NETFLIX ANALYSIS REPORT

NETFLIX

Hello Everyone!

28/05/2023 23:11:36
Last Refreshed

Cover Page

Project Details & Approach

Project Solutions

Dashboard

PROJECT DETAILS

NETFLIX BACKGROUND

Netflix operates the over-the-top subscription video on-demand service, which includes original films and television series commissioned or acquired by the company, and third-party content licensed from other distributors. Netflix was founded in 1997 and has over 232 million subscribers

PROJECT APPROACH

Collect: Data was collected as presented by Data In Motion which was in CSV file.

Clean: Detected and corrected some missing and inaccurate records from the dataset using Power Query and SQL.

Analyse: Investigated and asked some challenge question using Power Query and SQL.

Visualise: Presented a dashboard showing the insights with Power BI.

CHALLENGE QUESTIONS & TASKS

1. Find any missing data and deal with them accordingly.
2. Add a new column called 'year_added' that only has the year from the existing 'date_added' column.
3. Add a new column called 'month_added' that only has the month from the existing 'date_added' column.
4. What is the most popular release year for movies on Netflix?
5. What year did Netflix add the most content to its platform?
6. What is the movie with the longest title in the dataset?
7. What are the top 5 most popular movie genres?
8. Create a pie chart visualizing the proportion of movies vs TV shows. Label each section with the percentage.
9. Create a dashboard to summarize your insights.

PROJECT SOLUTIONS

SQL QUERIES USED FOR SOLUTIONS

```
----QUESTION NO. 2 - ADD COLUMN YEAR_ADDED FROM DATE_ADDED COLUMN
Alter Table Netflix..netflix_titles
Add year_added int

Update Netflix..netflix_titles
Set year_added = Year (date_added)

Select year_added
From Netflix..netflix_titles
```

	year_added
1	2020
2	2020
3	2020
4	2020
5	2020

```
----QUESTION NO. 3 - ADD COLUMN MONTH_ADDED FROM DATE_ADDED COLUMN
Alter Table Netflix..netflix_titles
Add month_added int

Update Netflix..netflix_titles
Set month_added = Month (date_added)

Select month_added
From Netflix..netflix_titles
```

	month_added
1	12
2	12
3	12
4	12
5	12

```
----QUESTION NO. 5 - MOST POPULAR RELEASE YEAR
Select
    Top 1
    Release_year,
    Count(release_year) as "Most Popular Year"
From Netflix..netflix_titles
Group by release_year
Order by 2 desc
```

	Release_year	Most Popular Year
1	2018	1146

```
----QUESTION NO. 6 - YEAR MOST CONTENT GOT ADDED
Select
    Top 1 year_added,
    Count(year_added) as "Most Content Added"
From Netflix..netflix_titles
Group by year_added
Order by 2 desc
```

	year_added	Most Content Added
1	2019	2016

```
----QUESTION NO. 7 - MOVIE WITH THE LONGEST TITLE
Select
    Top 1 title,
    Max(len(title)) title_length
From Netflix..netflix_titles
Group by title
Order by 2 desc
```

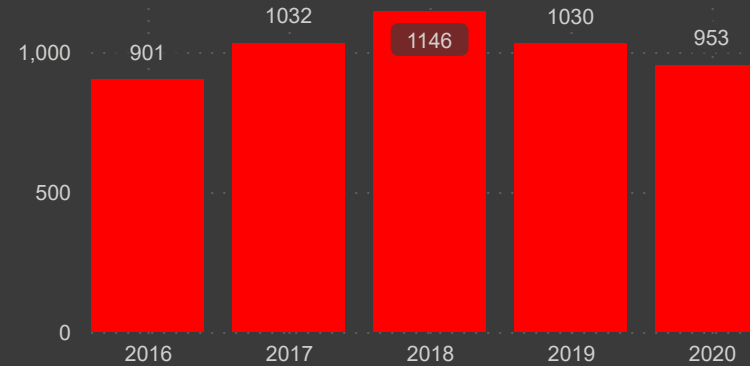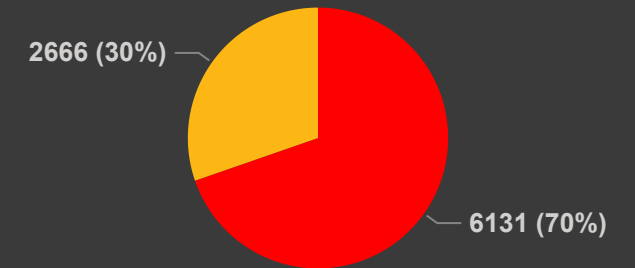|	title	title_length
1	Jim & Andy: The Great Beyond - Featuring a Very Special, Contractually Obligated Mention of Tony Clifton	104

DASHBOARD

Longest Movie Title

Title	Title Length ▼
Jim & Andy: The Great Beyond - Featuring a Very Special, Contractually Obligated Mention of Tony Clifton	104

Most Popular Release Year

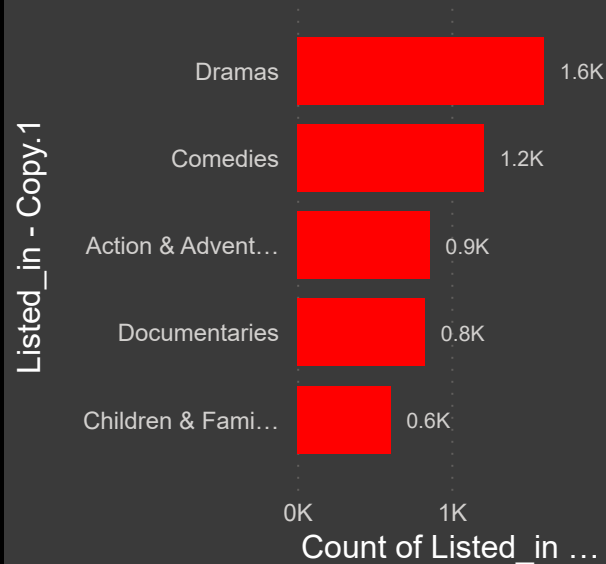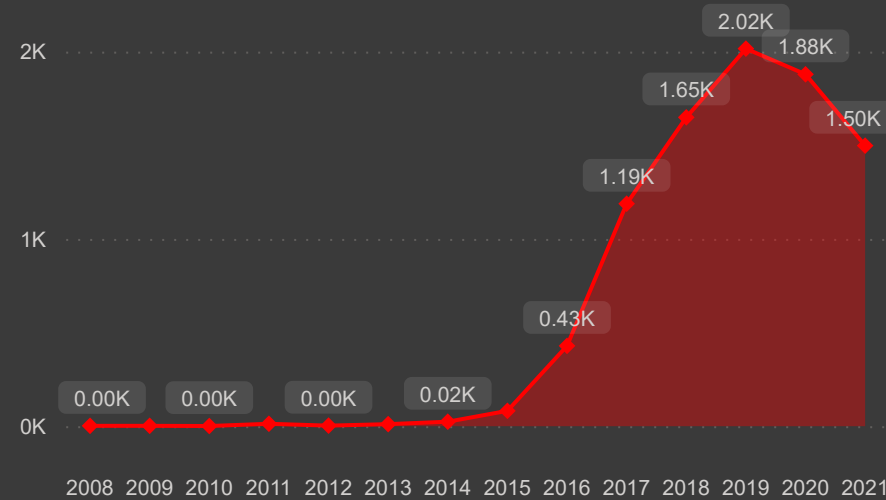## Percentage by Type

Type: ● Movie ● TV Show

2666 (30%)
6131 (70%)

Top 5 Movie Genre

Most Content by Year Added

Most Movies by Country

Country: ● United States ● India ● United Kingdom ● Japan ● South Korea

Microsoft Bing

© 2023 TomTom, © 2023 Microsoft Corporation, © OpenStreetMap