

Does the duration of video influence the views and comments

No, the duration of the video does not significantly affect the views and comments.

The heatmap analysis shows no strong correlation between video duration and these metrics .

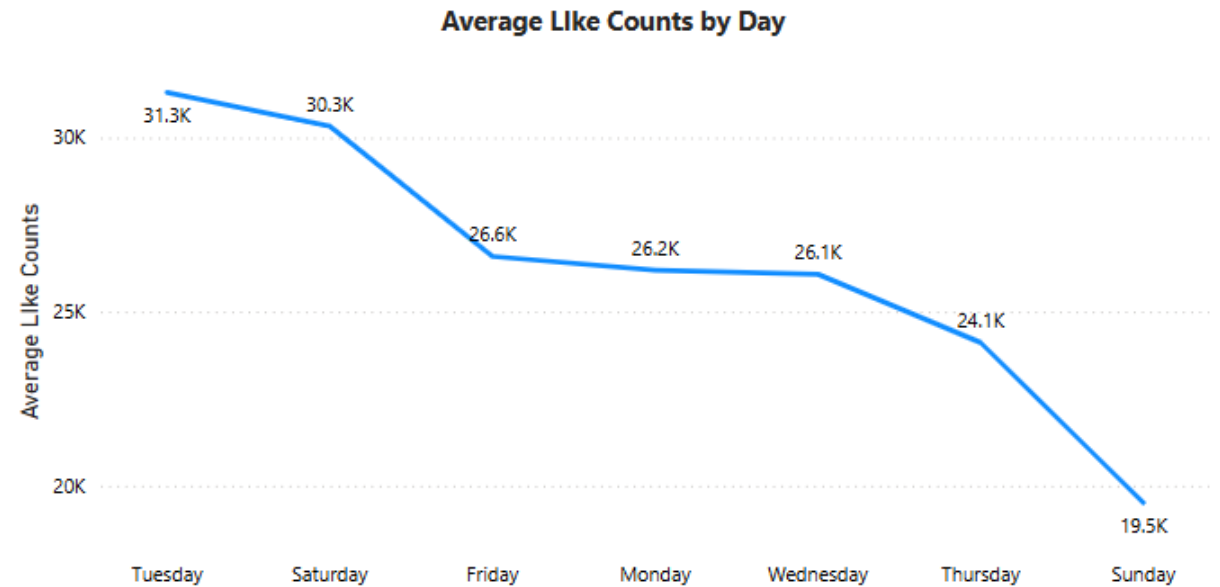
*Medium-length videos dominate in terms of total views, with **9.73 billion views across 4,028 videos**, making them the most consumed format.*

Video Duration Analysis

Video Category	Total Videos	Total Views	Total Comments
Medium Video	4028	9730M	2799K
Short Video	844	925M	200K
Long Video	261	479M	359K
Total	5133	11134M	3358K

Does video publishing day or time influence the engagement?

Yes, videos published on **Tuesday** receive **more likes**, while those published on **Sunday** receive the **least engagement** in terms of likes.



Which video is most popular on our channel, and why did it work well?

Most popular video is ***Mighty Little Bheem*** with **888.3 million**.

Why it Worked Well:

Strong Audience : The Mighty Little Bheem series is widely **popular among children and families, driving high engagement**.

Repeat Viewing: Children's content often benefits from **repeat watching, contributing to higher views**.

Title	Total Views	Total Likes	Total Comments
Mighty Little Bheem Bheem with a Beat Netflix India	888M	3193K	0
Bheem Cooks The Best Pongal Mighty Little Bheem: Kite Festival Netflix India	785M	2693K	0
Exclusive Deleted Scenes: Netflix Playback 2022 ft. Tovino Thomas, Vijay Varma, Neha Kakkar & More!	164M	106K	2857
Janiye Music Video Chor Nikal Ke Bhaga Vishal Mishra, Rashmeet Kaur Netflix India	152M	865K	19960
Mighty Little Bheem Flower Adventure Netflix India	141M	478K	0
Total	2131M	7335K	22817

What is our views distribution (consider all the videos)?

The top 5 most-viewed videos on Netflix India include **three from the *Mighty Little Bheem* series**, which together account for **over 78%** of the total views.

This highlights the strong audience preference for animated children's content, making it the most engaging category on the platform.

Title	Total Views	%GT Total Views
Mighty Little Bheem Bheem with a Beat Netflix India	888M	42%
Bheem Cooks The Best Pongal Mighty Little Bheem: Kite Festival Netflix India	785M	37%
Exclusive Deleted Scenes: Netflix Playback 2022 ft. Tovino Thomas, Vijay Varma, Neha Kakkar & More!	164M	8%
Janiye Music Video Chor Nikal Ke Bhaga Vishal Mishra, Rashmeet Kaur Netflix India	152M	7%
Mighty Little Bheem Flower Adventure Netflix India	141M	7%
Total	2131M	100%

Are there any videos that have no tags but performed well?

Videos like *Heating Up* (**24M views**) and *Ghoul - Silent Trailer* (**18.5M views**) have performed well despite potentially lacking tags.

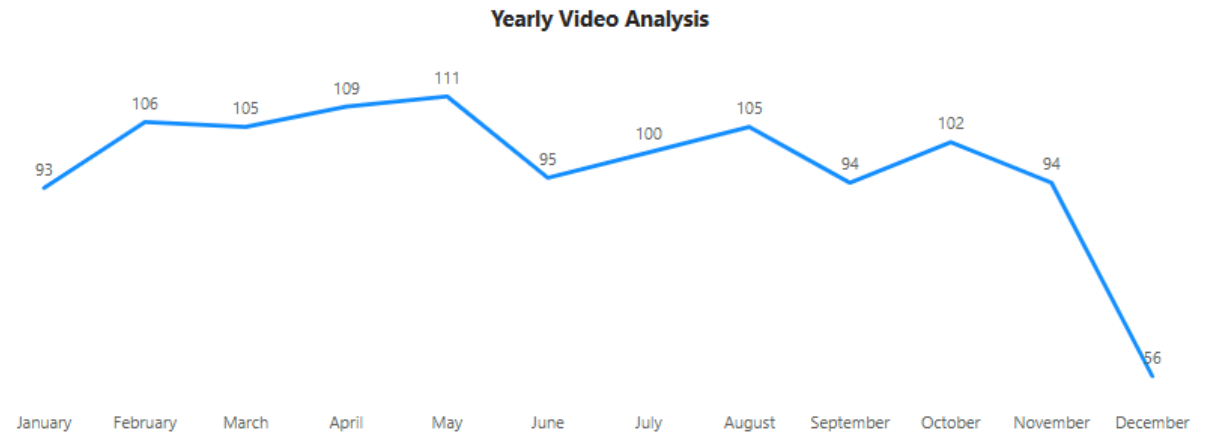
*This analysis indicates that **some videos can perform well without tags, particularly when they belong to high-interest genres like horror, suspense, or trending themes.***

Top 5 Tagless Videos			
Title	Total Views	Total Likes	Total Comments
Heating Up Netflix	24M	27K	2410
Ghoul - Silent Trailer Netflix HD	19M	40K	2379
Ghoul: The Room Official [VR] Netflix	18M	41K	1823
To-Dos Netflix	4M	0K	8
Ad Break Netflix	4M	0K	10
Total	69M	108K	6630

What is the frequency of video publishing?

Most of the videos were published in the year 2024.

And further analysis confirms that **Netflix India maintained a steady content publishing frequency in 2024, with peak activity in mid-year and a slowdown in December.**



What are the keywords we used the most in tags?

Most Used Keywords in Tags:

- **Netflix** – 3,887 occurrences
- **India** – 3,292 occurrences
- **Season** – 316 occurrences
- **With** – 282 occurrences
- **And** – 276 occurrences
- **Kapoor** – 203 occurrences

What is the most used keyword in YouTube titles?

Most Used Keywords in Titles:

- **netflixindia** – 3,017 occurrences
- **netflix** – 2,945 occurrences
- **netflixshows** – 2,691 occurrences
- **Netflix** – 829 occurrences
- **NetflixIndia** – 501 occurrences
- **netflixmovies** – 202 occurrences
- **ranbirkapoor** – 174 occurrences
- **kapilsharma** – 171 occurrences
- **comedy** – 170 occurrences
- **trailer** – 157 occurrences