

# Problems and background

The problem revolves around identifying the characteristics of successful Netflix original movies, considering various attributes like genre, runtime, IMDB score, and language.

As the streaming industry becomes increasingly competitive, understanding the factors that contribute to the success of Netflix original movies is crucial for sustaining and enhancing its market position. Analysing the performance of past releases can provide valuable insights into audience preferences and trends, aiding in the strategic production of future content.

## Project scope

This project aims to analyse a dataset of Netflix original movies to uncover patterns and trends related to their success metrics. The analysis will involve examining the relationship between different attributes such as genre, runtime, IMDB score, and language, and the overall reception and performance of the movies. The scope also includes identifying key characteristics associated with successful movies and providing actionable insights for content planning and production strategies at Netflix.

## Methodology

1. **Data sources:** This is collected from the kaggle platform.
2. **Data wrangling:** Understand and clean the collected data, including data understanding, cleaning, merging, and manipulation.
3. **Data analysis:** Analyse the dataset to identify trends and patterns in mobile app availability, usability, and user expectations.
4. **Data visualisation:** Visualise the findings to communicate insights effectively and aid in decision-making processes.

## Technical Processes

- Formulas used: Countif, Average, Max, Min, Sum, Averageif, Count.
- Pivot table, Charts & graphs

# Recommended Analysis:

## Q.1 What is the average IMDB score for each genre?

- Musicals stand out with the highest average score of 7.7, suggesting that audiences generally appreciate the artistry and storytelling inherent in this genre.
- Concert Films and Anthologies closely follow with an average score of 7.6.
- Making-of documentaries have an average score of 7.5.
- Action-adventure films trail slightly with an average score of 7.3.

## Q.2 Which genre has the highest average runtime?

1. The average runtime across genres is 93 minutes, serving as a benchmark for movie lengths.
2. Heist films, anthologies, and zombie movies lead in runtime, with averages of 149, 149, and 148 minutes, respectively.
3. War dramas, horror anthologies, and psychological thriller dramas also exceed the average, ranging from 142 to 146 minutes, representing the top 10 movies by runtime. Conversely, psychological thrillers, romantic thrillers, and spy thrillers have runtimes close to the average, ranging from 122 to 124 minutes.

## Q.3 Are longer movies rated higher on IMDB?

- Based on the findings, it appears that there is no correlation between a movie's runtime and its rating. Some longer movies are rated lower, while others are rated higher, and vice versa.

## Q.4 What is the distribution of movies across different languages?

- The distribution of movies across different languages reveals that English dominates with 419 movies, followed by Spanish with 34 and Hindi with 33. French, Italian, Portuguese, Indonesian, Korean, Japanese, and German round out the top 10 languages, with 20, 14, 12, 9, 6, 6, and 5 movies, respectively.

## Q.5 What is the trend in the number of releases over the years?

- The trend in the number of releases over the years shows a gradual increase from 2014 to 2020, with a notable spike in 2020. However, in 2021, there is a slight decrease compared to the previous year.

#### **Q.6 Which year had the highest average IMDB score?**

- The year 2015 had the highest average IMDB score among the years listed, with a score of 6.9. This indicates that the movies released in 2015 generally received higher ratings compared to other years in the dataset.

#### **Q.7 Are movies in certain languages rated higher on average?**

- Tamil, Khmer, Bengali, Georgian, and Thai movies, each comprising only one title, demonstrate higher average IMDB scores ranging from 6.8 to 7.2.
- Japanese films, though fewer in count (6), maintain a respectable average IMDB score of 6.4.
- English movies, with the highest representation of 419 titles, achieve an average score of 6.4.
- Other languages like Spanish, Portuguese, and Marathi exhibit moderate average scores.
- Korean, Indonesian, Dutch, and French movies show comparatively lower average IMDB scores.

#### **Q.8 What is the distribution of IMDB scores?**

- For more detailed analysis, Kindly refer to the excel file in this folder.

#### **Q.9 What is the most common genre on Netflix?**

- The most prevalent genre on Netflix is 'Documentary,' with a count of 159.

#### **Q.10 What is the average runtime of movies released in different months?**

- June records the longest average runtime at 101 minutes.
- August and September have the shortest average runtimes, both at 87 minutes.
- Other months, including January, March, April, October, November, May, and December, range between 92 to 96 minutes on average.

# Conclusion

The analysis of Netflix original movies provides valuable insights into key factors influencing their success. Understanding audience preferences in terms of genres, languages, runtime, and IMDB scores. This data-driven approach contributes to customer satisfaction, retention, and the potential for attracting new subscribers.

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