**\*\* Insights based on Non-Graphical and Visual Analysis\*\***

 **Target Demographics with Age-Specific Content**:

* Netflix has a large portion of its content targeted at mature audiences (TV-MA, TV-14, TV-PG), leaving a gap for younger audiences (below 14) and older adults (above 35).
* **Action**: To increase engagement, Netflix should consider creating more content for younger audiences (ages 5-14) and seniors (ages 55+). Introducing classic movies or family-friendly TV shows can cater to these under-served groups, especially in countries like India, where these age groups represent a significant portion of the population.

 **Leverage TV Shows for Growth**:

* The trend shows that since 2018, there has been a drop in movie content but a continuous rise in TV shows, with TV shows surpassing movies in 2020.
* **Action**: Netflix should continue its focus on producing more TV shows, particularly in regions where TV shows have been gaining popularity. Creating localized TV content for specific countries could further boost engagement and subscriptions.

 **Produce More Content for Countries with Growing Audiences**:

* The United States is the largest contributor to Netflix content, but there’s room for expanding region-specific content in other populous countries like India, Brazil, and Indonesia.
* **Action**: Invest in localized content for emerging markets, especially focusing on popular genres and ratings specific to each country's preferences. For example, producing more family-friendly content (TV-Y, TV-G) in India could help capture the young and senior demographics.

 **Content for Niche Audiences**:

* A significant portion of Netflix content is post-2000 releases, leaving out a large volume of classic movies.
* **Action**: Adding more pre-2000 content could appeal to older audiences who prefer classic cinema. Netflix can consider curating special sections for classic movies, potentially attracting nostalgic viewers.

 **Rebound from the Pandemic Slowdown**:

* The dataset shows a decline in content production during 2020 and 2021, likely due to the pandemic, with movies seeing a larger drop compared to TV shows.
* **Action**: As the entertainment industry recovers, Netflix should focus on accelerating its content pipeline. Producing original films and shows at a faster rate will help regain momentum lost during the pandemic, especially as theaters and competitors are also vying for audience attention.

 **Optimize Content Release Strategy**:

* Shorter duration movies have become more popular in the last 10 years.
* **Action**: Netflix can optimize the release of shorter, high-quality films, which are more suited to modern audience viewing habits. Mini-series and shorter movies can also help retain viewers who prefer quick, binge-able content.

 **Expand Genre Diversity**:

* Certain countries (like the US) have broader availability of ratings such as TV-Y7, TV-PG, etc., but this is not the case in other countries.
* **Action**: To cater to a wider audience in various countries, Netflix should expand the range of available content across all ratings. Producing family-friendly and all-age content in countries with significant younger populations can lead to more widespread engagement.

Around 70% content on Netflix is Movies and around 30% content is TV shows.

The movies and TV shows uploading on the Netflix started from the year 2008, It had very lesser content till 2014.

Year 2015 marks the drastic surge in the content getting uploaded on Netflix. It continues the uptrend since then and 2019 marks the highest number of movies and TV shows added on the Netflix. Year 2020 and 2021 has seen the drop in content added on Netflix, possibly because of Pandemic. Still, TV shows content have not dropped as drastic as movies. Since 2018, A drop in the movies is seen, but rise in TV shows is observed clearly. Being in continuous uptrend, TV shows surpassed the movies count in mid-2020. It shows the rise in popularity of tv shows in recent years.

Netflix has movies from variety of directors. Around 4993 directors have their movies or TV Shows on Netflix.

Netflix has movies from total 122 countries, United States being the highest contributor with almost 37% of all the content.

The release year for shows is concentrated in the range 2005-2021. 50 mins - 150 mins is the range of movie durations, excluding potential outliers.

Content in most of the ratings is available in lesser quantity except in US. Ratings like TV-Y7 , TV-Y7 FV , PG ,TV-G , G , TV-Y , TV-PG are very less available in all countries except US.

Shorter duration movies have been popular in last 10 years.

**Business Insights** Netflix have majority of content, which is released after the year 2000. It is observed that the content older than year 2000 is very scarce on Netflix.

Senior Citizen could be the target audience for such content, which is almost missing currently.

Maximum content (more than 80%) is TV-MA - Content intended for mature audiences aged 17 and above. TV-14 - Content suitable for viewers aged 14 and above. TV-PG - Parental guidance suggested (similar ratings - PG-13 , PG) R - Restricted Content, that may not be suitable for viewers under age 17. These ratings' movies target Matured and Adult audience. Rest 20 % of the content is for kids aged below 13. It shows that Netflix is currently serving mostly Mature audiences or Children with parental guidance.

drop in content is seen across all the countries and type of content in year 2020 and 2021, possibly because of Pandemic.

**Recommendations**

Country specific insights - The content need to be targetting the demographic of any country. Netflix can produce higher number of content in the perticular rating as per demographic of the country. Eg. The country like India , which is highly populous , has maximum content available only in three rating TV-MA, TV-14 , TV-PG. It is unlikely to serve below 14 age and above 35 year age group .