# Netflix Content Dashboard Summary

## Key Insights

1. Movies dominate the catalog with over 2x more titles than TV Shows.

2. There is an increase in content from 2015–2020, peaking in 2019 before a slight dip in 2021.

3. TV-MA and TV-14 account for most of the content, suggesting a focus on mature audiences.

4. Top genres include Dramas, International Movies, and Comedies.

5. Average movie length is approximately 104 minutes, aligning with standard feature film runtimes.

## Recommendations & Strategic Trends

* Maintaining a strong movie catalog but exploring deeper investments in TV series, especially multi-season formats for user retention.
* Heavy emphasis on mature ratings—considering expanding PG and PG-13 content to attract families and younger audiences.
* Leaning into high-performing genres like Drama and International content; exploring underrepresented genres to fill content gaps.