

Report on Netflix Shows and Movies Analysis

1. Introduction

The purpose of this report is to analyze Netflix's content library based on IMDb and TMDb ratings, genre popularity, distribution by country, and historical trends in content production. This dashboard provides insights into the performance and characteristics of movies and shows on Netflix, segmented by various metrics.

2. Key Insights

A. Average IMDb and TMDb Scores by Type (Movie vs. Show)

- **Observations**
 - Shows have a higher average score on both IMDb (6.96) and TMDb (7.42) compared to movies.
 - Movies, on the other hand, have lower average scores on both platforms (IMDb: 6.26, TMDb: 6.47).
- **Interpretation:** This could indicate that shows on Netflix generally receive better ratings than movies, which may reflect the platform's investment in high-quality series that engage audiences over multiple seasons.
- **Possible Actions:** Netflix could explore the factors that contribute to high ratings for shows and attempt to apply similar production or content strategies to movies to enhance their ratings.

B. Top 10 Highest and Lowest Rated Titles on IMDb

- Top 10 Shows: Notable titles include "#ABtalks," "Breaking Bad," and "Khawatir," with IMDb scores ranging from 9.5 to 9.6.
- Lowest 10 Shows: Titles such as "Richie Rich" and "Bonus Family" have some of the lowest IMDb scores, with ratings around 2.5 to 3.0.
- Top 10 Movies: Highly-rated movies include "Chhota Bhee...," "Major," and "Forrest Gump," with IMDb scores above 8.9.
- Lowest 10 Movies: Movies like "Myriam Fares" and "Time to Dance" received some of the lowest ratings, around 2.0 to 2.3.

- **Interpretation:** The highest-rated titles showcase popular and critically acclaimed content, while the lowest-rated titles may represent content that failed to resonate with viewers.
- **Possible Actions:** Netflix could analyze the characteristics of top-rated content to understand what appeals to audiences and adjust the content acquisition strategy for low-rated categories.

C. Evolution of TMDb Popularity by Genre Over Time

- **Observations:** There has been a marked increase in popularity for genres such as horror and sci-fi since the 2000s, with a significant peak in recent years.
- **Interpretation:** Growing popularity of horror and sci-fi could indicate a shift in viewer interest towards these genres. This might be due to increased production quality, technological advancements, or current trends in society.
- **Possible Actions:** May want to consider producing more content in these genres or acquiring existing popular titles to meet viewer demand.

D. Content Distribution by Country

- **Observations:** The United States has the highest content contribution (2,323 titles), followed by India.
- **Interpretation:** The high volume of content from the U.S. may reflect Netflix's origin and strong presence in the region.

E. Number of Movies and Shows Produced by Decade

- **Observations:** Content production has increased significantly in the 2010s and 2020s.
- **Interpretation:** This trend reflects the rapid expansion of Netflix's content library and the platform's increased investment in original programming and licensed content in recent years.

F. Age Certification for Movies

- **Observations:** The majority of Netflix's movie content is rated TV-MA (55.26%), followed by PG-13 (17.97%) and R (16.60%).
- **Interpretation:** This suggests a large portion of content is aimed at mature audiences, potentially reflecting a strategy to cater to adult viewers.
- **Possible Actions:** Netflix could consider diversifying its content to appeal to younger demographics and families, expanding the availability of PG and G-rated content to attract broader audiences.

3. Conclusions and Recommendations

Based on the insights derived from the data, here are some strategic recommendations for Netflix:

- 1) Enhance Movie Quality: Since shows have generally higher ratings, Netflix could focus on improving the quality and appeal of movies by investing in production values, storytelling, or securing exclusive rights to popular movie titles.
- 2) Expand Genre Variety: Given the rise in popularity for horror and sci-fi genres, Netflix might benefit from increasing its content offerings in these genres.
- 3) Localized Content Strategy: The content distribution data suggests strong representation from a few key countries. Netflix could further expand its regional content strategy, especially in fast-growing markets outside the U.S., to increase global subscriber growth.
- 4) Content for Younger Audiences: Given that most content is rated for mature audiences, Netflix could focus on creating or acquiring content for families and younger audiences to make the platform more appealing to all age groups.
- 5) Invest in Proven High-Rated Genres and Titles: By analyzing the characteristics of the highest-rated shows and movies, Netflix can focus on acquiring or producing similar types of content to maintain high viewer satisfaction.