

# Netflix Movies Analysis: Unlocking Insights into Movie Performance & Profitability

This presentation explores key insights from a Netflix Movies Analysis dashboard, revealing trends in movie production, revenue, and popularity.

**BY VISTAMETRICS**

**(GROUP 6)**





**MR. BASIT AMIDU**  
**SENIOR DATA ANALYST**



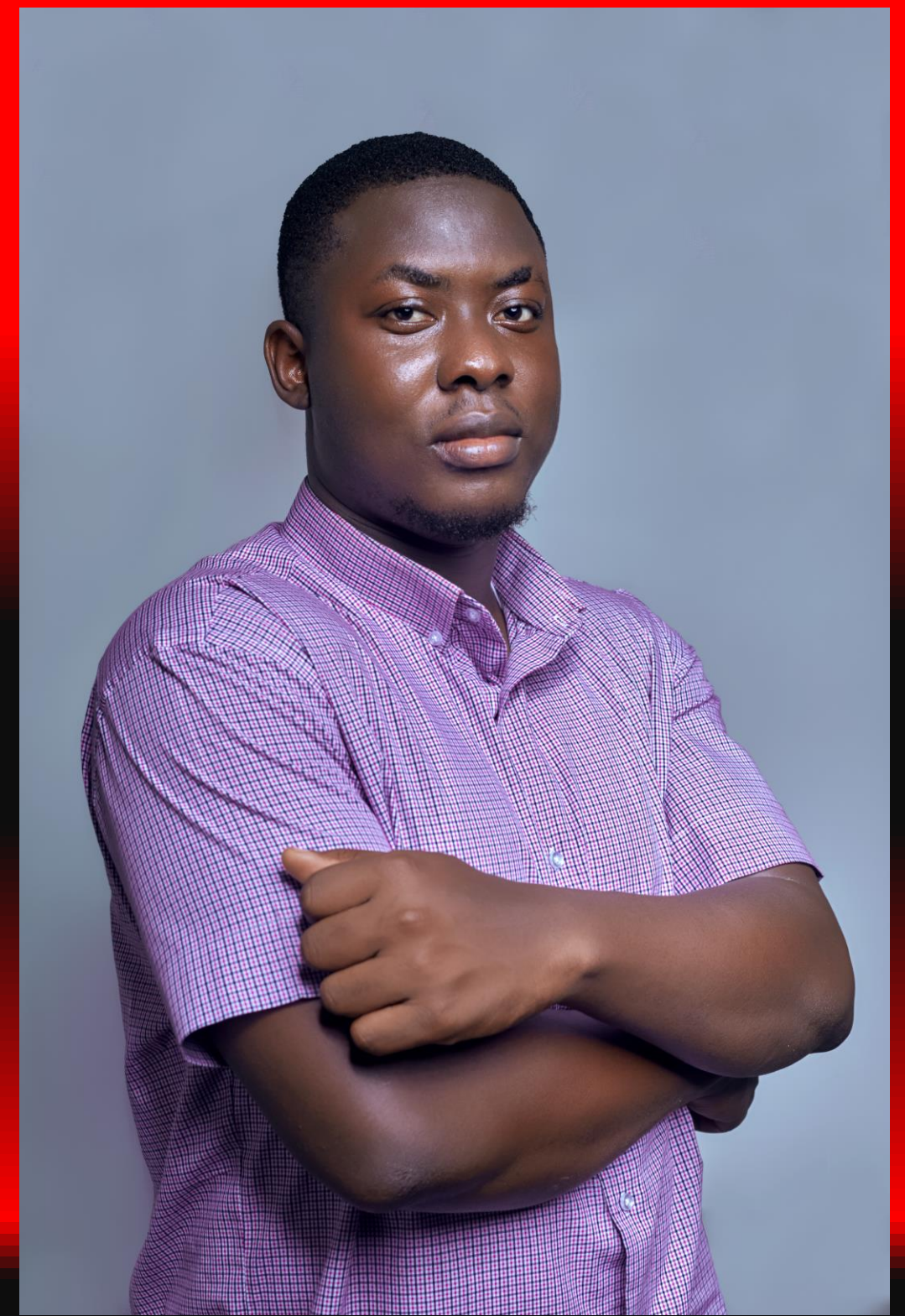
**MISS MIDRED DZRE**  
**STATISTICIAN**



**MISS HANNAH ODURO**  
**JUNIOR DATA ANALYST**



**MISS LADY PEARL OPOKU**  
**TEAM LEAD**



**MR. ALEX QUAO**  
**PROJECT MANAGER**

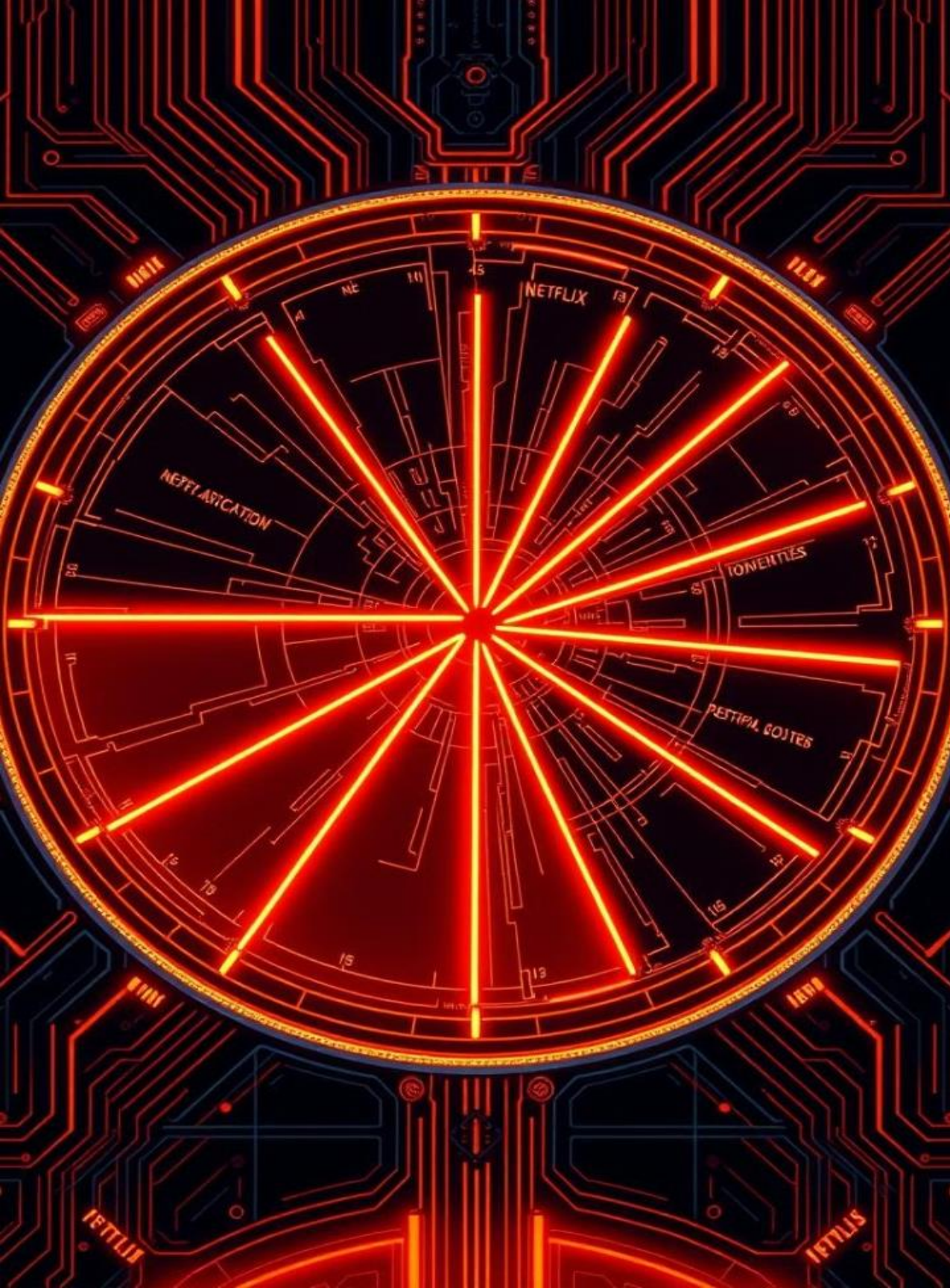




# INTRODUCTION

- **Objective:** Understanding the trends in movie production, revenue, and audience engagement.
- **Data Overview:** Analysis based on historical Netflix movie data, focusing on key performance indicators such as revenue, budget, and popularity.
- **Industry Relevance:** With major films costing over \$100 million to produce, predicting success is critical for studios and investors.
- **Dataset Source:** Data from The Movie Database (TMDb), including movie plots, cast, crew, budgets, and revenues.





# Revenue & Profitability Analysis

72B

Total Revenue

Netflix generated \$72 billion in revenue from movies.

22B

Budget

The total budget for these movies was \$22 billion.

50B

Profit

This resulted in a profit of \$50 billion.





# Movie Production Trends

## Growth in Releases

Netflix has seen a significant increase in movie releases over the years, reflecting the growing demand for streaming content.

## Impact of Streaming

The rise of streaming services has significantly impacted movie production, leading to a shift in content creation and distribution.



# Popularity Trends

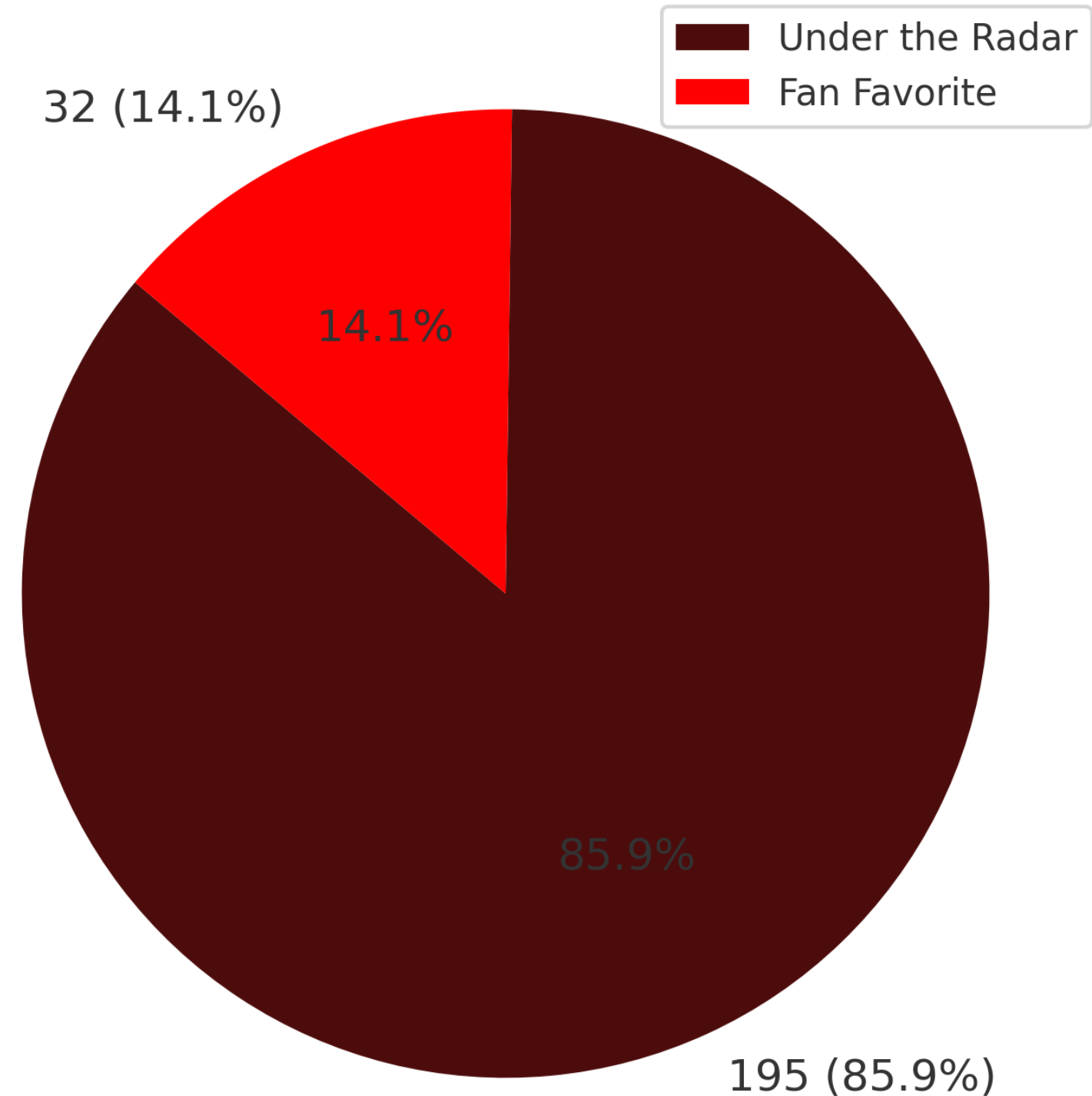
## Genre Performance

Different genres and categories have varying levels of popularity on Netflix.

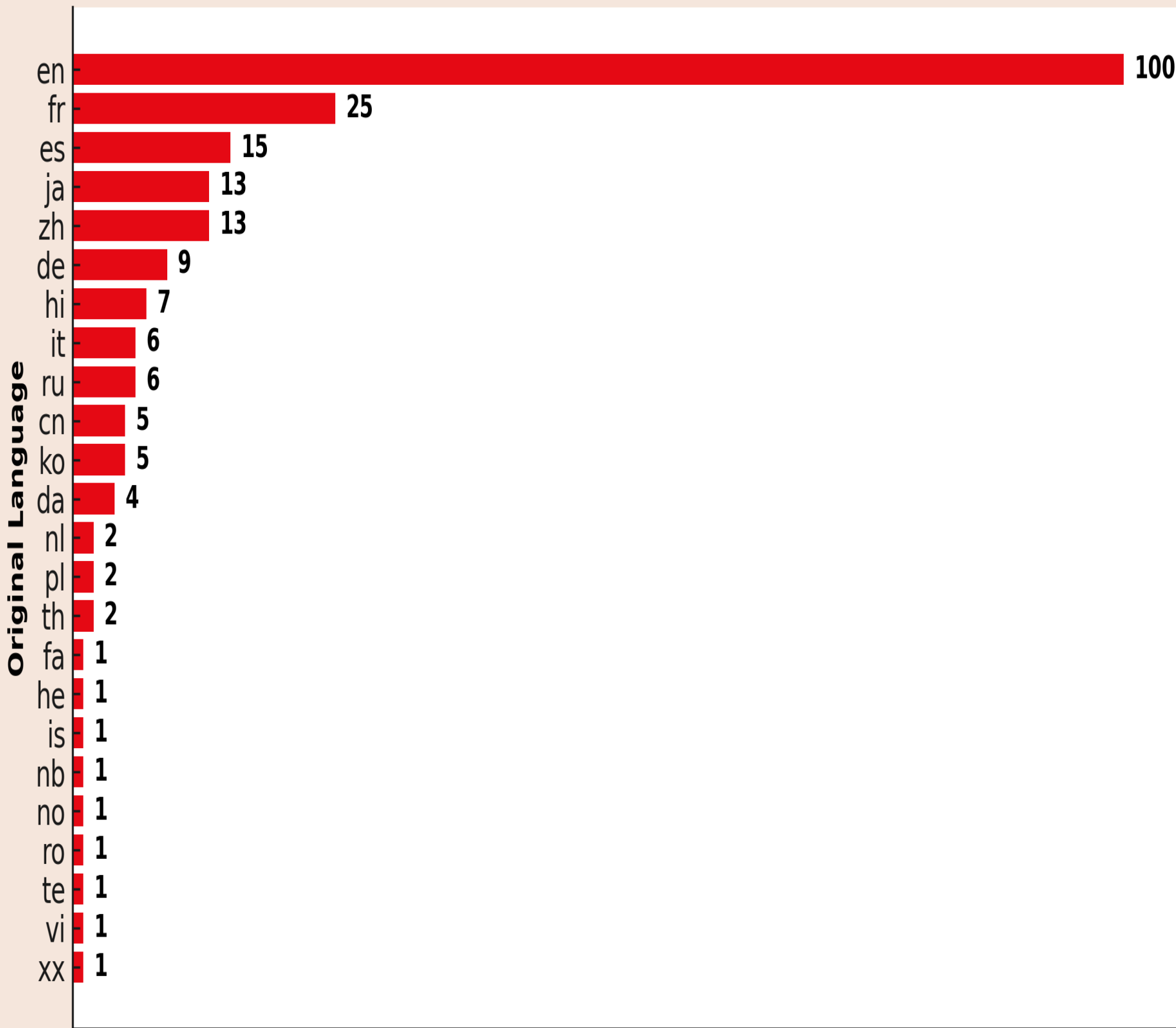
## Fan Favorites and Under the Radar

Analyzing viewer ratings and engagement helps identify what makes a movie a "Fan Favorite" and an "Under the Radar".

## Popularity Category



Count of title by original\_language



# Language & Global Reach

## Language Distribution

Netflix movies are produced in a wide range of languages, reflecting its global reach.

## International Trends

Understanding international market trends is crucial for Netflix to expand its global audience.

# Conclusion & Business Insights



## Key Takeaways

Netflix's movie production strategy is driven by data-driven insights and a focus on global expansion.

## Producer Insights

Understanding audience preferences and market trends is crucial for successful movie production.

## Investor Insights

Netflix's profitability demonstrates the potential for success in the streaming market.





# Recommendations & Future Trends



## Strategic Investments

Investing in diverse genres and languages can further expand Netflix's global reach.



## Innovation in Content

Exploring new formats and interactive experiences can enhance viewer engagement.



## Future of Streaming

The future of streaming is likely to be driven by personalized content and immersive experiences.



# Thank You

This presentation has provided insights into Netflix's movie performance and profitability. By leveraging data and understanding market trends, Netflix can continue to deliver engaging content to its global audience.

