NETFLIX

ORIGINALS

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INTRODUCTION

Netflix is a global streaming entertainment service offering movies, TV series and games, with unlimited viewing on any internet-connected screen for an affordable, no-commitment monthly fee. The service primarily distributes films and television series produced by the media company of the same name from various genres, and it is available internationally in multiple languages.
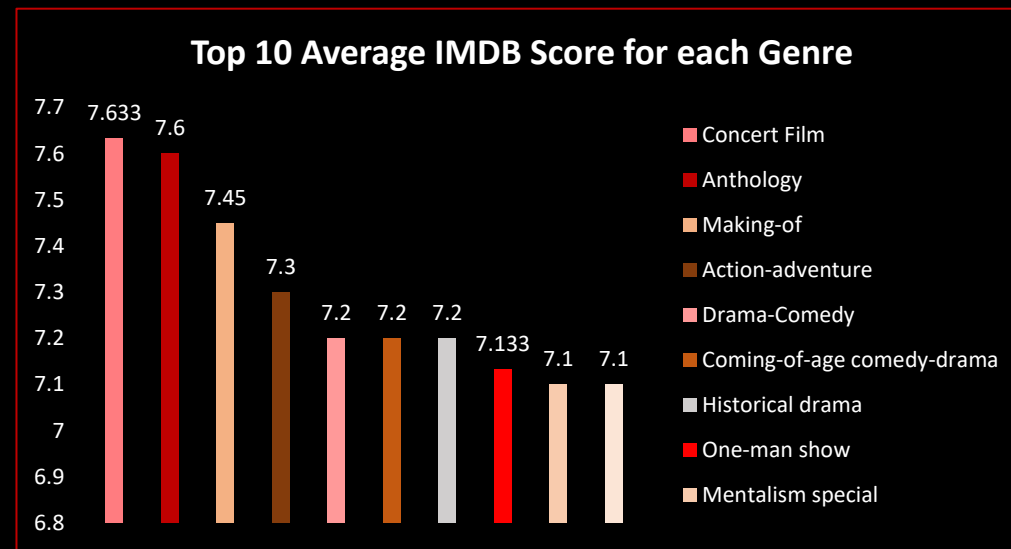
GOALS & KPIs

- ✓ What is the average IMDB score for each genre
- ✓ Which genre has the highest average runtime?
- ✓ Are longer movies rated higher on IMDB?
- ✓ What is the distribution of movies across different languages?
- ✓ What is the trend in the number of releases over the years?
- ✓ Which year had the highest average IMDB score?
- ✓ Are movies in certain languages rated higher on average?
- ✓ What is the distribution of IMDB scores?
- ✓ What is the most common genre on Netflix?
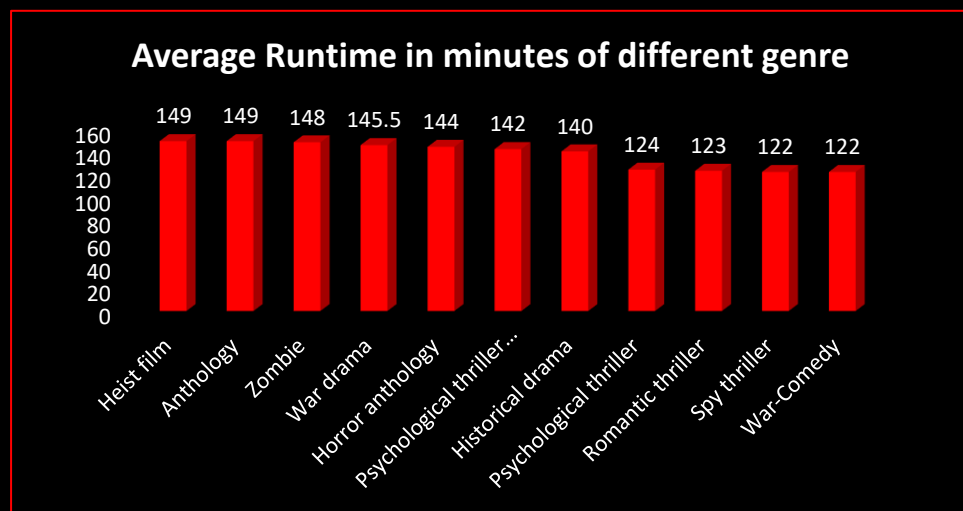- ✓ What is the average runtime of movies released in different months?

I. What is the average IMDB score for each genre.

The average IMDB rating for the concert film is 7.633, followed by Anthology with a 7.6 rating, making-of with a 7.45 rating, action/adventure films with a 7.3 rating, and so forth.

Top 10 Average IMDB Score for each Genre

- Concert Film
- Anthology
- Making-of
- Action-adventure
- Drama-Comedy
- Coming-of-age comedy-drama
- Historical drama
- One-man show
- Mentalism special

Values shown: 7.633, 7.6, 7.45, 7.3, 7.2, 7.2, 7.2, 7.133, 7.1, 7.1

II. Which genre has the highest average runtime?

Average Runtime in minutes of different genre

Values shown: Heist film 149, Anthology 149, Zombie 148, War drama 145.5, Horror anthology 144, Psychological thriller... 142, Historical drama 140, Psychological thriller 124, Romantic thriller 123, Spy thriller 122, War-Comedy 122

The highest average belongs to the Anthology genre & Heist Film's with runtime of 149 minutes, followed by Zombie Film's with 148-minute runtime, War Drama's with 145.5-minute runtime, and so forth.

III. Are longer movies rated higher on IMDB?

Relation b/w Runtime & IMDB for all Movies


Relation b/w Runtime & IMDB for longer Movies
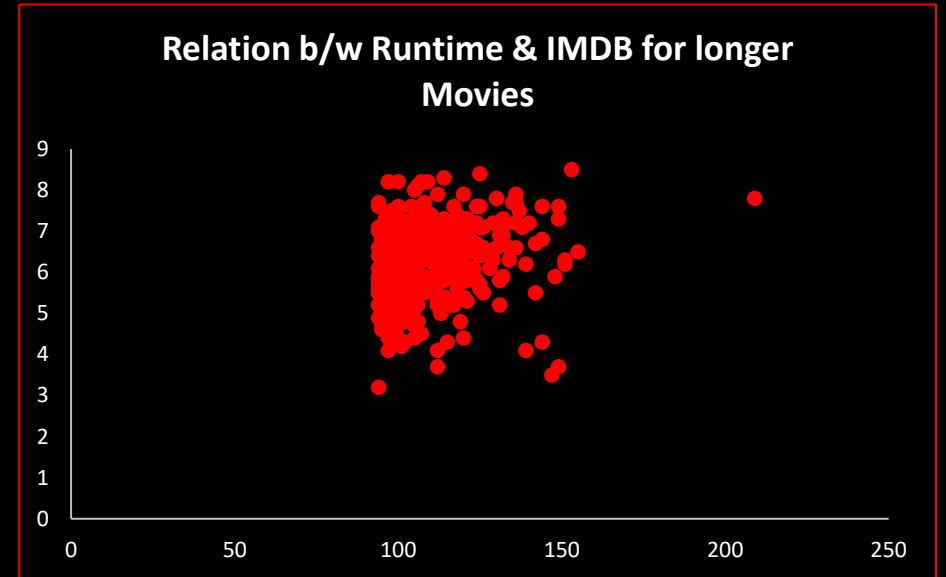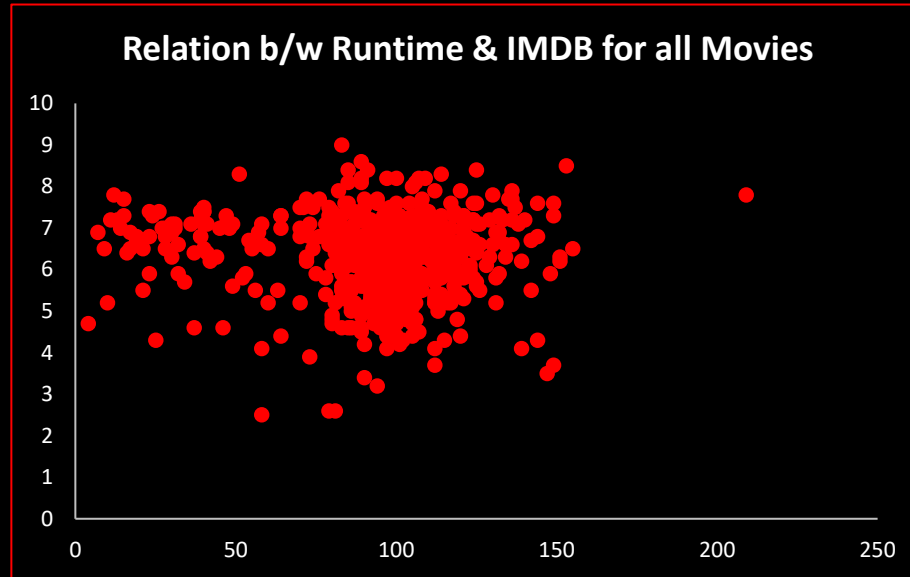
o Since 94 minutes is the average runtime, we may say that films longer than 94 minutes are longer than those shorter than 94 minutes.

o So from above charts we can see there is no correlation between the length of the film and its IMDB ratings.

IV. What is the distribution of movies across different languages?

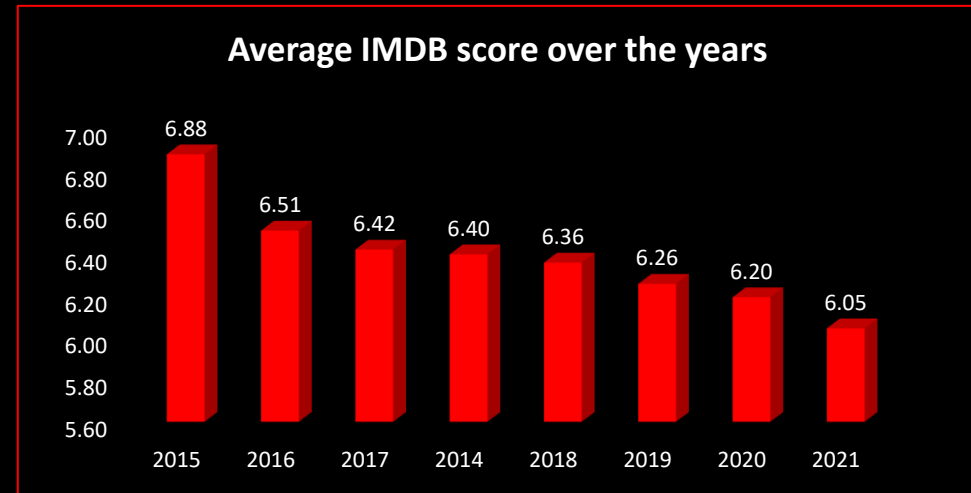English is the most common language used in making of movies with the count of 419.

Distribution of Movies acc to language
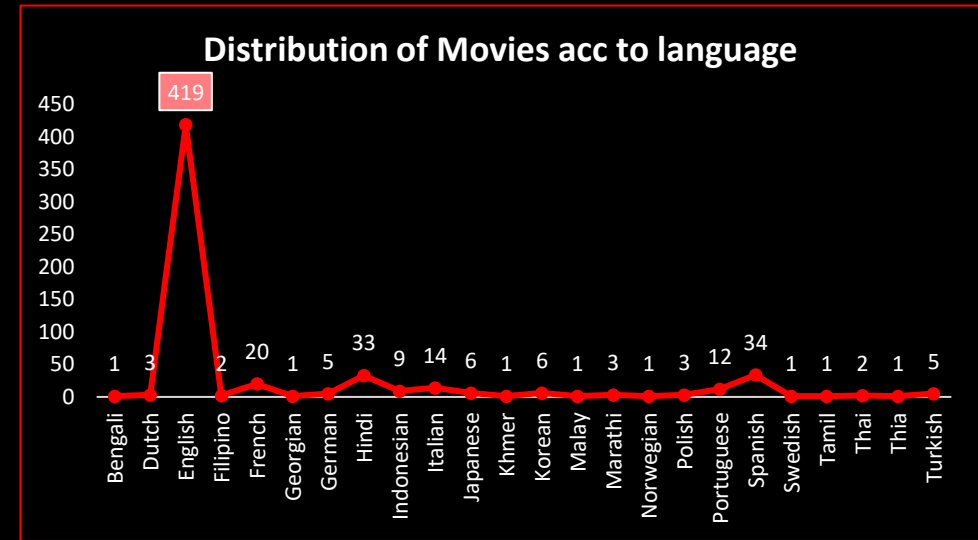
V. What is the trend in number of releases over the years?

Number of releases over the years
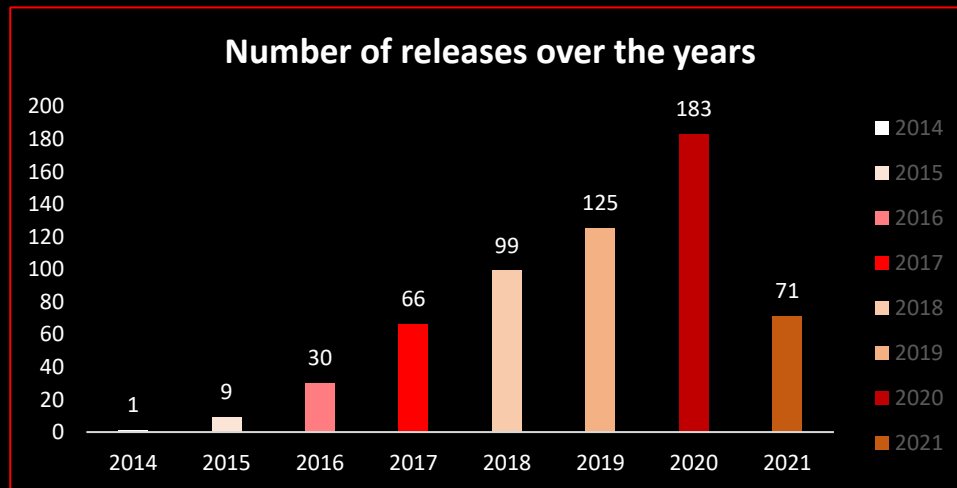
Max release was in year 2020 with count of 183 movies.

VI. Which year had the highest average IMDB score?

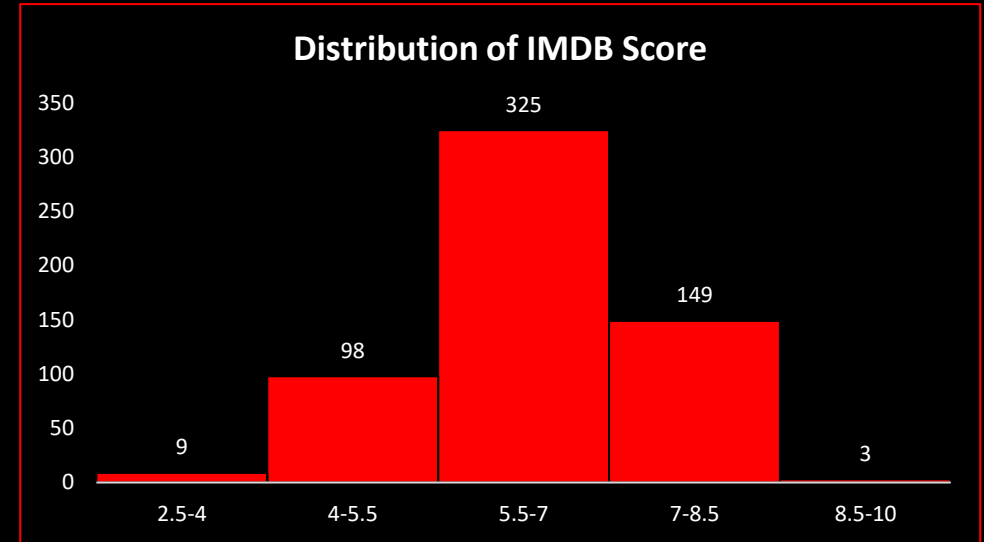2015 had the highest average IMDB score for Netflix Originals.

Average IMDB score over the years

Year	Score
2015	6.88
2016	6.51
2017	6.42
2014	6.40
2018	6.36
2019	6.26
2020	6.20
2021	6.05

VII. Are movies in certain languages rated higher on average?

Language	Average of IMDB Score
English/Ukranian/Russian	8.4
English/Akan	7.7
English/Hindi	7.3
English/Korean	7.3
Spanish/English	7.3
English/Arabic	7.3
English/Russian	7.3
Khmer/English/French	7.2
Tamil	7.2
Bengali	7.1

VIII. What is the distribution of IMDB score?

Distribution of IMDB Scores are shown by Histogram chart.

Distribution of IMDB Score

IX. What is the most common genre on Netflix?

Top 10 Genre

Legend:
- Documentary
- Drama
- Comedy
- Romantic comedy
- Thriller
- Animation
- Comedy-drama
- Science fiction
- Crime drama
- Horror
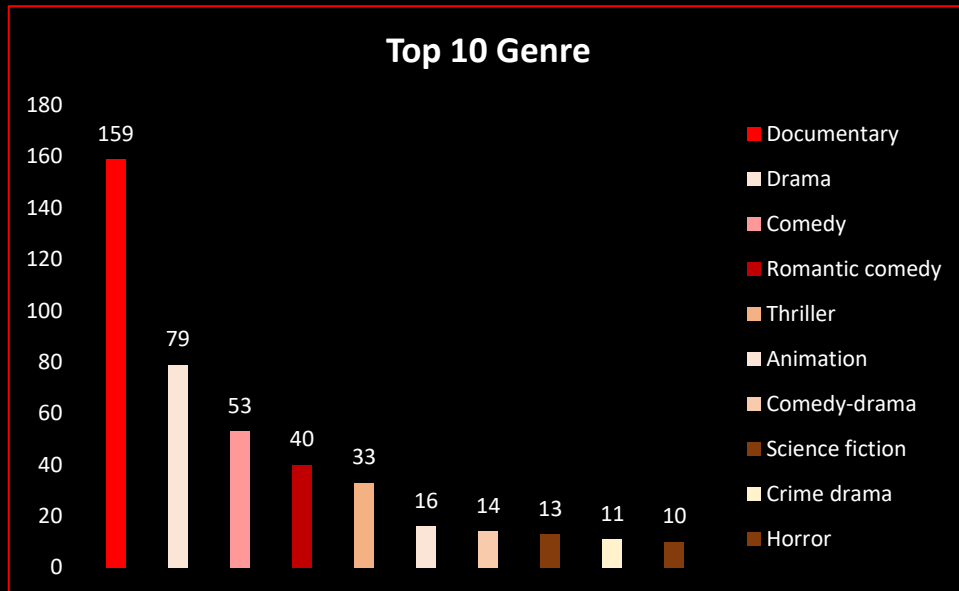
Documentary is the most common genre on Netflix.

X. What is the average runtime of movies in different months?

Average runtime of movies in different months

Month	Runtime
Dec	91.84
Nov	95.02
Oct	94.32
Sep	87.26
Aug	86.97
Jul	96.88
Jun	101.17
May	92.15
Apr	94.38
Mar	94.23
Feb	96.41
Jan	94.46

75.00   80.00   85.00   90.00   95.00   100.00   105.00
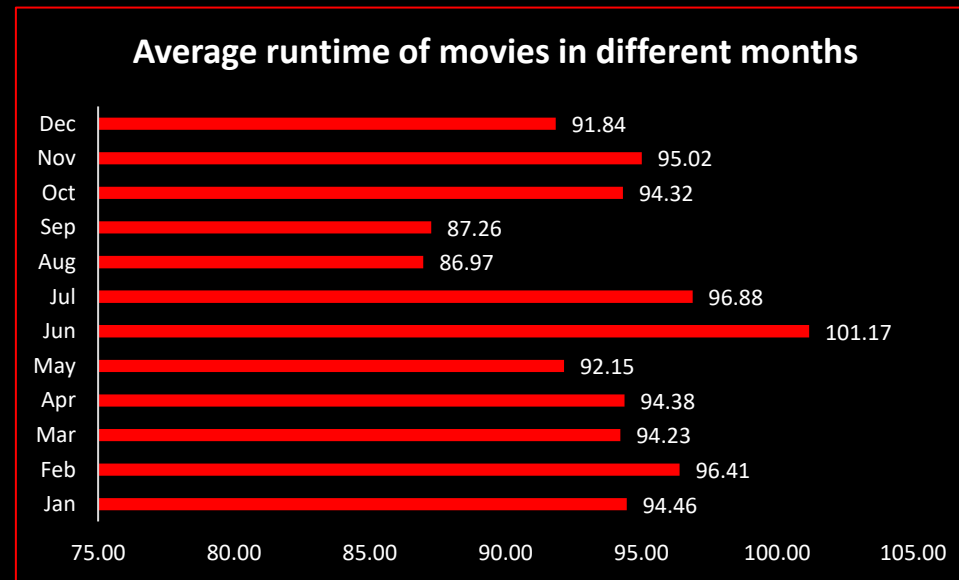
June has the longest average runtime of 101.17 minutes.

CONCLUSION

In this study, we conducted a detailed analysis of Netflix Originals films from Netflix data set. The goal was to perform exploratory analysis, uncover significant findings, and process the dataset for potential use in machine learning models. Defining the traits of popular Netflix original films based on many criteria, including genre, length, IMDB rating, and language. Understanding the characteristics of popular films can help Netflix plan and create more well-liked and successful content, garnering a larger audience and growing its market share in the OTT platform sector.

THANK YOU

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