



NETFLIX MOVIES DATA ANALYSIS

Exploring movie genres, popularity, and release trends



Data Insights



Top Ratings



Trending Content



Objective

To analyze Netflix movie dataset to find:

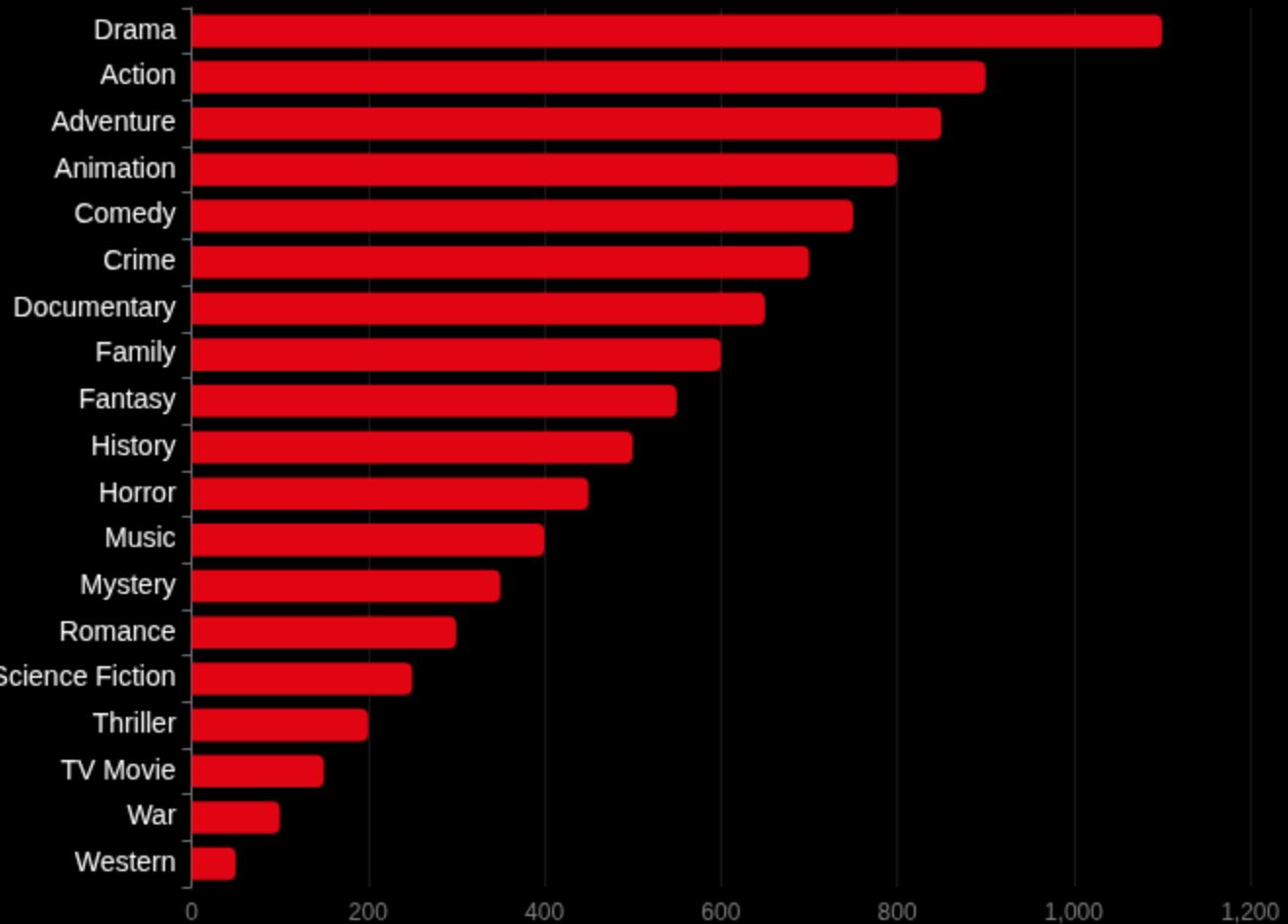
-  Top genres and their distribution across the platform
-  Highest and lowest rated movies with popularity metrics
-  Release trends and patterns over time

Most Frequent Genre

Drama

Dominates Netflix's movie catalog

Drama represents the largest share of Netflix's movie collection, reflecting audience preference for character-driven narratives and emotional storytelling.



Highest Rated Movie

Spider-Man: No Way Home

★ **Highest vote_avg value**

- **Genre:** Action / Adventure
- **Status:** Top-rated on platform
- **Impact:** Critically acclaimed blockbuster



Most Popular Movie



Spider-Man: No Way Home

Action / Adventure



Most Watched

Highest viewership



Most Discussed

Trending conversations



Top Performer

Platform leader

This blockbuster dominated Netflix's platform with unprecedented popularity scores, becoming the most watched and discussed movie in the dataset.

Least Popular Movie



United States and Thread

Genre: Drama



Lowest Popularity Score

This drama received the lowest popularity metrics in the dataset, indicating minimal viewer engagement and limited platform visibility.



Limited Reach

Minimal viewership



Low Engagement

Bottom performer

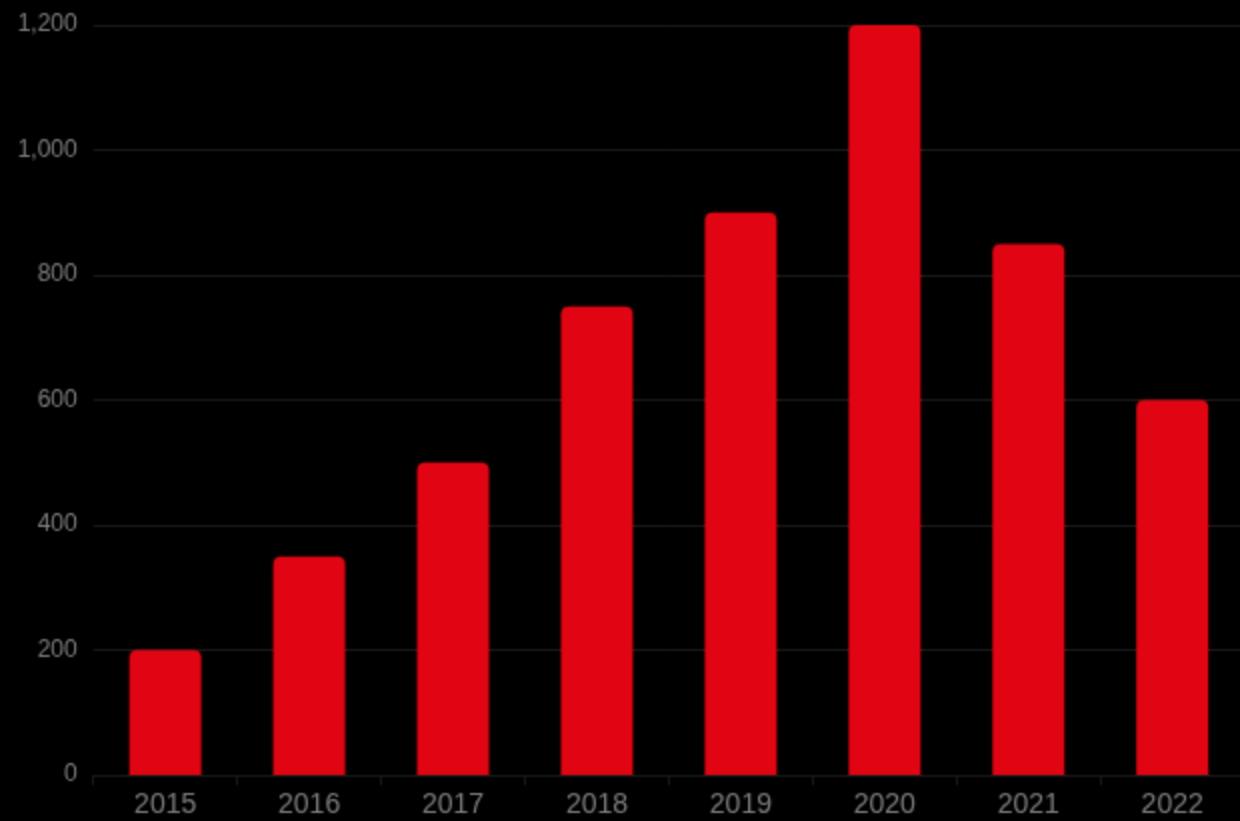
Year with Most Releases

📅 2020

Peak release year

2020 marked Netflix's highest volume of movie releases, reflecting the platform's aggressive content expansion strategy during a transformative period.

💡 This surge coincided with global streaming demand increases and Netflix's investment in original content.



Conclusion

Key Insights from Netflix Movies Analysis

1

Drama Dominates the Catalog

Drama is the most frequent genre on Netflix, representing the largest share of the platform's movie collection and reflecting strong audience preference for character-driven narratives.

2

Spider-Man: No Way Home Leads

This Action/Adventure blockbuster achieved both the highest ratings and popularity scores, demonstrating exceptional viewer engagement and critical acclaim on the platform.

3

2020 Was the Peak Release Year

Netflix released the highest volume of movies in 2020, marking a significant milestone in the platform's content expansion strategy and market positioning.