Netflix Content Analysis

Visual analysis of Netflix content with insights derived from dataset.
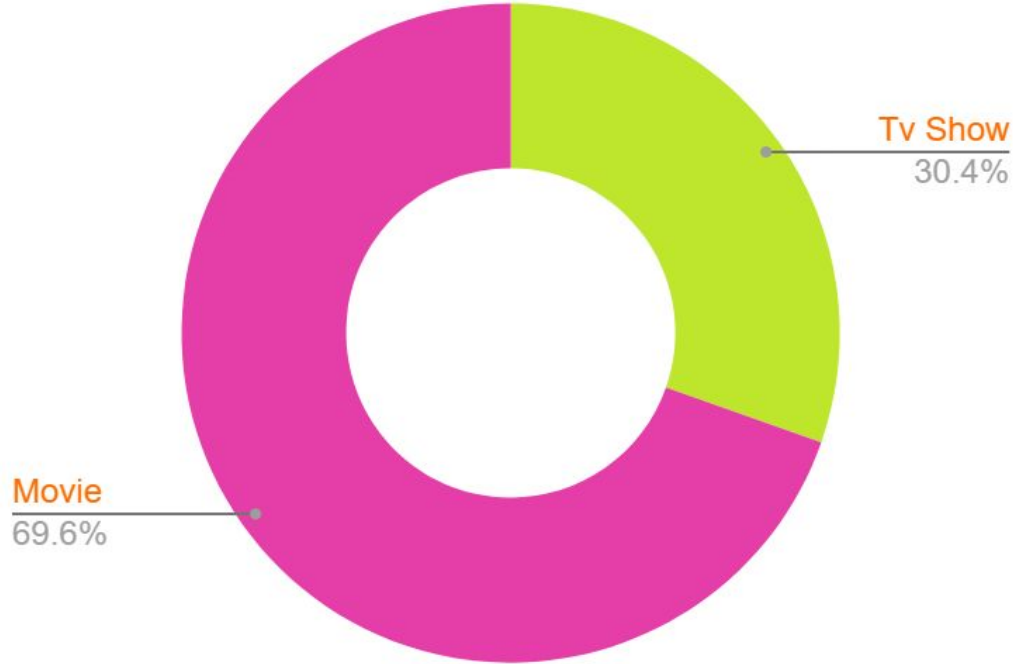

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OBJECTIVE

Analyze the Netflix dataset to uncover trends in
- content growth,
- audience targeting,
- regional preferences,

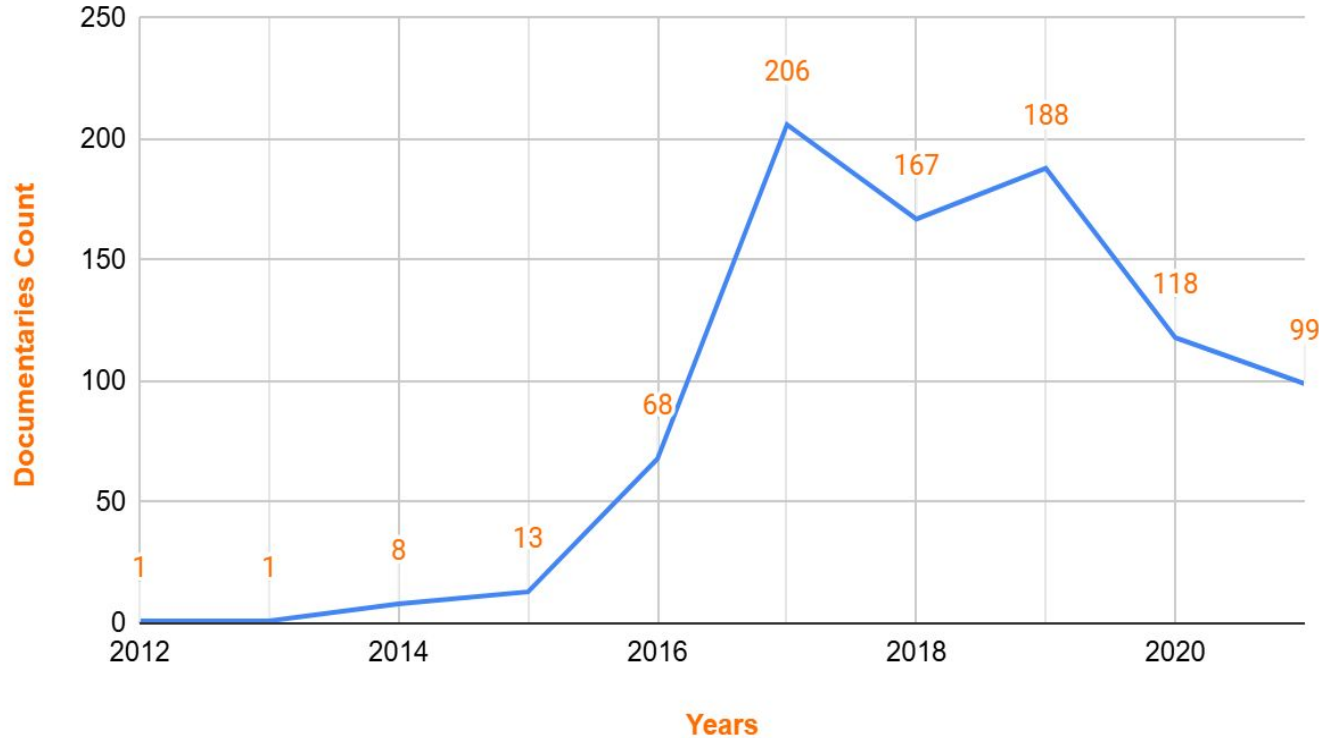And provide actionable insights for understanding platform strategy.

Distribution of Movies vs TV Shows

Tv Show
30.4%

Movie
69.6%

Insight: Netflix has a total of 8,807 titles, with 6,131 movies (69.6%) and 2,676 TV shows (30.4%).

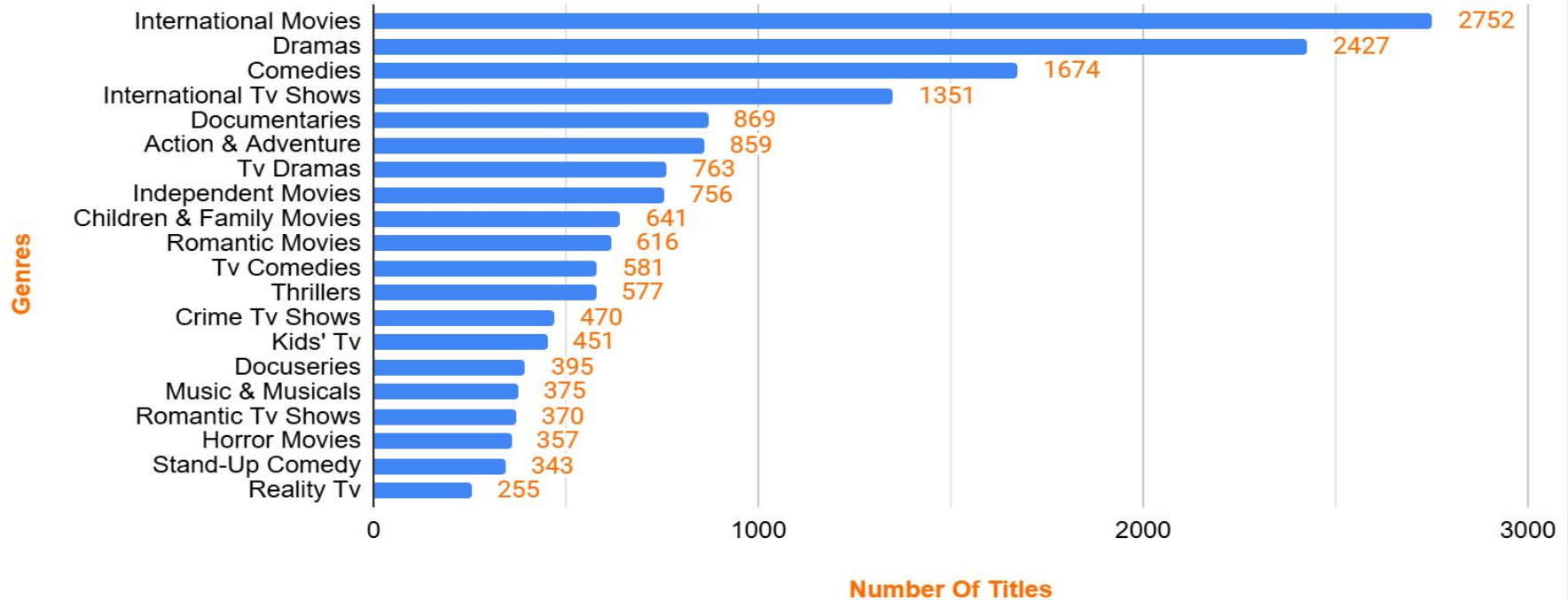Movies dominate the catalog across all years, as shown in the pie chart.

Trend of Documentary Releases on Netflix

Insight: Netflix documentary titles grew from 1 in 2012 → 206 in 2017, marking a sharp increase over 5 years.

After 2017, growth slowed and declined to 99 titles by 2021, showing a downward trend post–peak.

Distribution of Titles by Genre

Insight: The top 5 genres—International Movies, Dramas, Comedies, International TV Shows, and Documentaries—comprise over 70% of Netflix's catalog, highlighting a strong focus on international and drama content.
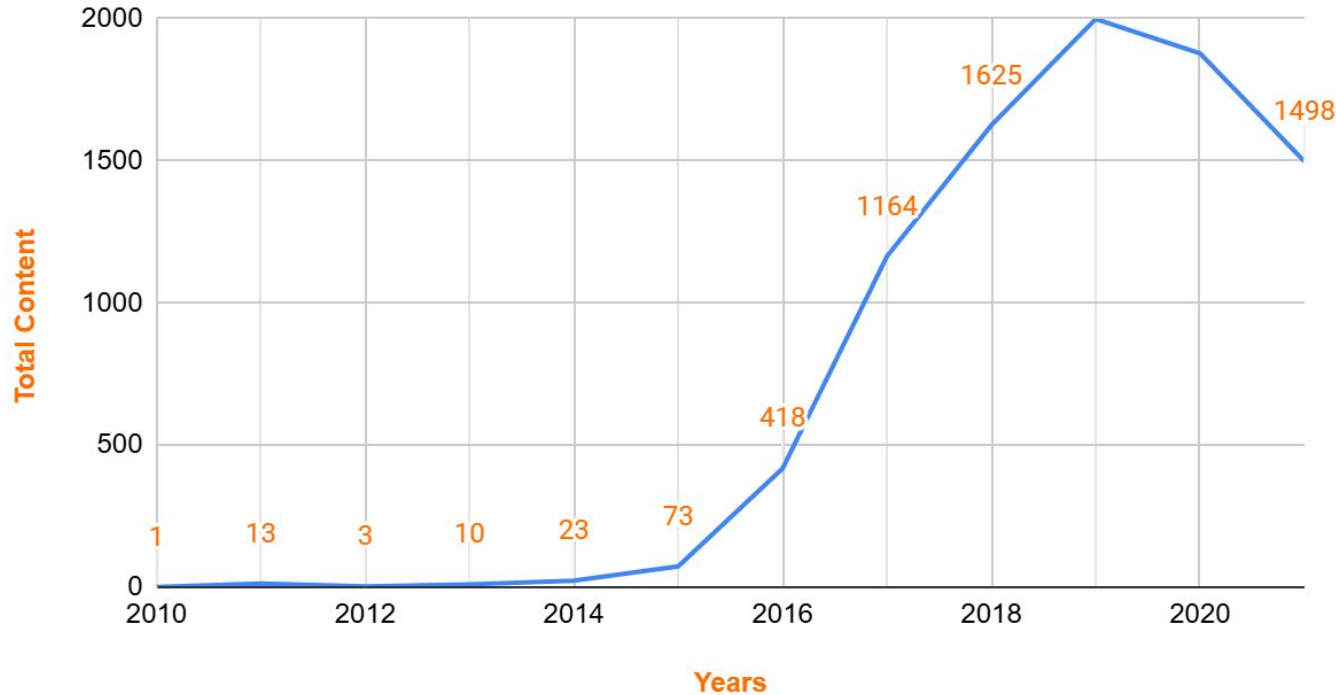
Top Ratings Distribution for Movies vs TV Shows
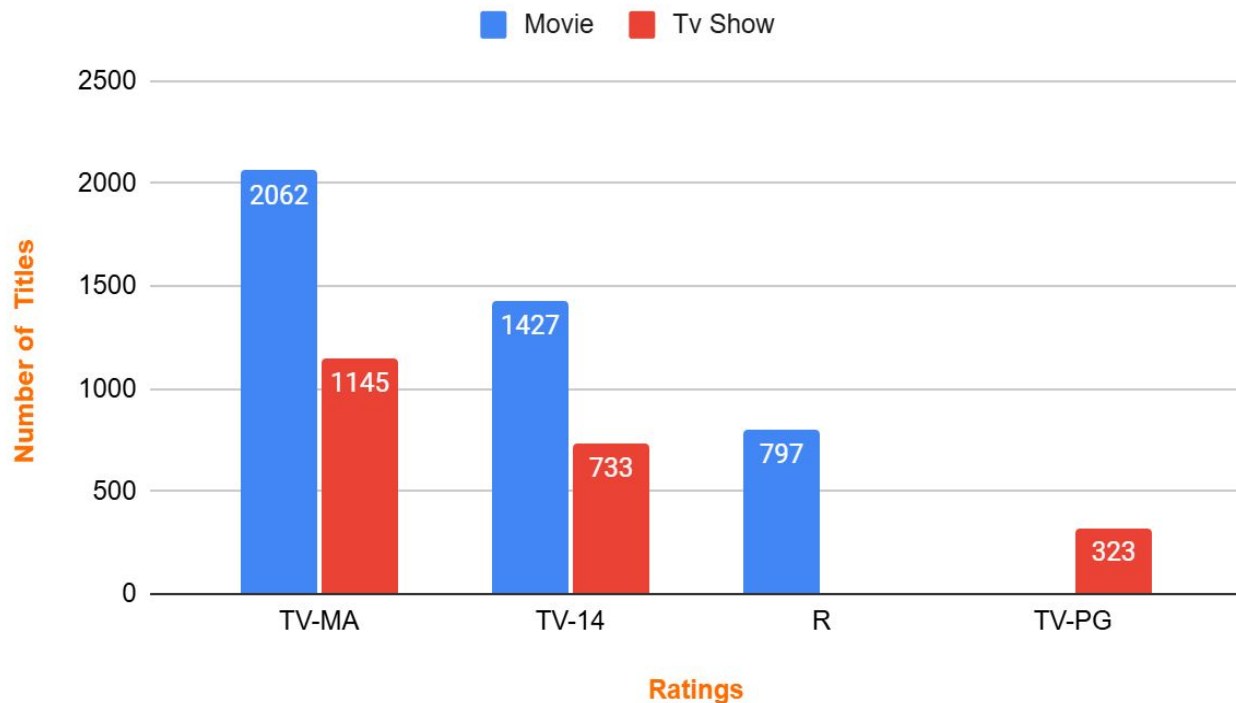
Insight: Most Netflix content targets mature audiences, with Movies and TV Shows primarily rated TV-MA and TV-14.
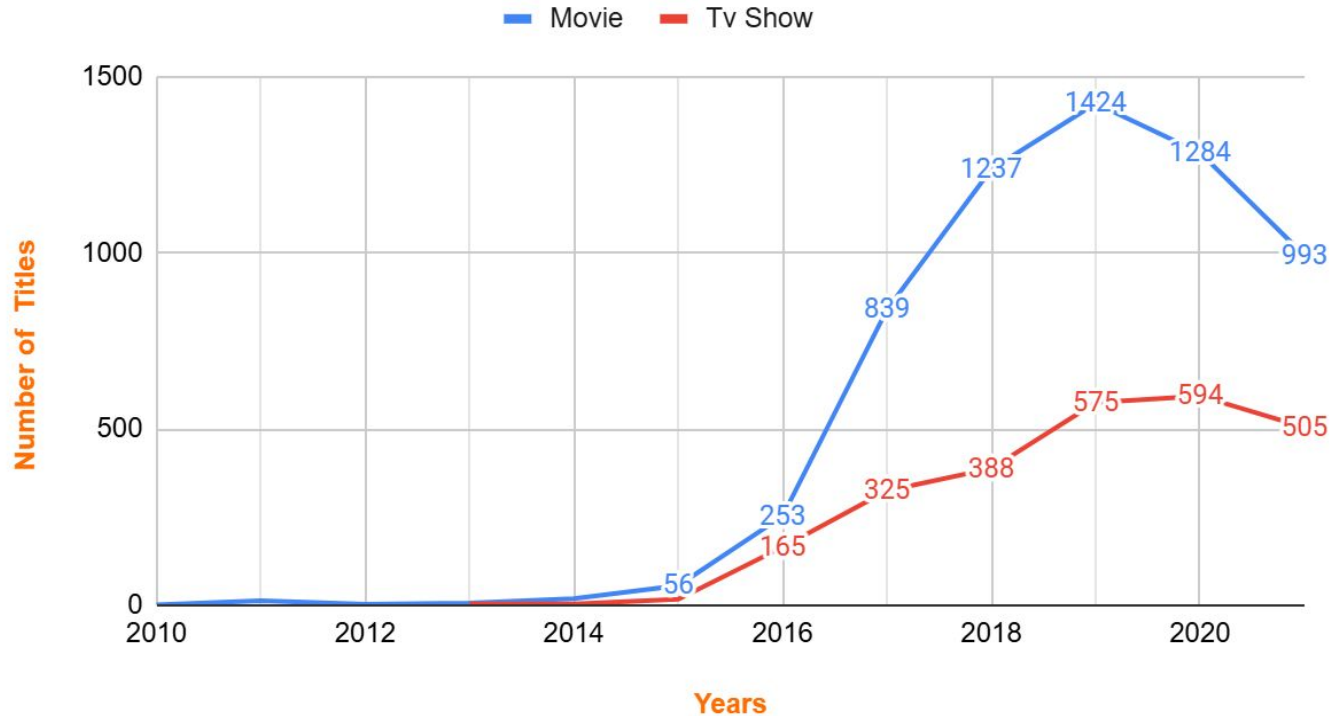
while R-rated films and TV-PG shows form smaller portions.

Netflix content growth per year

Insight: Netflix content releases surged from 73 in 2015 to a peak of 1,999 in 2019, then gradually stabilized around 1,500 titles by 2021.

Netflix Movies vs TV Shows Released per Year

— Movie — Tv Show

Number of Titles (y-axis): 0, 500, 1000, 1500
Years (x-axis): 2010, 2012, 2014, 2016, 2018, 2020

Movie values: 56, 253, 839, 1237, 1424, 1284, 993
Tv Show values: 165, 325, 388, 575, 594, 505

Insight: Movies consistently outnumber TV shows each year, with the gap widening between 2016–2019.

After 2019, both movies and TV shows show a gradual decline, though movies remain dominant.
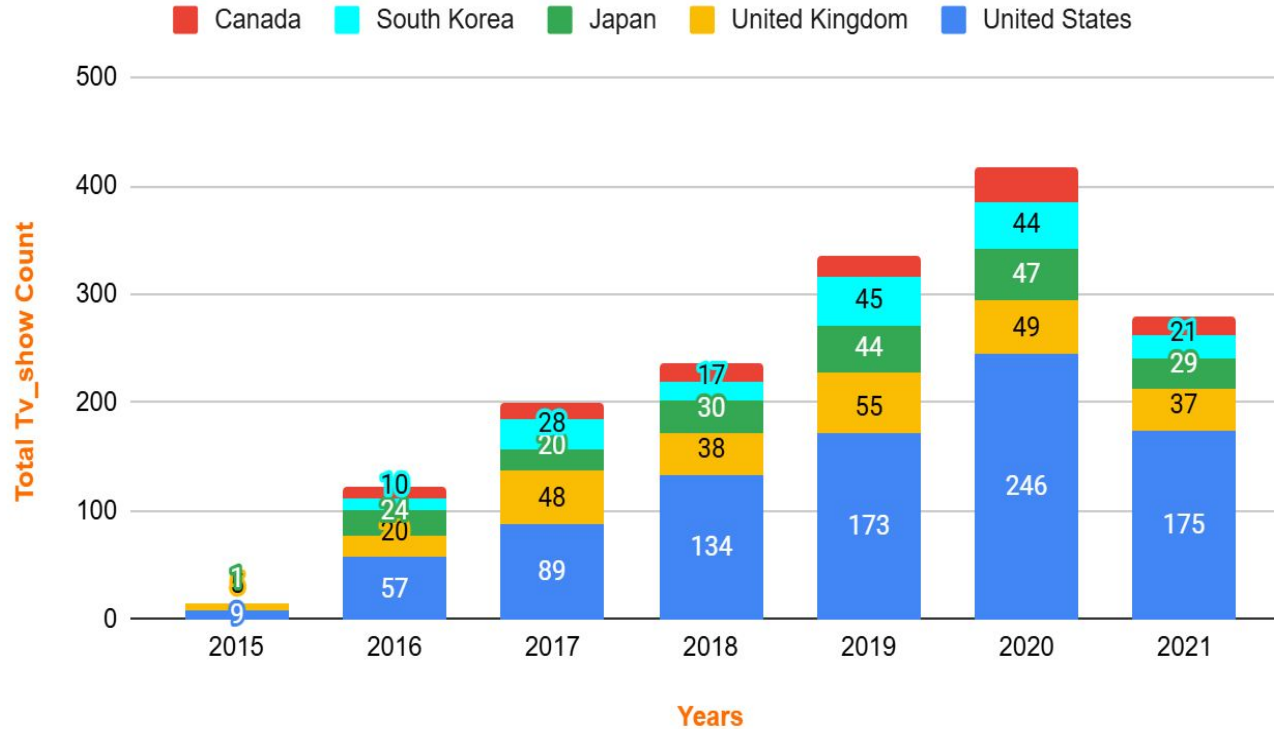
Top Country Contributions to Movie Releases (2015–2021)
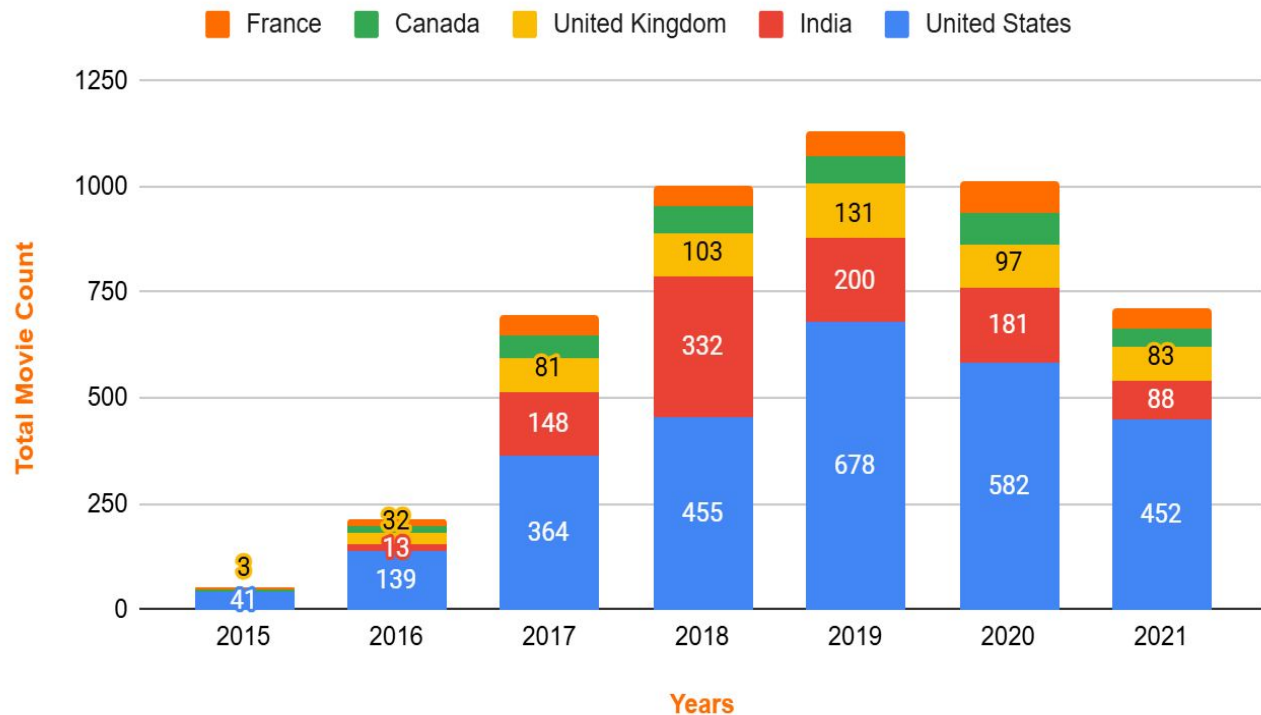
Insight: Netflix movie releases are led by the US (peaking at 678 in 2019), with rapid growth from India and steady contributions from the UK, while Canada and France add consistent support.

Top Country Contributions to Tv_Show Releases (2015–2021)

Insight: Post–2015 TV show growth on Netflix is driven mainly by the US, UK, and Japan, with South Korea and Canada providing steady but moderate contributions.
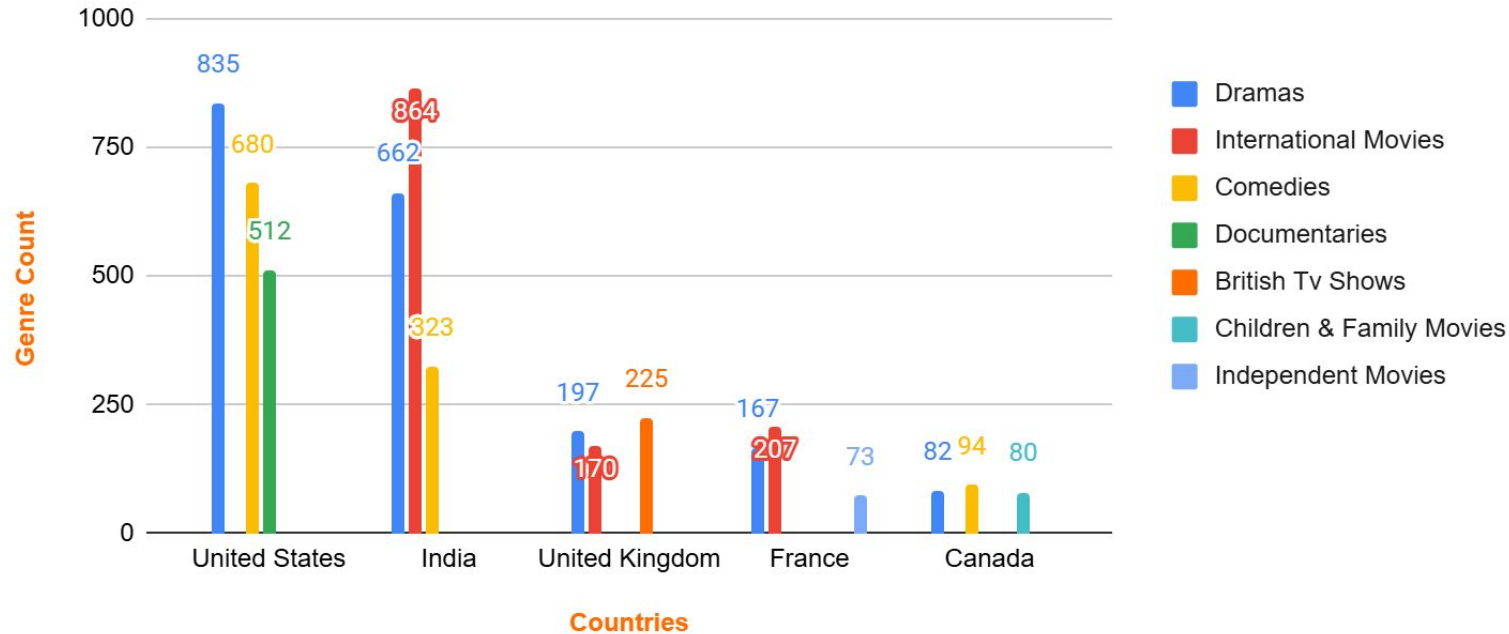
Insight: Regional trends show US audiences prefer Dramas and Comedies, India dominates in International Movies, while the UK, France, and Canada lean toward strong local or regional content.

KEY TAKEAWAYS

Key Insights from the Analysis:

- Netflix releases surged till 2019, then stabilized around ~1,500 titles annually.

- Majority of content is aimed at mature audiences (TV–MA, TV–14).

- Regional trends show US driving overall growth, India leading in International Movies, and UK/Japan in TV Shows.

- Localized content strategy is evident, with strong regional genre preferences (e.g., British TV Shows, Indian cinema).

Explore full analysis here: GitHub repo link

Explore my projects and code on GitHub, and connect with me on LinkedIn for professional updates:

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THANK YOU!