

# Netflix Content & Demographic Analysis

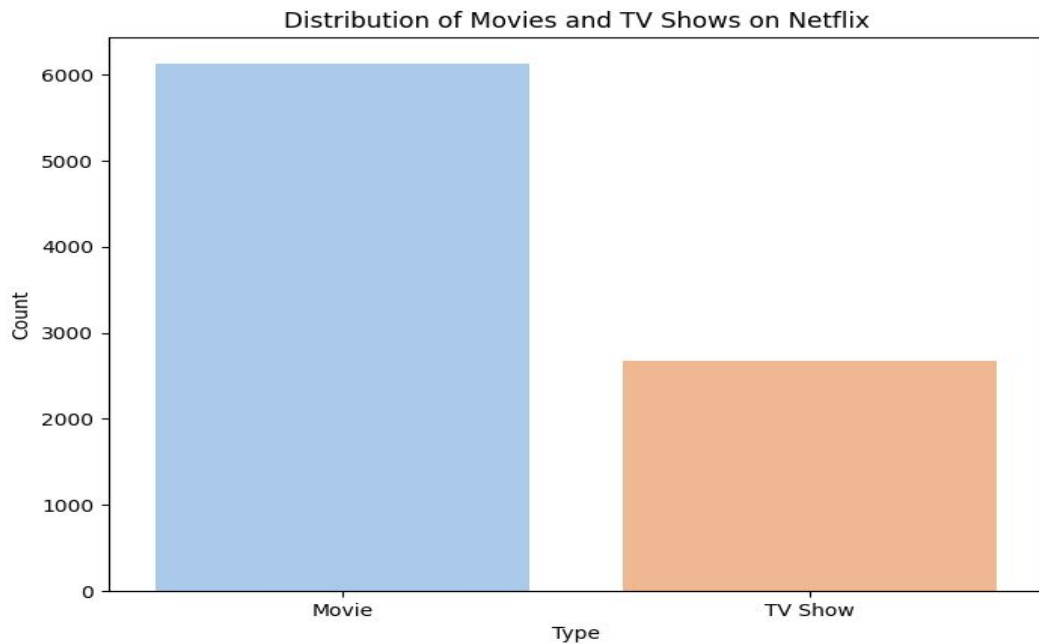
...

Tejasvi Bhaskar, July 1 2024

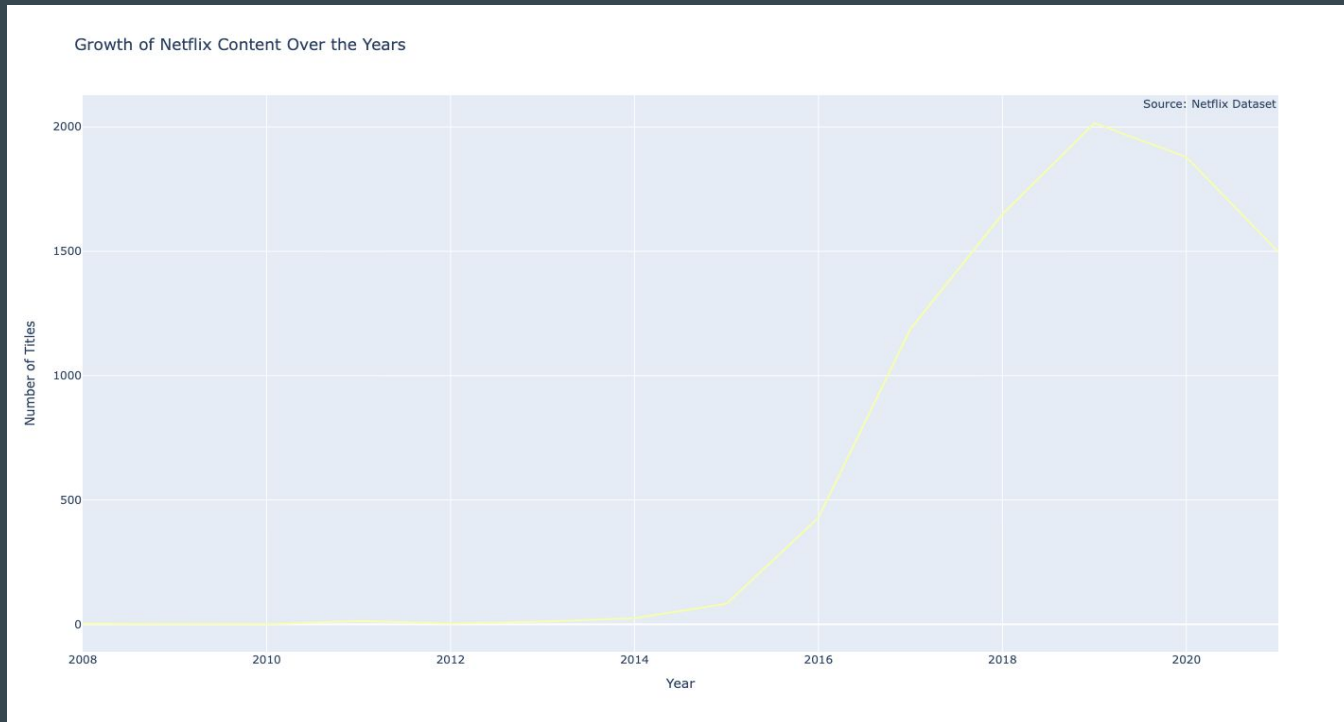
# Introduction & Objective:

**Netflix has established itself as a leading global content provider, offering a diverse library of movies and TV shows. This analysis explores various aspects of Netflix's content strategy through visual storytelling. We will look at the distribution of content types, the growth of the content library, the contributions from different countries, the distribution of age ratings, the diversity of titles, the distribution of subscribers, and the genres by country.**

# Distribution of Movies and TV Shows



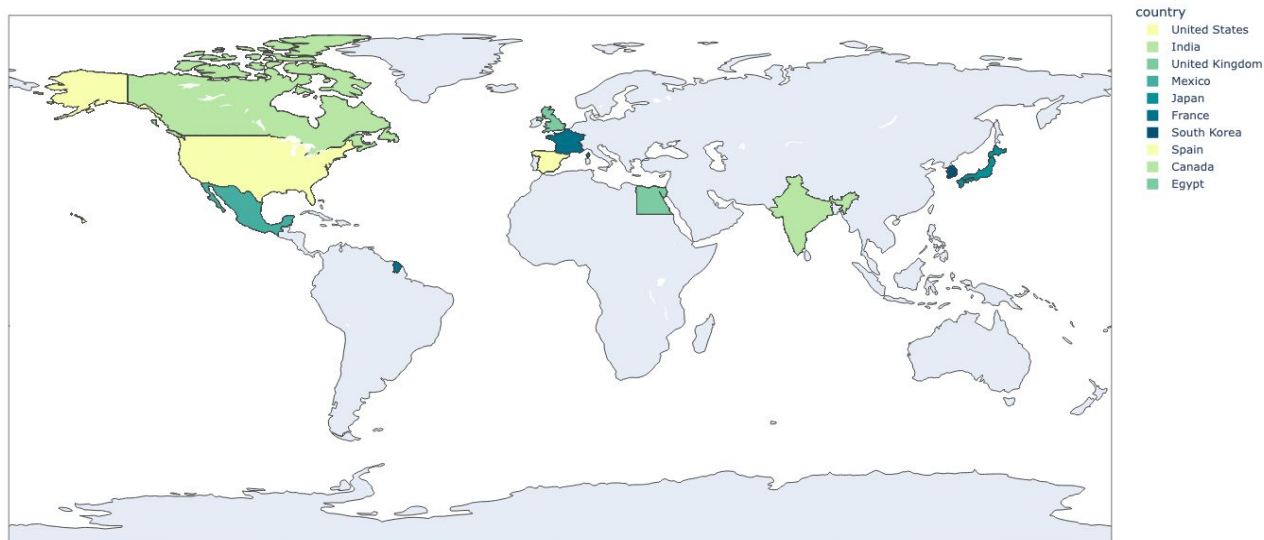
# Growth of Netflix Content Over the Years



For the interactive version, [click here](#)

# Top 10 Countries Producing Netflix Content

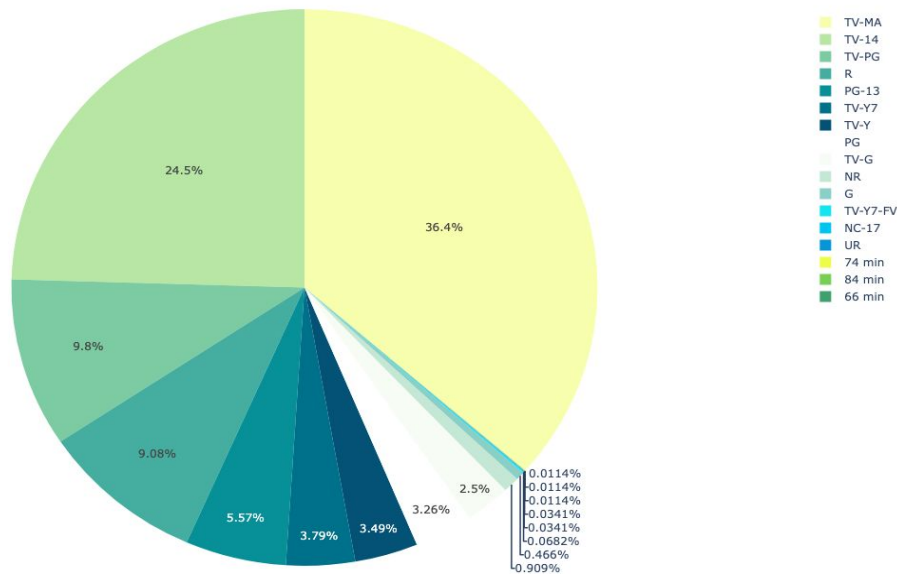
Top 10 Countries Producing Netflix Content



For the interactive version, [click here](#)

# Distribution of Age Ratings

Distribution of Age Ratings on Netflix



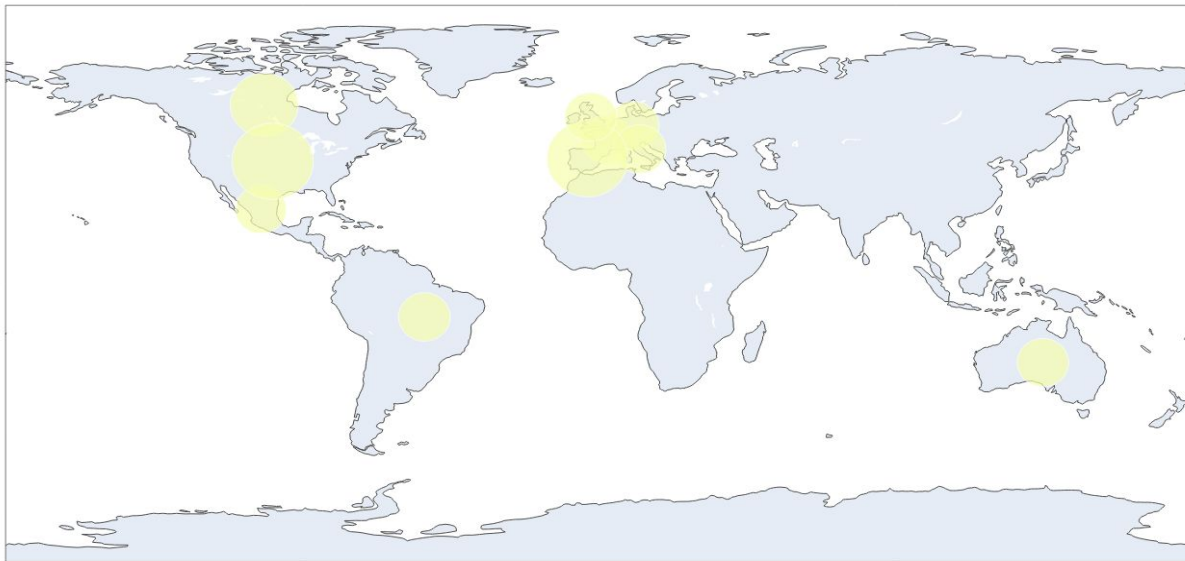
For the interactive version, [click here](#)

# Word Cloud of Titles



# Bubble Map of Netflix Subscribers

Bubble Map of Netflix Subscribers by Country

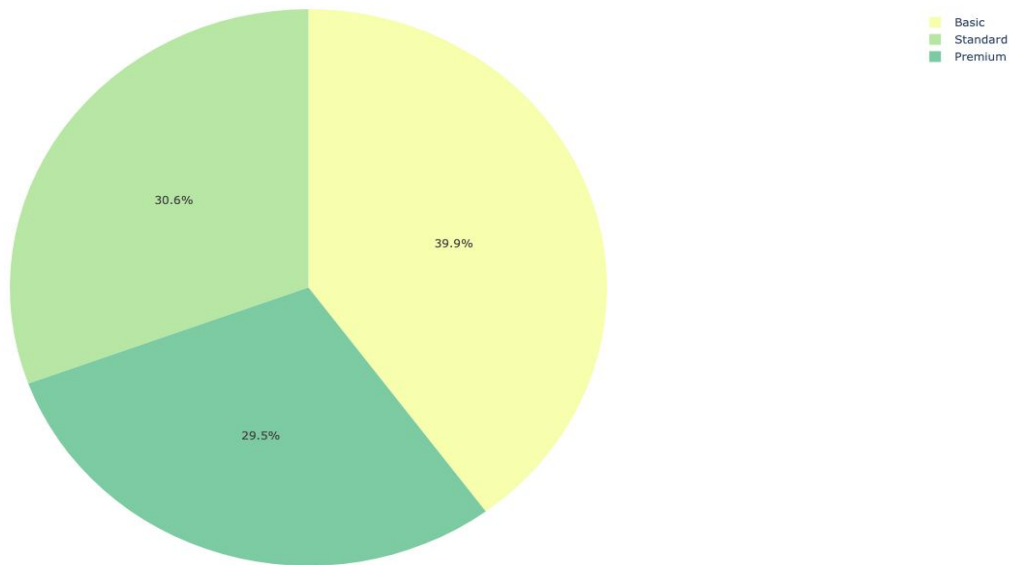


For the interactive version, [click here](#)



# Subscription Type Distribution

Subscription Type Distribution



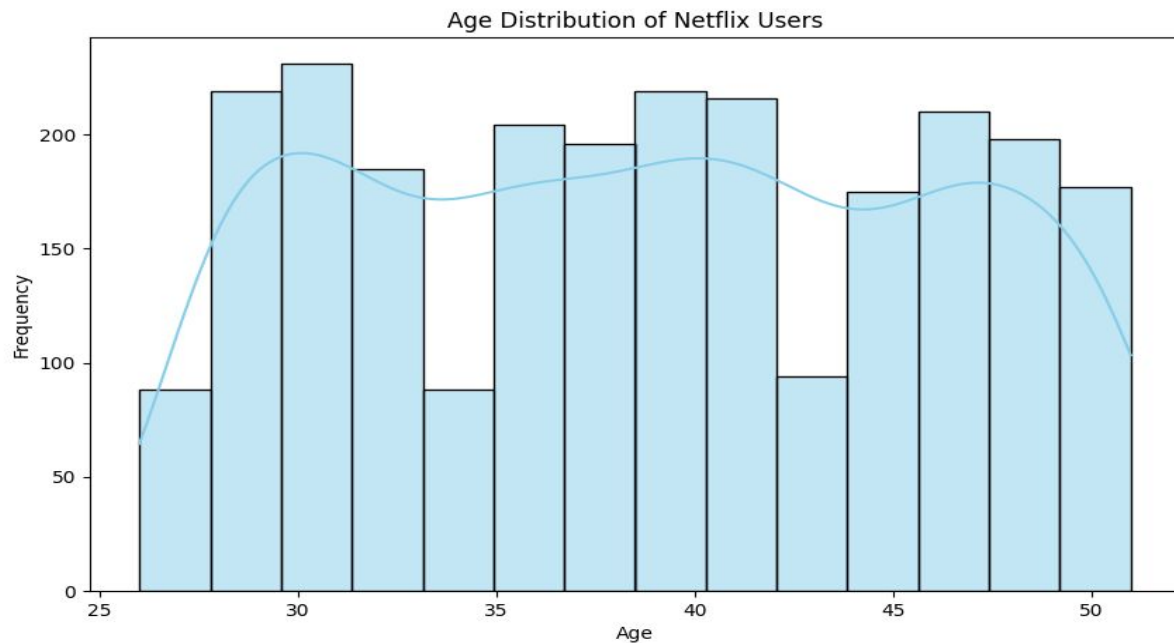
For the interactive version, [click here](#)

# Device Usage by Monthly Revenue



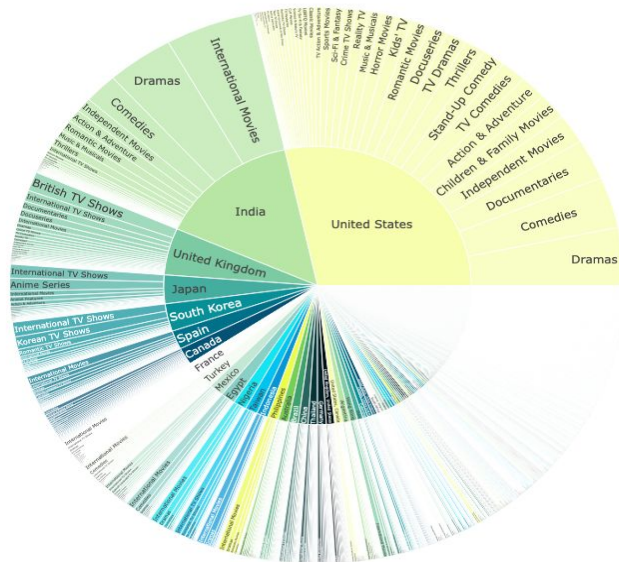
For the interactive version, [click here](#)

# Age Distribution of Users



# Sunburst Chart of Genres by Country

### Sunburst Chart of Genres by Country



For the interactive version, [click here](#)

# Conclusion

This analysis explored various aspects of Netflix's content strategy through a structured visual narrative. We began with **content generation** , examining the distribution of content types and the growth of Netflix's library over the years. We then analyzed contributions from different countries and the distribution of age ratings to understand the diversity and suitability of the content.

Shifting focus to **content consumption** , we analyzed the diversity of titles through a word cloud, examined the global distribution of Netflix subscribers, and explored user preferences in subscription types and device usage. Finally, we looked at the **demographics** of Netflix users and the popularity of different genres across various regions.

This approach provided a **cohesive story** , progressing logically from content creation to consumption, and offering comprehensive insights into Netflix's content strategy.

**The End**