NETFLIX
Content Analysis

Team Members

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Agenda

Introduction

This project presents a comprehensive analysis of Netflix's content distribution, breaking down shows by genre, user segments, and ratings. It provides detailed insights into the number of shows, average ratings, and user engagement patterns, with visualizations such as maps, bar charts, and KPIs. The analysis helps in understanding content trends, and audience preferences, enabling better decision-making for content strategy.

01

01 Analyze Content Distribution

To assess the distribution of Netflix shows and movies across different genres, countries, and rating-based user segments (Kids, Teenagers, Adults, Not Rated), providing insights into the content offering for each audience group.

03 Understand User Preferences

To investigate user preferences by analyzing the volume and performance of content categorized under each rating, allowing for the discovery of patterns in viewer engagement and content consumption.

02 Evaluate Ratings Performance

To measure and compare the average ratings of shows and movies across different rating categories, helping identify which rating groups contain higher-quality or more popular content.

04 Provide Data-Driven Insights for Strategy

To provide actionable insights that guide strategic decisions for content production, acquisition, and recommendations based on how different ratings and content production locations impact audience engagement and content success.

01

Objectives

Business Questions

01 What is the total number of TV shows and movies available on Netflix, and how has the content library grown over time?

02 Which Movies and TV show genres are the most prevalent and highest-rated on Netflix?

03 What are the top-rated movies across different genres and ratings, and how are they distributed by release year?

04 Which content rating (R, PG-13, PG, etc.) has the highest volume of content, and how do the ratings correlate with viewer engagement?

05 Which genres are most popular among different user segments (Kids, Teenagers, Adults), and how are these genres rated?

06 Which genre or user segment (Kids, Teenagers, Adults) shows the highest engagement, based on the type and the director of the movie or TV show?

Analysis Steps

01
Data Collection

03
Data Modeling

02
Data Cleaning

04
Visualization
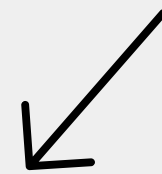
Data Collection

We have collected data files in CSV format from Kaggle:

https://www.kaggle.com/datasets/shivamb/netflix-shows

Data Cleaning

- **Standardizing duration column**: Converted mixed data (seasons and minutes) into a consistent unit (minutes) using conditional DAX .
- **Handling missing/inconsistent data:** manage missing values in the duration column.
- **User segmentation by ratings**: Grouped users into Kids, Teenagers, and Adults using the SWITCH function in DAX based on the rating column.
- **Normalizing cast data**: Split the cast column by commas and unpivoted it to create a many-to-many relationship between shows and cast members.
- Removing duplicates: Ensured uniqueness in the Cast table by removing duplicate entries after splitting.
- A**ssigning unique IDs**: Created unique identifiers (cast_id, show_id) to link tables effectively.

Data Cleaning

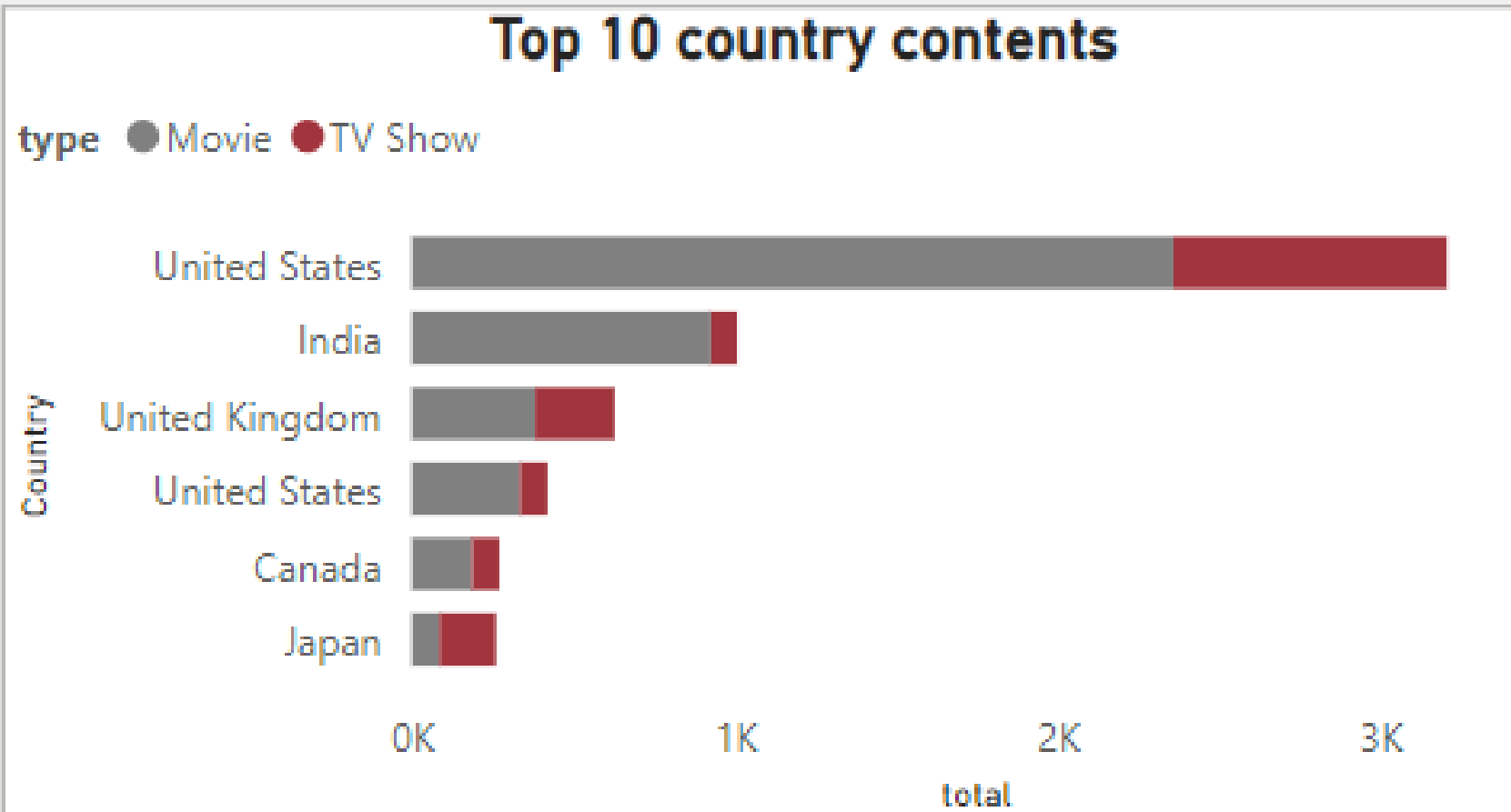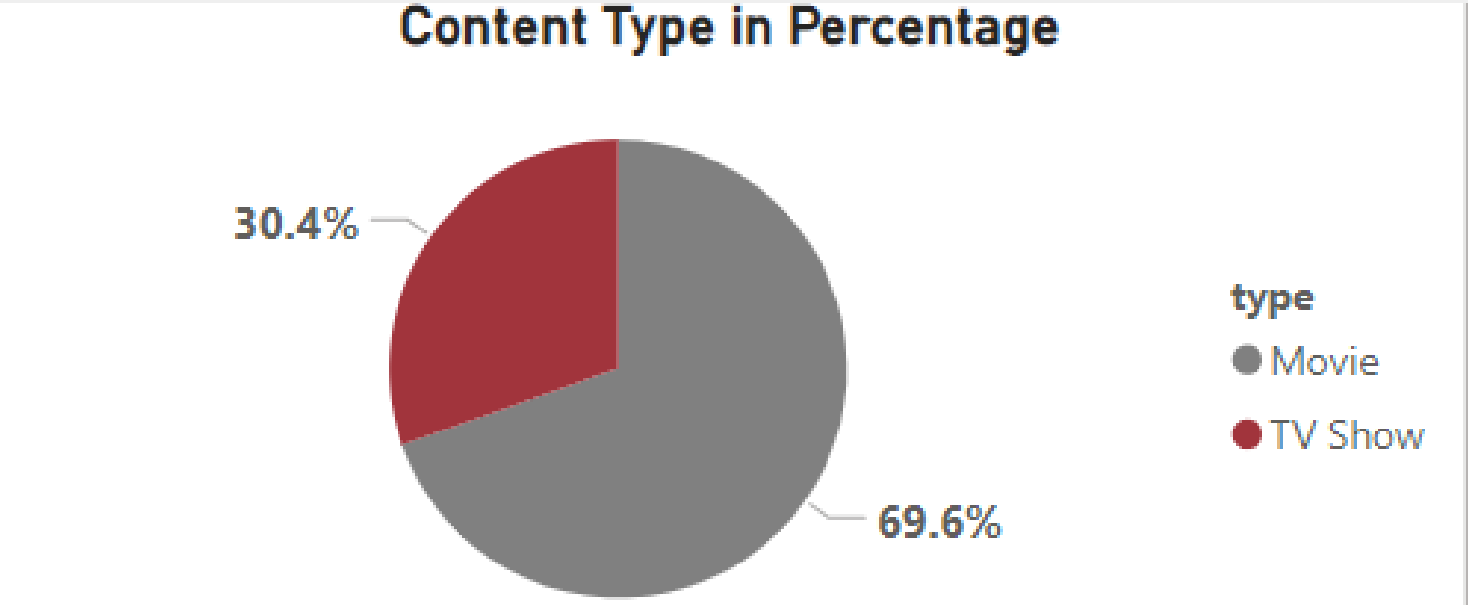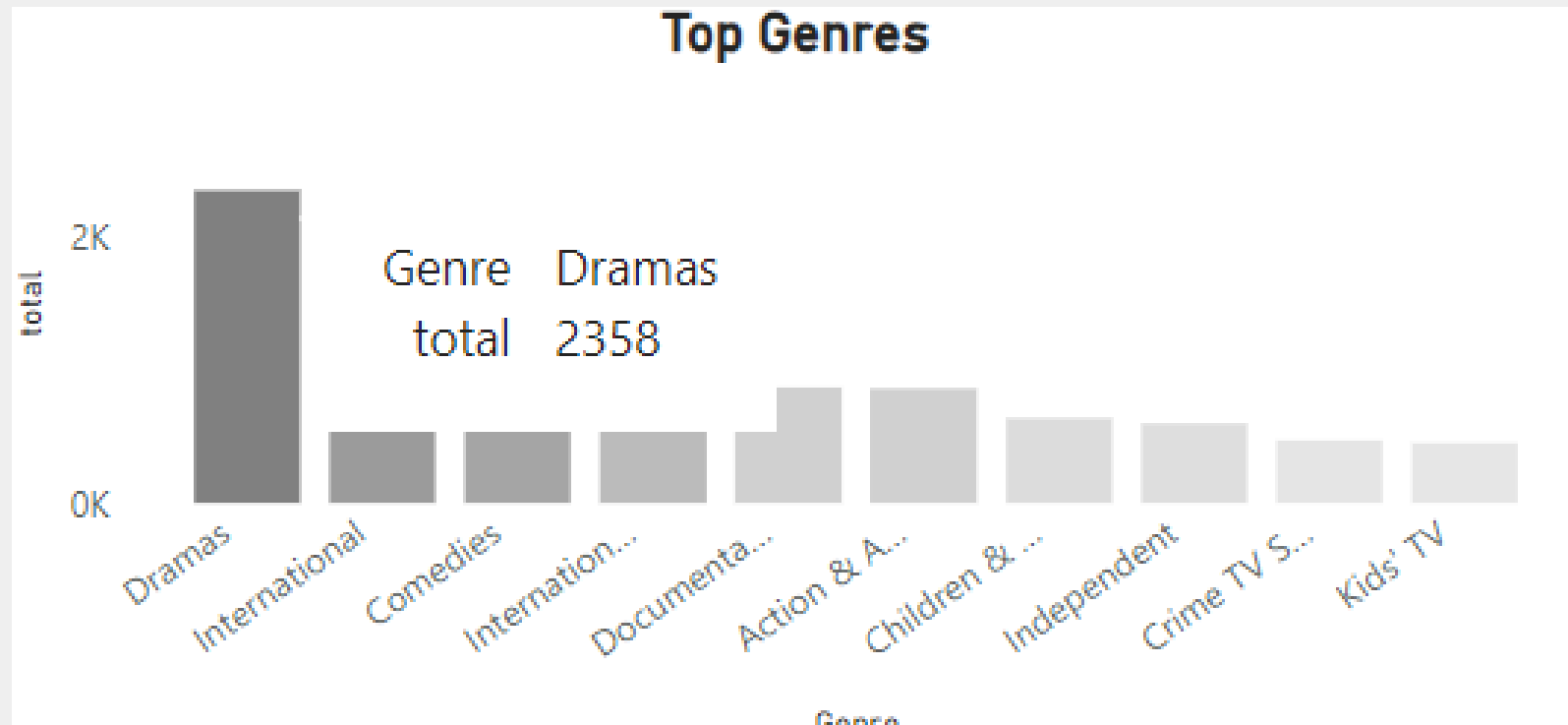| show_id	type	title	date_added	release_year	rating	duration	description
s2946	TV Show	Cagaster of an Insect Cage	Thursday, February 6, 2020	2020	TV-MA	1 Season	Thirty years after a disease that turns the infected into carnivorous insects emerged, a young exterminator and a tee...
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s2254	TV Show	Japan Sinks: 2020	Thursday, July 9, 2020	2020	TV-MA	1 Season	After catastrophic earthquakes devastate Japan, one family's resolve is tested on a journey of survival through the si...
s2463	TV Show	Dorohedoro	Thursday, May 28, 2020	2020	TV-MA	1 Season	Amnesiac Caiman seeks to undo his lizard head curse by killing the sorcerer responsible, with his friend Nikaido's he...
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s2876	TV Show	Followers	Thursday, February 27, 2020	2020	TV-MA	1 Season	When an aspiring actress hits it big thanks to a candid Instagram post, the lives of several Tokyo women cross as the...
s2946	TV Show	Cagaster of an Insect Cage	Thursday, February 6, 2020	2020	TV-MA	1 Season	Thirty years after a disease that turns the infected into carnivorous insects emerged, a young exterminator and a tee...
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s2463	TV Show	Dorohedoro	Thursday, May 28, 2020	2020	TV-MA	1 Season	Amnesiac Caiman seeks to undo his lizard head curse by killing the sorcerer responsible, with his friend Nikaido's he...
s1563	TV Show	Alice in Borderland	Thursday, December 10, 2020	2020	TV-MA	1 Season	An aimless gamer and his two friends find themselves in a parallel Tokyo, where they're forced to compete in a serie...
s2946	TV Show	Cagaster of an Insect Cage	Thursday, February 6, 2020	2020	TV-MA	1 Season	Thirty years after a disease that turns the infected into carnivorous insects emerged, a young exterminator and a tee...
s2298	TV Show	JU-ON: Origins	Friday, July 3, 2020	2020	TV-MA	1 Season	A paranormal researcher searches obsessively for a cursed home where something terrible happened to a mother a...
s2946	TV Show	Cagaster of an Insect Cage	Thursday, February 6, 2020	2020	TV-MA	1 Season	Thirty years after a disease that turns the infected into carnivorous insects emerged, a young exterminator and a tee...
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Data Modeling
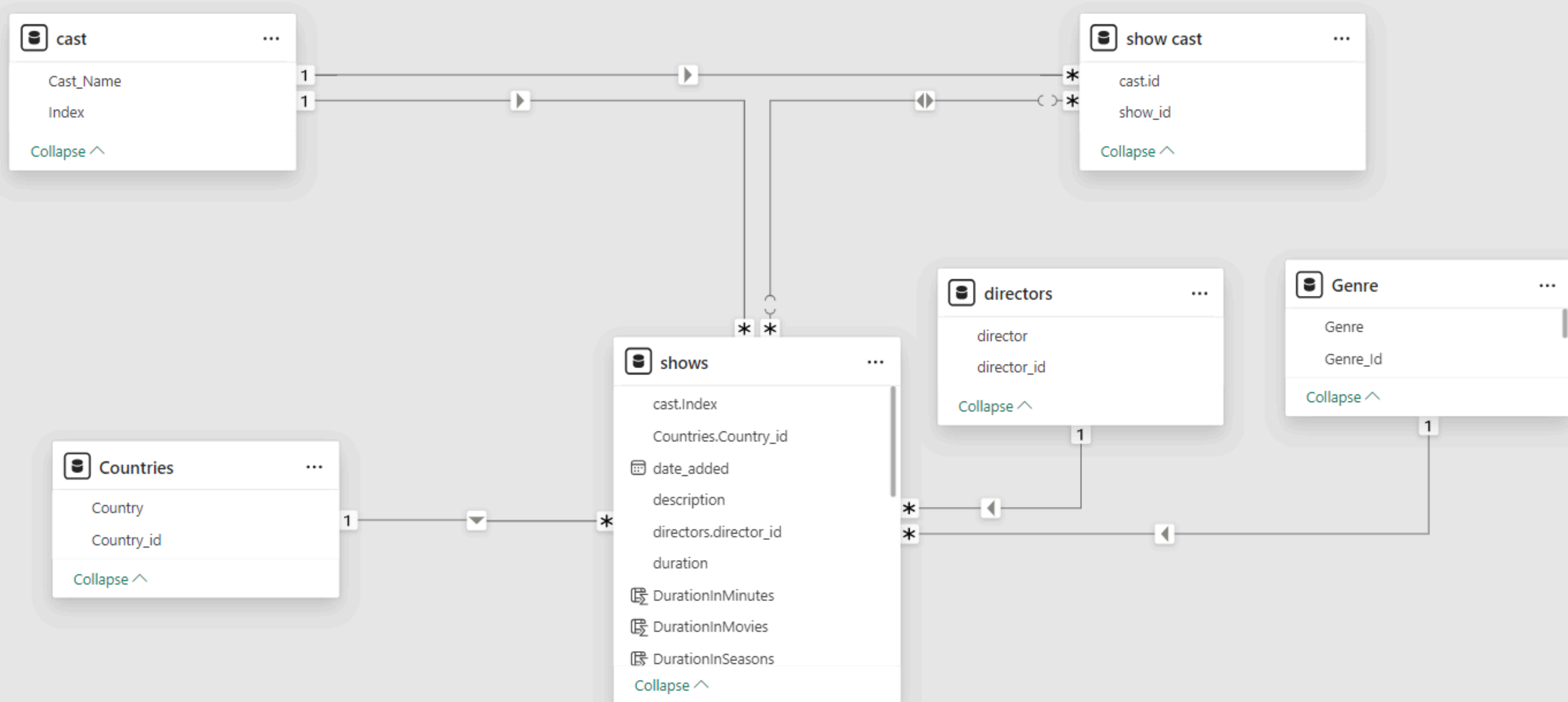
Netflix Content Overview
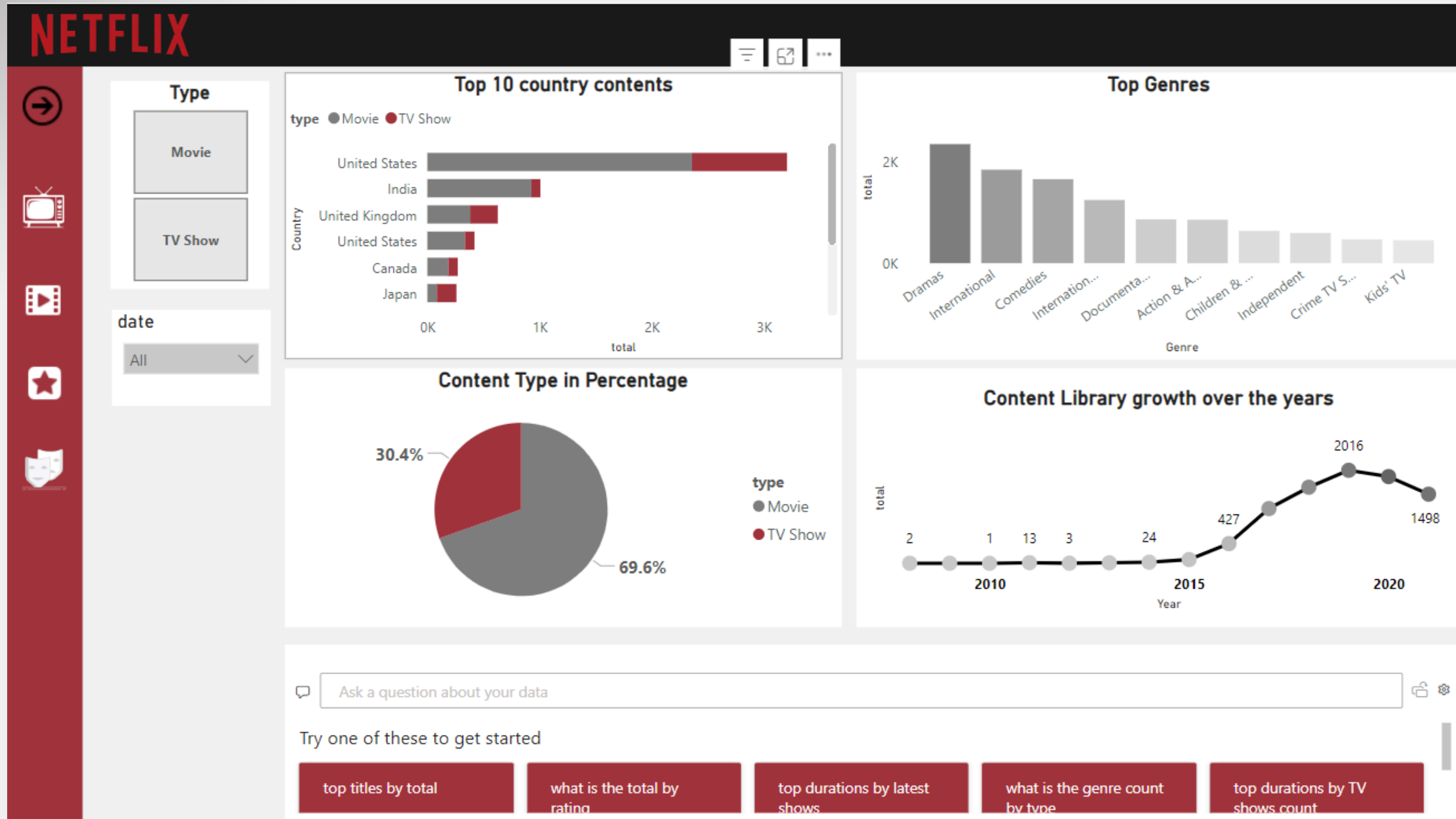
Netflix Content Overview

This dashboard provides a high-level analysis of Netflix's content library, focusing on **TV Shows and Movies**. The breakdown shows that **69.6%** of the content consists of TV Shows, while **30.4%** is Movies, reflecting Netflix's significant investment in series production.

- **Top Countries**: The United States dominates content creation, followed by India and the United Kingdom, highlighting Netflix's global content strategy.
- **Top Genres**: Genres like Dramas, International, and Comedies are the most popular, catering to diverse audience preferences.
- **Content Growth**: Netflix's content library has seen significant growth, especially from **2015 to 2016**, indicating an increased push for original content during this period.

Content Type in Percentage

30.4%

69.6%

type
- Movie
- TV Show

Top Genres

Genre   Dramas
total   2358

2K

0K

Dramas · International · Comedies · Internation... · Documenta... · Action & A... · Children & ... · Independent · Crime TV S... · Kids' TV

Top 10 country contents

type ● Movie ● TV Show

Country:
- United States
- India
- United Kingdom
- United States
- Canada
- Japan

0K   1K   2K   3K

total

Tv Shows Dashboard

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No. Tv Shows	LatestShows	Avg Seasons	Date	director
2676	315	2 Seasons	All	All

TVShows produced by year

No.TVShows

1940 1960 1980 2000 2020

release_year

1   2   1   7   8   11   65   297   166

TV shows per User Segment

1226
Adults

338
Kids

243
Teenagers

4
Not Rated

Top 5 Performing Cast in TV Shows

Takahiro Sakurai	23
Junichi Suwabe	17
Yuki Kaji	17
Ai Kayano	16
Daisuke Ono	14
David Attenborough	14
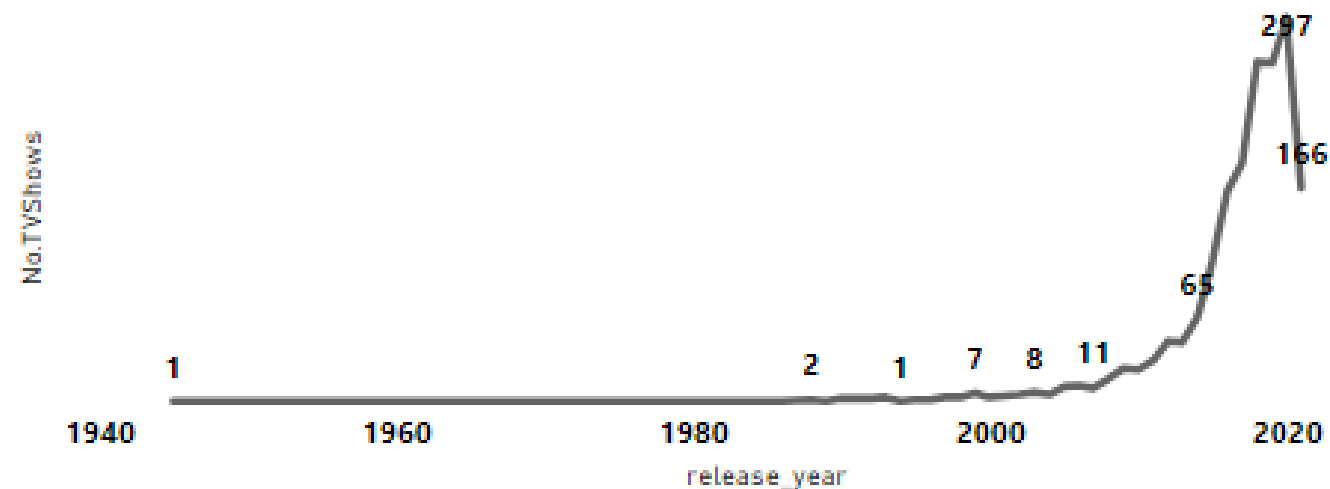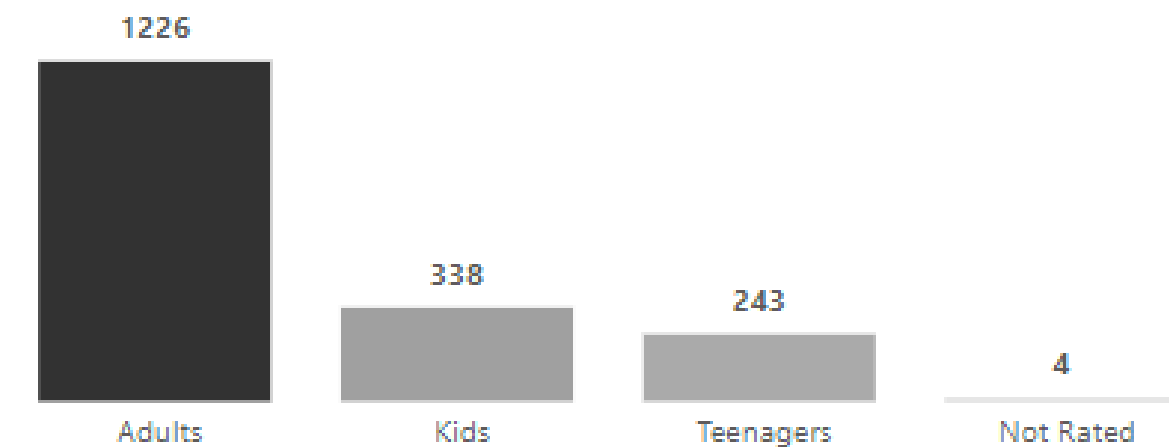
Count of TV Shows
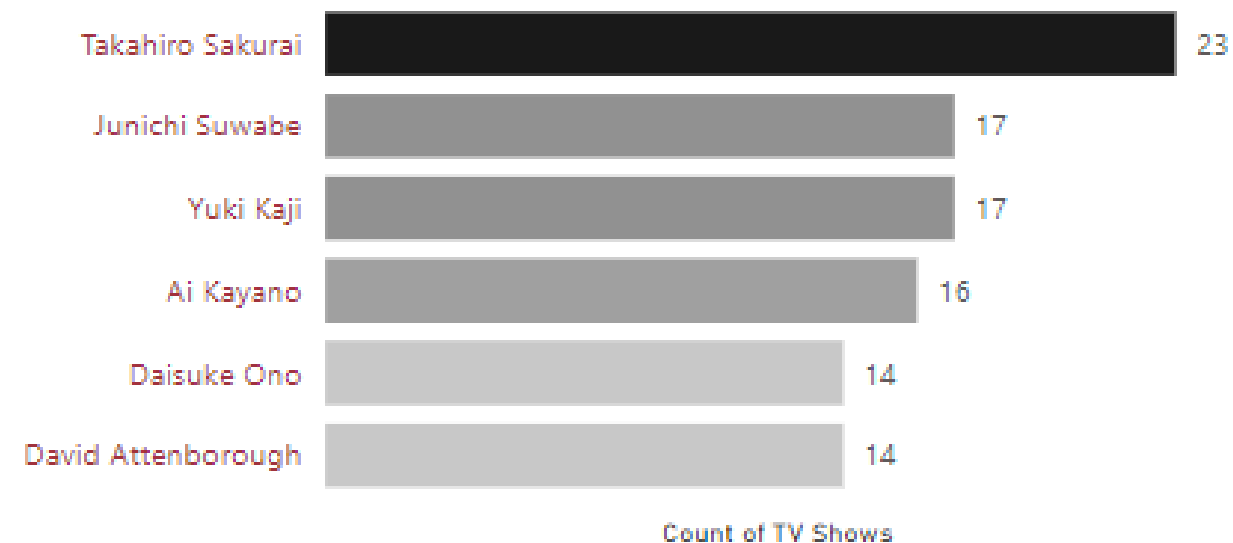
TV Shows Production across the World

Esri, TomTom, FAO, NOAA, USGS

Powered by Esri
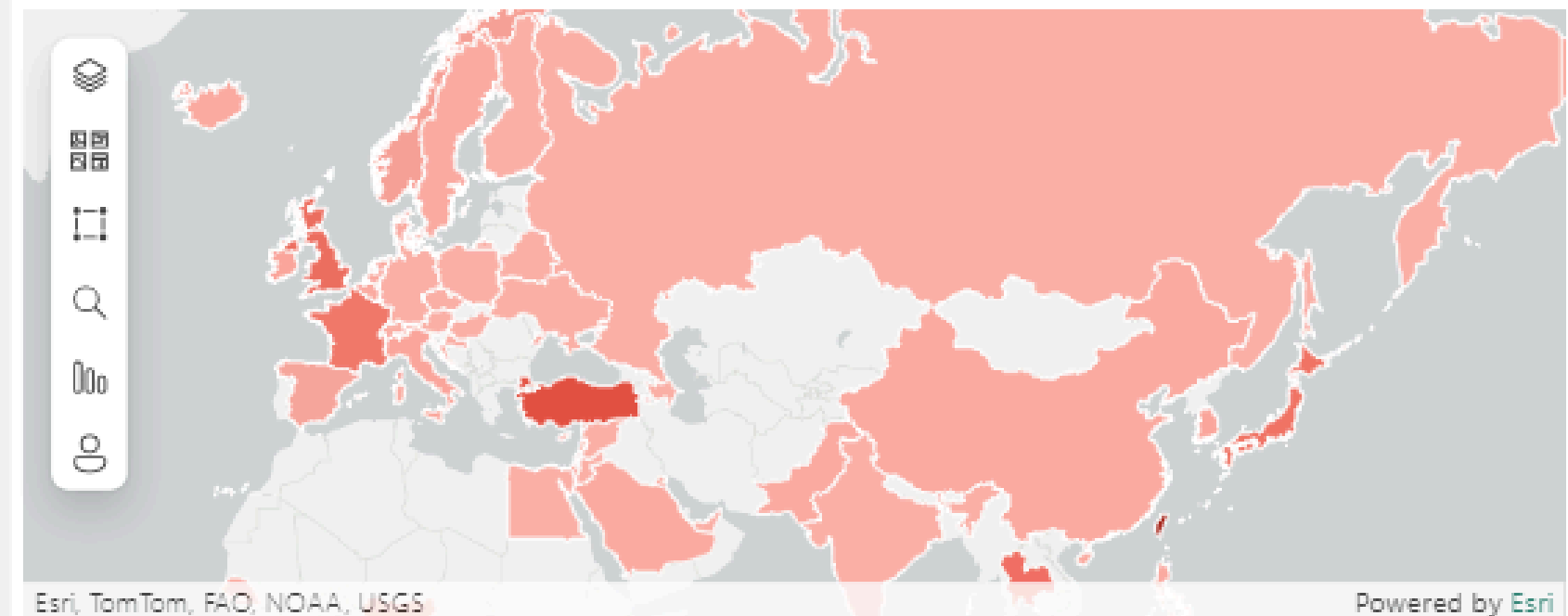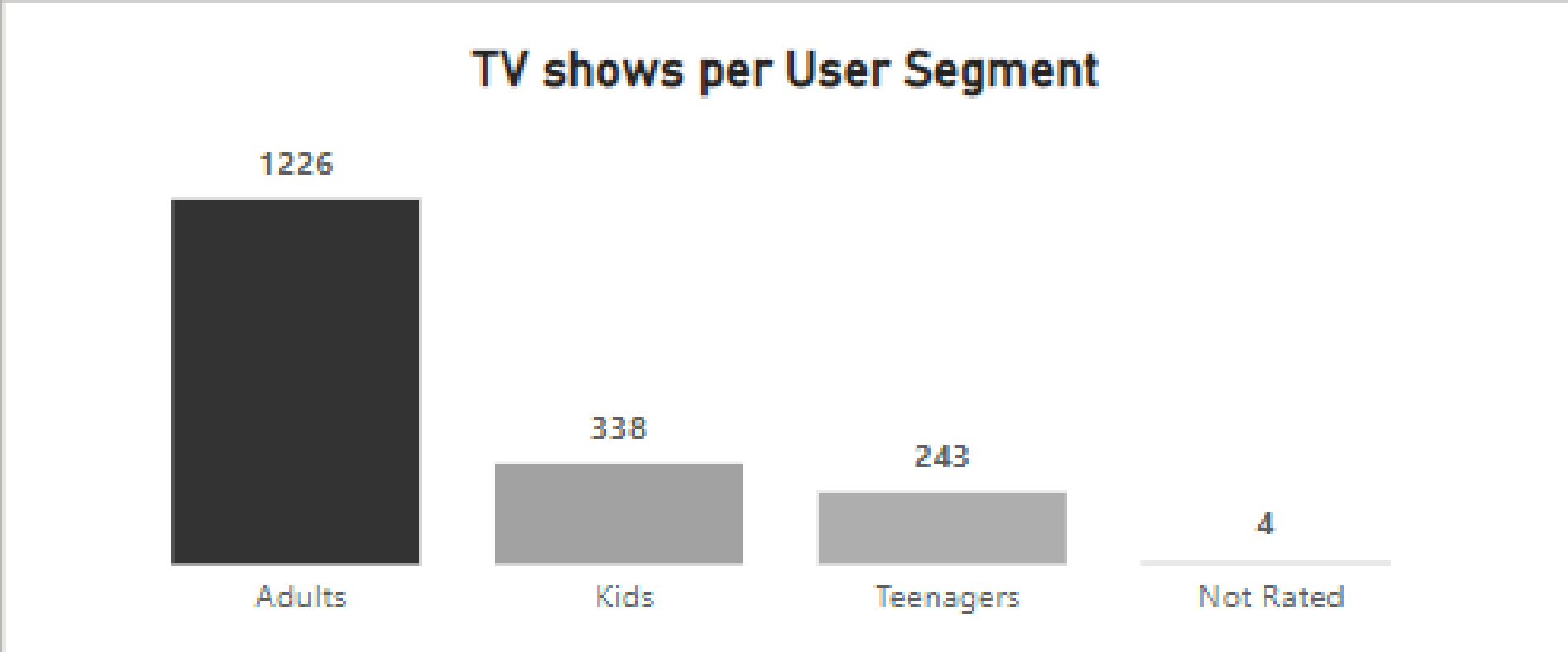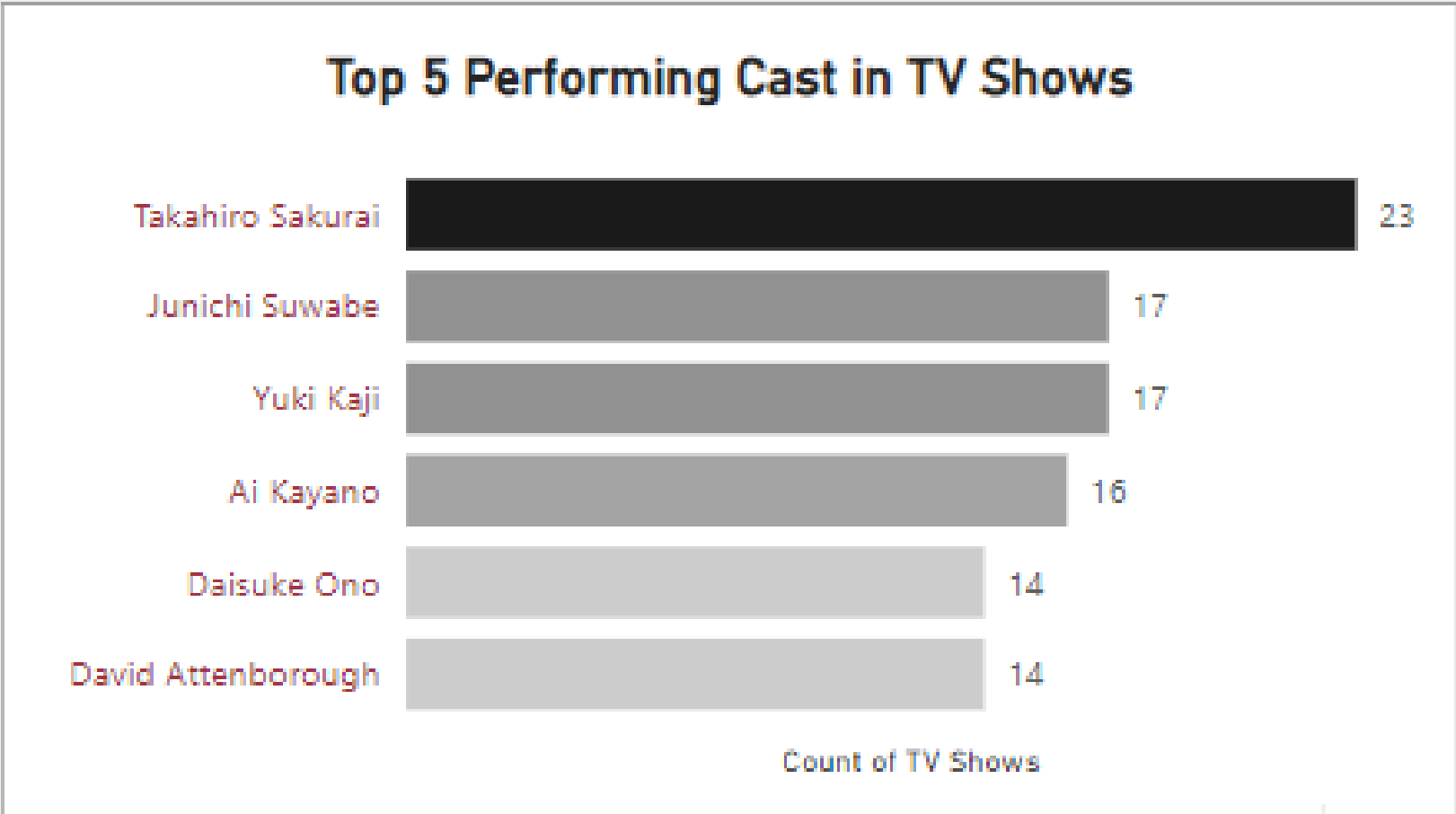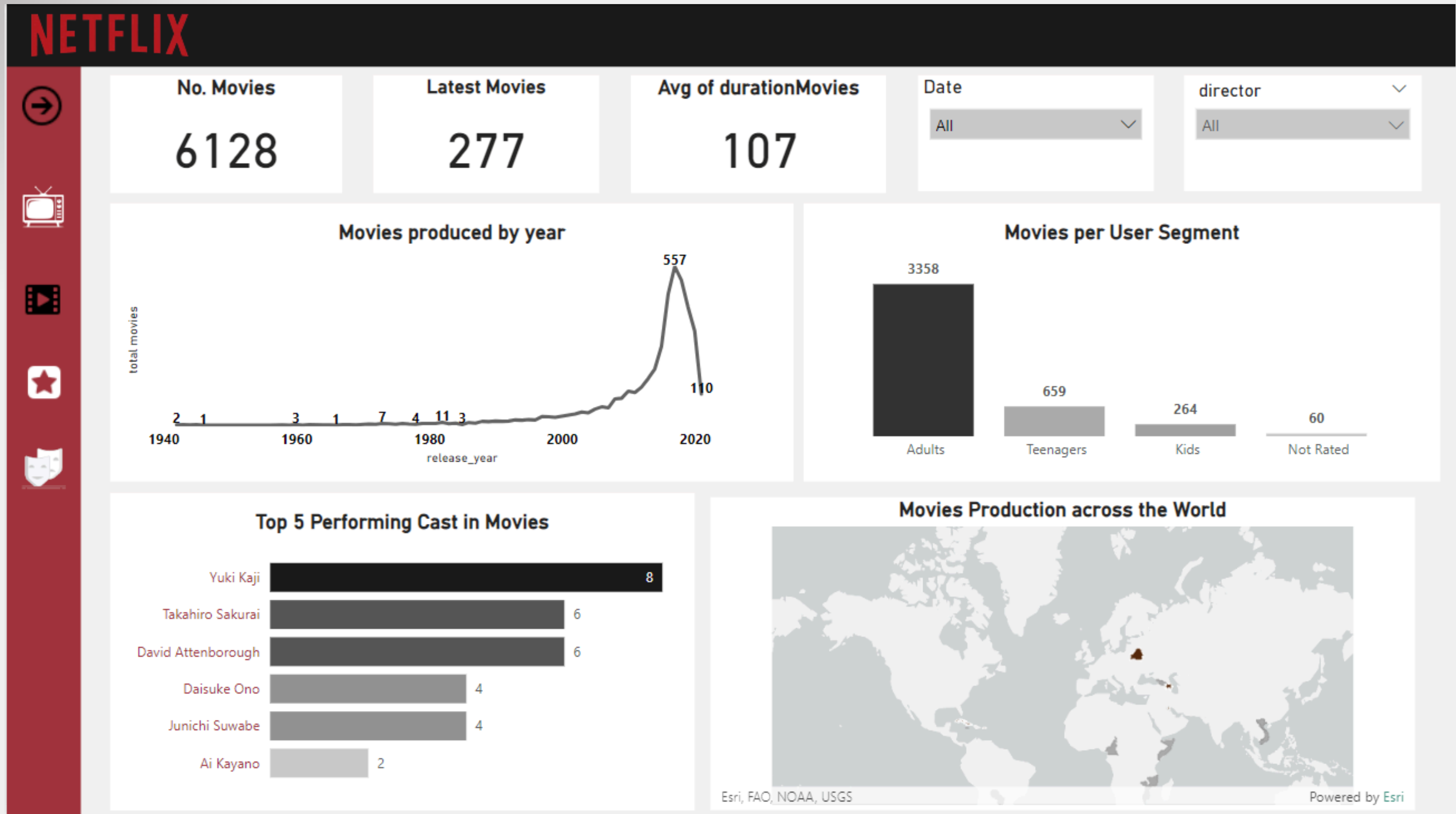
TV Shows Dashboard

- Netflix hosts **2,676** TV shows with an average of **2 seasons** per show.
- Recent additions include **315** new shows, reflecting ongoing content growth.
- TV production peaked in **2019** with **297 shows,** showing a rapid rise over the last decade.
- User Segments: The majority of shows **(1,226)** target Adults, followed by Kids and Teenagers.
- Top Cast: Actors like **Takahiro Sakurai** and **Junichi Suwabe** lead with the most show appearances.
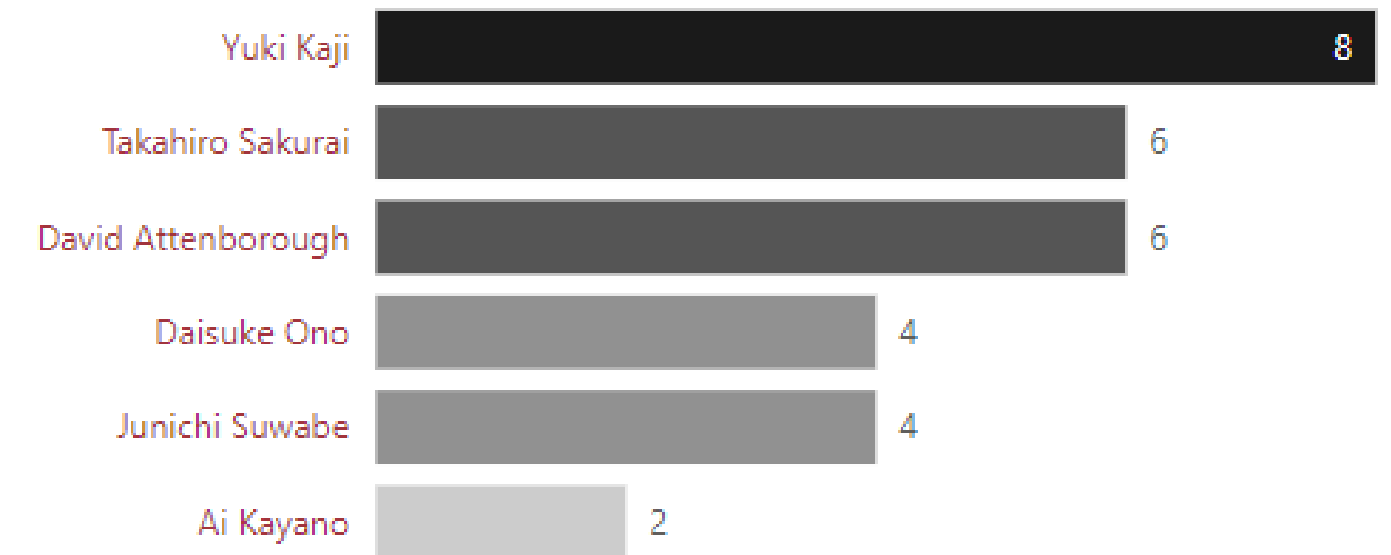- Global Reach: The map highlights significant content production across the US, Europe, and Asia.

Top 5 Performing Cast in TV Shows

Cast	Count
Takahiro Sakurai	23
Junichi Suwabe	17
Yuki Kaji	17
Ai Kayano	16
Daisuke Ono	14
David Attenborough	14

Count of TV Shows

TV shows per User Segment

Segment	Count
Adults	1226
Kids	338
Teenagers	243
Not Rated	4

TVShows produced by year

No.TVShows vs release_year

Values: 1, 2, 1, 7, 8, 11, 65, 297, 156

Years: 1940, 1960, 1980, 2000, 2020
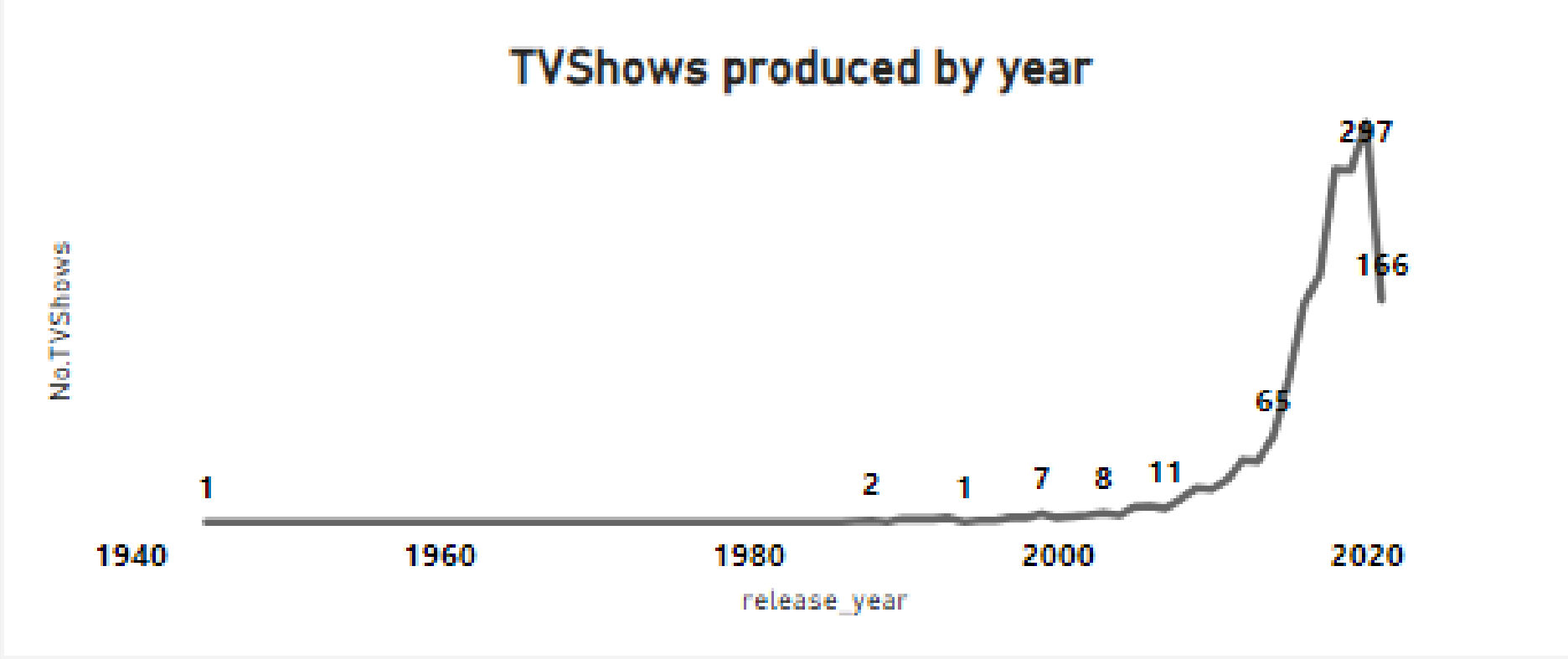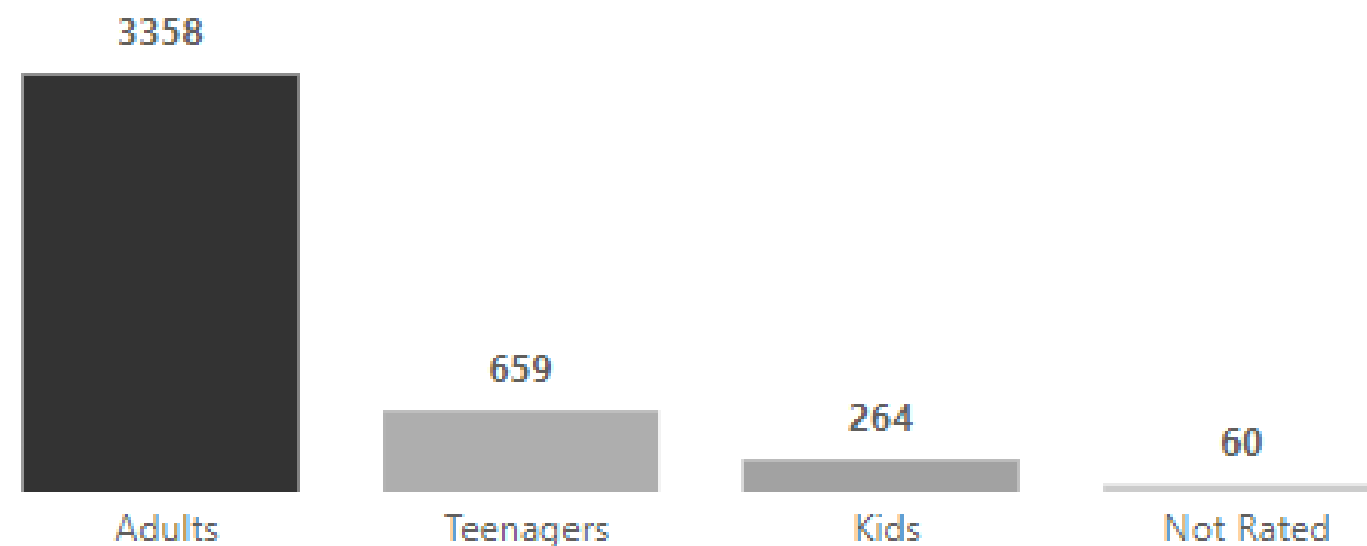
Movies Dashboard

Movies Dashboard

- Netflix offers a vast library of **8,804 titles** across various genres, providing an extensive selection for diverse audiences.
- **Latest Content:** The majority of new releases are targeted at Adults,This indicates a focus on mature content.
- **User Segmentation:**
- Adults: Over 6,000 titles, showcasing a robust selection for this demographic.
- Teenagers: A moderate number of titles.
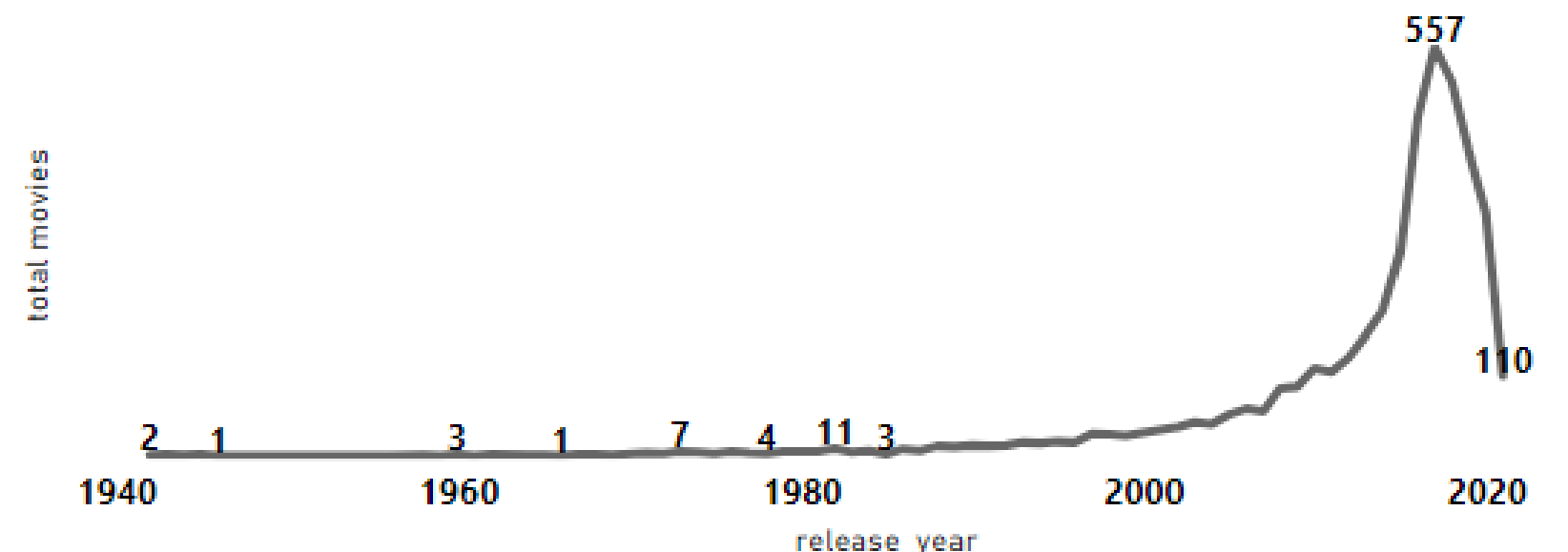- Kids: The fewest titles, indicating a smaller, specialized selection.
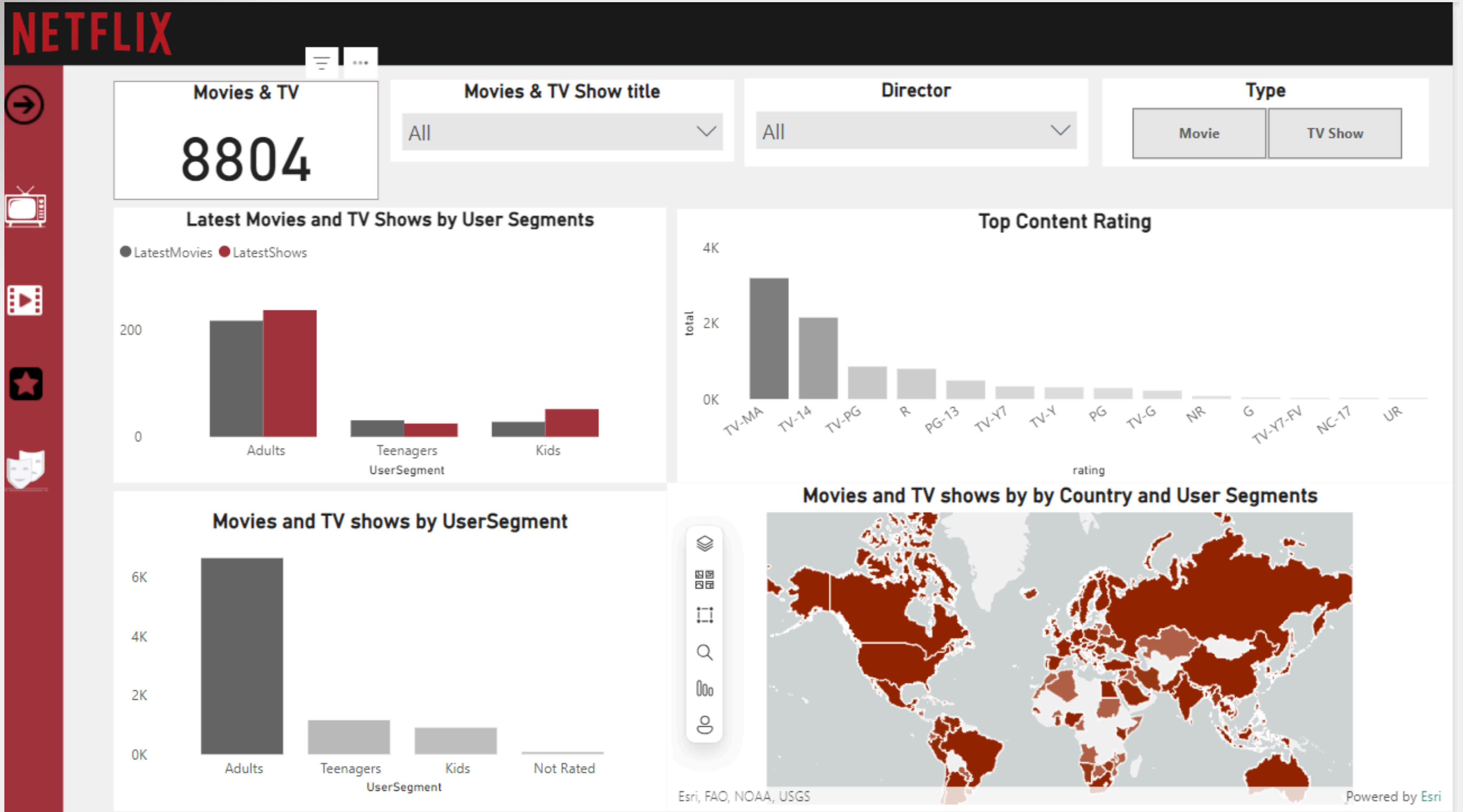
Top 5 Performing Cast in Movies

Cast	Value
Yuki Kaji	8
Takahiro Sakurai	6
David Attenborough	6
Daisuke Ono	4
Junichi Suwabe	4
Ai Kayano	2

Movies per User Segment

- Adults: 3358
- Teenagers: 659
- Kids: 264
- Not Rated: 60

Movies produced by year

total movies vs release_year

557 (peak ~2020), 110

2, 1, 3, 1, 7, 4, 11, 3 (1940–1980)

1940 1960 1980 2000 2020

Rating Dashboard

Rating Dashboard

- **Total Movies & TV Shows**: Netflix offers **8,804** titles across various genres.
- **Latest Content by User Segment**: Recent movies and TV shows are predominantly targeted at **Adults**, with fewer releases for Kids and Teenagers.
- **Top Content Ratings**: The most common content ratings are **TV-MA and TV-14**, indicating a large amount of mature content.
- **User Segment Breakdown**: 6,000+ titles are geared towards Adults, with smaller numbers for Teenagers and Kids.
- **The map** visualizes Netflix's production across different countries, showcasing the global presence and distribution of content by user segments.

Movies and TV shows by UserSegment

Top Content Rating

Latest Movies and TV Shows by User Segments

● LatestMovies ● LatestShows
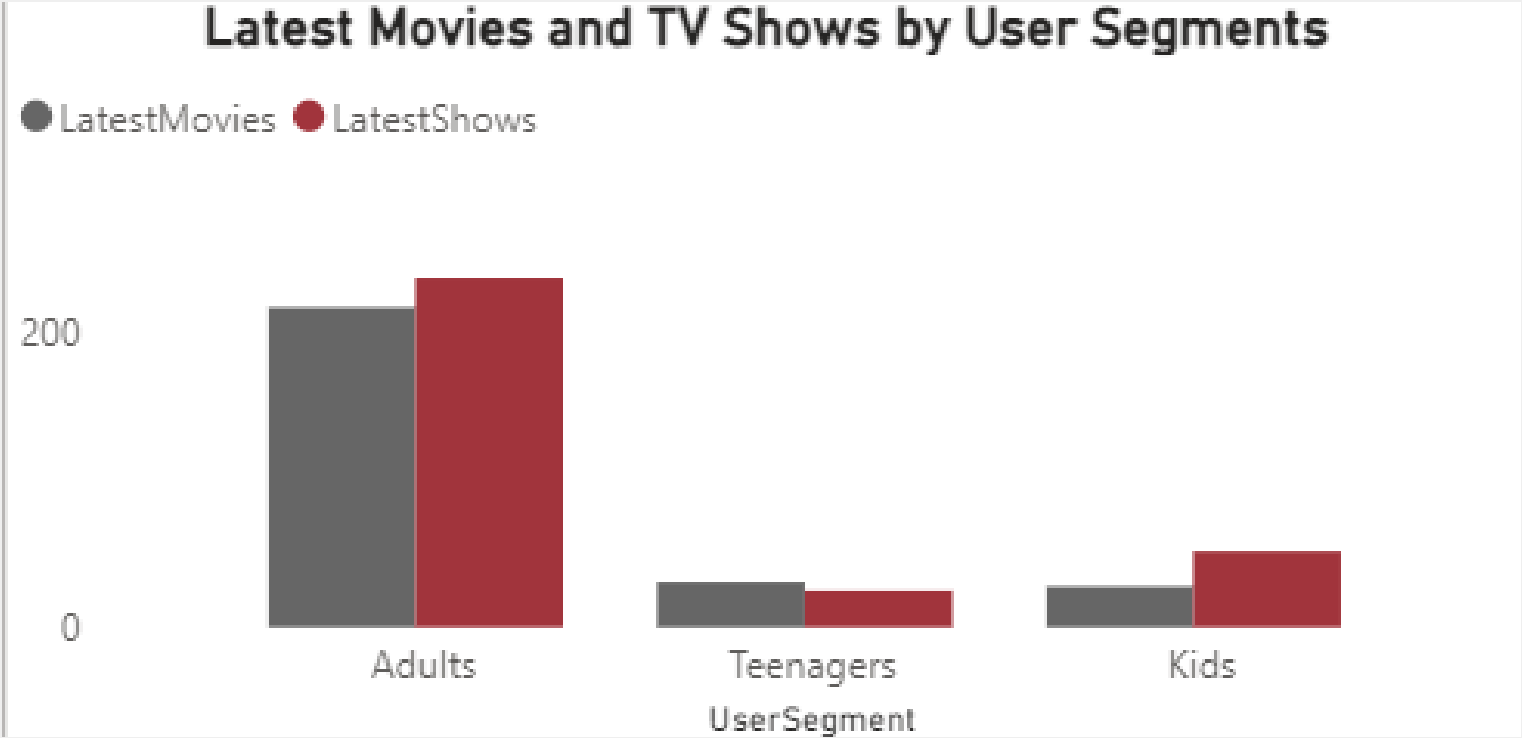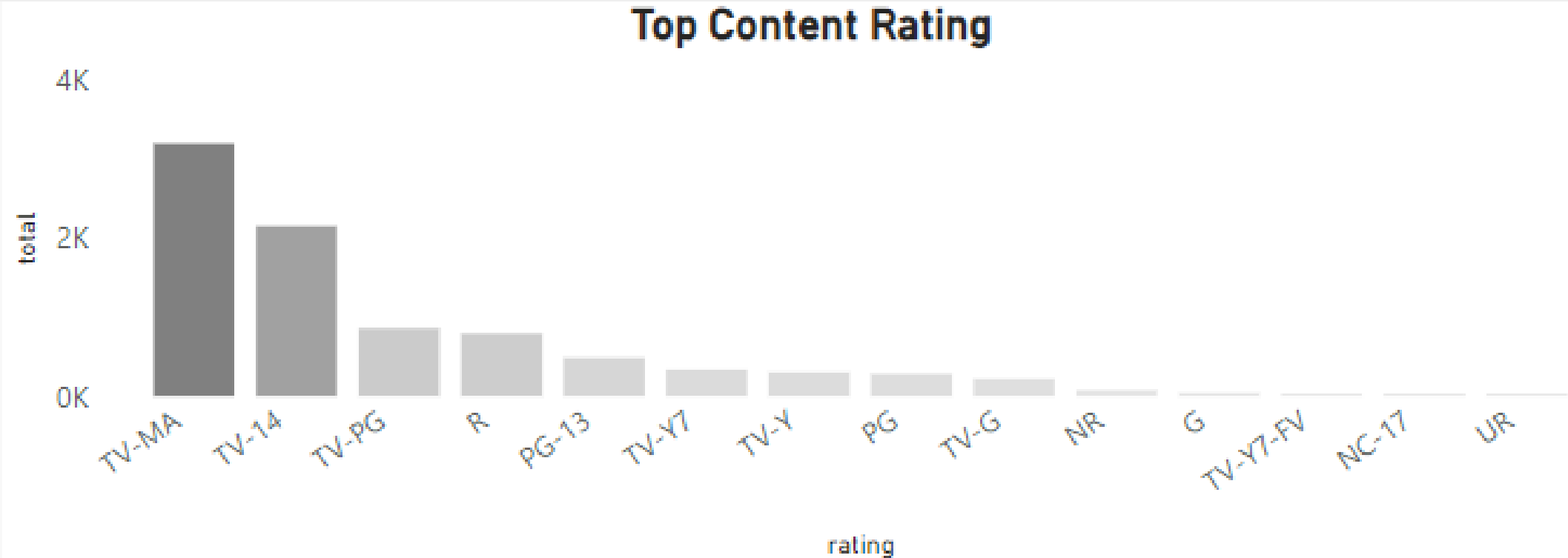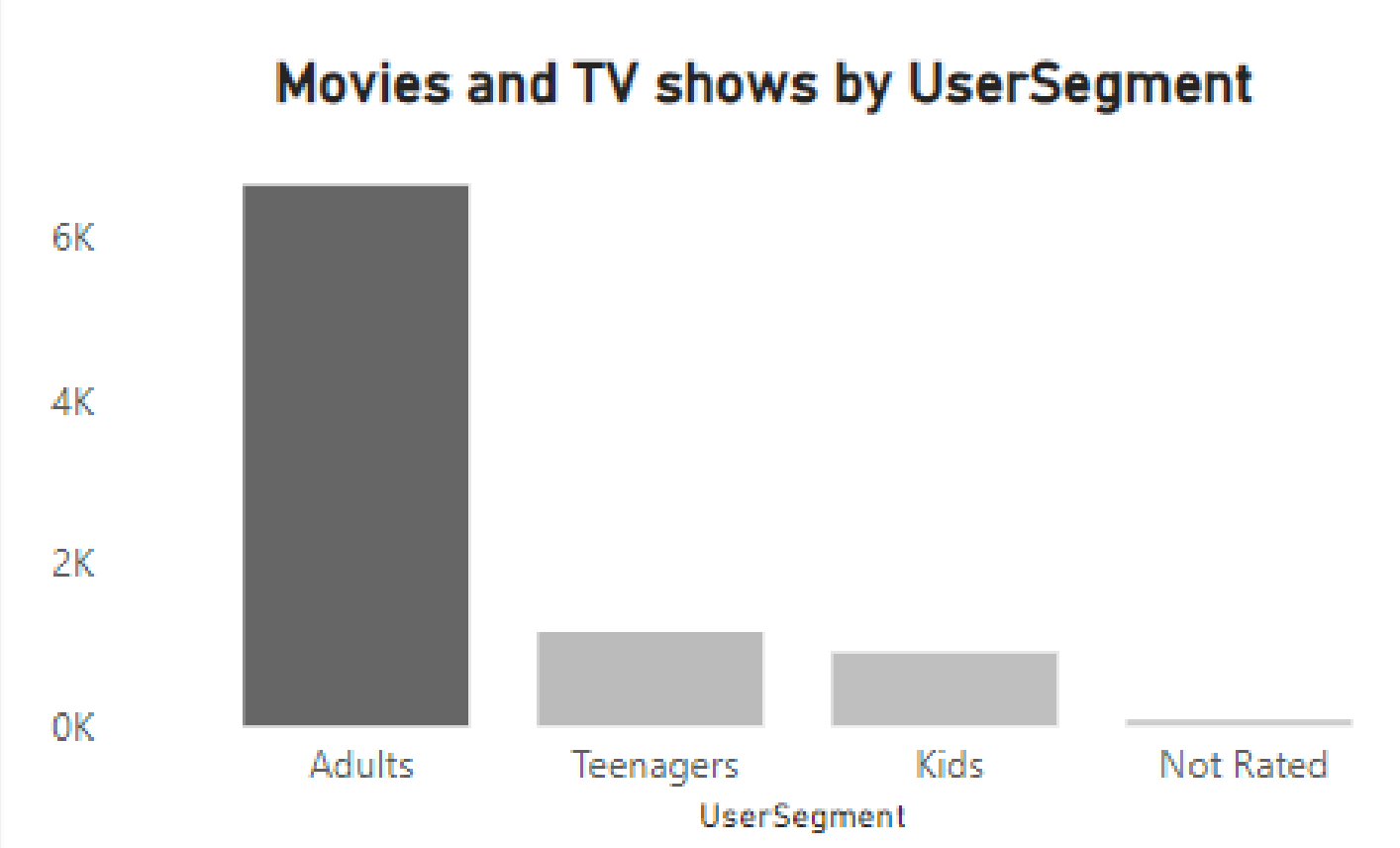
Genres Dashboard

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Most popular Genres	No.Genres	Avg duration by Genre
Dramas	41	410.5

Breakdown of Netflix Content

🔒 type ✕
Movie

🔒 Genre ✕
Dramas

🔒 release_year ✕
2018

🔒 Country ✕
United States

🔒 UserSegment ✕

	Documentaries 867	2017 279	United Kingdom 16	Adults 50
Movie 6128	Dramas 2358	**2018** 299	**United States** 63	Kids 3
total 8804				
TV Show 2676	Faith & Spirituality	2019	Uruguay	Teenagers

Distribution of Netflix Content Genres

2,358 1,850 1,662 1,250 867 859 637 596 470 450 389 387 374 350 343

18% 62% 82% 95%

Dramas International Comedies International TV Shows Documentaries Action & Adventure Children & Family Independent Crime TV Shows Kids' TV TV Comedies TV Dramas Docuseries Horror Stand-Up Comedy

GenreGrowth by Year

GenreGrowth

30K

20K

10K

0K

2010 2015 2020

Year

Rating Dashboard

This dashboard provides a detailed analysis of Netflix's diverse content genres, showcasing key insights into user engagement and content trends.

- Most Popular Genres: **'Dramas'** lead with the highest number of titles.
- Number of Genres: Total of **41 distinct genres** displayed.
- Average Duration by Genre: Average duration is **410.5 minutes.**
- compositional tree : Visualizes content distribution by **type, genre, release year, country, and user segment**.
- **Distribution of Netflix Content Genres**: A Pareto chart showing the concentration of titles in top genres.
- **Genre Growth by Yea**r: Line graph depicting genre growth trends from **2010 to 2020.**

Distribution of Netflix Content Genres

GenreGrowth by Year
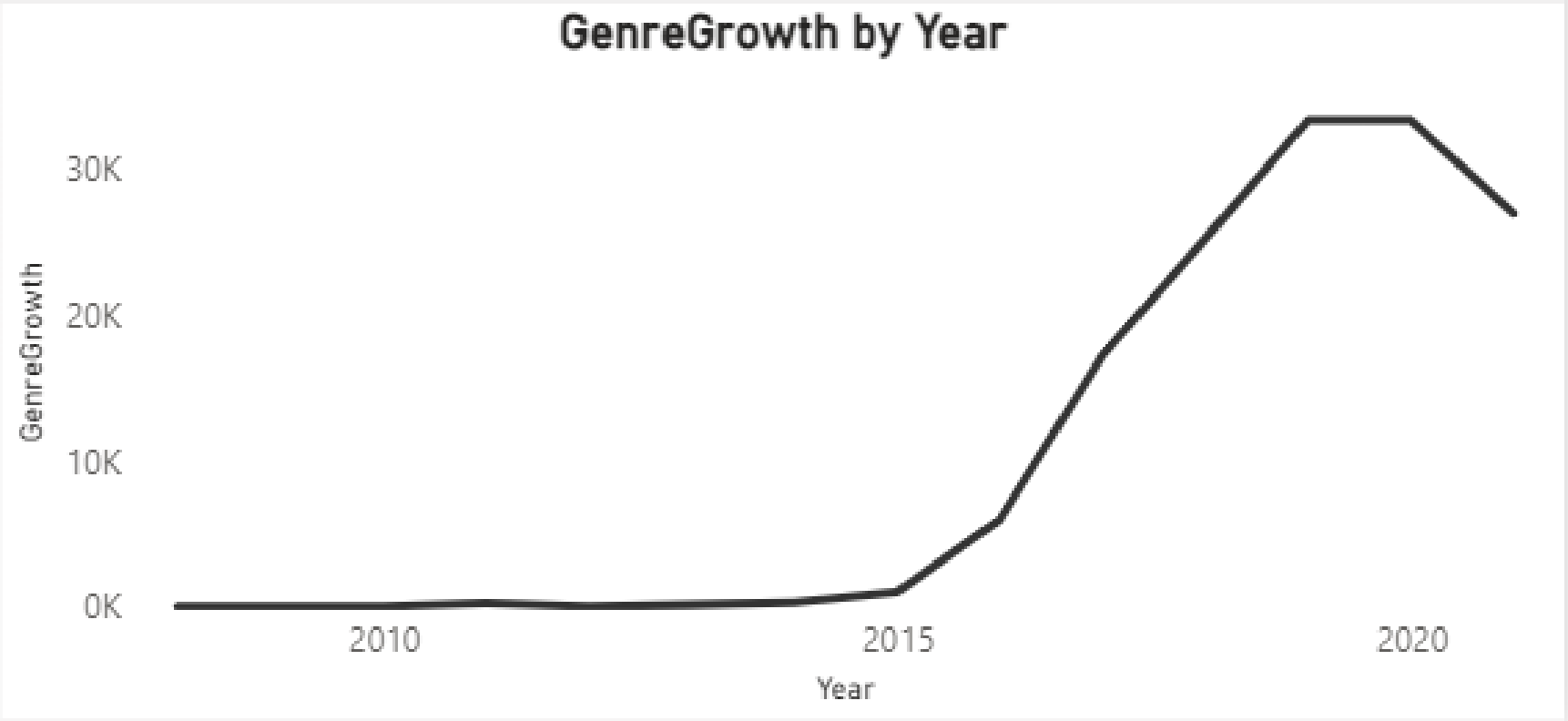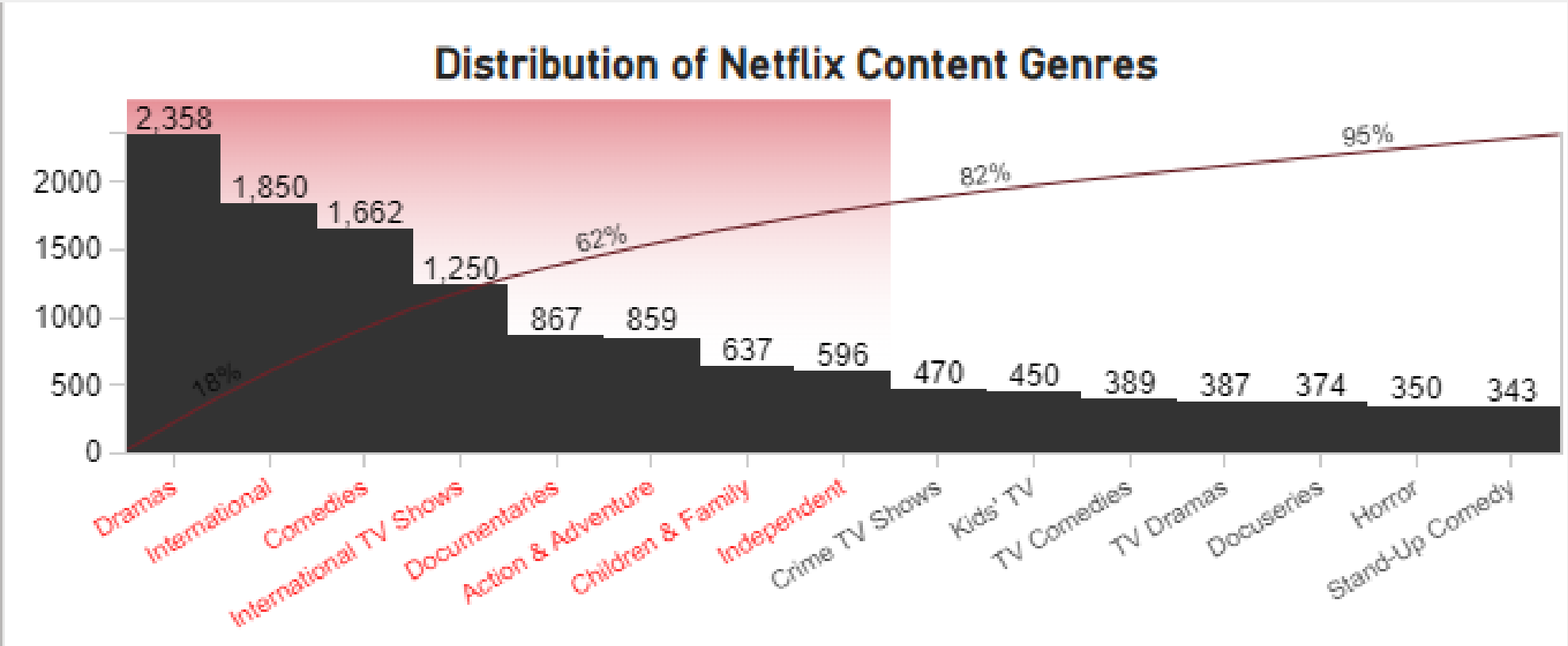
Insights

1. The most content type on Netflix is movies,
2. The popular streaming platform started gaining traction after 2014. Since then, the amount of content added has been increasing significantly,
3. The country by the amount of the produces content is the United States,
4. Dramas Movies is a genre that is mostly in Netflix,
5. The largest count of Netflix content is made with a **"TV-MA"** rating,
6. The most popular actor on Netflix TV Shows based on the number of titles is Takahiro Sakurai,
7. The most popular actor on Netflix movie, based on the number of titles, is **Yuki kaji**

Recommendations

- External datasets such as IMDB should be included for ratings in the absence of viewership data

- Promote and collaborate with successful actors who have the most TV show or movie credits to their name in order to attract more viewers.