Netflix Movies & TV Shows: Data Insights from Power BI

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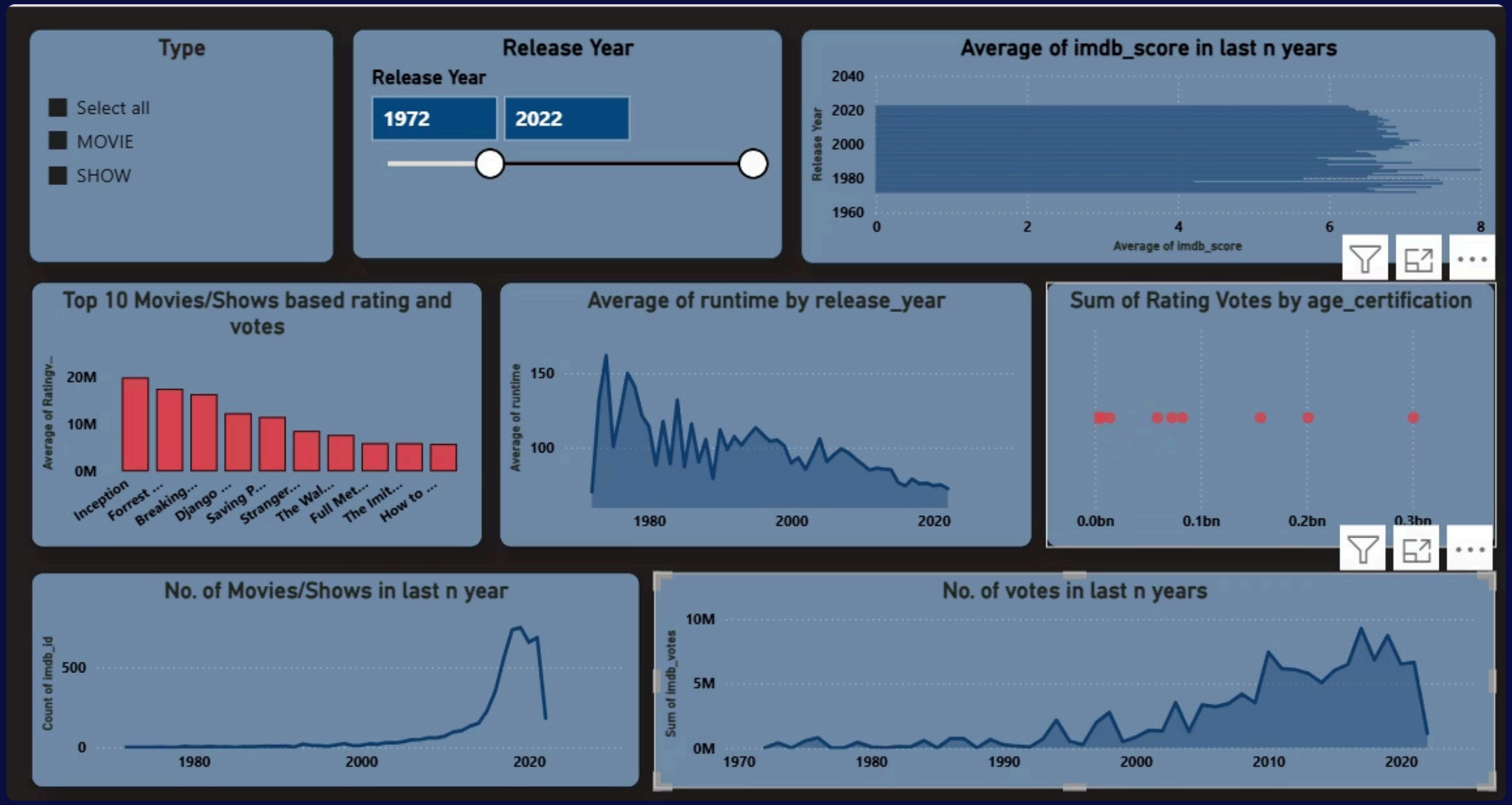
Dataset Objective:

To explore, clean, and understand the Netflix dataset by analyzing key fields such as movie type, release year, IMDb scores, runtime, and certifications.

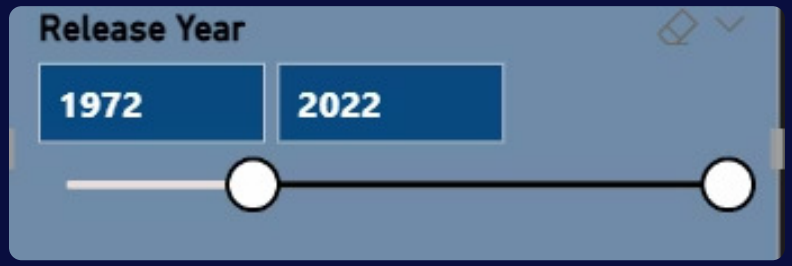
Dataset Link:

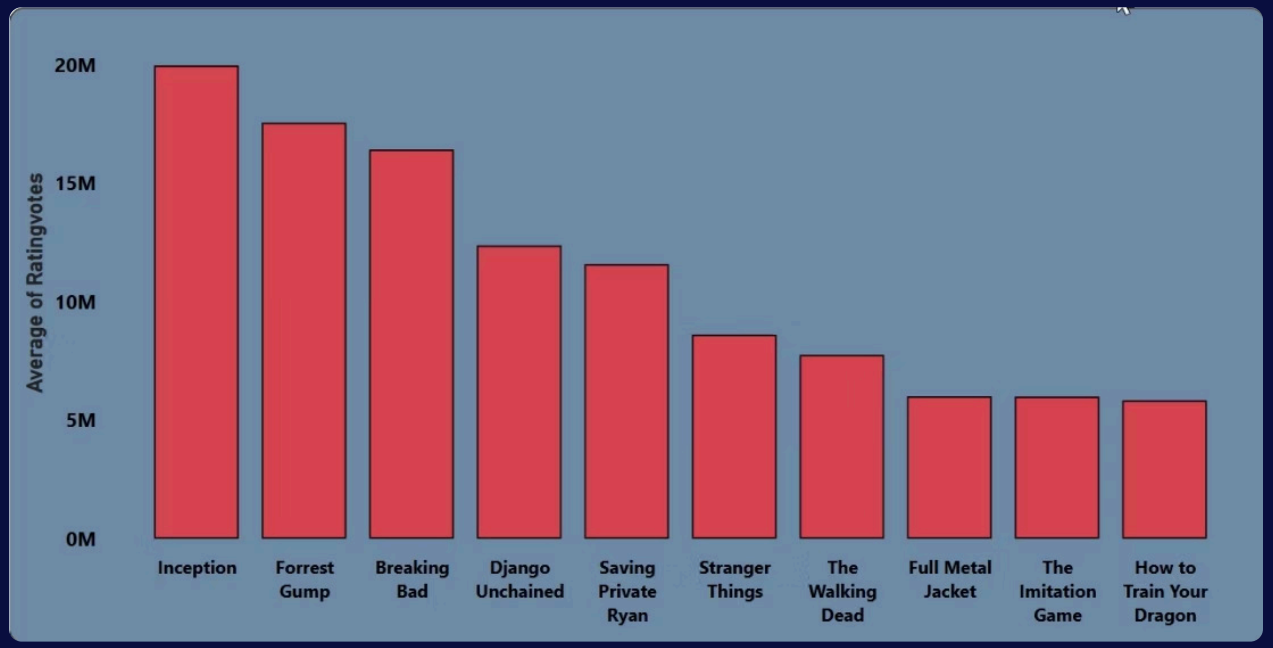
https://bit.ly/Netflix-Dataset

DASHBOARD SCREENSHOT



1. Which was the best movie and TV show overall in the last 50 years?



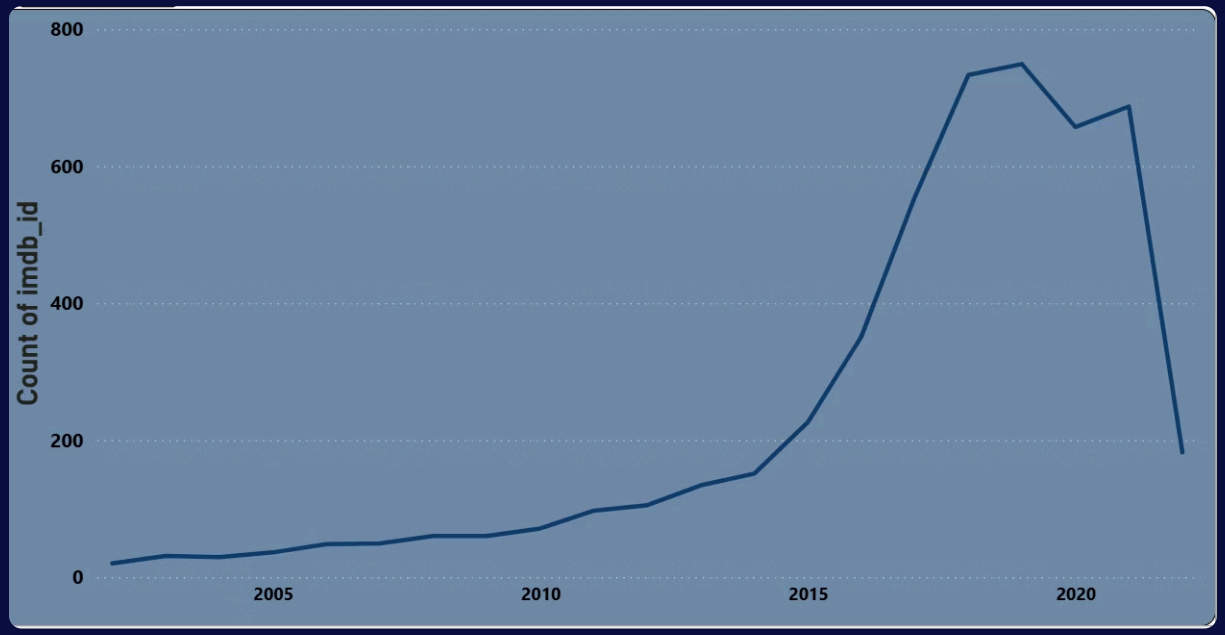


Insights:

Inception has the highest average rating/engagement.

The bar for Inception is clearly the tallest, indicating that it has the highest average value among all titles.

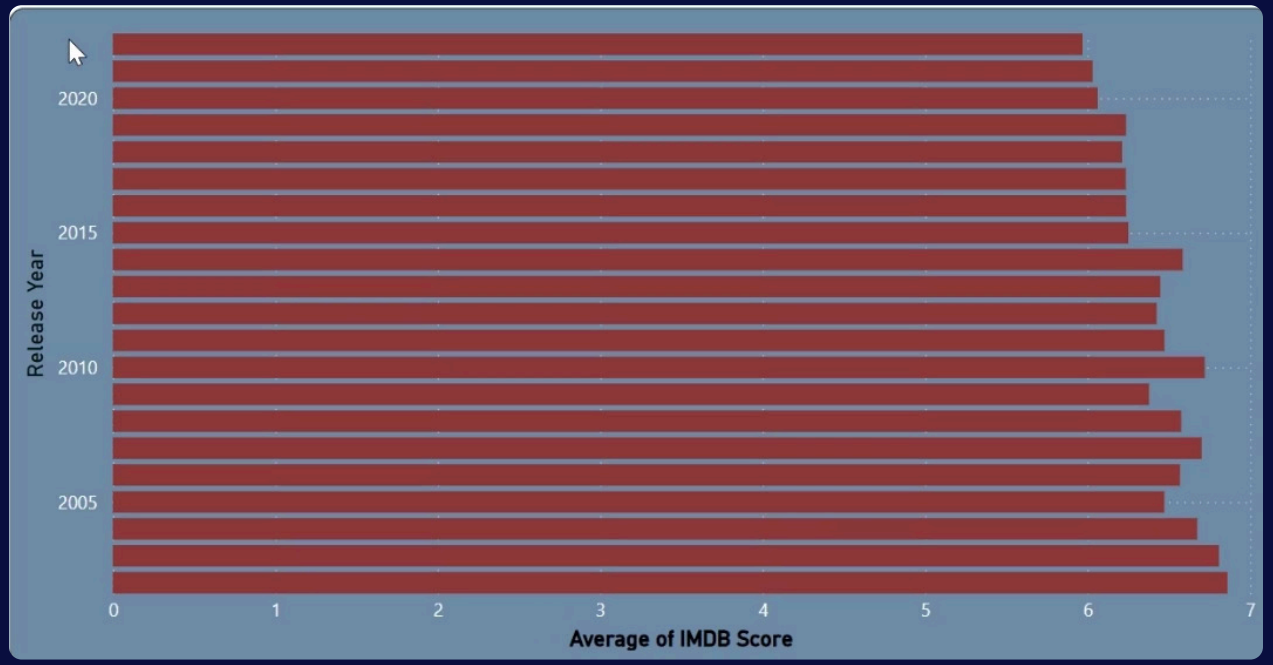
2. How many movies do we have in our dataset across the last few years? Do we have more representation of movies from the last 20 years or is the dataset free from any such skewness?



Insights:

- Most movies in the dataset come from the **last 20 years**.
- From **2015 to 2020**, the number of movies is very high (around **600–750 per year**).
- Older years have **very few movies**.
- The dataset is **not balanced** — it is **skewed toward recent years**.

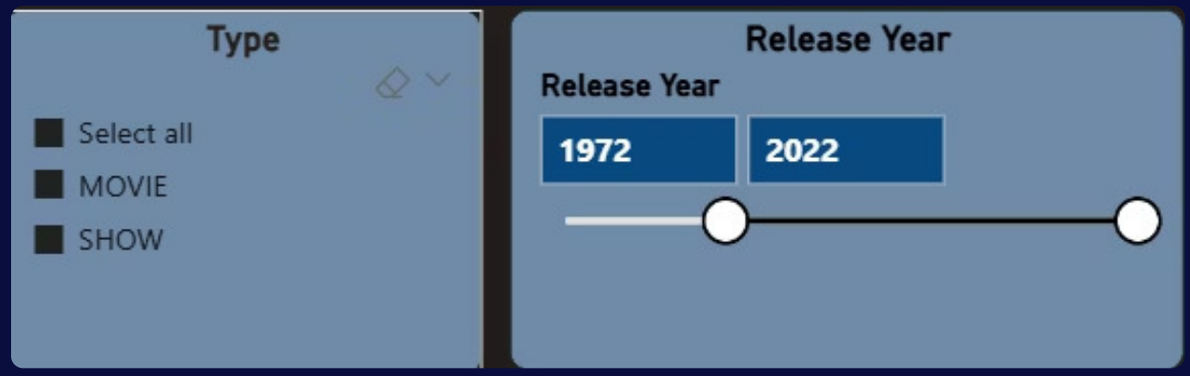
3. On average, how has the IMDb score been trending over the last 50 years? Has it been deteriorating or improving?



Insights:

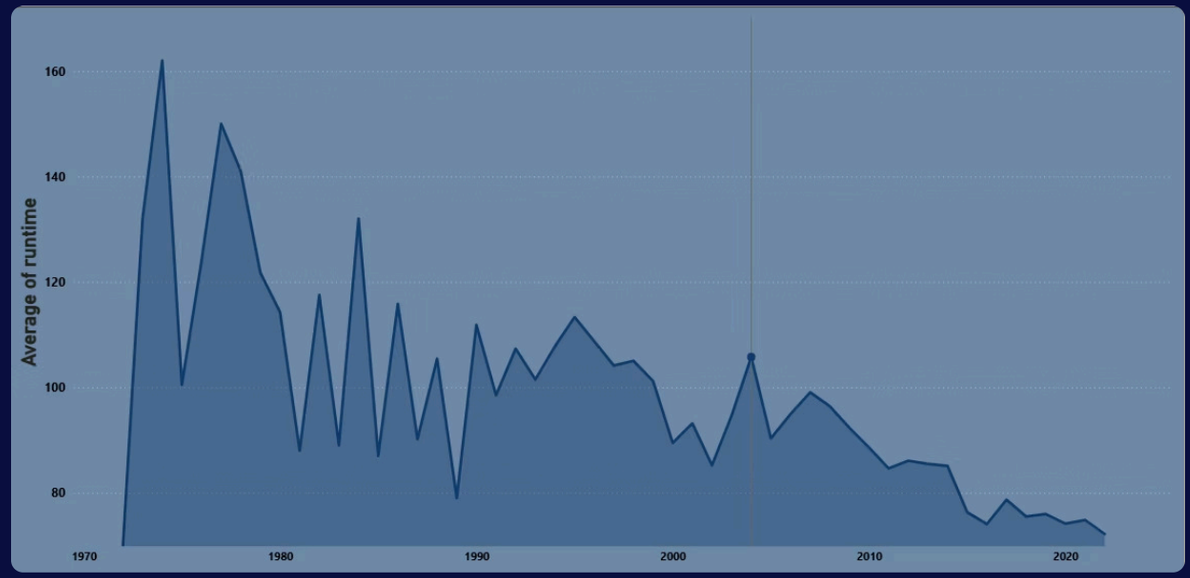
- IMDb scores have stayed **almost the same** over the last 50 years.
- Most years have an average rating between **6 and 7**.
- There is **no big increase or decrease** in scores.
- Movie ratings have been **stable**, not improving or getting worse.

4. Have more people started voting for movies/shows on IMDb over the last 50 years?



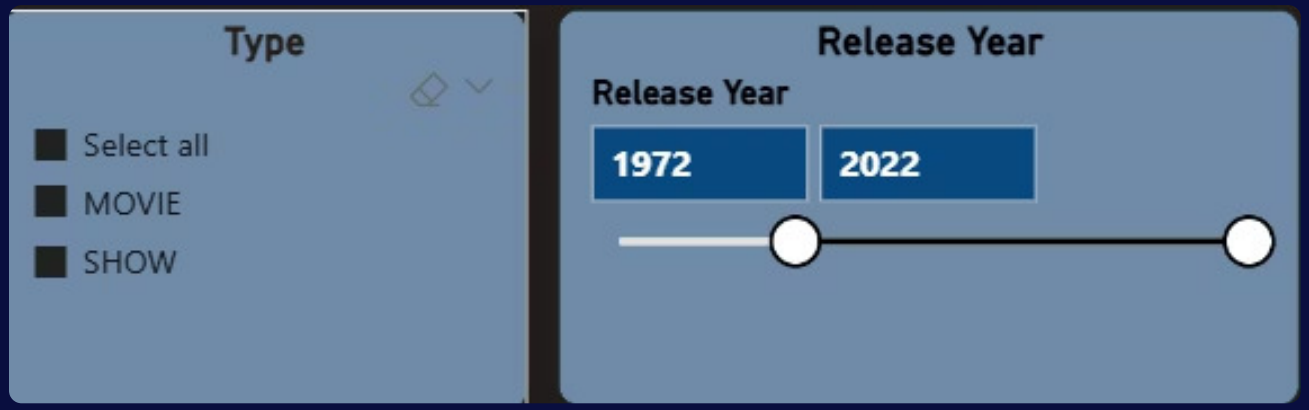
Insights:

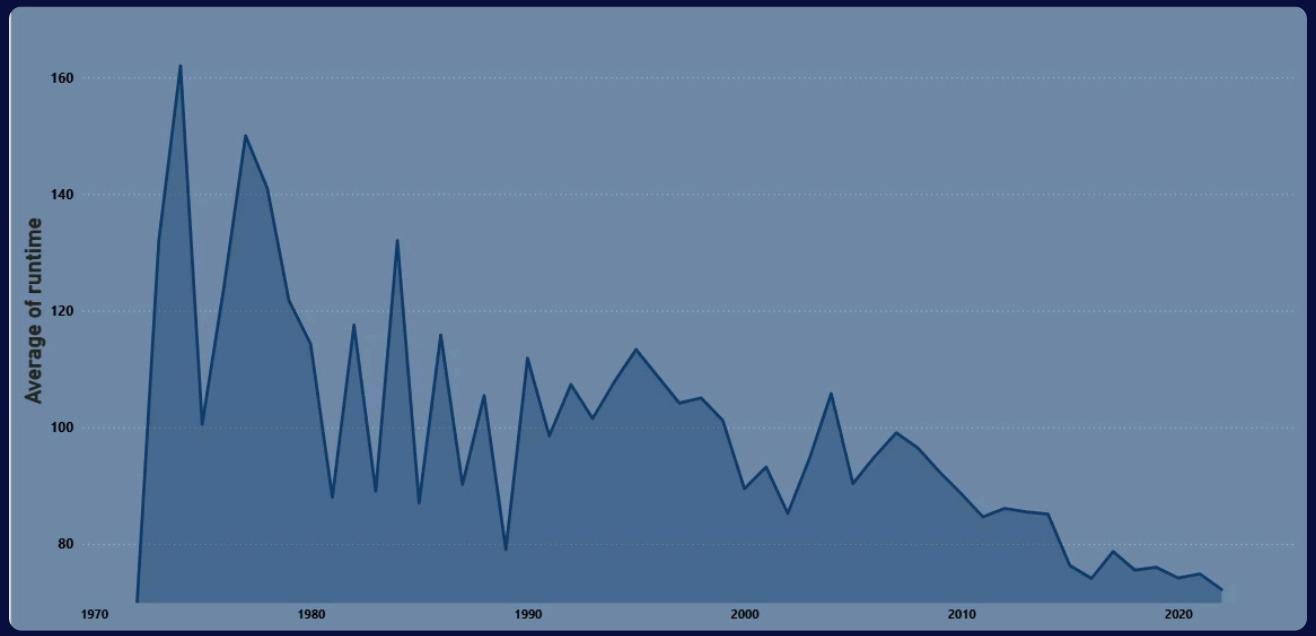
- **IMDb votes have increased a lot over the years**.
- Older movies (1970s–1990s) usually have **very few votes**.
- Newer movies and shows (2000s–2020s) get **far more votes** because IMDb became more popular and accessible.



- Growth of the internet, smartphones, and streaming platforms made it **easier for more people to rate content**.
- Overall, **voting activity has increased sharply**, showing higher audience engagement in recent decades.

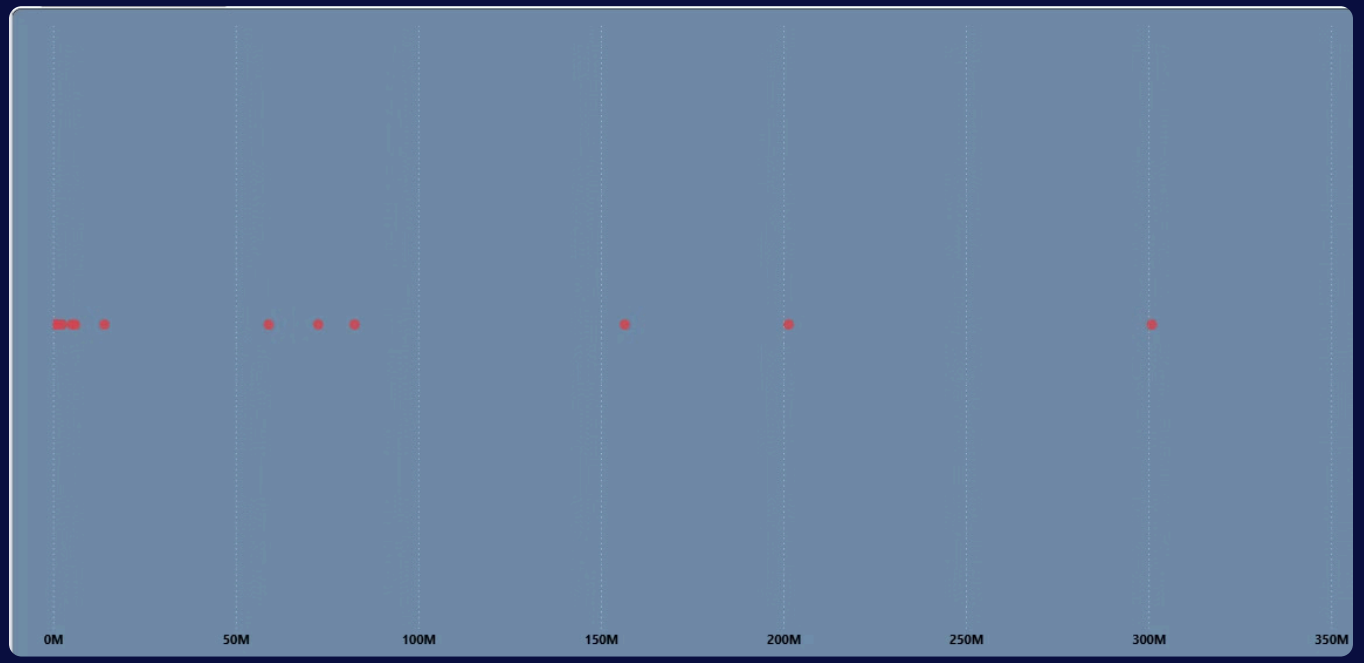
4. On average, how has the runtime changed over the last 50 years?





- Average movie/show runtime has **decreased over time**.
- In the 1970s and 1980s, movies were **much longer** (often **130–160 minutes**).
- After the 1990s, runtimes started **getting shorter**, mostly between **90–110 minutes**.
- In recent years (2010–2022), runtimes have dropped even more, averaging around **70–90 minutes**.
- This shows that **modern content is becoming shorter** and more fast-paced.

5. How does age certification of a movie affect its rating?



- Ratings appear to be **similar across different age certifications**.
- There is **no clear pattern** showing that “U”, “PG”, “13+”, or “18+” movies consistently get higher or lower ratings.
- Both adult-rated and family-rated movies can have **good or average ratings**.

Conclusion

The dashboard shows that the number of movies and shows has increased sharply in recent years, with audience engagement (votes) also rising over time. While IMDb ratings have remained fairly stable, runtimes have gradually decreased, reflecting changing viewer preferences. Age certification does not strongly affect ratings, and the dataset overall highlights a shift toward shorter, more frequently released content with higher audience participation.

Leverage these patterns to inform content strategy, optimize marketing spend, and deliver experiences that resonate with your audience.

Thank You !

Thank you for exploring this dashboard and taking the time to understand the insights. Your interest and attention are truly appreciated!

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