

A REPORT

BY

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ON

**NETFLIX TITLE CONTENT ANALYSIS:
INSIGHTS AND RECOMMENDATIONS FOR GROWTH**

FOR

**JUPITA ACADEMY
FINAL PROJECT**

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1.Executive Summary

This report analyzes Netflix's content catalog highlighting key trends in content type, production countries, genres, ratings, and content duration to provide actionable insights into content distribution, audience targeting, and opportunities for improvement. Netflix's content is predominantly composed of movies 97%, with TV shows making up only 3% of its offerings. Of the 147 TV shows on the platform, most (106) are single-season series, with only 37 titles having more than one season. The dominance of single-season shows suggests a potential challenge in maintaining long-term audience engagement for series. The United States and India are the top content-producing countries, The United States leads in content production, contributing the highest number of titles. Genre analysis indicates a strong focus on Dramas, International Movies, and Stand-Up Comedy while also highlights gaps in younger audience-targeted content and genre diversification, particularly in Sci-Fi, Fantasy, and Horror. Additionally, the analysis of content duration shows that most movies are between 90 and 130 minutes long, aligning with mainstream viewing preferences.

The report points to strategic recommendation for Netflix to enhance content diversity, to increase engagement, improve user retention, and cater to untapped market segments. These insights can be leveraged to optimize Netflix's content acquisition and production strategies, improve engagement through multi-season TV shows, and target underserved audience segments, helping Netflix remain competitive in the evolving streaming landscape ensuring it stays ahead in a highly competitive market.

2. Introduction

With over 230 million subscribers worldwide, Netflix is a leader in the streaming industry, offering a vast array of content ranging from movies and TV shows to documentaries and specials. Understanding the makeup of this catalog can help both Netflix and other stakeholders, such as content creators and marketers, make data-driven decisions. The purpose of this analysis is to explore key aspects of Netflix's catalog, including the type of content (movies vs. TV shows), the countries contributing the most content, the distribution of genres, and audience targeting through content ratings.

This report delves into Netflix's library to identify trends and patterns that have emerged over time. Specifically, it seeks to answer questions such as which type of content is most common on the platform, which countries dominate content production, and which genres attract the most attention. Furthermore, the report analyzes content distribution by year, allowing us to identify any significant growth trends in Netflix's content offerings.

By examining this data, Netflix can optimize their strategies for acquiring or producing content, targeting different audience demographics, and potentially expanding into new markets. The findings of this analysis provide actionable insights that can inform content development, programming decisions, and marketing strategies.

3. Methodology

The analysis was conducted using Microsoft Excel, leveraging its powerful data organization and visualization tools. The dataset, which contains key attributes such as Title, Type, Release Year, Country, Date Added, listed in, Rating, and Duration, was cleaned and prepared for analysis. The following steps outline the methodology used:

A. Data Cleaning and Preprocessing:

- The dataset was first reviewed for any missing or inaccurate data. Fields such as Date Added and Duration were formatted appropriately, and additional columns were created to extract specific data (e.g., extracting the year and month from the Date added column).
- Filters were applied to certain columns (such as Type, Country, and Rating) to enable more targeted analysis of specific content groups (e.g., only movies or TV shows).

B. Exploratory Data Analysis (EDA):

- Exploratory Data Analysis was conducted to uncover the basic structure of the dataset and identify notable trends. EDA techniques included:
 - Summary Statistics: Calculating basic statistics such as the average date added, the distribution of ratings, and the average duration of movies.
 - Data Visualization: Charts, graphs, and PivotTables were used to display data trends, including the distribution of content by genre, country, and rating.
- The EDA phase helped in identifying key metrics such as the total count of movies vs. TV shows, top-producing countries, and frequent genres.

C. PivotTables for Detailed Analysis:

- PivotTables were used extensively to group and count data, allowing for quick insights into the most frequent genres, ratings, and countries. These tables also facilitated the calculation of averages (e.g., average release year, average duration).
- Specific analysis tasks, such as determining the top country producing Netflix content, the most common rating, and the distribution of content by year, were executed efficiently using PivotTables.

D. Filtering and Formula Application:

- Excel's filtering feature was applied to isolate specific categories, such as finding all titles with a rating of "PG-MA" or counting movies with a duration of more than 90 minutes. Filters were also applied to determine TV shows with more than one season.
- Formulas such as =YEAR() were used to extract relevant information from complex date formats, such as calculating the year from the Date Added field. Similarly, formulas were applied to compute averages, maximums (e.g., longest movie duration), and percentages (e.g., percentage of U.S.-origin content).

E. Data Visualization:

- Visualizations were created to highlight key trends in the data. Bar charts, pie charts, and line graphs were used to make complex data more accessible and digestible for a non-technical audience. For example, a bar chart was used to compare the number of titles produced by different countries, while a line graph was created to show content additions by year.
- Each visualization was designed to enhance understanding by presenting clear comparisons and trends at a glance.

F. Conclusion and Recommendations:

- After completing the analysis, findings were summarized into actionable recommendations. These recommendations are based on trends such as the predominance of movies on the platform, the dominance of content from the United States, and the increasing popularity of certain genres like documentaries.
- The results were carefully interpreted to provide insights that could benefit Netflix's strategy for future content acquisitions, production decisions, and marketing efforts.

Through the use of Excel's analysis and visualization tools, this methodology allowed for an in-depth exploration of Netflix's content library, revealing critical insights that can guide decision-making and help shape future content strategies.

4. Analysis & Results

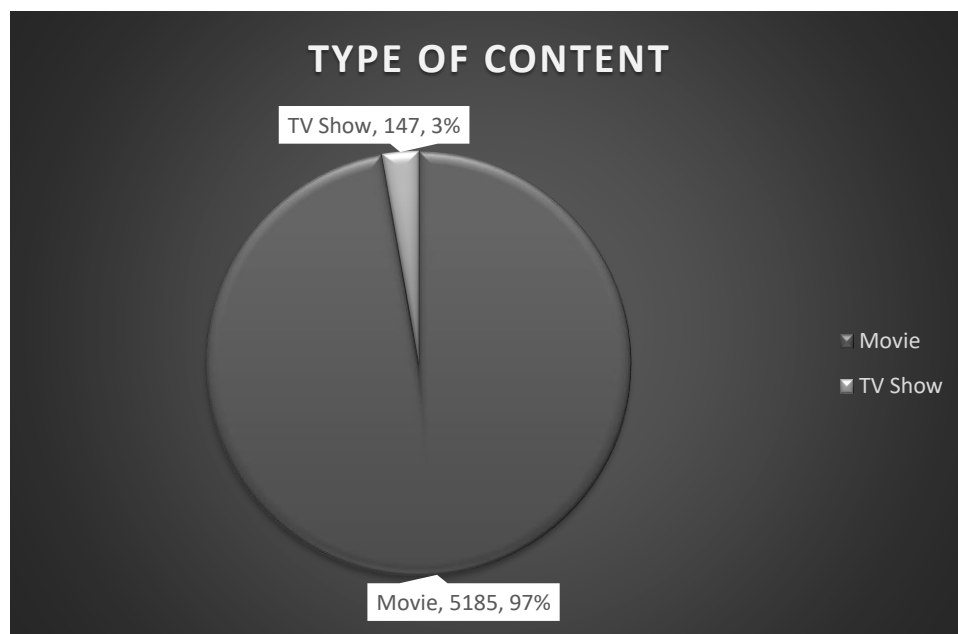
This is the core section. Structure it around the key questions you set out to answer, with each result well supported by visualizations (e.g., graphs, charts) and statistics.

comparison of movies and TV shows.

4.1 Content type

The dataset shows that Netflix's content is predominantly made up of movies, with 5,185 titles, accounting for about 97% of the total content. In contrast, TV shows make up a much smaller portion, with only 147 titles, representing approximately 3% of the overall collection. This suggests that Netflix has a clear focus on providing cinematic content, offering far more movies than TV shows.

To diversify its content offering, Netflix could consider increasing its TV show catalog, as TV shows content has gained popularity and often leads to greater user engagement. Expanding this category could help Netflix appeal to a larger audience and cater to different viewing preferences.

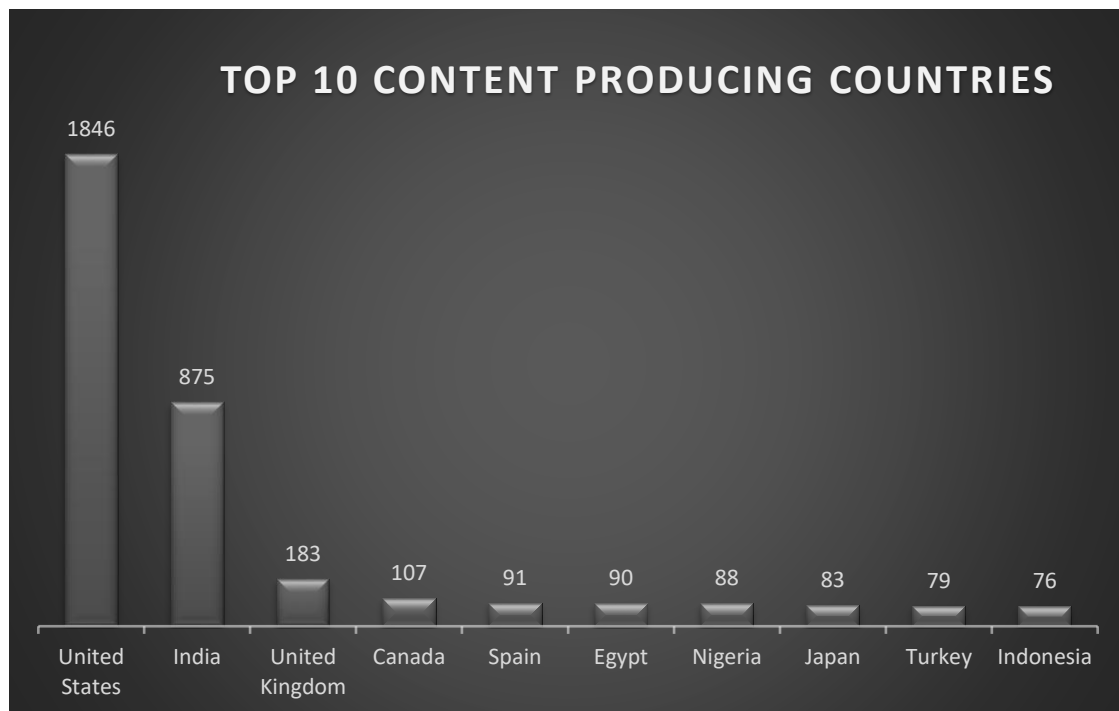


- Pie chart showing the content section on Netflix

4.2 TOP CONTENT-PRODUCING COUNTRIES ON NETFLIX

The United States leads Netflix content production with 1,846 titles, followed by India with 875 titles. These two countries dominate the platform's offerings. Other significant contributors include the United Kingdom (183 titles), Canada (107 titles), and Spain (91 titles).

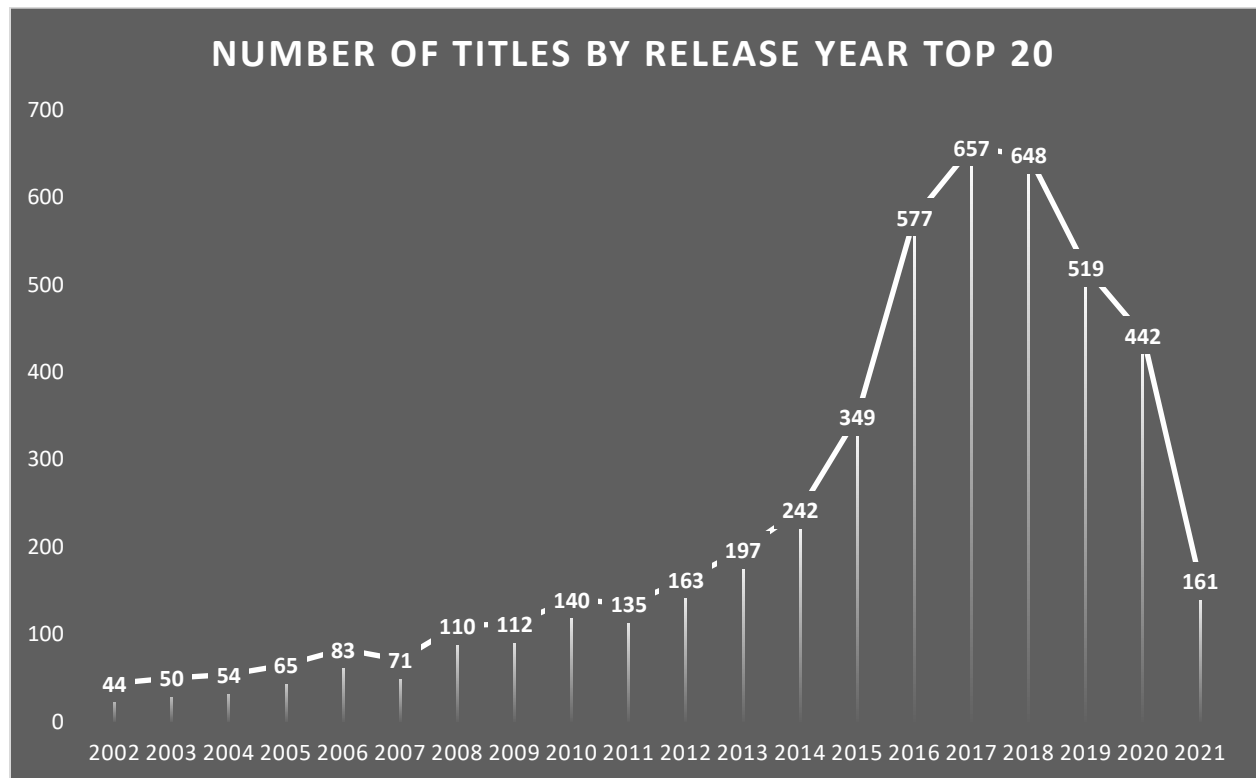
Nigeria stands out with 88 titles, highlighting Netflix's growing investment in Nollywood and African content. Additionally, countries like Egypt, Japan, Turkey, and Indonesia each contribute a substantial number of titles, showcasing Netflix's efforts to cater to a global and diverse audience.



- Bar chart showing top content countries

4.3 RELEASE YEAR TREND

Between 2002 and 2017, Netflix experienced substantial growth in the number of content releases, increasing from 44 titles in 2002 to 657 in 2017. This represents a remarkable 1,393.2% increase over the 15-year period. The period from 2015 to 2017 saw the most rapid growth, with releases rising by 88.3%. However, since 2017, there has been a significant decline in the number of releases, dropping by 75.5% to just 161 titles in 2021. This decrease may be attributed to various factors, including production disruptions or strategic shifts.



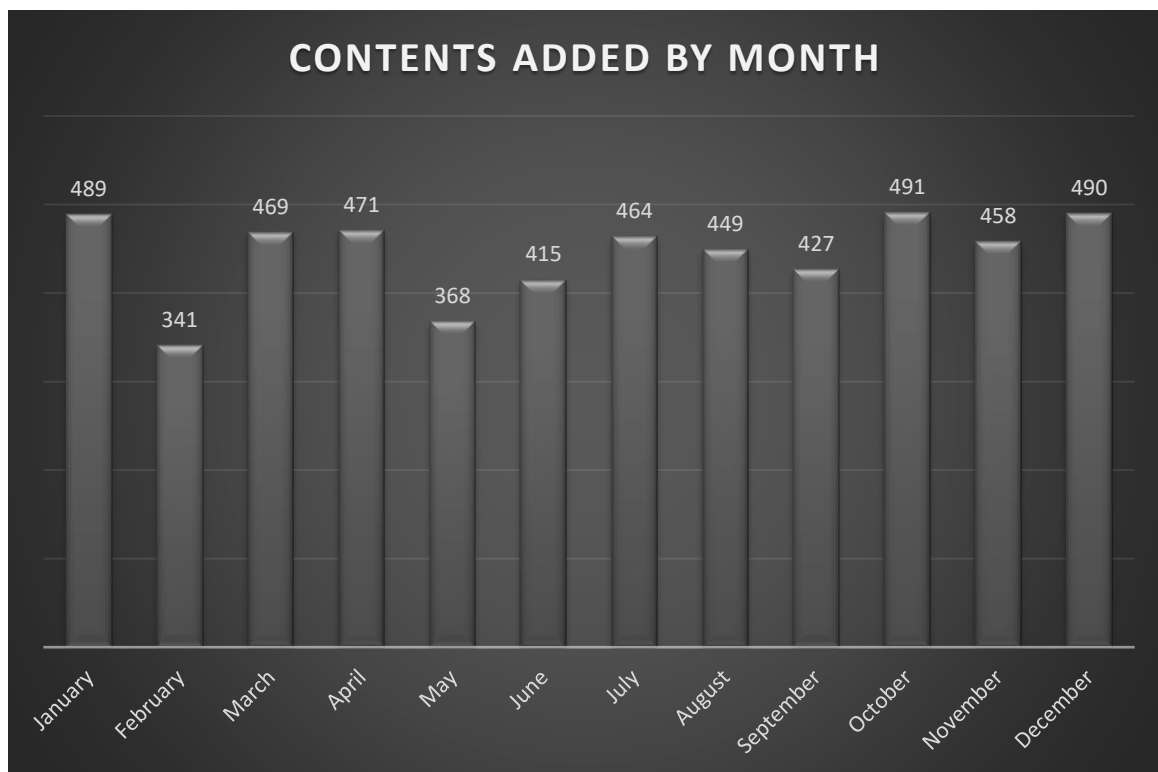
- Line graph showing titles release year

4.4 MONTHLY AND YEARLY CONTENT ADDED TREND

This reveals key trends in Netflix's content release strategy, both on a monthly and yearly basis.

Monthly Trends:

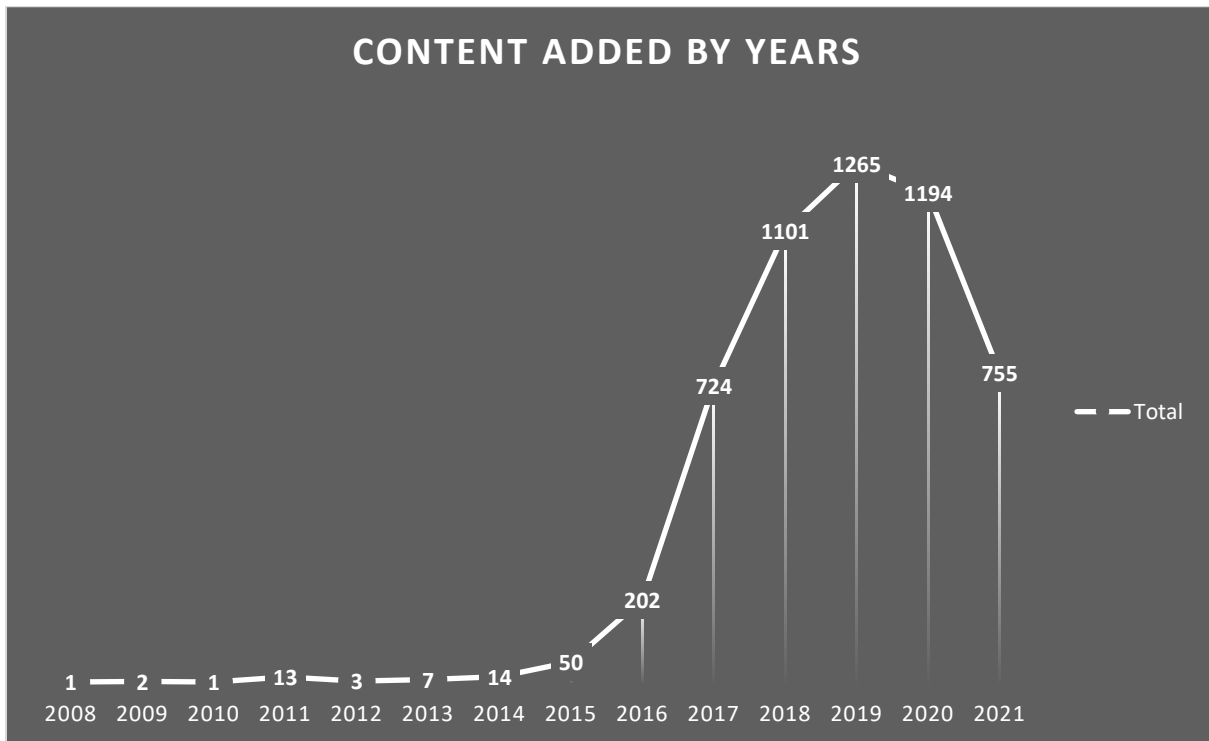
- Peak Months October (491 titles), December (490 titles), and January (489 titles) are the months with the highest content additions, suggesting Netflix targets high-demand periods like year-end holidays and New Year's.
- Lowest Month February sees the fewest additions, with just 341 titles, indicating it may be a less strategic release period for Netflix.
- Steady Growth in March to August has consistent content releases, with an average of over 450 titles per month.



- Bar graph showing content addition by year

Yearly Trends:

- Exponential Growth Since 2016: Starting in 2016 (202 titles), Netflix rapidly expanded its content library, peaking in 2019 with 1,265 titles added.
- Slight Decrease in 2021: After strong growth in 2019 and 2020, there's a notable decline in content additions in 2021, with 755 titles. This may reflect market adjustments or external factors such as the pandemic.



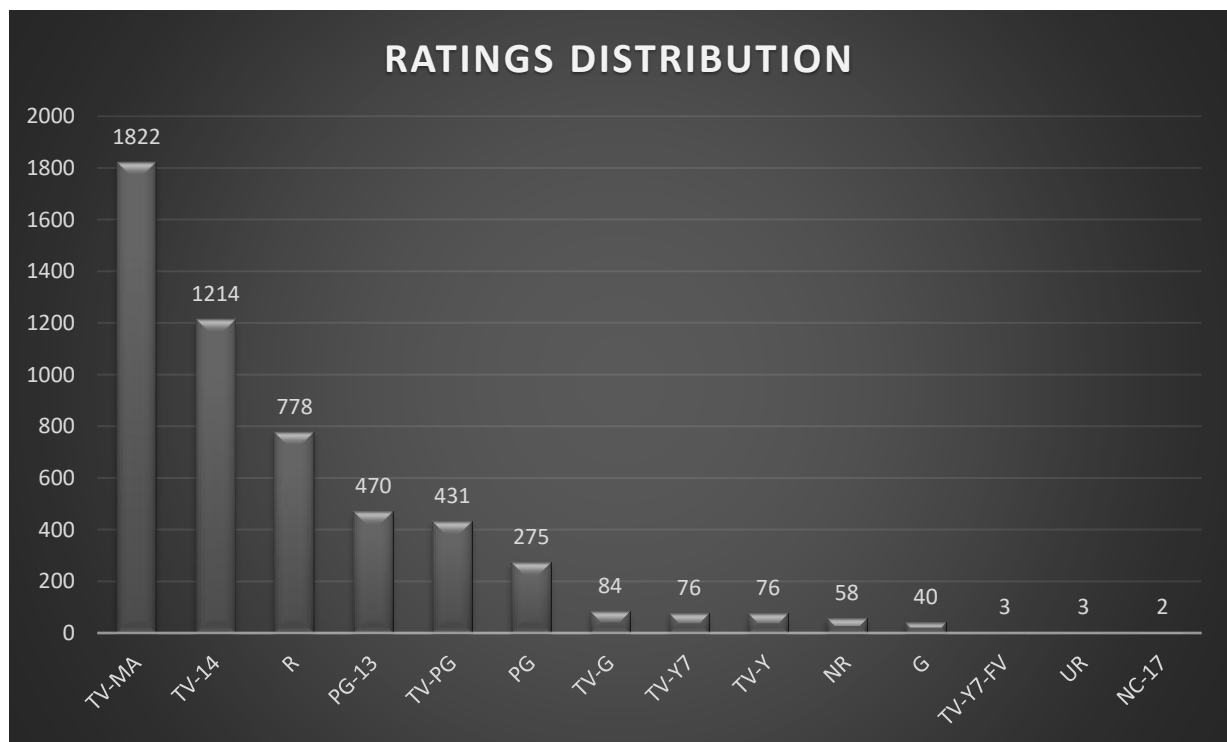
- Line graph showing content additions by year.

4.5 RATING DISTRIBUTION

This analysis provides an overview of the distribution of Netflix content based on its ratings. The data reveals a strong emphasis on mature content, with TV-MA being the most prevalent rating, accounting for 1,822 titles. This indicates that a significant portion of Netflix's library is designed for adult audiences and includes potentially explicit material. Following TV-MA, the TV-14 rating is also prominent with 1,214 titles. This rating is intended for viewers aged 14 and older, suggesting that Netflix offers a substantial amount of content appropriate for adolescents and young adults.

In contrast, content rated TV-Y7 (suitable for children 7 and older) and G (suitable for all ages) is much less common, with only a few titles in these categories. This indicates that Netflix's offerings for younger audiences are limited compared to its mature content.

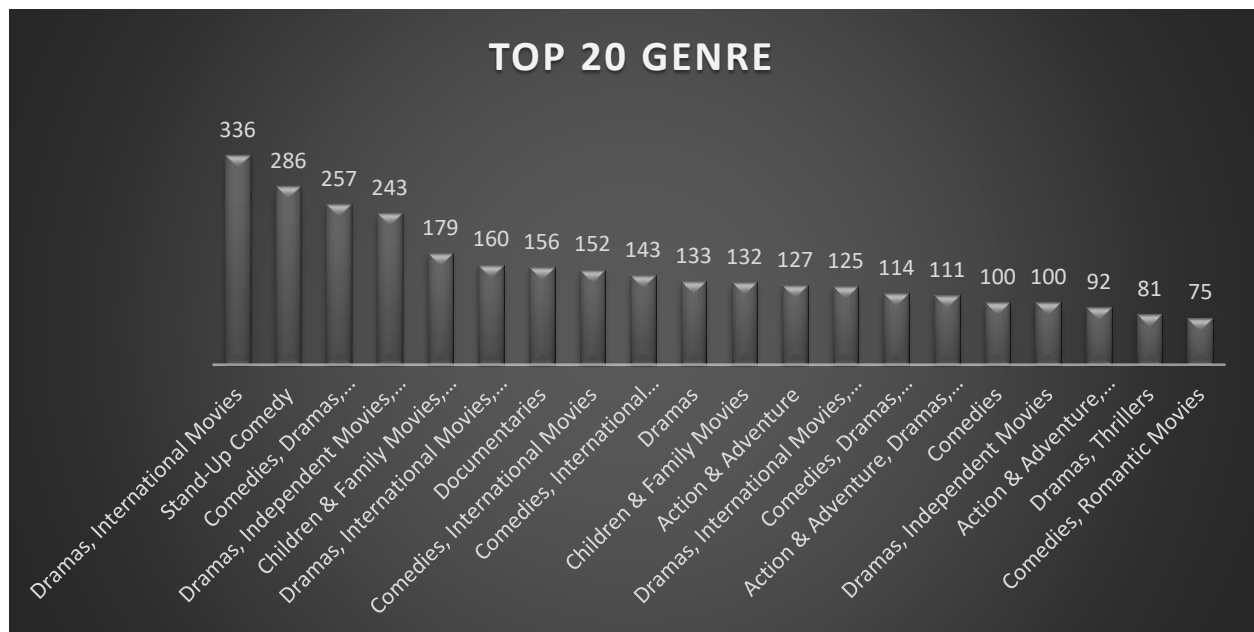
In conclusion, Netflix's content library is heavily skewed towards mature audiences. To address this imbalance, it may be beneficial for Netflix to consider increasing the variety of content suitable for younger viewers and expanding offerings in lower age-rated categories. This approach could help in catering to a broader audience and meeting diverse viewer preferences.



- Bar chart of rating frequencies.

4.6 LISTED_IN / GENRE

Netflix's top 20 genres reveal a strong focus on Dramas and International Movies, the content shows a strong emphasis on Dramas and International Movies, with Dramas being a significant component in 336 titles. Stand-Up Comedy is also notable, with 286 titles, and the combination of Comedies, Dramas, and International Movies adds up to 257 titles. This highlights a diverse range of dramatic and international content, alongside popular comedic and family-friendly options. To broaden their catalog, Netflix could explore increasing offerings in genres like Sci-Fi & Fantasy and Horror Movies, which are currently less represented.



- Bar chart showing top 20 genres.

4.7 CONTENT DURATION

The dataset shows that most movies fall between 90 to 130 minutes, with 94 minutes being the most frequent duration (135 titles). Movies shorter than 80 minutes or longer than 150 minutes are less common. For TV shows, single-season series dominate, with 1 season having 106 titles. There are fewer long-running series with multiple seasons.

The analysis reveals that 37 TV shows have more than one season, while 106 shows have only one season. The shortest movie length is 12 minutes (Cosmos Laundromat: First Cycle and Zion), and the longest is 253 minutes (The School of Mischief). A total of 1,841 movies are longer than 100 minutes, with the majority of movies falling within the 90–105-minute range. For example, 123 movies are 90 minutes long, and 135 movies are 94 minutes long. These trends suggest that movies around 90–105 minutes are the most common, indicating a preferred duration for mainstream content. The average duration of movies is 102.7 minute, while the average tv shows seasons is close to 2 seasons at 1.90. Additionally, the fact that most TV shows last only one season could indicate challenges in maintaining audience engagement beyond the first season. This data provides valuable insights for content creators and platforms aiming to align with viewer preferences.

5. RECOMMENDATIONS

1. **Expand TV Show Catalog:**

Focus on acquiring or producing more TV shows to diversify content and appeal to a wider audience. TV shows have proven to enhance user engagement, yet they represent only 3% of Netflix's current catalog. Increasing the number of multi-seasons shows could enhance long-term subscriber retention.

Aim for a 20% increase in TV shows by the end of the next fiscal year, focusing on genres like crime, thrillers, and dramas which tend to have strong repeat viewership.

2. **Enhance Genre Diversity:**

Allocate more resources to underrepresented genres like Sci-Fi, Fantasy, and Horror. Genres such as Dramas and International Movies dominate, but there's a gap in the availability of Sci-Fi and Horror content, which are highly popular in competitive streaming platforms.

Develop or acquire at least 50 new titles in these underrepresented genres over the next 18 months to capture audience demand and diversify the content portfolio.

3. **Target Younger Audiences:**

Increase content aimed at children and family-friendly categories, including TV-Y7, PG, and G-rated content. Netflix's catalog is skewed towards mature audiences (TV-MA and TV-14).

Expanding offerings for younger viewers will appeal to families and increase daily viewing hours.

Increase the percentage of child and family content by 15% within the next two years, potentially through partnerships with animation studios or acquisitions.

4. **Optimize Movie Length Offerings:**

Continue to produce or acquire movies that fall within the 90–105 minute range but also explore producing more content under 80 minutes or over 150 minutes. Data shows that 94 minutes is the most common movie length, appealing to the mainstream audience. Offering more variety in duration could capture niche segments of the market.

By the end of the next fiscal year, ensure that 10% of new movie acquisitions target non-standard runtimes to test audience response.

5. **Leverage Regional Content:**

Continue investing in content from emerging markets like Nigeria, Turkey, and Indonesia to capture regional audiences and drive international subscriber growth. Netflix's investment in Nollywood (Nigeria) is growing, and regional content performs well among local and diaspora audiences. Capitalizing on this trend could unlock new market growth.

Increase regional content production by 25% in key emerging markets over the next 24 months.

6. Conclusion

Netflix's content strategy, which heavily focuses on movies and mature audiences, has made it a dominant player in the global streaming industry. However, the analysis reveals several opportunities for growth that could enhance user engagement, broaden audience appeal, and increase subscriber retention. By expanding its TV show catalog, diversifying genre offerings, and targeting younger audiences, Netflix can strengthen its competitive edge. Additionally, regional content investments and experimenting with movie durations could further improve its global reach and cater to niche audience preferences. Addressing these gaps will allow Netflix to maintain its leadership position while attracting new user segments.

With actionable steps laid out for each recommendation, Netflix can fine-tune its content strategy to optimize viewership and drive future growth in both established and emerging markets.