AN POWERBI PROJECT REPORT

Netflix Analysis

## Project work done by
Thaslima Banu. S

Data Analysis

Data Cleaning & Transformation (Excel + Power BI)

1. Data Consistency Check:

Steps:

1. Converted the excel file and saved in CSV format
2. Open PowerBi- Home-Get Data- Select Text/CSV-Import the data
3. Fix the error(Blank cells) in director column -Right the director column and choose replace – enter the replace value accordingly(eg:Unknown Director)
4. Replace blanks with "Unknown"
5. Select date added → choose Data Type: Date.
6. Format to DD-MM-YYYY or consistent date style.
7. After fixing all error click load data.
8. Error Fixed

2. Customer Demographics Analysis:

 i)Group customers by age range (e.g., 13-18, 19-30, 31-45, 46-60, 60+) and analyze their distribution.

Steps:

1. (Dax)Use Formula
2. Age group = SWITCH(true,netflix_customer_ratings_20000[age] >=13 && netflix_customer_ratings_20000[age]<=18,"Teenage",netflix_customer_ratings_20000[age] >=19 && netflix_customer_ratings_20000[age]<=30,"Young Adult",netflix_customer_ratings_20000[age] >=31 && netflix_customer_ratings_20000[age]<=45,"Adult",netflix_customer_ratings_20000[age] >=45 && netflix_customer_ratings_20000[age] <=60,"Middle Age",netflix_customer_ratings_20000[age]>60,"Senior Citizen")

b) Most Watching Age Group is **SENIOR CITIZEN**

3. Subscription Type vs. Watch Time:

Analysed the relationship between subscription type (Basic, Standard, Premium) and total watch time.
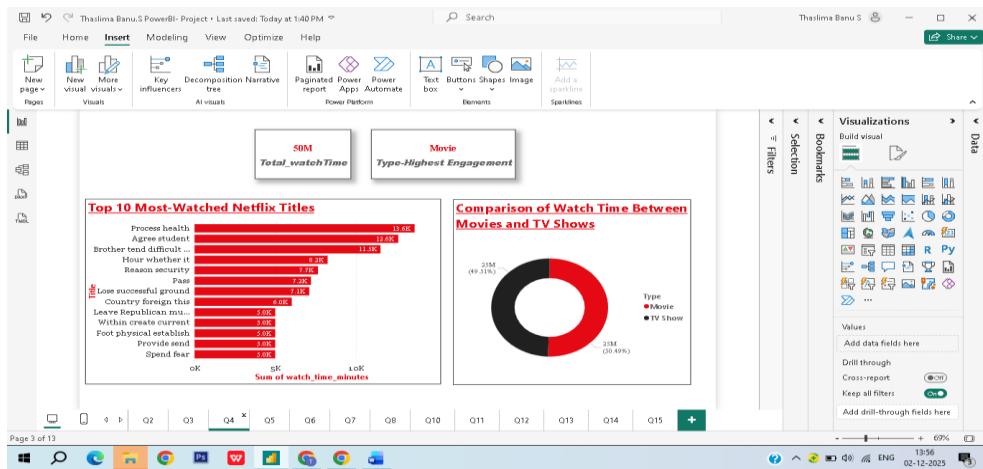
ii) STANDARD subscription tier has the highest engagement.

Descriptive & Comparative Analysis

4.Top 10 Most Watched Shows/Movies:
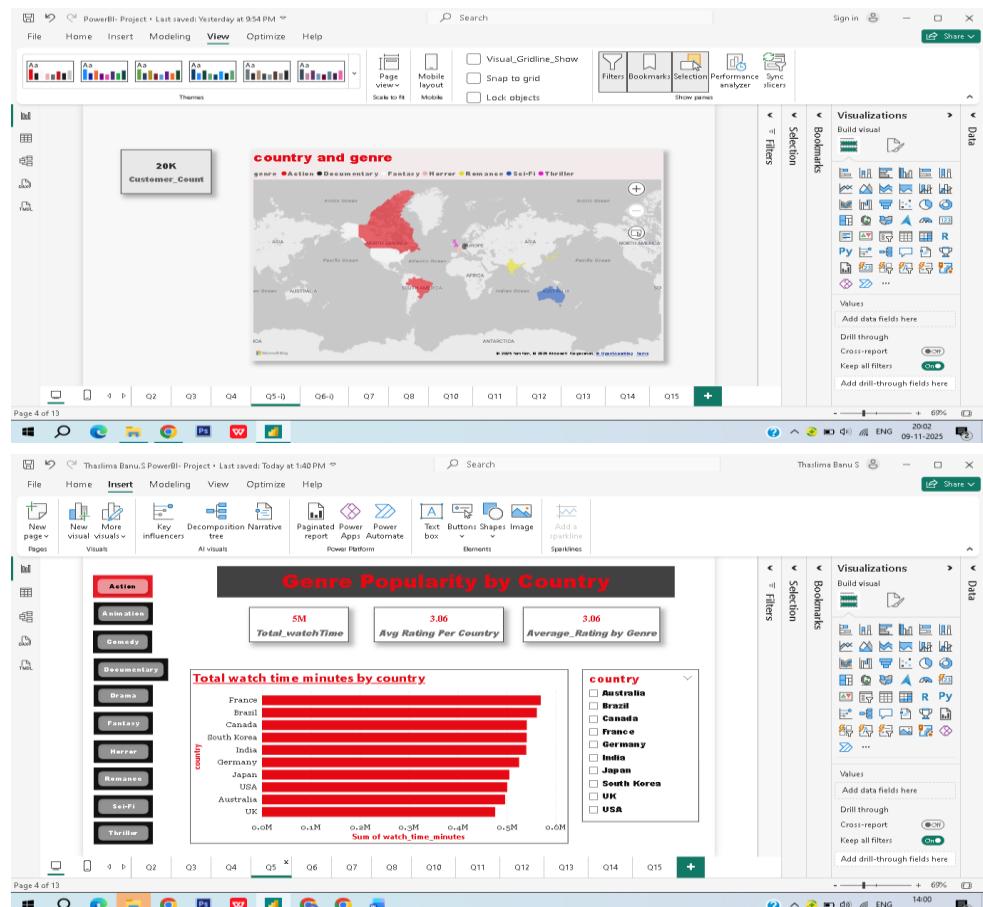
i) Identify the top 10 most-watched Netflix shows or movies based on total watch time.

ii)Compare watch time for Movies vs. TV Shows.
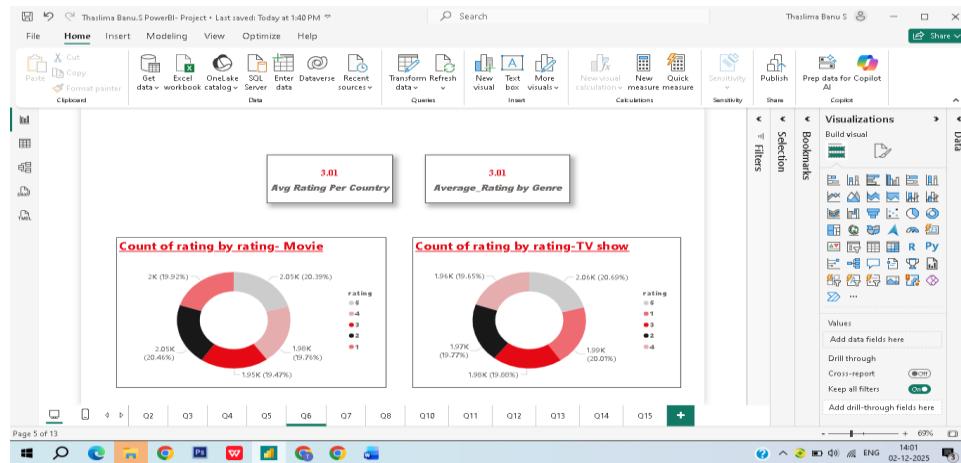
5. Genre Popularity by Country:

i)**ACTION** is the most popular genre per country based on the total number of viewers

ii) Visualize the trend in a world map chart.

6. Customer Ratings Distribution:

i)   Analyze the distribution of user ratings (1-5 stars) for Netflix content.
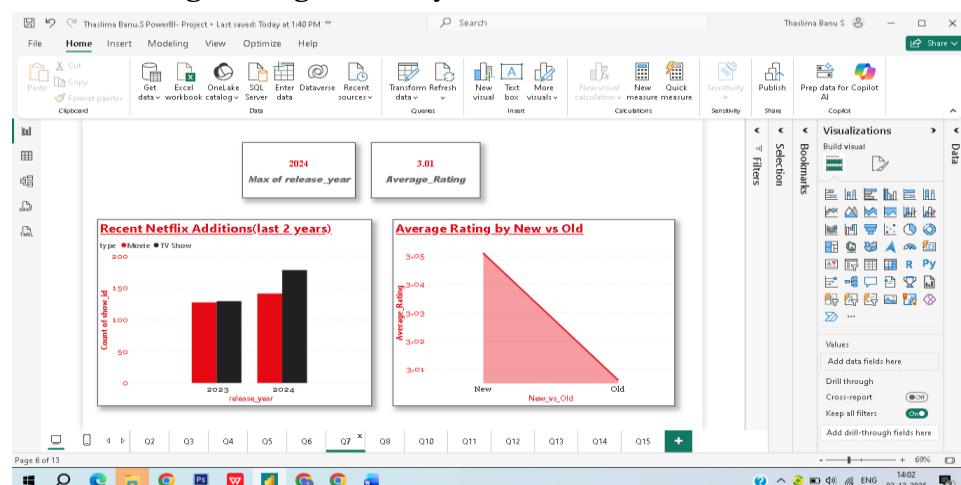
ii)   Find the average rating per genre and per country.

Average Rating Per Genre – 3.01

Average Rating Per Country – 3.01

7. Trending Content Analysis:
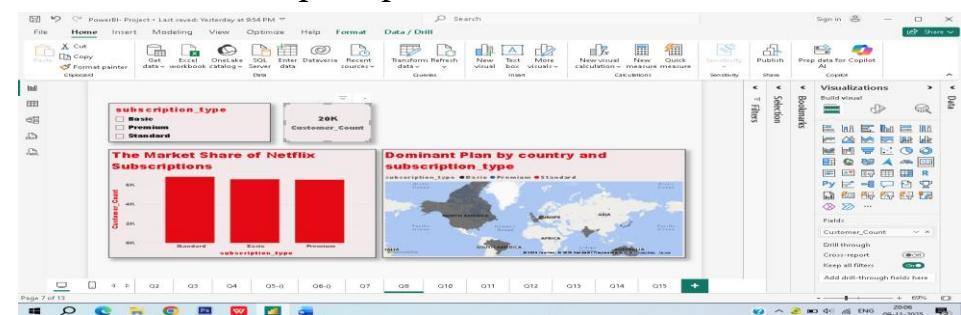
i) Identify shows or movies with the most recent additions (last 2 years).

ii)Compare the average ratings of newly added vs. older content.
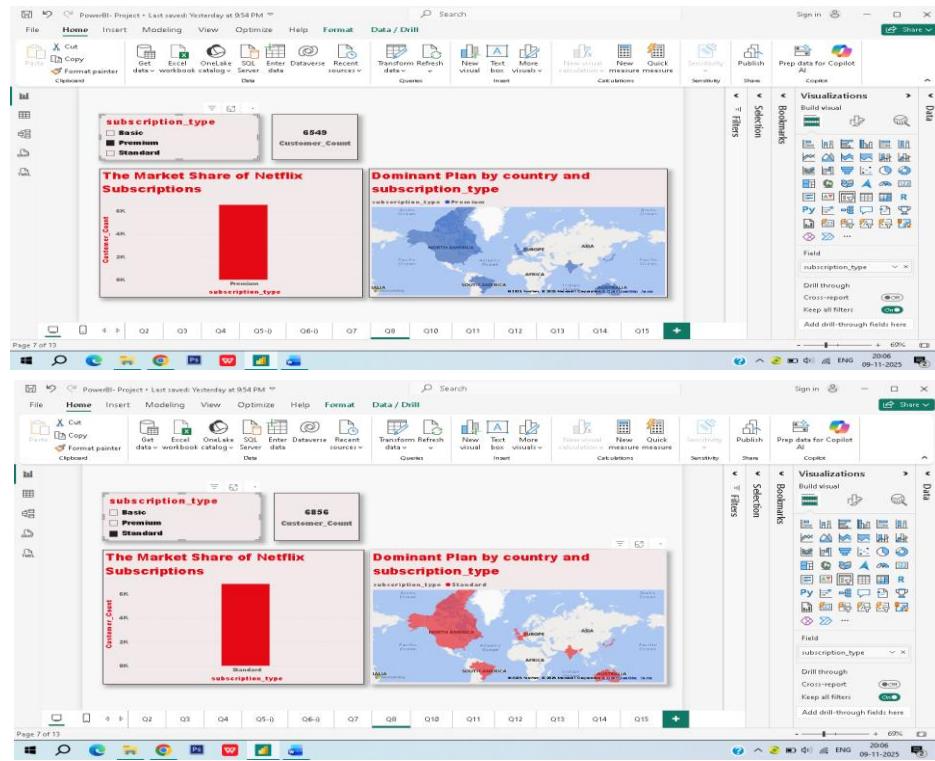
Market Insights & Revenue Analysis

8. Subscription Market Share Analysis:

i)   Show the market share of Netflix subscriptions (Basic, Standard, Premium).

ii)   **Standard** Subscription plan dominates in different countries.
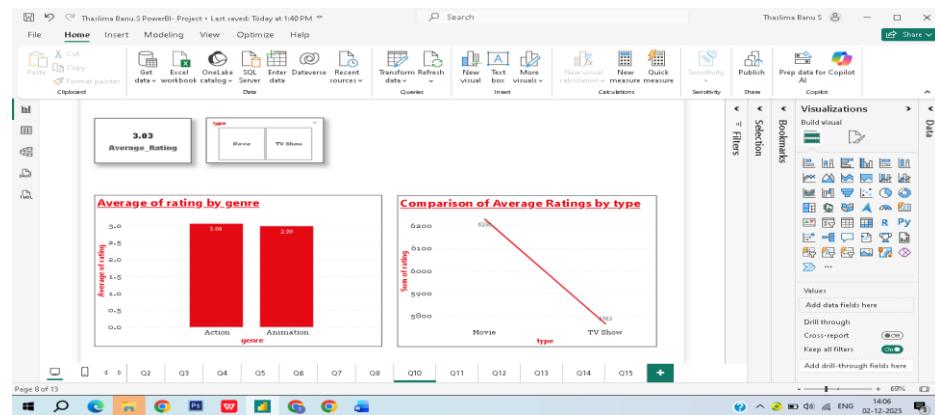
10. High-Rated vs. Low-Rated Content:

 i)Identify which genres get the highest and lowest ratings.

Highest Rating - **ACTION**

Lowest Ratings- **ANIMATION**
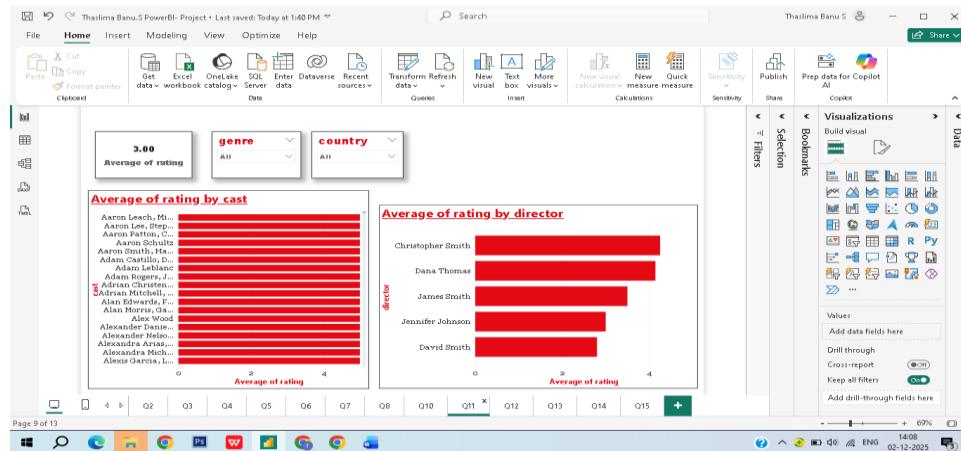
ii)Compare the ratings of TV Shows vs. Movies.


Business Decision-Making Scenarios
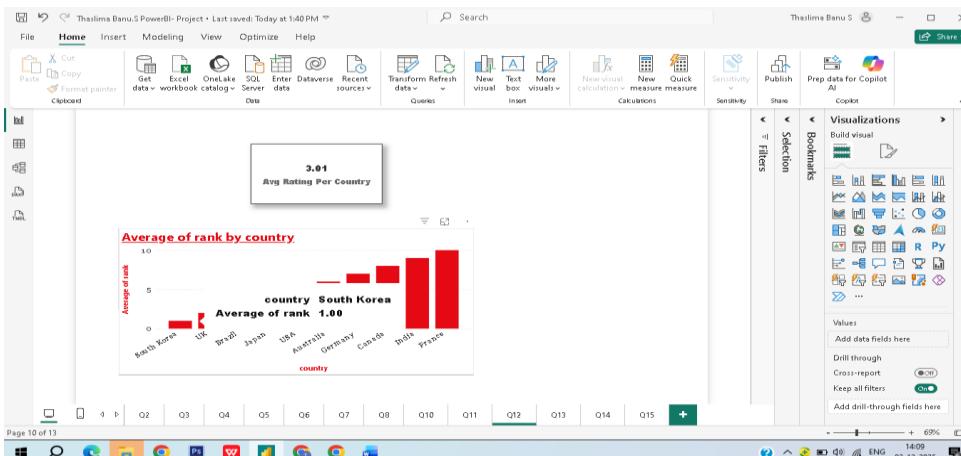
## 11. Director & Cast Influence on Ratings:

i) Analyze if movies from popular directors or casts receive higher ratings.

ii) Find the top 5 highest-rated directors based on average user ratings

12. Content Localization Strategy:

i) Identify countries where Netflix is underperforming in terms of engagement and ratings. – **SOUTH KOREA**
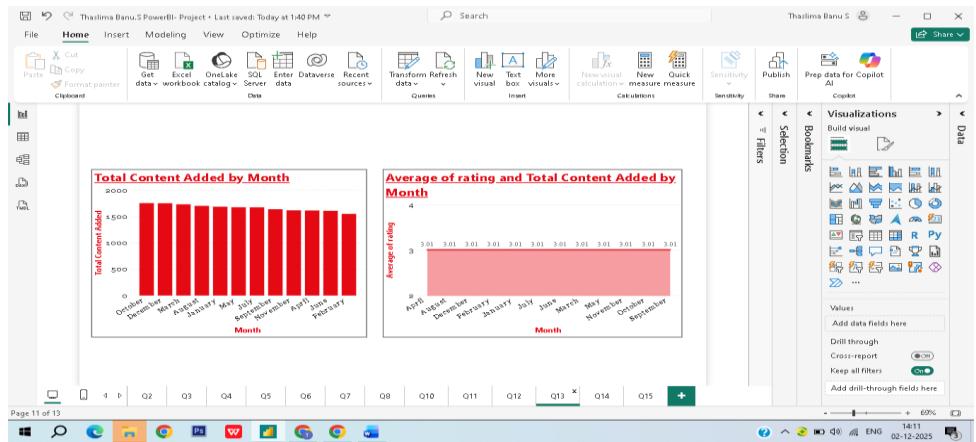
ii)Suggest content strategies to improve engagement in those regions.
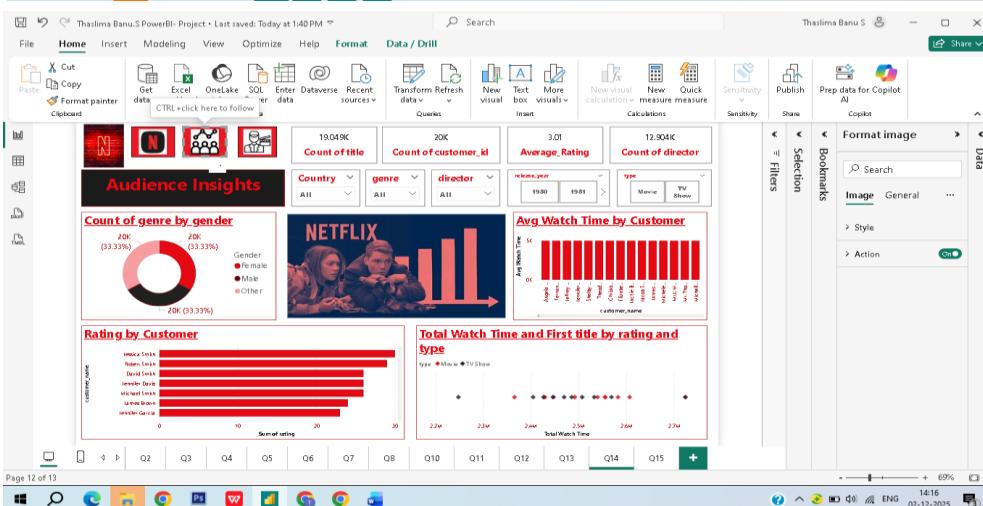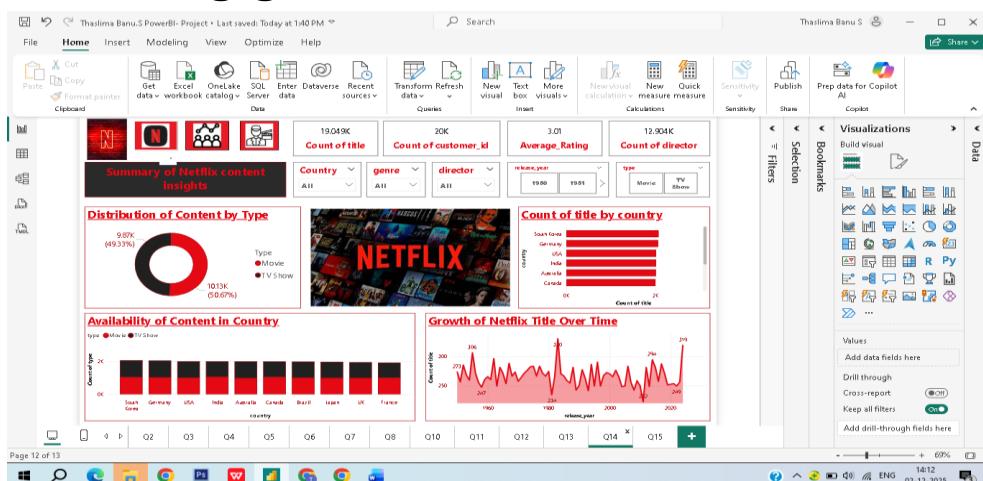
The Regions with less engagement and lower ratings require improved localization, by increasing its output of local-language originals , teaming with regional creators, and paying more attention to genres locally appreciated, Netflix could see improved performance in those regions. Netflix can also consider availability of lower price tiers for trail subscriber related interest and timing theatrical releases during regional holidays could further increase compression engagement and user satisfaction.
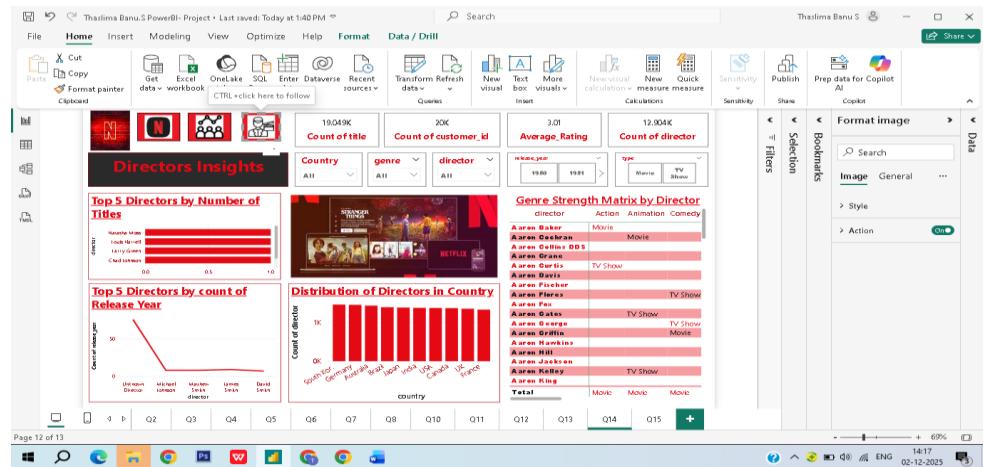
13. Best Time to Release New Content:

i)Analyze which month Netflix adds the most content.

ii)Compare user ratings of content added in different months to determine best release periods.
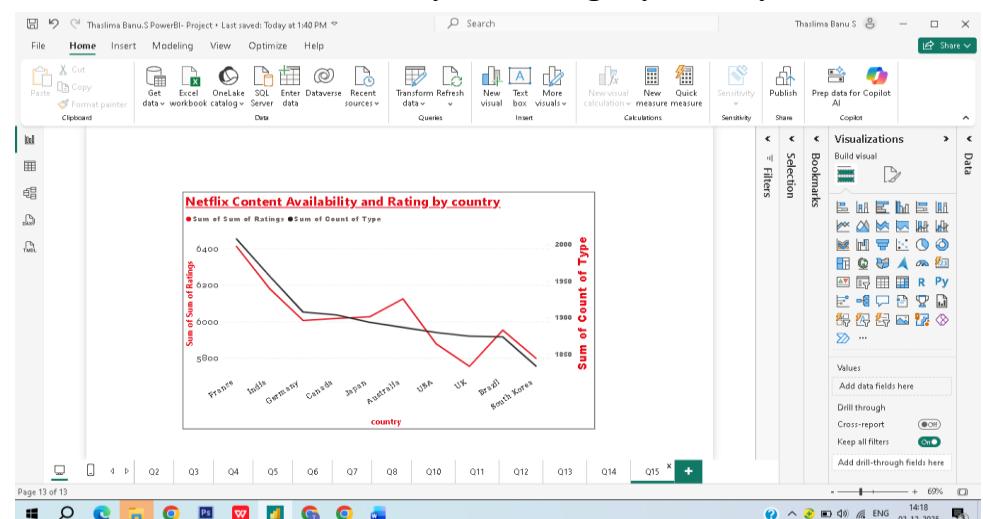
14. Customer Engagement Dashboard:

15. Competitor Benchmarking Simulation:

i)Compare Netflix's content availability and ratings by country.

ii) If Netflix had a competitor with different content strategies, what improvements should Netflix make based on user preferences?

If Netflix were to get some competition, it should focus on popular genres like Action and Animation and produce more regional content to attract local audiences. It will promote Premium plans by offering discounts to increase interaction and schedule big releases during high viewership months like October and December. Improvement in the recommendation system would also retain subscribers and increase watch time.