Evolving Entertainment: A Look at Netflix Content, Trends, and User Preferences 1952 – 2022

This report delves into the journey of Netflix, from its inception to its current standing, examining the vast array of movies and TV shows available on the platform. Through visualizations, we uncover trends in user preferences, demographics, and usage patterns, providing a clear understanding of how entertainment consumption has evolved over the decades. From classic films to modern series, we explore the changing landscape of Netflix content and its impact on subscribers.

The project contains 3 data sources that focus on "NETFLIX MOVIE ANALYSIS FROM 1952 TO 2022", "Movies and TV Shows on Netflix", and "Subscription Insights for Exploring Demographics, Usage, and Preferences".

For all three dashboards, the color coding is used based on the " NETFLIX" Theme (i.e., the combination of black and red colors).

Movies and TV Shows on Netflix:

Created by: Shubhashini Kuruma Narsimhulu

Dataset Overview:

The dataset used for this analysis was sourced from Kaggle. It contains detailed information on movies and TV shows available on Netflix, including their titles, release years, genres, countries of origin, date added, duration, ratings, and descriptions.

Question 1: Which year saw the highest volume of movie and TV show additions to Netflix's content library?

The aim of investigating the highest volume of movie and TV show additions to Netflix's content library is to understand the platform's growth trajectory over time and identify significant periods of expansion or change in its content offerings.

Total Movies and TV Shows by Year (Date Added):

- Line graph displaying the total count of movies and TV shows added to Netflix each year.
- Allows users to track the growth of Netflix's content library over time.

Answer: Users can observe a peak in 2019, with 1546 movies and 803 TV shows added, indicating a significant expansion of Netflix's content library compared to previous years.

Question 2: What country has the highest and lowest distribution of movies and TV shows on Netflix?

The aim of examining the distribution of movies and TV shows on Netflix by country is to identify the primary contributors to the platform's content library and explore any regional patterns or disparities in content availability.

Total Movies and TV Shows by Country:

- Interactive map visualizing the distribution of movies and TV shows on Netflix by country.
- Users can explore the geographic origins of content and observe any regional patterns.

Answer: The United States has the most titles on Netflix, while the Dominican Republic has the least.

Question 3: What are the top 10 genres represented in Netflix's content library?

The aim of determining the top 10 genres represented in Netflix's content library is to understand the preferences of Netflix subscribers and identify the most popular genres driving engagement on the platform.

Top 10 Genres:

- Bar graph showcasing the top 10 genres of movies and TV shows on Netflix.
- It enables users to identify the most popular genres among Netflix subscribers.

Answer: Netflix's top 10 genres include Documentaries, Stand-up Comedy, Dramas, International Movies, Comedies, Kids TV, Children & Family Movies, Independent Movies, Action & Adventure, and Thrillers.

Question 4: How is the distribution of movies and TV shows balanced within Netflix's content?

The aim of analyzing the distribution of movies and TV shows within Netflix's content library is to assess the balance between different types of content and understand how Netflix curates its offerings to cater to diverse viewer interests.

Movies and TV Shows Distribution:

- Pie chart illustrating the distribution of movies and TV shows by type (movies or TV shows).
- Provides a quick overview of the composition of Netflix's content library. Answer: Movies constitute most of the content library, accounting for 68.42%, while TV shows make up 31.58%.

Functionality:

- Users can select between movies and TV shows from a dropdown menu to filter the dashboard content accordingly.
- Detailed information (description, date added, release year, rating, genre) for a specific movie or TV show is displayed upon selection, allowing users to explore individual titles in-depth.

Interesting Findings:

- The dataset reveals a steady increase in the number of movies and TV shows added to Netflix over the years, indicating the platform's continuous expansion.
- Movies and TV shows on Netflix originate from a diverse range of countries, with significant contributions from the United States, the United Kingdom, and various other regions.
- The top genres on Netflix include drama, comedy, thriller, and documentary, reflecting the diverse interests of subscribers and the platform's efforts to cater to varied preferences.

Movies and TV Shows on Netflix

Type
Movie

Title
2 States

Release Year
2014

Date Added
2018

Duartion
143 min

Rating
TV-PG

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Genre
Comedies, Dramas, International Movies

Description
Graduate students Krish and Ananya hope to win their parents' approval before they marry, but the two families clash over their cultural differences.

Total movies and TV shows by country

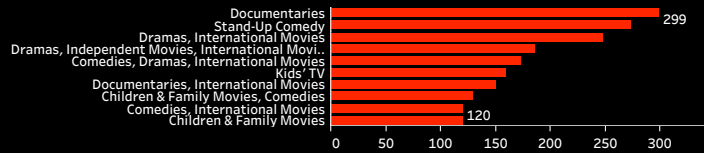Distinct count of Show ..
1 — 2,032

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The United states has the most number of titles on Netflix while dominican republic has least number of titles

Movies and TV Shows Distribution

Movie
4,265
68.42%
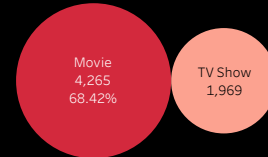
TV Show
1,969

Movies constitute majority of content library , accounting for 68.42% while TV shows make up 31.58%

Top 10 genre

Genre	
Documentaries	299
Stand-Up Comedy	
Dramas, International Movies	
Dramas, Independent Movies, International Movi..	
Comedies, Dramas, International Movies	
Kids' TV	
Documentaries, International Movies	
Children & Family Movies, Comedies	
Comedies, International Movies	120
Children & Family Movies	

(axis: 0 50 100 150 200 250 300)

Netflix Top 10 genres includes Documentaries , Stand Up comedy , Dramas , International movies , Comedies , Kids TV , children and Family movies , Independent movies , Action &..

Total movies and tv shows by year

Movie

TV Show

(axis: 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020)
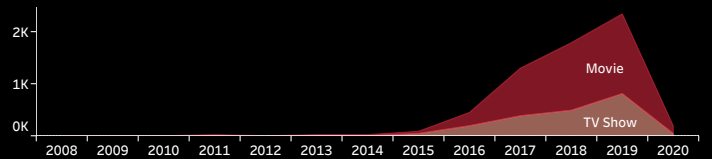
Users can Observe peak in 2019 , with 1546 movies and 803 TV shows added, indicating significant expansion on Netflix library compared to previous years

NETFLIX MOVIE ANALYSIS FROM 1952 TO 2022:

Created by: Shanmukha Tippavajhala

Dataset Overview:

The dataset used for this analysis was sourced from Kaggle. It contains detailed information on movies available from 1952 to 2022 on Netflix, including their title, release years, score, main genre, main production, number of votes, and duration.

1. Determine the top two most-voted movies on Netflix by creating a list of the top ten films.

    The aim is to identify the top two most-voted movies on Netflix by analyzing a list of the top ten films, providing insight into the audience preferences and popular content on the platform over time.

    Visualization of "Top 10 voted movies" :

    A bar chart has been created to visualize the "Top 10 voted movies". The Rows of the bar chart represent the "title" and "sum(score)", and the Columns are represented by "sum(Number of Votes)". This made it easy to identify the Top 10 voted movies.

    Answer: Although Inception and Forest Gump both have an 8.8 score with 2.27 million votes, Inception beat out Forrest Gump with 1.99 million, making it the most-voted film of all time.

2. Determine the genre trend from 1952 to 2022.

    The aim is to analyze the evolution of genre preferences on Netflix over seven decades to identify any significant trends or shifts in audience tastes and interests over time.

    Visualization of "Trend of Genre" :

    A line chart has been created to visualize the "Trend of Genre". The Rows of the line chart represent the "Running Sum of Count of Movies" and the Columns are represented by "Release Year". This made it easy to identify the trend of the genre from 1952 to 2022.

    Answer: Drama continued to be a popular genre over the years, helped by successful movies like "Forrest Gump". Comedy's continued attractiveness is demonstrated by the spike in popularity it experienced, especially in the latter part of the timeframe.

3. Following the genre, how many films are there in total?

The question aims to determine the total number of films within each genre category to understand the distribution of content across different genres on Netflix from 1952 to 2022.

Visualization of Total Movies by Genre:

A water flow chart has been created to visualize the "Total Movies by Genre". The Rows of the chart represent the "Average of Movies Count" and the Columns are represented by "Main Genre". This made it easy to identify the total number of movies based on genre from 1952 to 2022.

Answer:

Main Genre	Movie Count
drama	151
thriller	59
comedy	58
crime	21
romance	21
documentary	20
fantasy	19
horror	8
sci-fi	7
western	7
action	5
musical	4
animation	3
war	3
sports	1

4. Which nation is making most of the films? Provide data for a minimum of ten nations.

The aim is to identify the leading nations in film production for Netflix content, analyzing data from at least ten countries to determine their contributions to the platform's movie library.

Visualization of Top 10 Countries Making Most Movies:

A treemap has been created to visualize to top countries making most of the movies provided dataset. Each rectangle within the treemap represents a country, and its size correlates with the number of movies produced. The color intensity of each rectangle could indicate the number of movies produced.

Answer: The United States leads in movie production, followed by India and the United Kingdom, with a notable presence of drama, comedy, and thriller genres dominating the list.

Interesting findings:

- Inception emerges as the most-voted film on Netflix, narrowly surpassing Forrest Gump in votes, despite sharing the same impressive score of 8.8.
- Drama remains a perennial favorite genre throughout the years, bolstered by iconic films like Forrest Gump, while comedy has experienced a noticeable surge in popularity, particularly in recent decades.
- The dataset reveals a diverse array of genres represented on Netflix, with drama leading the pack with 151 films, followed by thriller and comedy genres.
- The United States emerges as the powerhouse in film production for Netflix, followed closely by India and the United Kingdom, reflecting the global reach and diversity of content available on the platform.

NETFLIX MOVIE ANALYSIS FROM 1952 TO 2022

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TOP 10 VOTED MOVIES

Title	Score	
Inception	8.8	2.27M
Forrest Gump	8.8	1.99M
Django Unchained	8.4	1.47M
Saving Private Ryan	8.6	1.35M
Taxi Driver	8.3	0.80M
The Imitation Game	8.0	0.75M
Full Metal Jacket	8.3	0.72M
How to Train Your Drag..	8.1	0.72M
Silver Linings Playbook	7.7	0.70M
The Social Network	7.8	0.68M

Number Of Votes

Although Inception and Forest Gump both have an 8.8 score with 2.27 million votes, Inception beat out Forrest Gump with 1.99 million, making it the most-voted film of all time.

TREND OF GENRE

Genre

- action
- animation
- comedy
- crime
- documentary
- drama
- fantasy
- horror
- musical
- romance
- scifi
- sports
- thriller
- war
- western

Running Sum of Count of Movies

Release Year

Drama continued to be a popular genre over the years, helped by successful movies like "Forrest Gump".Comedy's continued attractiveness is demonstrated by the spike in popularity it experienced, especially in the latter part of the timeframe.

TOTAL MOVIES BY GENRE

Running Sum of Movie Count

drama	thriller	comedy	romance	crime	docume..	fantasy	horror	western	scifi	action	musical	war	animati..	sports	Grand T..
151	210	268	289	310	330	349	357	364	371	376	380	383	386	387	387

There are 151 films in the drama genre, followed by 59 in the thriller and 58 in the comedy. There is just one movie in Spots.

TOP 10 COUNTRIES MAKING MOST MOVIES

United States 157

The United States leads in movie production, followed by India and the United Kingdom, with a notable presence of drama, comedy, and thriller genres dominating the list.
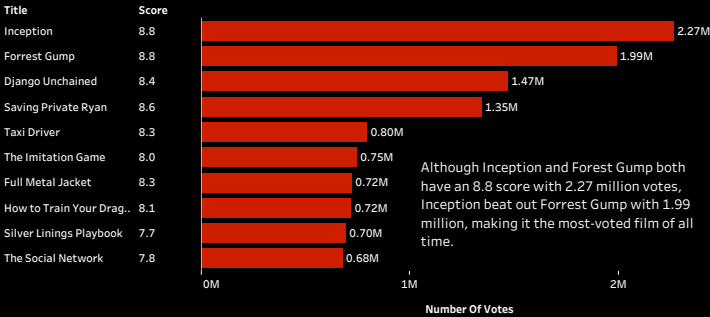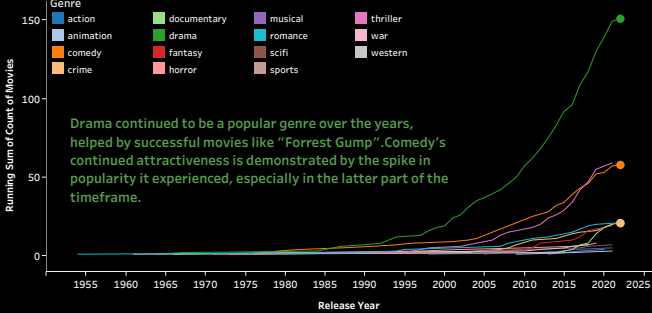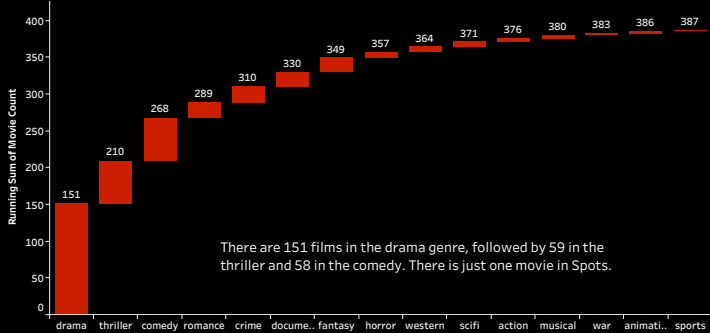
India 115

Great Britain 29

Germany 9

Japan 9

Canada 4

France 7

Spain 6

Turkey 7

Italy 4

Source: https://www.kaggle.com/datasets/heemalichaudhari/netflix-movies-and-series Created in March, 2024 by Shanmukha

Subscription Insights: Exploring Demographics, Usage, and Preferences

Created by: Anupam Sharma

Dataset Overview:

The dataset for this visualization was obtained from Kaggle. The dataset provides a snapshot of a sample Netflix user base, highlighting various aspects of user subscriptions. The dataset includes information such as the user's gender, subscription type (Basic, Standard, or Premium), the country in which they are located, and the type of devices they are using (e.g., Smart TV, Mobile, Desktop, Tablet).

Q1: What is the age distribution of Netflix users, categorized by gender and subscription type?

Aim: To explore the age distribution of Netflix users categorized by gender and subscription type to identify demographic trends and preferences among different user segments.

The pie chart shows the percentage of Netflix users of different age groups. The highest one being 30–35-year-olds which contributes to 20.2% of the total Netflix viewers. The age group of 50-55 years accounts for 7.1% of total Netflix users.

- Users can explore the percentage of Netflix users in different age groups by gender and subscription type by selecting gender and subscription type by selecting different Gender and subscription type on the dashboard.

Q2: What is the trend in using Netflix on different types of devices between males and females?

Aim: To investigate the usage trends of Netflix across various device types among male and female viewers to understand differences in viewing habits and device preferences based on gender.

The line graph shows the difference between the number of viewers based on gender and the device type. Females tend to use Netflix on Laptop and Tablets whereas male viewers love to watch it on their Smartphones Smart TVs have the same number of viewers of both genders.

Q3: Which countries have the highest percentage of users based on different subscription types?

Aim: To determine the distribution of Netflix users across different countries based on their subscription types to discern regional preferences and subscription adoption rates across various markets.

The side-by-side bar chart depicts the trend of watching Netflix in different countries and the subscription types:

- Spain has the greatest number of viewers using a Premium subscription.

- The USA has the highest number of people using Basic subscriptions.
- UK and Mexico have the highest number of people using standard subscriptions.

  • Enables users to view the percentage of users in different countries based on the subscription type and gender by selecting different Gender and subscription types on the dashboard.

Q4: Which subscription type is popular with Netflix users?
Aim: Assess the popularity of different subscription types among Netflix users to identify the most preferred subscription plan and understand subscription preferences among different user demographics.
The bar graph shows the percentage of users for distinct types of subscriptions:
- 40% of total users have basic subscriptions being the highest.
- 29.3% of total users have Premium subscriptions being the lowest.
- 30.7% of total users have Standard subscriptions.

Functionality:
Users can explore the visualization by choosing different subscription types and genders to see the changes in the number of users based on different age groups, different countries, and different subscription types.

Interesting findings:
- People in the age group of 30-35 are using Netflix most as compared to others.
- Among females, the 45-50 age group contributes to the most Netflix users, and among males, it is the 35-40 age group.
- Females like to watch Netflix on big screens like Laptops and Tablets while men like to watch it on their smartphones. Smart TV is preferred equally by both males and females.
- Australian, French, and Spanish people prefer Premium subscription, Standard subscription is proffered by people of Mexico and the UK, and people in Brazil, Canada, Germany, Italy, and the USA are using basic subscription the most.
- Most people in these countries are using a basic subscription to Netflix.
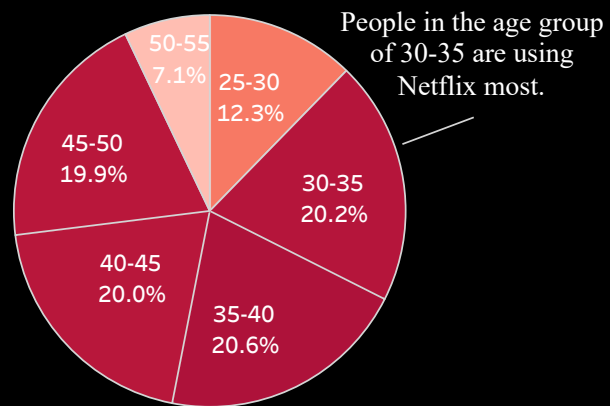- Users based on gender:

	Basic	Standard	Premium
Female	40.7%	30.3%	29%
Male	39.2%	31.1%	29.7%

Subscription Insights: Exploring Demographics, Usage, and Preferences (i)

NETFLIX

Age

People in the age group of 30-35 are using Netflix most.

Pie chart:
- 50-55: 7.1%
- 25-30: 12.3%
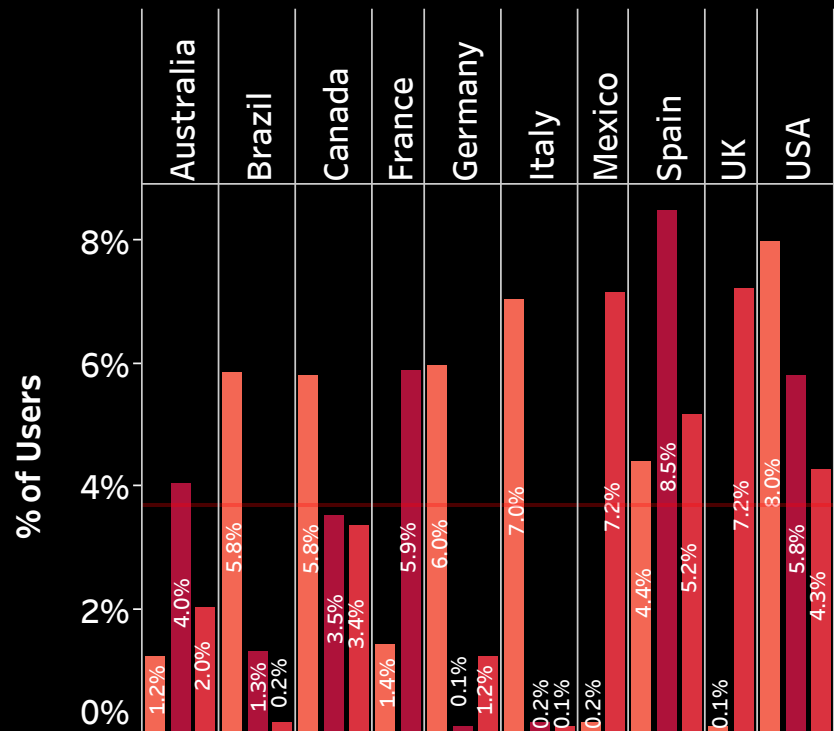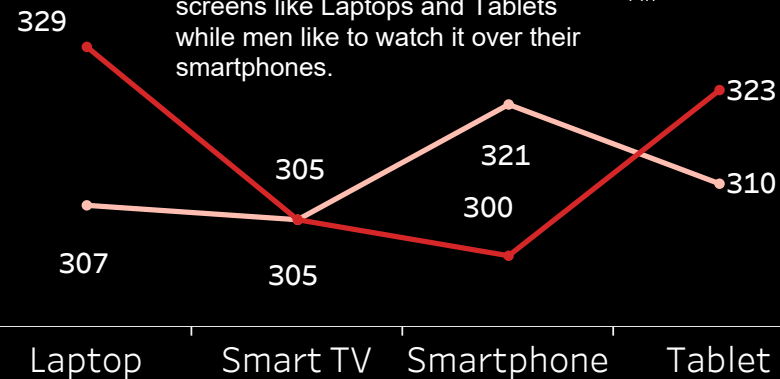- 30-35: 20.2%
- 35-40: 20.6%
- 40-45: 20.0%
- 45-50: 19.9%

■ Female
■ Male

Females like to watch Netflix on big screens like Laptops and Tablets while men like to watch it over their smartphones.

Gender
All

Line chart:
- Female: Laptop 329, Smart TV 305, Smartphone 300, Tablet 323
- Male: Laptop 307, Smart TV 305, Smartphone 321, Tablet 310

| Laptop | Smart TV | Smartphone | Tablet |

Bar chart — % of Users by country (Female / Male):
- Australia: 1.2%, 4.0%, 2.0%
- Brazil: 5.8%, 1.3%, 0.2%
- Canada: 5.8%, 3.5%, 3.4%
- France: 1.4%, 5.9%, 6.0%
- Germany: 0.1%, 1.2%
- Italy: 7.0%, 0.2%, 0.1%
- Mexico: 0.2%, 7.2%, 4.4%
- Spain: 8.5%, 5.2%
- UK: 0.1%, 7.2%, 3.0%
- USA: 5.8%, 4.3%

Subscription Type
All

Bar chart:
- Basic: 40.0%
- Premium: 29.3%
- Standard: 30.7%

Most people prefer basic subscription over other types.

| Basic | Premium | Standard |