

AN POWERBI PROJECT REPORT

Netflix Analysis

Project work done by
Thaslima Banu. S

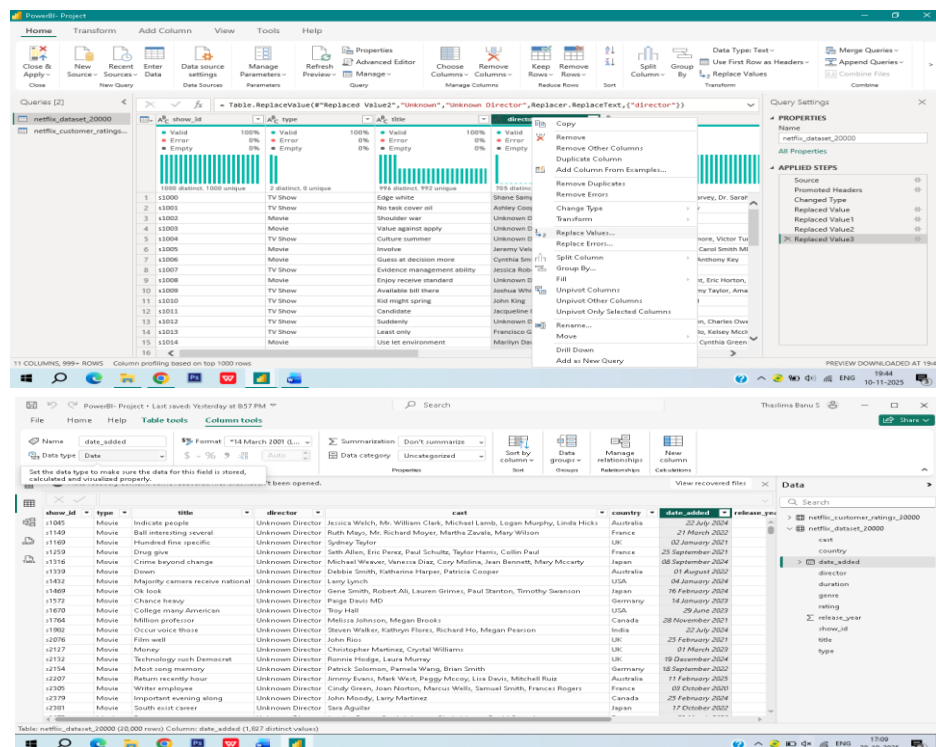
Data Analysis

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")`

PowerBI - Project - Last saved: Today at 7:38 PM

File Home Help Table tools Column tools

Name: Age_group Format: Text

Date type: Text

Structure: Formatting

Summarization: Don't summarize

Data category: Uncategorized

Sort by: column

Sort

Data groups

Manage relationships

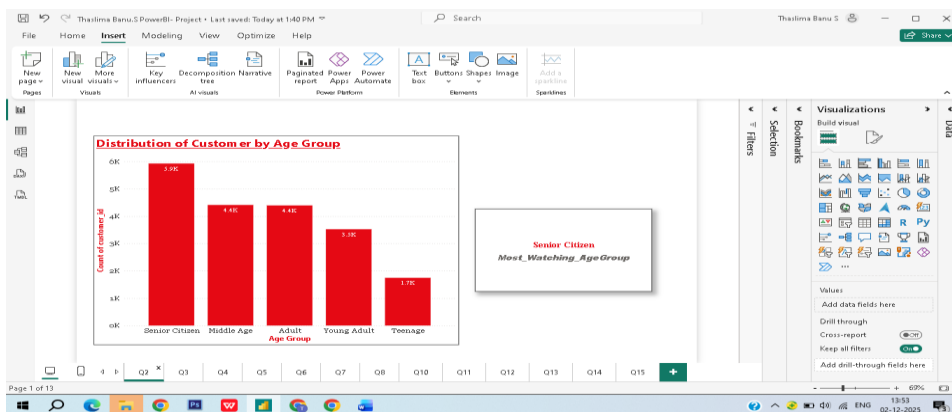
New column

Calculations

Table: netflix_customer_ratings_20000 (20,000 rows) Column: Age_group (5 distinct values)

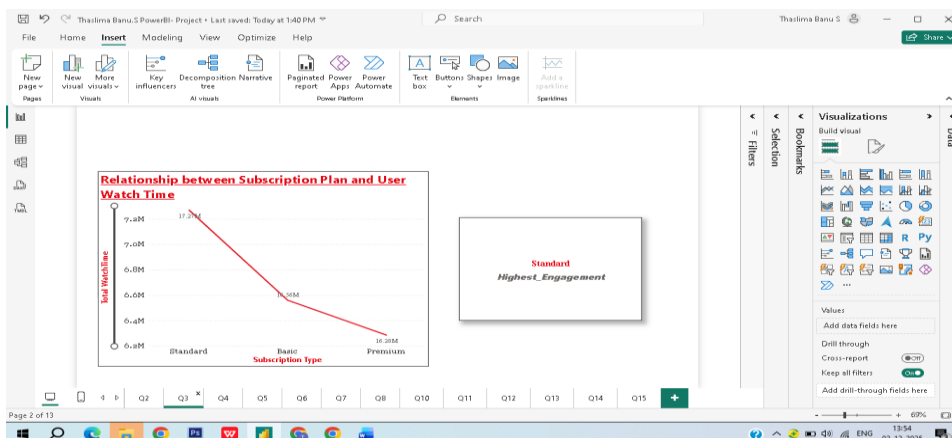
customer_id	show_id	customer_name	age	gender	country	subscription_type	watch_time_minutes	rating	Age_group
c5008	s17930	Mrs. Angela Ochoa	36	Other	Brazil	Standard	3789	3	Adult
c5042	s15186	Karen Brady	72	Other	UK	Standard	3943	3	Senior Citizen
c5057	s15366	Byron Clark	63	Other	Japan	Standard	52	3	Senior Citizen
c5080	s17103	Stephan Owens	36	Other	Germany	Standard	567	3	Adult
c5112	s17472	Cory Acosta	78	Other	France	Standard	2710	3	Senior Citizen
c5132	s16622	Cassie Torres	26	Other	USA	Standard	613	3	Young Adult
c5187	s4110	Ralph Young	24	Other	India	Standard	3046	3	Young Adult
c5244	s18606	Shawn Hill	33	Other	Canada	Standard	713	3	Adult
c5258	s11032	Dr. Brandon Gonzalez DDS	31	Other	Japan	Standard	291	3	Adult
c5289	s19089	William Carson	31	Other	South Korea	Standard	783	3	Adult
c5331	s15669	Lisa Perry	28	Other	South Korea	Standard	2210	3	Young Adult
c5335	s14480	Angela Taylor	48	Other	Brazil	Standard	2891	3	Middle Age
c5344	s11007	Heather Landry	48	Other	UK	Standard	4704	3	Middle Age
c5371	s18036	Agnel Dunn	22	Other	Brazil	Standard	3135	3	Young Adult
c5395	s17951	Joshua Jackson	37	Other	South Korea	Standard	3749	3	Adult
c5414	s112957	Kevin Alvarez	75	Other	Brazil	Standard	2040	3	Senior Citizen
c5468	s17978	Kath Anderson	66	Other	USA	Standard	4757	3	Senior Citizen
c5511	s19446	Lawrence Peterson	37	Other	France	Standard	4080	3	Adult
c5537	s13640	Rebekah Beaudette	27	Other	Japan	Standard	84	3	Young Adult

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.



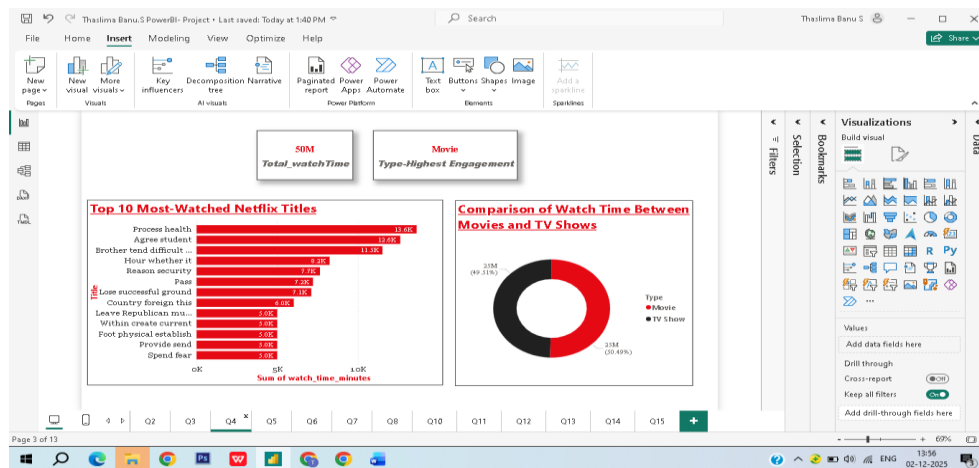
ii) **STANDARD** subscription tier has the highest engagement.

Descriptive & Comparative Analysis

4. Top 10 Most Watched Shows/Movies:

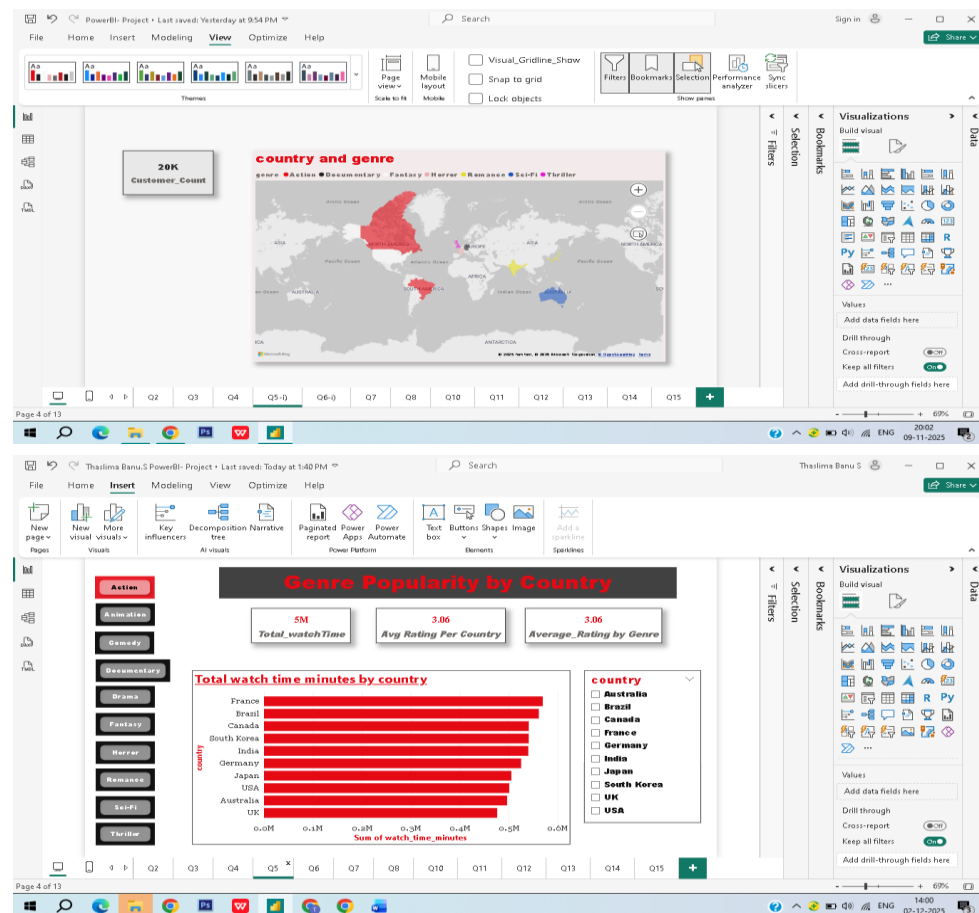
i) Identify the top 10 most-watched Netflix shows or movies based on total watch time.

ii) Compare watch time for Movies vs. TV Shows.



5. Genre Popularity by Country:

- ACTION** is the most popular genre per country based on the total number of viewers
- Visualize the trend in a world map chart.



6. Customer Ratings Distribution:

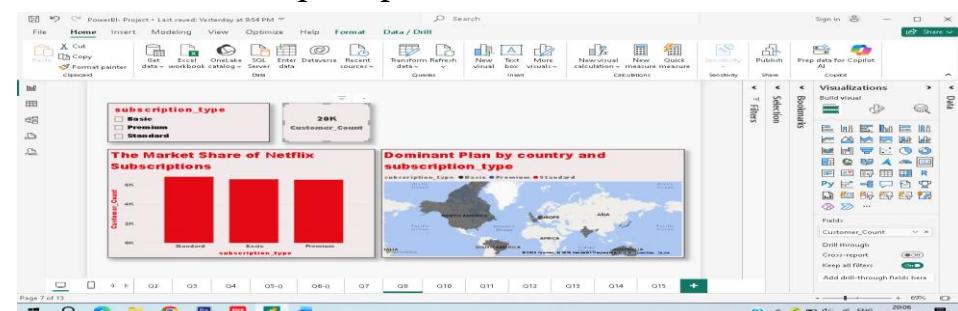
- Analyze the distribution of user ratings (1-5 stars) for Netflix content.

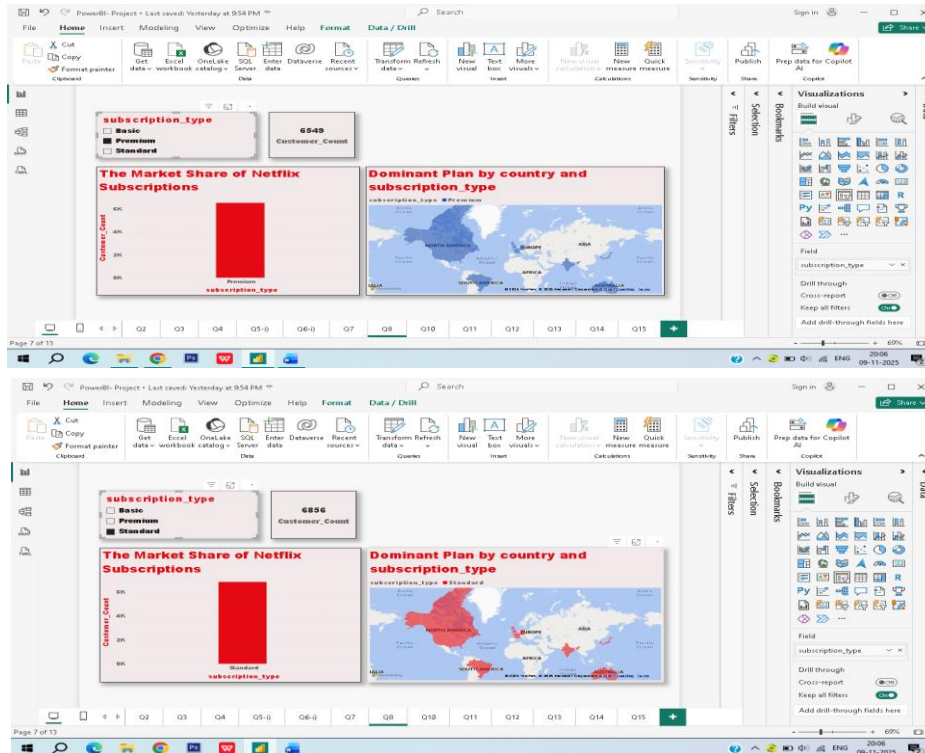


- i) Identify shows or movies with the most recent additions (last 2 years).
- ii) Compare the average ratings of newly added vs. older content.



- i) Show the market share of Netflix subscriptions (Basic, Standard, Premium).
- ii) **Standard** Subscription plan dominates in different countries.





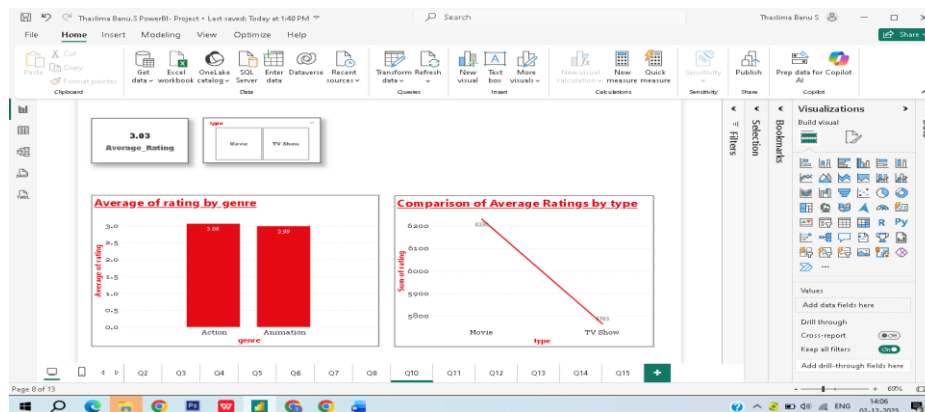
10. High-Rated vs. Low-Rated Content:

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.

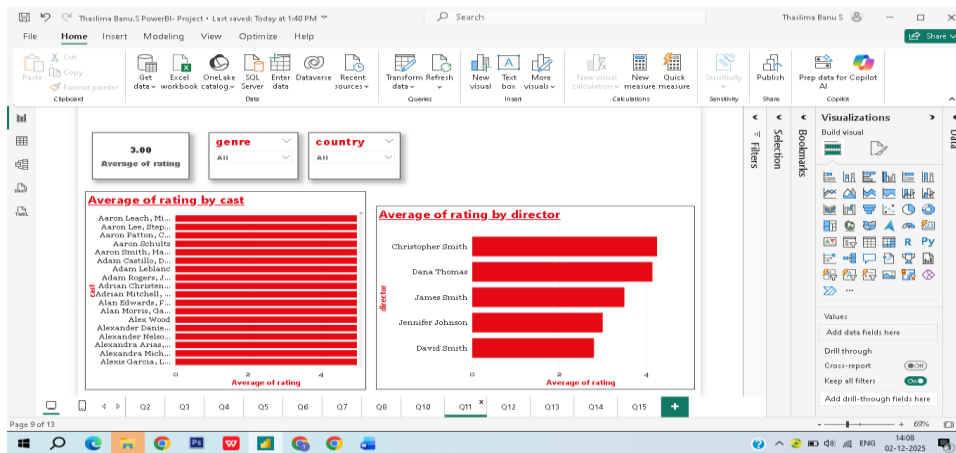


Business Decision-Making Scenarios

11. Director & Cast Influence on Ratings:

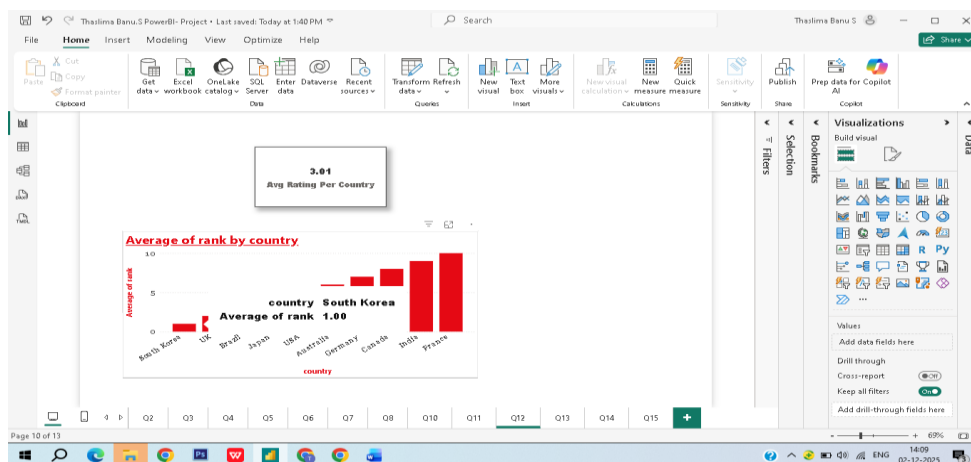
i) Analyze if movies from popular directors or casts receive higher ratings.

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**



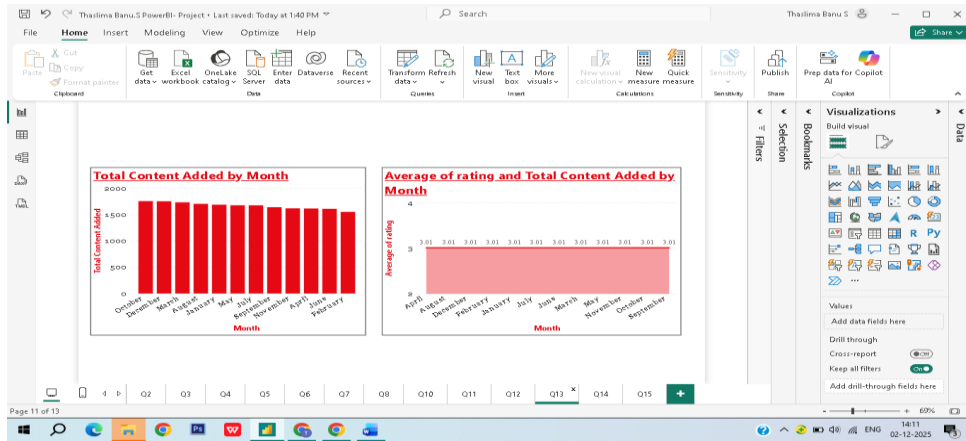
ii) Suggest content strategies to improve engagement in those regions.

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 trial subscriber related interest and timing theatrical releases during regional holidays could further increase compression engagement and user satisfaction.

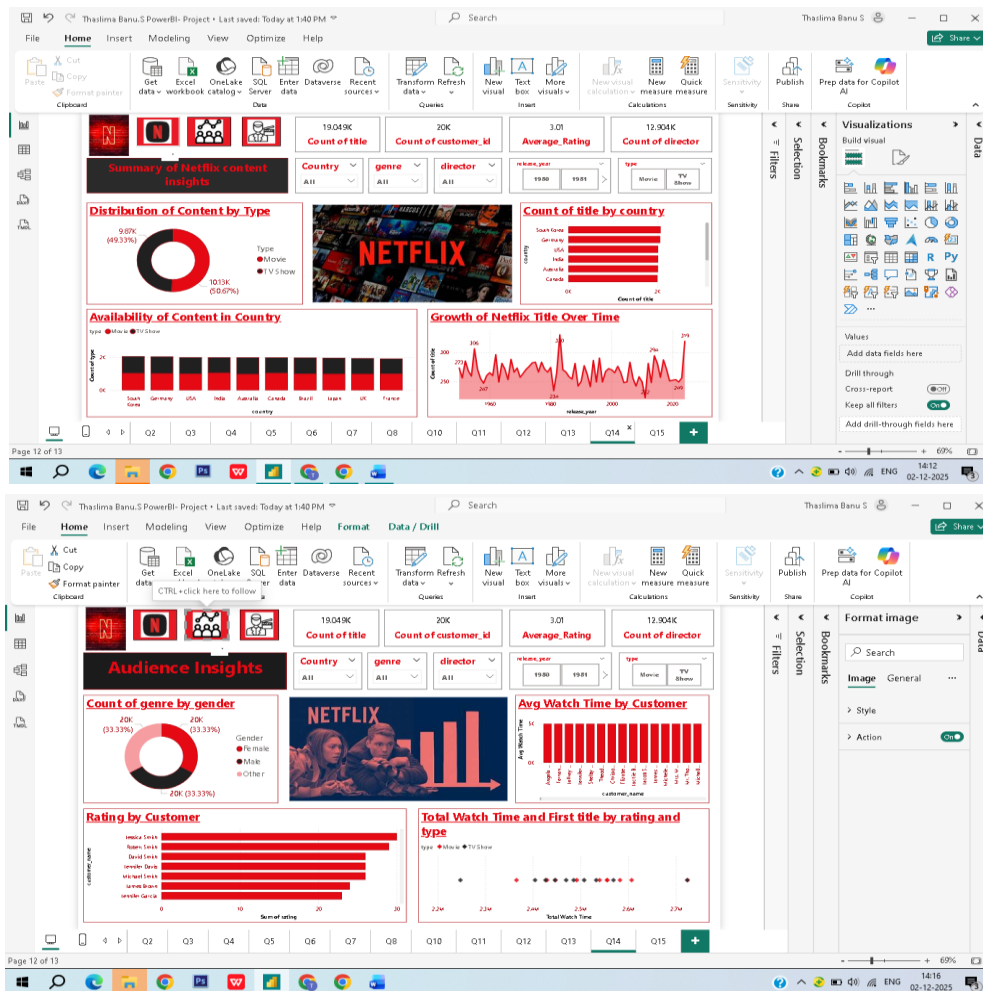
13. Best Time to Release New Content:

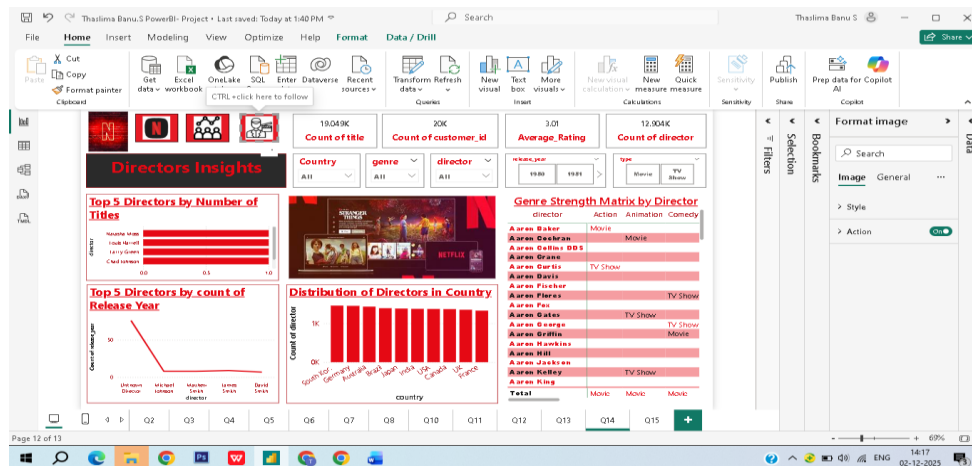
i) Analyze which month Netflix adds the most content.

ii) Compare user ratings of content added in different months to determine best release periods.



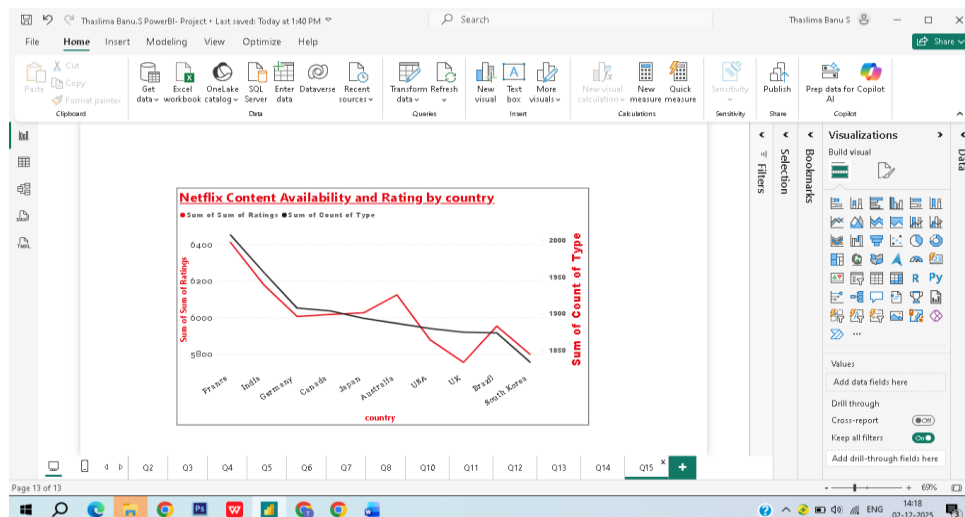
14. Customer Engagement Dashboard:





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.