

Presented by Katlyn Goeujon-Mackness

ANALYZING NETFLIX MOVIE DATA

A Comprehensive Analysis



INTRODUCTION

Overview of the project

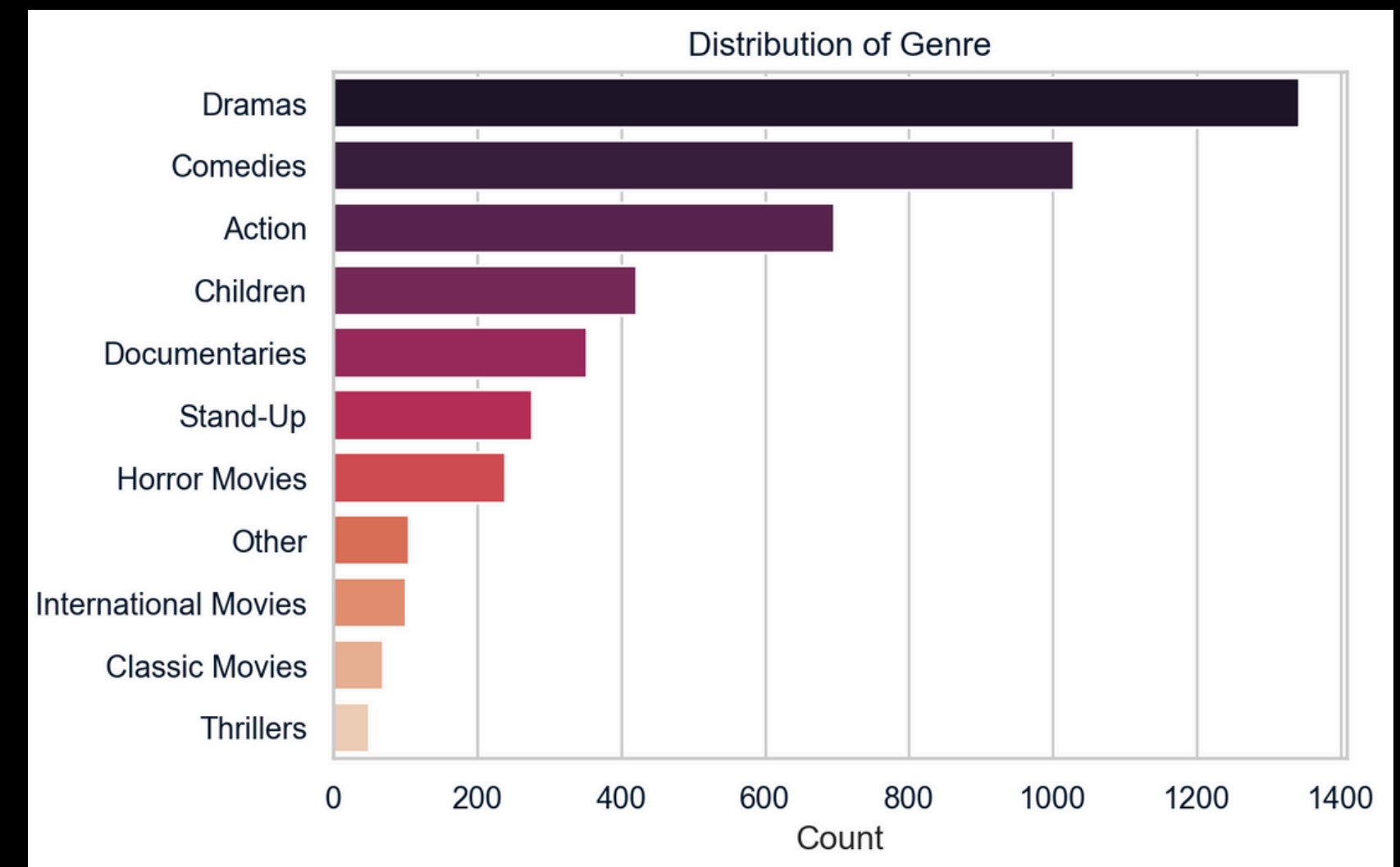
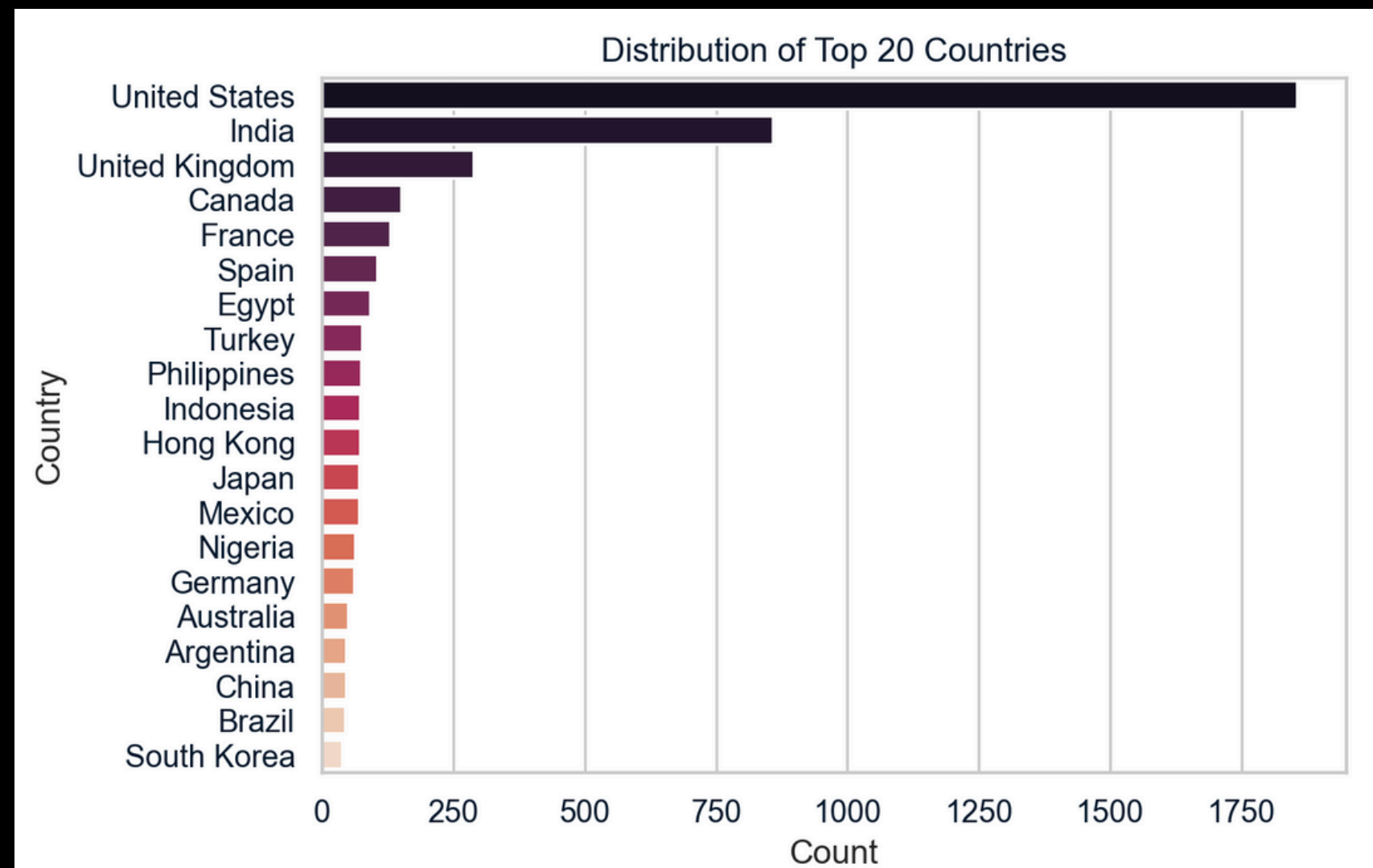
This analysis explores a dataset of Netflix movies to uncover various insights about the film industry. By examining key aspects such as genre distribution, movie durations, and top directors, we aim to provide a comprehensive understanding of the trends and patterns in Netflix's movie offerings.

Objectives of the analysis

- Understand genre distribution: Identify the most common genres and how they vary by country.
- Analyze movie durations by country: Examine the average duration of movies from different countries and explore cultural influences.
- Identify top directors: Highlight the most prolific directors and their contributions to the film industry.
- Examine country-wise content production: Determine which countries produce the most content and their impact on the global cinematic landscape.



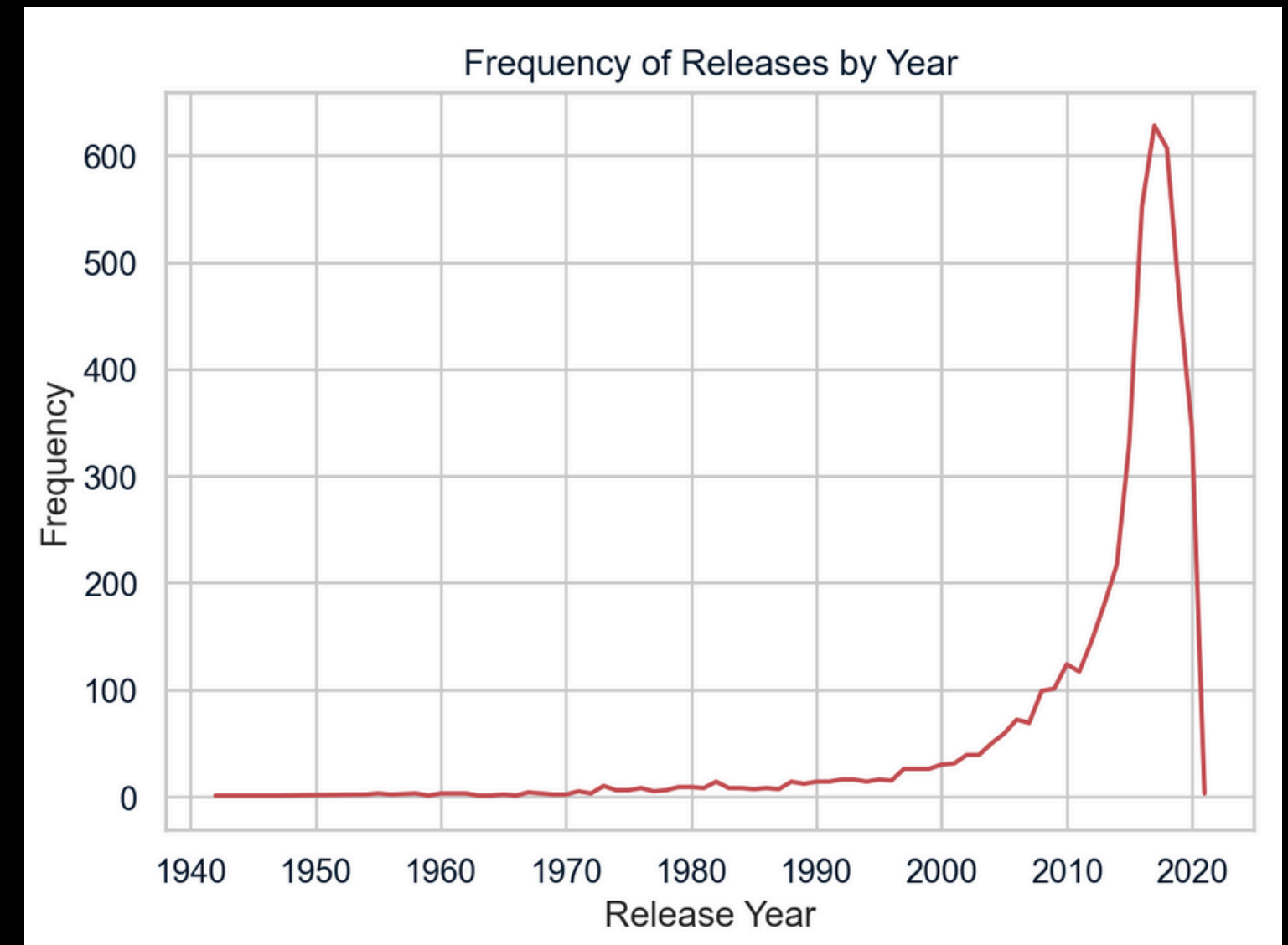
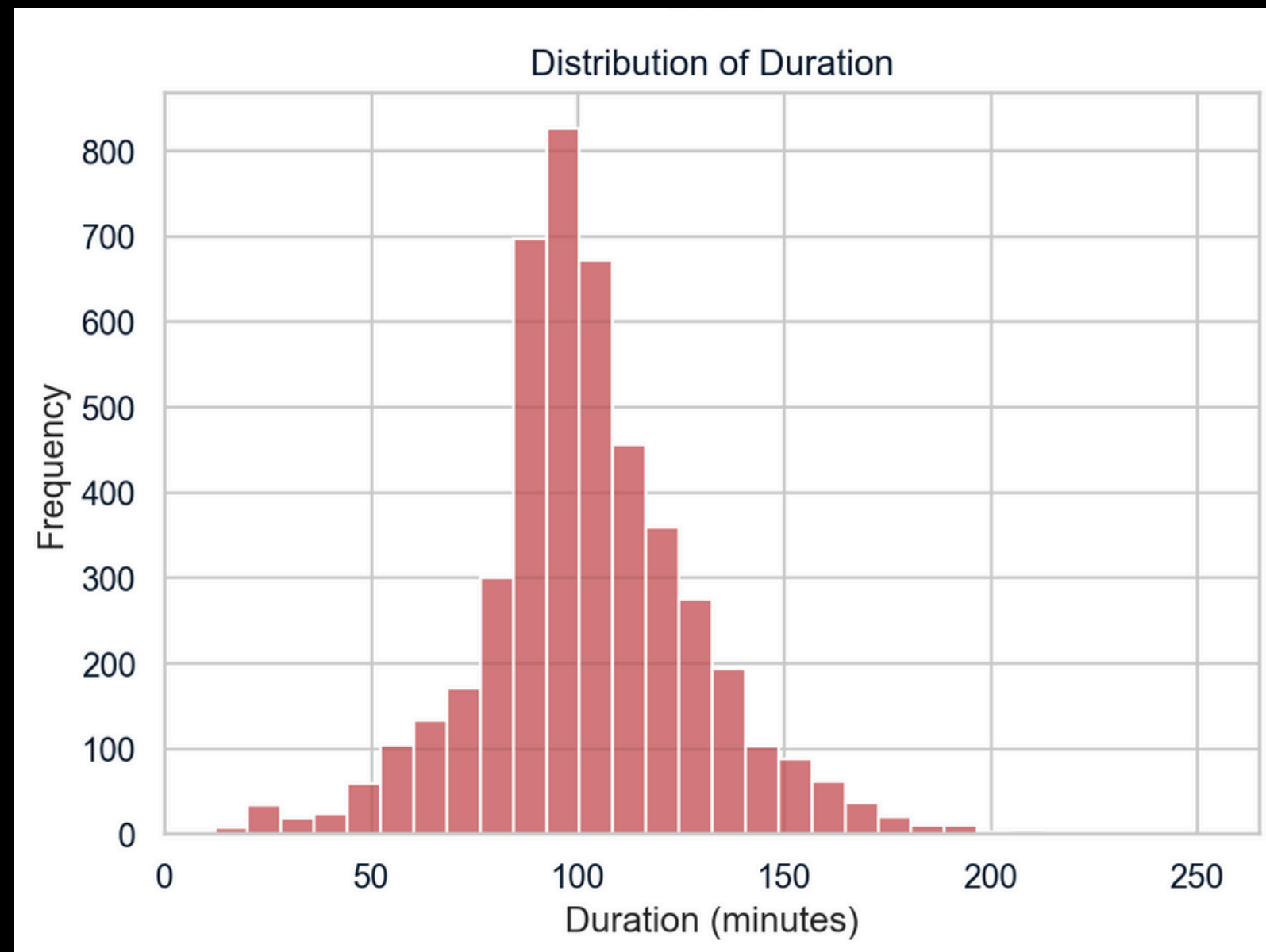
DATA OVERVIEW



Description of the dataset

The dataset includes information on various attributes of Netflix movies, such as titles, genres, countries of production, directors, and durations. This rich dataset allows us to perform a detailed analysis of Netflix's movie offerings.

DATA OVERVIEW



Key columns

- Title: The name of the movie.
- Genre: The genre(s) of the movie.
- Country: The country where the movie was produced.
- Duration: The length of the movie in minutes.

DATA CLEANING & PREPARATION

HANDLING MISSING VALUES

We addressed missing values to ensure the dataset is complete and reliable for analysis. This involved filling in missing data where possible or removing incomplete entries.

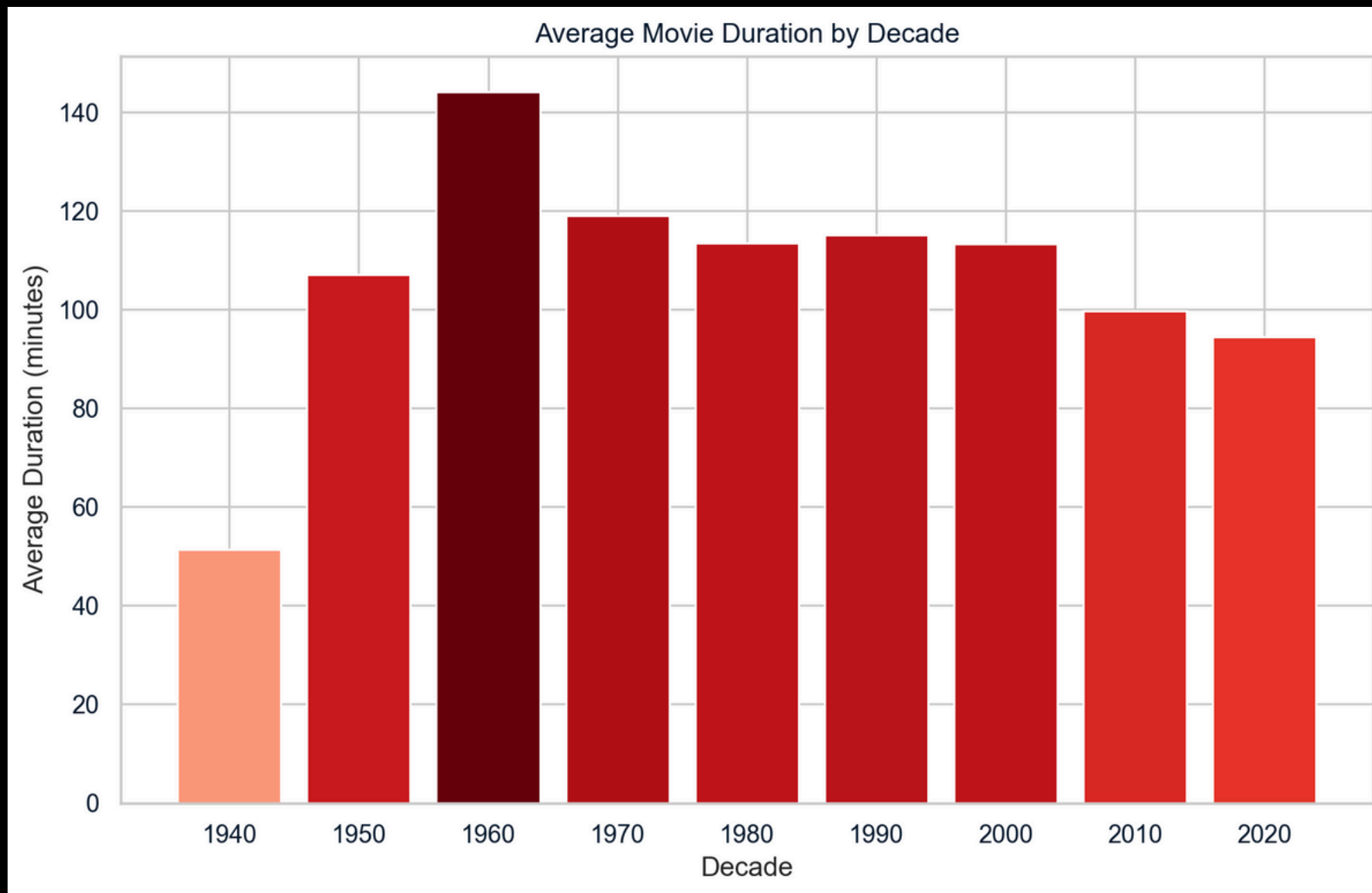
NORMALIZING GENRE LABELS

To maintain consistency, we standardized genre labels by merging similar categories and correcting any discrepancies.

FILTERING DATA FOR ANALYSIS

We focused on relevant data by filtering out entries that did not meet our criteria for analysis, such as movies with incomplete information or outliers.

ARE MOVIES GETTING SHORTER?



Longest Duration in the 60s

This could be due to the popularity of epic films and musicals during that era, which often had longer runtimes.

Decreasing Trend Over Time

This could be attributed to changes in audience preferences, technological advancements, and the rise of different film genres that favor shorter runtimes.

This might reflect the influence of television and digital media, where shorter content is often more consumable.

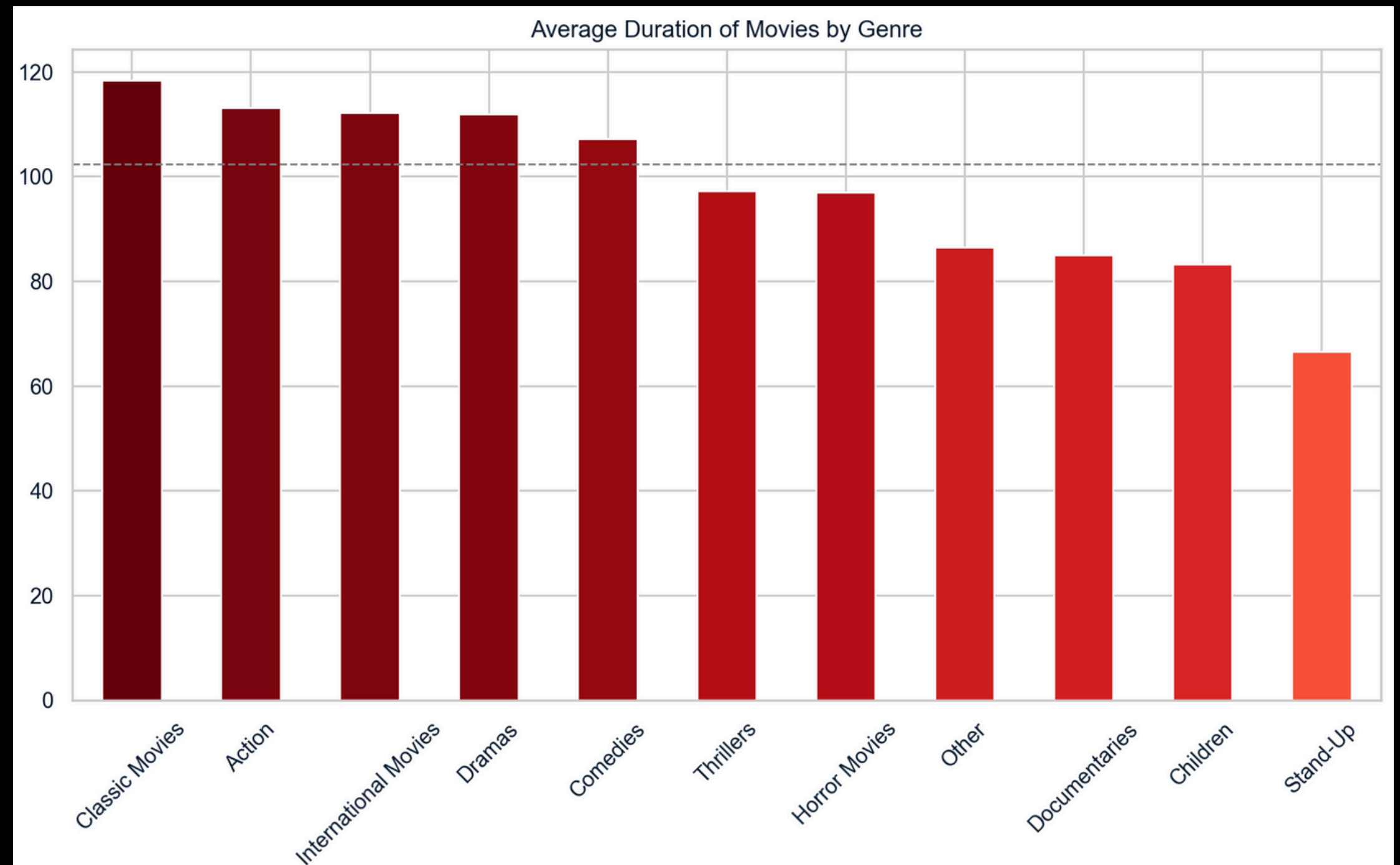
MOVIE LENGTH BY GENRE

Longest: Classic Movies

This might be due to the narrative style and storytelling techniques often employed in classic films, which tend to be more elaborate and detailed.

Shortest: Children & Stand-Up

This is likely because content aimed at children is typically shorter to maintain their attention and standup shows are often concise performances.



DRAMAS DOMINATE

WHAT DOES IT TELL US ABOUT DEMAND?

Audience Preference

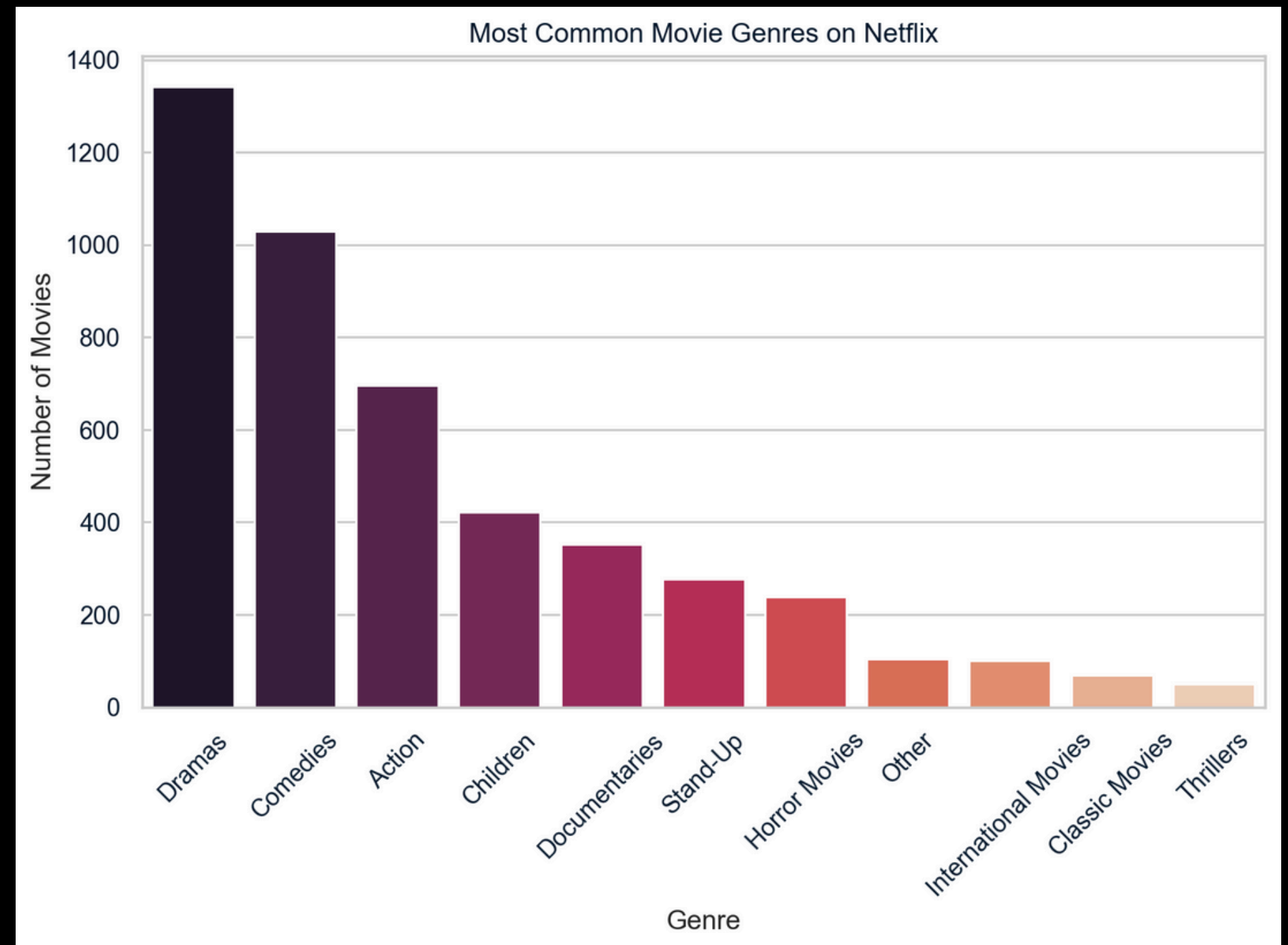
The high number of dramas suggests that audiences may have a strong preference for this genre. This could be due to the genre's ability to explore complex characters and narratives, which often resonate with viewers on an emotional level.

Industry Trends

The film industry might be producing more dramas to meet audience demand or because they are perceived as more likely to succeed critically and commercially. Dramas often receive more attention during award seasons, which can also drive production.

Cultural Reflection

Dramas often reflect societal issues and cultural narratives, suggesting that the dataset might be capturing a wide range of human experiences and societal themes.



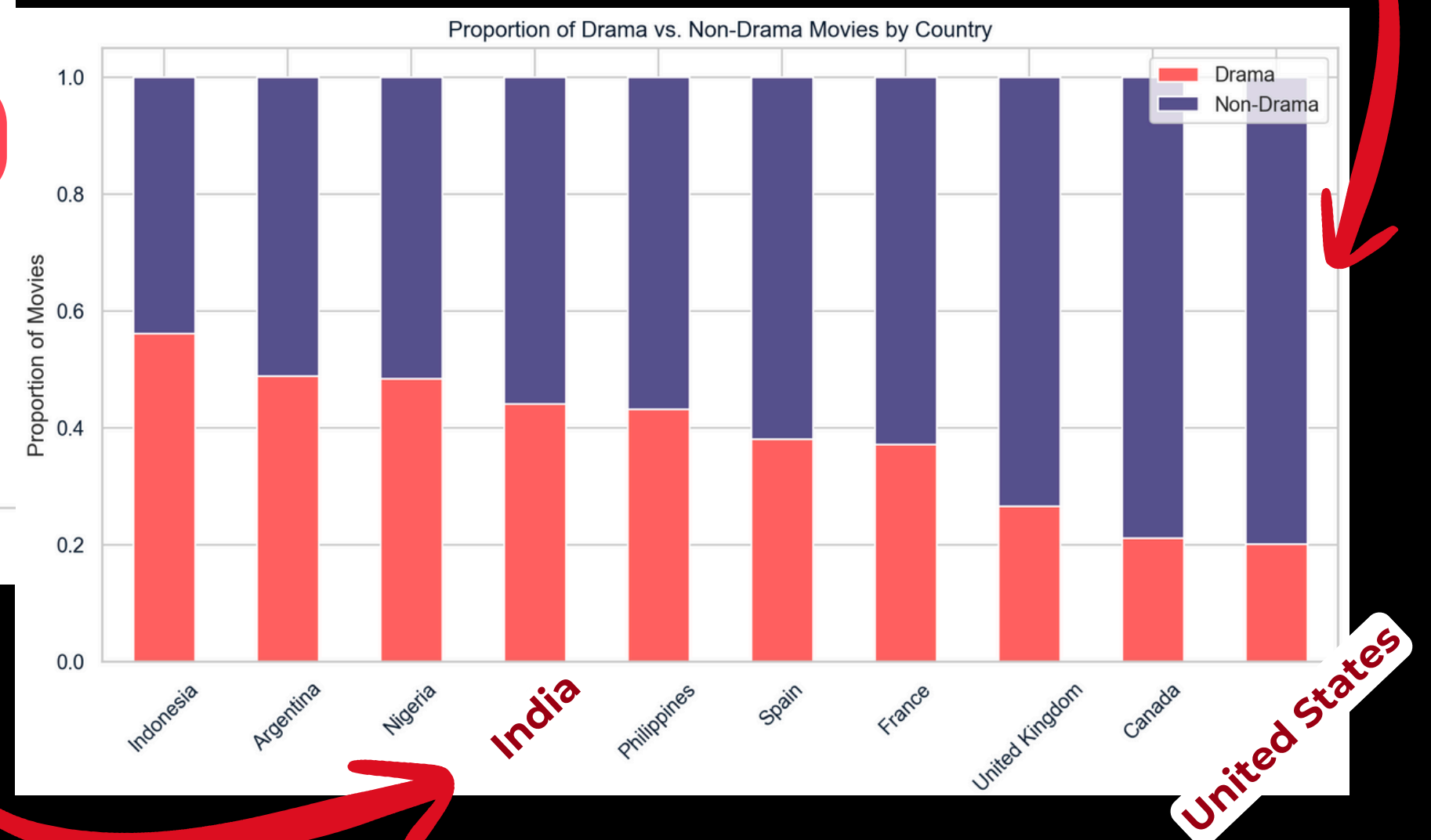
DRAMA MOVIES BY COUNTRY

United States Prefers Others

Despite having the largest number of entries in the dataset, only about 20% of these entries are dramas. This highlights the diversity in the types of movies produced in the United States, with a larger proportion being non-drama movies.

India Dominates Dramas

Although India has the highest number of drama movies, these dramas constitute *only about half* of the total movies from India in the dataset. This suggests a diverse movie production industry in India, with a substantial number of non-drama movies as well.



CONCLUSION

Summary of Findings



Duration of Movies by Country

Movies from India tend to have a higher average duration compared to other countries. This could be attributed to cultural preferences for longer storytelling formats in Indian cinema.

Genre Distribution

The United States dominates the dataset in terms of the number of entries. However, we can see the proportional contributions of different genres by country, providing a clearer picture of each country's cinematic landscape.

Country Analysis

We examined the distribution of movies by country, highlighting which countries produce the most content and their contributions to the global cinematic landscape.

FURTHER INVESTIGATION

While our current analysis provides valuable insights, there are several avenues for further exploration:

1. **Temporal Analysis:** Investigate how the duration and genre distribution of movies have evolved over different decades. This could reveal trends and shifts in cinematic preferences over time.
2. **Director and Cast Influence:** Analyze the impact of directors and cast on movie durations and genres. This could help identify key influencers in the film industry.
3. **Audience Reception:** Incorporate audience ratings and reviews to understand how movie durations and genres correlate with viewer satisfaction and popularity.
4. **Regional Comparisons:** Expand the analysis to include more countries and regions, providing a more comprehensive view of global cinematic trends.
5. **Streaming Trends:** Examine how the rise of streaming platforms like Netflix has influenced movie durations and genre preferences compared to traditional cinema.



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**THANK YOU
VERY
MUCH!**

