

TOP  
10**TITLE:**

The Unseen Narrative: Decoding  
Netflix Data

Play

Info

**STARRING:**

TEAM 13



A



Key  
Findings



Content  
Landscape



Temporal  
Trends



Geographic  
Strategy



Genre  
Intelligence



Content  
Creators

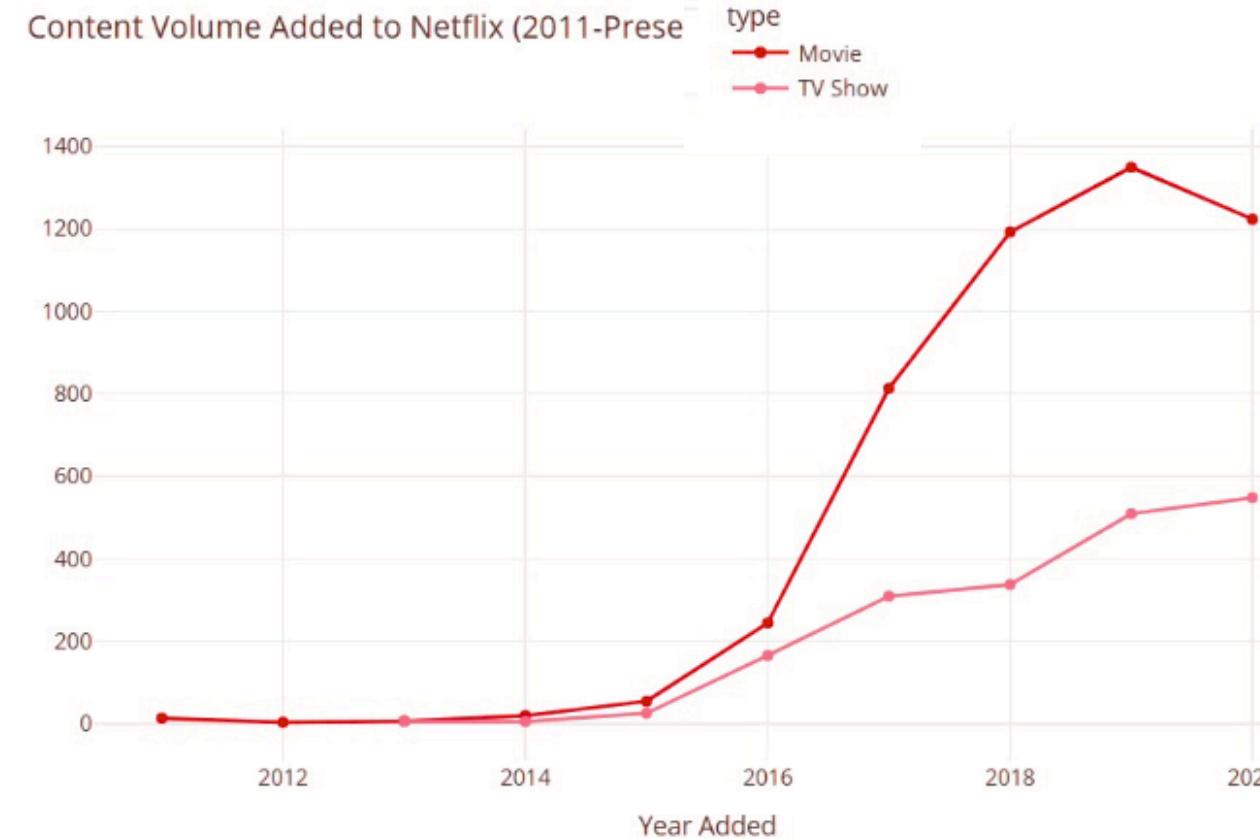


Strategic  
Recommendations



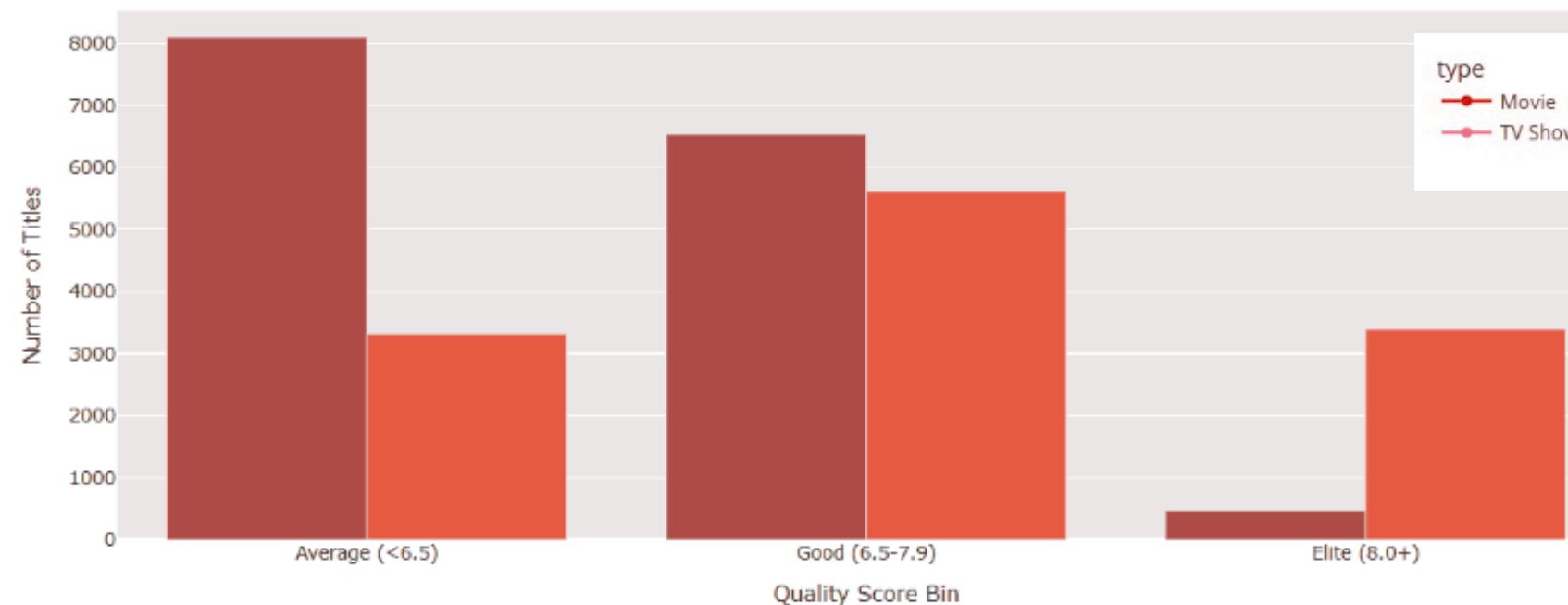
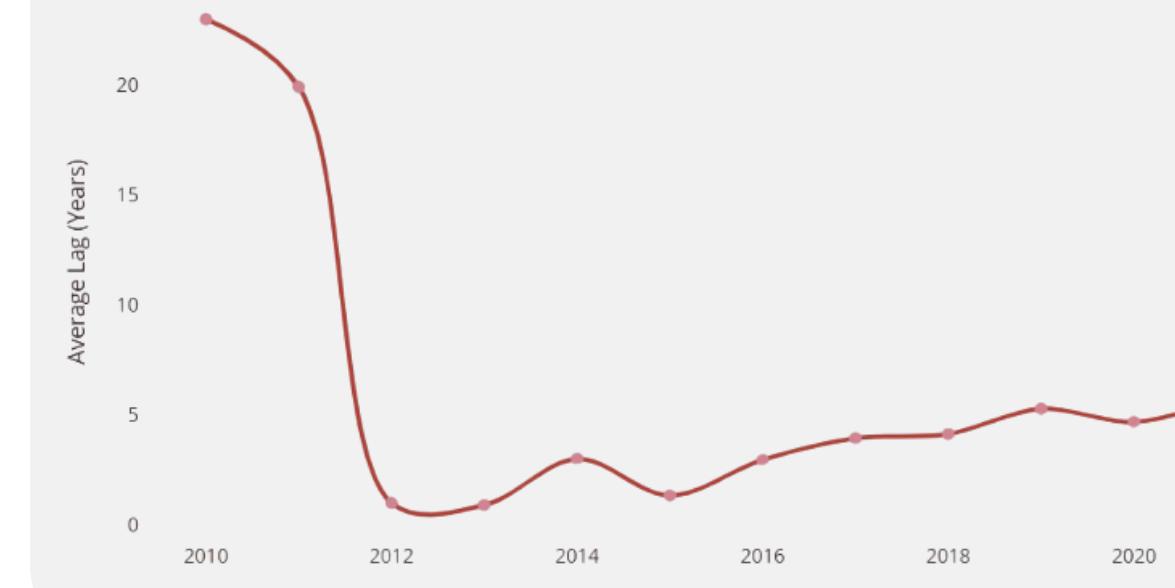
Data  
Methodology

Manage Profiles



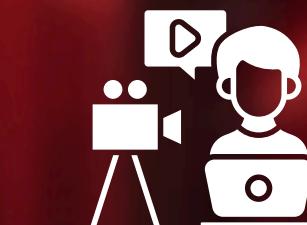
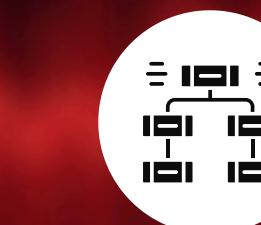
Post-2017, TV Show additions have seen explosive, exponential growth, while new Movie additions have stagnated and declined. TV is the clear strategic focus.

#### Netflix's "Acquisition Lag" Over Time



#### A "Bifurcated" Quality Mix: The platform uses Movies and TV shows for different jobs:

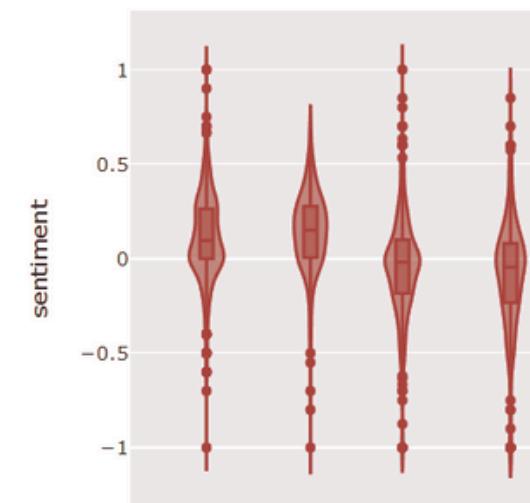
- TV Shows = "Elite" Asset: Used for prestige and brand-defining quality. (87.8% of all 8.0+ score content).
- Movies = "Volume" Play: Used to fill the library and ensure catalogue depth. (62.1% of all <8.0 score content).



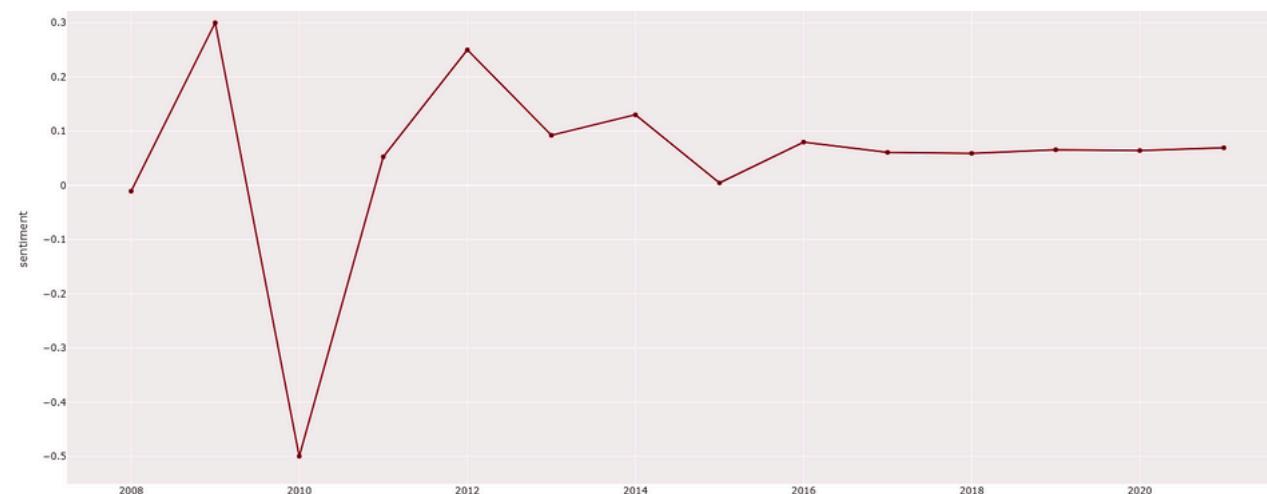


### Title Description Analysis using NLP

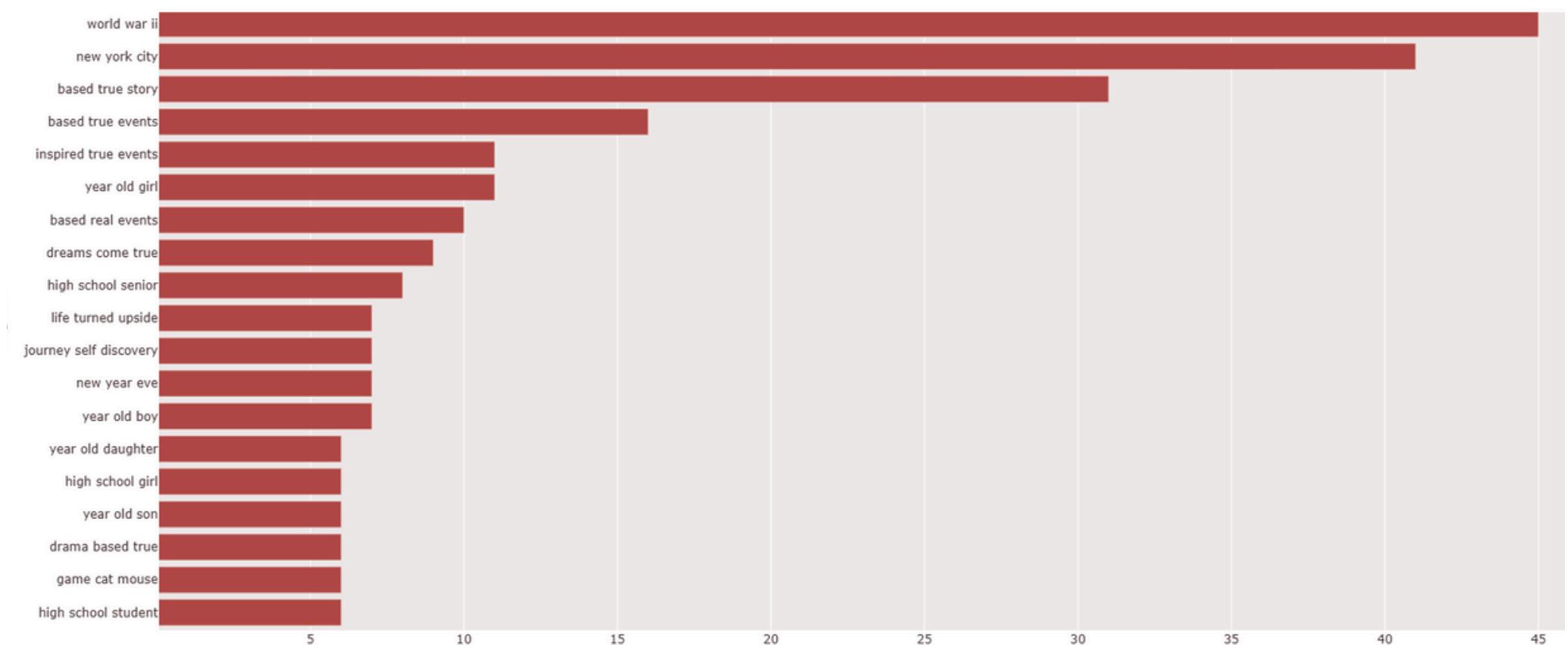
Genre-Based Sentiment Violin Plot



Average Content Description Sentiment Over the Years

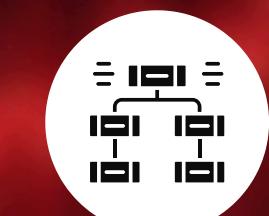


Top Trigrams



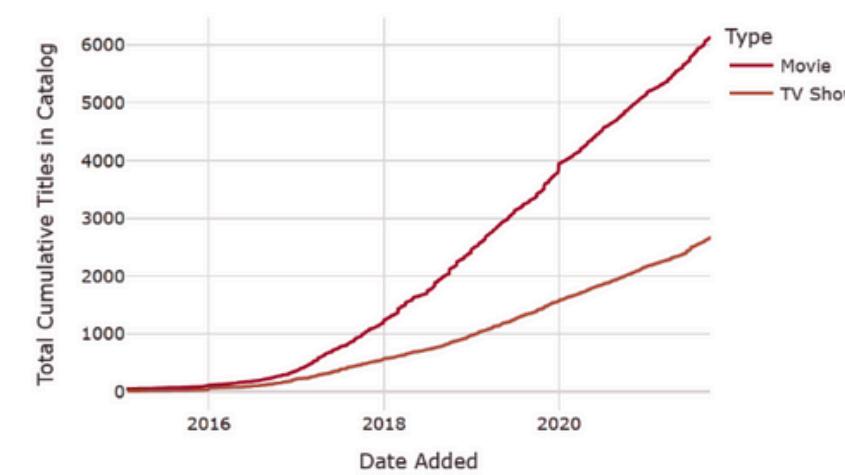
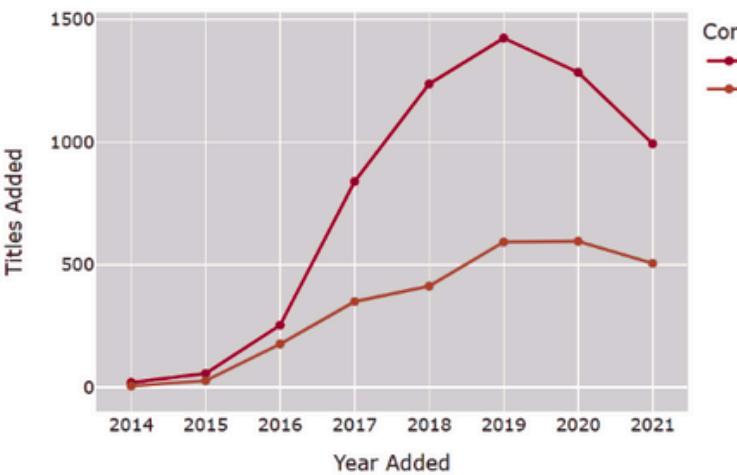
### Top Keywords in LDA Topics

Topic ID	Top Keywords (from LDA model)	Interpreted Topic Label
Topic 1	"documentary," "life," "world," "war," "new,"	"Documentaries & World Affairs"
Topic 2	"save," "earth," "evil," "world," "home,"	"Sci-Fi & Action Adventure"
Topic 3	"learns," "friends," "family," "life,"	"Coming-of-Age & Family Drama"
Topic 4	"special," "comedy," "stand," "comedian,"	"Comedy & Crime Specials"
Topic 5	"new," "life," "crime," "family," "drug,"	"Crime Stories & Docudramas"
Topic 6	"woman," "town," "young," "death,"	"Small-Town Dramas & Mystery"
Topic 7	"series," "documentary," "life,"	"Docuseries & Real-Life Stories"
Topic 8	"school," "high," "based," "story,"	"School-Life & True Stories"
Topic 9	"love," "life," "young," "man," "woman,"	"Romance & Relationships"
Topic 10	"new," "world," "gets," "friends," "human,"	"Adventure & Personal Journeys"

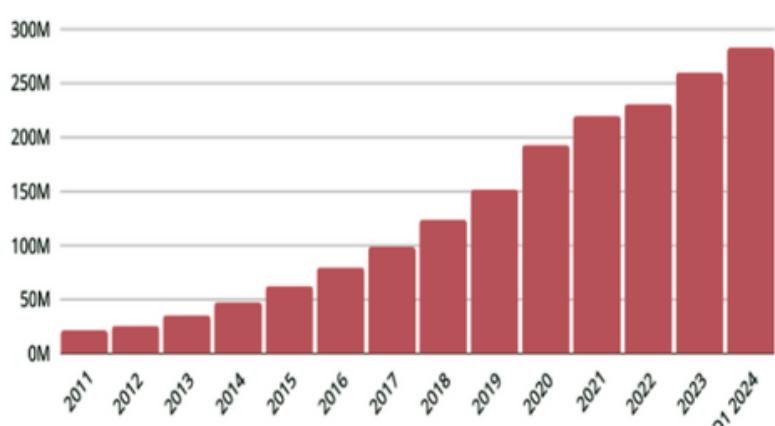
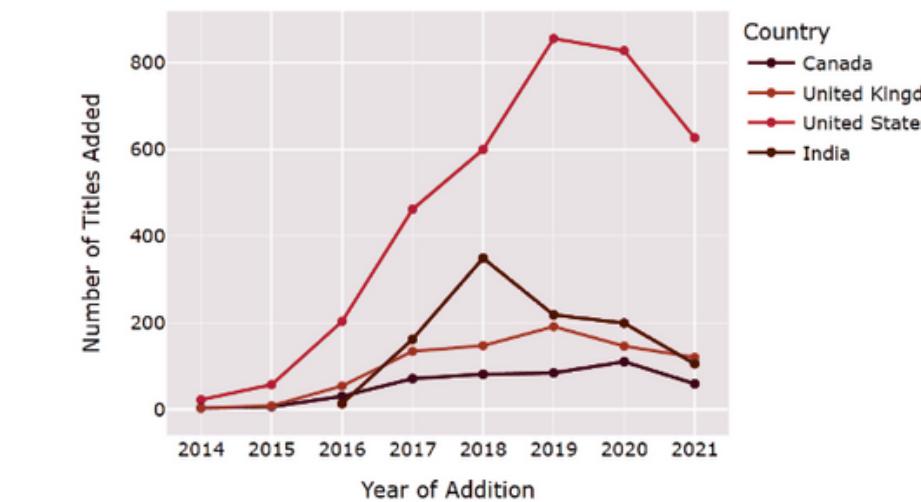




### Historical growth patterns



### Content addition strategy evolution



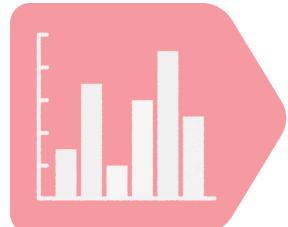
#### Peak & Slowdown

Total new titles rose sharply till 2019 (~2,000 titles), then slowed in 2020–2021 (~1,500 titles).



#### Movies Drove Growth

Movies were the main source of growth each year, far outpacing TV shows.



#### Peaks & Mix Shift

Movies peaked in 2019 (~1450 titles), TV shows in 2020 (~600 titles); later, TV shows formed a larger share of new content.



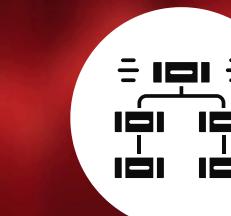
**Phase 1 – Growth (Pre-2019):** Focused on rapid subscriber gain through a large, diverse library. High churn and cost due to short-term movie viewing.



**Phase 2 - Retention (Post-2019):** Shifted to TV shows and Originals for engagement and loyalty; slower growth but higher ROI.



**Quality Over Quantity-** Fewer titles, more high-value Originals (50+ added after 2019).





### Historical growth patterns

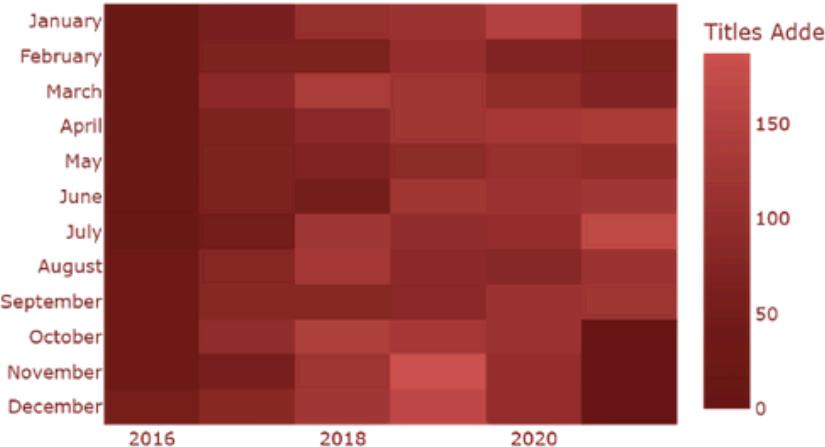


Fig 6: Additions by month and year

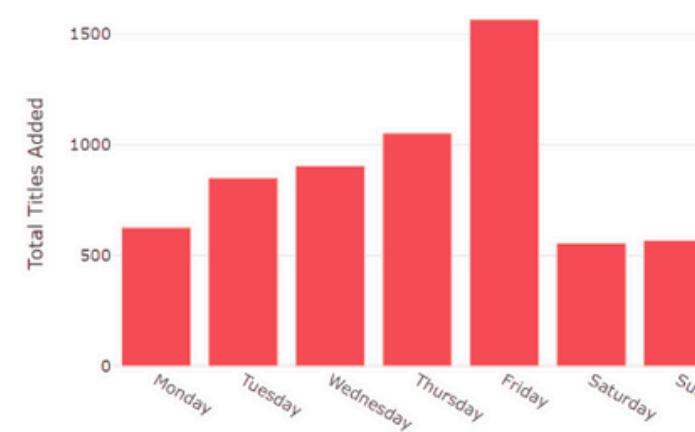


Fig 7: Additions by day of the week



#### Micro Strategy (Weekly Pattern):

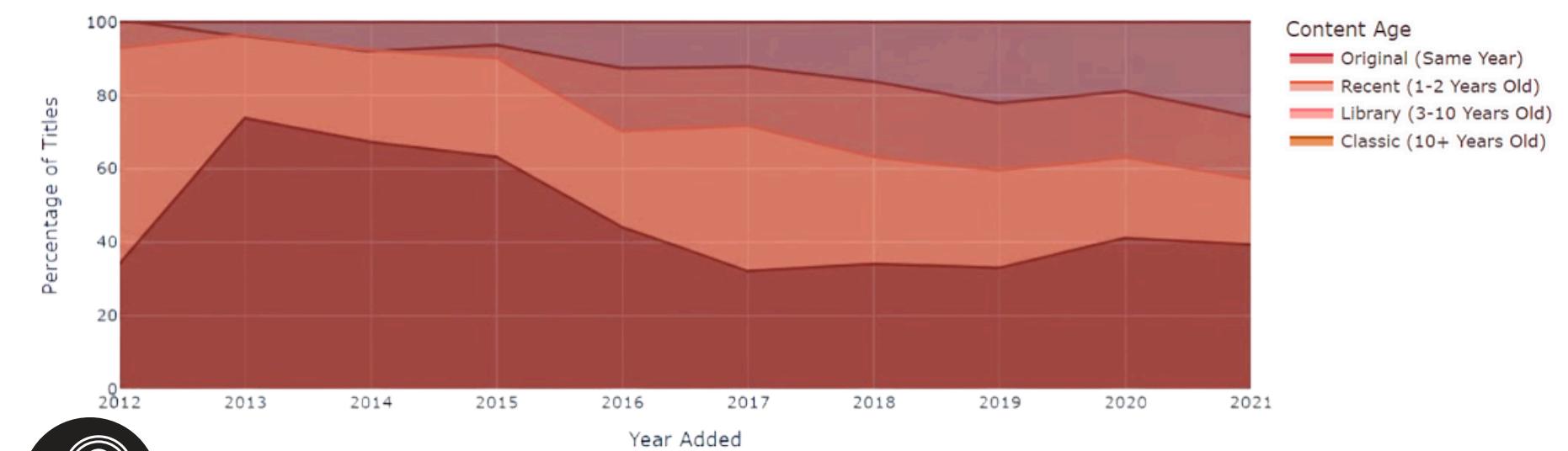
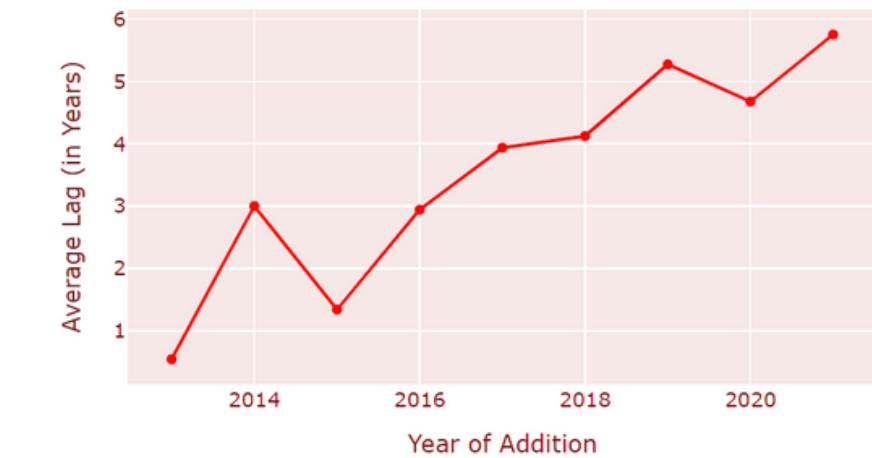
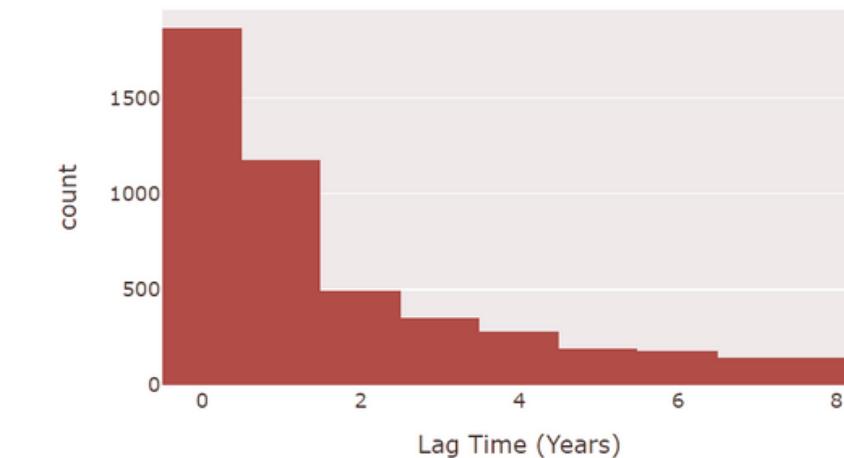
- Friday Peak: Big spike to create a “New Release Day” habit.
- Mon–Thu Drip: Steady additions to keep interest alive.
- Weekend Pause: Minimal releases to focus on viewing, not discovery.



#### Macro Strategy (Seasonal Pattern):

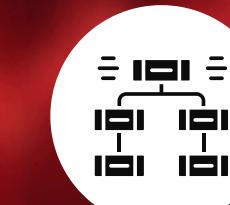
- Growth Cycle: Expansion peaked in 2019, slowed after 2020.
- Hot Spots: Q4 highs aligned with holidays and awards season.
- Slow Periods: Q1 dips reflect post-holiday slowdown.

### Time Lag Analysis



**Rising Content Age:** Average title age rose from ~1.4 (2015) to ~5.2 years (2019), marking a shift to older content.

- **Cost Strategy:** Older titles funded rapid catalog expansion.
- **Post-2019:** Lag peaked in 2021 as newer content became harder to license.
- **Originals Focus:** Growing investment in Originals boosts exclusivity and retention.





## Strategic Inflection Points

1

### Inflection Point 1 – “Pivot to Volume” (2015–2016)

- Shift from prestige to scale, prioritizing cheaper, older titles.
- Fresh content share fell from ~90% to ~35% (Fig. 10).
- Avg. content age rose from 1.4 yrs onward (Fig. 5).
- Funded a massive 2016–19 content boom and global expansion.

2

### Inflection Point 2 – “Pivot to Retention” (2019)

- Competition forced shift from acquisition to retention.
- Total additions peaked in 2019; TV content stayed strong.
- “Original” share began rising again (Fig. 10).
- Focus moved to Originals as sticky, long-term value drivers.

3

### Inflection Point 3 – “Great Disruption” (2020–2021)

- COVID halted production; new content pipeline collapsed.
- Avg. lag hit ~6 yrs as Netflix relied on older libraries.
- Licensed titles fell sharply; Originals dominated (Fig. 9).
- Strategy turned reactive amid shocks and content scarcity.



### Overall Takeaway

Netflix’s evolution can be summed up in three phases:

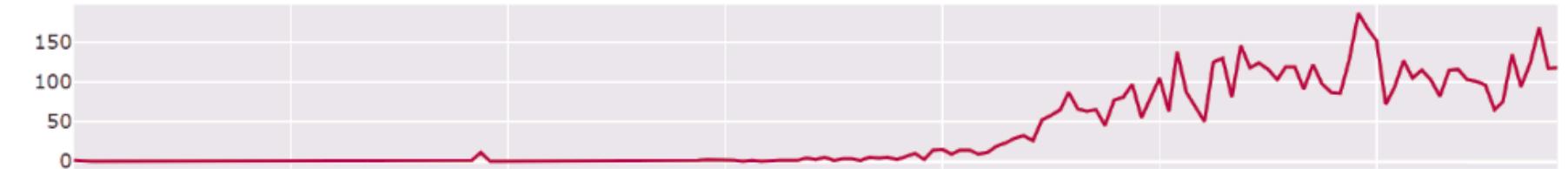
1. Scale at any cost (2015–16) – Maximize volume.
2. Defend the base (2019) – Focus on Originals and retention.
3. Survive disruption (2020–21) – Adapt amid shocks and scarcity.

Each pivot redefined its operating model – from bold expansion to strategic resilience.



## Structural Breakdown

Observed



Trend



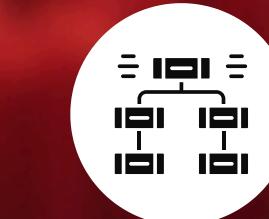
Seasonal



Residual

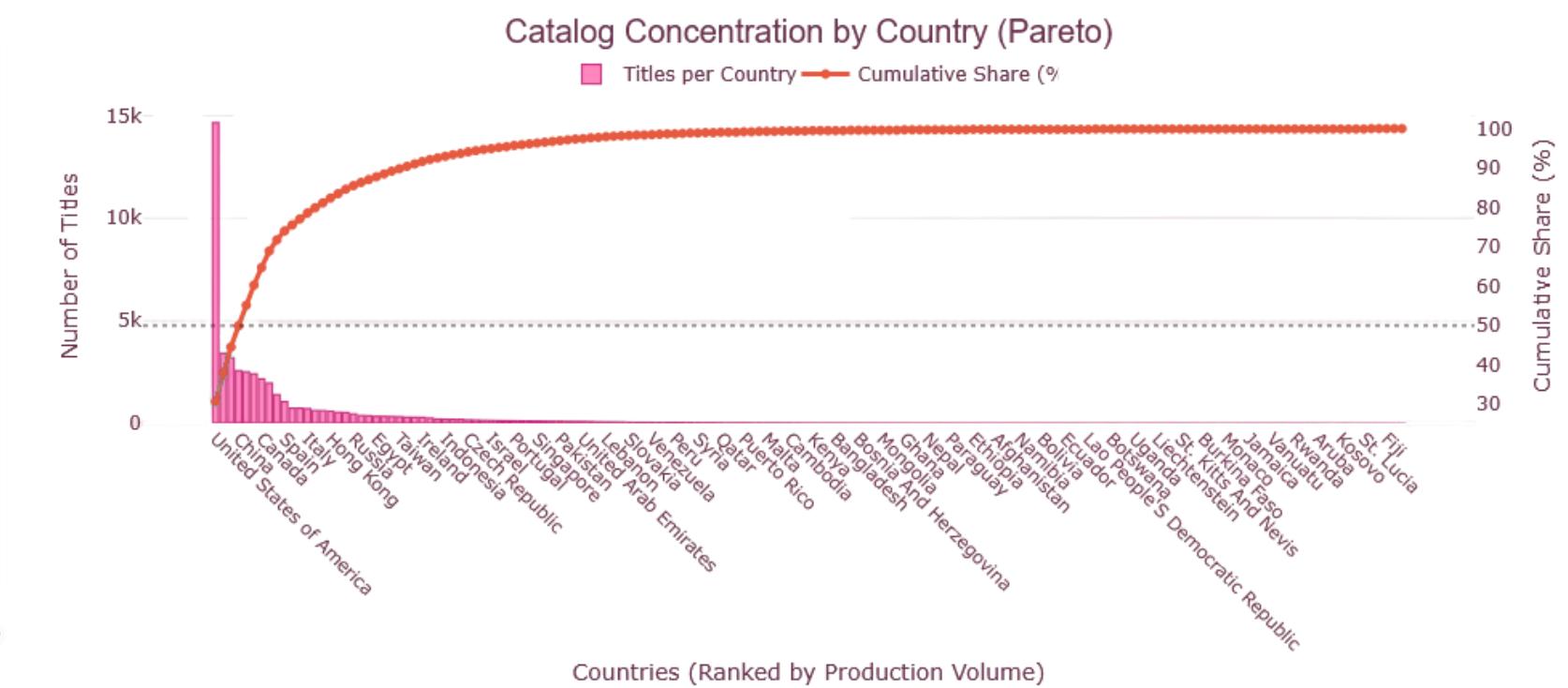
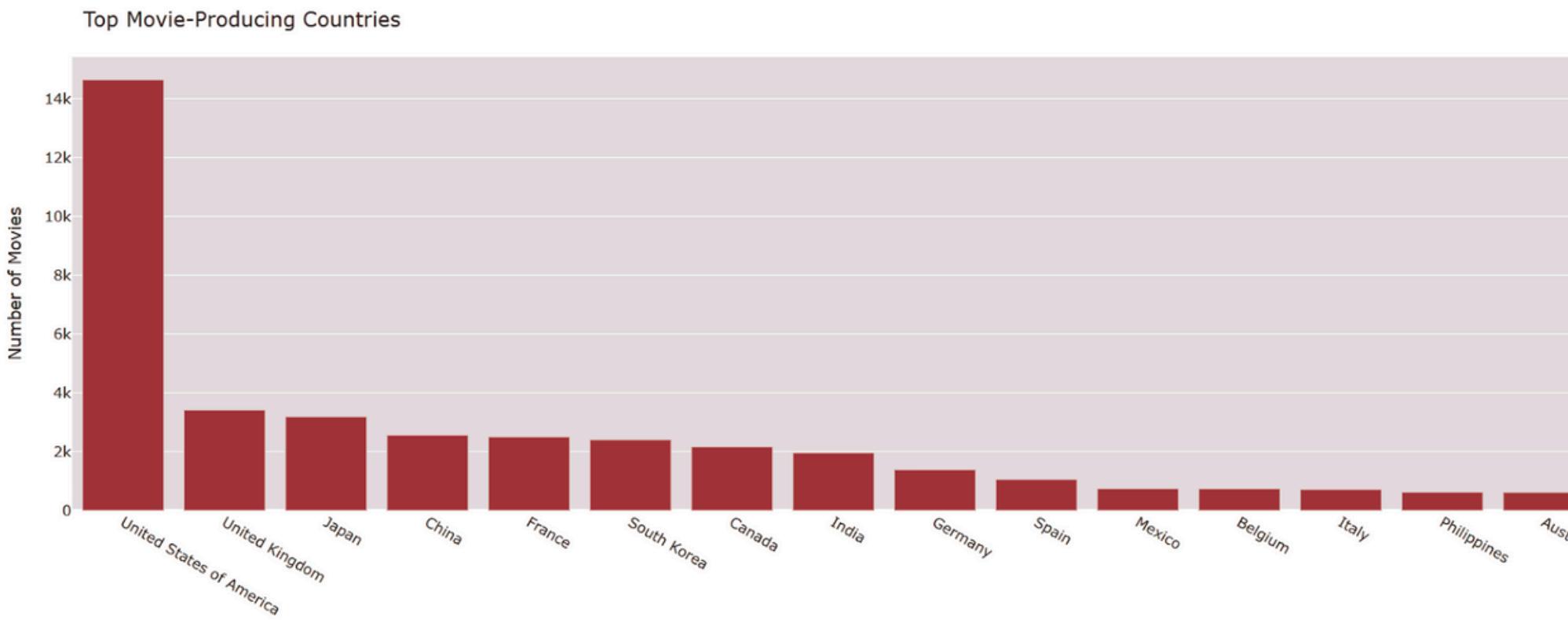


Fig. 13: Figure X: Decomposing Content Additions into Trend, Seasonality, and Residuals





### Global content footprint



**Global Scale:** Netflix's catalog spans 40,807 titles from 156 countries.

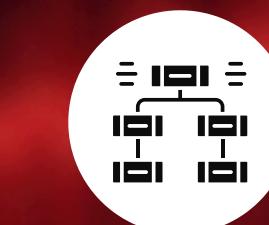
**Concentration:** Top 5 countries = 55% of titles; top 10 = 74% → production highly concentrated.

**Leaders:** USA, UK, Japan, China, France dominate; 27 countries appear only once → long-tail distribution.

**Trends:** Emerging growth in Indonesia, Morocco, Egypt; saturation in established markets.

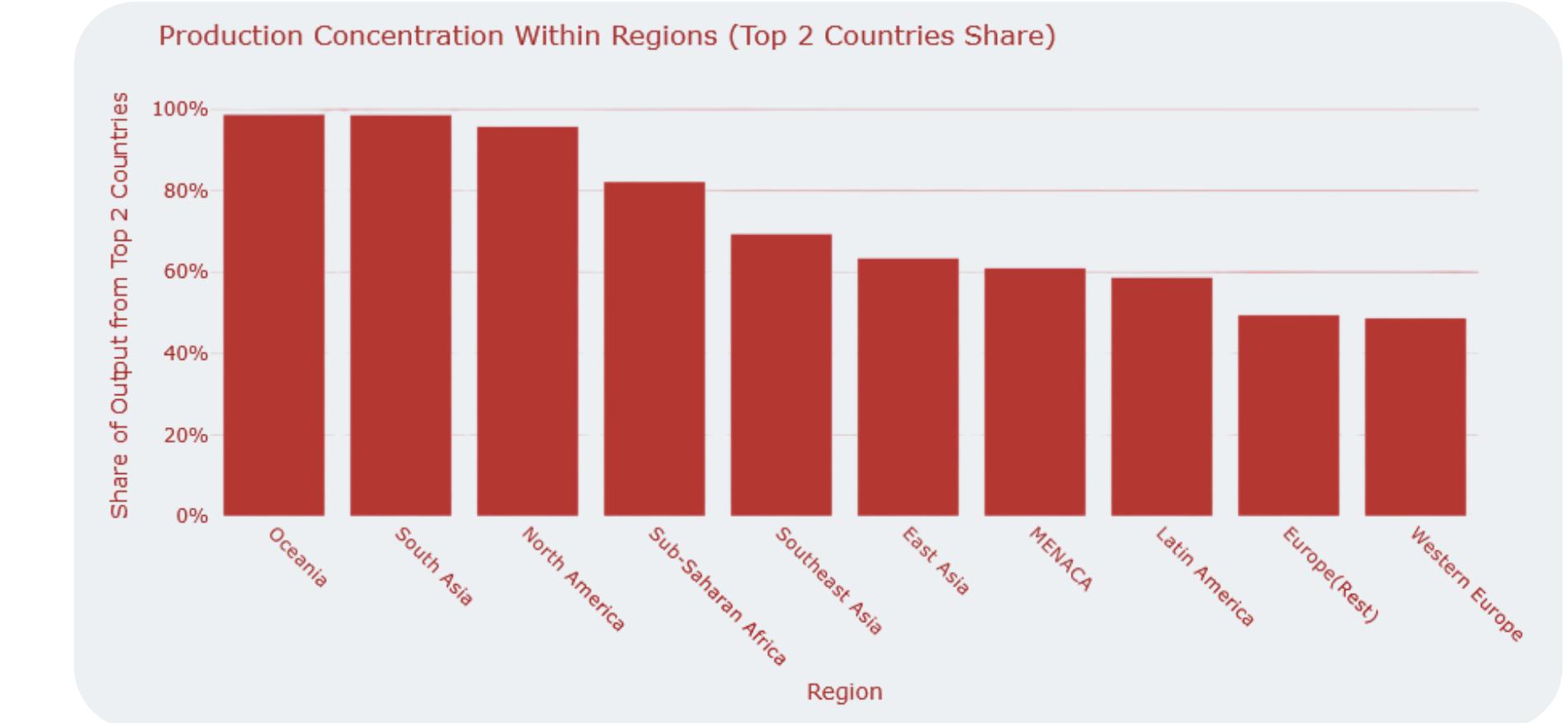
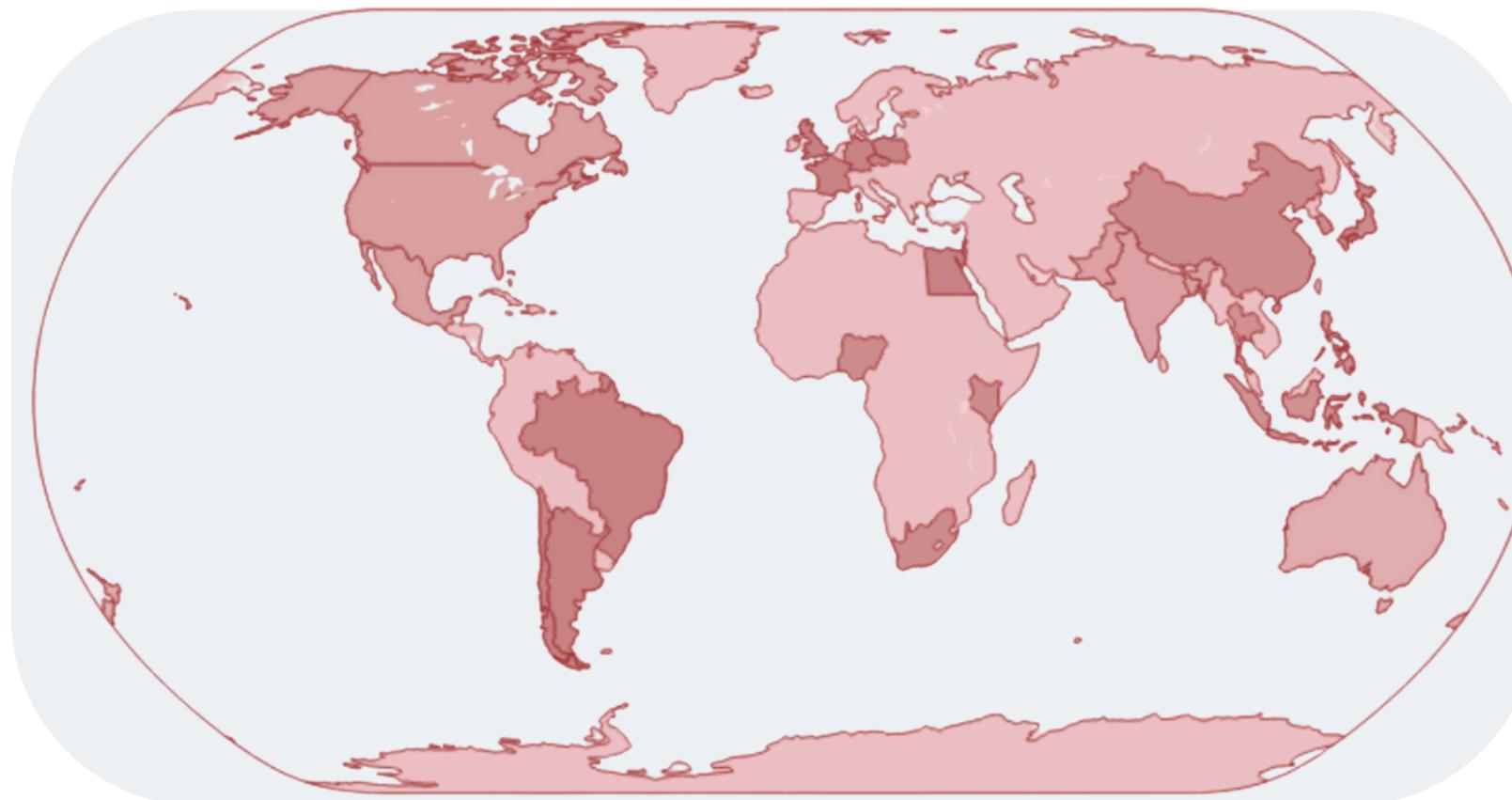
**Strategy Insight:** Larger catalogs = strong local ecosystems; underrepresented countries = future expansion potential.

**Data Caveat:** Country field shows production origin, not availability; multi-country or missing entries introduce bias.





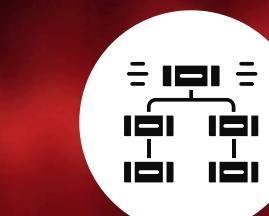
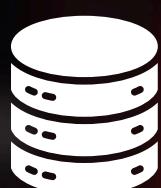
### Regional Production Hubs



#### Geographic Concentration of Content:

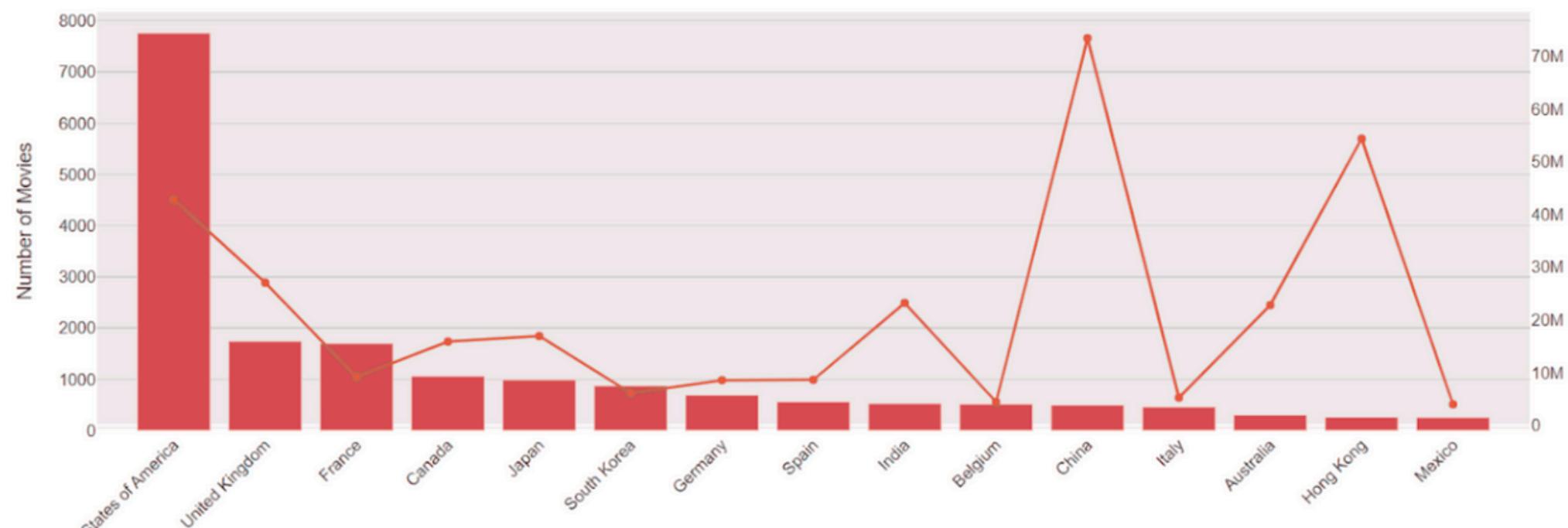
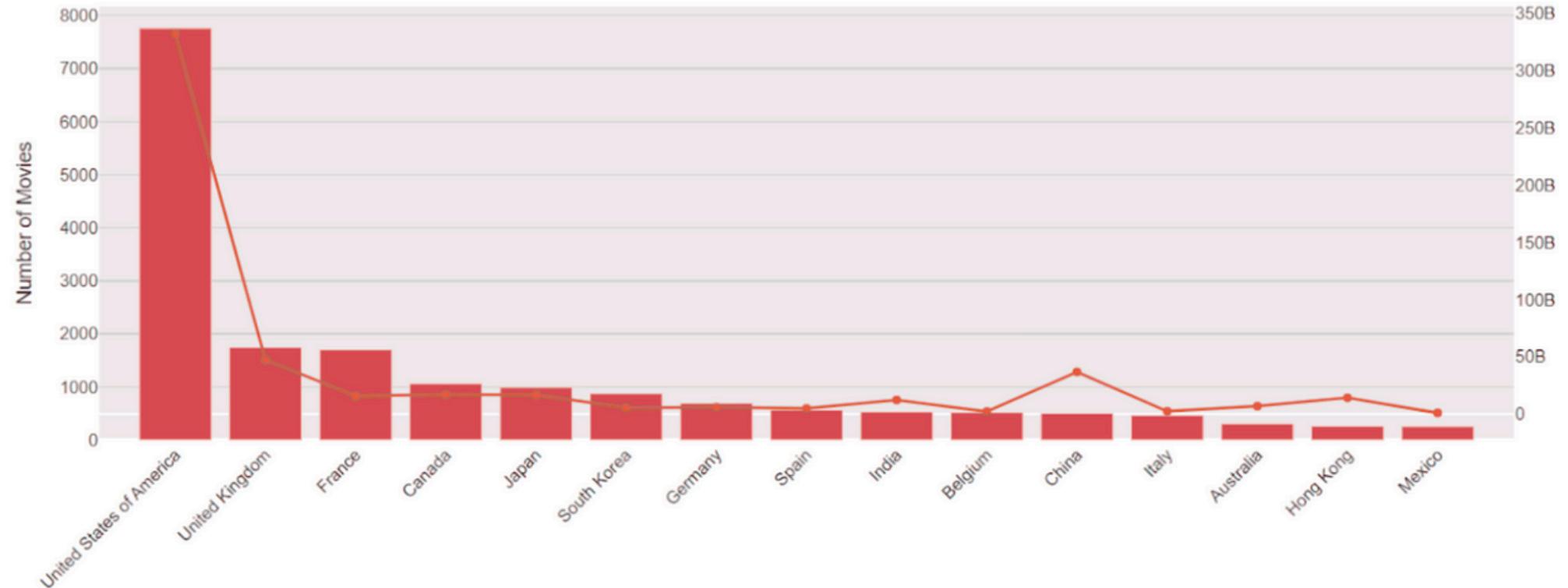
Production is concentrated in a few global creator hubs.

- US is the largest producer.
- India is the volume movie factory.
- Japan and South Korea are the premium TV specialists.
- Talent supply reflects this same map.





### International expansion strategy



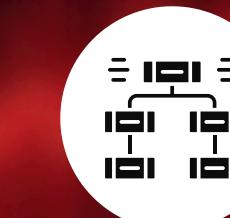
1 Use co-production as the wedge. it lowers cost of entry into mature hubs and buys soft power in the local talent network.

2 Use Southeast Asia to test ideas because it is cheaper and faster

3 In China the smart move is to make fewer films, but treat each one as a high upside swing rather than a volume game

4 Choose where a title gets made based on which market is naturally strong at that genre

5 Netflix's catalog showcases a growing cultural diversity driven by broader global production and an increase in multi-country co-productions



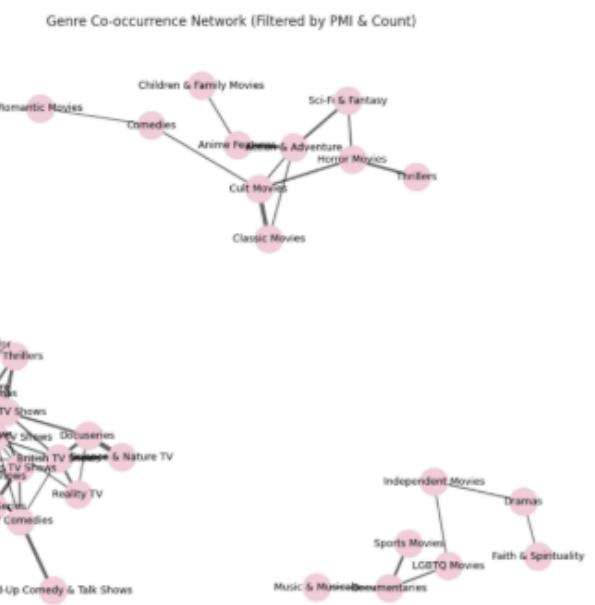
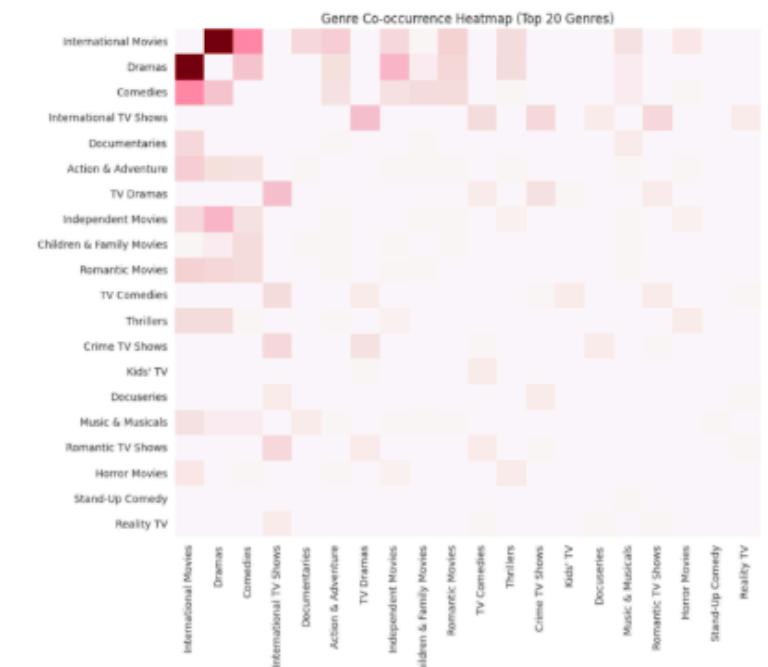
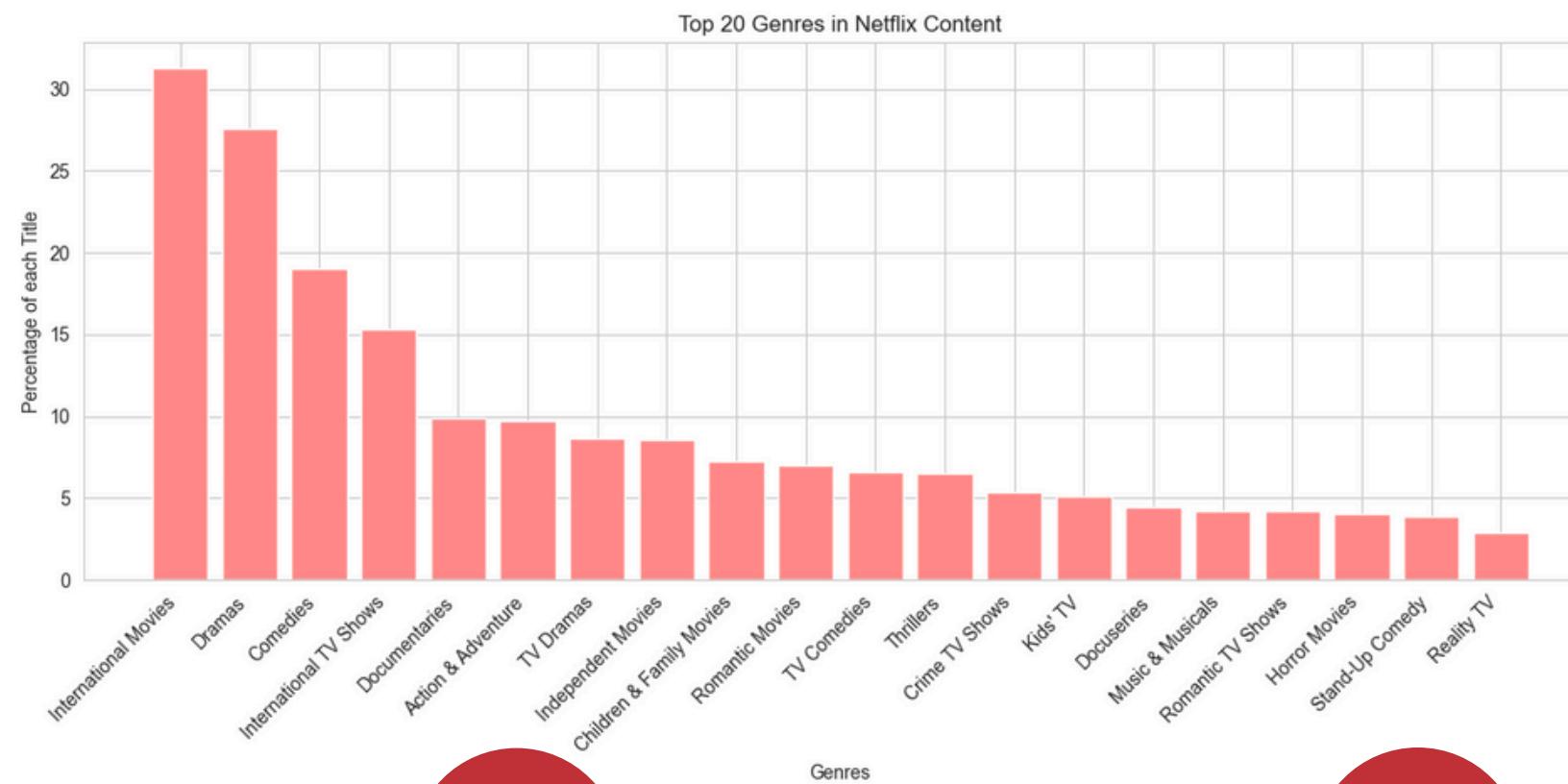


Fig 5.3 & 5.4: Genre Co-occurrence heatmap and Network

1

# Global-First Portfolio

Built around International, Drama, and Comedy for global appeal, with a diverse long tail (HHI: 636).  
→ Co-produce with local partners to create export-ready regional hits.



2

## Pivot to Mass-Market

Shift from prestige to entertainment, cutting Documentaries (-4.8 p.p.) and boosting Romantic (+120%) & Action (+115%) genres.  
→ Focus marketing on binge genres; keep small prestige budget for brand value.



3

## Metadata & Genre Pairing

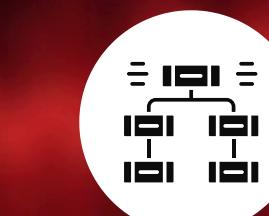
Uses metadata-driven genre combinations for discovery. Separate movie & TV ecosystems; high multi-tagging in emerging markets.  
→ Build ML tagging system and curated genre-pairing pages.



4

## All-Household Balance

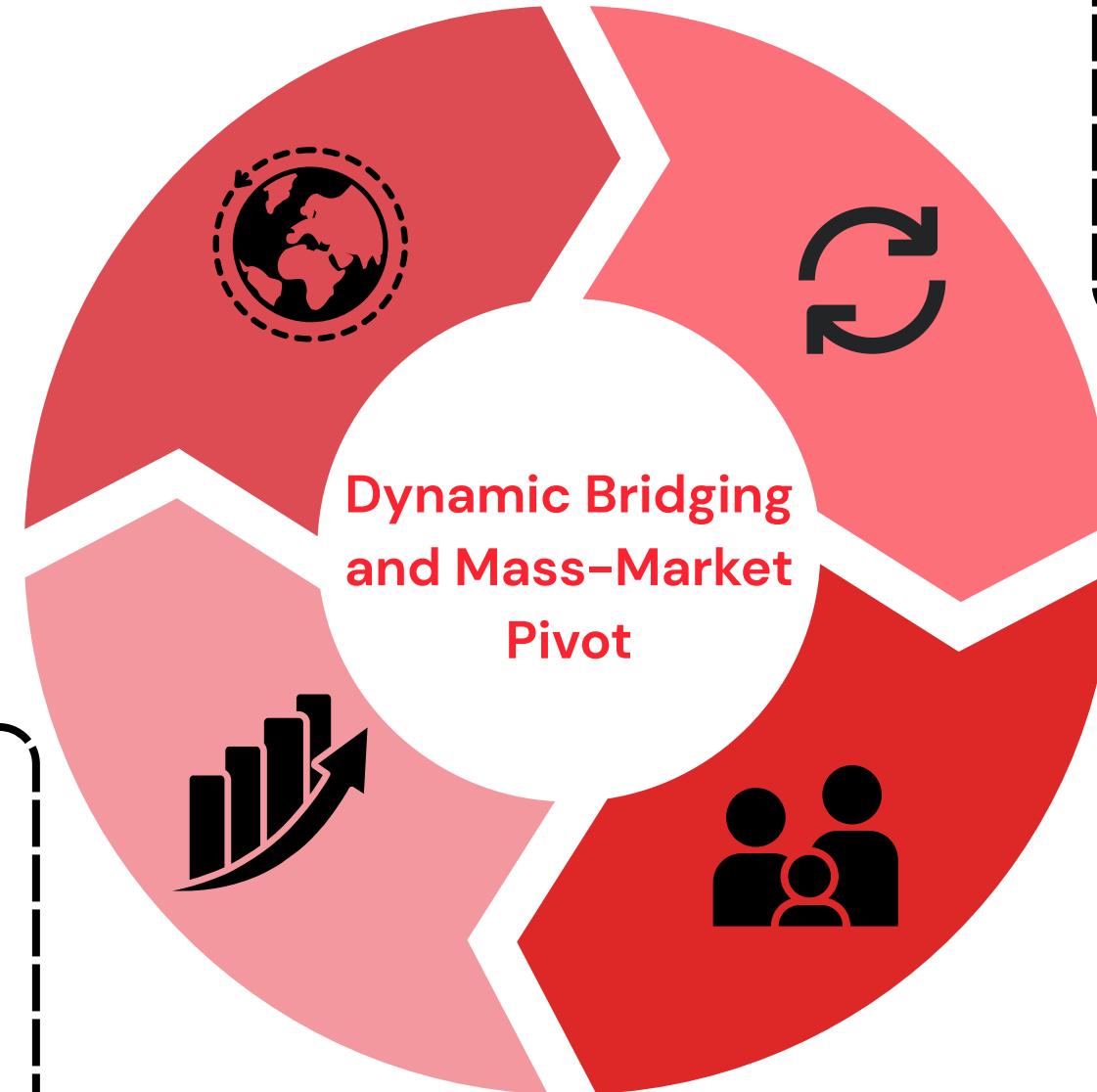
Maintains 46.5% mature-content equilibrium across adult, volume, and family tiers.  
→ Add affordable kids' content and family IP to reduce churn.





### Content Bridging & Discovery

- International content is the ultimate bridge (94.6% bridges to other genres). The core strategy is International-Drama (1,997 titles), positioning foreign film as "serious drama".
- Discovery Engine: Use International, Crime, and Romance content as the primary pathways to move audiences and reduce churn. Documentaries (41.3% bridging) and Kids (50.0%) are treated as silos.



### Refresh & Concentration

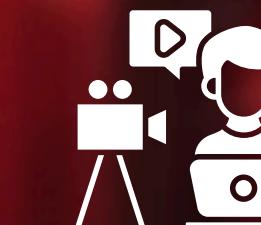
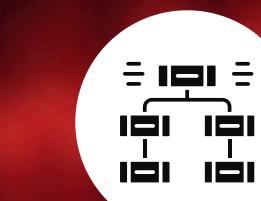
- High-Frequency Refresh required for commodity genres: International Movies (34.2/month), Dramas (31.4/month). The Long Tail of 27 niche genres exists for trend-testing.
- Operational Efficiency: Focus high-volume updates on commodity genres. Maintain a well-diversified portfolio to mitigate risk and test niche trends for future growth.

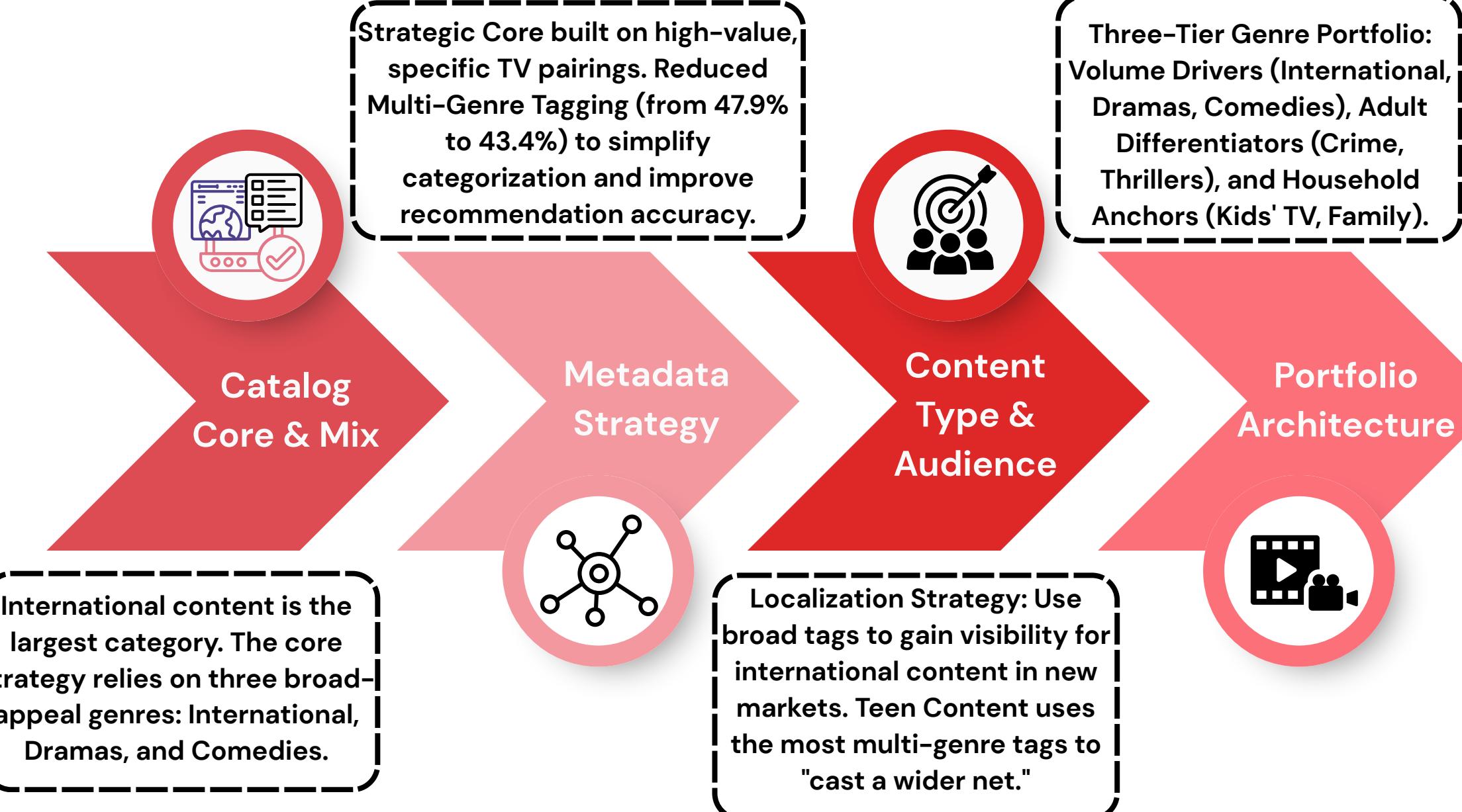
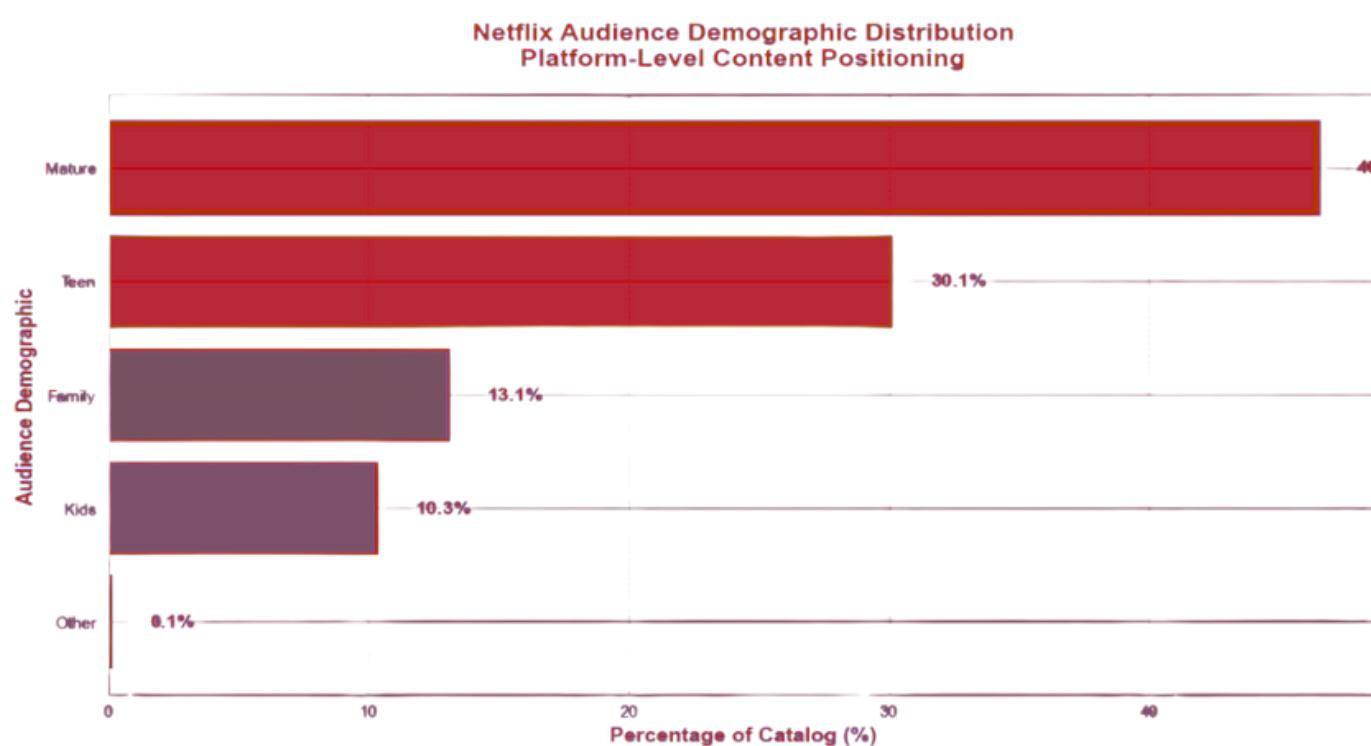
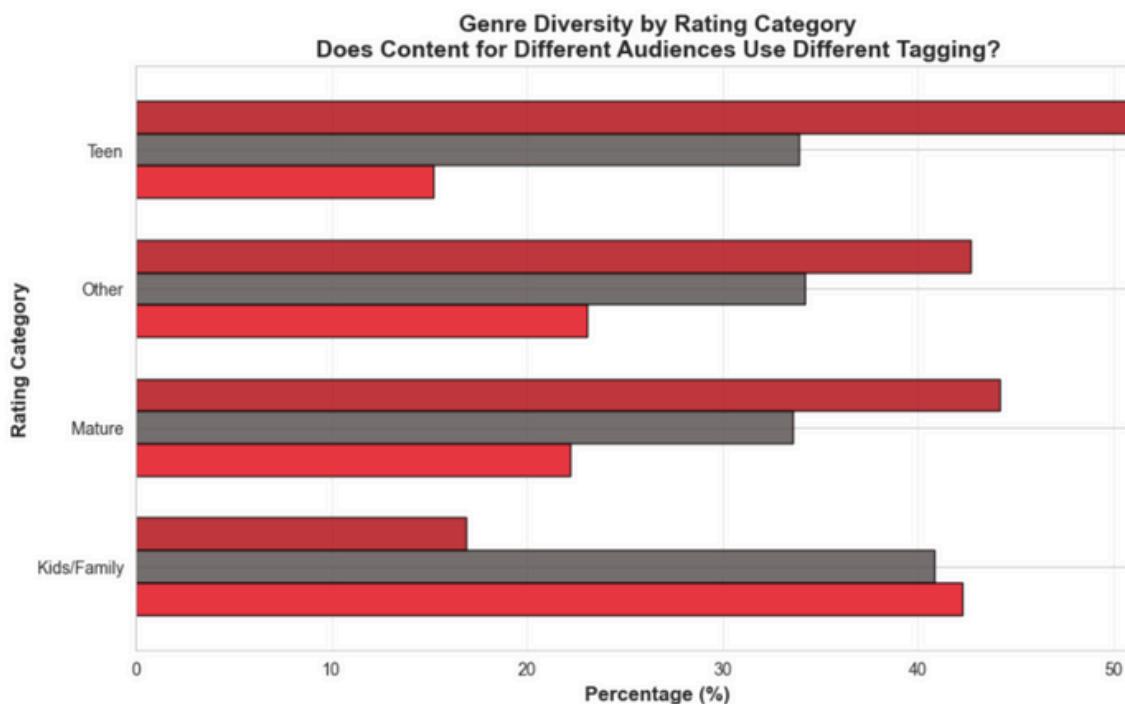
### Investment & Growth Pivots

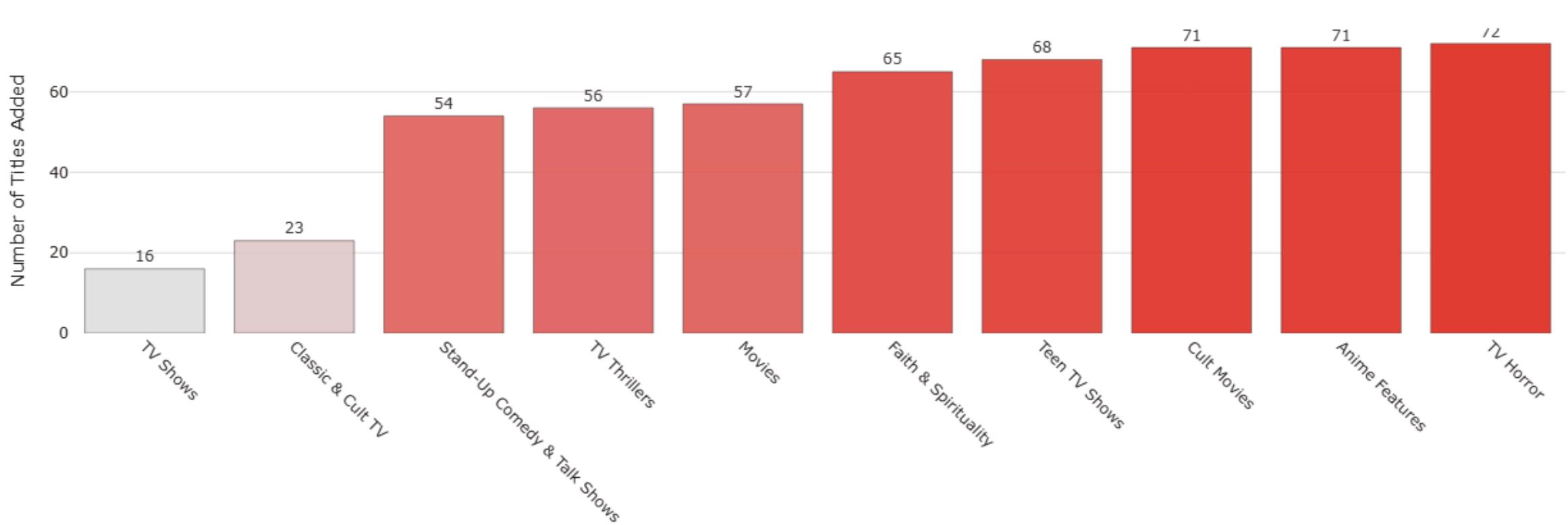
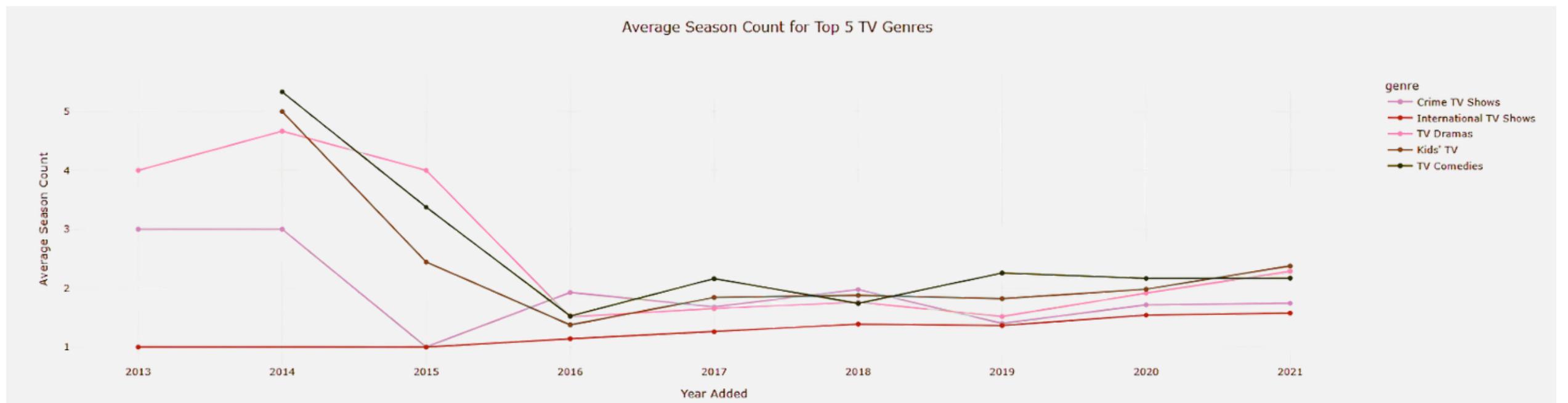
- Explosive Growth: Romantic Movies (+120% CAGR), Action (+115% CAGR), and Crime TV (+107% CAGR). Decline: Documentaries lost 4.8pp of portfolio share.
- Strategic Pivot to Mass-Market: Shifting investment away from prestige/educational content (Documentaries) toward high-engagement, binge-worthy genres (Romance, Action, Crime).

### Competitive Advantage

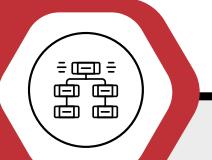
- The platform is uniquely positioned in the "Competitive Middle Ground," serving all household members (Kids, Teens, Adults). Metadata is a Moat.
- Risk Mitigation: Use more genre tags on Mature Content (2.22 tags) vs. all-ages content (1.94 tags) to create a broader discovery surface and compensate for the narrower audience appeal.







## Genre Intelligence



Netflix cuts risk through shorter commitments and efficient runtimes.

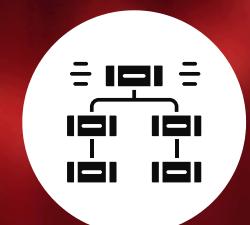
- **Limited Series:** Post-2015 shift to 1–2.5 season shows for flexibility.
- **Movies:** Standardized 105–120 min runtimes for optimal ROI.
- → Use KPI-based renewals to scale experimentation while limiting cost.

## Strategic Risks & Opportunities



Netflix's "all-household" model drives scale but exposes key gaps.

- **Risks:** Vulnerable to Disney+ (Family) and HBO Max (Premium Adult); Family content <5%, raising churn risk.
- **Opportunities:** Niche genres (Anime, Classics, Faith) show strong growth; Classic Vault (+300% CAGR) adds low-cost depth.
- → Monetize niches via themed hubs and micro-subs; boost family content to retain households.

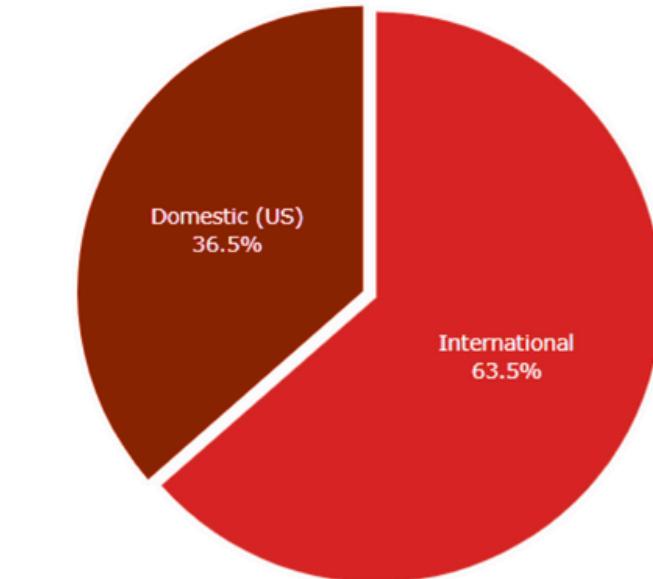
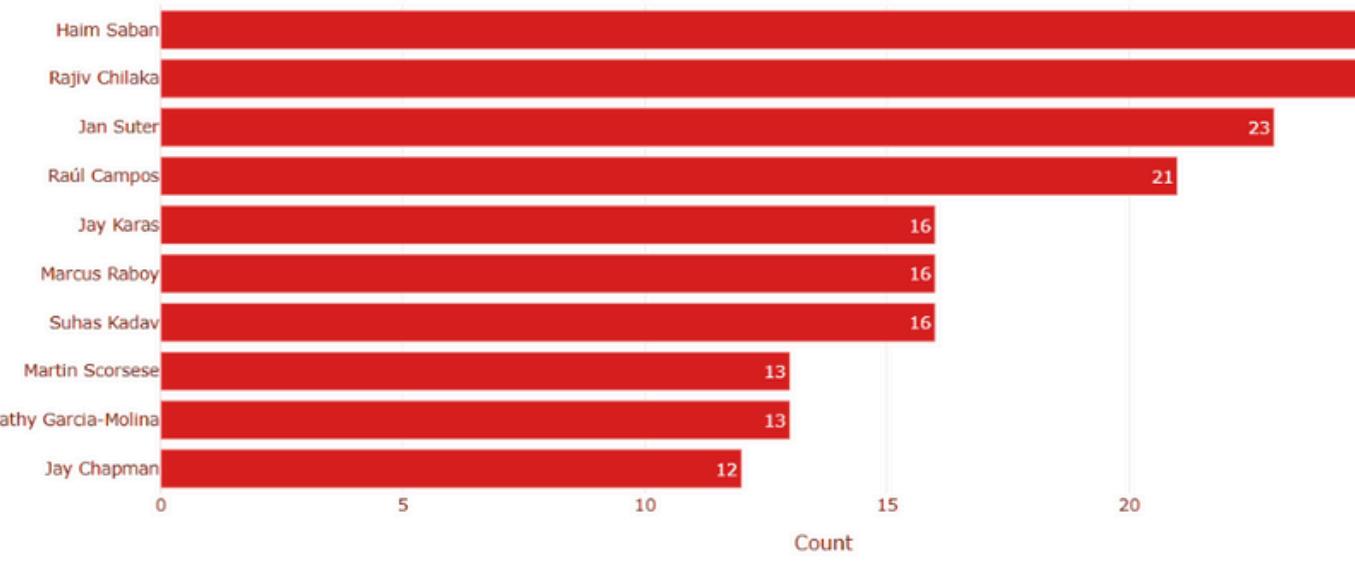




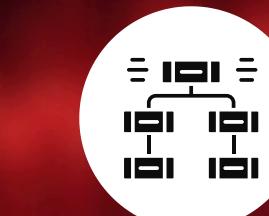
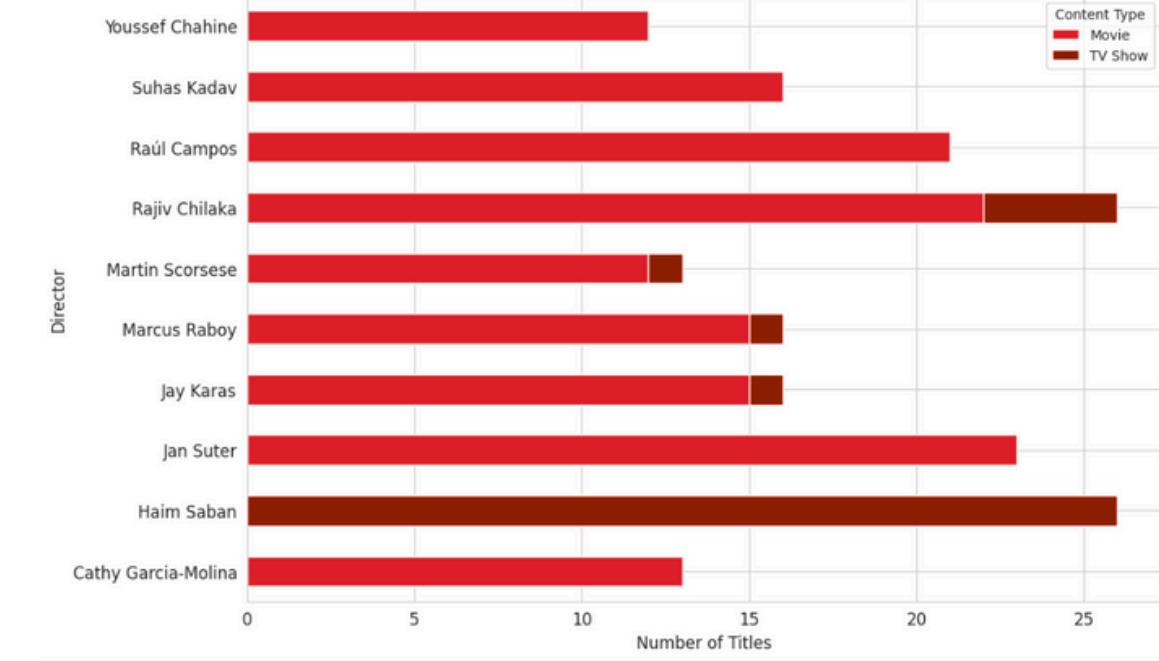
**The Bifurcated Production Model:  
Factory vs. Studio**

Model	Focus	Creator Examples	Strategic Implications
TV "Factory"	High-Volume, Specialized TV Content	Don Michael Perez, Dominic Zapata (100% TV Shows)	Requires a distinct talent management pipeline focused on retaining high-volume specialists who drive content quantity.
Movie "Studio"	Project-Based, Specialized Film Content	Tyler Perry, Sam Liu (100% Movies)	Requires a separate pipeline focused on acquiring established film specialists for project-based work.

Analysis 1: Most Prolific Directors on Netflix



12. The "Bifurcated Model": Top Director Specialization





### Talent Concentration & Versatility Assets



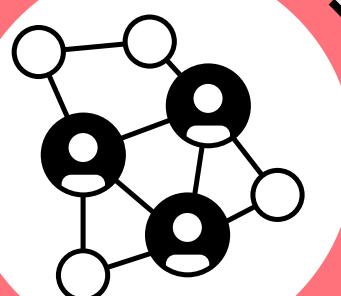
- Concentration Risk:** The creator base follows an extreme long-tail distribution. Only 0.6% of directors (87 people) have 10+ titles. The platform is operationally dependent on a small cohort of prolific "workhorses" (e.g., Min Do-yoon, 111 appearances).

- Strategic Assets:** Versatile creators proven across multiple genres are rare and identifiable assets for de-risking new content verticals.

Top Director: Takashi Miike (14 genres)

Top Actor: Samuel L. Jackson (20 genres)

### Network Analysis: "The Power of Bridges"

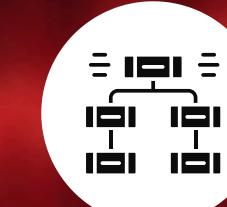


- The Bridge Asset:** Creators identified with High Betweenness Centrality ("Bridges") are strategically critical because they connect otherwise disparate talent clusters (e.g., linking a TV specialist group with a Film specialist group).
- Actionable Strategy:** Utilize "Bridge" creators as a data-driven mechanism for de-risking new productions. Pairing new or unproven talent with a "Bridge" creator integrates the project into established networks, improving collaboration and success potential.

### Key Actionable Recommendations



- Rectify Data Gap:** Launch a data governance project to capture TV director credits, ending the "Unknown Director" blind spot.
- Formalize Two Pipelines:** Implement separate talent management strategies for the TV "Factory" and Movie "Studio" models.
- Activate Bridge Metric:** Use "Bridge" scores (High Betweenness Centrality) as a key casting factor to mitigate risk when launching projects with new talent.





### Content Acquisition Priority

- Prioritize high-engagement TV Originals and adopt a limited-series model converging on ~1–2.5 seasons to cap long-tail cost and increase experiment velocity.
- Preserve the optimized release funnel (weekday drip, Friday spike, weekend consumption) and build a low-cost Classic Vault as a durable catalog anchor..

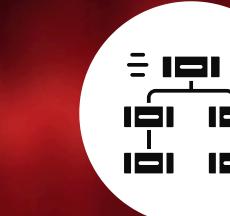


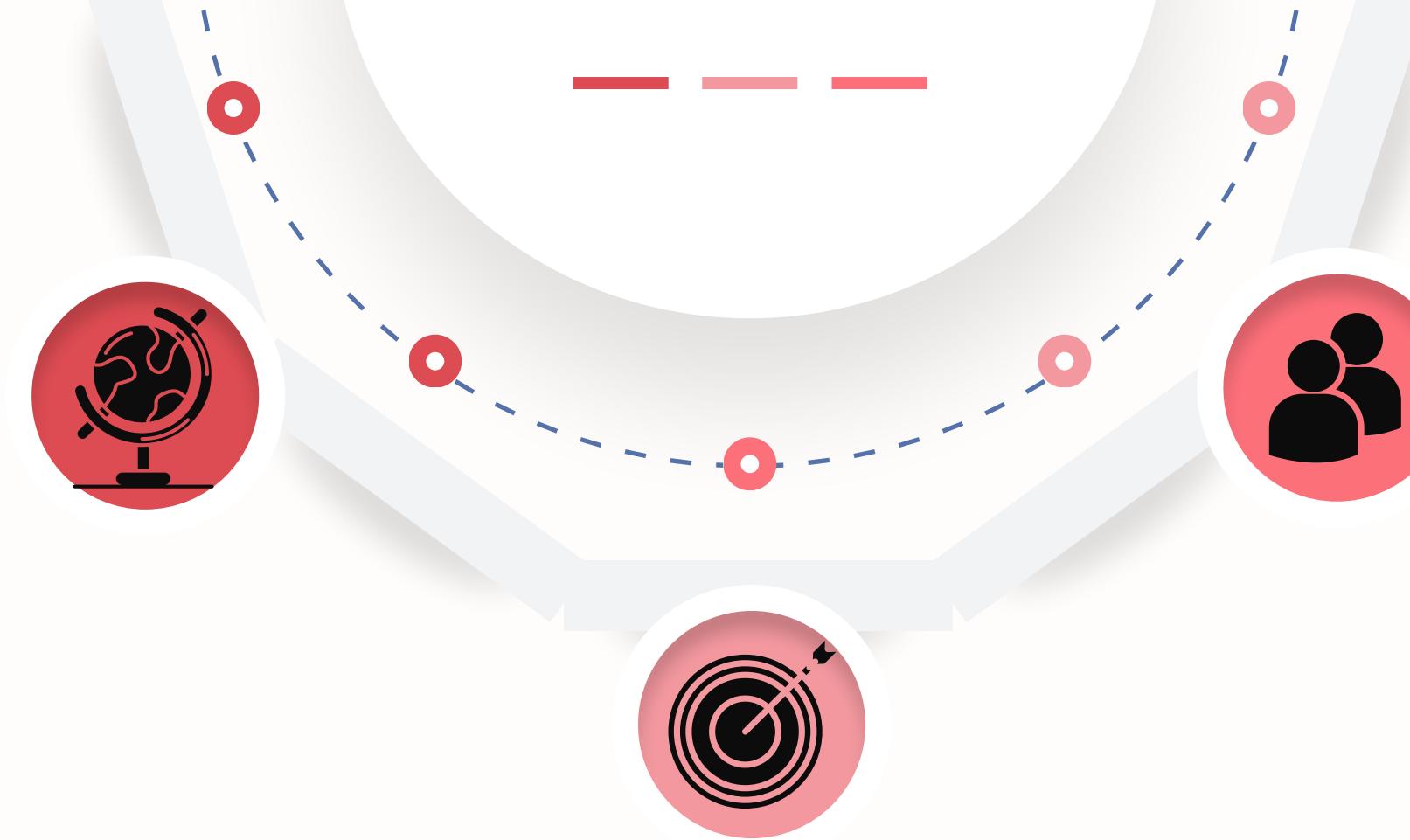
### KPIs and Governance

- Gate renewals at the 1–2 season mark with KPI thresholds and track family churn, pairing-page lift, and bridge-casting impact as leading indicators.
- Maintain agile capacity for shock-driven volatility while timing Q4 pushes opportunistically across markets and competitors.

### Talent and Data

- Fix the systemic “Unknown Director” issue in TV metadata to enable ROI-linked talent decisions and performance attribution.
- Formalize a TV “factory” vs. film “studio” pipeline and retain workhorse/bridge creators with targeted deals to de-risk new verticals and markets.





### Geography

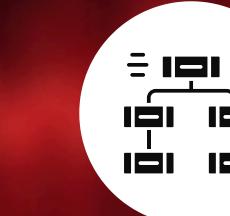
- Accelerate APAC TV hubs (Japan/South Korea), selectively pursue China for high revenue per film, and scale Southeast Asia originals for cost-efficient growth.
- Use regional playbooks: cross-border originals in emerging clusters and selective, high-impact films in India and Hong Kong over broad volume.

### Portfolio and Niches

- Tilt mix toward binge genres (Romance, Action & Adventure) while preserving a thin prestige halo for brand.
- Monetize niches (anime, classics, faith) via themed hubs, merchandise, and micro-subscriptions to super-serve loyal segments.

### Audience and Discovery

- Close the family content gap with low-cost, high-frequency kids' miniseries and selective family IP licensing to reduce household churn.
- Stand up tagging QA + ML lift scoring, launch curated "pairings," and align description sentiment with genre to raise discovery and conversion.





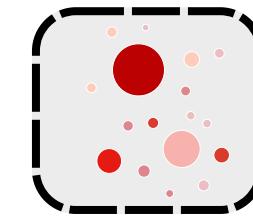
## Global Expansion and Genre Diversification



### Reinforce "Global-First"

Prioritize International Movies/TV and scaled co-productions with export-ready IP.

01



### High-Impact Outliers

Pursue selective blockbuster strategy in China (high Rev/Film) and India/Hong Kong.

02



### Mature Markets

Double down on investment in Japan & South Korea (e.g., high-quality Korean TV Shows).

03



### Growth & Opportunity

Defend Southeast Asia (Indonesian, Thai, Filipino Originals) and establish scale in Eastern Europe (regional strategy).

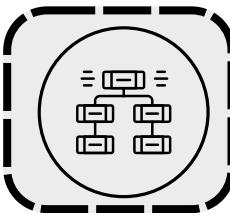
04



### Accelerate to Mass-Market

Continue reallocating portfolio share away from prestige (Documentaries) toward high-engagement genres (e.g., Romantic Movies, Action & Adventure).

05



### Dominate High-Loyalty Niches

Invest in underrepresented, low-cost, high-loyalty genres to super-serve specialist audiences (e.g., Anime Features hubs, Classic & Cult TV).

06



### Fix the TV Director Data Gap

Initiate immediate data governance to rectify the systemic "Unknown Director" problem, a critical strategic blind spot.

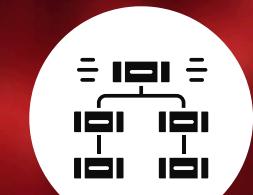
07



### Reinforce "Middle Ground"

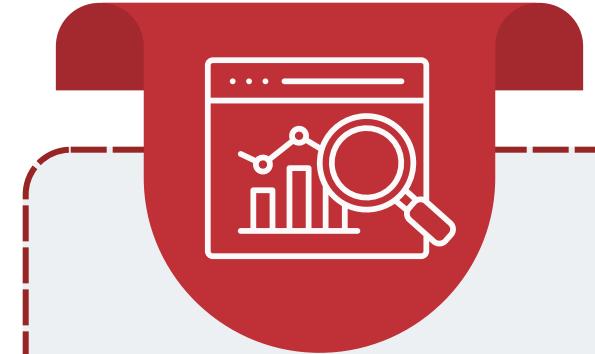
Maintain the core position as the single-subscription solution for the entire household (balance of Adult/Volume/Anchor content).

08





**Data preparation:** clean and normalize metadata, parse comma-separated fields (cast, director, country, genres), convert dates, derive time features (month/quarter/year), and document handling of missing values/outliers for auditability



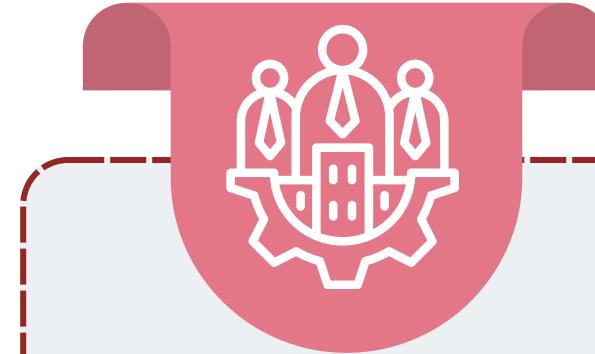
**Structured EDA:** perform univariate, bivariate, and multivariate analysis across type, rating, genre, country, and release vs. addition timing, supplemented by text analytics on descriptions for keywords, n-grams, sentiment, and optional topic modeling.



**Statistical rigor:** apply descriptive statistics, chi-square for categorical associations, t-tests/ANOVA for group comparisons, correlation analysis, and time-series tools (trend, seasonal decomposition, moving averages, YoY) with clear assumption notes.



**Visualization and dashboard standards:** select fit-for-purpose charts (lines for trends, heatmaps for patterns, maps for geography, networks for collaborations), enforce consistent design and interactivity (filters, drill-downs, tooltips), and align visuals to executive decisioning.



**Governance and reproducibility:** state data limitations and inference boundaries (no causation claims), track success metrics (insight depth, coverage, dashboard tabs), and ship clean, documented, modular code with a reproducible workflow and methodology notes.

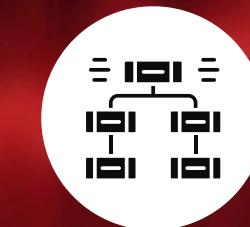
01

02

03

04

05



THANK YOU!!