

Netflix Content Strategy Analysis

Objective

The objective of this project is to analyze Netflix's movies and TV shows dataset using Python, SQL, and Power BI to understand content trends and derive business insights.

Dataset Overview

The dataset contains information about Netflix content including:

- Title
- Type (Movie / TV Show)
- Country
- Release Year
- Date Added
- Rating
- Duration
- Genre

After cleaning, the dataset was used for SQL analysis and Powerbi dashboard creation.

Key Insights

- 1. Netflix has more Movies than TV Shows**
This indicates a strong focus on one-time-watch content for fast user acquisition.
 - 2. Content growth increased sharply after 2016**
This reflects Netflix's aggressive global expansion strategy.
 - 3. United States and India dominate Netflix's content library**
These two markets represent Netflix's biggest audience and investment focus.
 - 4. TV Shows have higher engagement potential**
Multi-season shows retain subscribers longer compared to movies.
 - 5. Netflix targets mature audiences**
Ratings such as TV-MA and TV-14 are the most common.
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Business Recommendations

- Netflix should increase **regional content**, especially in India.
- More **TV series** should be produced to improve subscriber retention.
- Genre-based targeting (Drama, Comedy, International shows) should be used for personalization.