NETFLIX WRAPPED

BY

ARUSHI SINGH

NETFLIX WRAPPED

Netflix Wrapped: A Personalized Look at Your Netflix Viewing History

Netflix has been a cornerstone of entertainment for my generation, shaping how we consume and connect with stories. As both a Business Intelligence professional and a passionate data enthusiast, I wanted to combine my love for Netflix with my expertise in data analytics and visualization. The result is Netflix Wrapped—a Power BI dashboard designed to turn Netflix viewing history into engaging, personalized insights.

This project leverages my skills in data analysis and visualization to create an interactive tool that highlights viewing habits, trends, and patterns. Inspired by the power of storytelling and personalization, Netflix Wrapped offers a unique way to reflect on your Netflix journey, blending data with creativity to tell your own streaming story.
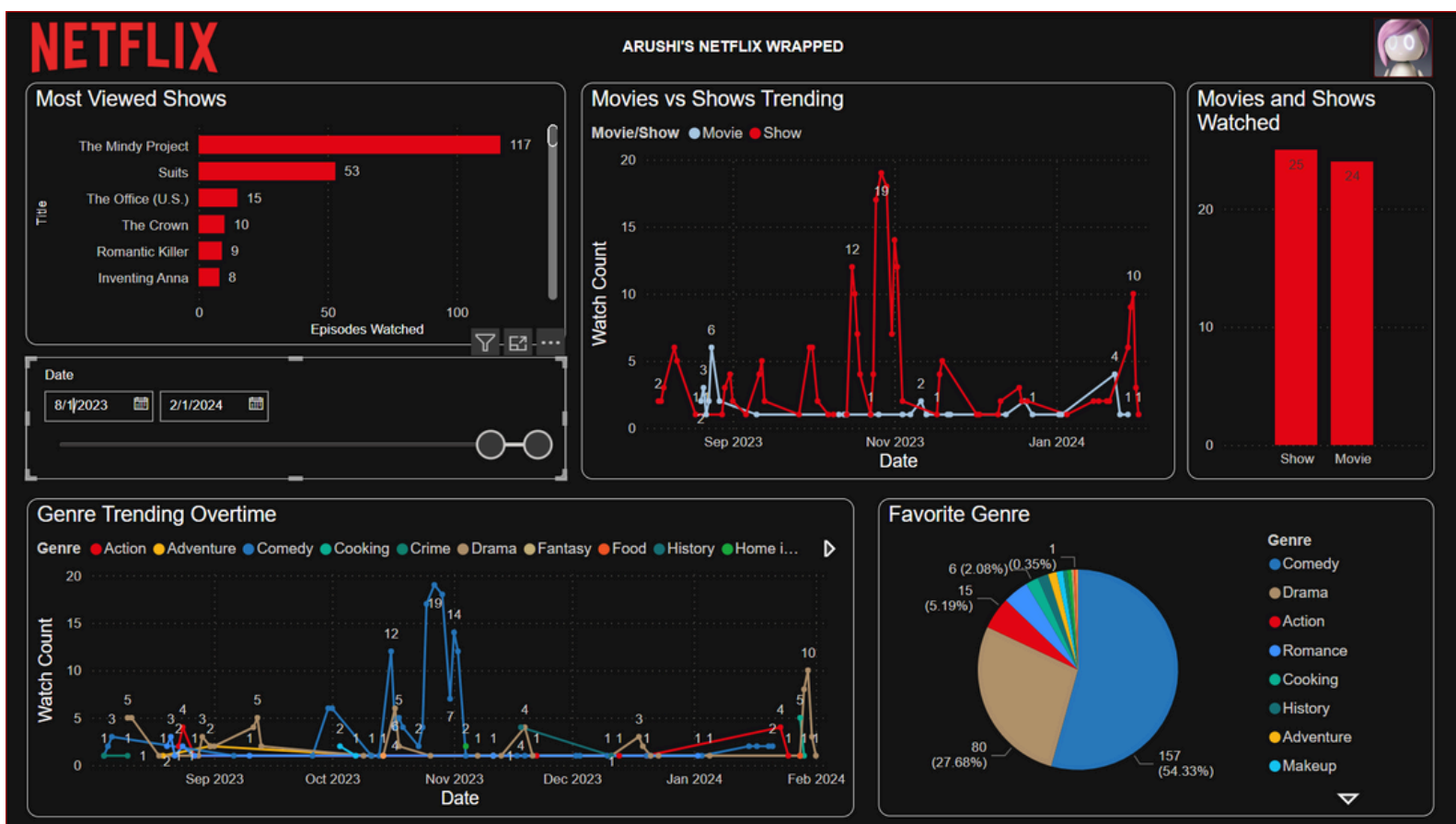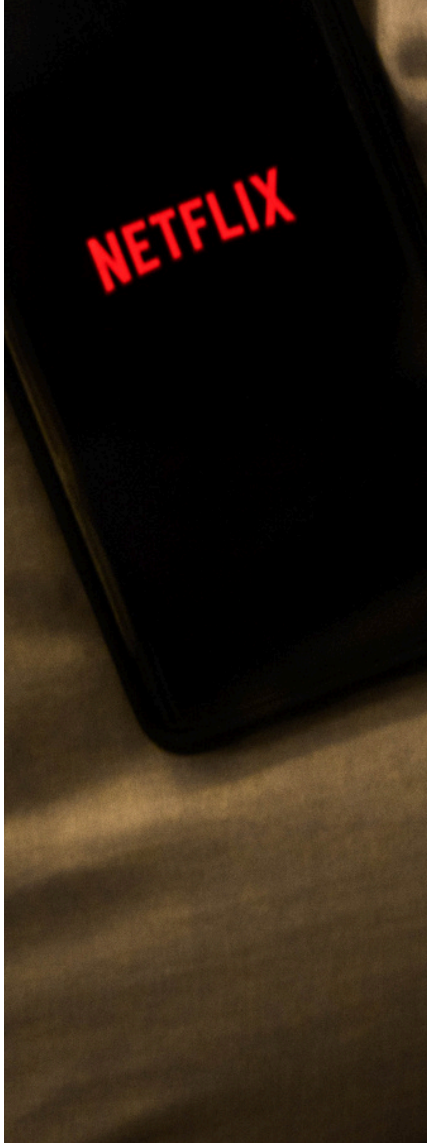

Fig 1: Netflix watch data from the last 6 months

So, let's start with where I got the data from, right? Well, I simply pulled up my viewing history from 'My Account,' and it came out in a CSV format. Basically, all it shows is the name of the movie or show I watched and when I watched it.

Activity for Arushi
Watching | Rating

2/7/24	Suits: Season 6: "The Painting"	Report a problem ⊘
2/7/24	Suits: Season 6: "She's Gone"	Report a problem ⊘

After that, I plugged my data into an AI tool and voilà! It churned out the genre for each movie or show I've watched. Next up, I did a bit of tidying. I cleared out any blanks, created my own identifiers, and split the show titles from the episodes. Why? So I could get a clean count of the unique shows I've watched. Here's a sneak peek at how the data shaped up:

	Value	Key	Title, Episode	Date	Genre	Title Cleaned	Genre
1	Value	Key	Title, Episode	Date	Genre	Title Cleaned	Genre
2	1	Sui1	Suits: Season 4: Not Just a Pretty Face	2/1/24	Drama	Suits	Drama
3	2	Sui2	Suits: Season 4: Intent	1/31/24	Drama	Suits	Drama
4	3	Sui3	Suits: Season 4: Derailed	1/31/24	Drama	Suits	Drama
5	4	Sui4	Suits: Season 4: Fork in the Road	1/31/24	Drama	Suits	Drama

Then, I proceeded to load this data into Power BI. I kicked off the process by transforming and prepping the data for analysis. Now, let's dive into what insights we can glean from these visualizations:
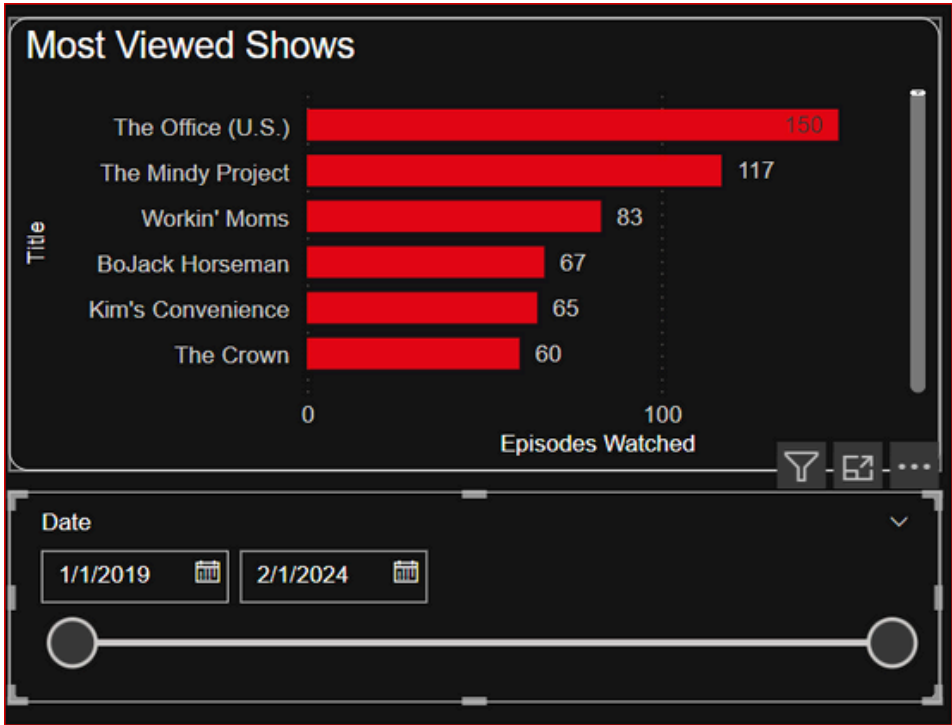

Most Viewed Shows:

This visualization is refreshingly straightforward. It presents a count of episodes watched for each show since 2019. It's worth noting that although I've been a Netflix subscriber for longer, my data got wiped out along with my algorithm. Interestingly, my most-watched show is The Office, a fact that fills me with pride. The Mindy Project follows closely behind, which isn't surprising considering it was inspired by The Office. Seems like I already have a particular preference! This is just the tip of the iceberg in terms of what insights the data holds.

Movies vs Shows Trending:

This diagram illustrates my view count over the past year. Firstly, there's a noticeable upward trend in my watch history, indicating increased viewing activity. Throughout the year, there are instances of spikes in my watch history, indicating periods of intensified viewing. The highlighted spike corresponds to a day in October when I indulged in a binge-watching session of The Mindy Project.

Upon examining my all-time graph, a stark spike in Netflix watch time during the COVID-19 pandemic becomes evident. This surge in watch time likely reflects the increased leisure time and stay-at-home measures implemented during that period.
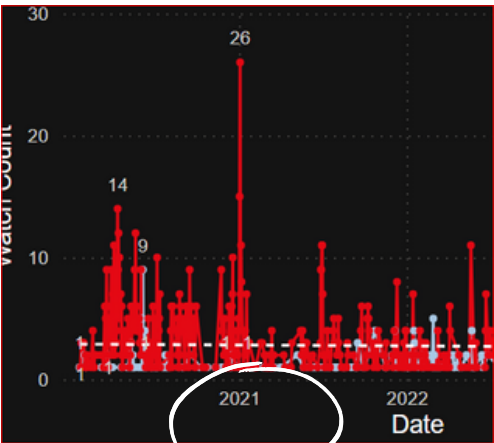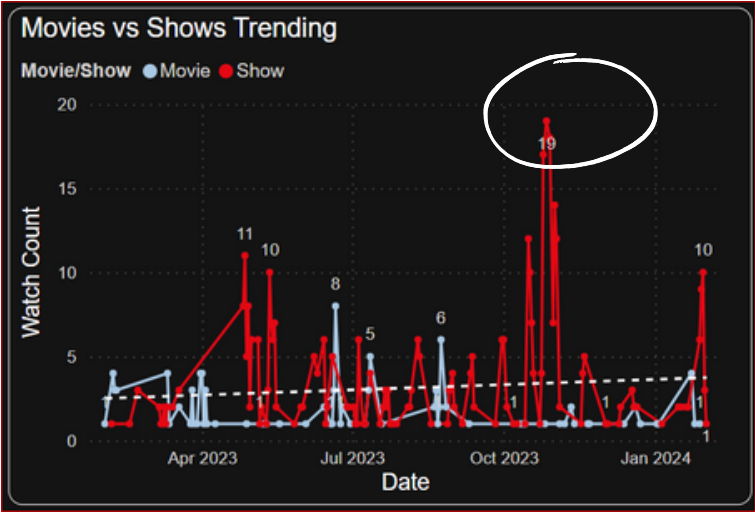

Here, we observe a notable downward trend in viewing activity since the onset of the COVID-19 pandemic, offering deeper insights into the data. Interestingly, there's a clear shift in my preferences towards shows over movies, as evidenced by the visual representation. It's important to note that shows consist of multiple episodes, whereas a movie constitutes just a single viewing event. This distinction needs to be taken into account when interpreting the visual data.

Movies and Shows Watched:

The diagram on the right provides an overview of the total number of movies and shows I've watched since the beginning of the data collection. To ensure accuracy, I conducted a distinct count of the shows, preventing Power BI from counting multiple episodes of the same show. Surprisingly, despite my inclination towards binge-watching shows, the data reveals that I've actually watched more movies than shows. This finding aligns with the intuitive notion that movies require a shorter time commitment, typically spanning 2-3 hours, compared to the multiple episodes often required to complete a show.

Genre Trending:

Genre Trending Overtime
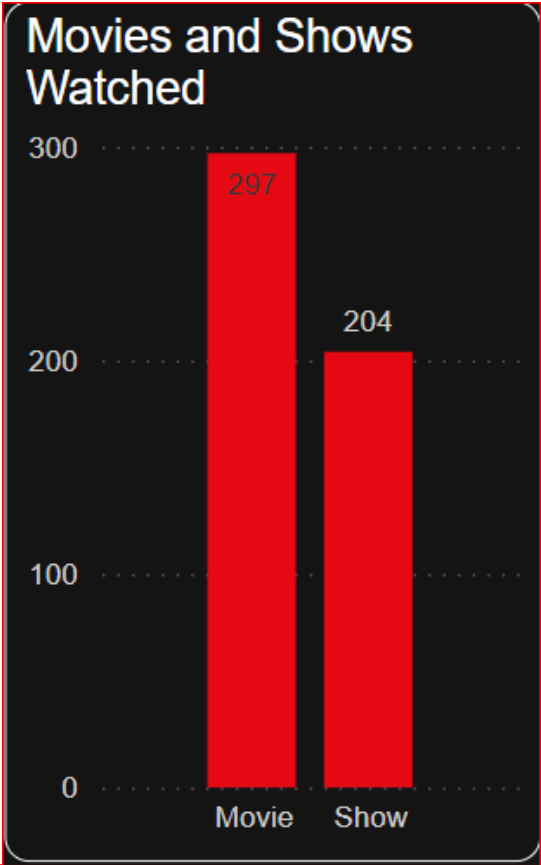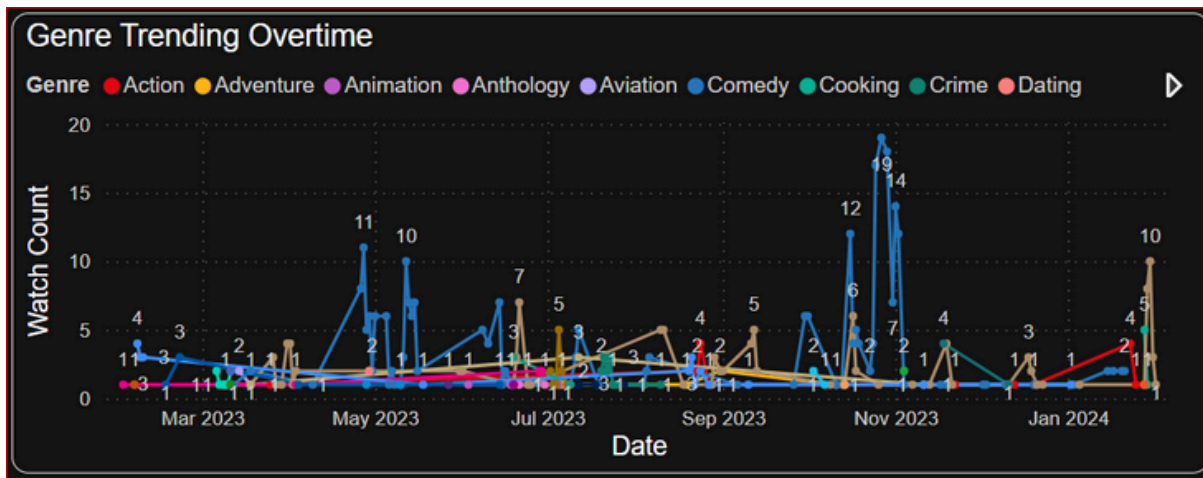
This is also data spanned throughout a year. It can be seen that I have spikes in Comedy and Drama. Other genres seem to be pretty stagnant.

Favorite Genre:

This dataset spans all the way back to 2019, revealing some intriguing insights. Notably, comedy emerges as my favorite genre by a significant margin, accounting for 33.96% of my viewing activity. Drama follows closely behind, with Crime rounding out the top three. Interestingly, these findings align with my intuitive understanding of my preferences, but now I have concrete evidence from my dashboard to confirm it.

Favorite Genre
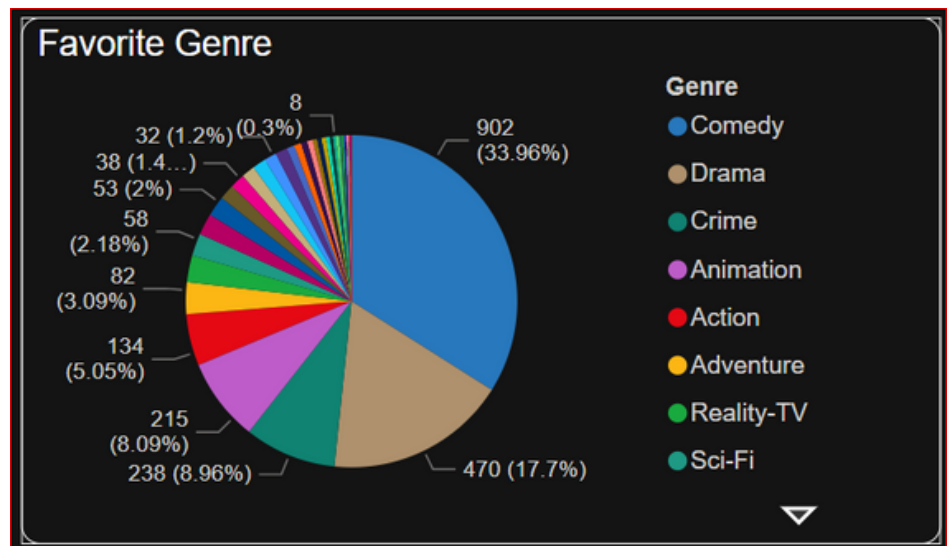
Opportunities and Conclusion:

With just a few data points, I've unlocked a wealth of insights about my viewing habits, showcasing my ability to leverage data effectively. Through the creation of a dynamic dashboard, I've demonstrated my proficiency in data analysis and visualization. This dashboard is just the beginning - I see endless opportunities to enhance it further by incorporating additional data points like language preferences, favorite actors/actresses, and more. Moreover, I maintain a comprehensive Excel sheet where I meticulously rate my shows and movies, offering a deeper understanding of my tastes that can complement the insights derived from the dashboard. There are so many opportunities to build this further and I am excited to see where it goes!