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NETFLIX CONTENT

Analysis

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INTRODUCTION

Netflix has revolutionized the entertainment industry, offering a massive library of movies and TV shows across different genres and regions. With thousands of titles available, understanding content trends is crucial for maintaining its competitive edge

This analysis explores Netflix's content catalog, focusing on key aspects such as production trends, audience preferences, and content performance. Using SQL, we uncover insights into how Netflix's library evolves over time, which genres dominate, and how different factors influence ratings and popularity.

By analyzing this data, we gain a deeper understanding of how Netflix curates its content and adapts to changing viewer demands.

DATASET OVERVIEW

For this analysis, we used two datasets: Titles and Credits, containing detailed information about Netflix content and the people involved in it.

🎬 Titles Dataset (titles.csv)

Contains 5,000+ unique titles with 15 key attributes, including:

- Title Information – ID, name, type (Movie/TV Show), description
- Release Details – Release year, runtime, age certification
- Content Classification – Genres, production countries, seasons (for TV shows)
- Performance Metrics – IMDB & TMDB scores, votes, popularity

🎭 Credits Dataset (credits.csv)

Contains 77,000+ actor and director credits with 5 key attributes:

- Person Details – ID, name, role (ACTOR/DIRECTOR)
- Title Connection – The title ID associated with the person
- Character Information – Name of the character played (for actors)

These datasets provide a comprehensive view of Netflix's content, allowing us to analyze content trends, audience engagement, and talent impact.

OBJECTIVES

This project aims to explore Netflix's vast content library using SQL queries to uncover valuable insights related to content trends, audience engagement, and market expansion.

Content Strategy & Growth

- Analyze Netflix's year-over-year content production across genres.
- Identify the most popular genres based on IMDB & TMDB scores.
- Examine runtime variations across different genres.

Audience Targeting & Engagement

- Determine which age certification categories receive the highest ratings.
- Analyze the correlation between runtime and audience scores.
- Identify the most popular content durations based on votes and ratings.

Competitive Analysis & Market Expansion

- Discover which countries produce the highest-rated content.
- Analyze the distribution of IMDB scores across production countries.
- Track Netflix's dependence on international content over time.

Talent & Star Power Analysis

- Identify the top 10 actors with the most Netflix appearances.
- Determine which directors consistently produce high-rated content.
- Analyze actors who work across multiple genres and their ratings.

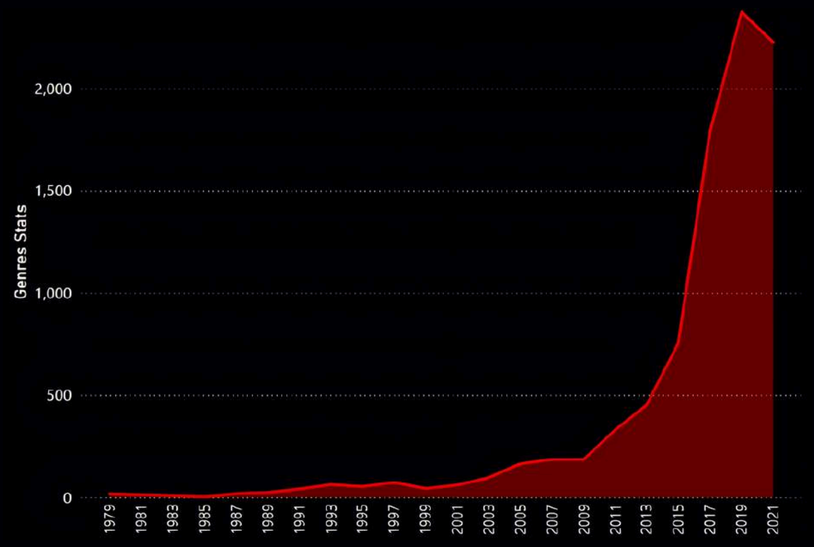
User Engagement & Performance Metrics

- Compare Netflix Originals vs. third-party content in terms of ratings.
- Examine whether older movies (pre-2000) perform better or worse.
- Identify which content type (Movies vs. TV Shows) has higher engagement.

SQL QUERIES

Content Strategy & Growth

```
PREV_YEAR_PRODUCTIONS AS (
SELECT
    RELEASE_YEAR,
  GENRES,
  TOTAL_TITLES AS CURRENT_YEAR_TITLES,
  LAG(TOTAL_TITLES) OVER (PARTITION BY GENRES ORDER BY RELEASE_YEAR) AS
PREV_YEAR_TITLES
FROM GENRE_PRODUCTION
)
SELECT
    RELEASE_YEAR,
    GENRES,
    CURRENT_YEAR_TITLES ,
    PREV_YEAR_TITLES,
    CURRENT_YEAR_TITLES - PREV_YEAR_TITLES AS YOY_GROWTH,
    CONCAT(CAST(ROUND((CURRENT_YEAR_TITLES -
PREV_YEAR_TITLES)*100/CURRENT_YEAR_TITLES,2) AS VARCHAR(255)),'%') AS
GROWTH_PERCENTAGE
FROM PREV_YEAR_PRODUCTIONS;
```

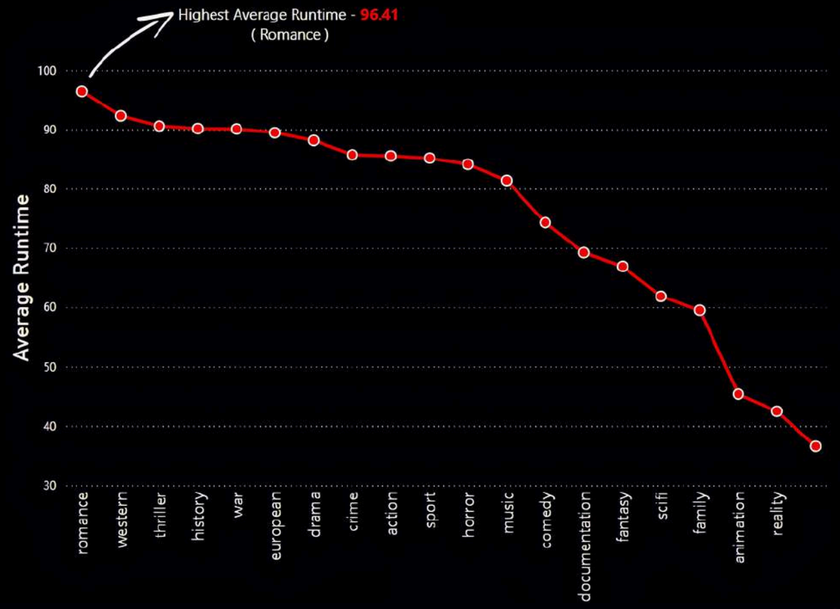


Year over Year content production across genres increases

Top 5 Genres Based on Avg Imdb and Tmdb

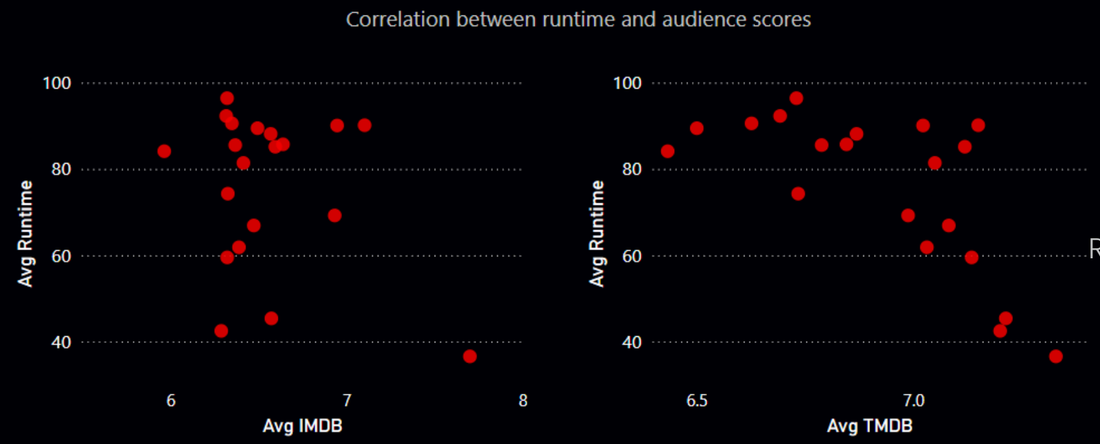
GENRES	TOTALS	AVG IMDB	AVG TMDB
History	254	7.13	7.19
War	163	7.07	7.08
Documentation	952	7.01	7.04
Animation	705	6.7	7.33
Sports	170	6.65	7.02

Runtime variations across different genres

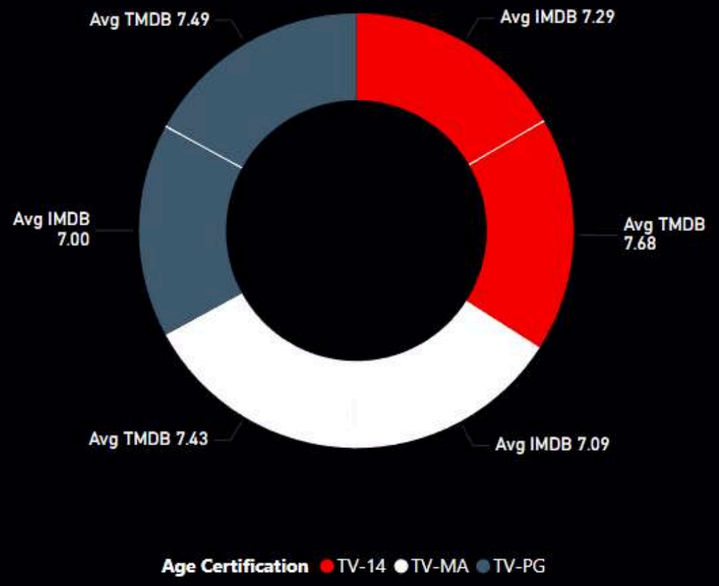


Western, romance, and Thriller genres have the longest average runtimes , while animation, family, and reality have the shortest.

Audience Targeting & Engagement



No Correlation between Runtime and audience scores.



Most popular content durations based on votes and ratings

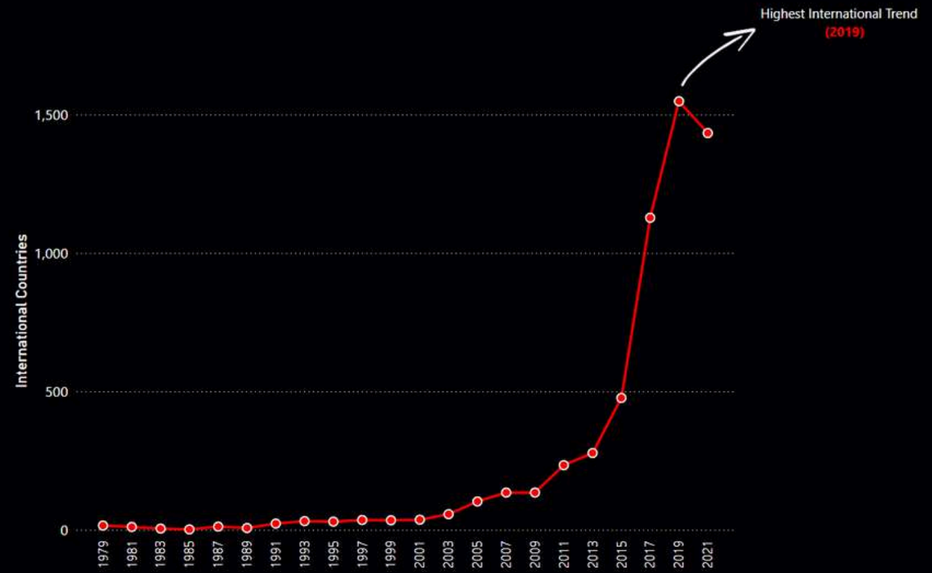
RUNTIME	AVG TMDB POP.	AVG IMDB	AVG TMDB	TOTAL IMDB VOTES
194	155.68	7.9	7.88	1146825
111	109.71	6.23	6.47	1576282
101	67.39	5.99	6.49	2038715
18	58.22	6.6	6.7	2705
99	54.08	6.18	6.58	998055
187	53.53	8	7.8	87515
131	52.97	6.45	6.53	1253809
79	52.35	6.27	6.45	37240
115	50.03	6.09	6.36	539591
117	49.63	6.62	6.72	2922886

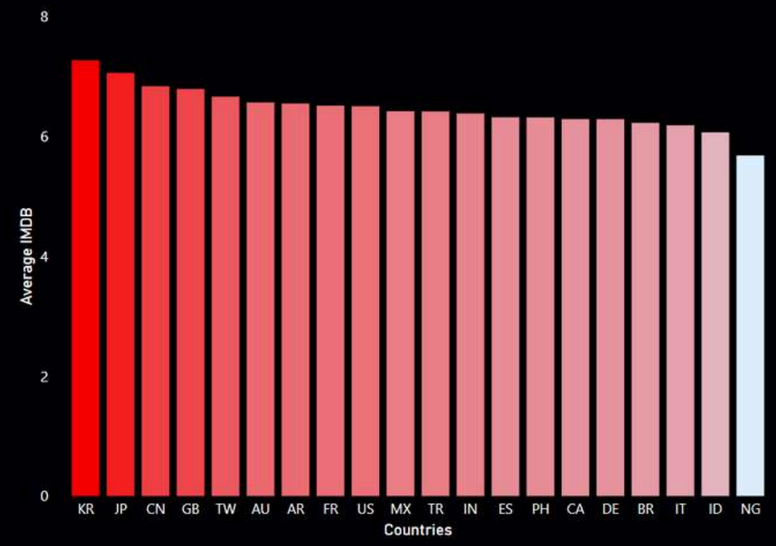
Competitive Analysis & Market Expansion

Top countries which produce the highest-rated content

```
SELECT TOP 10
        PRODUCTION_COUNTRIES,
        COUNT(*) AS TOTAL_CONTENTS,
        ROUND(AVG(CAST(IMDB_SCORE AS FLOAT)),2) AS AVG_IMDB_SCORE,
        ROUND(AVG(CAST(TMDB_SCORE AS FLOAT)),2) AS AVG_TMDB_SCORE
FROM COUNTRY_SPLIT
GROUP BY  PRODUCTION_COUNTRIES
ORDER BY TOTAL_CONTENTS DESC,
                AVG_IMDB_SCORE DESC,
                AVG_TMDB_SCORE DESC;
```

COUNTRY	AVG TMDB POP.	AVG IMDB	AVG TMDB
US	2135	6.53	6.85
IN	568	6.41	6.42
GB	373	6.8	6.89
JP	254	6.97	7.37
FR	231	6.44	6.6
ES	196	6.36	6.68
CA	194	6.34	6.73
KR	193	7.22	7.7
DE	128	6.39	6.51
MX	116	6.36	6.93



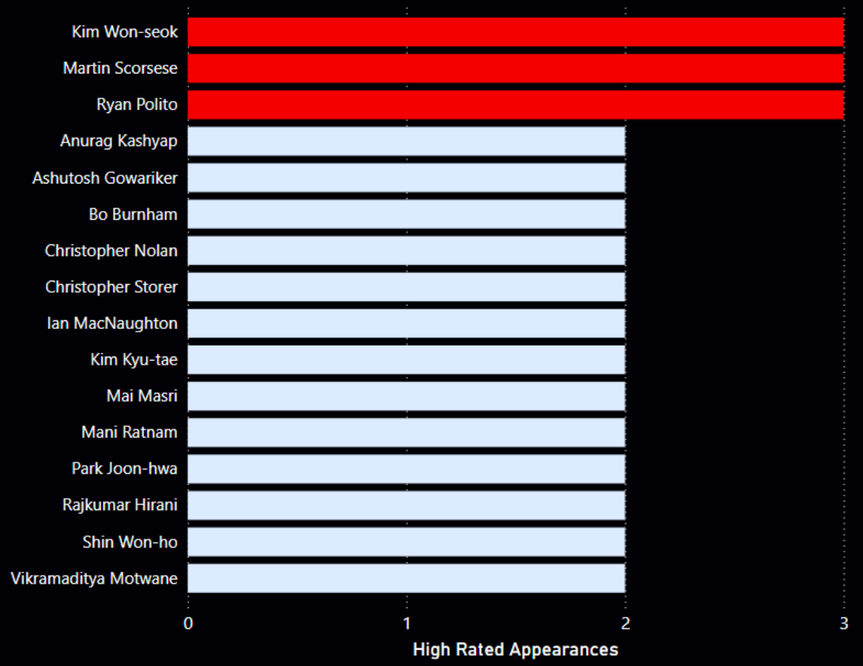


Talent & Star Power Analysis

Top 10 actors with the most Netflix appearances.

ACTOR NAME	TOTAL APPEARANCES	AVG IMDB
Boman Irani	25	6.44
Kareena Kapoor Khan	25	6.28
Shah Rukh Khan	23	6.54
Takahiro Sakurai	21	6.87
Amitabh Bachchan	20	6.59
Paresh Rawal	20	6.58
Priyanka Chopra Jonas	20	6.61
Anupam Kher	19	6.05
Junichi Suwabe	19	7.11
Nawazuddin Siddiqui	19	7.19

Top 10 Consistently High-Rated Directors



Top 10 Multi-Genre Actors with Avg. IMDb Scores

ACTOR NAME	TOTAL GENRES	AVG IMDB
Bobby Cannavale	15	6.87
Helena Bonham Carter	15	7.52
Chris Pine	14	7.26
Gary Oldman	14	6.92
Hiroki Yasumoto	14	7.78
John F. Kennedy	14	7.35
Nicole Kidman	14	6.48
Patton Oswalt	14	6.69
Rob Corddry	14	6.24
Rose Byrne	14	6.7

Boman Irani

Shah Rukh Khan

Kareena Kapoor Khan

Kim Won - seok

Ryan Polito

Martin Scorsese

Helena Bonham Carter

Chris Pine

Bobby Cannavale

Netflix Originals vs. Third-Party

CONTENT TYPE	AVG IMDB	AVG IMDB VOTES
NETFLIX-ORIGINAL	6.53	46577.71
THIRD-PARTY CONTENT	6.5	7854.66

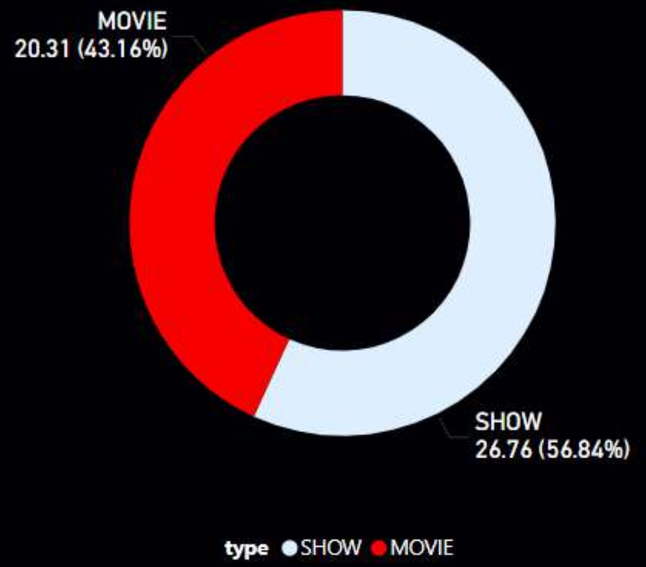
Netflix Originals have a slightly higher average IMDB score and significantly more audience engagement with votes compared to third-party content.

Older vs. Newer Movies

MOVIE CATEGORY	AVG IMDB	AVG TMDB	AVG TMDB POPULARITY
OLDER (PRE-2000)	6.78	6.63	11.22
NEWER (2000 & LATER)	6.22	6.46	20.75

Older (pre-2000) movies have higher average IMDB and TMDB scores, while newer content (2000 & later) shows greater TMDB popularity.

Content Type with Highest Engagement



CONCLUSION

- Netflix Originals have slightly better ratings and significantly more audience engagement than third-party content.
- Older movies (pre-2000) have higher average ratings but are less popular than newer ones.
- TV Shows outperform movies in engagement (TMDB popularity: 26.76 vs. 20.31).
- No clear correlation between runtime and ratings, though longer runtimes (194 mins) often receive higher votes and scores.
- Top genres like History, War, and Documentaries have the best ratings.
- South Korea, Japan, and the UK produce the highest-rated content.
- Versatile actors and renowned directors consistently deliver high-quality content.

Action Points:

- Focus on regional high-rated content,
- Promote long-form, high-performing movies,
- Invest in TV Shows and Originals,
- Collaborate with top-rated actors and directors.

THANK YOU

📂 View Full Project on GitHub

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