



NETFLIX

ANALYSIS PROJECT USING EXCEL

Presented by:

Vidhi Saxena



INTRODUCTION

Netflix has become one of the world's leading entertainment platforms, offering a vast collection of movies and TV shows to its millions of subscribers globally. As the platform continues to expand, understanding the types of content that perform well, the factors that drive viewer engagement, and the collaborations that shape popular titles becomes essential.

In this report, we delve into an analysis of a dataset containing 5,806 titles and 77,214 actors and directors. By analyzing key metrics such as IMDb scores, runtime, genres, and actor-director collaborations, we aim to uncover important trends that influence content success on platforms like Netflix. This data-driven analysis will provide valuable insights for producers, directors, and streaming platforms into what makes content successful.

OBJECTIVE

The objective of this analysis is to gain insights into the movie and TV show industry by exploring factors such as:

- Popular genres
- IMDb scores and votes
- Runtime analysis
- Actor-director collaborations
- Yearly trends in the entertainment industry

This analysis will help stakeholders understand the content landscape and identify key patterns and trends in the production and performance of movies and TV shows.

METHODOLOGY

To perform this analysis, we followed a systematic approach:

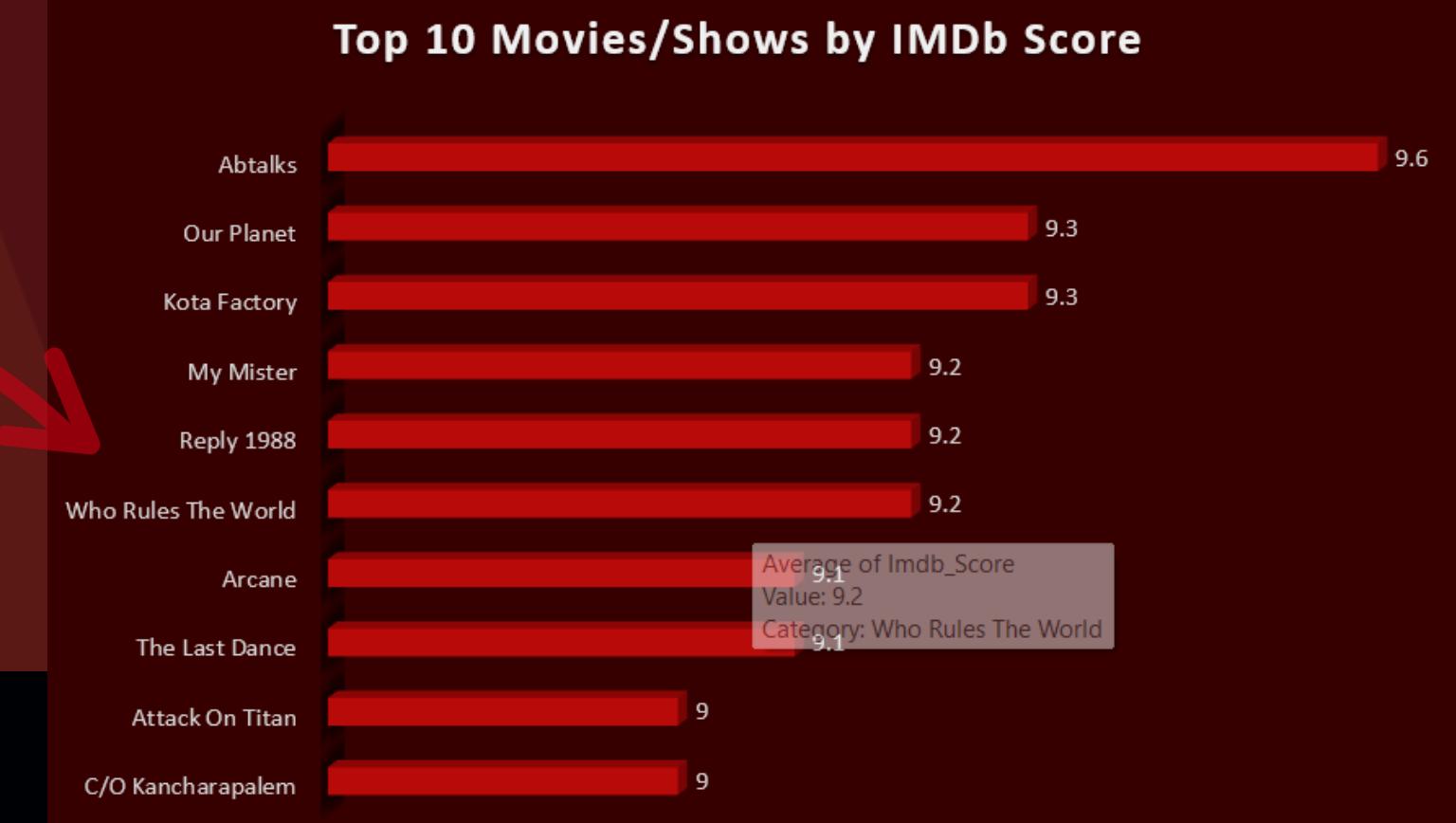
- 1. Data Collection:** We used two datasets: `raw_titles` (for movie and show details) and `raw_credits` (for actors and directors).
- 2. Data Cleaning:** We handled missing or inconsistent values, ensuring the datasets were prepared for analysis.
- 3. Data Transformation:** Using Power Query Editor, we categorized and structured the data (e.g., release year, runtime, genre).
- 4. Analysis and Visualizations:** We created measures using Power Pivot, pivot tables, and slicers to explore trends. Charts and dashboards were built to provide interactive visual insights.

ANALYSIS QUESTIONS

1. What are the top 10 movies/shows with an IMDb score?
2. Which genres are most prevalent in the dataset?
3. What is the distribution of movies and shows by release year?
4. How does the IMDb score vary by genre?
5. Which actors have appeared in the most titles?
6. What is the average runtime of movies/shows by genre?
7. How many titles have been released in each country?
8. How many total movies and TV shows are there?

WHAT ARE THE TOP 10 MOVIES/SHOWS WITH AN IMDB SCORE?

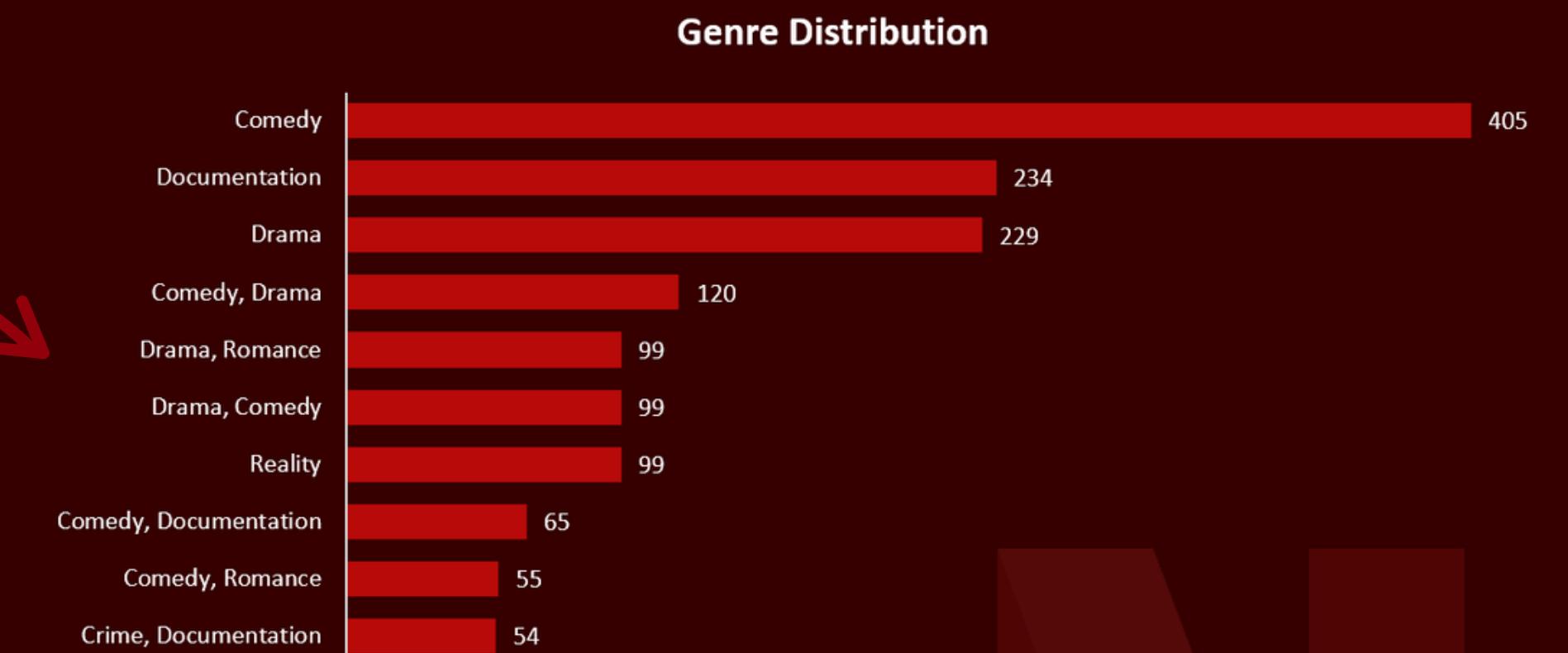
Top 10 Movies/Shows		Average of Imdb_Score
C/O Kancharapalem	9	
Attack On Titan	9	
The Last Dance	9.1	
Arcane	9.1	
Who Rules The World	9.2	
Reply 1988	9.2	
My Mister	9.2	
Kota Factory	9.3	
Our Planet	9.3	
Abtalks	9.6	
Grand Total	9.2	



WHICH GENRES ARE MOST PREVALENT IN THE DATASET?

2. Top 10 genres that are most prevalent

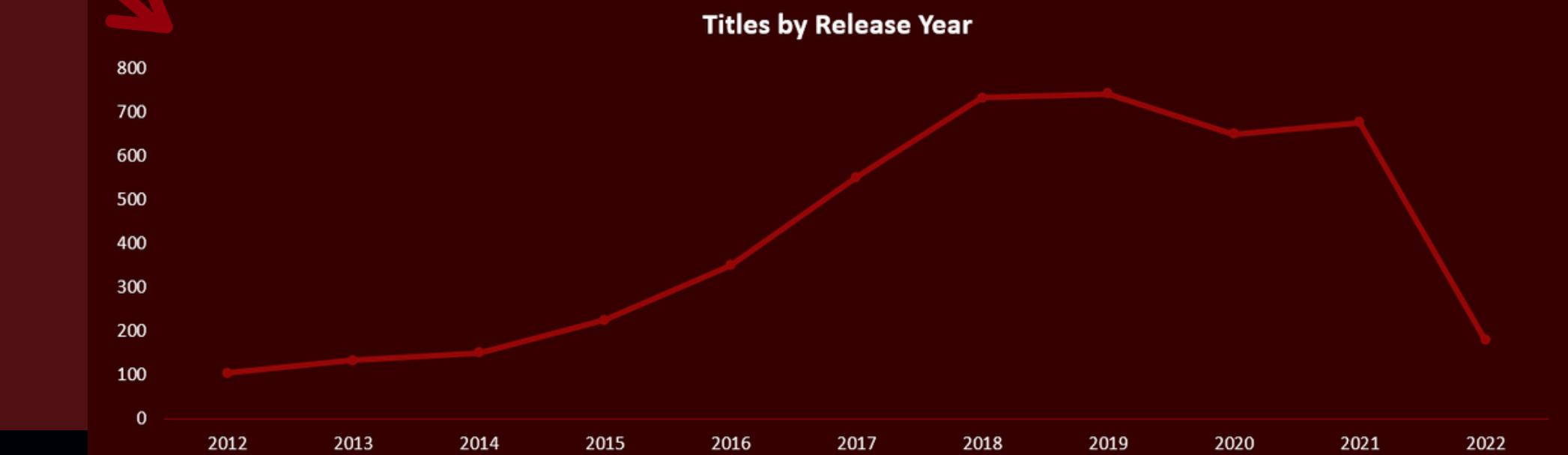
Top 10 Genres	Count of Title
Crime, Documentation	54
Comedy, Romance	55
Comedy, Documentation	65
Reality	99
Drama, Comedy	99
Drama, Romance	99
Comedy, Drama	120
Drama	229
Documentation	234
Comedy	405
Grand Total	1459



WHAT IS THE DISTRIBUTION OF MOVIES AND SHOWS BY RELEASE YEAR?

3. What is the distribution of movies and shows from past 10 Years?

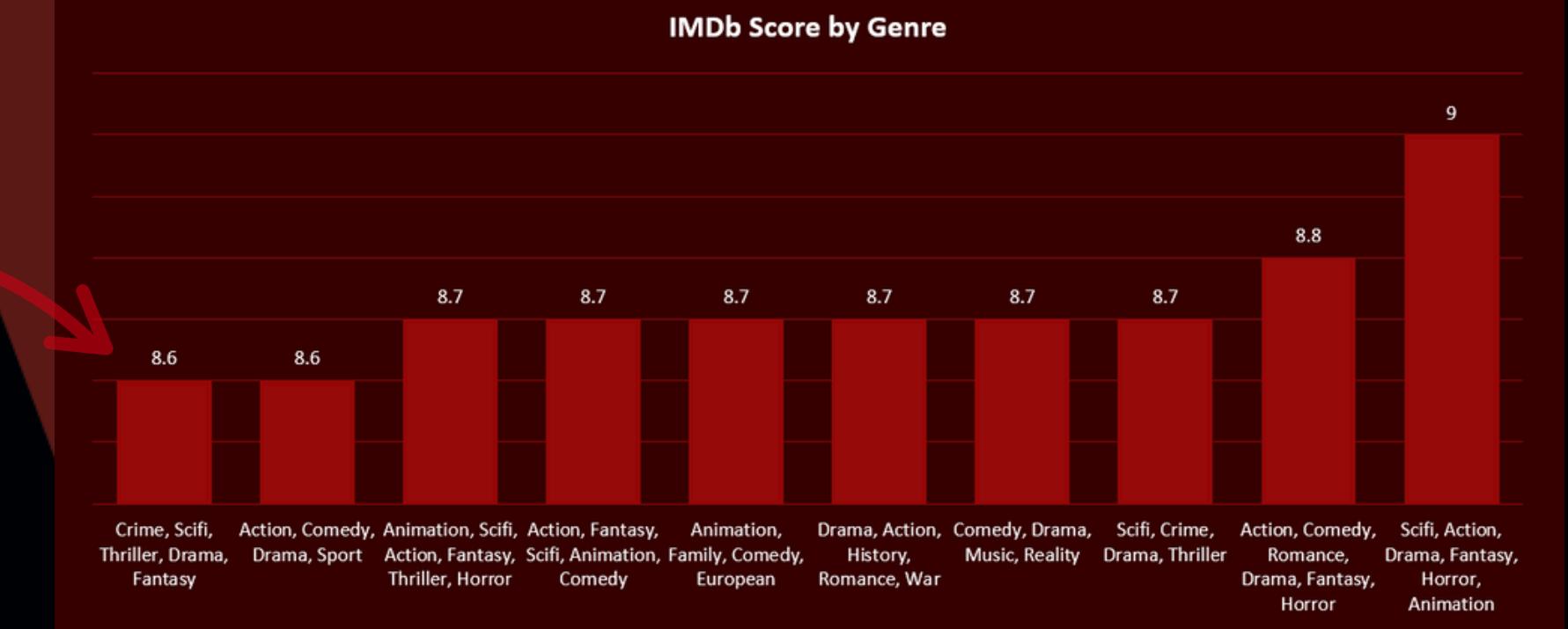
Past 10 Years	Count of Title
2012	105
2013	133
2014	150
2015	226
2016	351
2017	552
2018	733
2019	742
2020	651
2021	677
2022	180
Grand Total	4500



HOW DOES THE IMDB SCORE VARY BY GENRE?

4. How does the IMDb score vary by top 10 genre?

Top 10 Genres	Average of Imdb_Score
Crime, Scifi, Thriller, Drama, Fantasy	8.6
Action, Comedy, Drama, Sport	8.6
Animation, Scifi, Action, Fantasy, Thriller, Horror	8.7
Action, Fantasy, Scifi, Animation, Comedy	8.7
Animation, Family, Comedy, European	8.7
Drama, Action, History, Romance, War	8.7
Comedy, Drama, Music, Reality	8.7
Scifi, Crime, Drama, Thriller	8.7
Action, Comedy, Romance, Drama, Fantasy, Horror	8.8
Scifi, Action, Drama, Fantasy, Horror, Animation	9
Grand Total	8.72



WHICH ACTORS HAVE APPEARED IN THE MOST TITLES?

5. Top 10 actors who have appeared in the most titles

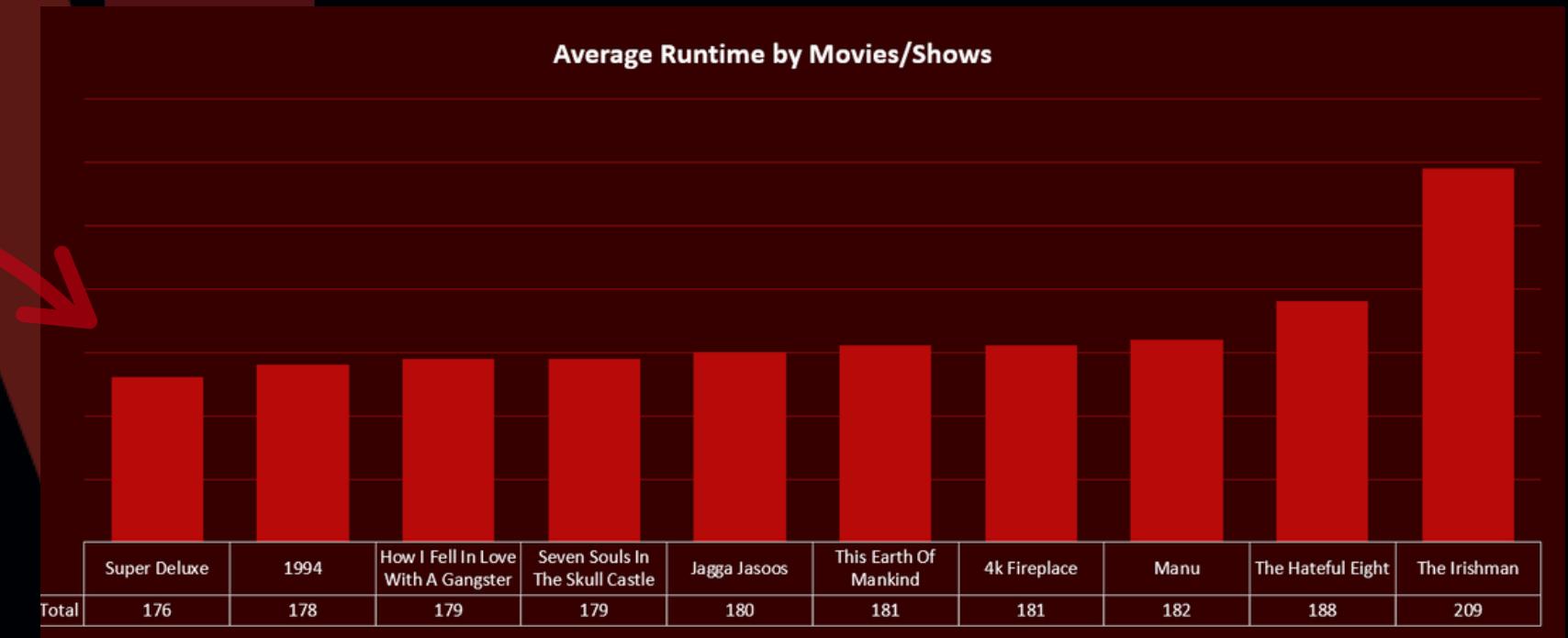
Count of Title	Column Labels	Actor	Grand Total
Top 10 Actors	Actor		
David Attenborough	3	3	
Dibyendu Bhattacharya	3	3	
Ali Wong	3	3	
Blossom Chukwujekwu	3	3	
Chris D'Elia	3	3	
Djimo	3	3	
Jim Gaffigan	3	3	
Itzan Escamilla	3	3	
Bert Kreischer	4	4	
Iliza Shlesinger	5	5	
Grand Total	33	33	



WHAT IS THE AVERAGE RUNTIME OF MOVIES/SHOWS BY GENRE?

6. What is the average runtime of Top 10 movies/shows?

Row Labels	Average of runtime
Super Deluxe	176
1994	178
How I Fell In Love With A Gangster	179
Seven Souls In The Skull Castle	179
Jagga Jasoos	180
This Earth Of Mankind	181
4k Fireplace	181
Manu	182
The Hateful Eight	188
The Irishman	209
Grand Total	183.3



HOW MANY TITLES HAVE BEEN RELEASED IN EACH COUNTRY?

Row Labels	Count of Title
United States of America	1533
India	399
Japan	192
Korea	175
Britain	173
No information	158
Spain	151
France	105
Mexico	85
Brazil	81
Grand Total	3052



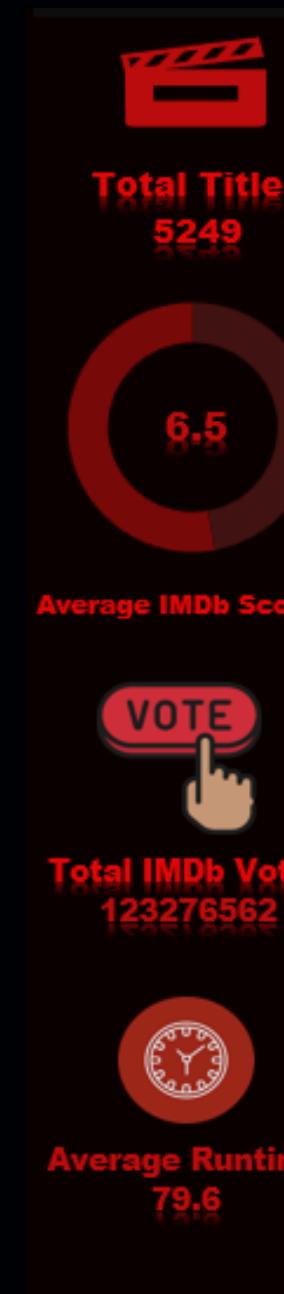
HOW MANY TOTAL MOVIES AND TV SHOWS ARE THERE?

How many total movies and TV shows are there?

Row Labels	Count of Title
Movie	2812
Show	1688
Grand Total	4500



MEASURES



THE TOTAL NUMBER OF MOVIES/SHOWS IN THE DATASET.

TOTAL TITLES = COUNTROWS(TITLES_CLEANED)

THE AVERAGE IMDB SCORE FOR ALL TITLES.

AVERAGE IMDB SCORE=AVERAGE('NETFLIX DATA'[IMDB_SCORE])

THE SUM OF ALL IMDB VOTES FOR TITLES.

TOTAL IMDB VOTES =SUM(TITLES_CLEANED[IMDB_VOTES])

THE AVERAGE RUNTIME OF MOVIES AND SHOWS.

AVERAGE RUNTIME=AVERAGE(TITLES_CLEANED[RUNTIME])



RAW DATASET

ID	Title	Type	Release_Year	Age_Certification	runtime	Seasons	Imdb_Score	Imdb_Votes	Country Code	Genre	Country
tm257629	Followfriday	Movie	2016	Others	90	0	2.7	382	US	Thriller	United States of America
tm286268	Rucker50	Movie	2016	Others	56	0	5.2	117	US	Documentation	United States of America
tm320206	Realityhigh	Movie	2017	Others	99	0	5.2	6283	US	Comedy, Drama	United States of America
tm371188	Friendbutmarried	Movie	2018	Others	102	0	6.9	695	ID	Romance, Crime	Indonesia
tm820190	Alive	Movie	2020	Others	98	0	6.3	37199	KR	Thriller, Horror	Korea
tm817087	Annefrank. Paral	Movie	2019	Others	92	0	6.5	1503	IT	Drama, Documentary	Italy
tm846354	Friendbutmarried	Movie	2020	Others	104	0	6.9	300	ID	Drama, Comedy	Indonesia
tm84618	Taxi Driver	Movie	1976	R	113	0	8.3	795222	US	Crime, Drama	United States of America
tm127384	Monty Python Ar	Movie	1975	PG	91	0	8.2	530877	GB	Comedy, Fantasy	United Kingdom
tm70993	Life Of Brian	Movie	1979	R	94	0	8	392419	GB	Comedy	United Kingdom
ts21715	Thomas & Frienc	Show	1984	TV-Y	10	24	6.5	4948	GB	Family, Comedy	United Kingdom
tm145608	Awakenings	Movie	1990	PG-13	120	0	7.8	137549	US	Drama, European	United States of America
tm147829	Unspeakable Act	Movie	1990	Others	100	0	6	448	US	Drama	United States of America
tm57554	Saving Private Ry	Movie	1998	R	169	0	8.6	1346020	US	Drama, War	United States of America
tm192431	The Devil'S Own	Movie	1997	R	107	0	6.2	64625	US	Thriller, Drama	United States of America
tm56033	Croupier	Movie	1998	R	94	0	7	21382	FR, IE, GB, DE	Thriller	Europe France, Ireland, United Kingdom
tm190486	Teenage Mutant Movie	Movie	1993	PG	96	0	4.7	33128	HK, US	Fantasy, SciFi	Ac HongKong, United States
tm189773	Maya Memsaab	Movie	1993	PG-13	126	0	5.4	2177	IN	Romance, Drama	India
tm117873	Hum Aapke Hain	Movie	1994	Others	206	0	7.5	20986	IN	Romance, Crime	India
ts21511	My Little Pony: F	Show	2010	TV-Y7	22	9	7.6	20708	CA, US	SciFi, Animation	Canada, United States
tm116324	Jackass: The Mo	Movie	2002	R	88	0	6.6	92305	US	Action, Comedy	United States of America
tm28905	Beerfest	Movie	2006	R	110	0	6.2	67748	US	Comedy	United States of America

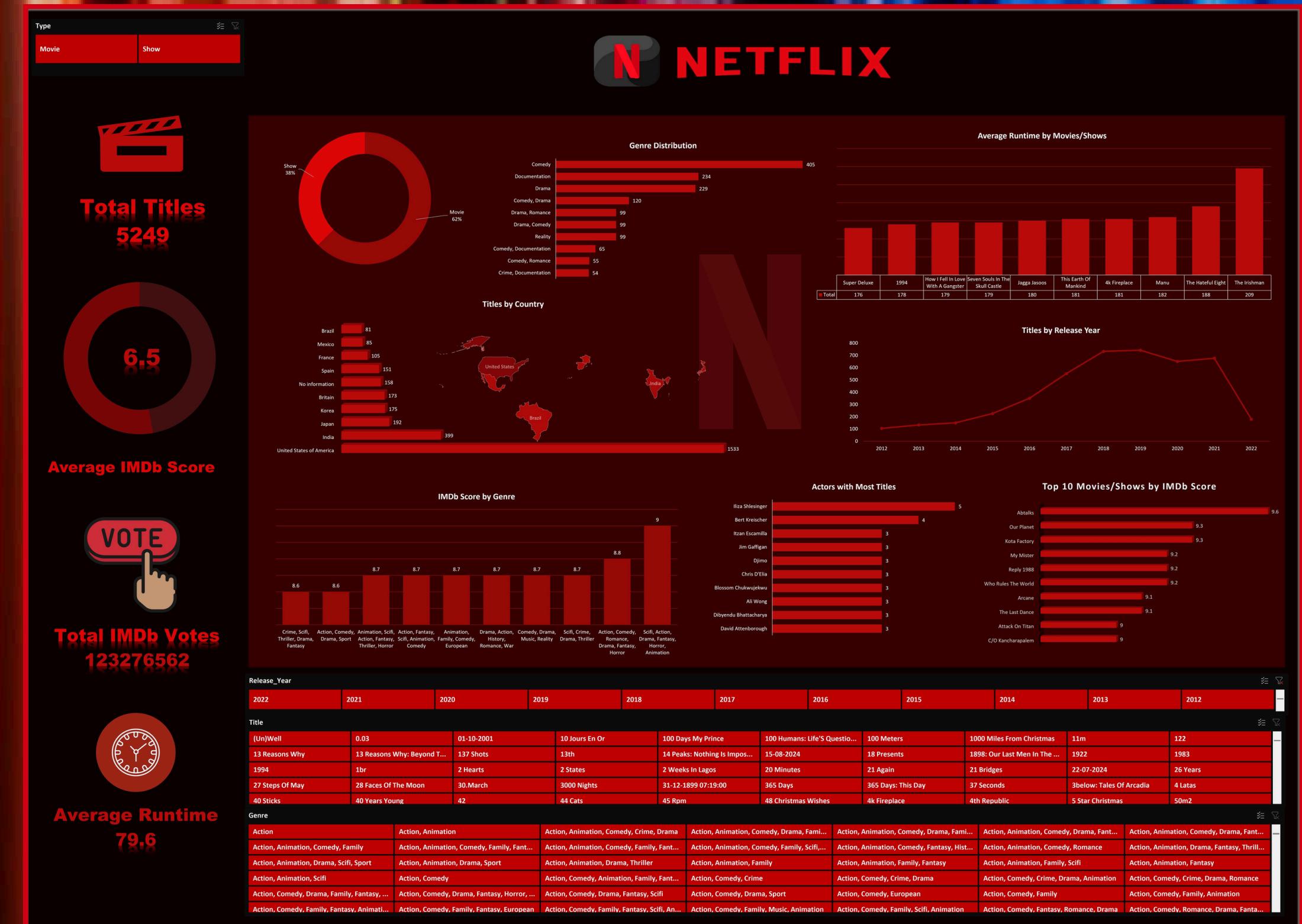
Person_id	ID	Name	Role	Character
509010	tm14491	Jackie	Actor	Self
271137	ts223454	Jason	Actor	N/A
105220	tm94651	Zeenat	Actor	Sheetal Sahni
124506	ts258415	Roni	Director	Director
70582	tm156453	Paul	Actor	Himself
1486008	tm843444	Nhu	Actor	Anh
223450	tm76557	Younes	Actor	Atef
191724	tm69997	Jennifer	Actor	Herself (uncredited)
14445	tm190788	Barton	Actor	Dr. Samuel Klein
20032	tm185072	Wilfrid	Actor	Colonel Hugh Pickering
105226	tm94651	Helen	Actor	Sylvia
4096	tm116324	Spike	Actor	Himself
27040	tm14873	Debralee	Actor	Ann Mary Deacon (uncredited)
7551	tm96649	James	Actor	Sam Starr
16493	tm44204	Michael	Actor	Weaver
22348	tm119281	Mabel	Actor	Bonnie's mother (uncredited)
14440	tm190788	Linda	Actor	Regan Teresa MacNeil
530033	tm135083	Hind	Actor	Hanuma

CLEANED DATASET

ID	Title	Type	Release_Year	Age_Certification	runtime	Seasons	Imdb_Score	Imdb_Votes	Country Code	Genre	Country	Person_id	Name	Role	Character
tm840224	Seth Meyers: Lc	Movie	2019	Others	61	0	7.4	2542	US	Comedy	United States of America	39517	Neal Brennan	Director	Director
tm233196	Jessica Darling'S Movie	Movie	2016	Others	79	0	5.5	973	US	Family	United States of America	120636	Ali Scher	Director	Director
tm245235	Ali Wong: Baby	Movie	2016	Others	60	0	7.5	6925	US	Comedy	United States of America	66544	Jay Karas	Director	Director
tm346943	Kodachrome	Movie	2017	Others	105	0	6.8	16482	US	Drama, Comedy	United States of America	116202	Mark Raso	Director	Director
tm458127	Human Nature	Movie	2019	Others	107	0	7.7	1541	US	Documentation	United States of America	52742	Adam Bolt	Director	Director
tm232954	Audrie & Daisy	Movie	2016	Others	95	0	7.2	6586	US	Documentation	United States of America	147323	Jon Shenk	Director	Director
tm38736	Too Young The I	Movie	1988	Others	100	0	6.7	494	US	Drama, War	United States of America	105250	Buzz Kulik	Director	Director
tm893816	Desperados	Movie	2020	Others	105	0	5.2	10030	US	Comedy, Rom	United States of America	738431	Lp	Director	Director
tm421335	Jim Jefferies: Th	Movie	2018	Others	70	0	7.3	3984	US	Comedy	United States of America	636756	Scott Zabelski	Director	Director
tm834664	Nikki Glaser: Ba	Movie	2019	Others	63	0	6.1	1629	US	Comedy	United States of America	55776	Nicholaus Goos	Director	Director
tm854669	Taylor Tomlinsc	Movie	2020	Others	61	0	7.4	3595	US	Comedy	United States of America	37676	Marcus Raboy	Director	Director
tm346390	Brad Paisley'S C	Movie	2017	Others	63	0	5.7	151	US	Comedy	United States of America	56729	Jay Chapman	Director	Director
tm7810	Nightmare In Cc	Movie	1991	Others	100	0	5.5	341	US	Drama, Crime	United States of America	209282	Royer Young	Director	Director
tm324806	Counterpunch	Movie	2017	Others	91	0	6.7	903	US	Documentation	United States of America	194682	Jay Bulger	Director	Director
tm426202	Demetri Martin	Movie	2018	Others	56	0	7.2	1697	US	Comedy	United States of America	66544	Jay Karas	Director	Director
tm132524	I Am Michael	Movie	2015	Others	98	0	5.6	5495	US	Drama, Rom	United States of America	236603	Justin Kelly	Director	Director
tm838765	A Christmas Pri	Movie	2019	Others	84	0	5.3	6704	US	Romance, Famil	United States of America	67115	John Schultz	Director	Director
tm1080114	Hostage House	Movie	2021	Others	90	0	3.9	826	US	Thriller	United States of America	1558	David Benullo	Director	Director
tm845117	Tiffany Haddish	Movie	2019	Others	55	0	6.2	956	US	Comedy	United States of America	64957	Linda Mendoza	Director	Director
tm857399	Marc Maron: Er	Movie	2020	Others	71	0	6.8	1906	US	Comedy, Docu	United States of America	24284	Lynn Shelton	Director	Director
tm279585	Deidra & Laney	Movie	2017	Others	92	0	6	1887	US	Drama, Comedy	United States of America	214440	Sydney Freeland	Director	Director
tm419733	My Teacher, My Movie	Movie	2018	Others	105	0	4.4	2289	US	Thriller, Drama	United States of America	253307	Damiñn Romay	Director	Director
tm246056	Garfunkel And	Movie	2016	Others	62	0	7.3	899	US	Comedy, Music	United States of America	32731	Riki Lindhome	Director	Director



DASHBOARD



Conclusion

This project provided a comprehensive overview of trends in movies and TV shows, focusing on factors like IMDb scores, genres, and collaborations. The analysis revealed that while certain genres consistently perform well, there are clear differences in the popularity and critical reception of various types of content. Actor-director collaborations appear to be common in the industry, often contributing to highly-rated titles. This analysis offers valuable insights for content creators, producers, and entertainment industry professionals.



THANK YOU

