



This IMDb dashboard will try delivering different mutually exclusive main blocks in a structured and organised manner, covering the most important aspects of the platform for each block. The different blocks of business questions that we are aiming to cover are as follows:

IMDb Dataset General Stats

Distinct Genres within the Dataset

18

Total Platform Distinct Movies

3.9K

Total Number Of Users

6.0K

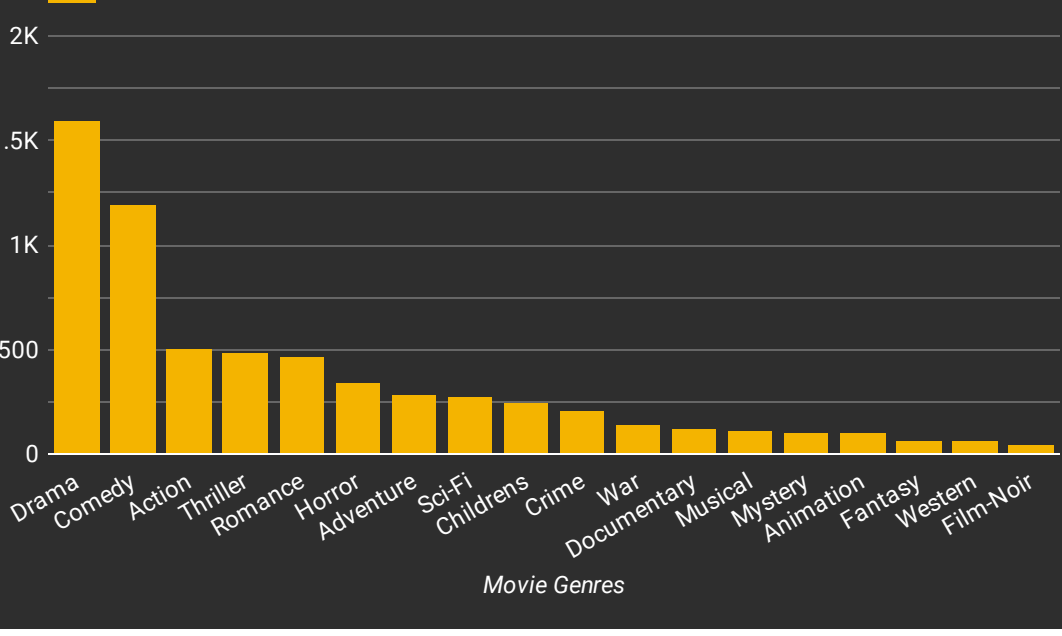
Combined Movie Reviews

1.0M

Movies within the Platform

Are the movies per genre well compensated or is there an uneven amount of movies per genre?

Movies Genre Distribution



The distribution of films in the platform is not evenly distributed and makes sense. Films production depends on genre popularity, meaning that movie producers would focus more on those segments that can target more people.

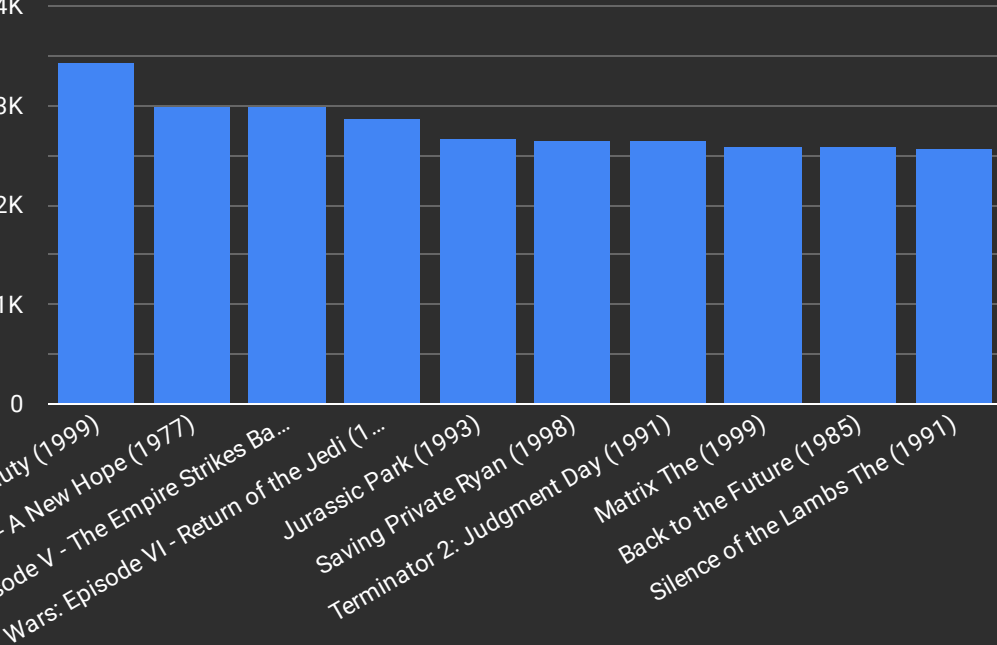
Therefore we can conclude that film distribution is properly assigned based on popularity and the movie producers industry

Drama and Comedy holds over 44% out of all the films in the platform, clearly representing a dominance in the platform.

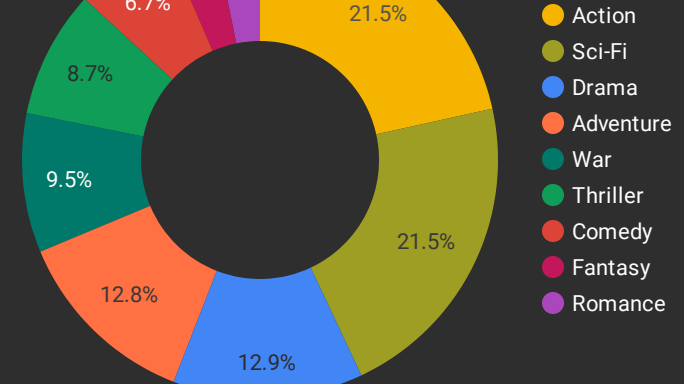
It would be interesting to analyse the distribution of ratings in the different genres to check if there are some correlations.

Is there is an actual correlation between the top viewed movies up to now in the platform and their corresponding genres?

Top 10 most viewed movies (2000-2003)



Genre Classification of 10 most viewed movies (2000-2003)



7/10

of the top 10 most viewed movies are Action or Sci-Fi movies, genres that aren't that significant within the platform in terms of quantity (Sci-Fi movies hold approximately 4% of the total movies offered in the platform and 7 movies in that category are the most viewed in the platform).

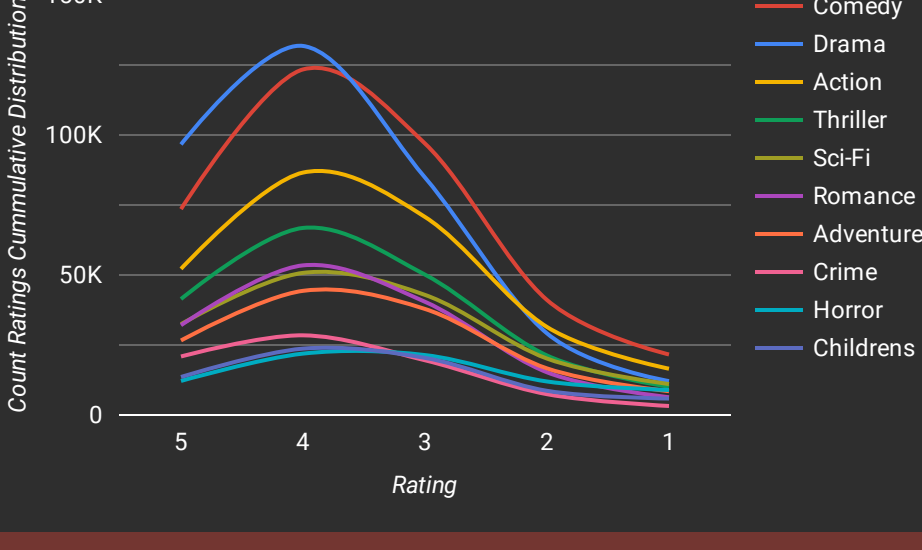
Although the quantity of some genres indeed increases the likelihood of being in the top 10 charts, it won't ever bet the quality of some movies.

Users expect quality over quantity

Movies Ratings

What is the average distribution for the top 10 Genres with most movies? How is the dispersion per Genre?

Top 10 Genres Density Plot Ratings Distribution



Summary Statistics per Genre Category

Genres	Total N° Ratings	AVG Ratings	STDEV Genres
Horror	76,386	3.22	1.23
Childrens	72,186	3.42	1.16
Sci-Fi	157,294	3.47	1.16
Action	257,457	3.49	1.13
Fantasy	36,301	3.45	1.13
Adventure	133,953	3.48	1.13

Average Rating distribution is high with relatively low variability

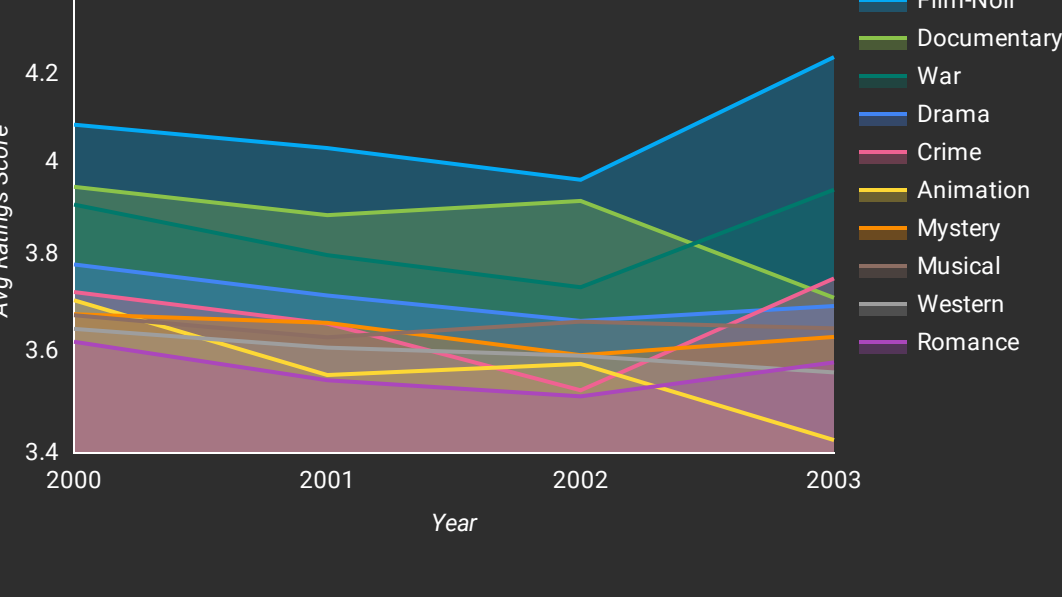
The genre with the best overall ratings is Drama. This genre has the highest rating relative to other top 10 popular genres and is the genre with the highest number of movies on the platform (making it a highly stable genre with certainty).

Horror movies have the worst average ratings and are the genre with the highest variability in ratings out of all the 18 genres.

It might be recommendable to have a closer look at the movies in the horror category and upload high-quality movies to increase this category's average ratings.

How average ratings have been fluctuating throughout time per genre and the user's usability of the platform?

Average Ratings per Genre (2000-2003)



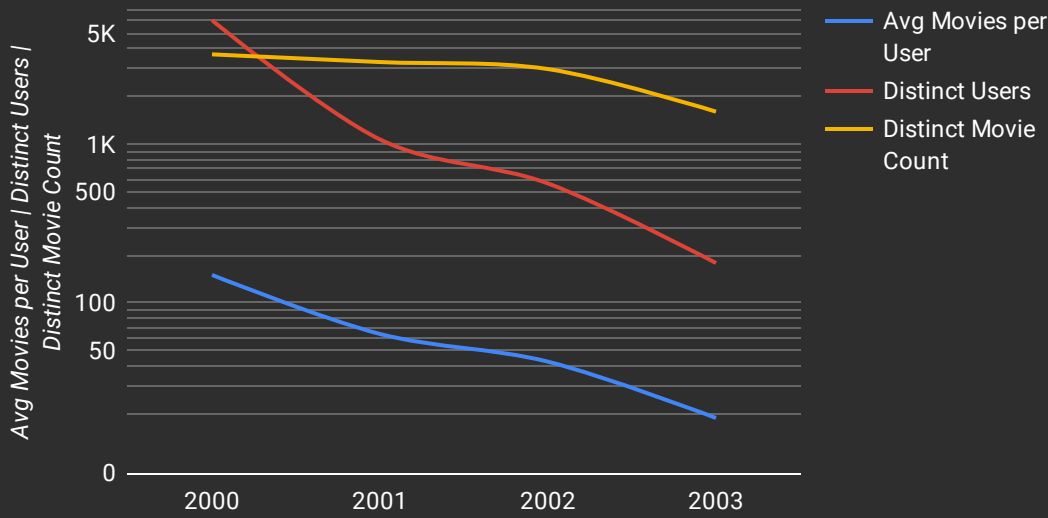
3 Main Takeaways

As we can observe, the overall trend in all genres has experienced a downhill trend in their ratings for the past 3 years.

Horror has experienced an 11% decrease in its average ratings in the past 3 years.

Genres such as Adventure and Crime are gaining traction, their ratings have increased during the past year.

Timeline Behaviour on Movie Count per Year



-249%

Average number of movies in the last 3 years

This can be due to the decrease in the accumulated number of movies watched per year and the number of different users using the platform.

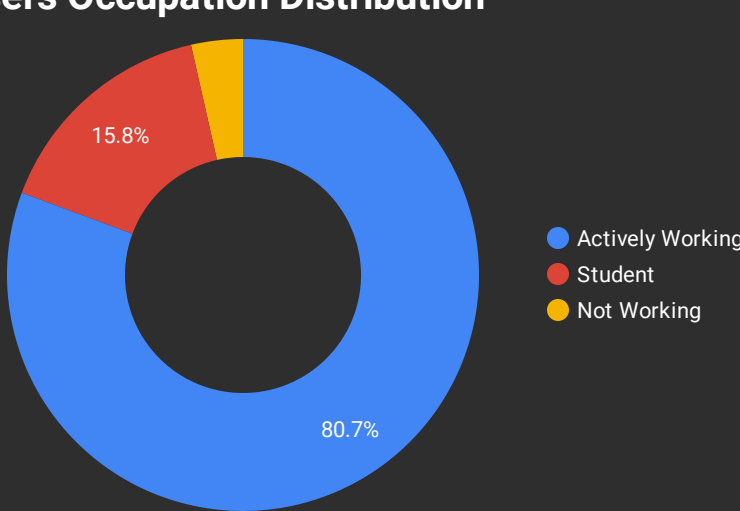
We can state that there is something wrong with the platform, however, we would need to gather more data to identify the root cause for the decrease in average movies per user.

These last 3 years the platform usability has plummeted

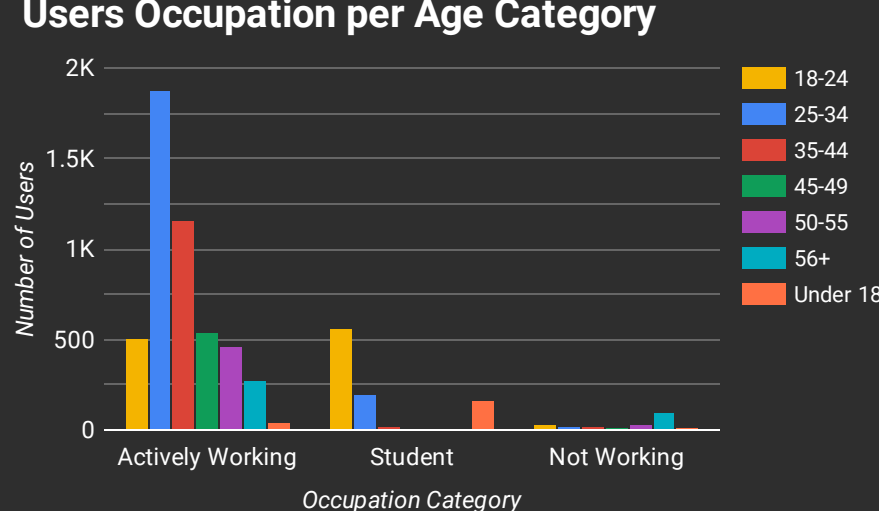
Users Profiling

What are the different profiles of our users and the percentage split between the different categories?

Users Occupation Distribution



Users Occupation per Age Category



Main Takeaways

73%

of our audience is between 18-44 years old

50%

of our platform users are between ages 25-44 years old

Approx 88%

are active workers and a small segment is currently studying as a college/grad student.

As active workers comprise 81% of our platform users, it might be worthwhile to analyze the different occupations and identify if there is a pattern of our target buyer persona.

Actively Working Occupation Split

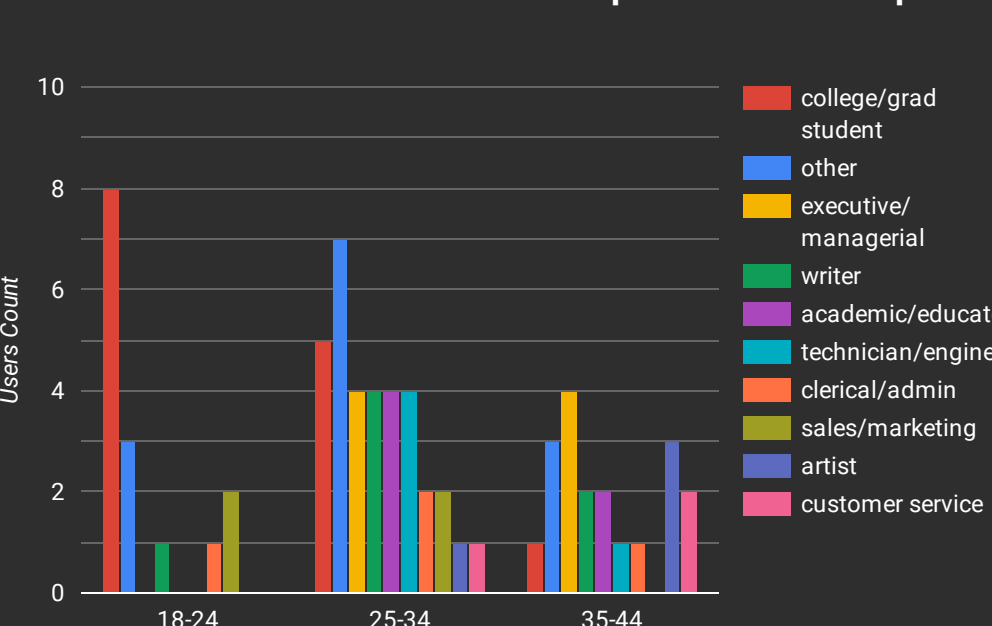
Occupation Category	Occupation	Percentage Split
Actively Working	other	14.59%
Actively Working	executive/managerial	13.94%
Actively Working	academic/educator	10.84%
Actively Working	technician/engineer	10.3%
Actively Working	programmer	7.96%
Actively Working	sales/marketing	6.2%
Actively Working	writer	5.77%
Actively Working	artist	5.48%

Interestingly, we can state that those professions with higher leisure time are Netflix user targets and those that have professions with lower leisure time rarely use the platform.

It is evident that our customer base is between 25-44 they are active workers with higher leisure times than other professions, however it would be interesting if we should focus our marketing efforts to target the younger segment.

Which are our top profiles and which ones should IMDb focus its future strategy on?

Top 15% Users Occupation & Age Identification



Occupation	Age	Number of Users
college/grad student	18-24	8
other	25-34	7
college/grad student	25-34	5
writer	25-34	4
executive/managerial	35-44	4
academic/educator	25-34	4
executive/managerial	25-34	4
technician/engineer	25-34	4
other	35-44	3

Although we can confirm that the 18-24 age bracket isn't the highest, it would be a great strategy to focus on them and diversify the risk of focussing solely on the 25-44 bracket.

This young segment has more time and are medium-term financially reliant on their relatives, building a brand image from an initial stage could potentially increase their brand loyalty towards Netflix and become a long-term user in the future.

Final Conclusion & Recommendations

We can state that IMDb is facing a difficult situation. User's screening time and average ratings have dramatically decreased in the last 3 years. Also, the number of users hasn't increased that much on a yearly basis.

It is therefore that in this dashboard we propose IMDb start targeting new clients (preferably users between 18-44 and actively working or studying), increase the quality of movies in different genres (For instances: Horror movies or less popular genres), increase the frequency of uploads and users awareness on the new uploads.