NETFLIX

Netflix Movie Rating & Engagement Dashboard

🔍 Overview

Netflix is a global leader in streaming entertainment, serving over **230 million paid members** across **190+ countries**. With a vast catalog spanning movies, documentaries, series, and mobile games, Netflix leverages data-driven insights to continually elevate the viewer experience.
This dashboard provides a comprehensive view of **movie rating trends**, **viewer engagement**, and **content performance** across the Netflix platform.

🎯 Dashboard Objectives

Understand viewer sentiment through rating patterns
Track engagement metrics across genres, regions, and formats
Support strategic decisions on content acquisition and original productions
Enhance personalization and recommendation engine algorithms

📊 Key Filters Applied

Filter	Description
Time Range	Ongoing, with real-time and historical data
Content Type	Focused on *Movies* and *Interactive* titles
Rating Categories	All age-based ratings (G, PG, PG-13, R, etc.)
Geographic Scope	Global audience coverage with regional drill-down

🚀 Business Impact

Optimize Recommendations
Leverage insights to fine-tune the personalization engine and drive higher viewer satisfaction.
Drive Engagement & Retention
Understand what content performs best in different regions and demographics.
Inform Strategic Investments
Support decisions in content licensing, production, and regional expansion.
Monitor Performance Trends
Track genre-level and geographic performance to identify new content opportunities.

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Movies

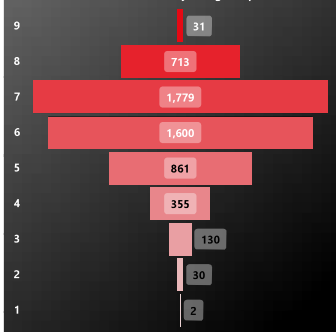
TV Shows

Movies & TV Shows
5,501
Average Rating 6.7
Votes 115,136,698

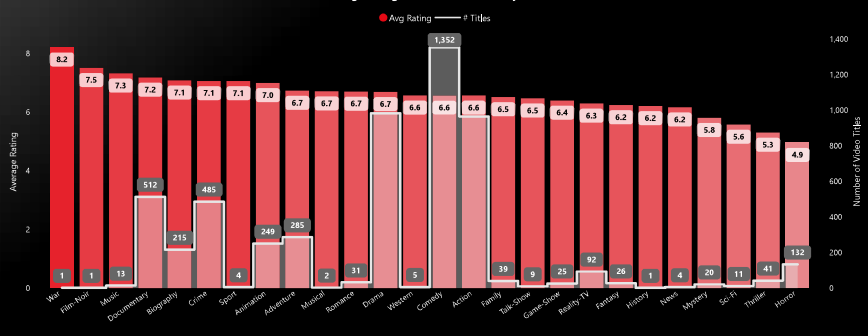
Movies
2,634
Average Rating 6.1
Votes 74M (64%) | *28,011 votes per title*

TV Shows
2,867
Average Rating 7.2
Votes 41M (36%) | *14,425 votes per title*

Number of Titles by Rating Group



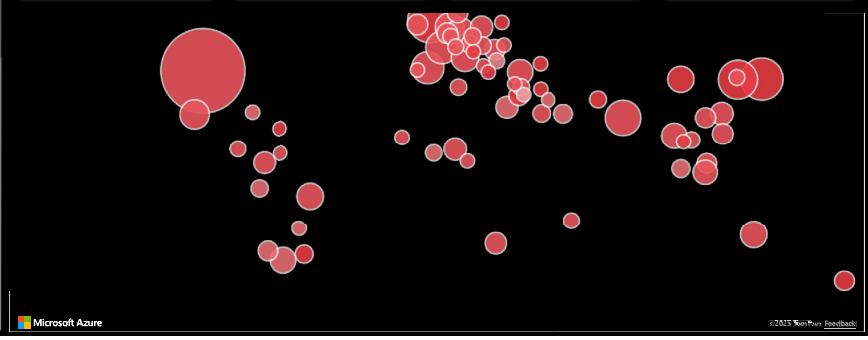
Average Rating and Number of Titles by Genre



Country	# Titles	Avg Rating	# Votes	# Votes per Title
United States	2,320	6.6	76,417,234	32,938
United Kingdom	448	7.1	12,389,962	27,656
New Zealand	12	7.4	5,834,274	486,190
Japan	371	7.1	5,192,811	13,997
France	161	6.5	2,433,970	15,118
Spain	154	6.5	2,195,791	14,258
Canada	191	6.4	1,708,316	8,944
India	215	6.3	998,119	4,642
China	68	7.0	908,881	13,366
Germany	78	6.3	830,311	10,645
Ireland	20	6.9	782,570	39,129
South Korea	291	7.4	666,804	2,291
Turkey	58	6.6	583,287	10,057
Poland	31	6.2	446,684	14,409
Australia	71	7.0	385,427	5,429
Mexico	109	6.4	359,137	3,295
Netherlands	99	6.1	334,863	3,382
Hong Kong	17	6.4	318,827	18,755
United Arab Emirates	10	5.4	297,633	29,763
Italy	83	6.1	218,288	2,630
Czech Republic	5	6.1	191,891	38,378
Norway	21	6.6	188,359	8,969
South Africa	24	6.1	155,973	6,499
Total	**5,501**	**6.7**	**115,136,698**	**20,930**

Map Bubble Size Selection

Number of Titles | Average Rating per Title | Number of Votes | Number of Votes per Title



Movies & TV Shows

All

Title	Plot	Rating	# Votes
Stranger Things: Spotlight		9.4	73
Fargo	A ruthless, manipulative man meets a small-town insurance salesman and sets him on a path of destruction.	9.3	12,655
Word of Honor	Zhou Zi Shu gets embroiled in a conspiracy in the martial arts world. He meets Wen Ke Xing who escapes from the Ghost Valley to avenge his parents' deaths. They become fast friends and embark on an adventure to find a le... Read all	9.3	1,864
Our Planet	Documentary series focusing on the breadth of the diversity of habitats around the world, from the remote Arctic wilderness and mysterious deep oceans to the vast landscapes of Africa and diverse jungles of South America... Read all	9.3	35,560
Avatar: The Last Airbender	In a war-torn world of elemental magic, a young boy reawakens to undertake a dangerous mystic quest to fulfill his destiny as the Avatar, and bring peace to the world.	9.3	260,290