



# NETFLIX

## ORIGINALS FILMS & IMDB SCORE ANALYSIS

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# AGENDA

Problem statement &  
background

Project scope

Recommended analysis

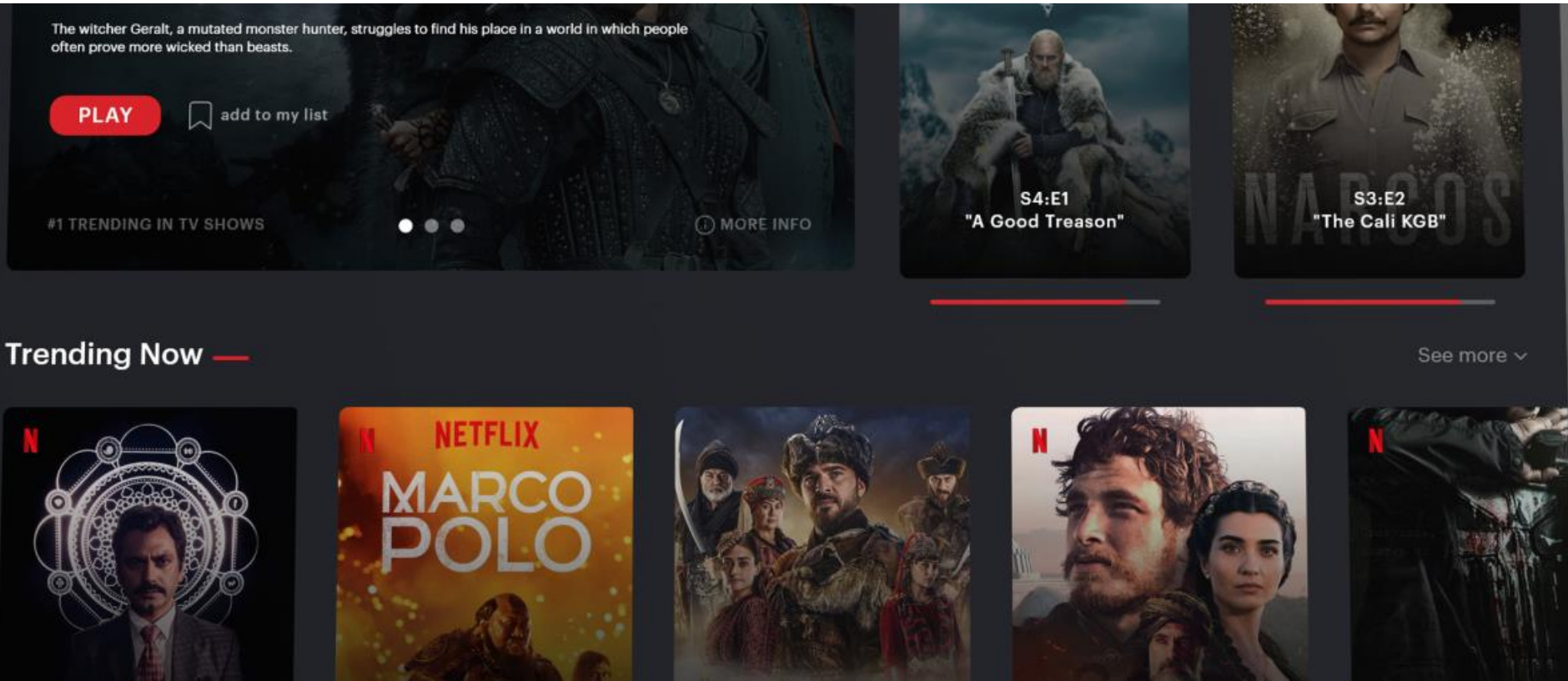
Conclusion

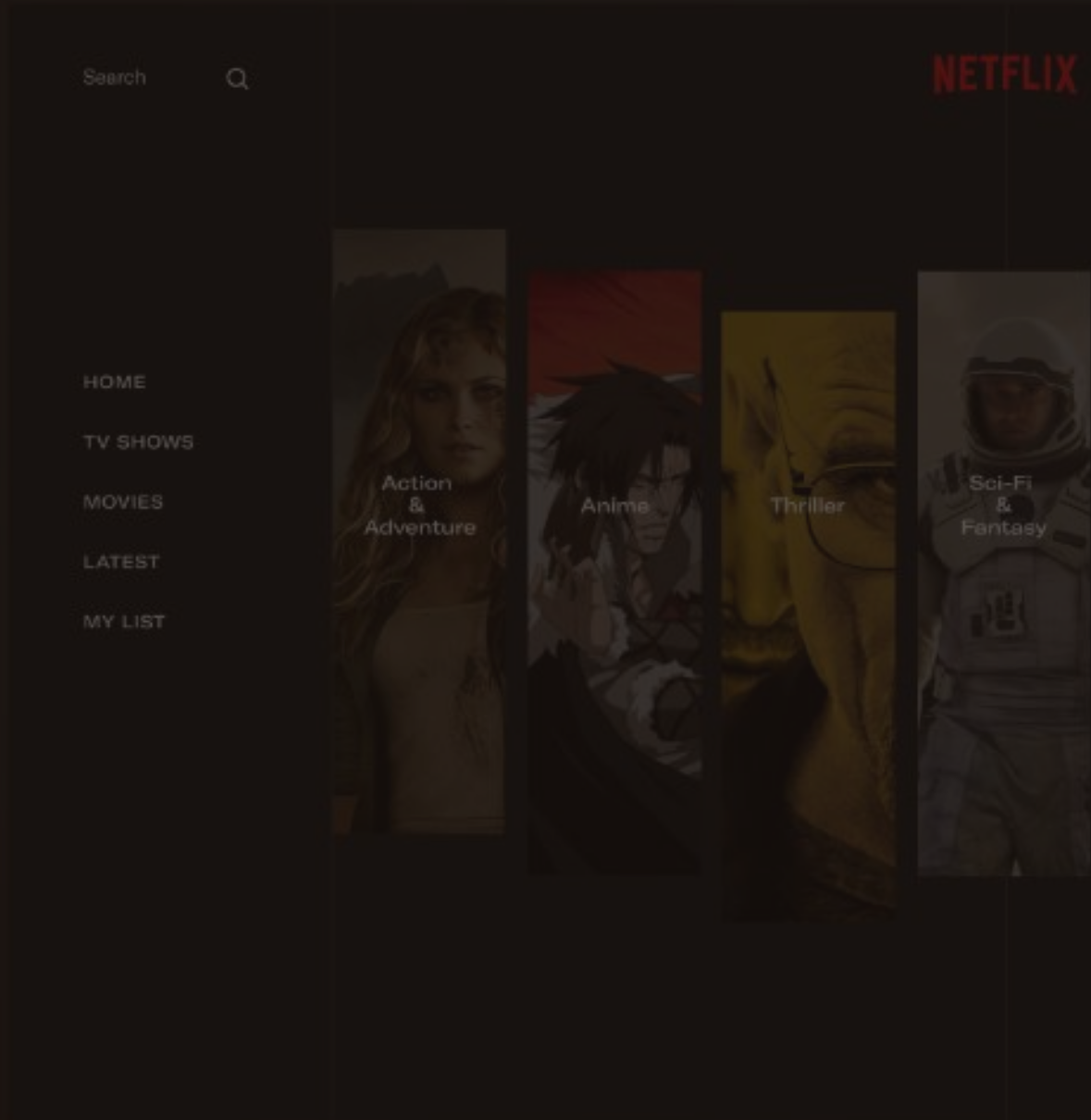
Owner details



# PROBLEM STATEMENT & BACKGROUND

Identifying the characteristics of successful Netflix original movies based on different attributes such as genre, runtime, IMDB score, and language. Understanding the features of successful movies can help Netflix in planning and producing more popular and well-received content, thereby attracting a larger audience and increasing its market share in the OTT platform industry.





# PROJECT SCOPE

This project aims to analyze 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.

# RECOMMENDED ANALYSIS

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## 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.

## Top 10 Highest Average IMDB Score by Genre



## Top 10 Highest Average Runtime by Genre



# HIGHEST AVERAGE RUNTIME BY GENRE

1. The average runtime across genres is 93 minutes, serving as a benchmark for movie lengths.

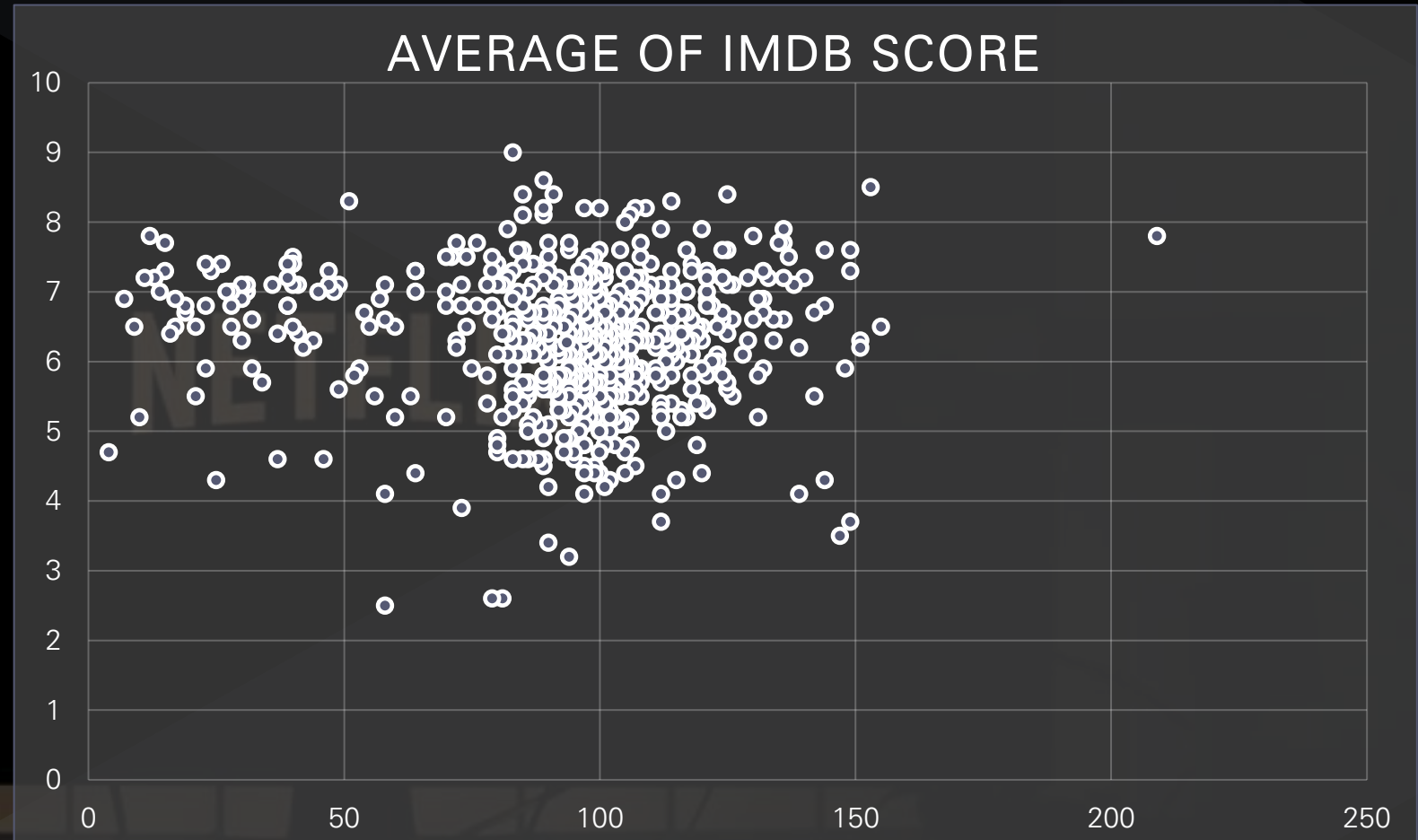
2. Heist films, anthologies, and zombie movies lead in runtime, with averages of 149, 149, and 148 minutes, respectively.

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.



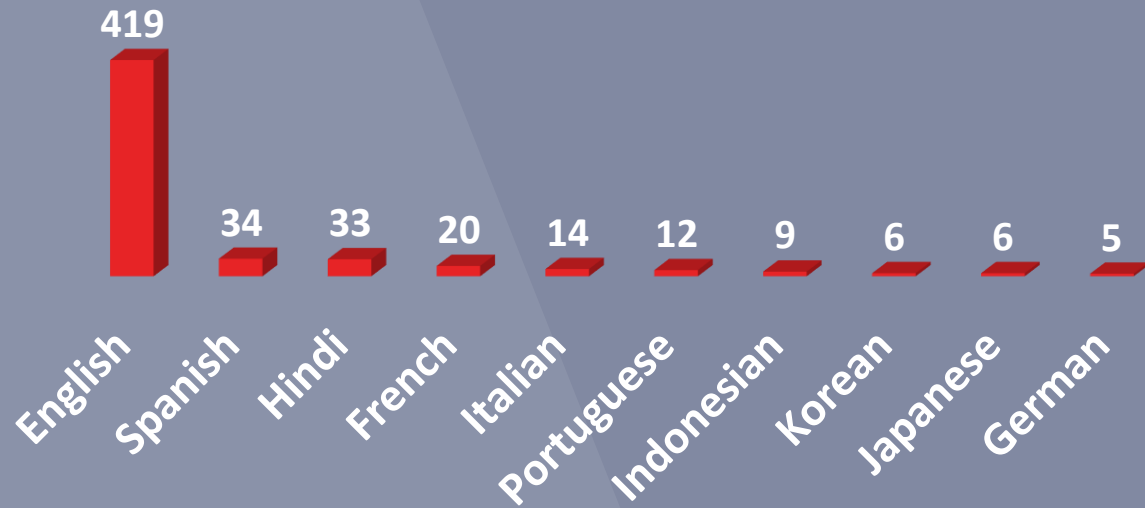
# LONGER MOVIES VS IMDB SCORE

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.



## DISTRIBUTION OF MOVIES ACROSS DIFFERENT LANGUAGES

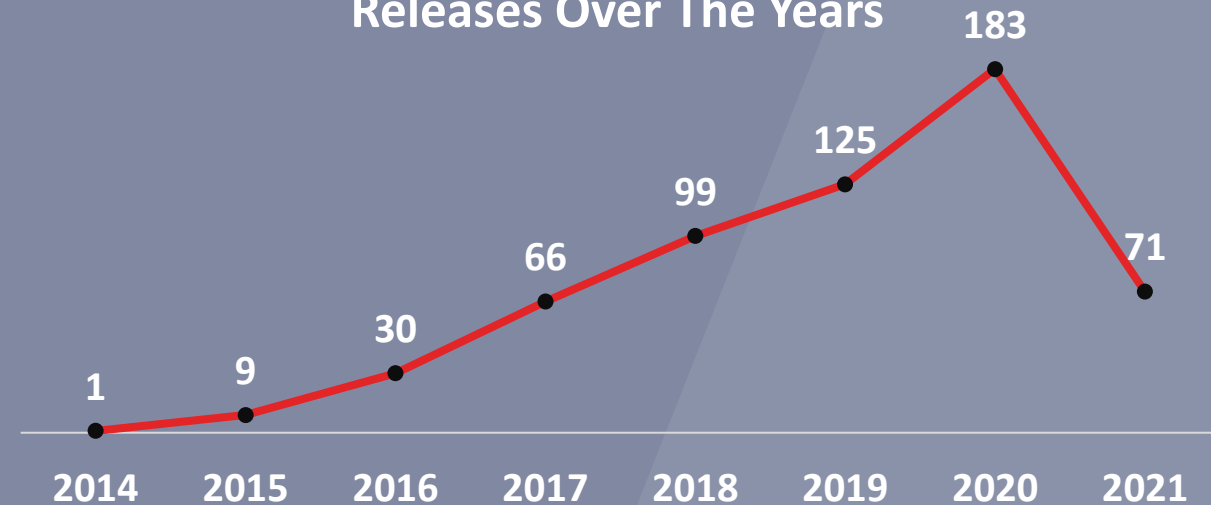
Distribution of Top 10 Primary\_Languages



The distribution of movies across different languages reveals that English dominates with 419 movies, followed by Spanish with 34 and Hindi with 33.

## TREND IN THE NUMBER OF MOVIE RELEASES OVER THE YEARS

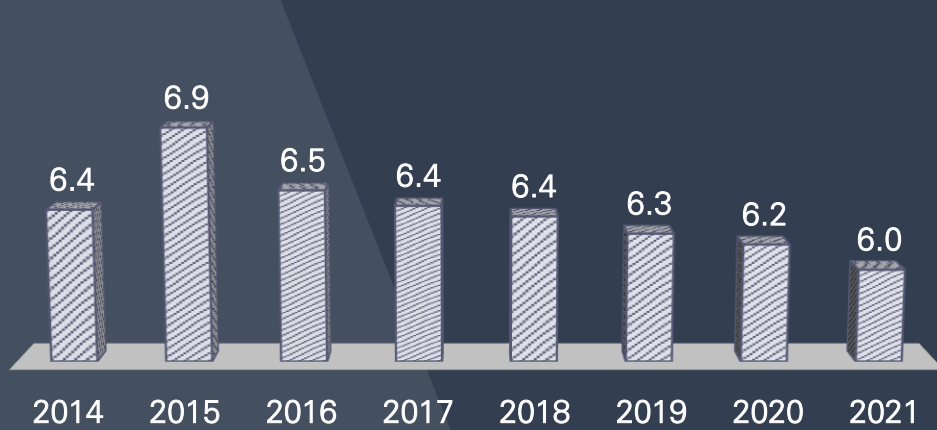
Releases Over The Years



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.

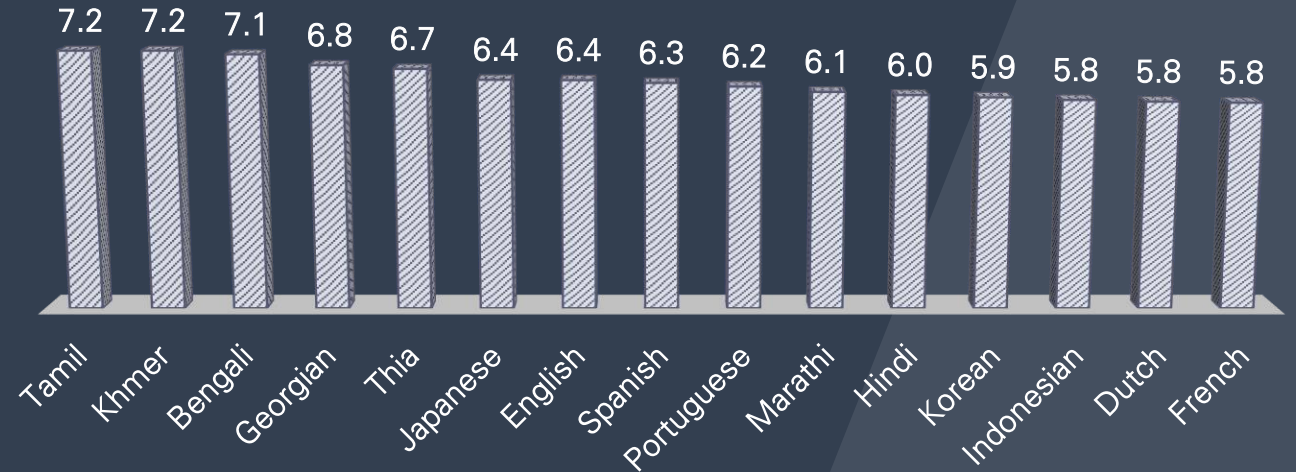


## YEAR WITH THE HIGHEST AVERAGE IMBD SCORE



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.

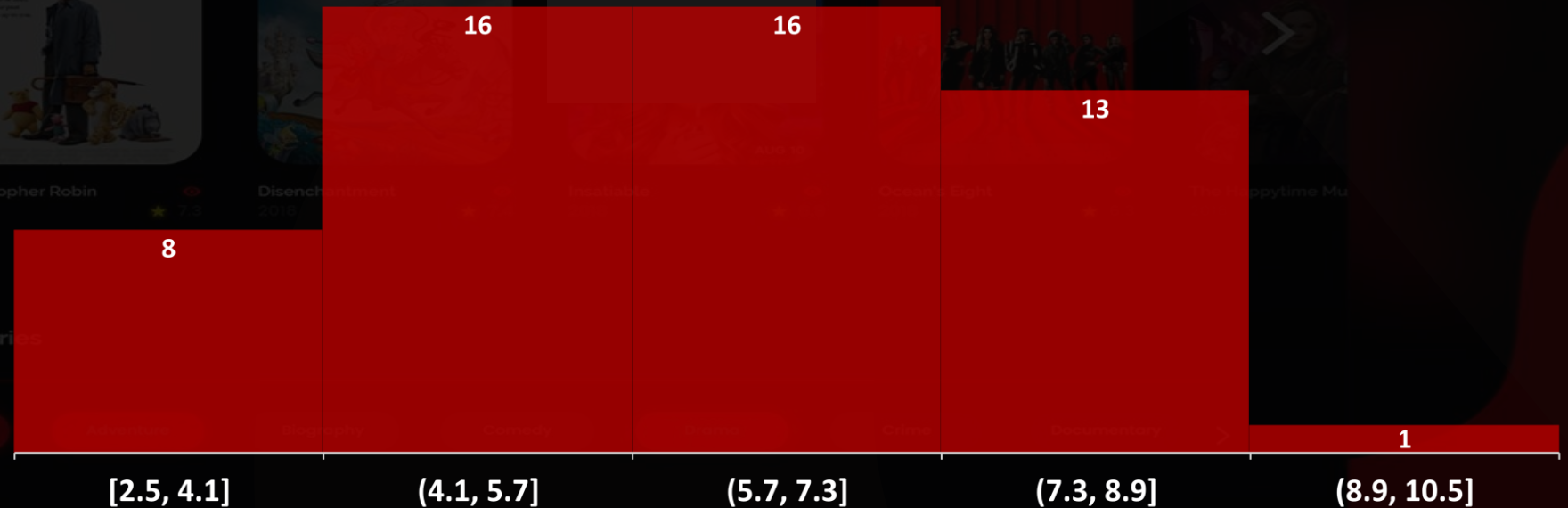
## AVERAGE OF IMDB SCORE BY LANGUAGES



- Tamil, Khmer, Bengali, Georgian, and Thia movies, each comprising only one title, demonstrate higher average IMDB scores ranging from 6.8 to 7.2.
- 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.

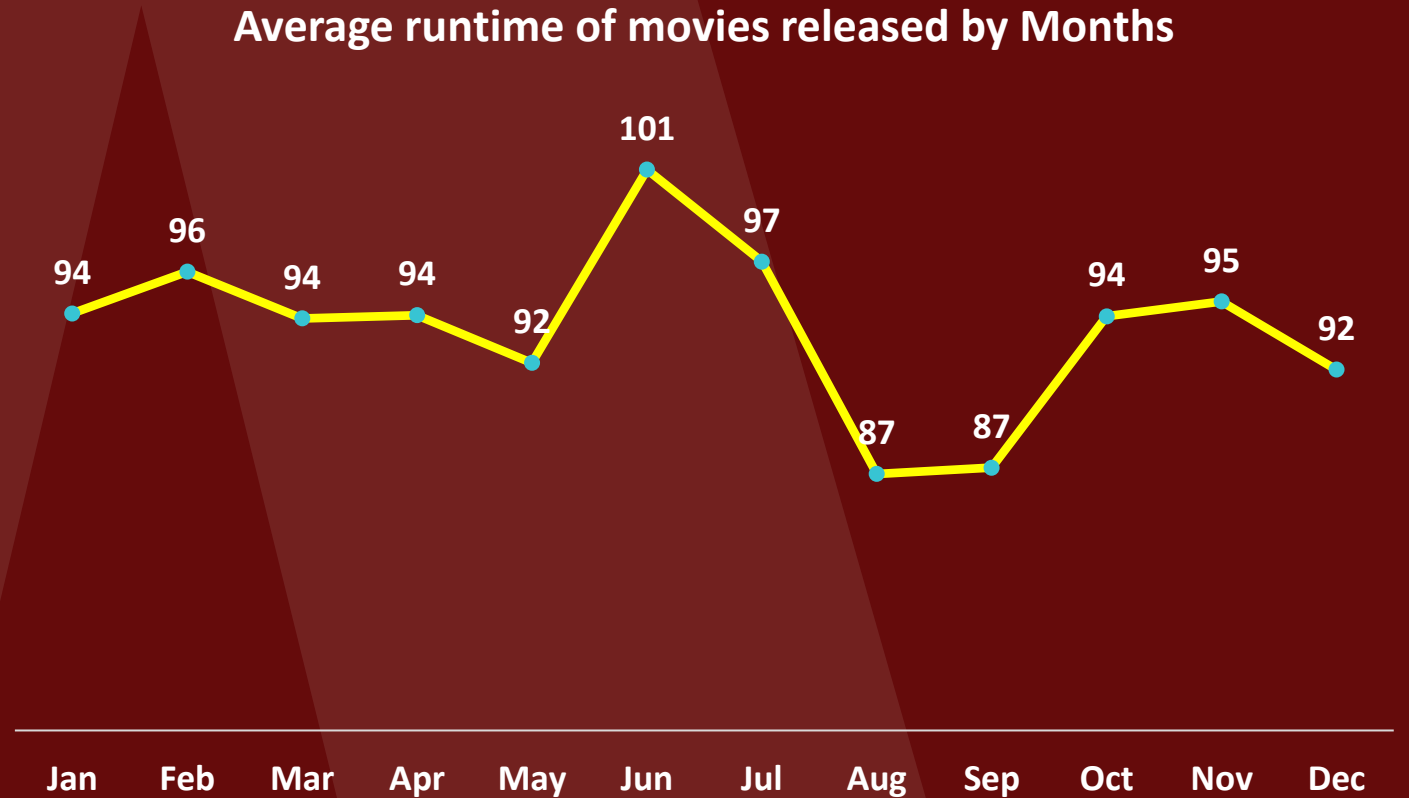
**THE MOST PREVALENT GENRE ON NETFLIX IS  
'DOCUMENTARY,' WITH A COUNT OF 159.**

**Distribution Of IMBD Scores**



# 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.



**THANK YOU**

**NETFLIX**  
**AND** *Chill*

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