

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.

