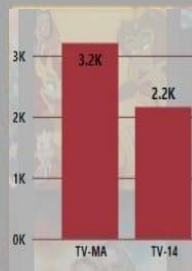


NETFLIX CONTENT ANALYSIS

NETFLIX



OBJECTIVE

To develop a comprehensive “Netflix Content Dashboard” to provide deep insights into key performance metrics and trends such as genre popularity, distribution of content production across different countries and trends in movies vs tv show production.

DAX QUERY

- TO GET TOTAL NUMBER OF MOVIES

```
Number of Movies = CALCULATE(  
    COUNT('netflix_titles'[type]),  
    'netflix_titles'[type]="Movie"  
)
```

DAX QUERY

- TO GET TOTAL NUMBER OF TV SHOWS

```
Number of TV Shows = CALCULATE(  
    COUNT('netflix_titles'[type]),  
    'netflix_titles'[type]="TV Show"  
)
```

DAX QUERY

- TO GROUP VALUES OF THE COLUMN "DURATION" CONSISTING TIME IN MINUTES

```
Duration of Movies = SWITCH(  
    TRUE(),  
    'netflix_titles'[duration - Copy.1] > 9 && netflix_titles[duration - Copy.1] <= 40 , "10-40",  
    'netflix_titles'[duration - Copy.1] > 40 && netflix_titles[duration - Copy.1] <= 70 , "41-70",  
    'netflix_titles'[duration - Copy.1] > 70 && netflix_titles[duration - Copy.1] <= 100 , "71-100",  
    'netflix_titles'[duration - Copy.1] > 100 && netflix_titles[duration - Copy.1] <= 130 , "101-130",  
    'netflix_titles'[duration - Copy.1] > 130 && netflix_titles[duration - Copy.1] <= 160 , "131-160",  
    'netflix_titles'[duration - Copy.1] > 160 && netflix_titles[duration - Copy.1] <= 190 , "161-190",  
    'netflix_titles'[duration - Copy.1] > 190 && netflix_titles[duration - Copy.1] <= 220 , "191-220",  
    'netflix_titles'[duration - Copy.1] > 220 && netflix_titles[duration - Copy.1] <= 250 , "221-250",  
    'netflix_titles'[duration - Copy.1] > 250 && netflix_titles[duration - Copy.1] <= 280 , "251-280"  
)
```

DAX QUERY

- TO EXTRACT ONLY FIRST VALUE FROM THE COLUMN CONTAINING MULTIPLE VALUES

```
Genre = LEFT(  
    'netflix_titles'[listed_in],  
    SEARCH(  
        ",",  
        'netflix_titles'[listed_in],  
        ,  
        LEN('netflix_titles'[listed_in])+1  
    )-1  
)
```

DAX QUERY

- TO EXTRACT ONLY FIRST VALUE FROM THE COLUMN CONTAINING MULTIPLE VALUES

```
Nations = LEFT(  
    'netflix_titles'[country],  
    SEARCH(  
        ",",  
        'netflix_titles'[country],  
        ,  
        LEN('netflix_titles'[country])+1  
    )-1  
)
```


NETFLIX CONTENT ANALYSIS

Number of Movies

6131

Number of TV Shows

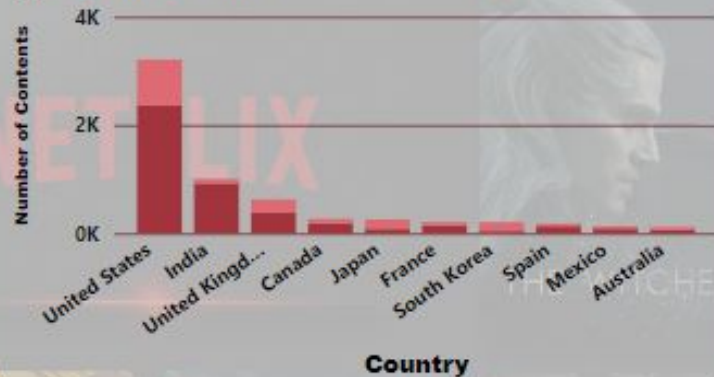
2676

PERCENTAGE OF MOVIES & TV SHOWS

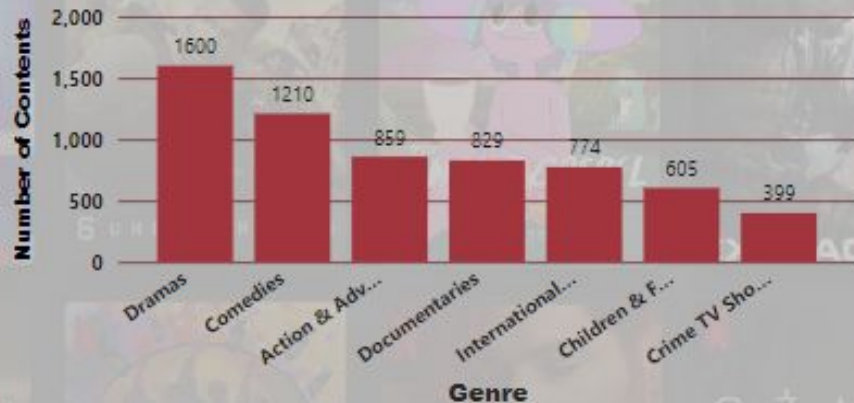


TOP 10 COUNTRY

Type: ● Movie ● TV Show



TOP 7 GENRE

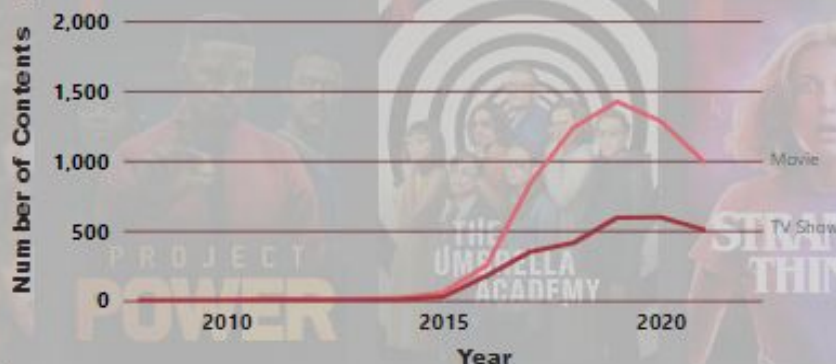


TOP 5 RATINGS

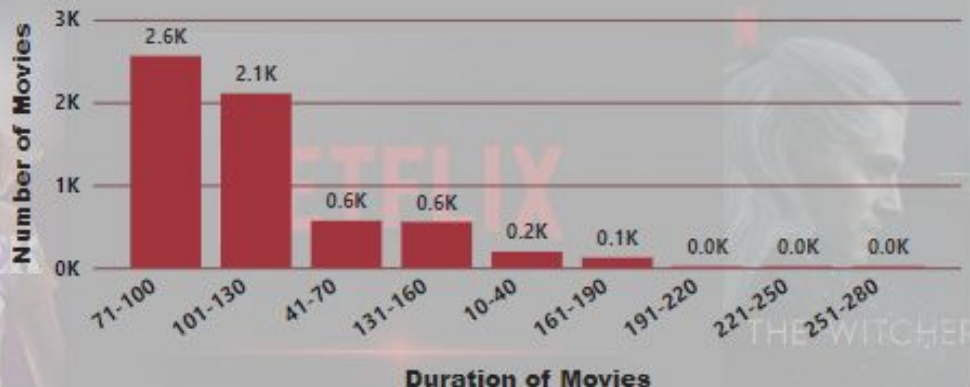


NUMBER OF CONTENTS ADDED TO NETFLIX YEAR WISE

Type: ● Movie ● TV Show



DURATION OF MOVIES

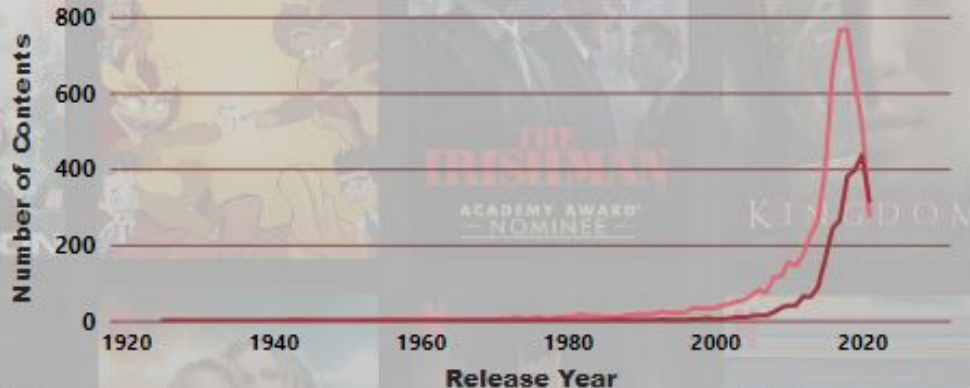


DURATION OF TV SHOWS



NUMBER OF CONTENTS RELEASED YEAR WISE

Type: ● Movie ● TV Show



INSIGHTS

- Out of 8807 contents on Netflix, movies constitute 69.62% (6131) and tv shows constitute 30.38% (2676) of the total number of contents.
- Most number of contents available on Netflix is produced by the United States. Total 3210 contents on Netflix are produced by the United States which constitutes 36.44% of the total contents.
- India stands at the second place. Total 1008 contents on Netflix are produced by India which is just 31% of the contents produced by the United States.
- Most number of contents belong to genre “Drama”. It is followed by genre “Comedy” and “Action & Adventure”.

INSIGHTS

- Most of the contents belong to category “TV-MA”. It accounts for 36.5% of the total number of contents. It is followed by “TV-14” and “TV-PG” .
- 2015 onwards, number of contents on Netflix has increased by huge numbers. In 2015, there were only 82 contents on the Netflix which increased to 429 in 2016. Maximum number of content belongs to post 2000 release.
- Almost half of the movies are 1 hour to 2 hours long in duration. Additionally, 67% of tv shows are just 1 season long.