

Netflix Content Analysis: Trends, Genres & Global Insights

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Project Overview

- This Tableau dashboard analyzes Netflix's content library to understand **content growth over time, distribution between movies and TV shows, genre preferences, country-wise production, and maturity ratings**. The objective is to convert content metadata into **strategic insights** that reflect Netflix's content and expansion strategy.

Key Business Insights

1. Content Growth Over Time

- Netflix's content additions increased **rapidly after 2015**, showing aggressive platform expansion.
- The sharp rise indicates higher investments in original and licensed content.
- Growth slows slightly in recent years, suggesting a shift from quantity to quality.

2. Movies vs TV Shows

- Movies form the majority of Netflix's content catalog.
- TV Shows have grown consistently over time, especially after 2017.
- TV shows support longer viewer engagement compared to movies.

- **3. Genre Distribution**

- **Drama is the most dominant genre**, followed by International Movies and Comedies.
- High presence of international genres reflects regional content strategies.
- Niche genres have smaller representation, targeting specific audience segments.

- **4. Country-wise Content Production**

- The **United States contributes the highest number of titles**, followed by India and the UK.
- Strong international presence shows Netflix's global expansion strategy.
- Emerging markets contribute increasing content volume.

5. Maturity Rating Analysis

- **TV-MA and TV-14 ratings dominate**, targeting adult and young adult viewers.
- Limited kids-only content compared to adult content.
- Ratings indicate Netflix's focus on mature storytelling.

6. Content Duration Patterns

- Most movies fall within the **90–120 minute range**.
- TV shows typically have **1–3 seasons**, supporting short-to-mid-term engagement.
- Fewer long-running series reduce long-term production risk.

Tools Used

- **Tableau** – Dashboard creation & storytelling
- **Excel** – Data cleaning and preprocessing

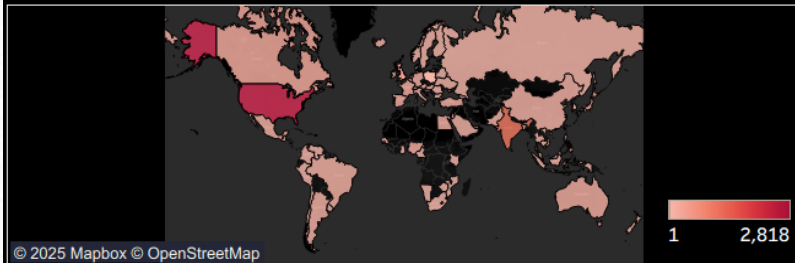
Business Recommendations

- Increase investment in **high-performing international genres**.
- Expand **TV show content** in regions with strong subscriber growth.
- Explore growth in **family and kids content** for audience diversification.
- Balance original and licensed content to control production costs.

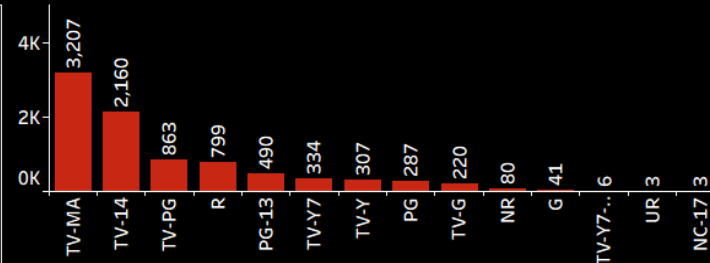
Type	Duration	Release Year	Date added	Genre	Description
Movie	138 min				
Baahubali: The Beginning (English Ve...	TV-14	2015	2018	Action & Adventure, Dramas, Inte..	Villagers in the kingdom of Mahismati rescue a baby who is destined to embark on a heroic quest in this English version of S.S. Rajamouli's epic.

NETFLIX

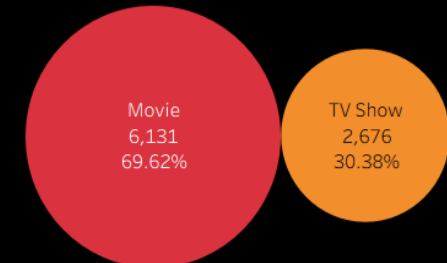
Total movies and TV shows watched by countries



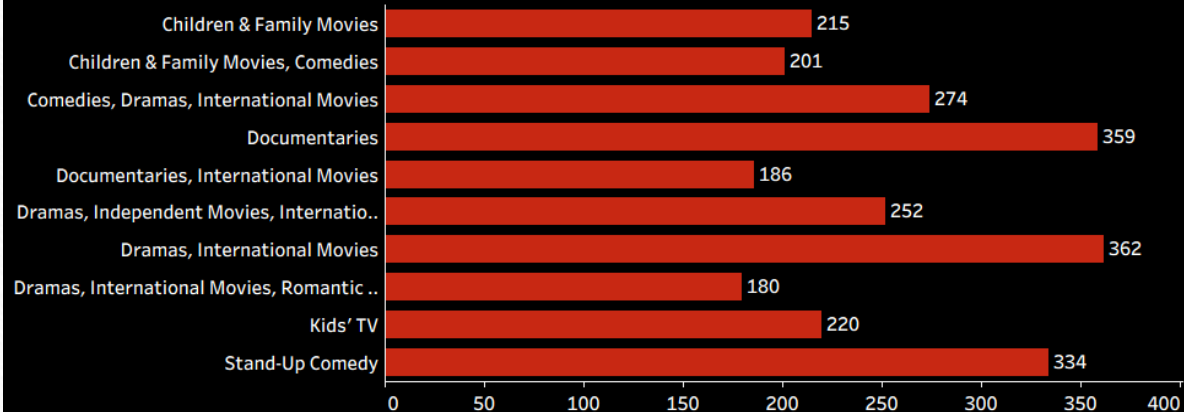
Ratings



Movies and TV shows distribution



Top 10 Genre



Total movies and TV shows watched (Years)

