

ANALYSIS BY:
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aníkúlápó

an analysis of netflix's
nigeria most watched
non-english film

● netflix

● twitter

● google trend



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introduction

aníkúlápó is a 2022 nigerian epic fantasy film produced by kunle afolayan and distributed by netflix. released on 30 september 2022, it stars kunle remi, bimbo ademoye, sola sobowale,hakeem kae-kazim and taiwo hassan.the film was shot in oyo state and afolayan has described the work as a "game of thrones recreated in nigeria but with a better representation of our culture (yoruba culture)".

since its release, aníkúlápó garnered a lot of comments and reviews leading to its popularity, attracting conversations from social media. this analysis explores the performance(ratings and reviews) of the movie, since its release and what people are saying about the movie.

methodology

data was collected from twitter, netflix, google e.t.c to explore the buzz around the movie on twitter, country's attraction and view time on netflix and curiosity of people on google. note: the numbers in this report are not exhaustive, but a worthy sample.

the time range for the analysis was between september 29 2022 (a day to its release) to october 15, 2022.

reviews and ratings

★ ★ ★ 5.3/10

IMDb

3
5

common
sense
media

94%
google
users

0.8
of 1

audience
score



netflix analysis

aníkúlápó premiered on netflix on september 30th, 2022, i collected data from netflix to analyze top countries that streamed the movies and the weekly view time in its first 3 weeks of release.

the movie attracted attention from various countries across the globe, while its popularity and view time peaked in the second week of release

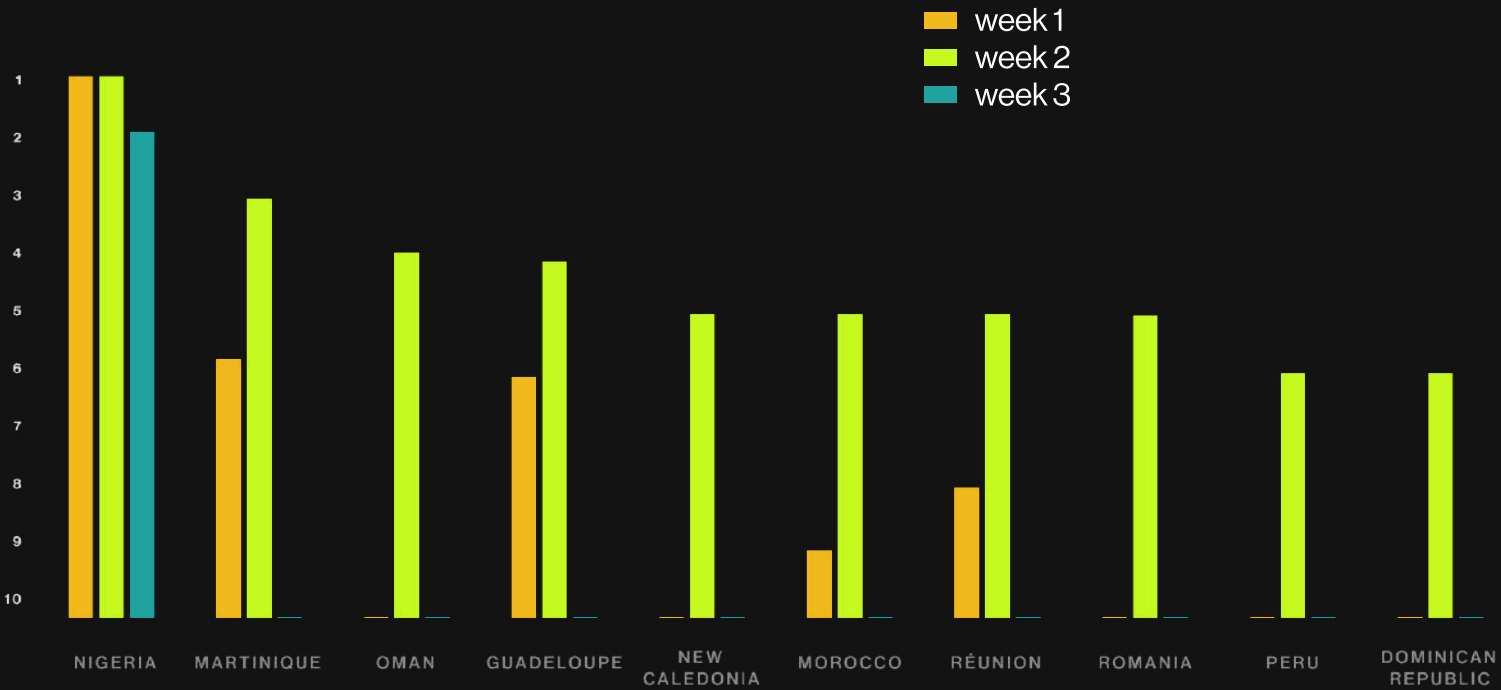
attractions

the movie attracted attention from 24 different countries in its first 3 weeks of release.

nigeria guadeloupe morocco martinique réunion venezuela
chile new caledonia brazil romania dominican republic poland
saudi arabia united arab emirates israel bahrain kuwait peru
paraguay oman kenya israel portugal colombia panama

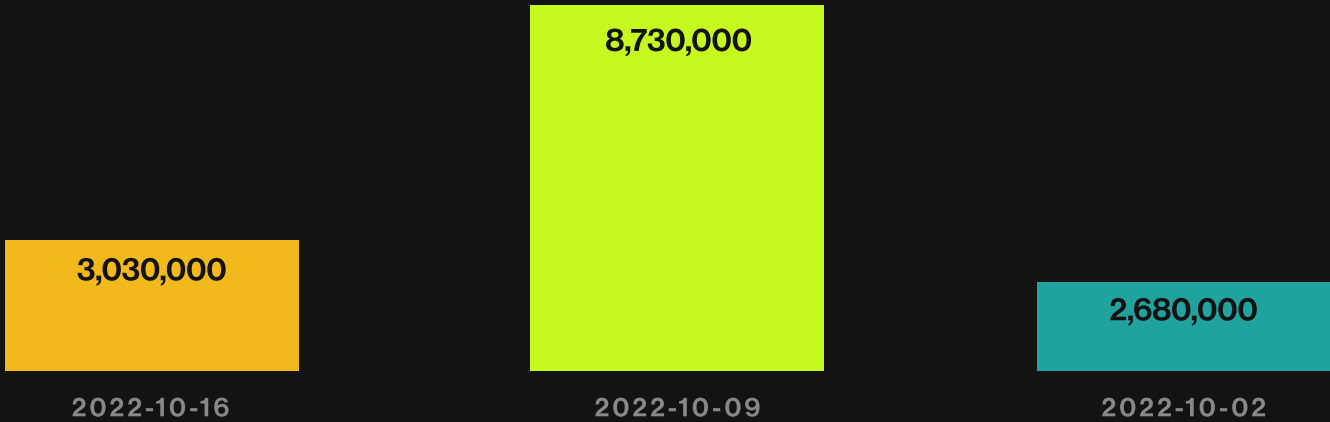
top ten ranking across countries

popularity of the movie increased in the 2nd week.



view time

after a significant increase in the second week, the view time decreased on its 3rd week.





twitter analysis

the series premiered on netflix on september 30th, 2022. twitter data collection was between 29 september to 14 october 2022 - a total of 15 days using the keyword "anikulapo".

anikulapo is a popular name in nigeria, hence i made sure to filter out users with having the name 'anikulapo' without engaging in the movie 'anikulapo'. for example 'anikulapo_kush7' tweeted multiple times, but none of them were about the movie. findings of analysis are presented.

the numbers

the movie attracted attention from 24 different countries in its first 3 weeks of release.

24,388
tweets

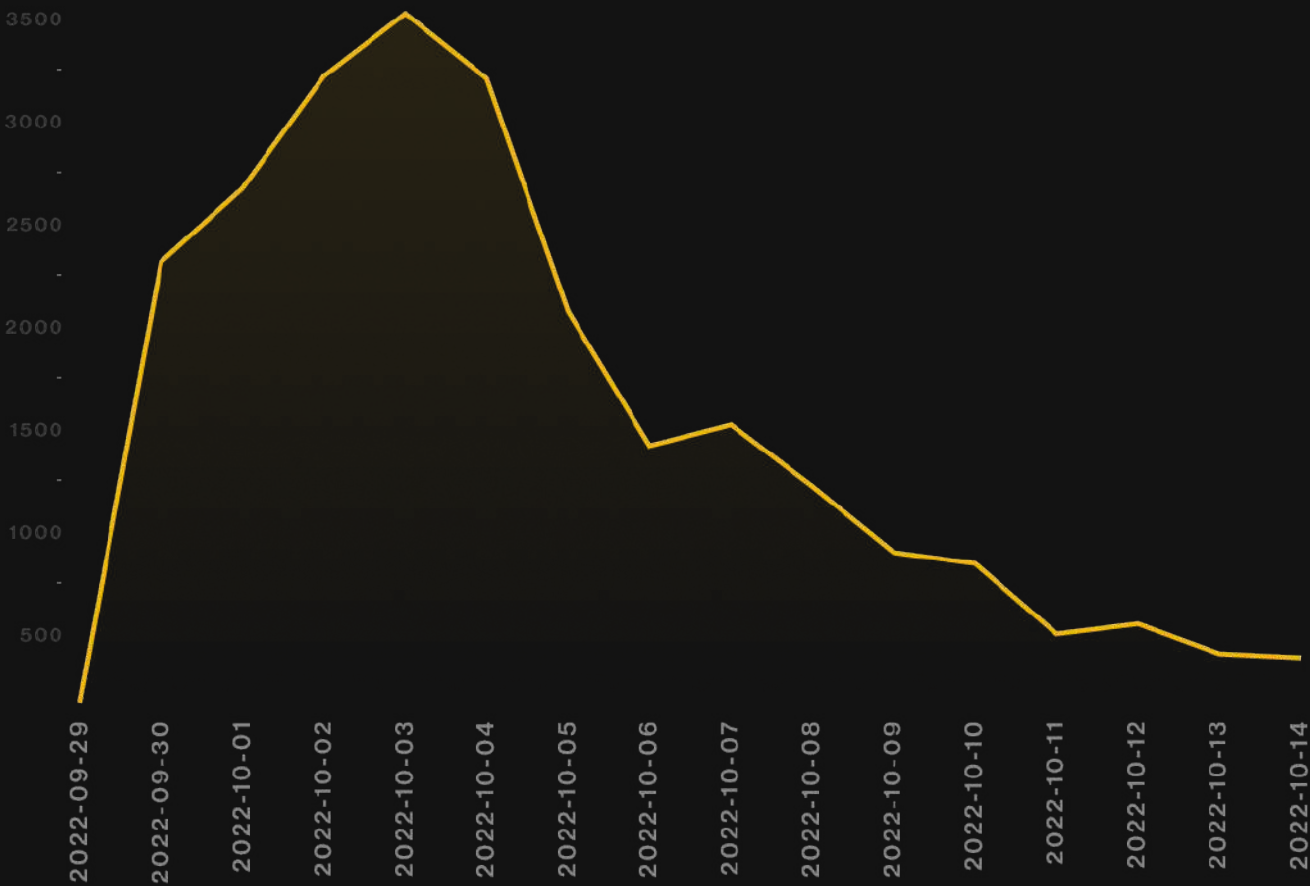
503,067
likes

97,176
retweets

17,481
users

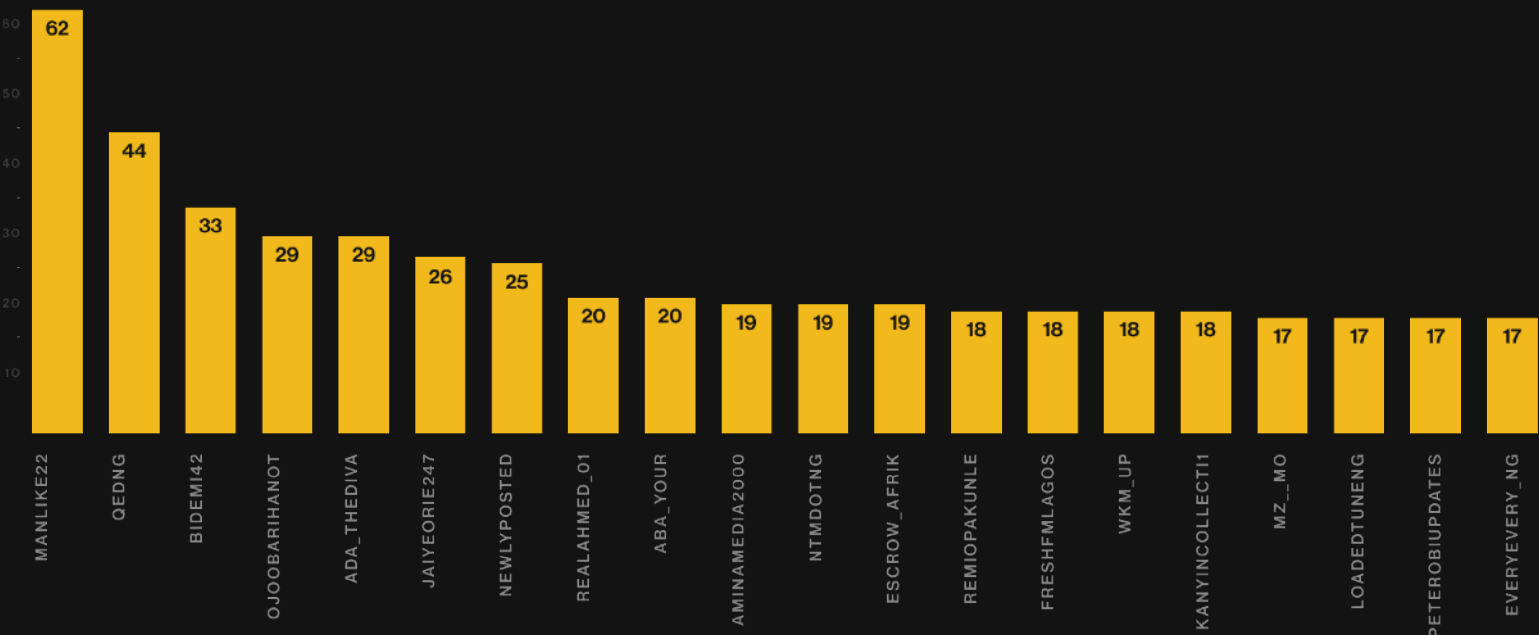
tweets per day

tweets per day peaked on the first week of its release.



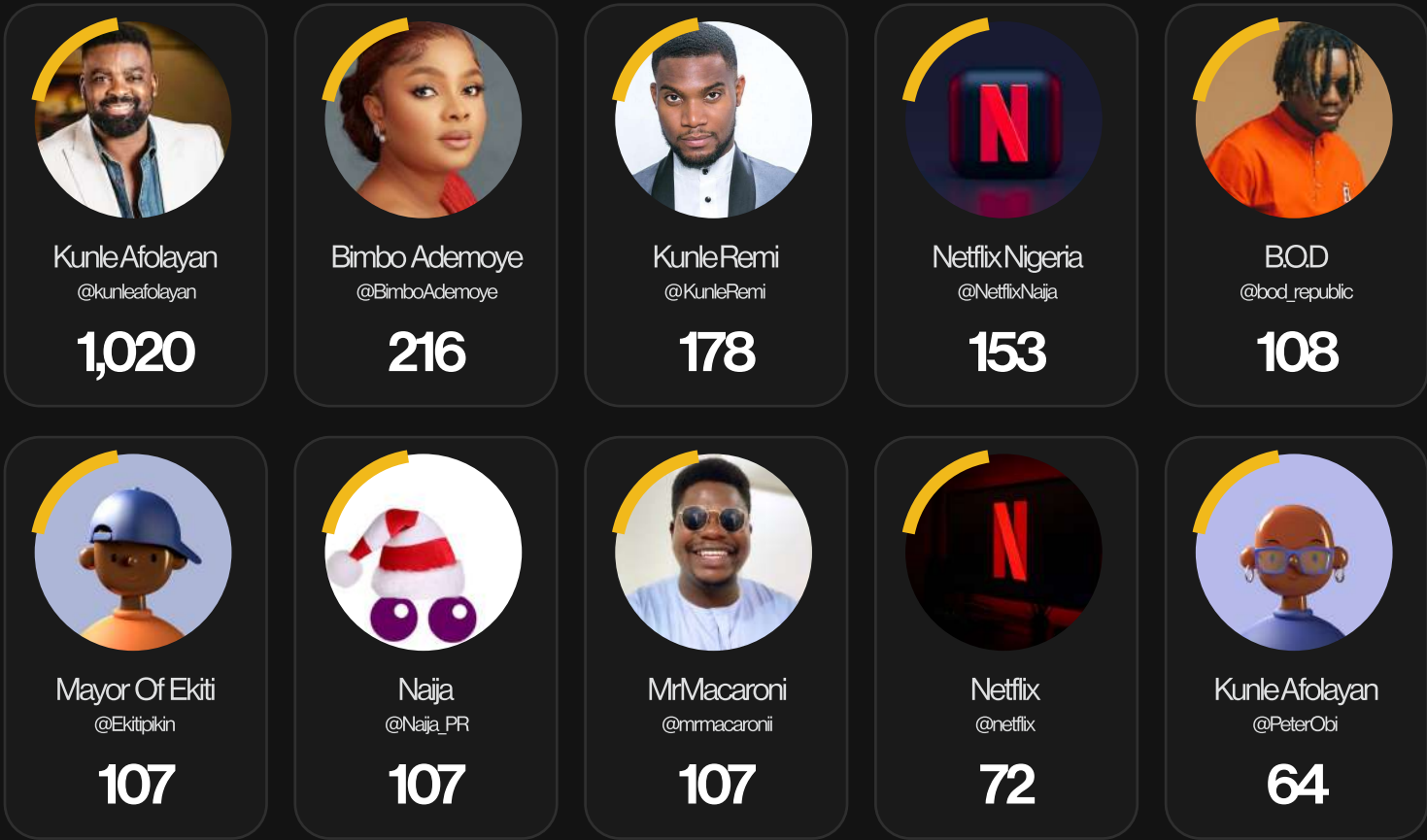
most active tweeters

manlike22 tweeted the most about the movie



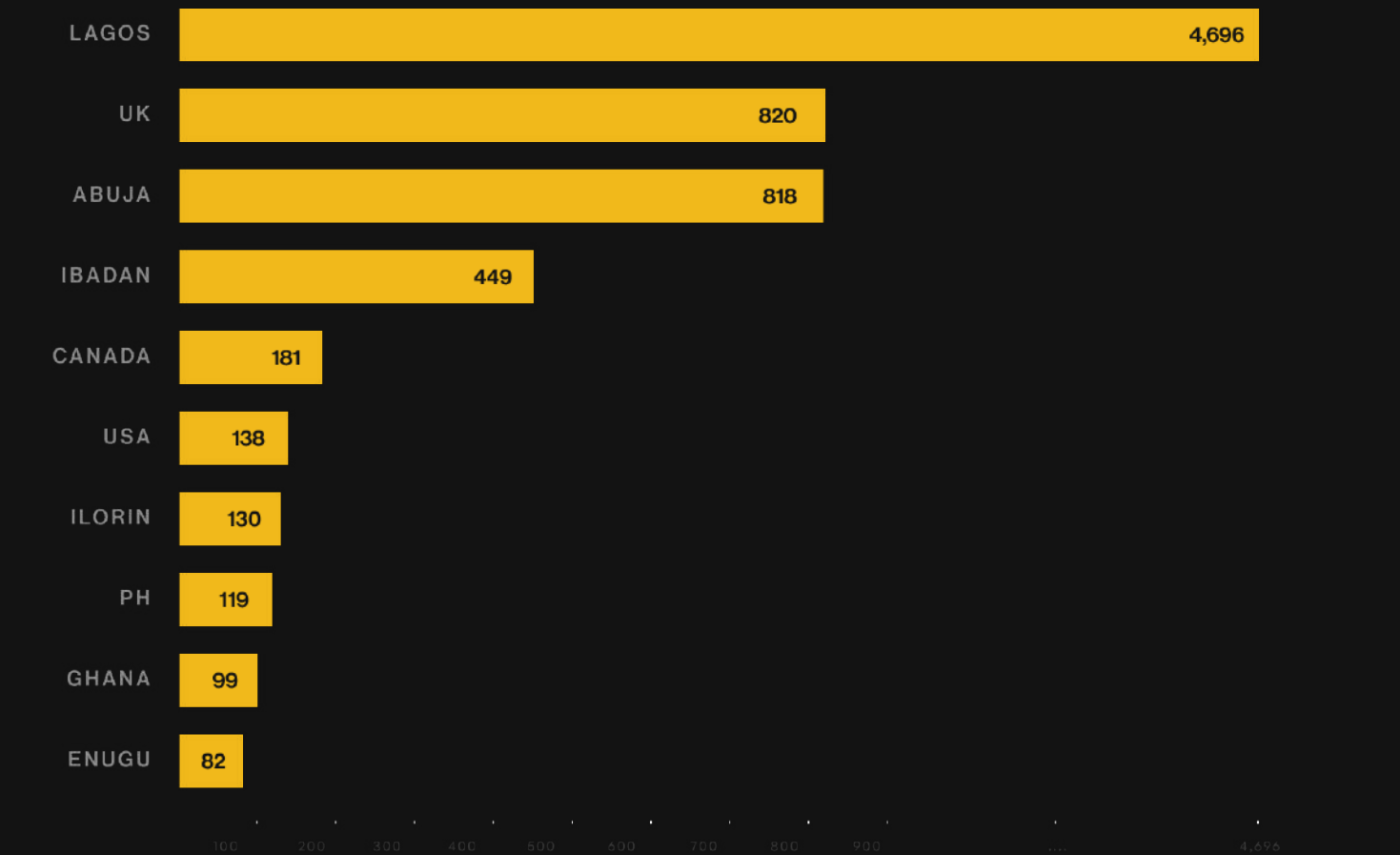
top mentions

kunle afolayan significantly had the most mentions, as he his the producer and director of the movie. top mentions also attracted major actors from the movies such as bimbo ademoye, kunle remi and adebowale adedayo (mr macaroni).



top location

from the publicly disclosed location on twitter, lagos significantly tops the chat here. there are also notable engagements from countries outside nigeria.

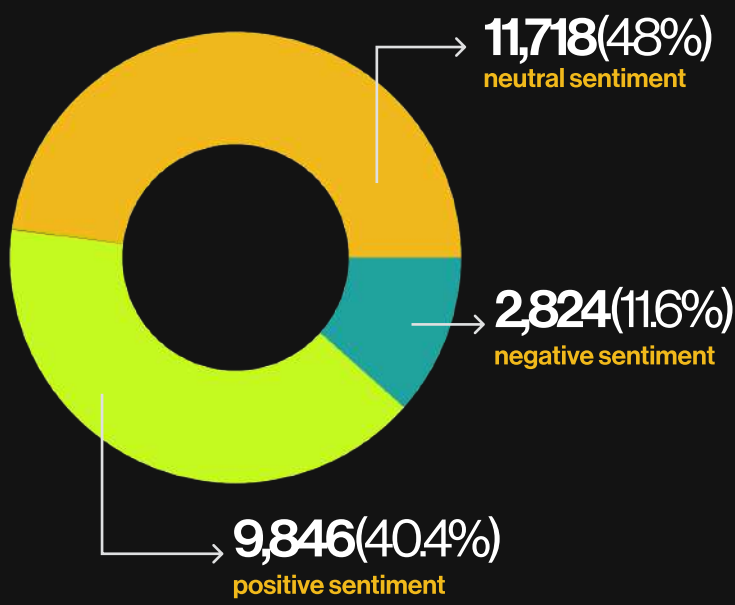


word cloud


from the total tweets gathered, the visual below gives a representation of top words used.




sentiments



top likes and retweets



ekunDAYO 
@Fortis_OW0

So Kunle Afolayan bought Acres of land in Ibadan and built a place where he will shoot his ancient setting movies like Anikulapo.





Our own Tyler Perry

11:04 AM · Oct 1, 2022

4,061 Retweets

123 Quote Tweets

22.3K Likes





MrMacaroni 
@mrmacaroni

ANIKULAPO!!!




9:19 AM · Oct 2, 2022


1,320 Retweets

39 Quote Tweets

19.2K Likes







KunleAfolayan 
@kunleafolayan


ANIKULAPO- Saro and Arolake finally resolved their issues...

Watch full video youtu.be/NM5wNAOOH_k

@KunleRemi @BimboAdemoye @kap_hub @goldeneffects





The 
@DamiElebe

Another Anikulapo lesson... And this one is for women.





When you find the key to success, don't give your husband. Use it for yourself. Your husband can enjoy it with you as you're blowing... But own it. It's yours.

12:23 PM · Oct 5, 2022

4,025 Retweets

608 Quote Tweets

14K Likes



top 4 mentioned actors and associated words



Kunle Remi	Saro
NAME	CHARACTER
278	3,482
@KunleRemi	
TWITTER HANDLE	
217	

themovie' one'
movie' man'
saro' transfer'
life' na' kunle' remi'
saro'
arolake'



Bimbo Ademoye	Arolake
NAME	CHARACTER
494	1,460
@BimboAdemoye	
TWITTER HANDLE	
247	

movie'themovie'
arolake'
love' like'
women' saroman'
bimbo' ademoye'
saro' arolake'



Sola Sobowale	Awarun
NAME	CHARACTER
95	201
@SolaSobowaleTKV	
TWITTER HANDLE	
22	

sola' sobowale'
arolake'
saro' like' dey'
themovie'kunle' afolayan'
awarun'
sugar' mummy' movie'



Adebowale Adedayo	Akanji
NAME	CHARACTER
2	53
@mrmacaronii	
TWITTER HANDLE	
104	

ngige' kogi' akanji'
na' kiki' themovie'
mr' macaroni'
prophet' tinubu'
movie'
akanji' leao'



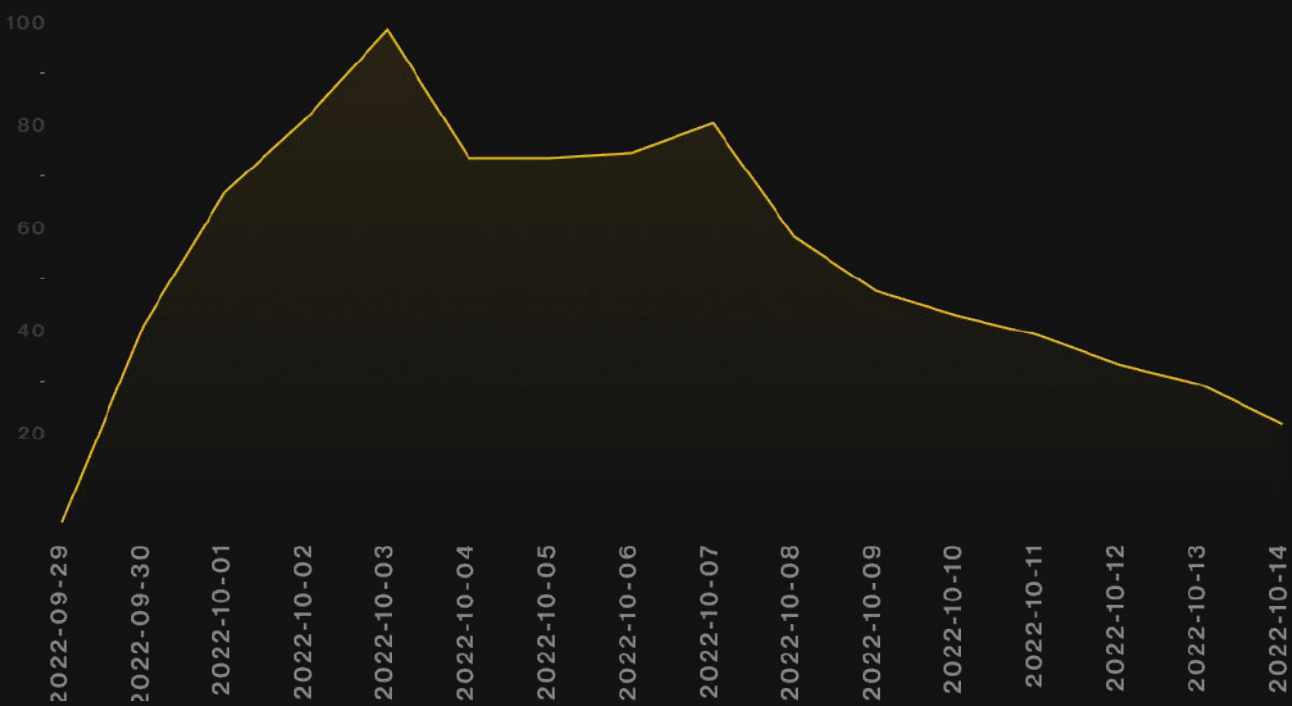
google trends analysis

google trend reveals trending search queries and shows how popular different keyword phrases are overtime. data collection was based on the name of movie. the analysis covers both local and global search.

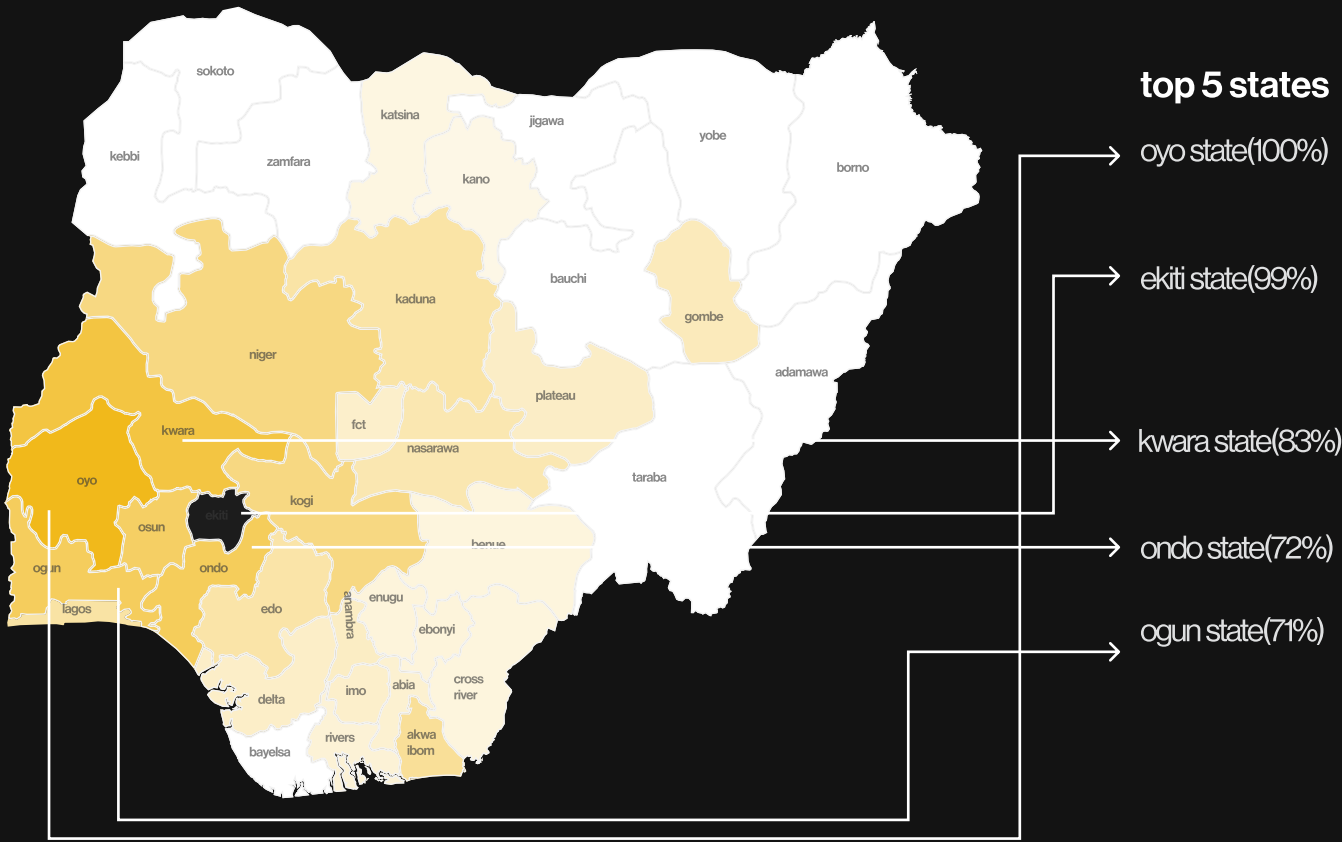
south western states dominated the search queries in nigeria. this comes as no surprise as indigenes of the state speak the yoruba language.

nigeria trend

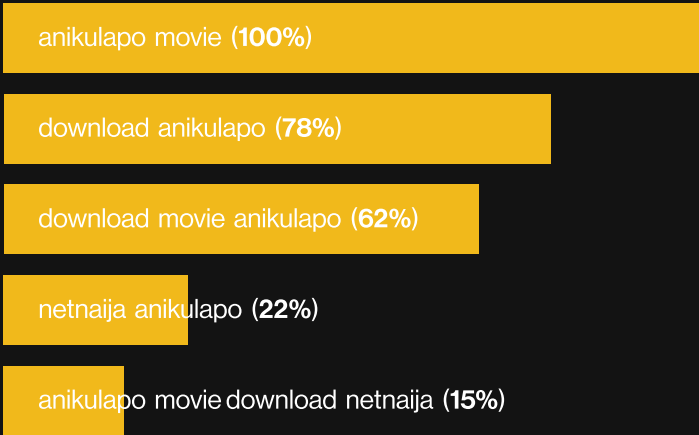
top related searches



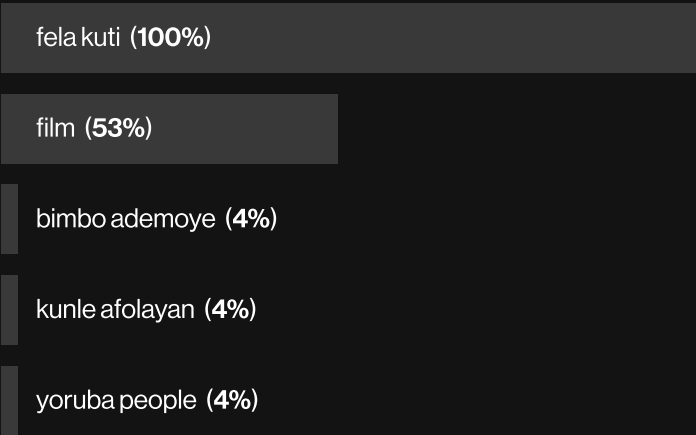
top searches by states



top related queries

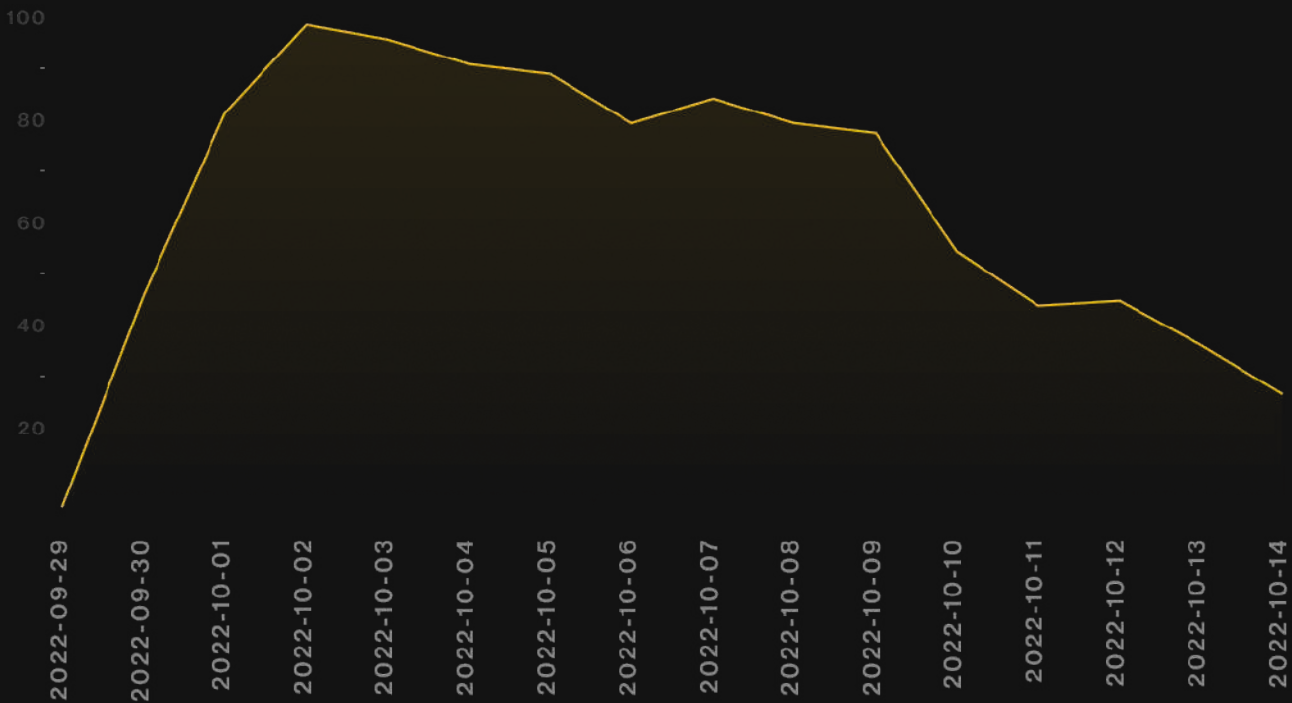


top topics

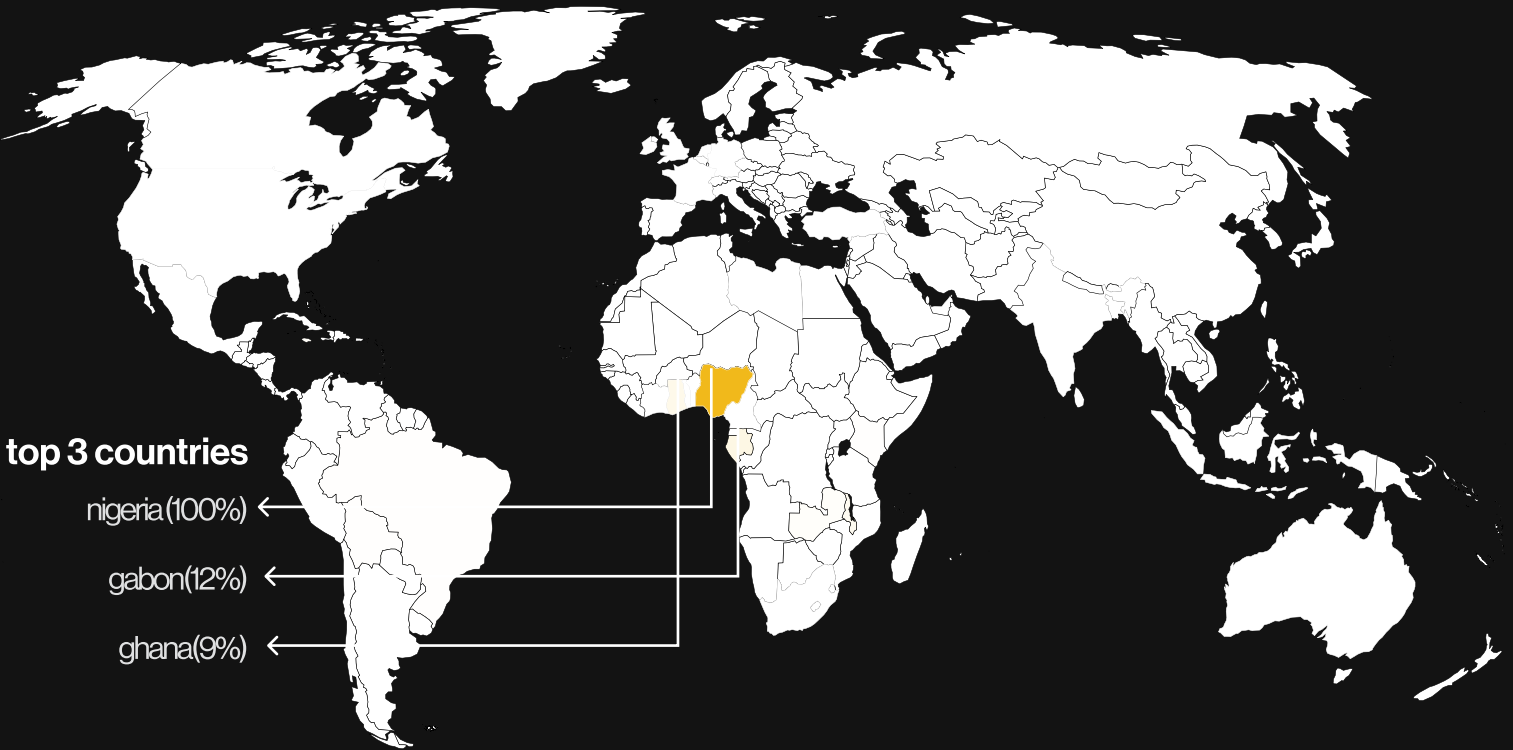


world trend

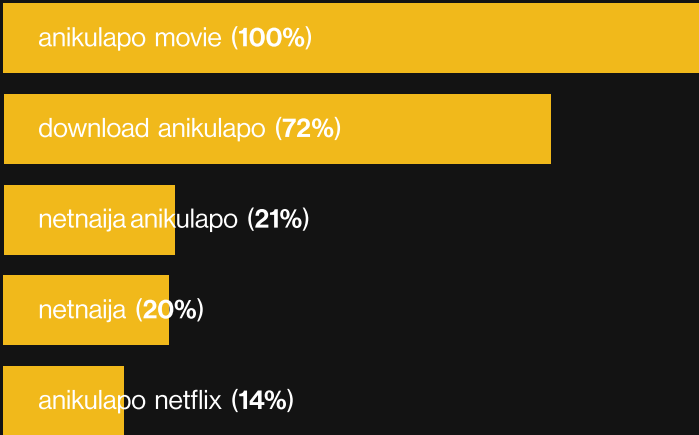
top related searches



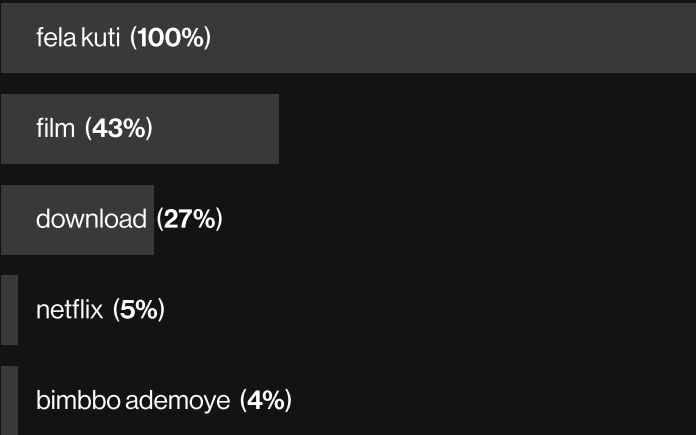
top searches by states



top related queries



top topics



conclusion

time range

all data collected are between 29th of september and 14th of october (a total of 15 days)

performance

the movie had a good overall rating from various platforms with a minimum of 53% from imdb and a maximum of 94% from google users. considering the fact that the movie is in a local nigerian language(yoruba), it gathered attention from various parts of the world. countries such as martinique, guadeloupe, morocco, réunion rank high

netflix

attracting attention from 24 distinct countries, making top 10 in over 10 countries in its second week of release and a total view time of 14,440,00 is quite impressive and a good show for the movie.

twitter

twitter was sent into frenzy upon release of the movie, particularly in its first week. with saro and arolake being the most talked about character and users engagement from countries such as canada, uk, usa, and ghana

google trend

considering the fact that the movie is of yoruba language, its no surprise to see south western states top the chart in local query. likewise western african countries lead the global query

thank you.

about me.

my name is demilade olabode aliu. i have a strong mathematical and statistical background. i'm fueled by the passion to help people/organisations make informed decisions through data and i'm a strong advocate of "data never lies". i don't restrict myself to structured data, as i pride myself in deep research, data storytelling and data mining.

in my 2 years + experience of data analysis. i have used my expertise in data cleaning and data visualization to successfully understand and translate business goals into actionable insights

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