OTT Platform Content Success Analysis

Analyzing Netflix content data to uncover patterns in engagement, strategy, and subscriber growth

Understanding Content Performance

Audience Engagement

Identify what keeps viewers watching

Content Strategy

Optimize platform offerings

Subscriber Growth

Drive platform expansion

The Data Behind the Analysis

Dataset Scale

- 8,800+ total records
- 12+ data attributes
- Comprehensive Netflix catalog

Key Attributes

- Content: title, type, duration, rating
- Time: release year, date added
- Category: genre classifications
- Regional: country of production
- People: directors, cast members

Data Cleaning & Preparation

01

Initial Exploration

Loaded dataset with Pandas, reviewed column types and summary statistics
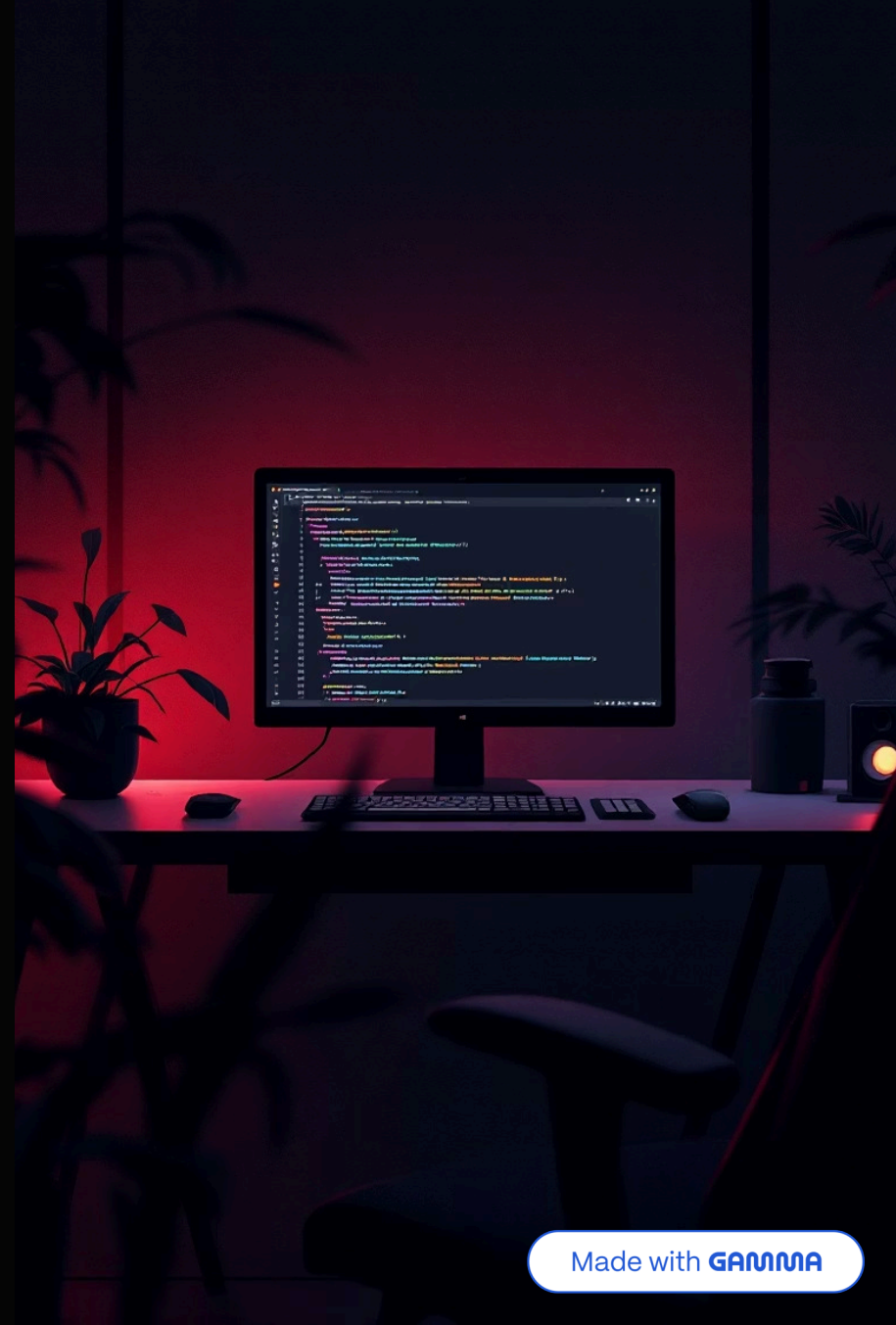
02

Handle Missing Values

Replaced missing director/cast/country with "Unknown", filled ratings with most frequent value

03

Feature Engineering

Created year_added, month_added, duration_value, primary_genre, primary_country

Content Distribution Insights

8,800..
Total Content

Comprehensive library size

70%
Movies

Dominate platform catalog

30%
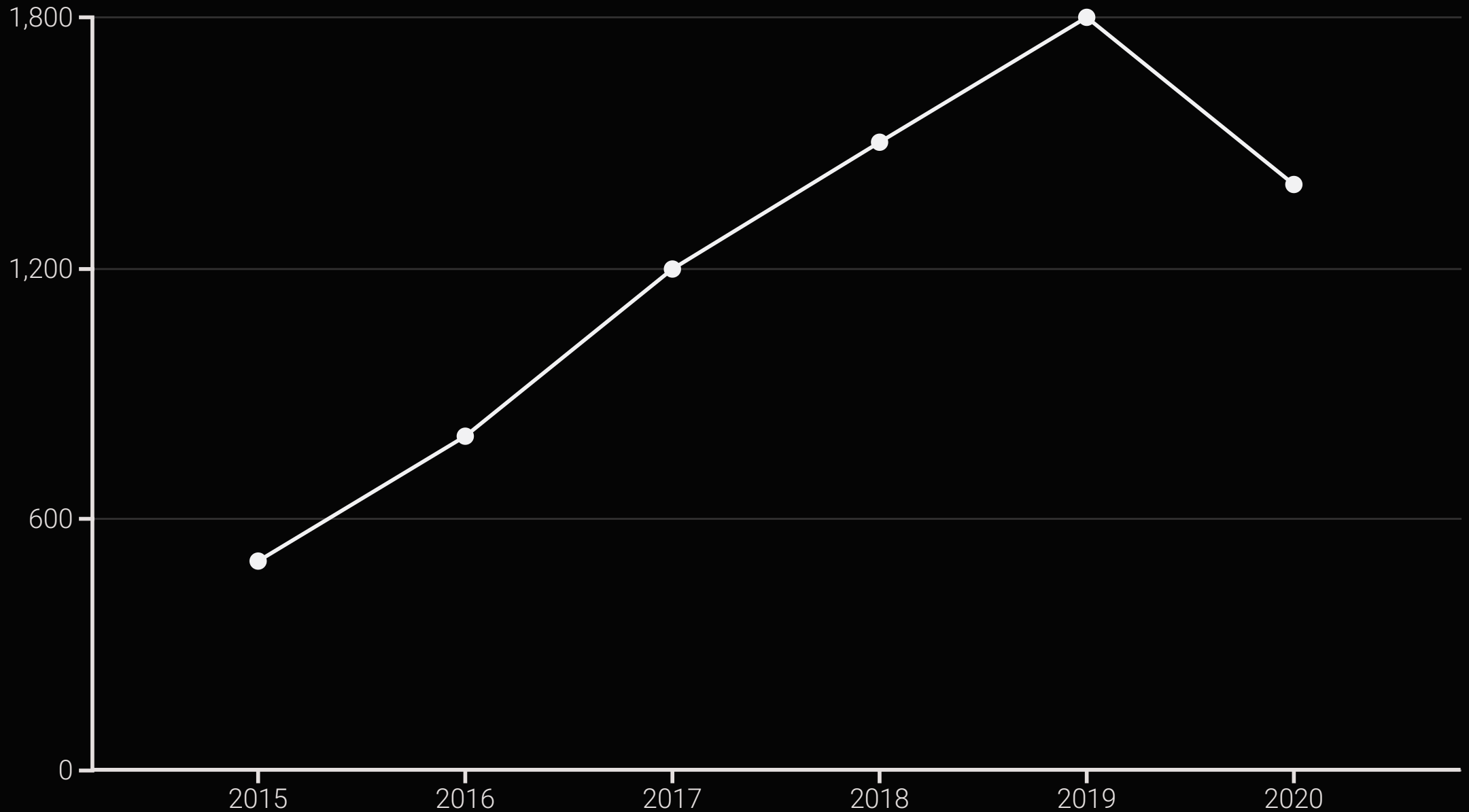**TV Shows**

Growing segment

98
Average Duration

Minutes per movie

Content Growth Over Time

Significant expansion after 2016, with peak production years driving platform growth

Top Performing Categories

Most Popular Genres

1. Drama
2. Comedy
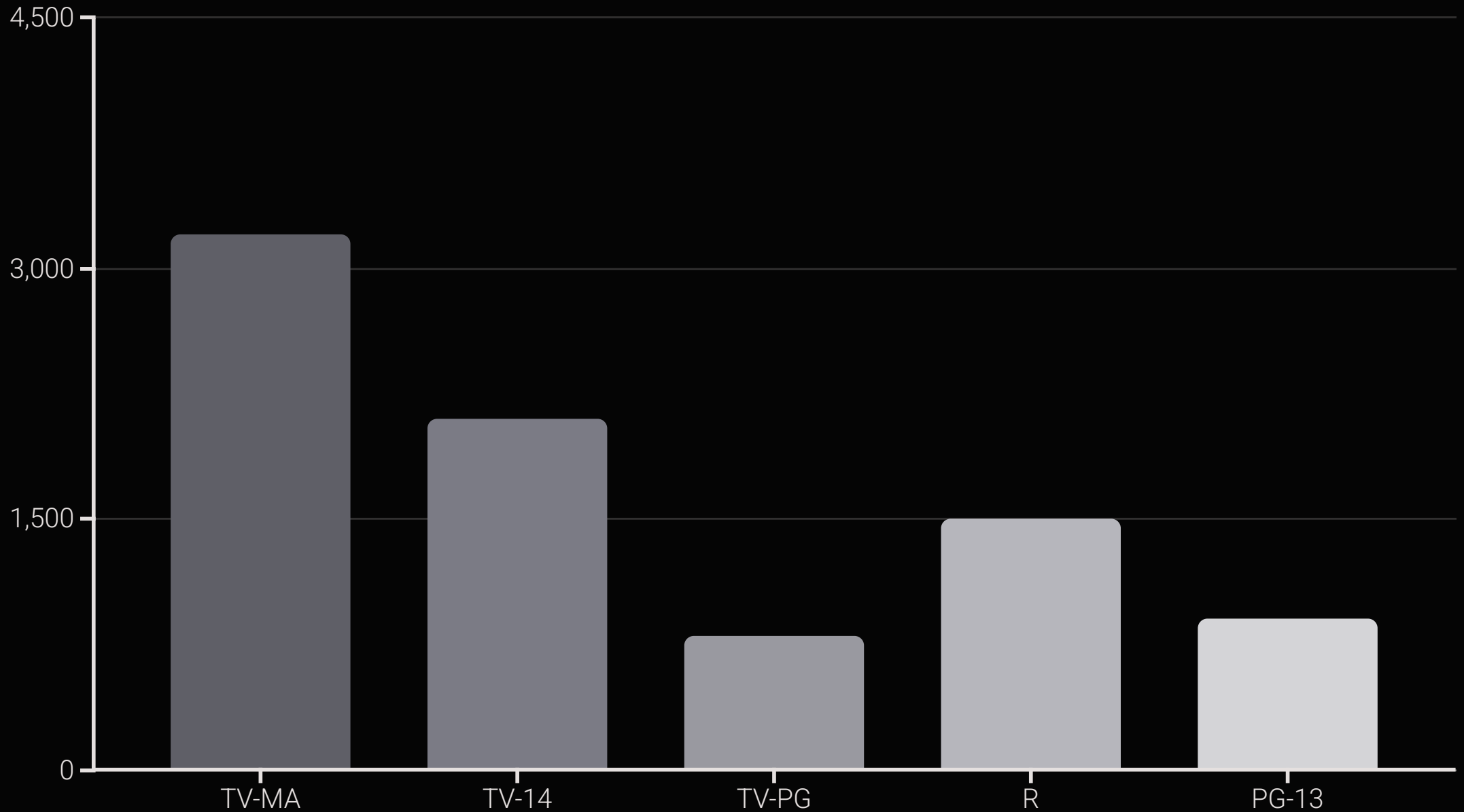3. Action & Adventure
4. Documentaries
5. Thrillers

Top Content Producers

1. United States
2. India
3. United Kingdom
4. Japan
5. South Korea

Made with GAMMA

Rating Distribution Analysis

Platform primarily targets mature audiences with strategic content categorization

Made with GAMMA

Strategic Business Actions

Genre Investment

Focus resources on Drama and Comedy - proven top performers

Regional Expansion

Diversify content beyond US to capture global audiences

Content Balance

Maintain movie/TV show mix for subscriber retention

Release Timing

Strategize additions based on historical growth patterns

Targeted Marketing

Align campaigns with ratings and popular genres

Project Conclusion

Actionable Insights

Transformed 8,800+ records into strategic business recommendations

Technical Stack

Python (Pandas, NumPy, Matplotlib, Seaborn), Power BI, Google Colab

Real-World Skills

Demonstrated Data Analyst and Business Analyst capabilities

Disclaimer: Created for academic and portfolio purposes using publicly available data. Analysis does not represent official Netflix metrics.