

Data Visualization:

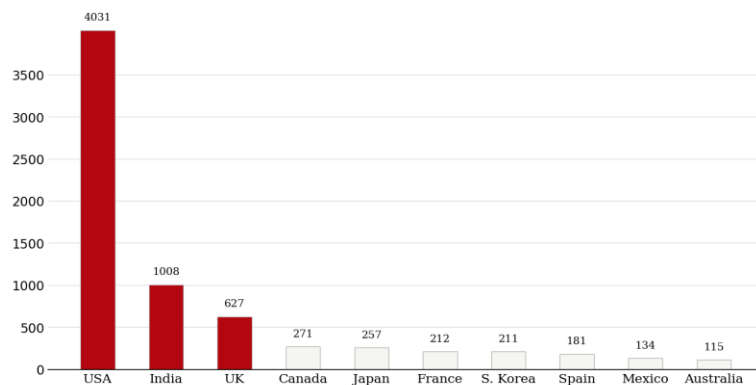
Movie & TV Show distribution

We see vastly more movies than TV shows on Netflix.



Top 10 countries on Netflix

The three most frequent countries have been highlighted.



Insight

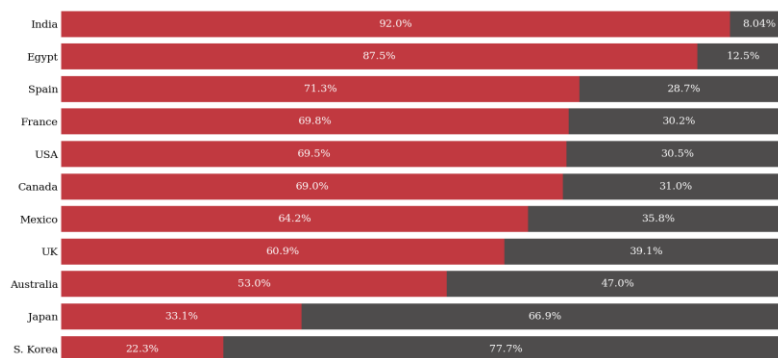
The most prolific producers of content for Netflix are, primarily, the USA, with India and the UK a significant distance behind.

It makes sense that the USA produces the most content as, after all, Netflix is a US company.

Top 10 countries Movie & TV Show split

Percent Stacked Bar Chart

Movie | TV Show



Insight

Interestingly, Netflix in India is made up nearly entirely of Movies.

Bollywood is big business, and perhaps the main focus of this industry is Movies and not TV Shows.

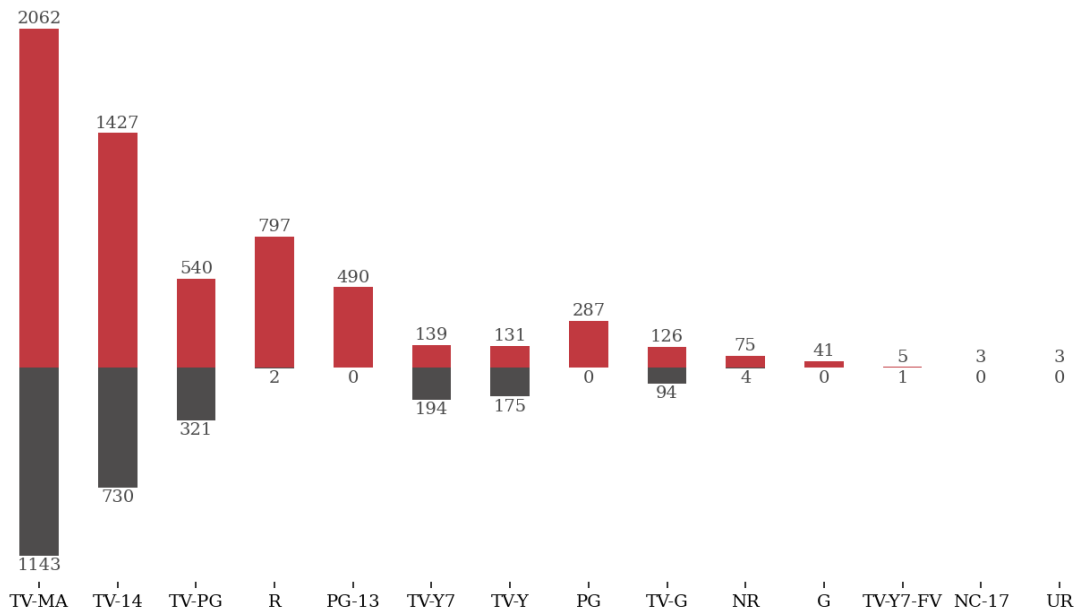
South Korean Netflix on the other hand is almost entirely TV Shows.

The underlying reasons for the difference in content must be due to market research conducted by Netflix.

Rating distribution by Film & TV Show

We observe that some ratings are only applicable to Movies.
The most common for both Movies & TV Shows are TV-MA and TV-14.

Movie | **TV Show**

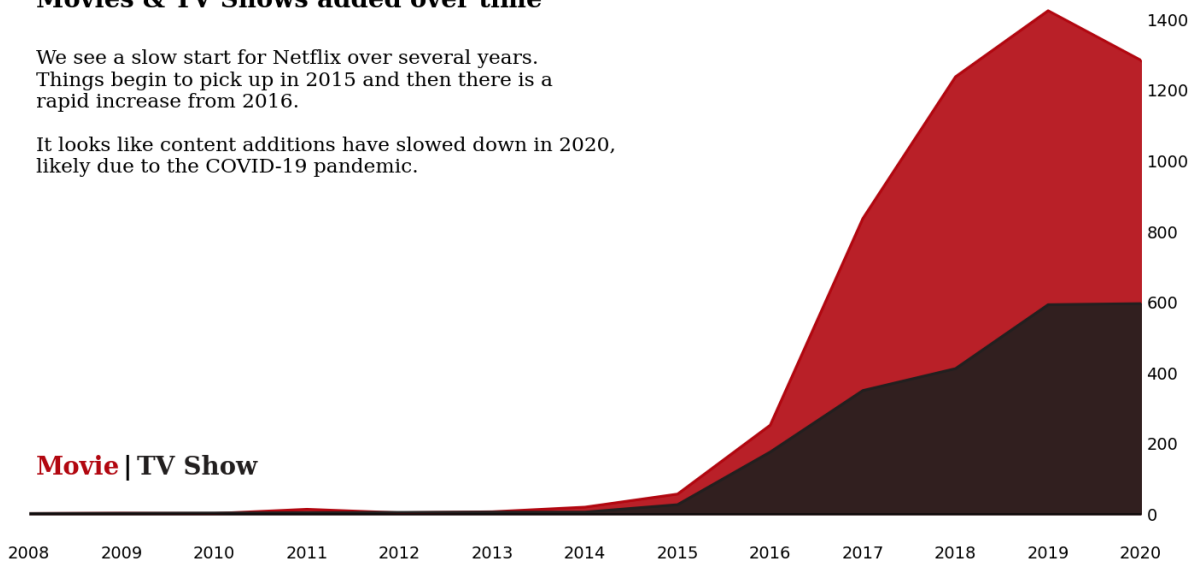


Movies & TV Shows added over time

We see a slow start for Netflix over several years. Things begin to pick up in 2015 and then there is a rapid increase from 2016.

It looks like content additions have slowed down in 2020, likely due to the COVID-19 pandemic.

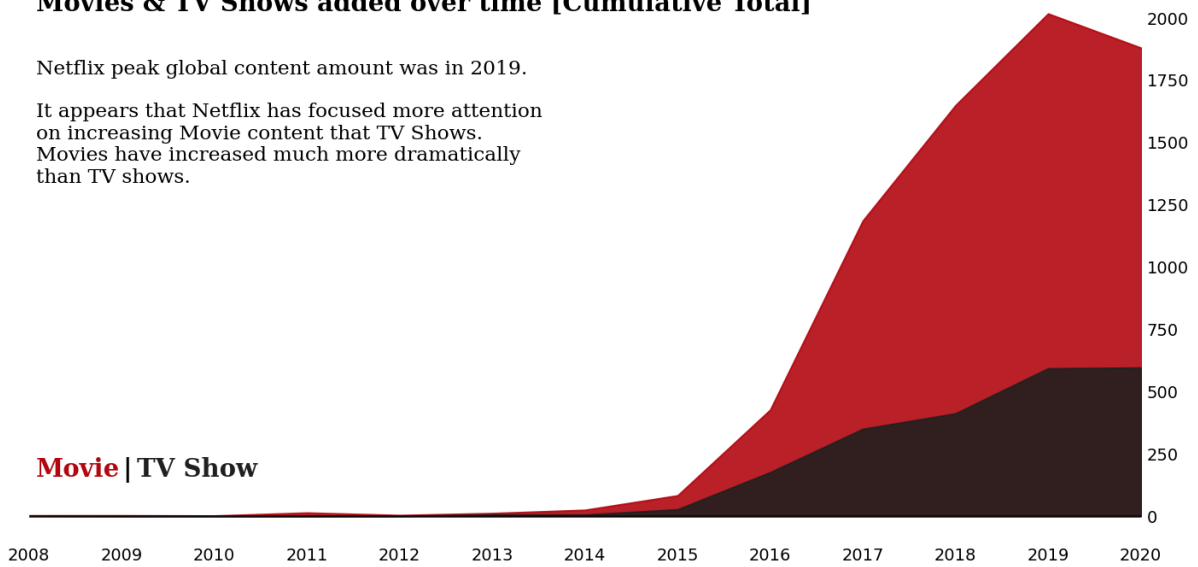
Movie | **TV Show**



Movies & TV Shows added over time [Cumulative Total]

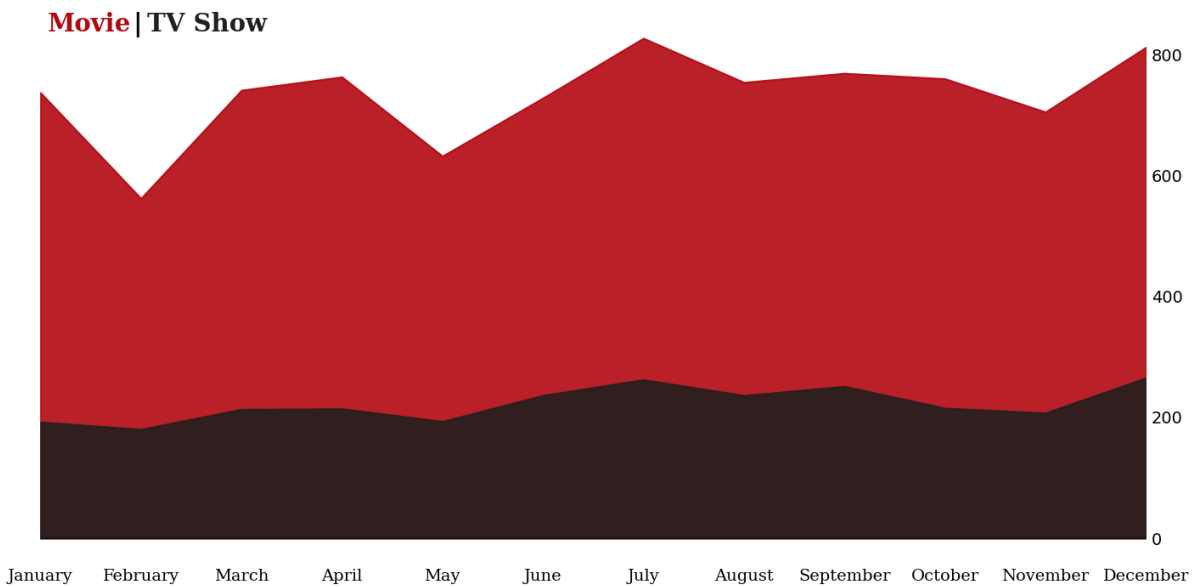
Netflix peak global content amount was in 2019.

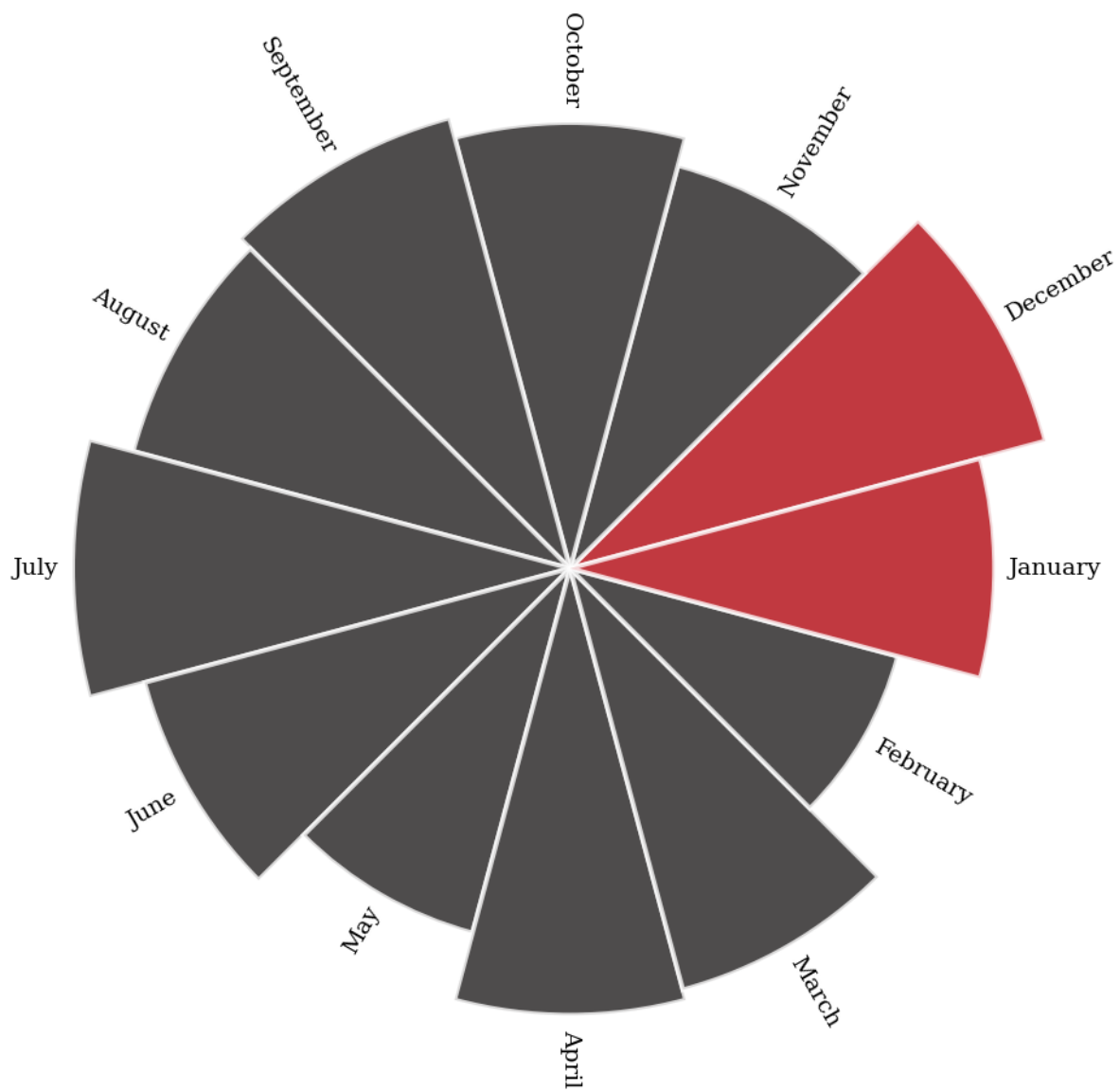
It appears that Netflix has focused more attention on increasing Movie content than TV Shows. Movies have increased much more dramatically than TV shows.

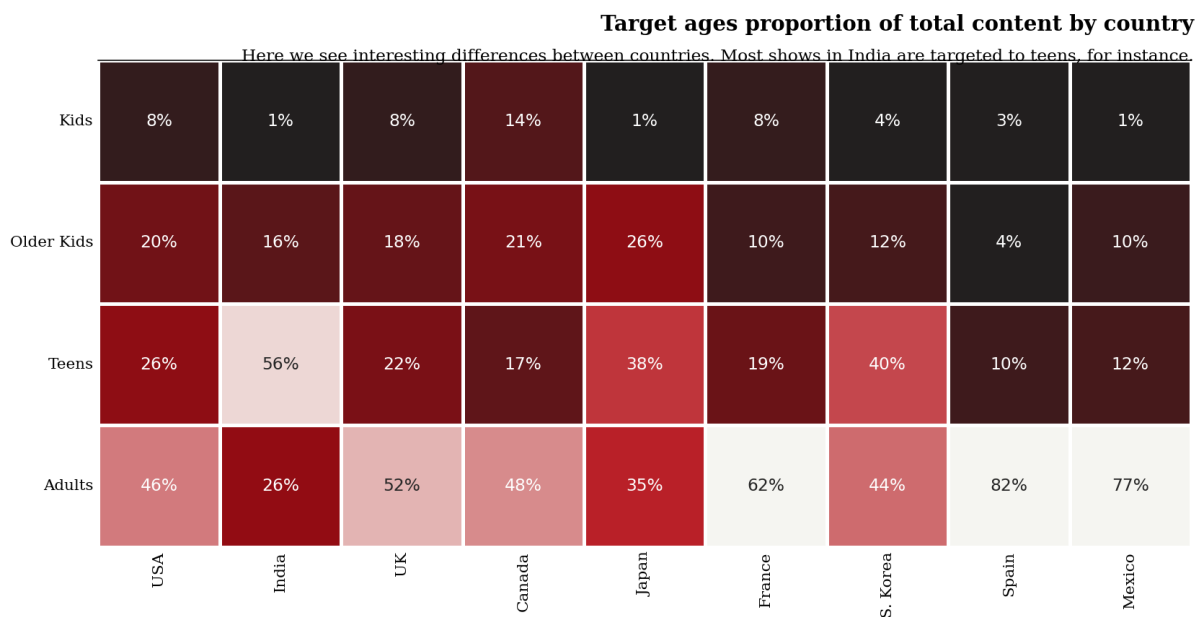
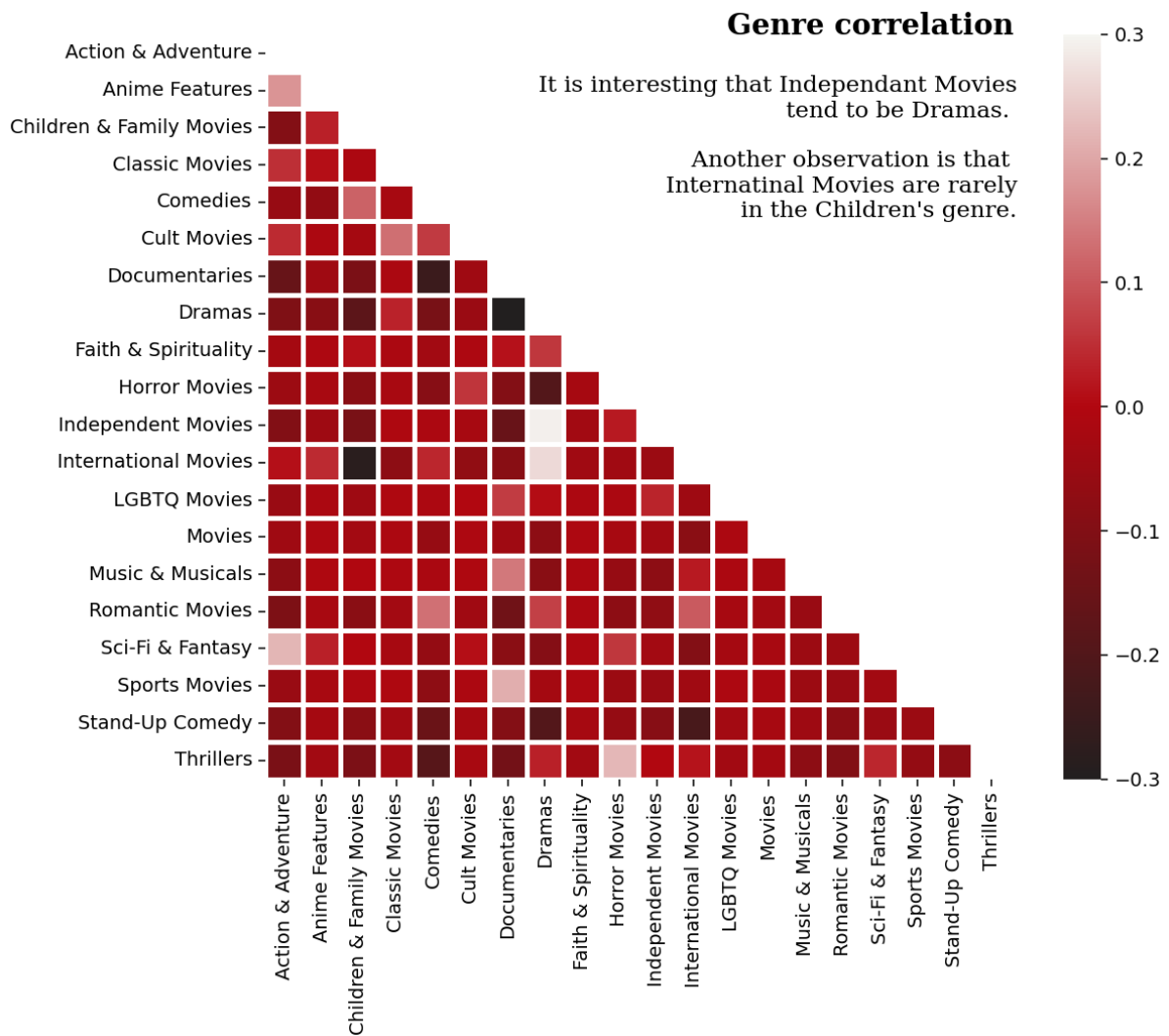


Content added by month [Cumulative Total]

The end & beginnings of each year seem to be Netflix's preference for adding content.







Netflix through the years

From DVD rentals to a global audience of over 150m people - is it time for Netflix to Chill?

