



Netflix Movie Trends: Shifting Viewer Interests Over Time

Case Study by Jeremiah Mendoza



- TASK:**

- "ANALYZE HOW AUDIENCE INTERESTS AND CONTENT PERFORMANCE HAVE CHANGED OVER TIME ON NETFLIX USING IMDB RATINGS, GENRES, AND ENGAGEMENT DATA FROM THE 2000S AND ABOVE. THE GOAL IS TO UNCOVER TRENDS IN VIEWER PREFERENCES AND GENRE POPULARITY TO INFORM CONTENT STRATEGY AND INVESTMENT DECISIONS."

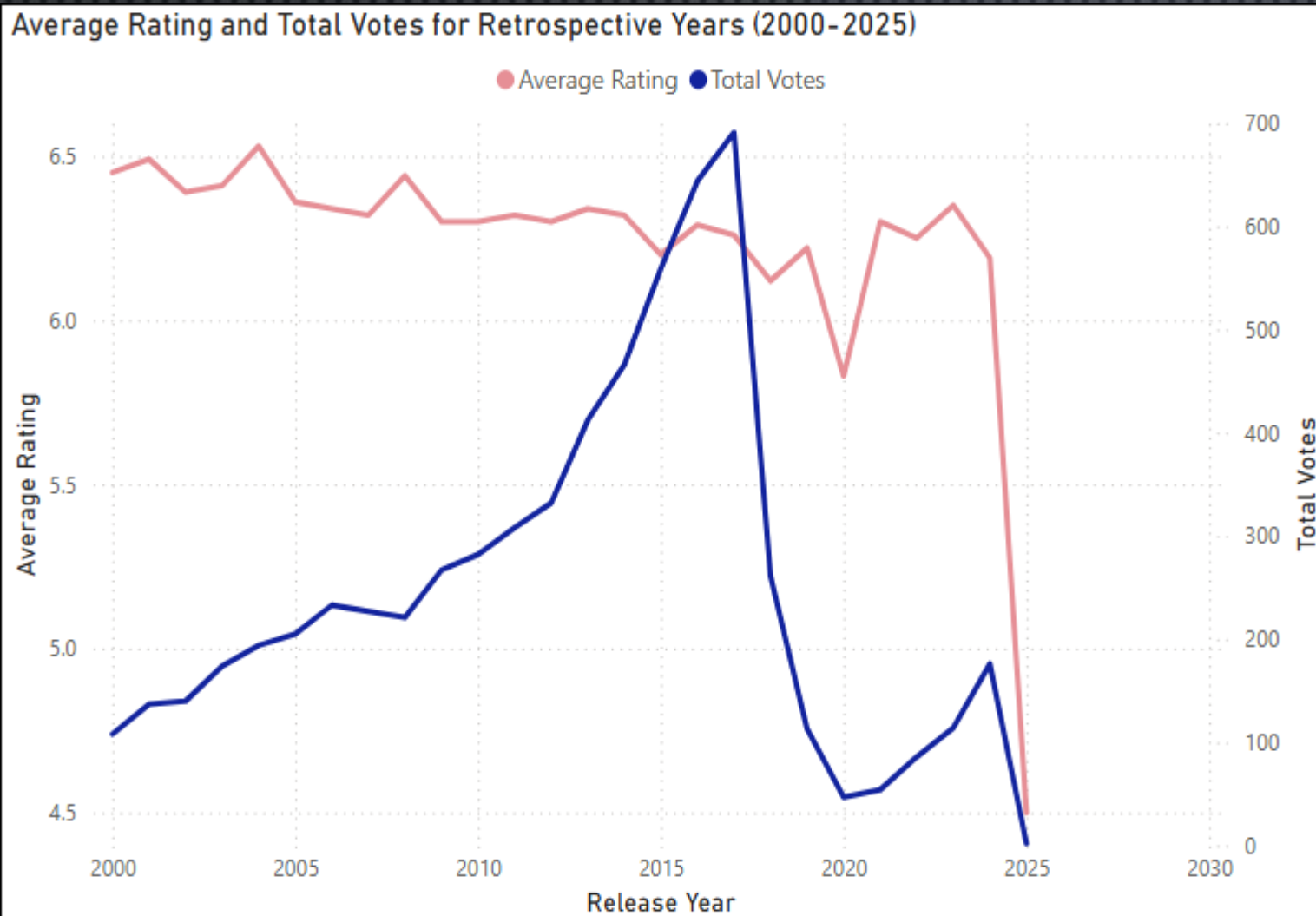
- TAKEAWAYS:**

- HOW HAS VIEWERSHIP INTERESTS CHANGED OVER TIME?

- WHAT CAN WE TAKE ADVANTAGE OF BASED ON TRENDS?

Data Question #1

Average Rating and Total Votes for
Retrospective Years(2000-2025)



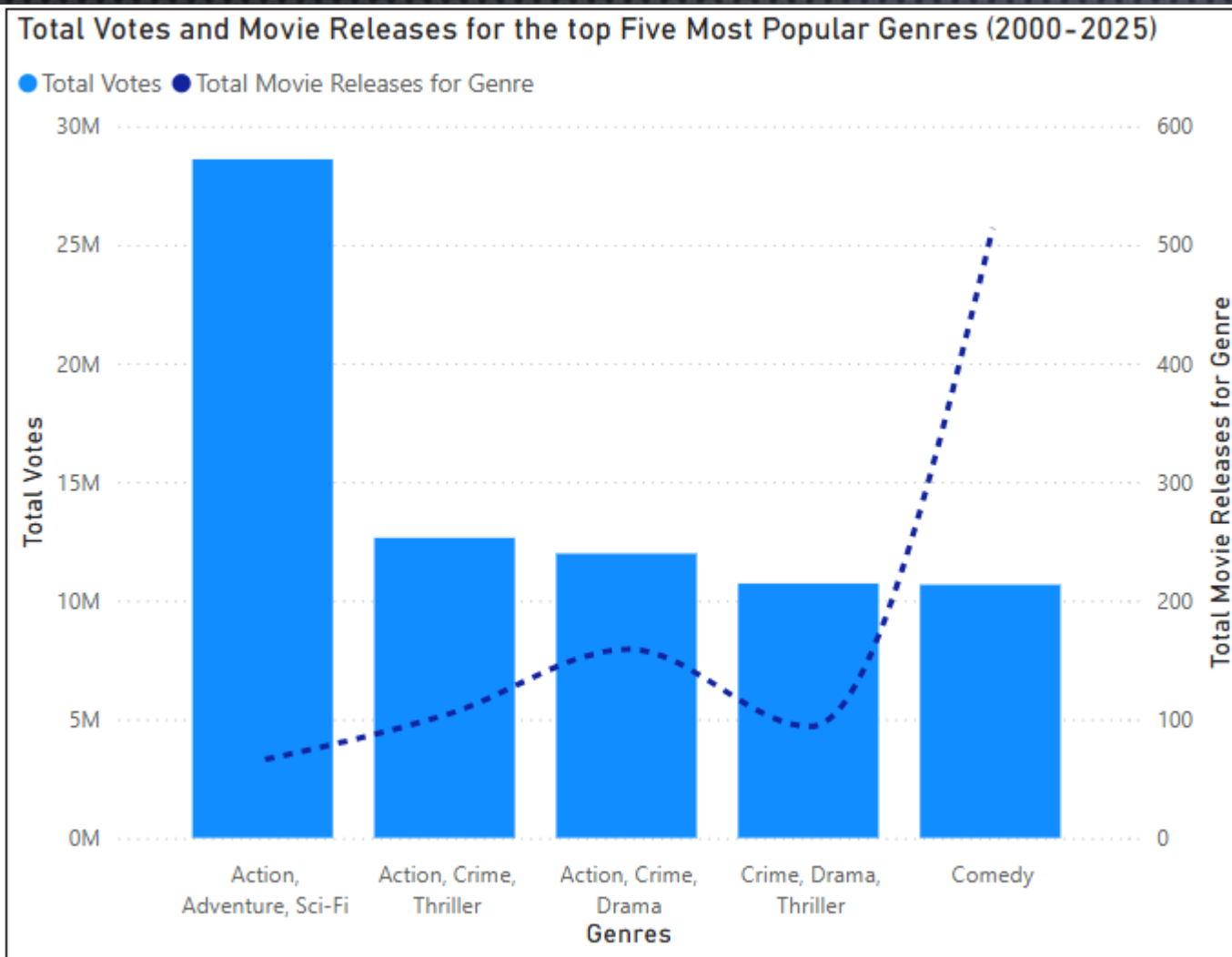
Business Insights: What can we take from this?

- Growing interest in movies.
- Consider **investing** more in Netflix original movies to **capitalize** on this **upward trend**.

Side Note: 2025 only consists of 2 movies which makes the data for 2025 skewed.

Data Question #2

The Most Voted for Movies and their Numbered Releases (Top 5)



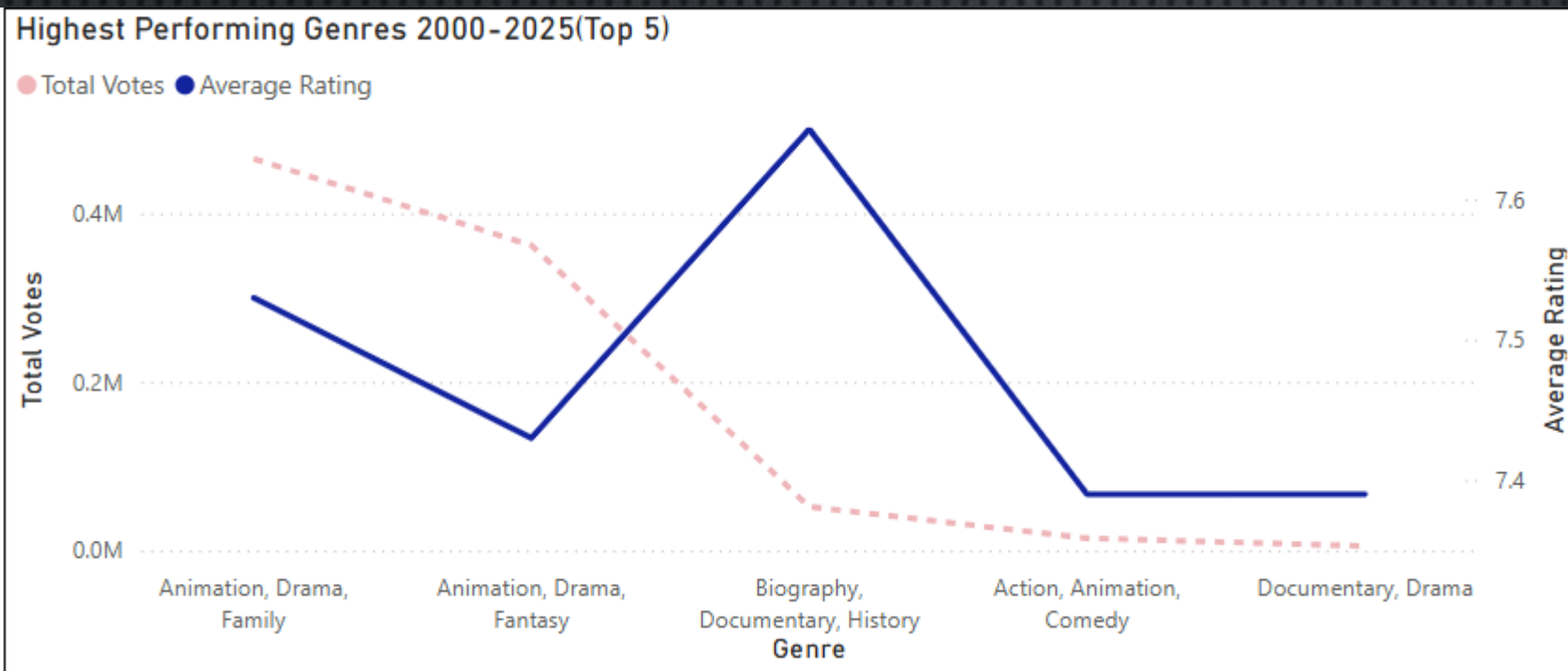
Business Insights: What can we take from this?

- Audiences are highly invested in Action, Adventure, Sci-Fi genre despite limited releases.
- **Capitalize** on an already popular genre
- **Take advantage** of there not being a lot of releases of the genre

Data Question #3

Most Consistent Performing Genres in Votes and Average Rating (Top 5)

Business Insights:
What can we take from this?



- *Animation, Drama, and Family* genres show high average ratings **and** strong vote counts.
- **Prioritize** these genres in future investments and promotion strategies to **maximize** impact.



Conclusions and Recommendations

- Now is the time to start investing in more movies, as the growth trend for interest in movies is growing.
- Capitalize on the low amount and love of Action, Adventure, Sci-fi movies.
- Focusing on Animation, Drama, Family genres will yield the most engagement along with a general positive consensus.