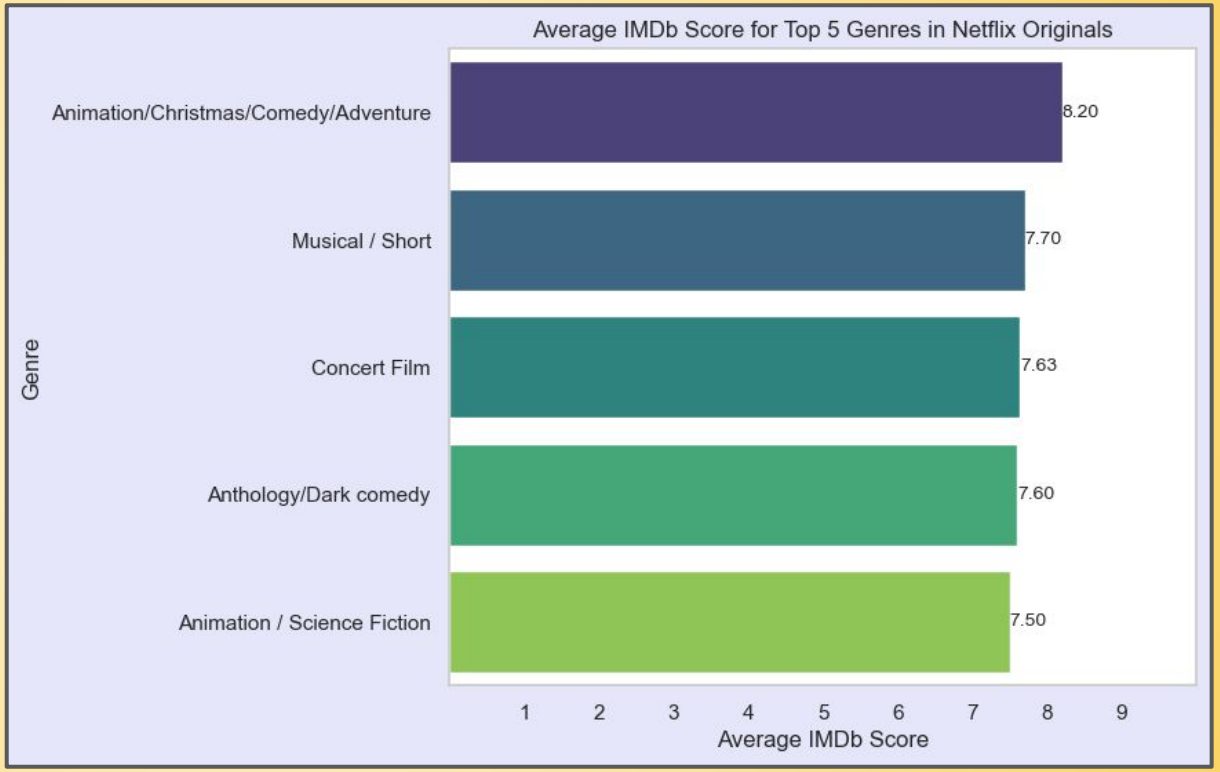
This suggests that Netflix has maintained a consistent level of quality across its original movie releases, as reflected in viewer ratings.



TOP-5 Genres with the Highest Average IMDb Scores

"*Animation/Christmas/Comedy /Adventure*" category emerges as the genre with the highest average IMDb score among Netflix Originals.

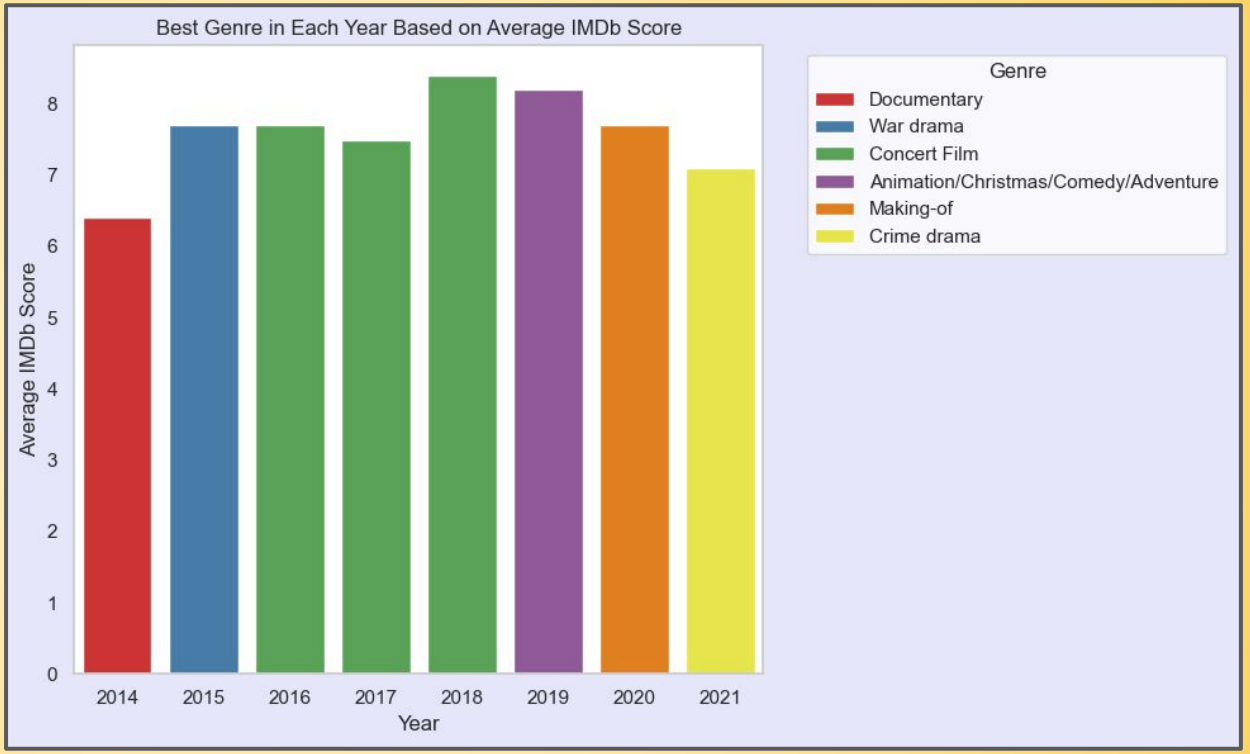
Following closely are genres such as Musical Short and Concert Film.



Genre Dominance Through the Years

The transition from Documentaries to Crime Drama reflects a shift in audience preferences from factual storytelling to engaging narratives filled with suspense and intense plots.

Concert Films peaked in viewer interest during 2016-2018, consistently scoring above 7.5.

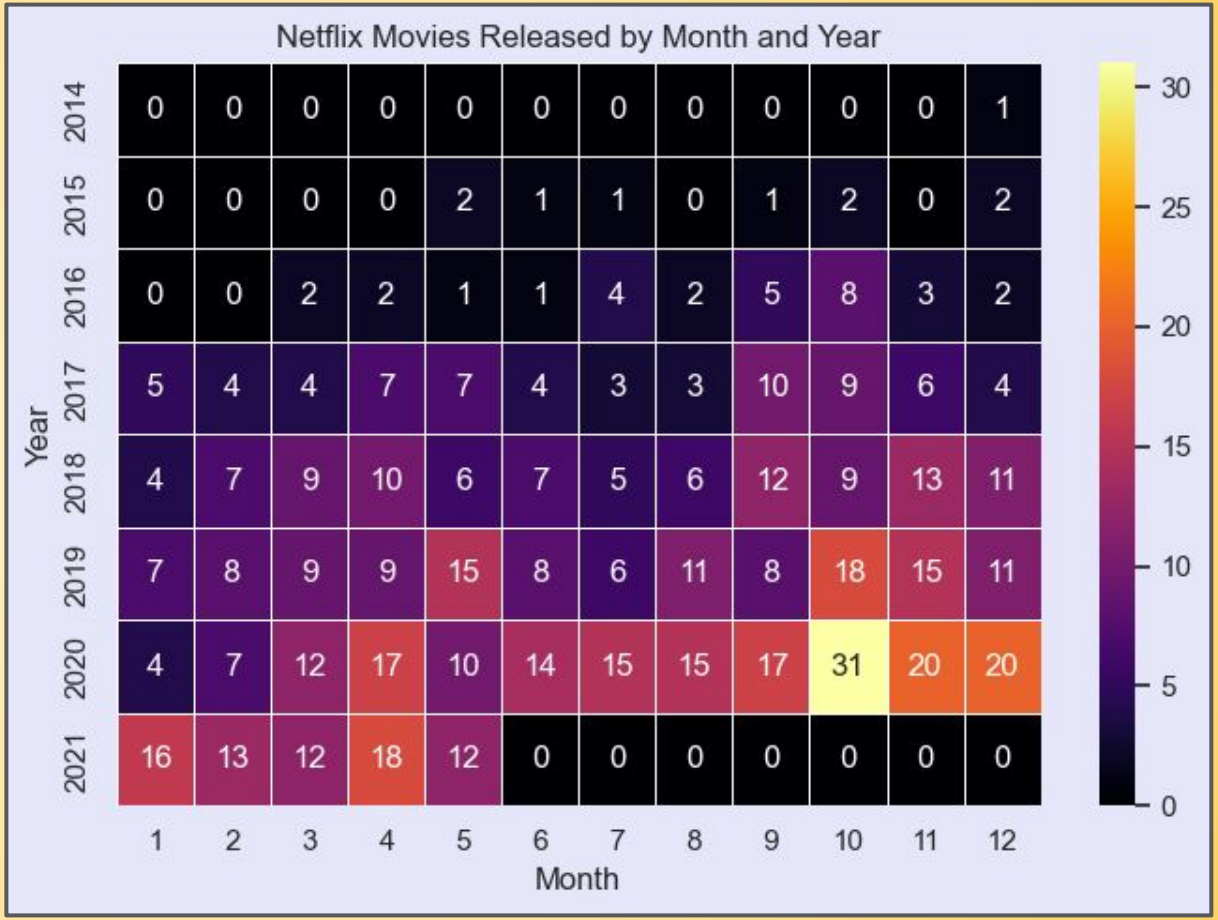


Seasonal Insights: Analyzing Release Patterns

Seasonal Trends: Analyzing Monthly and Yearly Distribution of Netflix Originals

The highest number of Netflix Originals were released in *October 2020*.

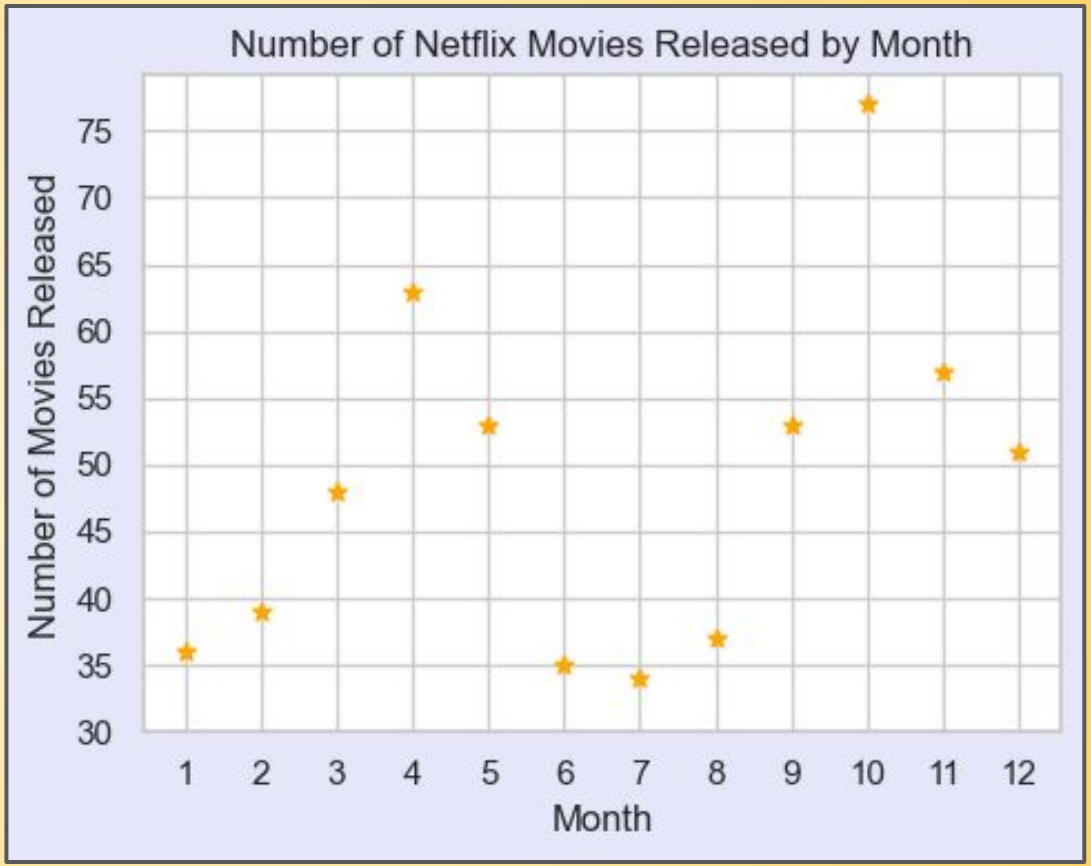
Examining the yearly data reveals that the volume of Netflix Originals has grown over the years.



Analyzing Monthly Release Patterns of Netflix Originals

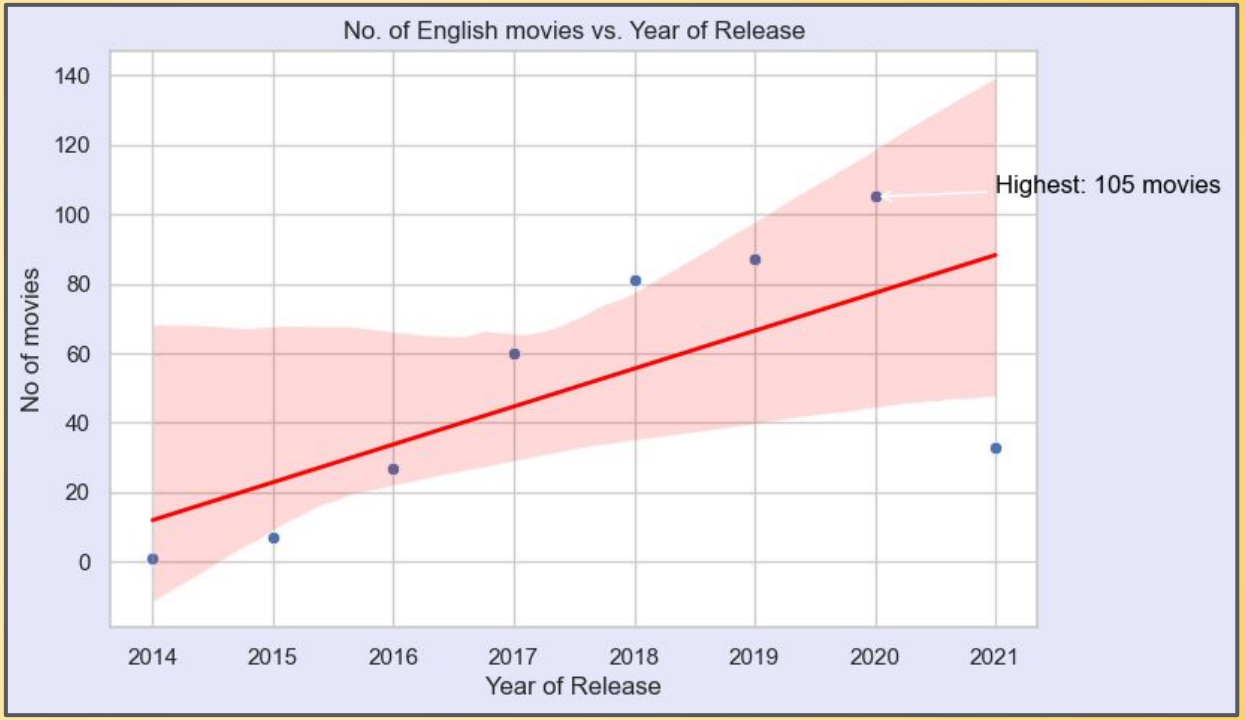
From 2014 to 2021, *October* saw the highest number of Netflix Originals releases, with a total of *71 movies*.

This indicates a strategic release period, possibly to maximize viewership during the fall season and Halloween.



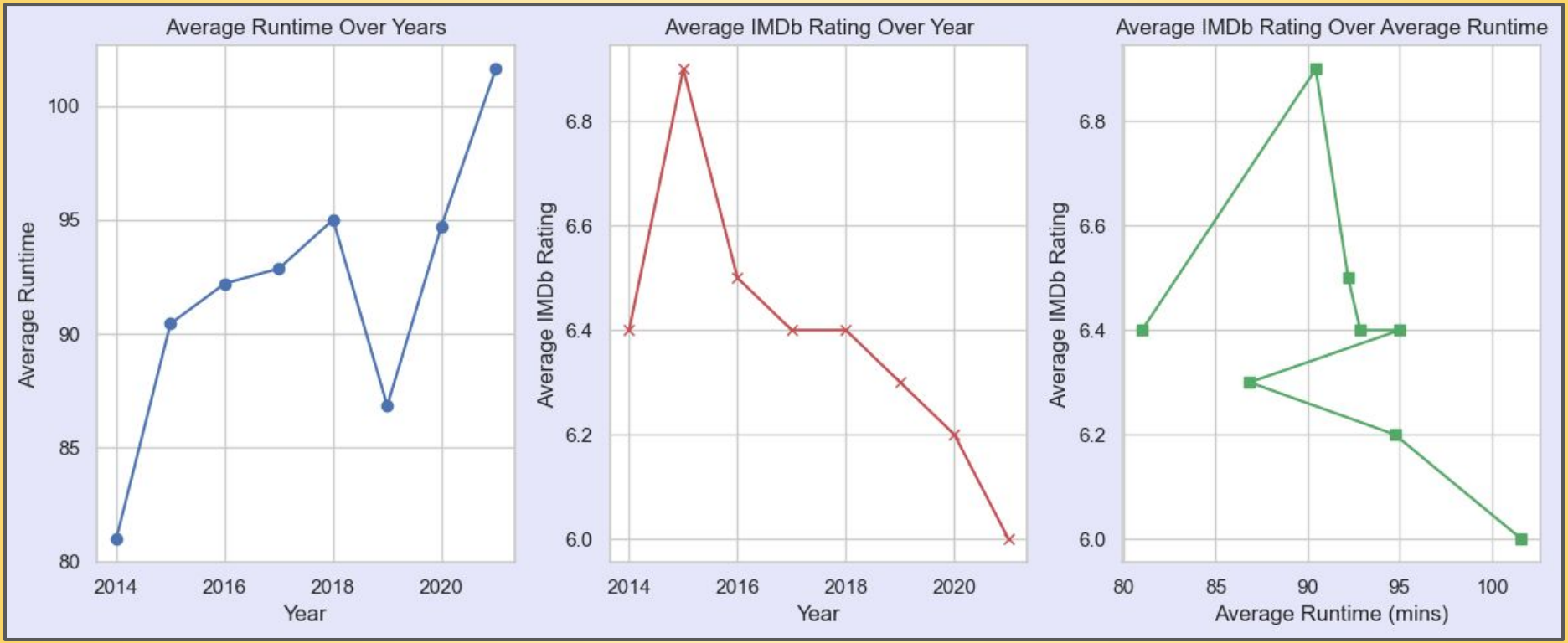
Tracking the Release Trends of English-Language Netflix Originals Over the Years

The analysis shows a consistent annual increase in English-language Netflix Original releases from 2014 to 2021, peaking at *105 movies in 2020*.



Time Well Spent: Trends in Netflix Movie Runtimes

Trends in Runtime: Analyzing the Evolution Over the Years



Over the years from 2014 to 2021, there has been a noticeable *increase in the average runtime* of Netflix Originals, with a subtle decrease in IMDb scores accompanying this trend.

THE END