

# NETFLIX

## 🎥 Streaming the World: Insights from Netflix's Global Library

An interactive data report on genre trends, content growth, and international production patterns on Netflix.

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## Overview

This report analyzes Netflix's global content library using PostgreSQL, TablePlus and Power BI, focusing on genre trends, international production, and viewer-relevant patterns.

### Data Overview

#### **Netflix Movies and TV Shows**

Listings of movies and TV shows available on Netflix.

#### **About this Dataset:**

Netflix is one of the most popular media and video streaming platforms worldwide, with over 282 million subscribers as of mid-2024. This tabular dataset contains over 8,000 titles available on Netflix, including both movies and TV shows. It provides rich metadata such as cast, director, country, date added, rating, duration, and genre information.

#### **Columns and Descriptions:**

- **show\_id:** Unique identifier for each title.
- **type:** Indicates whether the content is a *Movie* or *TV Show*.
- **title:** Title of the content.
- **director:** Director of the movie or series.
- **cast:** Main actors involved.
- **country:** Country where the content was produced.
- **date\_added:** The date the title was added to Netflix.

- release\_year: Original release year.
- rating: Maturity rating (e.g., *TV-MA*, *PG-13*).
- duration: Movie length in minutes, or number of seasons for TV shows.
- listed\_in: Genres or categories (e.g., *Dramas*, *TV Comedies*).
- description: Brief summary of the content.

*Data Cleaning Steps (performed using TablePlus with PostgreSQL):*

 **1. Missing or empty values:**

Replaced NULL or empty entries with 'Unknown' in the following fields:

- director
- cast
- country

 **2. Duplicate entries:**

Checked for duplicate show\_id values — **none were found**.

 **3. Genre field normalization (listed\_in):**

The genre field often contains multiple categories per title (e.g., *Dramas*, *International Movies*).

A new supporting table was created (*netflix\_categories*) to normalize and split these into separate rows for analysis.

# Dashboard Overview

## SQL queries

```
< > 
1 SELECT category, COUNT (*) AS num_titles
2 FROM netflix_categories
3 GROUP BY category
4 ORDER by num_titles DESC
5 LIMIT 10;

☰ line 5, column 10, location 121
```

	category	num_titles
1	International Movies	2752
2	Dramas	2427
3	Comedies	1674
4	International TV Shows	1351
5	Documentaries	869
6	Action & Adventure	859
7	TV Dramas	763
8	Independent Movies	756
9	Children & Family Movies	641
10	Romantic Movies	616

### 1. Dominant Content Categories

Movies—particularly *International Movies*, *Dramas*, and *Comedies*—form the bulk of Netflix's content library. However, *International TV Shows* and *TV Dramas* represent a strong TV segment, reflecting Netflix's expanding global and serialized content offerings.

### 2. Genre Popularity Over Time

Annual rankings show that *International Movies* and *International TV Shows* have consistently ranked among the most frequent categories in recent years. This underscores the growing appetite for globally diverse and cross-cultural storytelling.

```

1 WITH ranked_categories AS (
2   SELECT
3     nt.release_year,
4     nc.category,
5     COUNT(*) AS count,
6     RANK() OVER (PARTITION BY nt.release_year ORDER BY COUNT(*) DESC) AS rank
7   FROM netflix_titles nt
8   JOIN netflix_categories nc ON nt.show_id = nc.show_id
9   GROUP BY nt.release_year, nc.category
10 )
11
12 SELECT *
≡ line 16, column 1, location 398

```

	release_year	category	count	rank
1	2021	International TV Shows	149	1
2	2021	International Movies	141	2
3	2021	Dramas	92	3
4	2021	TV Dramas	83	4
5	2021	TV Comedies	72	5
6	2020	International Movies	239	1
7	2020	International TV Shows	214	2
8	2020	Dramas	195	3
9	2020	Comedies	133	4
10	2020	TV Dramas	127	5
11	2019	International Movies	282	1
12	2019	Dramas	243	2
13	2019	International TV Shows	201	3
14	2019	Comedies	159	4
15	2019	TV Dramas	133	5
16	2018	International Movies	340	1
17	2018	Dramas	304	2
18	2018	International TV Shows	190	3
19	2018	Comedies	178	4
20	2018	Independent Movies	131	5
21	2017	International Movies	328	1
22	2017	Dramas	285	2
23	2017	Documentaries	172	3

### 3. Top Countries by Drama Production

India and the United States lead the platform in Drama production, indicating regional specialization and audience demand for narrative-driven content. This regional concentration also highlights how Netflix tailors its catalog to major content-producing markets.

```
< > |  
1 SELECT  
2     nt.country,  
3     COUNT(*) AS drama_count  
4 FROM netflix_titles nt  
5 JOIN netflix_categories nc ON nt.show_id = nc.show_id  
6 WHERE nc.category = 'Dramas' AND nt.country <> 'Unknown'  
7 GROUP BY nt.country  
8 ORDER BY drama_count DESC  
9 LIMIT 10;  
10 |  
  
≡ line 10, column 1, location 251
```

	country	drama_count
1	India	620
2	United States	591
3	Indonesia	58
4	Nigeria	57
5	United Kingdom	45
6	Philippines	45
7	Spain	37
8	Egypt	37
9	France	31
10	Turkey	27

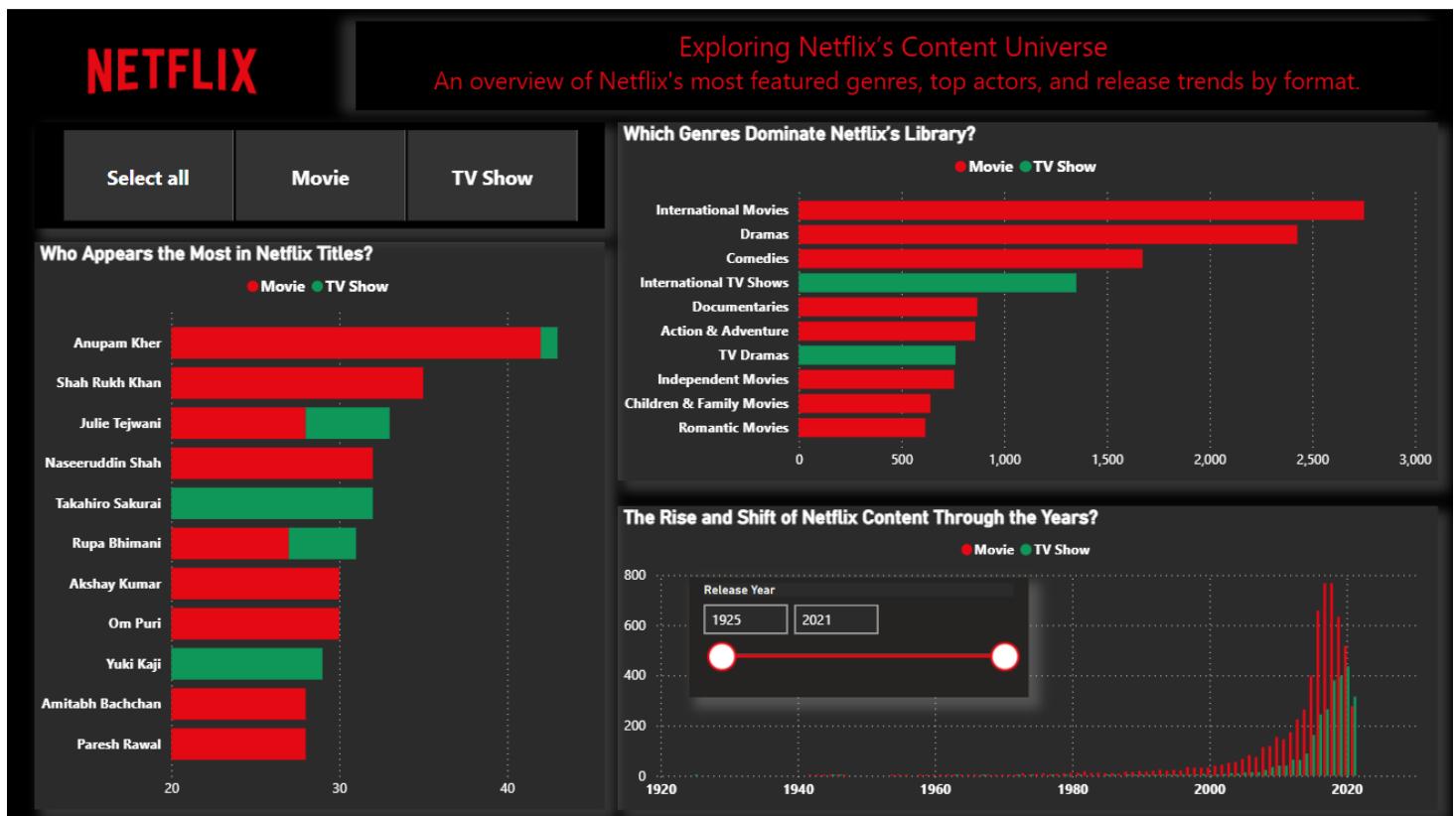
# Power BI reports

## *Page 1: Genres, Growth & Stars*

This introductory dashboard highlights Netflix's most prominent genres, leading actors, and content trends over time. The top genres include **International Movies**, **Dramas**, and **Comedies**, indicating a strong focus on global and narrative content. Actor frequency reveals **Anupam Kher** and **Shah Rukh Khan** as the most featured stars, largely appearing in movies.

A time-series chart illustrates the exponential growth of Netflix content, especially between 2015 and 2020, with Movies dominating the overall volume.

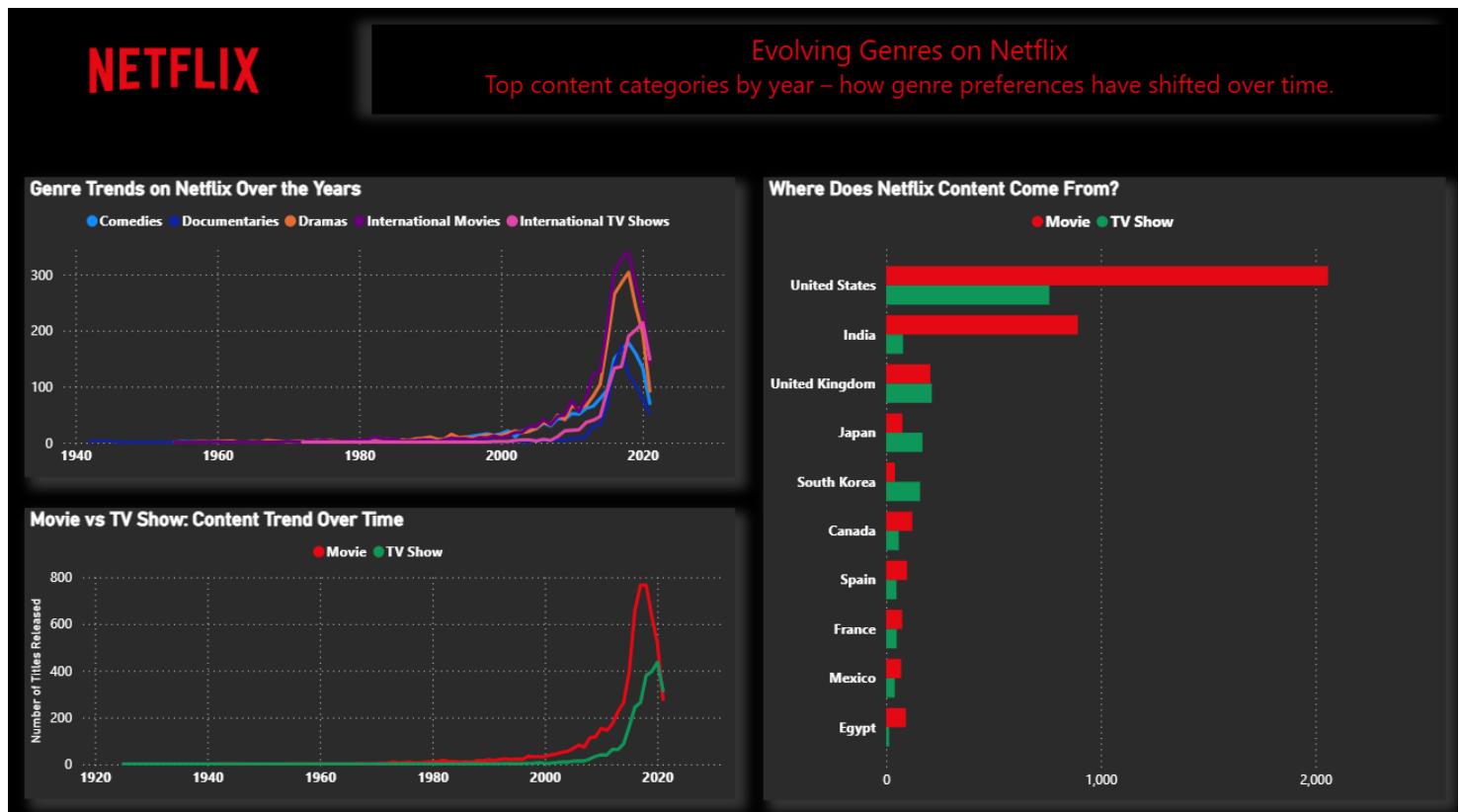
Power BI filters at the top allow users to dynamically explore the dataset by **content format (Movie / TV Show)** and **release year**, enabling focused insights into specific trends.



This section explores how Netflix's content has evolved over time across both genres and formats. The **genre trends** line chart shows that **International Movies, Dramas, and International TV Shows** have seen the highest growth since 2015, reflecting Netflix's strategic shift toward globally appealing content.

The **format comparison** reveals that although Movies have historically outpaced TV Shows in volume, the growth of TV Shows has accelerated in recent years, narrowing the gap.

The **country-based bar chart** highlights the **United States** and **India** as the two leading sources of Netflix content. While the U.S. dominates in Movies, India contributes heavily to both formats, suggesting regional diversification.

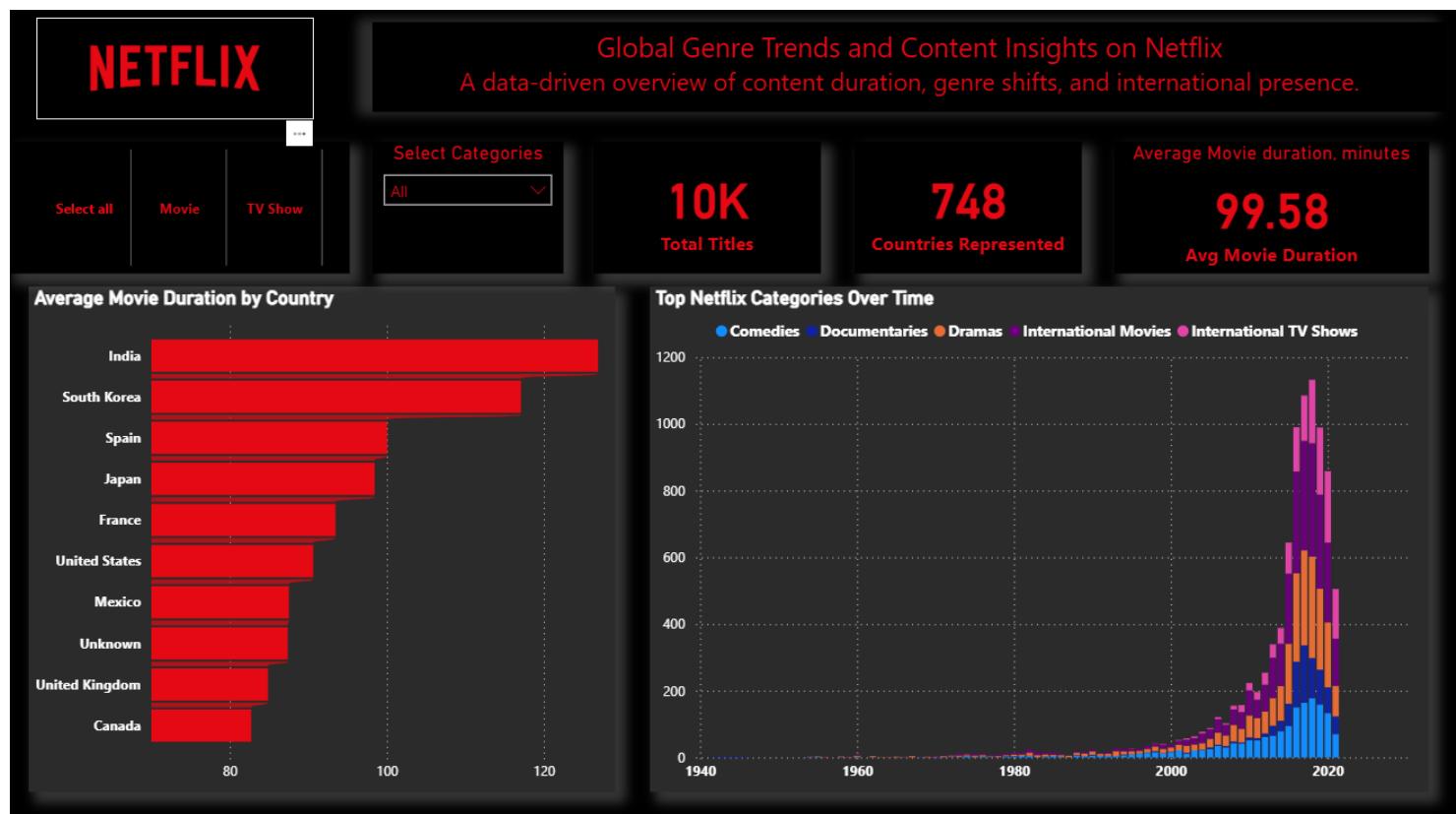


### Page 3: Genre Timeline & Country Duration Insights

This page highlights **average movie duration by country**, revealing that India and South Korea produce the longest films on average—both exceeding 115 minutes. In contrast, North American and European countries tend to produce shorter movies.

The stacked column chart tracks the **evolution of top Netflix categories over time**, showing that genres like **Dramas**, **International TV Shows**, and **International Movies** have consistently dominated in recent years. The chart visualizes the **Top 5 categories** by frequency, enabling a clear view of how genre popularity has shifted over time.

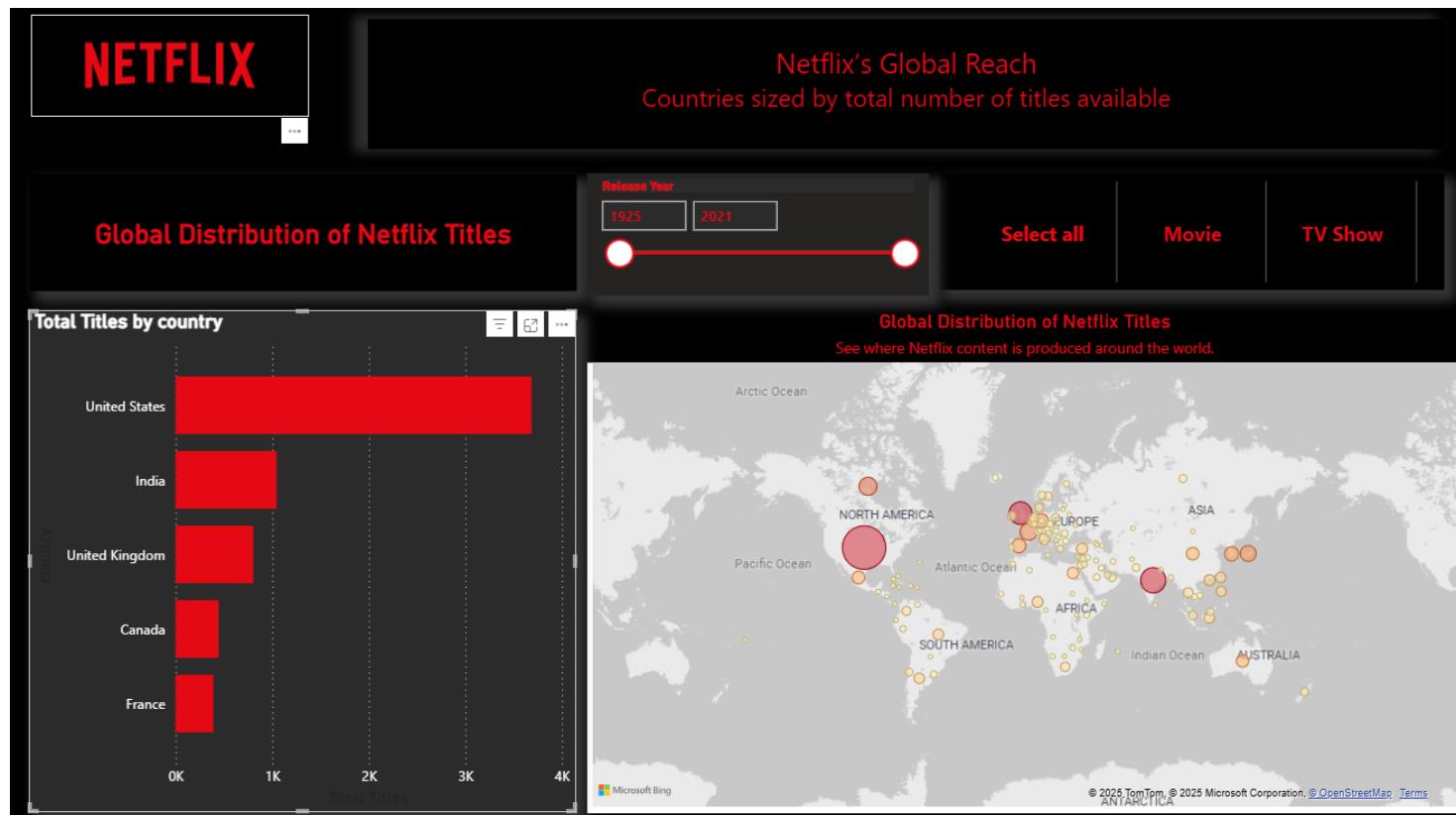
Users can interactively filter the visuals by **format (Movie or TV Show)** and **category**, providing deeper insight into how content duration and genre trends vary across different dimensions.



This page visualizes the **geographic distribution of Netflix content**, helping identify where most titles are produced. The **bar chart on the left** highlights the **Top 5 countries** by total number of titles: **United States, India, United Kingdom, Canada, and France**, with the U.S. leading by a significant margin.

On the right, the **interactive map** displays the global spread of content production using **bubble sizes proportional to total title counts** per country. This map offers an intuitive way to identify production hotspots and regional differences.

A **Release Year slicer** allows users to dynamically filter results based on specific time periods, enabling trend exploration over time.



# Key Insights and Recommendations

## 1. Dramas and International Content Dominate

The most common genres on Netflix are *Dramas*, *International Movies*, and *International TV Shows*, showing a strong global appetite for culturally diverse storytelling.

## 2. India and the U.S. Lead in Volume and Length

The U.S. produces the most content overall, while India leads in both content volume for dramas and in average movie duration, highlighting regional strengths in production intensity.

## 3. Content Growth Peaked Around 2019–2020

Both movies and TV shows saw exponential growth up to 2020, followed by a decline—possibly due to saturation or strategic shifts in content investment.

## 4. Genres Shifted Over Time

Over the last decade, genres like *TV Dramas*, *Documentaries*, and *Comedies* have gained momentum. This trend could inform future production and acquisition decisions.

## 5. Recommendation: Prioritize Regional Hits and Localized Genres

Data shows strong engagement with regionally produced content. Netflix should continue investing in localized genres and high-performing countries (e.g., India, South Korea) to maintain global growth and subscriber interest.

# Conclusion

This analysis offers a comprehensive overview of Netflix's global content distribution, genre trends, and production hotspots. By leveraging Power BI and PostgreSQL, we explored over 10,000 titles, categorized and enriched with cast, country, and genre information to extract meaningful patterns.

Our findings highlight the dominance of international genres, the leading role of countries like the United States and India in content production, and the evolution of viewer preferences over time. The ability to interactively filter the dashboard by format, category, and release year provides a dynamic tool for understanding the platform's historical trends and strategic content directions.

As Netflix continues expanding its global footprint, data-driven insights like these can guide content investments, localization strategies, and audience targeting to sustain engagement and growth.