

# Netflix's Content Strategy

By: Quyen Nguyen



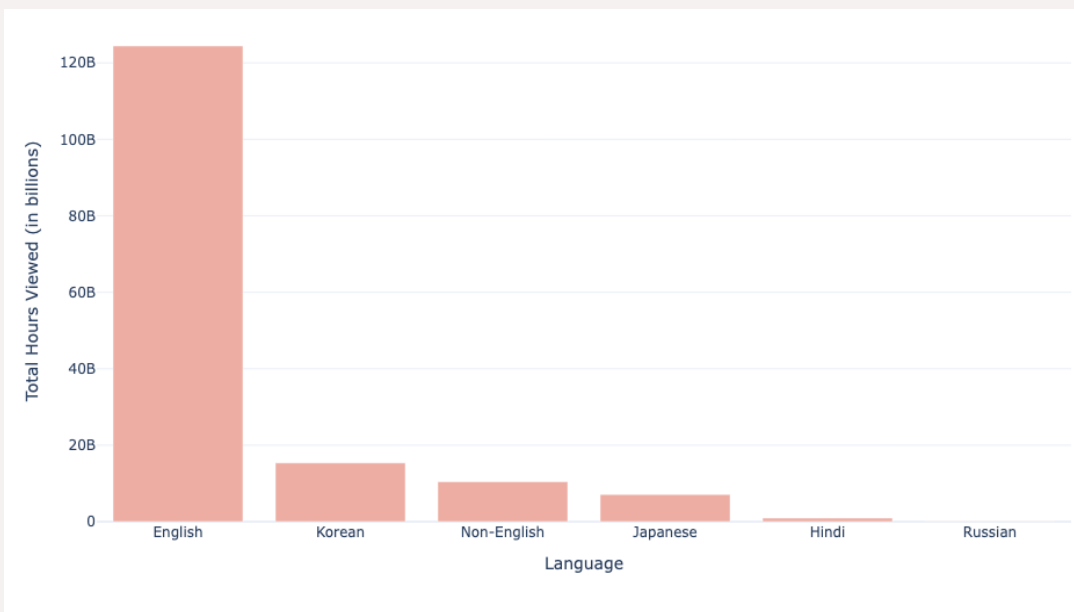
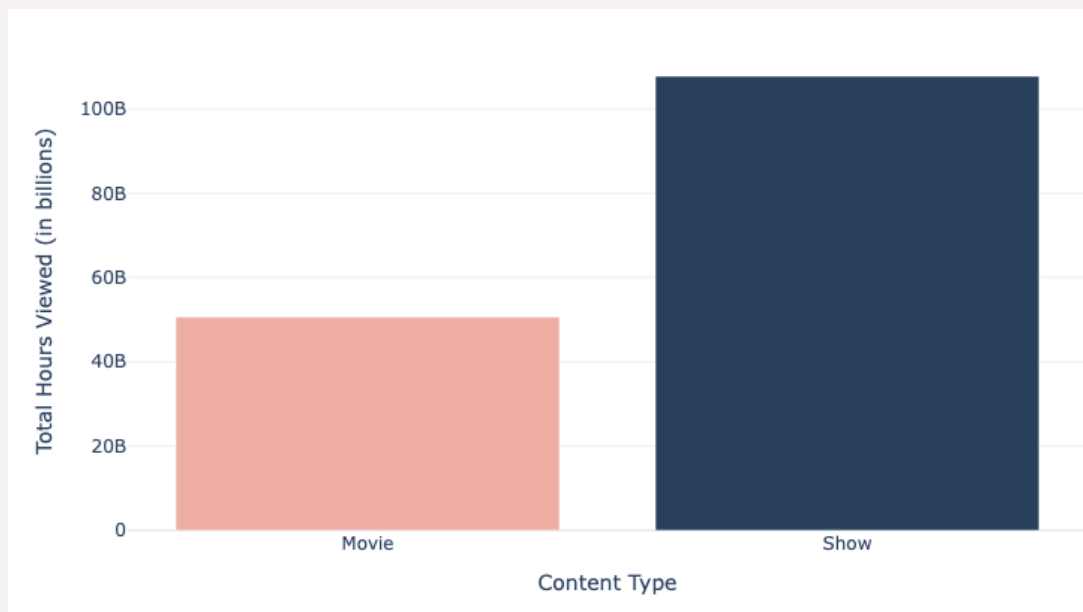
# Business Requirement

*To understand how Netflix creates, releases, distributes, and promotes its content in order to maximize audience engagement, viewership, and revenue.*

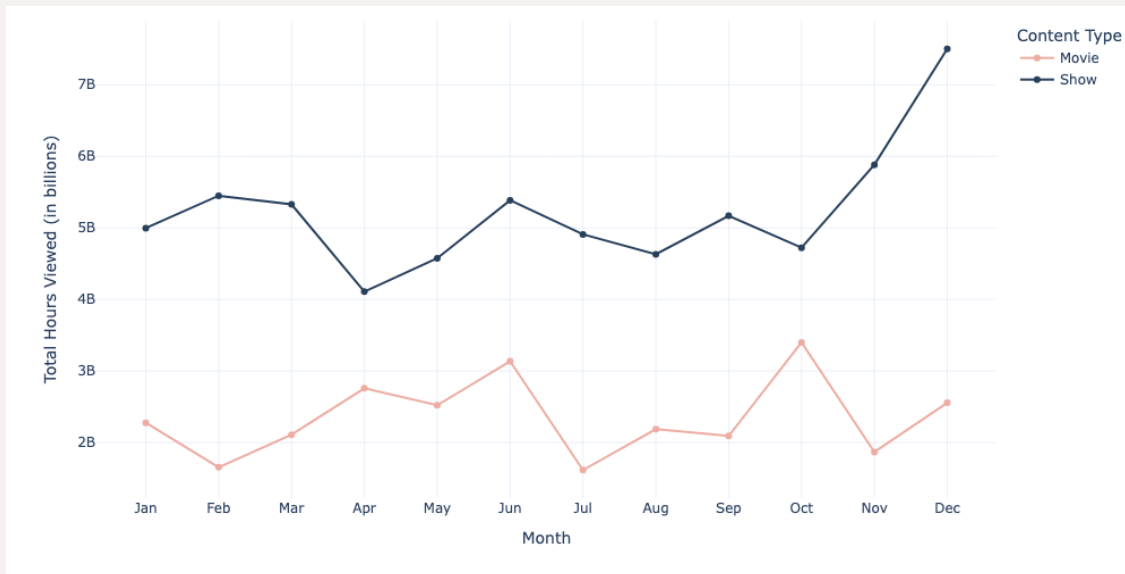
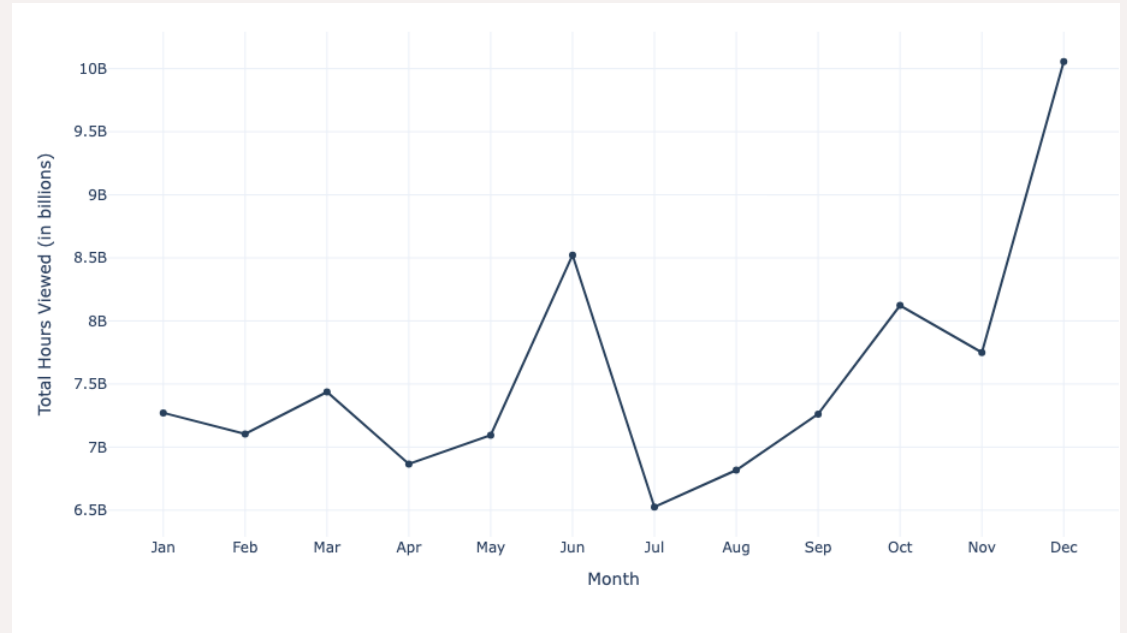
- *Q1. Which content type is dominant?*
- *Q2. How do viewership trends evolve over time?*
- *Q3. What are the top 5 titles?*
- *Q4. Seasonal distribution of total viewership hours.*
- *Q5. Correlation between viewership hours and total number of content releases.*
- *Q6. How do release weekdays affect viewership patterns?*

# Q1. Which content type is dominant?

- **Shows** accounted for the **majority** of total viewership hours on Netflix in 2023, **outperforming movies**.
- **English-language content** led in total viewership, with **Korean content** ranking behind.



## Q2. How do viewership trends evolve over time?



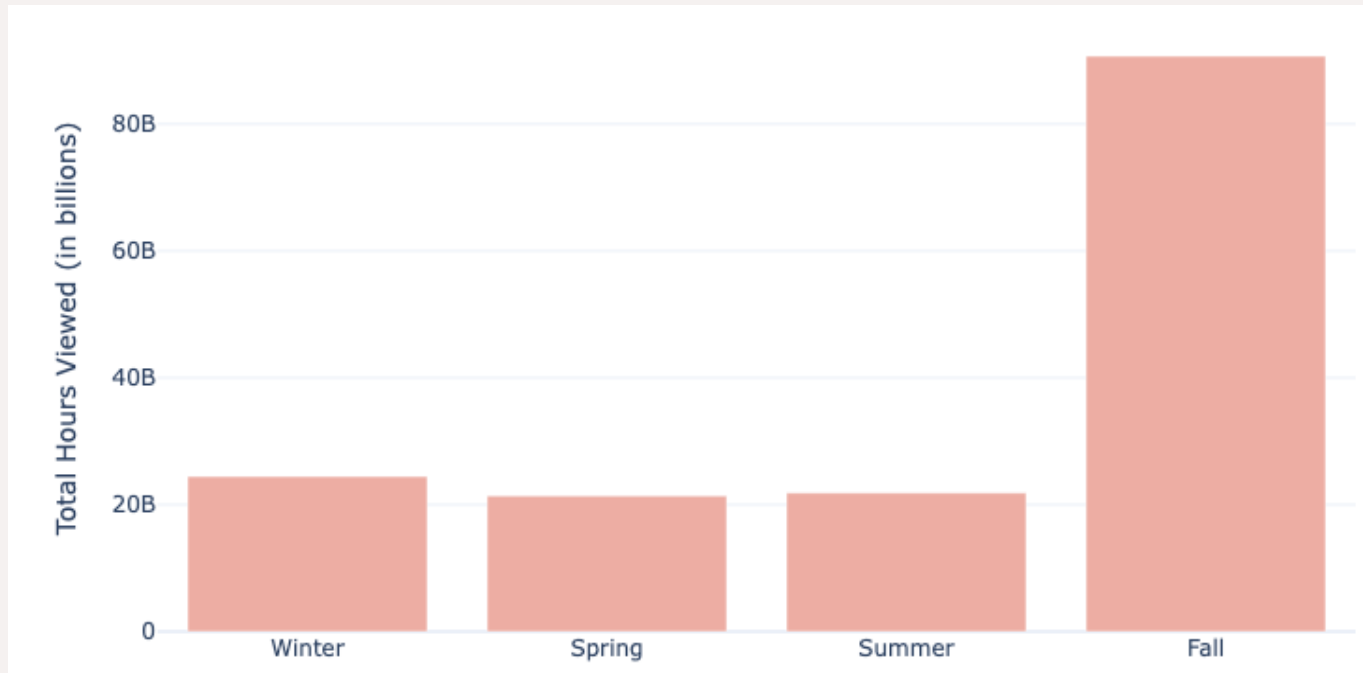
- Total viewership hours by month highlights a **significant increase in June**, followed by a **sharp rise in December**.
- **Shows** attract higher viewership, with a **peak in December**. In contrast, **movie** viewership fluctuates, showing **notable increases in June and October**.

### Q3. What are the top 5 titles?

- **English-language** shows **dominate** the top viewership rankings.
- **Korean content** maintains a **strong presence** among the most-watched titles.
- Only one movie appears in the list of top-performing titles.

Title	Hours Viewed	Language Indicator	Content Type	Release Date
The Night Agent: Season 1	812100000.0	English	Show	2023-03-23
Ginny & Georgia: Season 2	665100000.0	English	Show	2023-01-05
King the Land: Limited Series // 킹더랜드: 리미티드 시리즈	630200000.0	Korean	Movie	2023-06-17
The Glory: Season 1 // 더 글로리: 시즌 1	622800000.0	Korean	Show	2022-12-30
ONE PIECE: Season 1	541900000.0	English	Show	2023-08-31

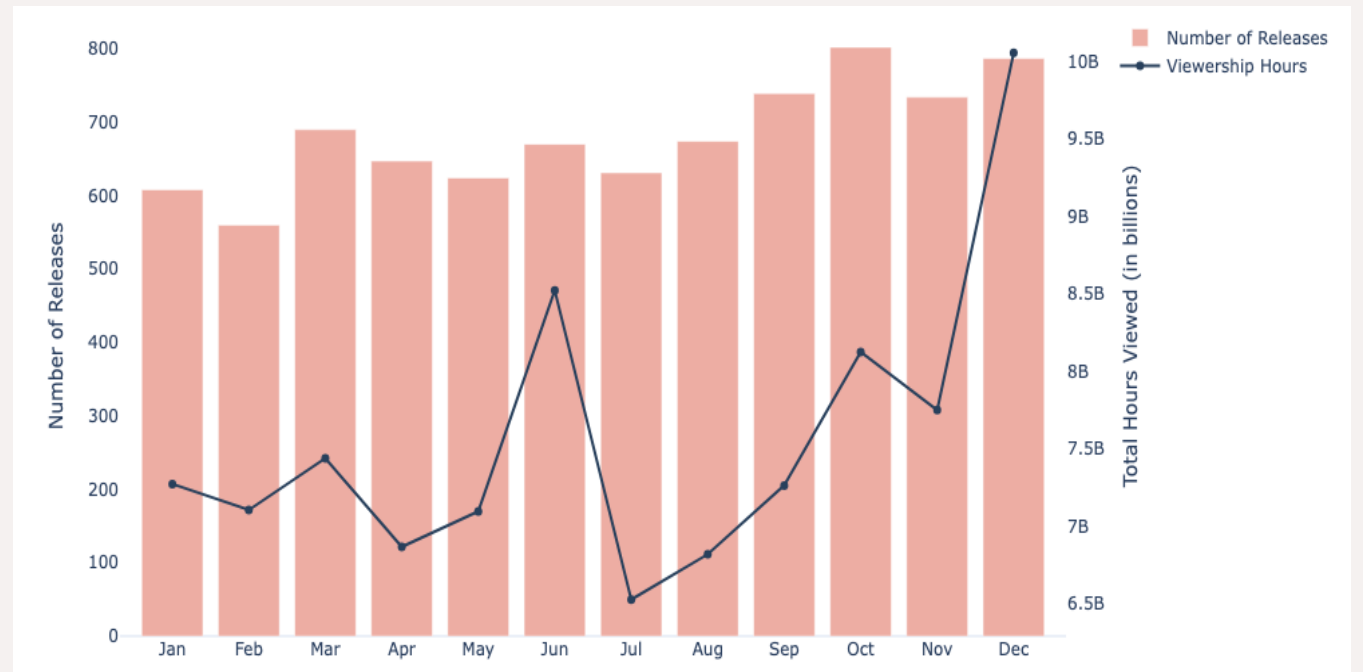
## ***Q4. Seasonal distribution of total viewership hours***



Viewership hours **peak dramatically during the Fall season**, surpassing 80 billion hours

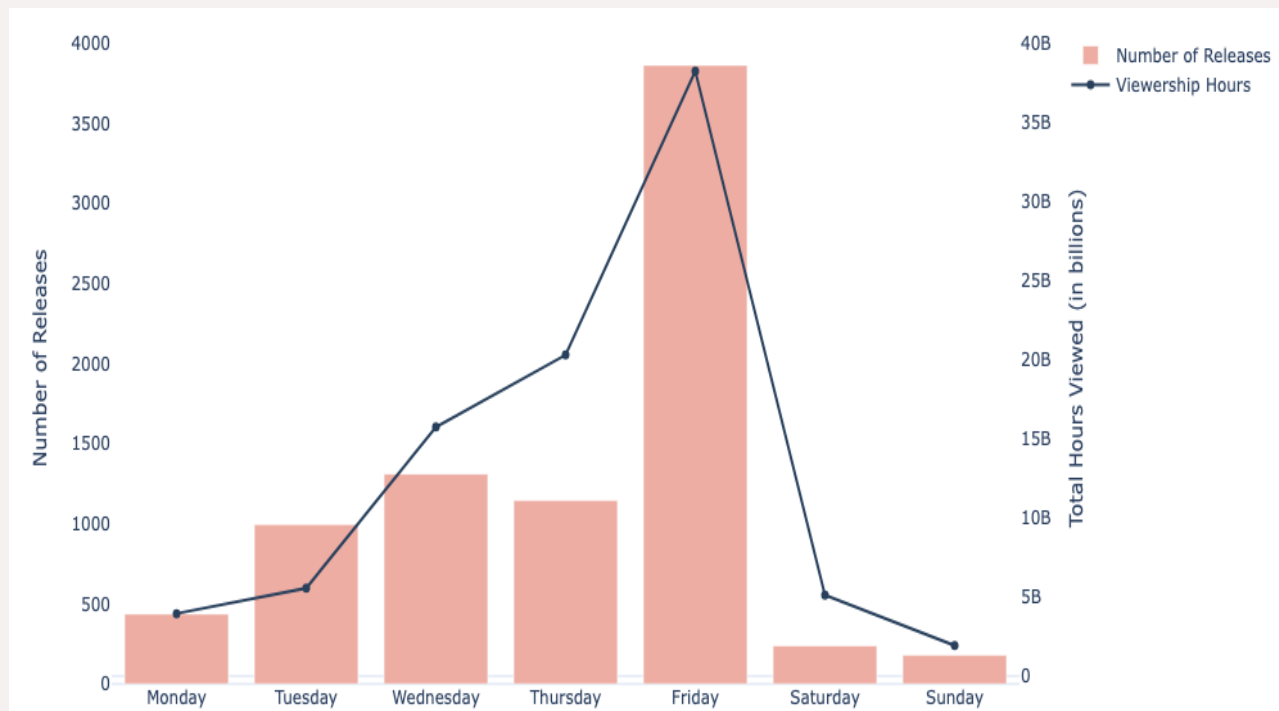
# Q5. Correlation between viewership hours and the number of content released

- Viewership **spikes** in **June** and **peaks** in **December**
- The number of releases and total viewership hours are **moderately correlated** ( $r = 0.64$ )





## ***Q6. How do release weekdays affect viewership patterns?***



- The majority of content releases occur on Fridays, with viewership hours peaking significantly on the same day.
- Viewership declines sharply on Saturdays and Sunday





# *Key insights:*

- **Shows consistently lead in total viewing hours**, likely due to their **episodic format** that drives deeper engagement and stronger viewer retention. Netflix prioritizes such content to keep audiences watching longer and to help reduce churn.
  - **English-language content remains the global leader**, but **Korean titles have gained remarkable international traction**. Netflix is strategically investing in K-content, resulting in global hits.
  - **Viewership spikes notably in June and December**, with the **Fall season recording the highest overall engagement**, suggesting Netflix aligns tentpole releases with key leisure periods.
  - **Fridays emerge as the most influential day** for both launching new content and capturing peak viewer attention heading into the weekend.
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