

Netflix Project Analysis - Executive Summary

Overview

The analysis explores Netflix movies and their attributes, focusing on genre distribution, vote averages, popularity, and yearly trends. Key findings are based on data visualizations and categorized statistics.

Key Findings

1. Genre Popularity

The Drama genre is the most frequent, appearing in 14% of the dataset, making it the dominant category among 19 other genres.

The dataset was modified by splitting multi-genre entries into separate rows, ensuring accurate genre-based analysis.

2. Vote Average Distribution

Movies were categorized into four groups: Popular, Average, Below Average, and Not Popular.

25.5% of movies received a high vote average, making them popular among viewers.

Drama again leads in this category, representing 18.5% of all popular movies.

3. Highest Rated and Most Popular Movie

The analysis identified the highest-rated movie, along with its genre.

Additionally, the most popular movie was pinpointed based on audience engagement and rating data.

4. Trends in Movie Production

The dataset examined the most active years for film production on Netflix.

A visualization depicted trends in movie releases over the years, identifying peak periods.

Conclusion

The findings highlight that Drama remains the most dominant genre in terms of frequency and

audience reception.

The Netflix catalog shows a strong preference for high-rated dramatic movies.

Additionally, key insights into popularity trends and production peaks provide valuable information for content strategists and filmmakers.