Netflix Data Analysis Power BI
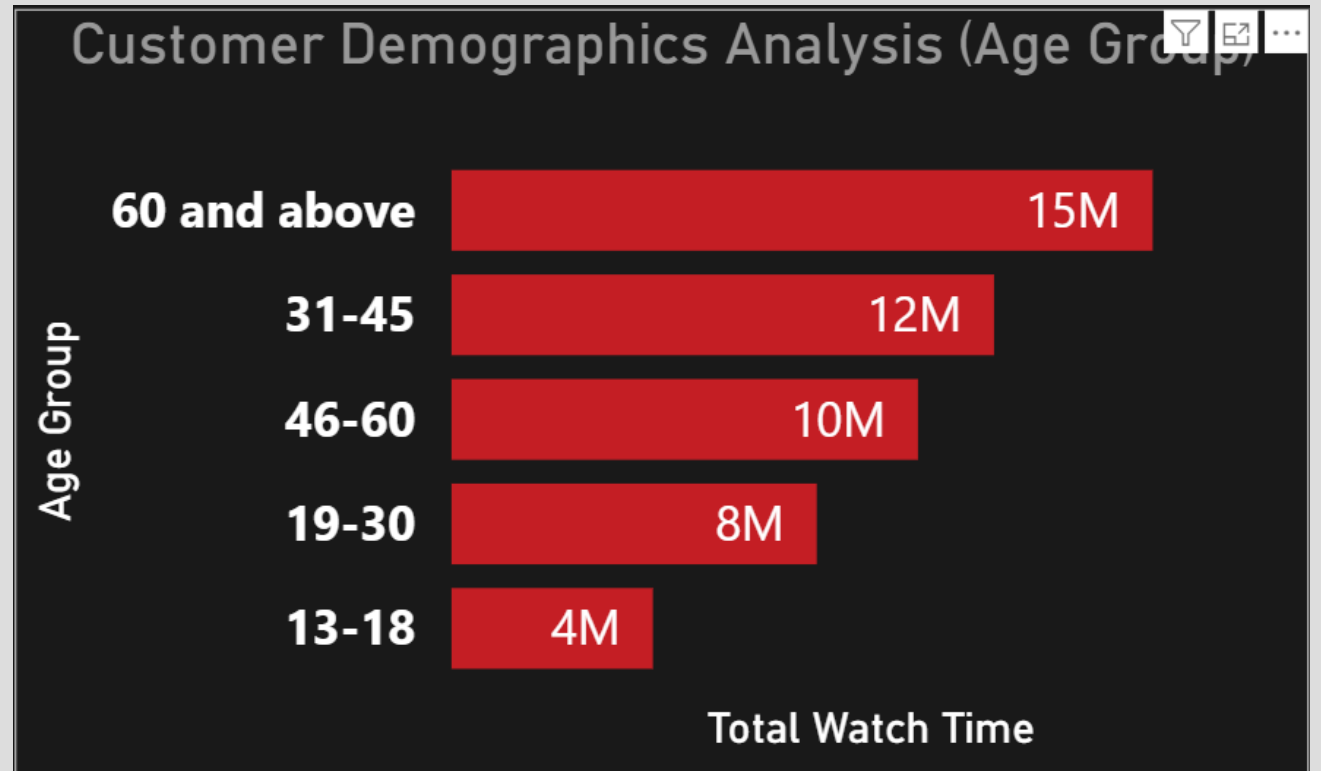
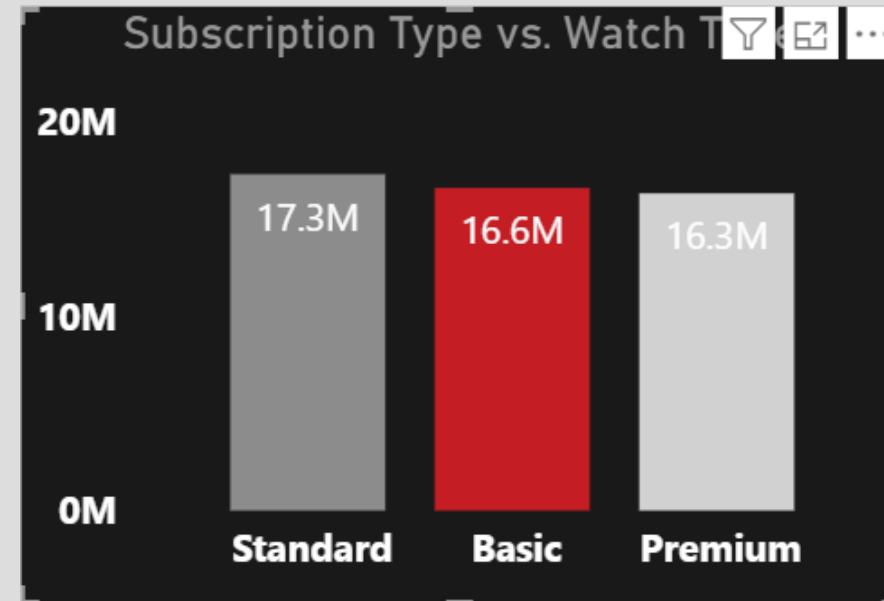**BADM – Project 4**

Task 2

Customer Demographics Analysis:

- I grouped the customers by age range 13-18, 19-30, 31-45, 46-60, 60+

- Identified **60+** age group is watching the Netflix the most

Customer Demographics Analysis (Age Group)

Age Group	Total Watch Time
60 and above	15M
31-45	12M
46-60	10M
19-30	8M
13-18	4M

Task 3

Subscription Type vs. Watch Time:

- Analyzed the relationship between subscription type (Basic, Standard, Premium) and total watch time

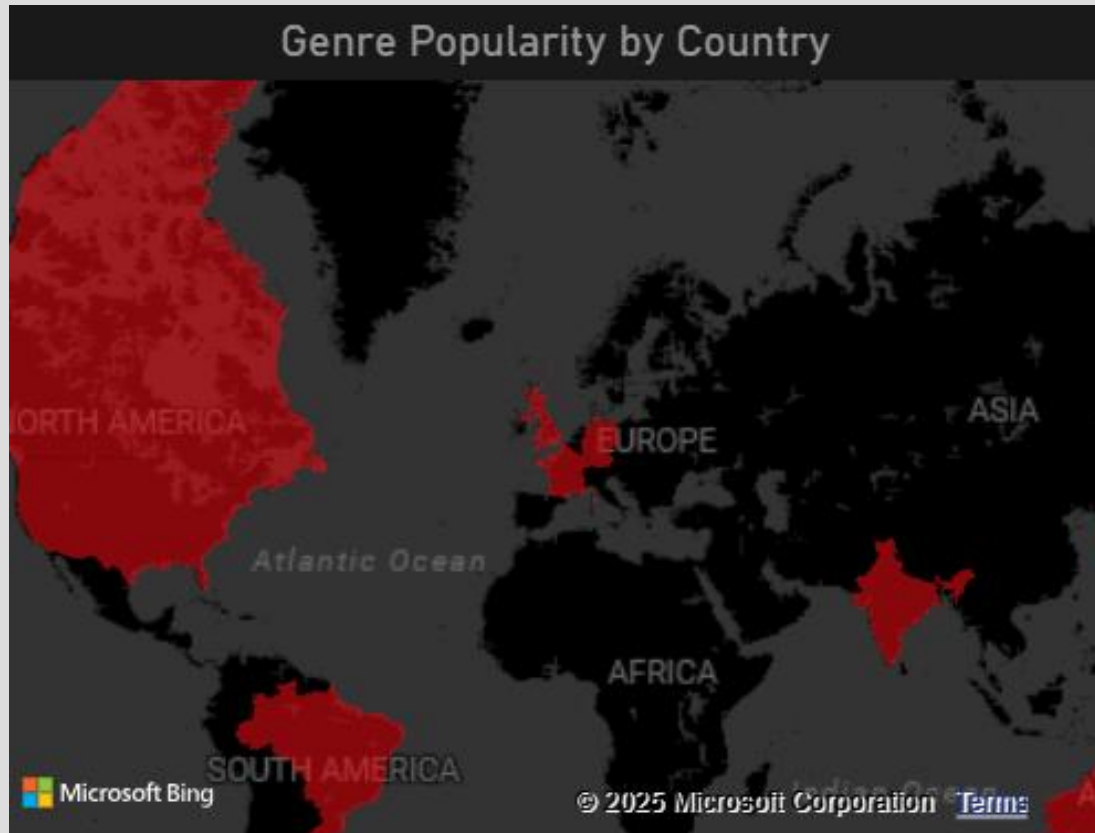- Found **standard** subscription has the highest engagement

Task 4

Most Watched Shows/Movies - TOP		
TYPE	**TITLE**	**Total Watch Hours** ▼
TV Show	Half property	408.53
TV Show	Over material	364.87
TV Show	Threat	347.68
Movie	Player	334.13
Movie	Interesting	251.92
Movie	Culture	250.22
TV Show	Their	198.10
Movie	Their	155.83
TV Show	Interesting	132.75
TV Show	Culture	127.22

Top 10 Most Watched Shows/Movies:

- Created a Table Visual and listed out the top 10 most-watched Netflix shows/movies based on total watch time.
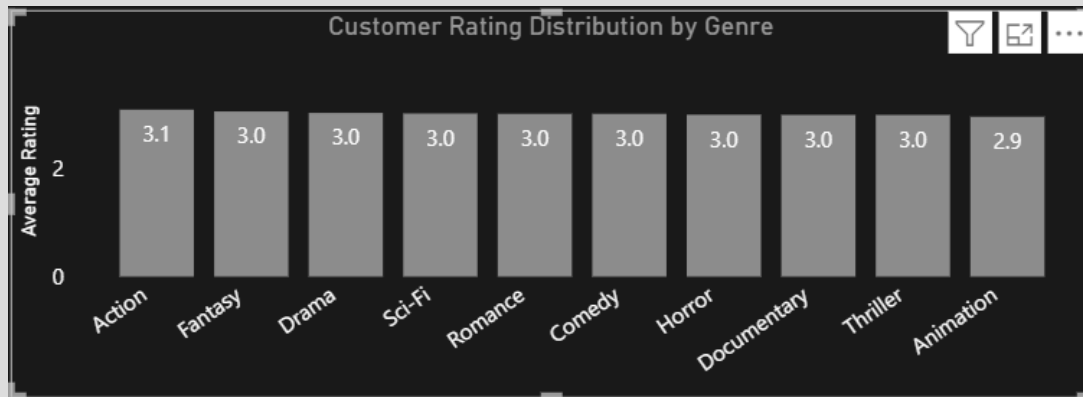
Genre Popularity by Country

Task 5

Genre Popularity by Country:

- Visualized the World Map visual to show the most popular genre per country based on the total number of viewers.

Task 6

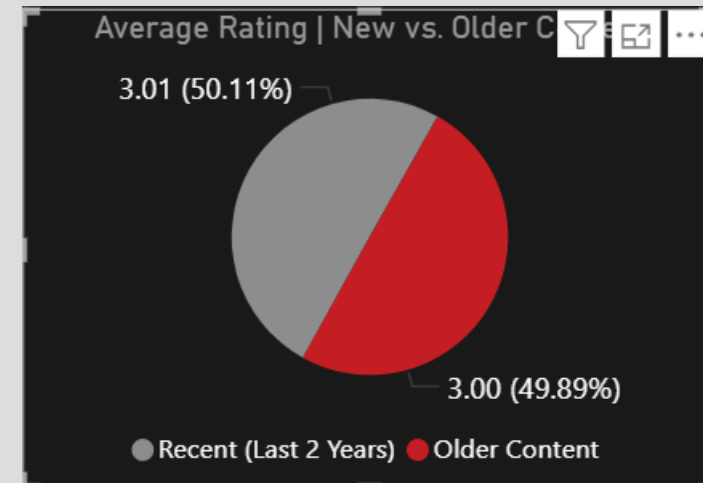## Customer Ratings Distribution:

- Analyzed the distribution of user ratings based on genre.

- Found the average rating per genre.

Task 7
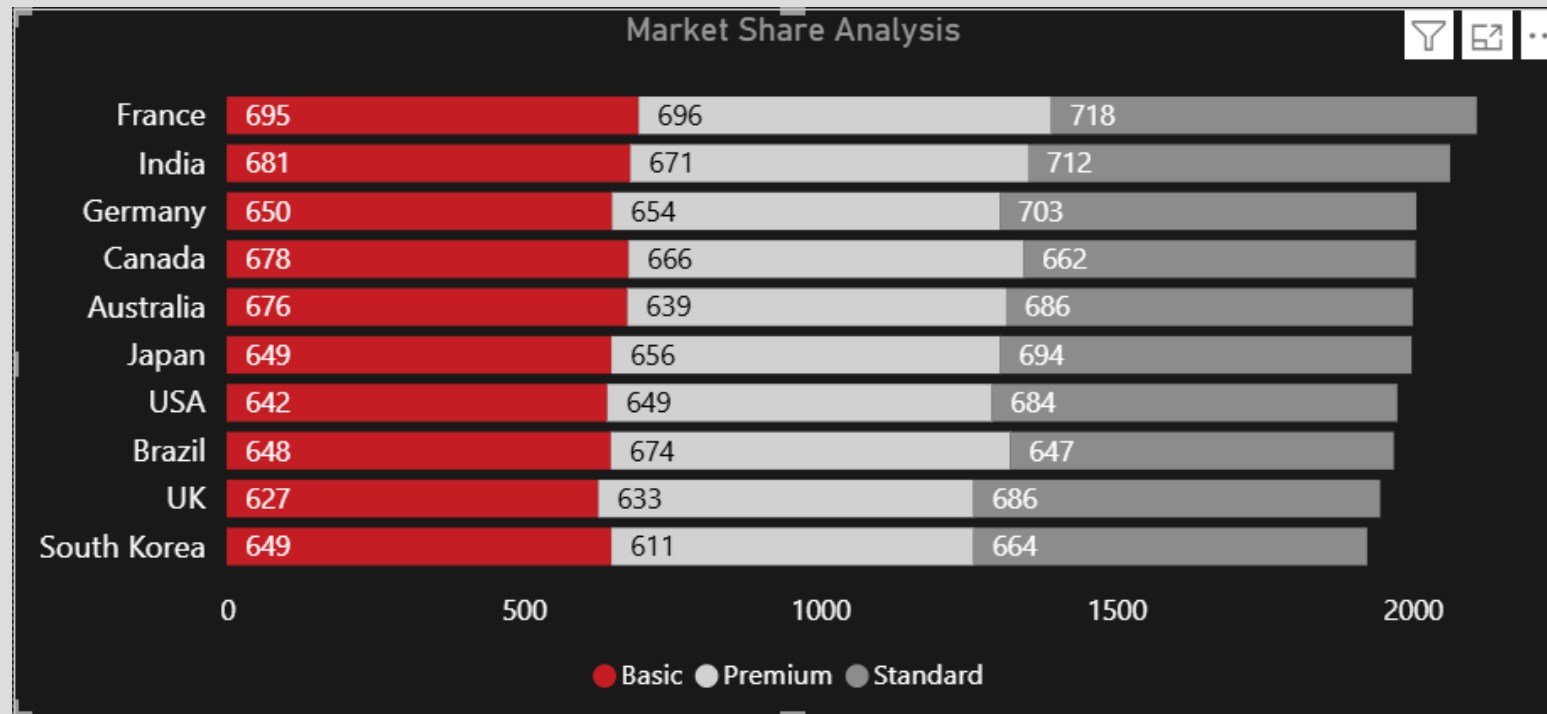
Trending Content Analysis:

- Compared the average ratings of newly added vs. older content.

Task 8

Subscription Market Share Analysis:

- Identified which Netflix subscription plan dominates in each countries.

Market Share Analysis

Country	Basic	Premium	Standard
France	695	696	718
India	681	671	712
Germany	650	654	703
Canada	678	666	662
Australia	676	639	686
Japan	649	656	694
USA	642	649	684
Brazil	648	674	647
UK	627	633	686
South Korea	649	611	664

● Basic ○ Premium ● Standard

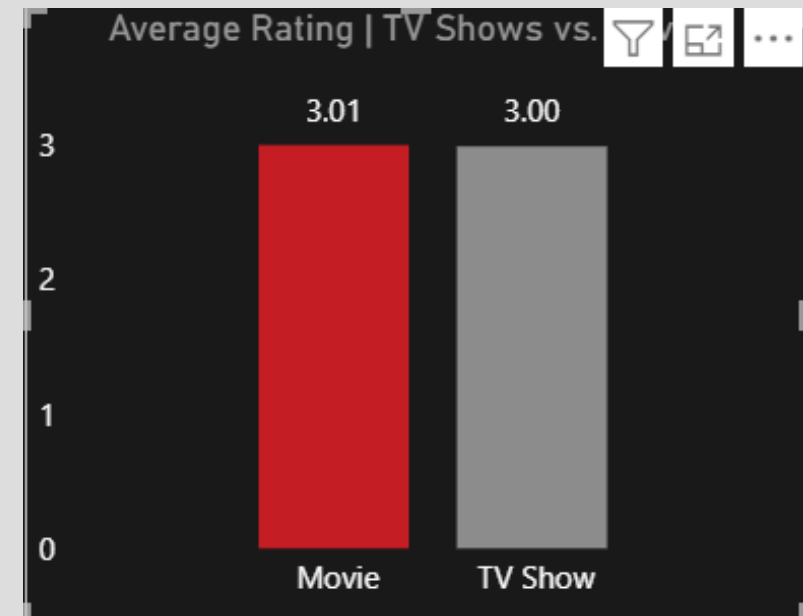# Task 9

Customer Retention Insights:

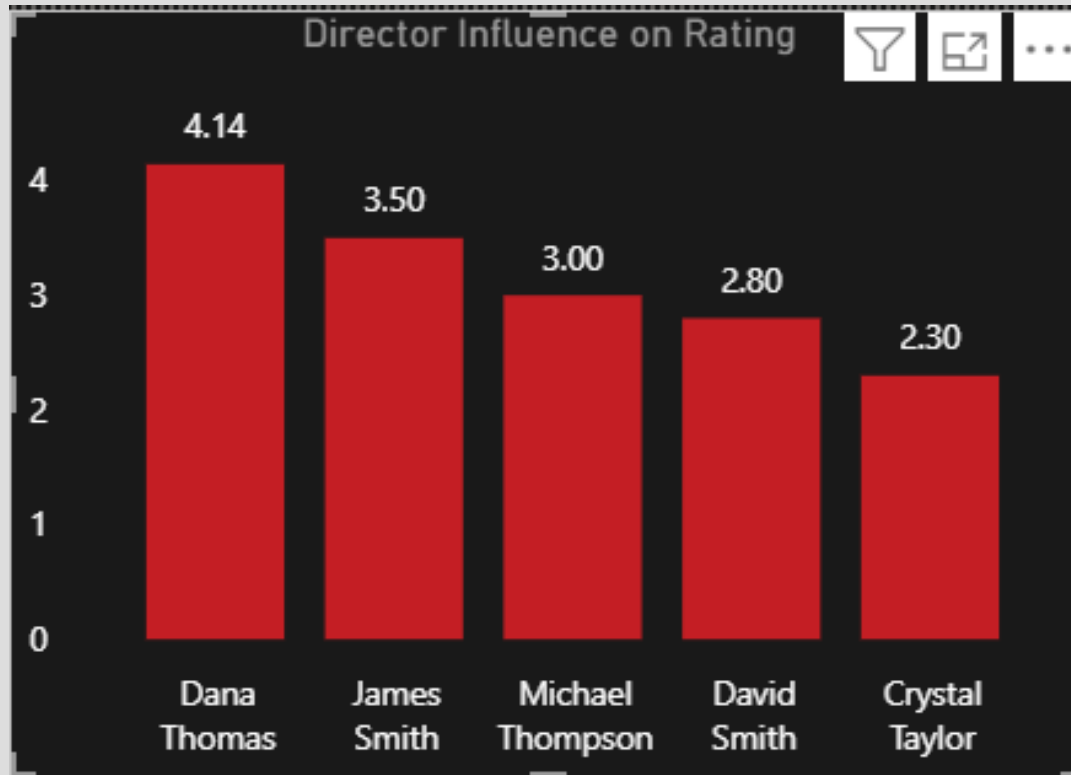- I find out how many customers watched only 1 show and watched multiple shows.
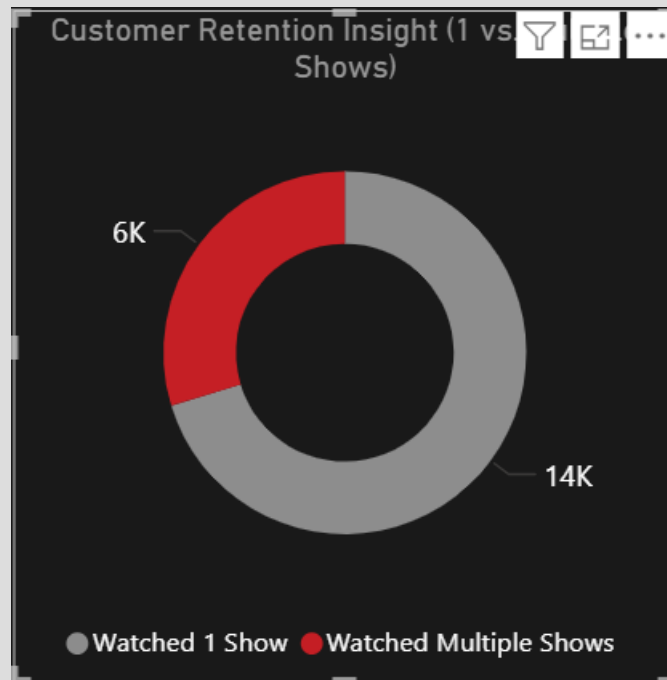
Task 10

High-Rated vs. Low-Rated Content:

- Compare the ratings of TV Shows vs. Movies.

Task 11

Top Director Influences on Ratings:

- Analyzed whether the most popular directors received the highest ratings.
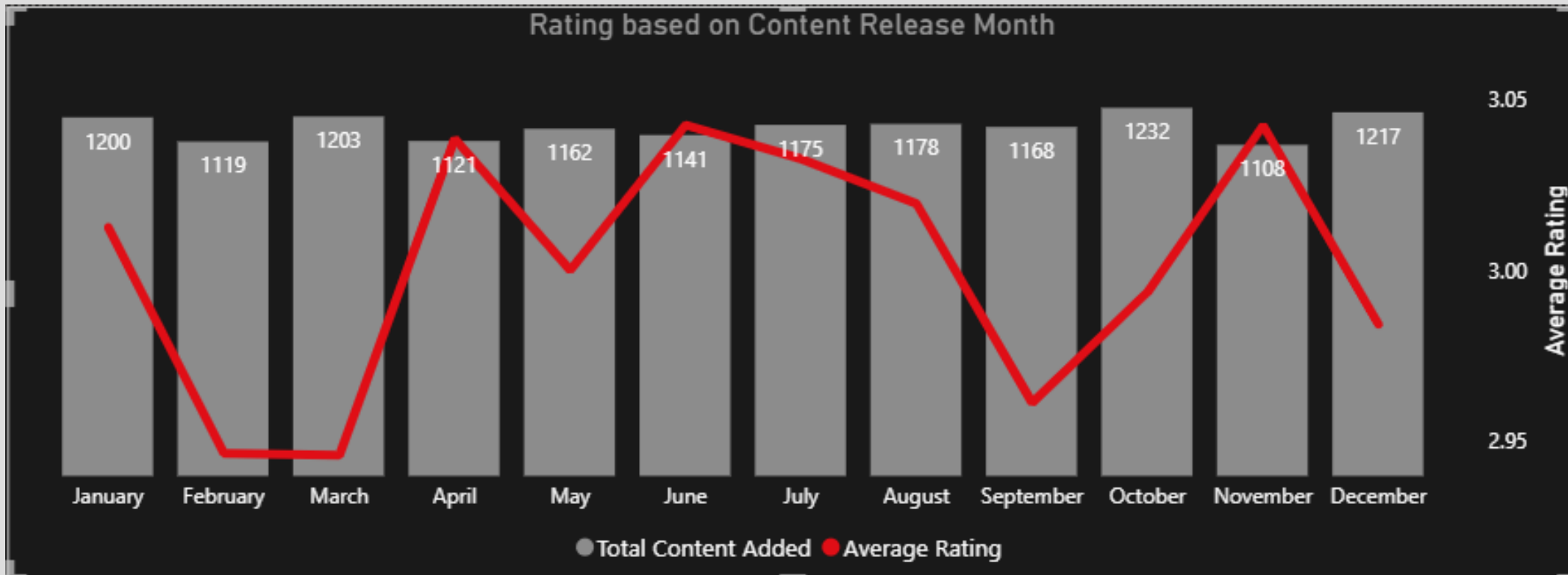
Task 12

Content Localization Strategy:

- Identified countries where Netflix is underperforming based on engagement (avg. watch time) using the table visual.

- In Germany, Action movies are underperforming.

- In Japan, Comedy movies are underperforming.

COUNTRY	GENRE	Avg Watch Time per Customer
Germany	Action	2,348.93
Germany	Animation	2,385.03
Germany	Comedy	2,689.25
Germany	Documentary	2,367.88
Germany	Drama	2,429.05
Germany	Fantasy	2,363.03
Germany	Horror	2,401.67
Germany	Romance	2,400.05
Germany	Sci-Fi	2,338.52
Germany	Thriller	2,381.06
Japan	Action	2,400.50
Japan	Animation	2,679.72
Japan	Comedy	2,221.21
Japan	Documentary	2,535.36
Japan	Drama	2,500.89
Japan	Fantasy	2,430.56
Japan	Horror	2,494.37
Japan	Romance	2,389.23
Japan	Sci-Fi	2,532.41
Japan	Thriller	2,520.54

Under Performing Countries

Task 13

Best Time to Release New Content:

- Netflix adds the most content on October [1232]

- Compared the user ratings of content added in different months and determined the best release periods are April, June & November where we received highest rating 3.04.

Rating based on Content Release Month

Task 14
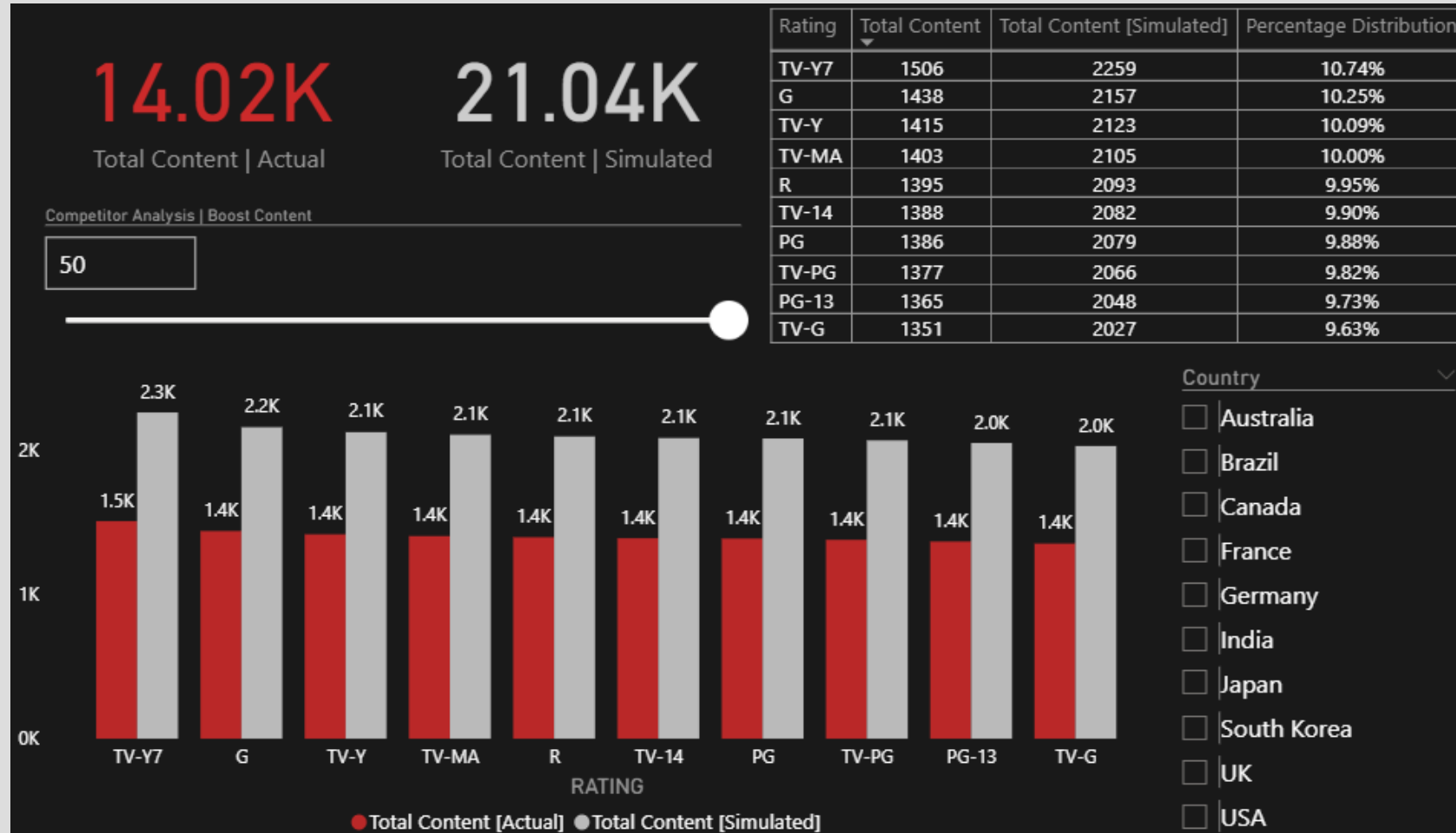
Customer Engagement Dashboard:

- Created a dashboard showing customer engagement trends (watch time, ratings, most popular genres, and subscription types).

- Used slicers to filter by country, age group, and subscription type.
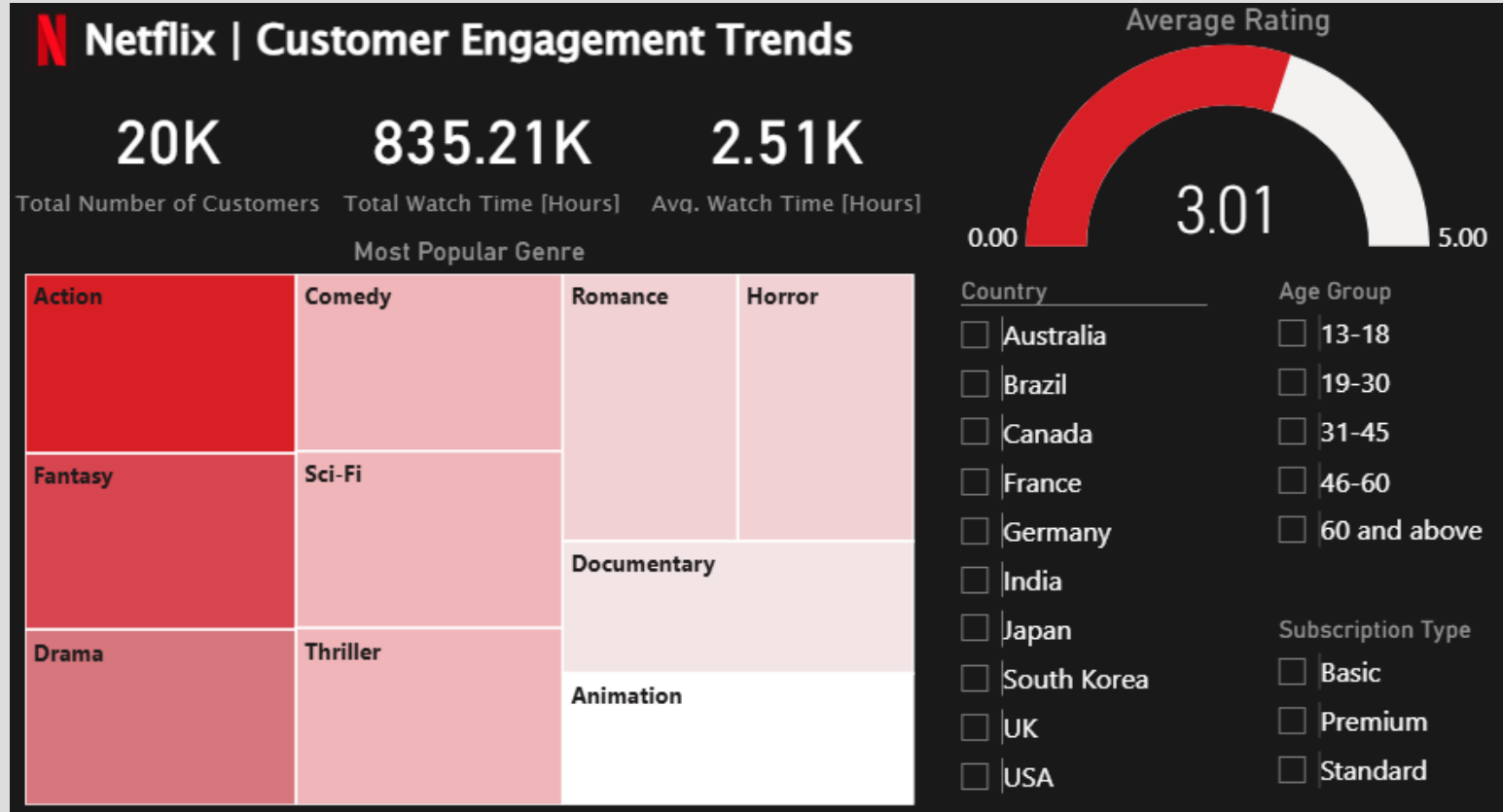
Task 15

Competitor Benchmarking Simulation:

- Used the WHATIF function via New Parameter to compare the Netflix's content vs Competitors content availability by ratings and country.

Thank you