

Netflix Originals Data Set Analysis

Problem & background

- What is the problem?

Identifying the characteristics of successful Netflix original movies based on different attributes such as genre, runtime, IMDB score, and language.

- Why is it important to be solved?

Understanding the features of successful movies can help Netflix in planning and producing more popular and well-received content, thereby attracting a larger audience and increasing its market share in the OTT platform industry.

Solution & Outcomes

- The average IMDB rating for the **musical** category is **7.7**, followed by **concert films** with a **7.6** rating, **anthologies** with a **7.6**, **making-off** with a **7.45** rating, **action/adventure** films with a **7.45** rating, and so forth.
- The highest average belongs to the **anthology genre & Heist Films** with Runtime of **149** minutes, followed by **Zombie Films' 148**-minute runtime, **War Drama's 145.5**-minute runtime, and so forth.
- **Average: - since 94 minutes** is the average runtime, we may say that films longer than **94 minutes** are longer than those **shorter than 94 minutes**. Since there is **no correlation** between the **length** of the film and its **IMDB ratings**.
- The distribution of movies is shown, and **English** is the language in which the most movies are made, with **419 movies**.
- Netflix Originals release a tonne of films every year, and in **2020, 183 films**—the most—were released.
- **2015 year** has the highest average IMDB score for Netflix Originals.
- According to the analysis, **English** has an average IMDB score of **6.39 with 419** movies, while Bengali has an average IMDB score of 7.1 with 1 movie, Georgian has an average IMDB score of 6.8 with 1 movie, Thai has an average IMDB score of 6.7 with 2 movies, and Tamil and Khmer have the highest average IMDB score of 7.2, but with only 1 movie each.
- Distribution of IMDB Scores is shown by **Histogram charts**.

- Netflix's **documentary series** the **most common genre** across all of the listings is original.
- A bar graph depicting the average length of films produced in various months reveals that **June** has the longest **average runtime at 101.17 minutes**.

Methodology & Project scope

- This project's main goal is to make the calculation and understanding of the results simpler. Data from different tables must be combined into one Excel spreadsheet and formatted appropriately.
- The dataset will next be analysed for flow patterns, correlations between variables, and further insights. In order to simplify additional data analysis, we will create new Excel worksheets within the same file utilising pivot tables and a variety of Excel functions.
- We will use pivot charts to produce an easily understood visual representation of the advised analysis. These graphs will provide information about Netflix Originals films data set.
- In the end, we'll produce a dashboard that provides all the suggested analysis in a simple to understand manner. The dashboard will give users a thorough overview of the data and allow them to base their judgements on the analysis's key findings.

Goals & KPIs

- ❖ What is the average IMDB score for each genre.
- ❖ Which genre has the highest average runtime?
- ❖ Are longer movies rated higher on IMDB?
- ❖ What is the distribution of movies across different languages?
- ❖ What is the trend in the number of releases over the years?
- ❖ Which year had the highest average IMDB score?
- ❖ Are movies in certain languages rated higher on average?
- ❖ What is the distribution of IMDB scores?
- ❖ What is the most common genre on Netflix?
- ❖ What is the average runtime of movies released in different months?

Concepts Used & Formula's

- ✚ A pivot table is used to quickly summaries and interact with data.
- ✚ A bar graph is used to display findings
- ✚ Count, Average, Pivot table, VLOOKUP, Max, Min, filter etc.

Conclusion

In this study, we conducted a detailed analysis of Netflix Originals films from Netflix data set. The goal was to perform exploratory analysis, uncover significant findings, and process the dataset for potential use in machine learning models. Defining the traits of popular Netflix original films based on many criteria, including genre, length, IMDB rating, and language. Understanding the characteristics of popular films can help Netflix plan and create more well-liked and successful content, garnering a larger audience and growing its market share in the OTT platform sector.

Project owner

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