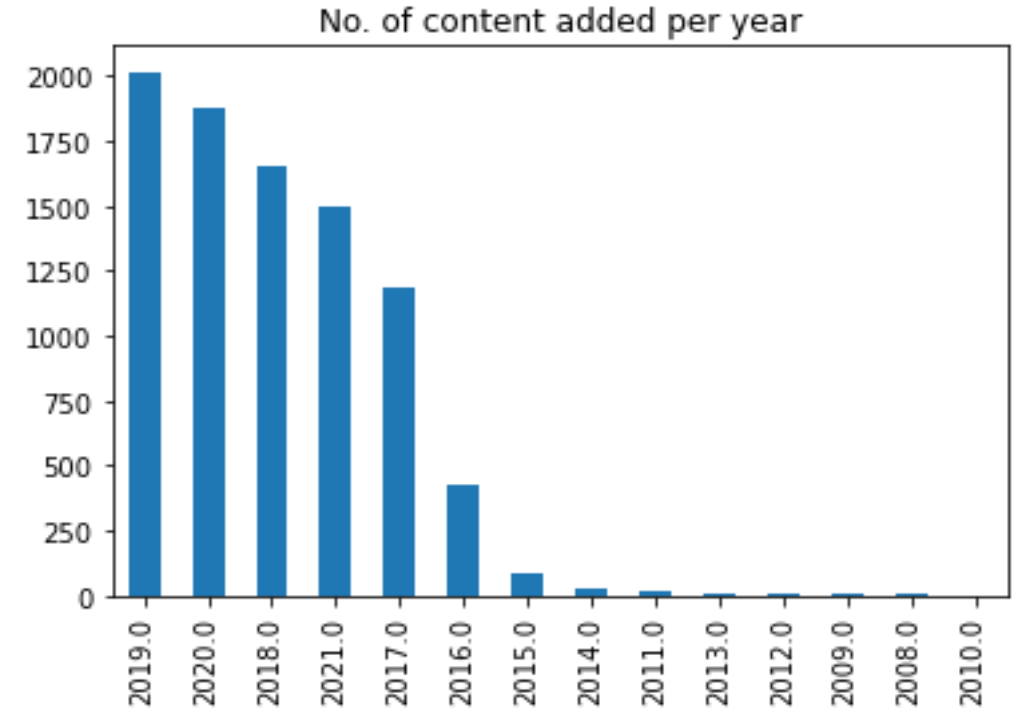
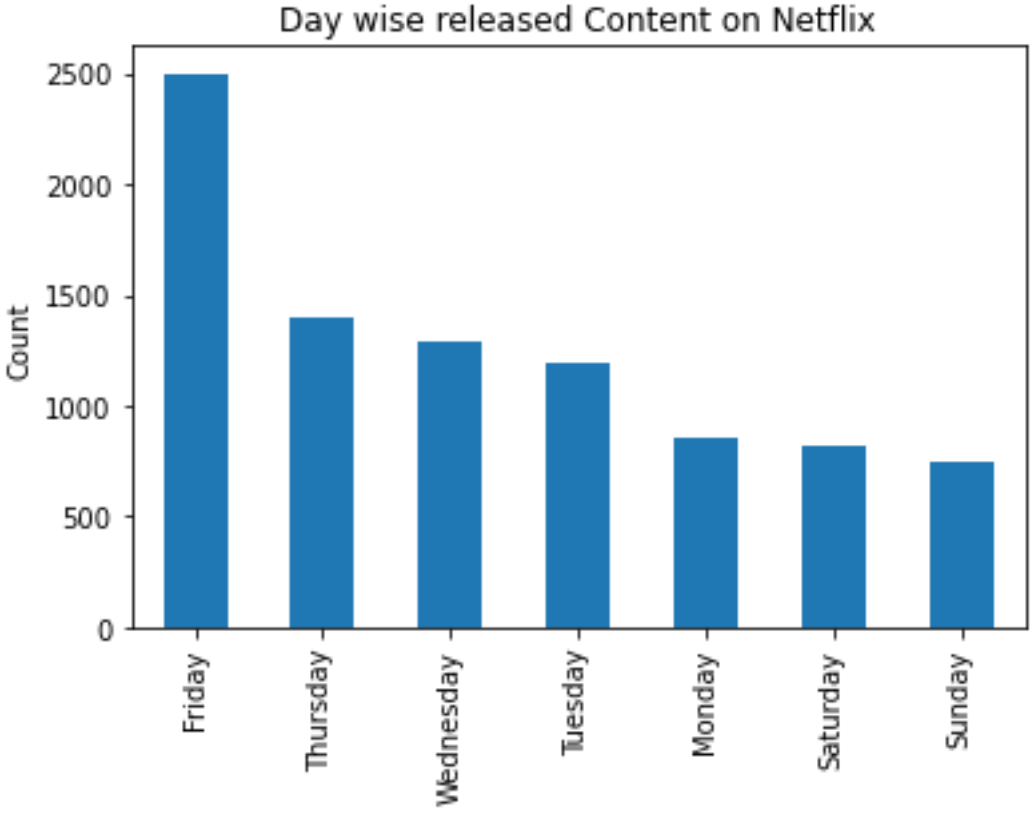
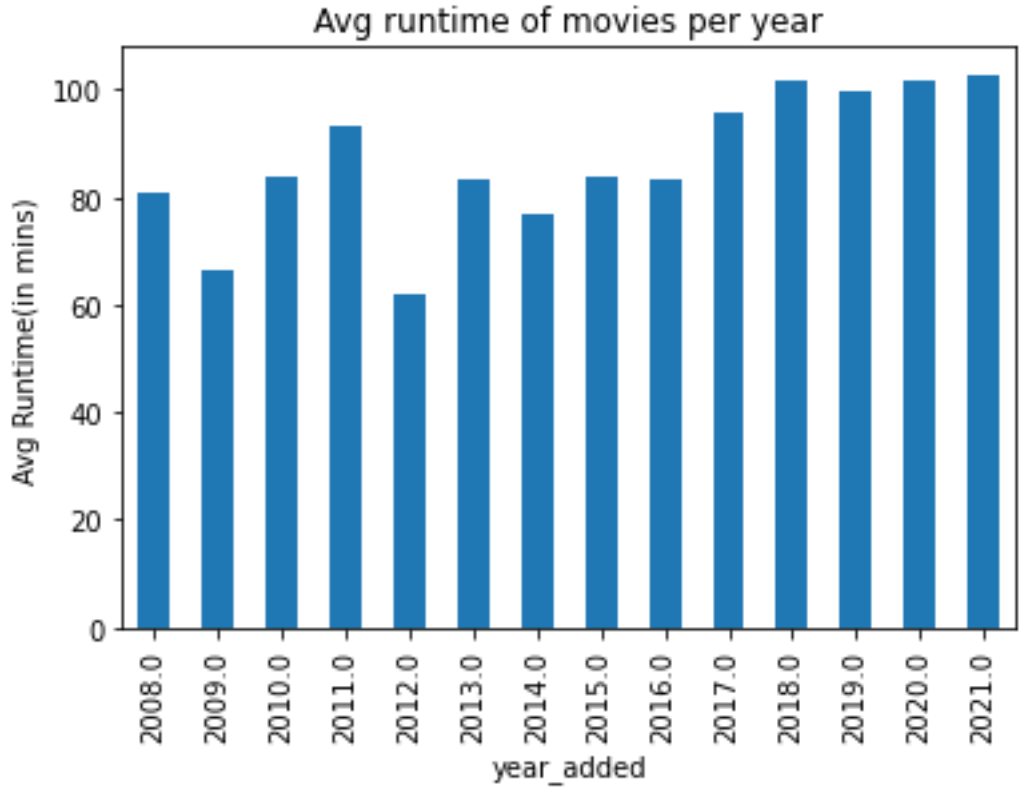
Insights	Recommendations
Nos of content added per year shows an increasing trend	More content should be kept on adding to keep people engaged



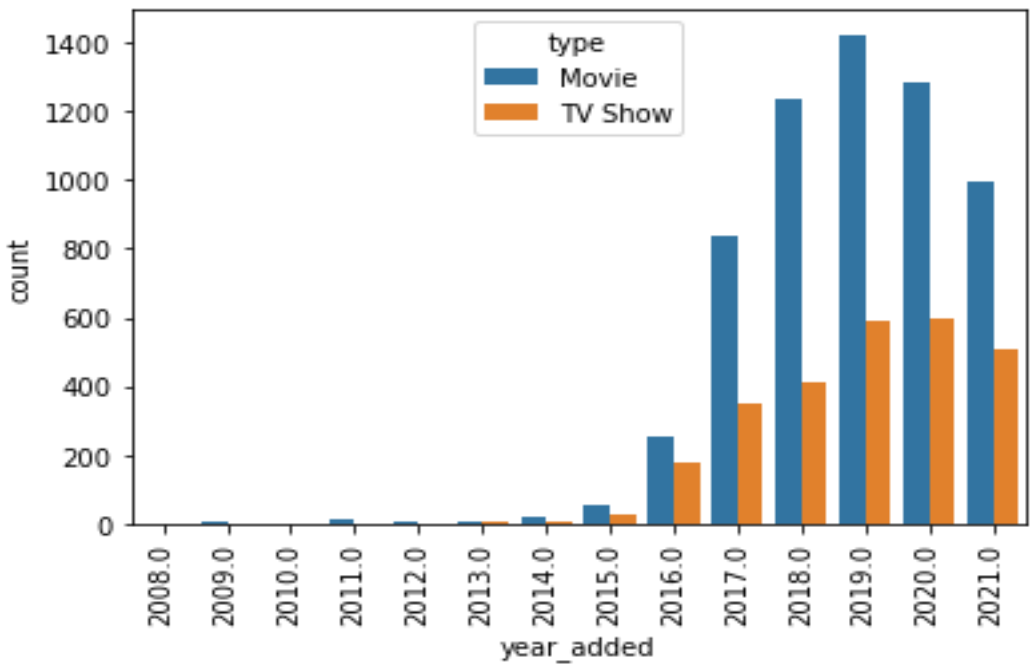
Most of the content was added on Friday in Netflix	Friday is working well for Netflix, so should adhere to the same strategy



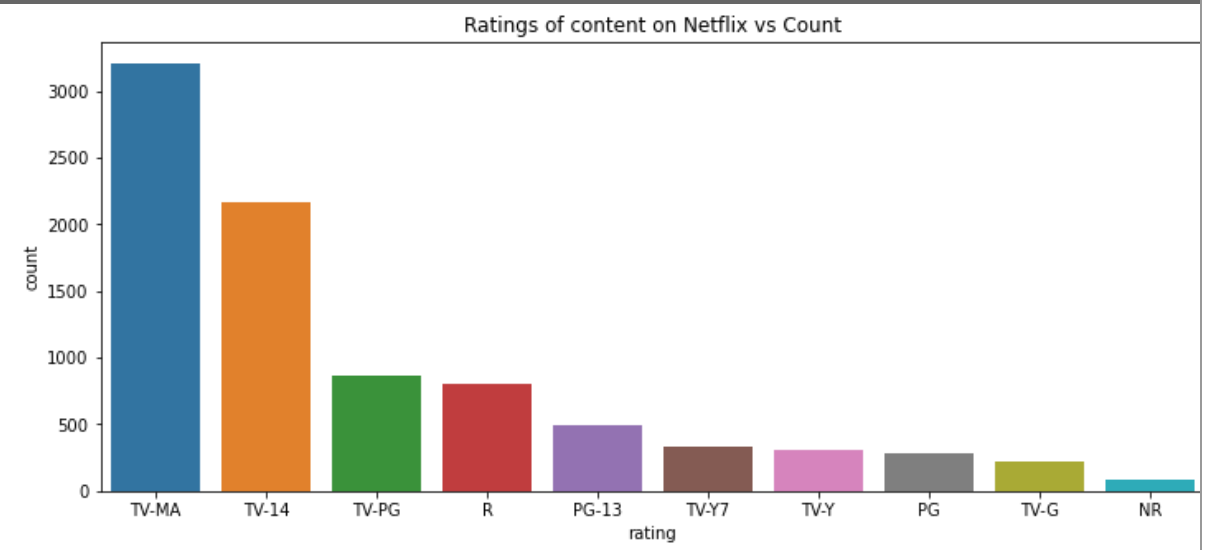
Average runtime of movies per movies shows some increase but stabilizing in last few years	If it's working fine, the avg run time should be maintained at 100 minutes as the trend indicates



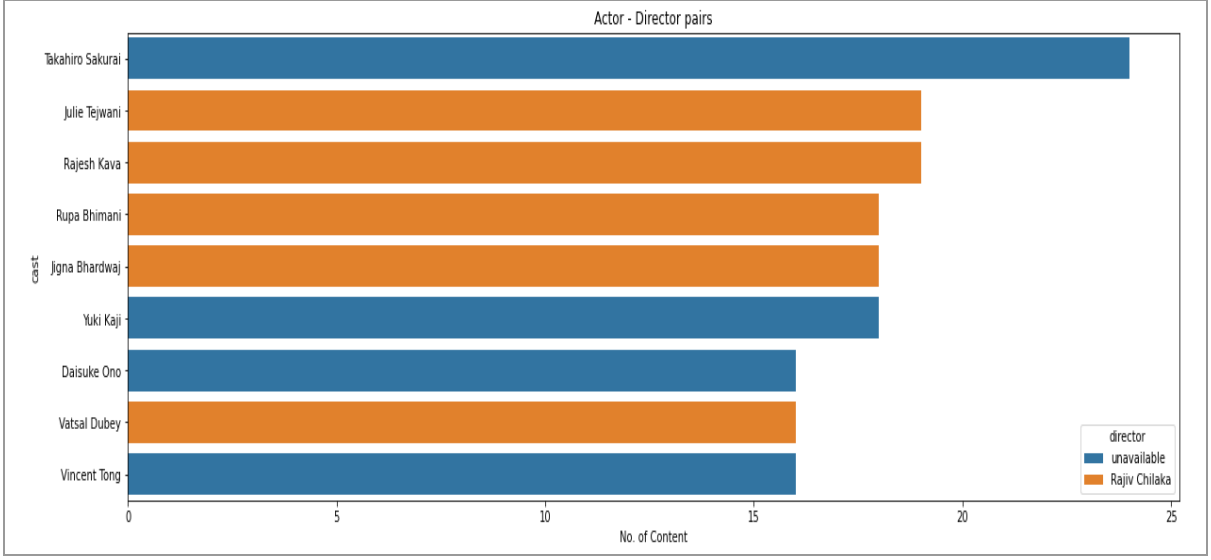
Netflix has balance approach on adding the tv shows and movies on the platform. But in the last 2-3 years the TV shows are gaining traction	More no. of TV shows can be added while the maintaining the no. of Movies as well



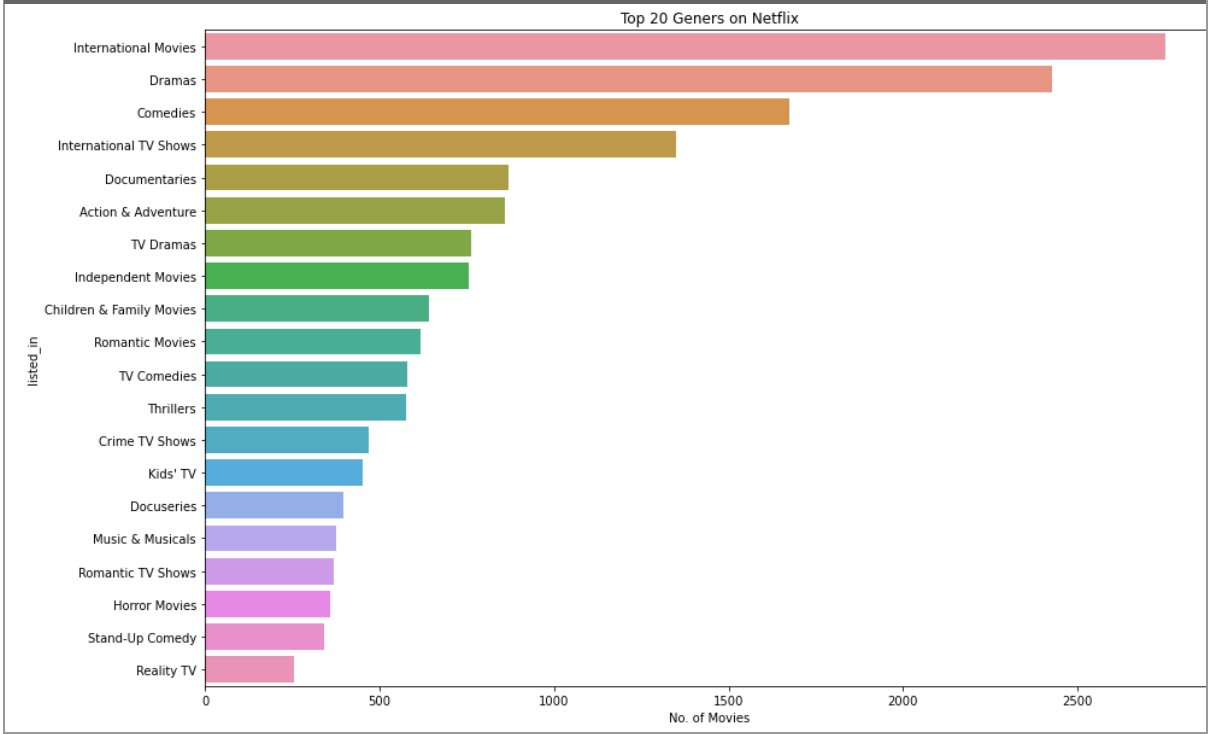
Most of the shows has TV-MA (Mature Audience) and TV-14 ratings	As the ratings suggest, more content in TV-MA rating can be added to target the mature audience



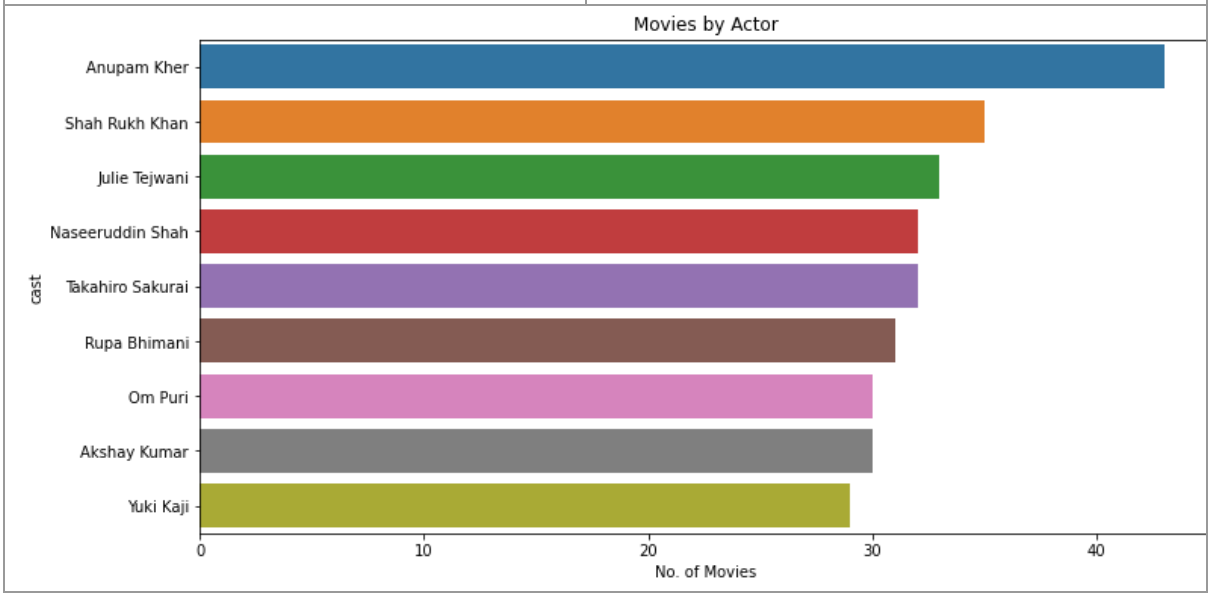
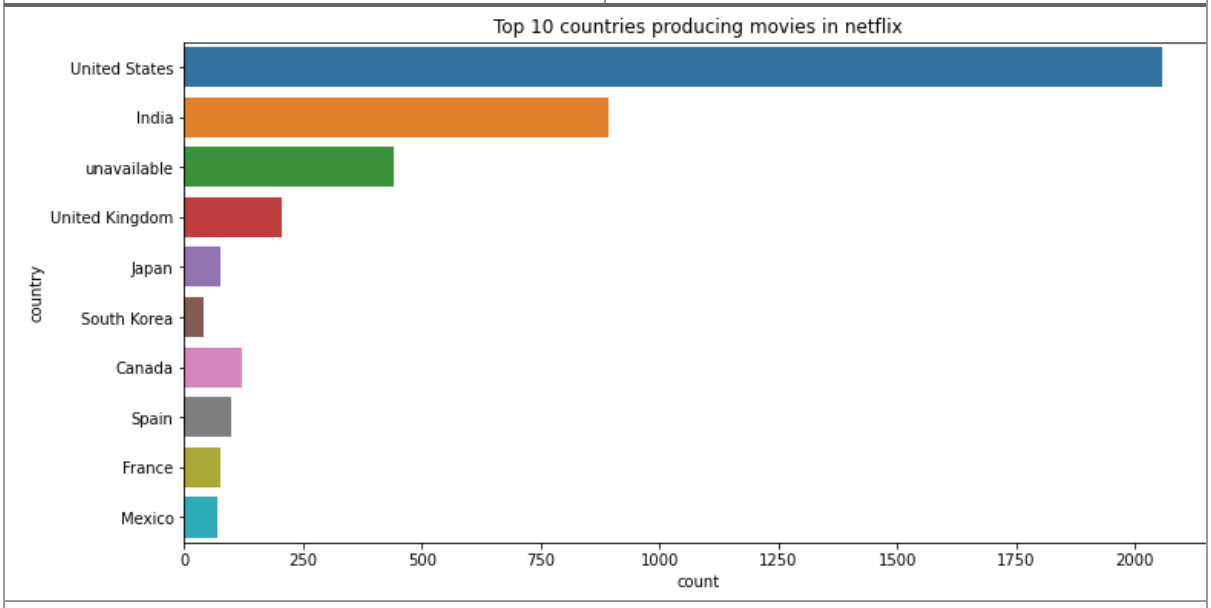
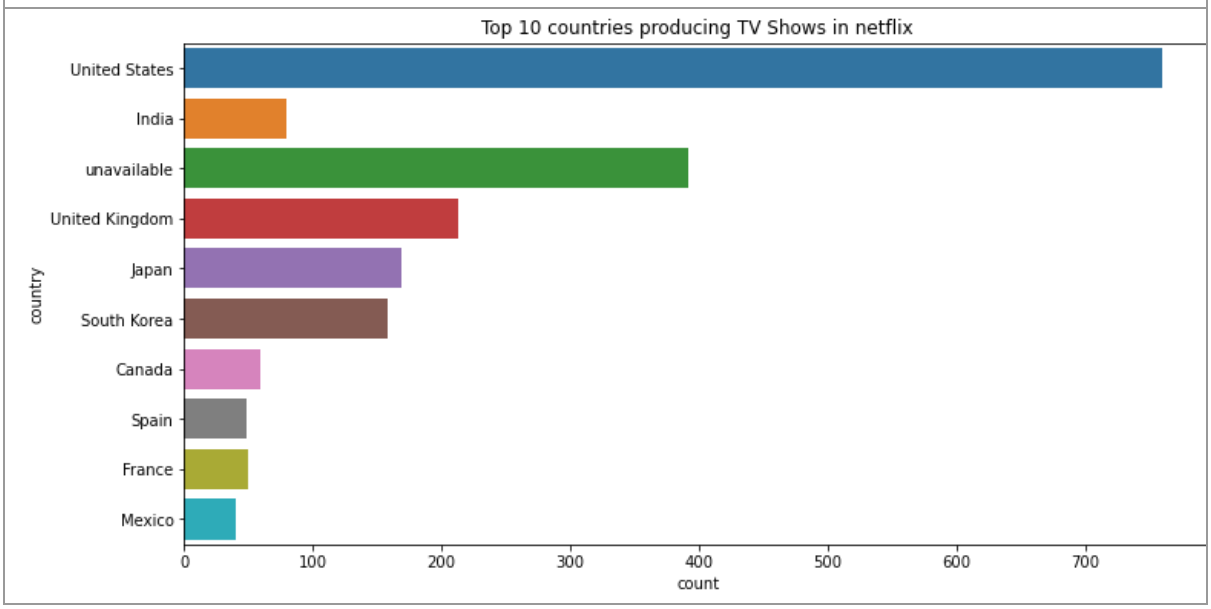
The most popular director, actor pair are (Rajiv Chilaka, Julie Tejwani) and (Rajiv Chilaka, Rajesh Keva)	As audience like these pairs, more content of these pairs can be added. And, it can also be seen that Rajiv Chilaka is the most popular director so more content directed by him can be added



Dramas, Comedies are the popluar geners on Netflix	International movies, dramas and comedies are doing well for Netflix so more content can be added in these geners



Anupam kher has the highest number of movies on Netflix followed by Shah Rukh Khan	Movies casting the popular actors Anupam Kher, SRK can be added



United States is producing highest no. of movies in Netflix followed by India. But in TV shows, United Kingdom is ahead of India	**We can see that emerging market like India is gaining the traction in movies but in it slightly legs in TV shows so more no of TV shows can be added in this market**