

# Netflix IMDb Ratings Analysis

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In depth analysis of Netflix's Movies and TV shows ratings





# INTRODUCTION

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These slides will take you through a journey of different analysis gathered from the datasets “Netflix TV Shows and Movies” and “Netflix Titles”. One of the datasets give us information on their imdb ratings and the other gives us more info on the genre.



# Reem Anwar!

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Bachelors of Science in Business Analytics.  
Passionate about using data to collect  
insights and make predictions in the  
entertainment, food, and real estate  
industry!



# 301,600,000

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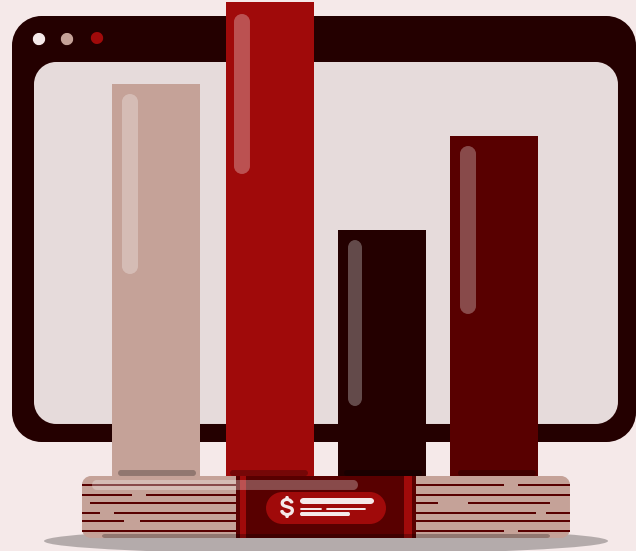
Paid **Netflix** Subscriptions.

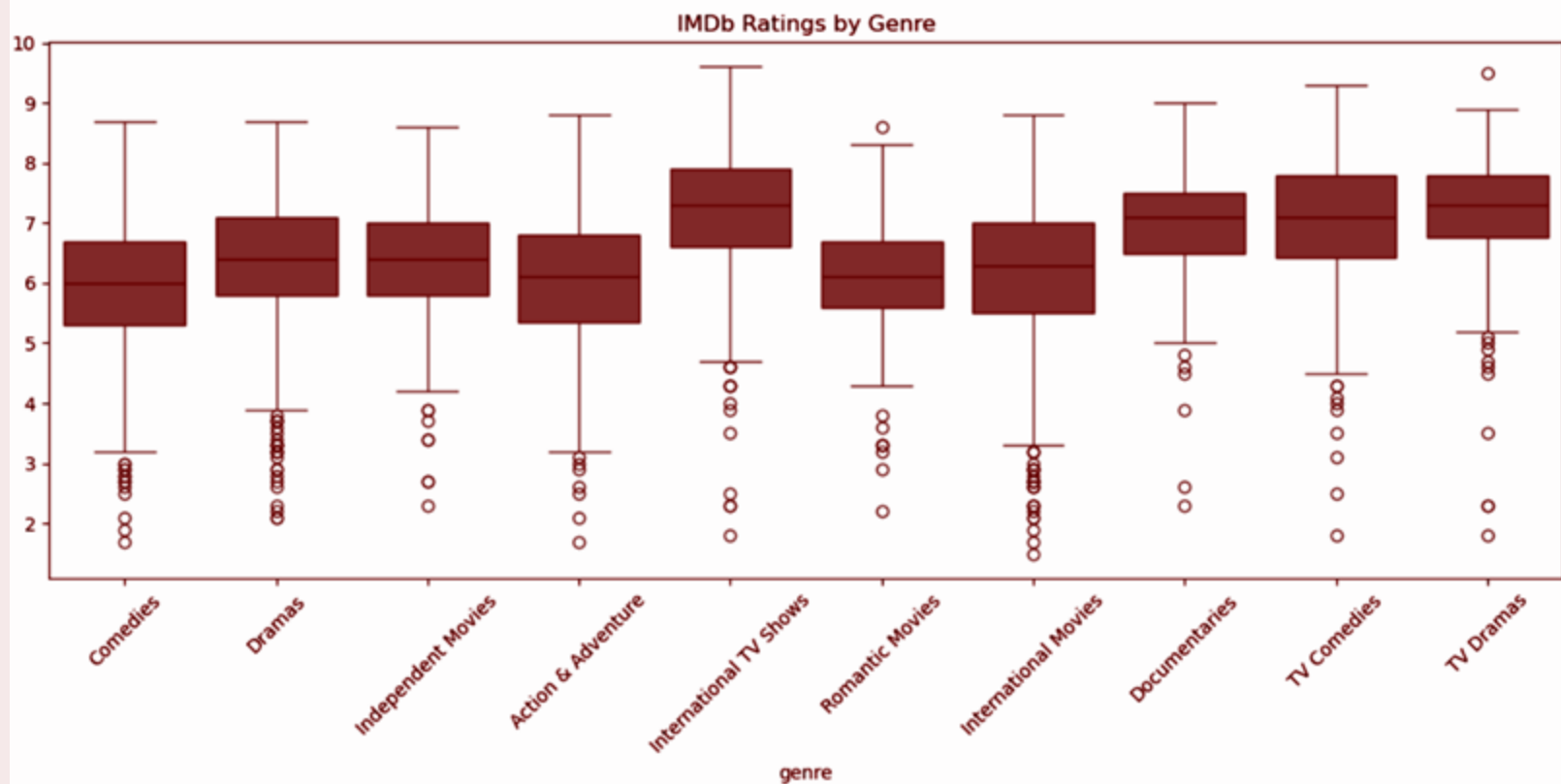


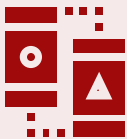
# 01

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Which genres perform the best, having the highest average in IMDb ratings?







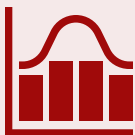
## INTERNATIONAL GENRES

International TV Shows and Movies have high medians but wide variability, with many low-rated titles showing inconsistent quality.



## TV COMEDY WEAKNESS

*TV Comedies* share a decent median but suffer from many low-rated titles, indicating uneven performance.



## MAINSTREAM VOLITILITY

*Comedies* and *Dramas* are popular but show many low outliers, suggesting mixed viewer satisfaction.



## ACTION AND ADVENTURE

These titles span a wide rating range, with a median around 6 — a genre with hit-or-miss audience appeal.



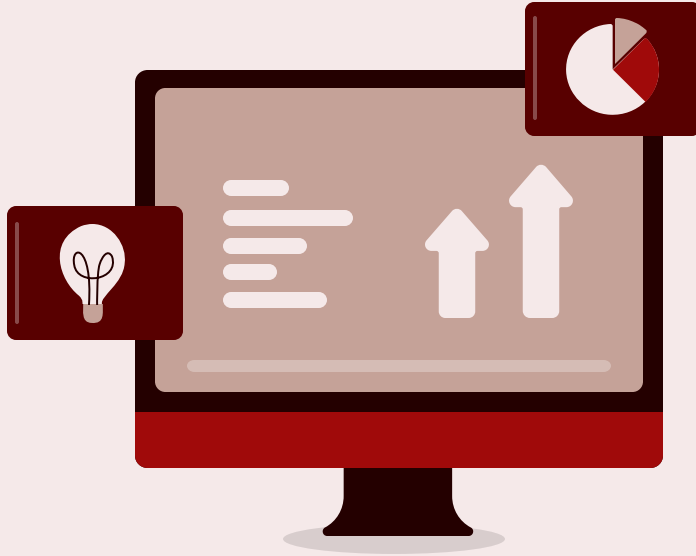
## TV DRAMAS STRENGTH

*TV Dramas* stand out with strong medians and tight distributions, signaling quality and consistency.



## ROMANCE UNDERPERFORMS

*Romantic Movies* show tightly clustered low ratings with rare standouts, suggesting poor reception overall.



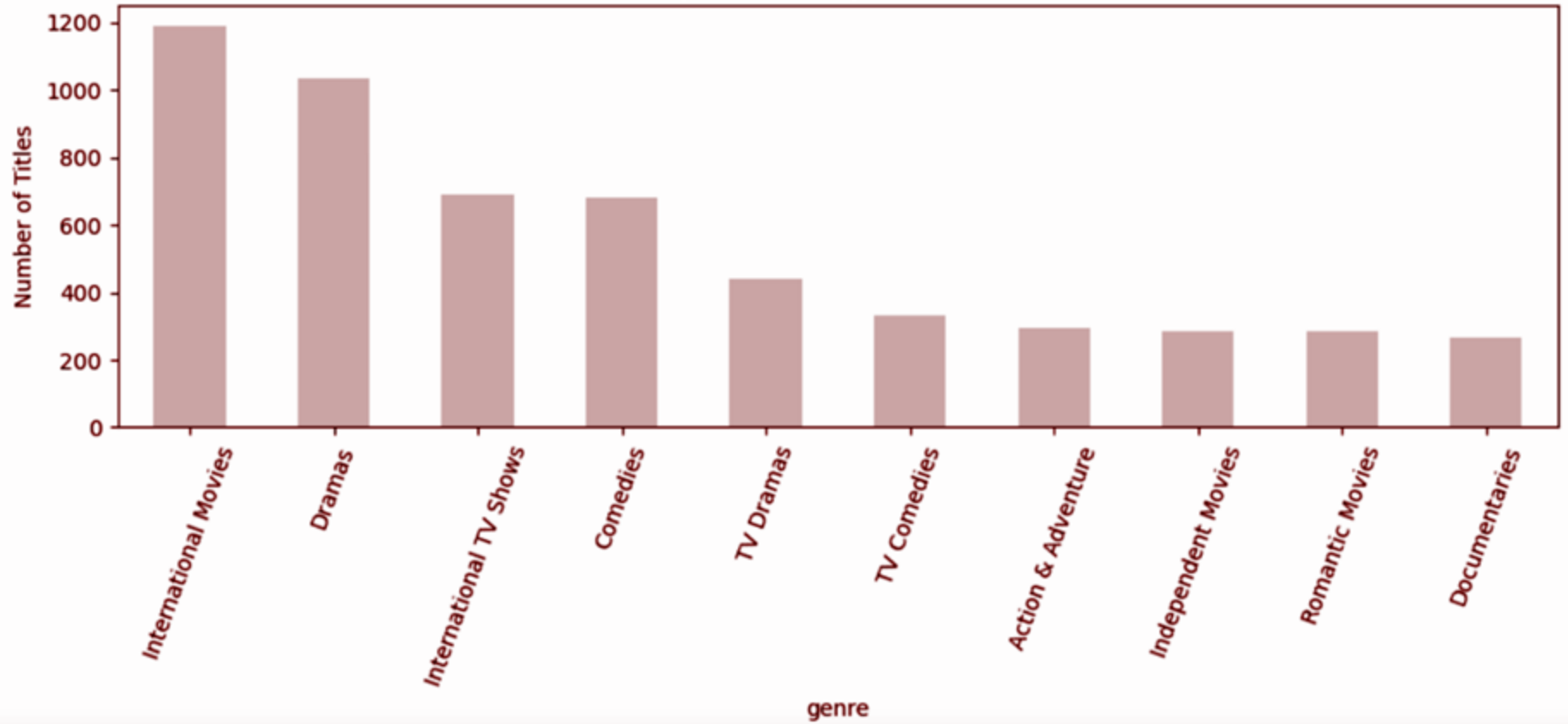
# 02

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Which Genre has the most title? Is that genre top rated or not?



Top 10 Most Popular Genres



## Top Rated Genres based on IMdb Score

```
genre
Classic & Cult TV      8.440000
Korean TV Shows        7.463380
TV Thrillers           7.416667
Anime Series           7.317857
Classic Movies          7.287500
Romantic TV Shows      7.255882
Docuseries             7.242105
Crime TV Shows         7.240977
TV Dramas              7.217084
TV Action & Adventure   7.192241
Name: imdb_score, dtype: float64
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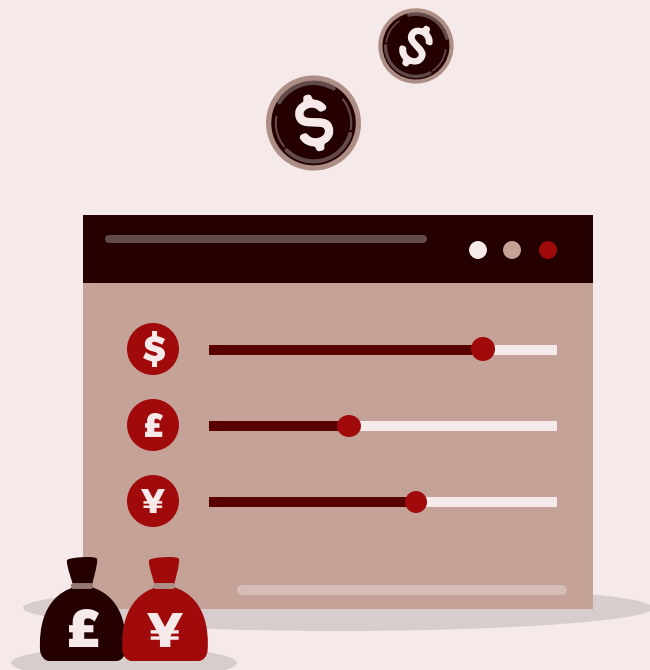


**International movies** have the most titles, this is because there is a large number of titles that fall under this umbrella, automatically claiming the most number of titles.

However, it is *not* in the top 10 of best rated genres. Same goes for **Drama Movies**.

**Classic and Cult TV** takes top place in average best rated genre. Defined as having a strong fan base, these shows get higher ratings but not a popular genre, as number of titles are *not* in the top 10.

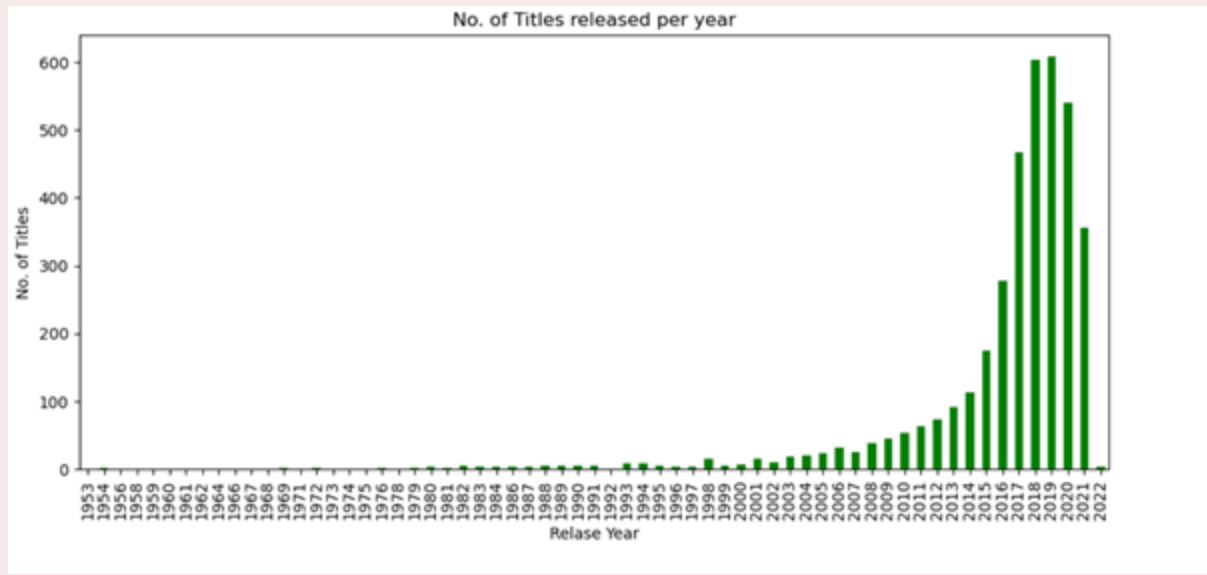
**Korean TV Shows** can also fall under International TV Shows, which is a popular genre containing many titles, But now we see that Korean TV in specific get *more ratings* than others.



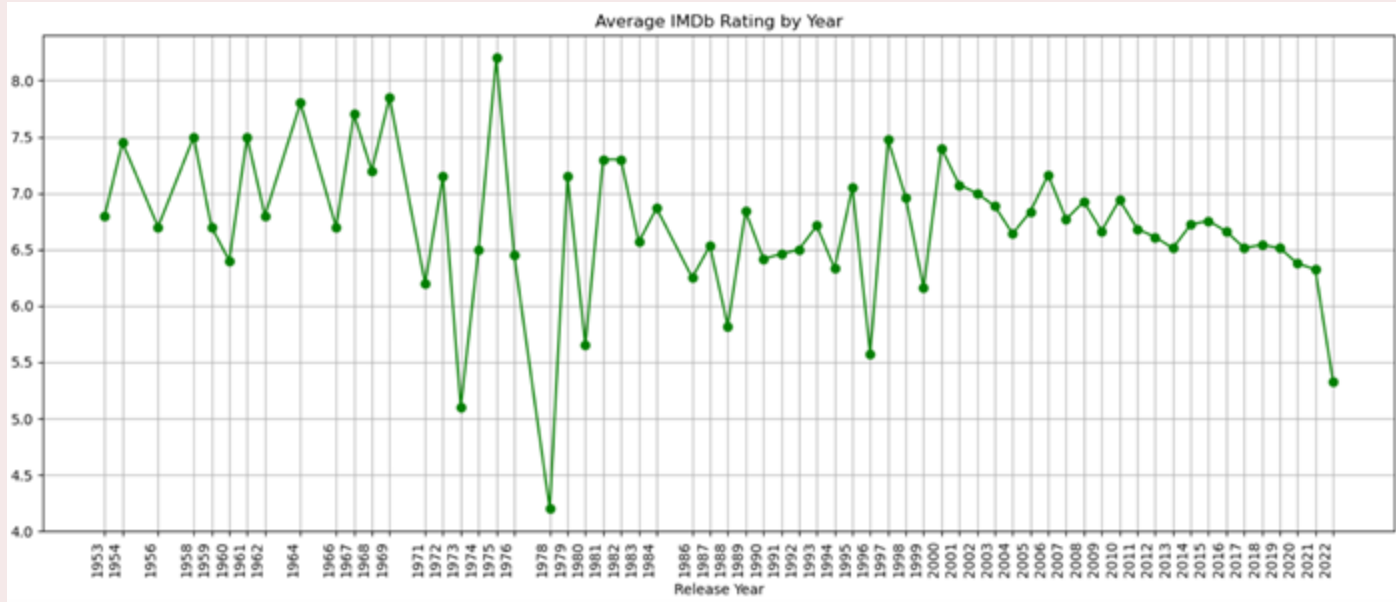
03

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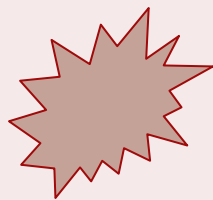
Average IMDb Rating  
by Year & Number of  
Titles Released per Year



There is a **clear depiction** that the number of titles being released each year has *increased*. This is due to new technologies, accessible equipment, possibly social media and other external factors. We have also seen an expansion in the film and production industry in the past 30 years. 2018 and 2019 hold the top places for the no. of titles released per year, with around 600 titles released. We see a *decline* in 2021 and 2022, this maybe due to the covid-19 pandemic. Due to global lockdowns, filming and direction was stopped for most tv shows and movies.



The **Average** IMDb rating per year shows an interesting analysis we can combine with the bar graph. The movies release in the earlier years have more intense high and lows when it comes to ratings, this is possibly due to the fact that there were not a large number of titles released during that year, which skews the the data if looking at overall average rating throughout.

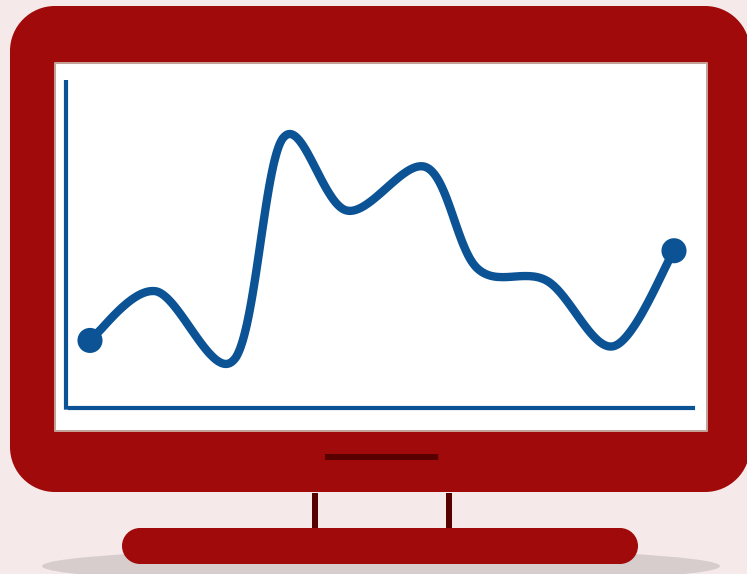


**This part of the analysis offers us more insight about the storytelling aspect instead of the trends. The reason being that volume of titles in the early years was low, while the recent releases volume have been higher, specifically after the 2010's, this does not give us insight on trend of average rating over time.**

# 04

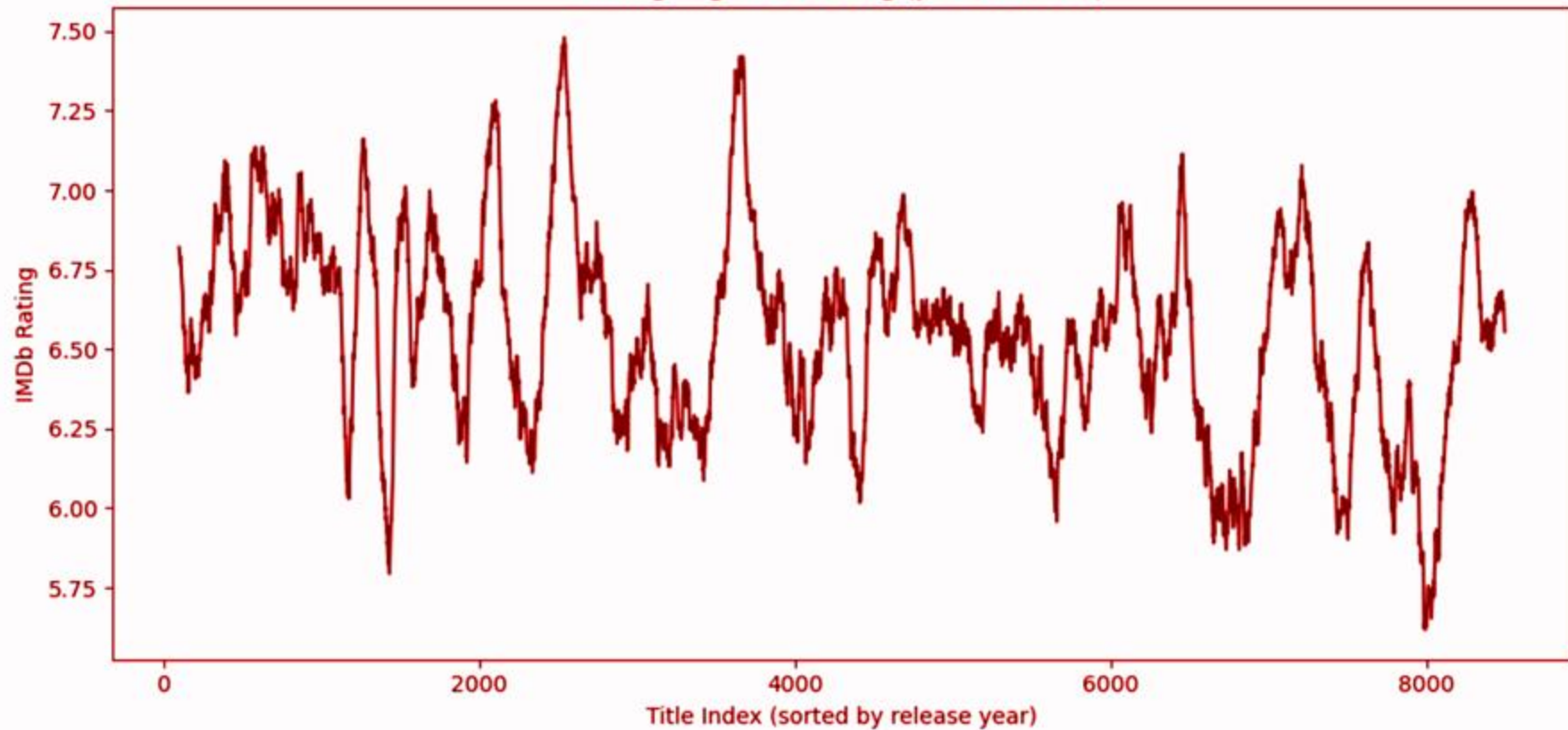
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Trend Overtime.





Rolling Avg IMDb Rating (per 100 titles)



# KEY POINTS

0

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Earliest Year Index

1953 is the earliest release year, mapped to 0 on the X-axis.

8000

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Latest Year Index

2022 is the most recent release year in the dataset, mapped to 8000 on the X-axis.

100

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Title Sample Size

Using 100 titles per point reduces skew from release volume and shows true rating trends.



# Thats all for the analysis part!

Check out the business recommendations in the  
github read me files.

