



Netflix Data Analysis – Summary Report

◆ Objective:

The goal of this analysis was to explore **Netflix's content library**, identify key trends in **Movies & TV Shows**, and derive insights on **genres, ratings, content growth, and country-wise contributions** using **Python, SQL, and Power BI**.

📌 Key Findings:

✅ 1. Content Distribution (Movies vs. TV Shows)

- Netflix **dominates with Movies (~70%)**, while **TV Shows make up ~30%** of the platform.
- The trend shows a **gradual increase in TV Shows over recent years**.

✅ 2. Most Popular Genres

- The **Top 3 genres** on Netflix are **Drama, Comedy, and Action**.
- **Documentaries and Horror** are also widely available but less frequent.

✅ 3. Content Growth Over the Years

- Netflix's content **production spiked after 2015**, showing an **aggressive expansion strategy**.
- The **highest number of titles were added in 2019**.

✅ 4. Rating Distribution

- Most Netflix content falls under **TV-MA (Mature Audience), TV-14, and PG-13**, indicating a mix of content for adults and families.

✅ 5. Top Content-Producing Countries

- **USA, India, and UK** contribute the highest number of titles to Netflix.
- The **USA alone produces over 30% of Netflix's content**.

✅ 6. Movie Duration Analysis

- Most Netflix **movies range between 90-120 minutes**, which is standard for full-length films.
 - Very few movies exceed **150 minutes**, suggesting Netflix focuses on engaging but concise content.
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📌 Conclusion & Business Recommendations:

📌 **Netflix should continue expanding its TV Shows segment**, as this is growing rapidly and retaining users longer.

📌 **Investing more in localized content** (e.g., India, UK, South Korea) can attract a global audience.

📌 **Focusing on original Drama & Comedy content** could help maintain high engagement levels.

📌 **Shorter movies (90-120 min) are the most popular**, so Netflix should prioritize concise storytelling.