

## ✓ Work Sample 1

📁 File Name: [beef\\_content\\_analysis\\_robinson-muyanzi.md](#)

### **Metadata & Strategic Analysis – Netflix's Beef (2023)**

**By Robinson Muyanzi**

#### **Content Analyst – Portfolio Sample**

##### ✓ Title Overview:

Attribute   Details

**Title:** *Beef*

**Year:** *2023*

**Platform:** *Netflix*

**Genres:** *Drama, Dark Comedy, Psychological Thriller*

**Episode Count:** *10 (Season 1)*

**Main Cast:** *Steven Yeun, Ali Wong*

**Language:** *English, Korean*

**Creator:** *Lee Sung Jin*

#### **Metadata Tags:**

##### ✓ **Primary Tags:**

Genre: *Dark Comedy, Drama*

Format: *Series*

Themes: *Anger, Revenge, Identity, Mental Health, Disillusionment*

Mood/Tone: *Tense, Unpredictable, Introspective, Satirical*

✓ **Micro-Tags:**

Road Rage, Asian-American Identity, Emotional Spiral, Unresolved Trauma, Marriage Breakdown, Obsession, Religion, LA Setting

✓ **Audience Clusters:**

Millennial & Gen Z Viewers: Emotional instability, complex characters

Binge-watchers: Cliff-hanger's and escalating tension keep them engaged

Asian-American Viewers: Cultural relatability and visibility

A24 Enthusiasts: Stylistic storytelling, slow-burn narrative

**Platform Strategy Insight:**

Cross-cultural storytelling   Expands appeal among U.S., Korean, and global audiences

Emotional realism with dark humor      Aligns with niche/high-engagement viewership

Critical acclaim (Emmy wins & nominations)      Drives prestige brand association

Trendy themes (rage, mental burnout)      Matches current audience psychology trends

**Recommendation:**

>Netflix should continue to position Beef under categories such as:

- ✓ "Psychologically Intense"
- ✓ "Critically Acclaimed Dramas"
- ✓ "Under 30's Favorites"
- ✓ "A24-style Originals"

>Metadata should prioritize emotional tone and character dynamics over plot-driven summaries to better engage high-sensitivity and introspective viewers.

End of Sample

Robinson Muyanzi

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