



Customer Engagement & Viewer Retention

Hooked or Dropped

Date Range

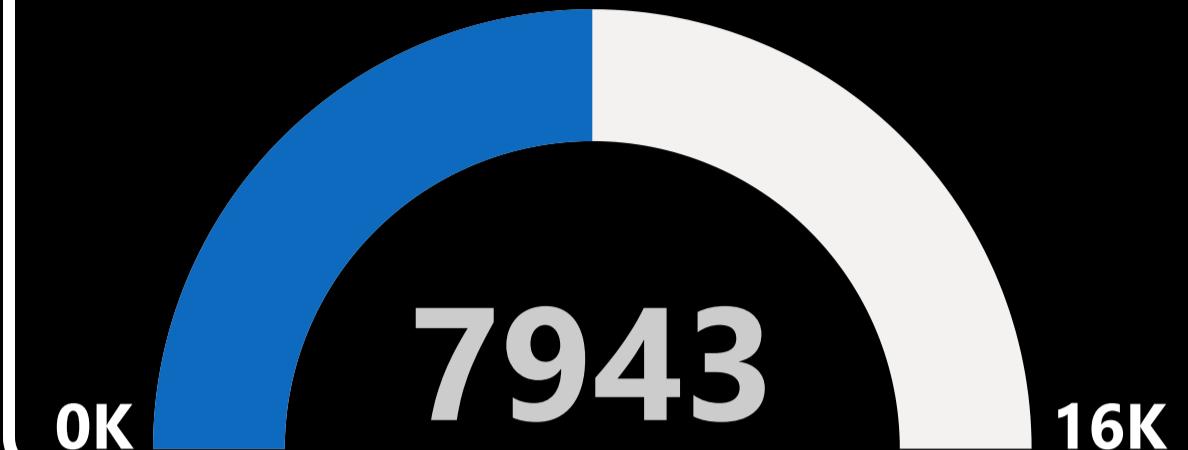
7/11/2008

N

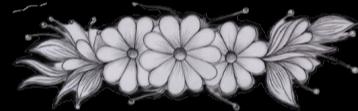
10%
High Risk %
-1.2%
Success Gap %

0.5%
Binge Worthy %
30%
Opportunity Index

Total Titles



Reset Filters



Content Type

All

Country

All

Primary Genre

All

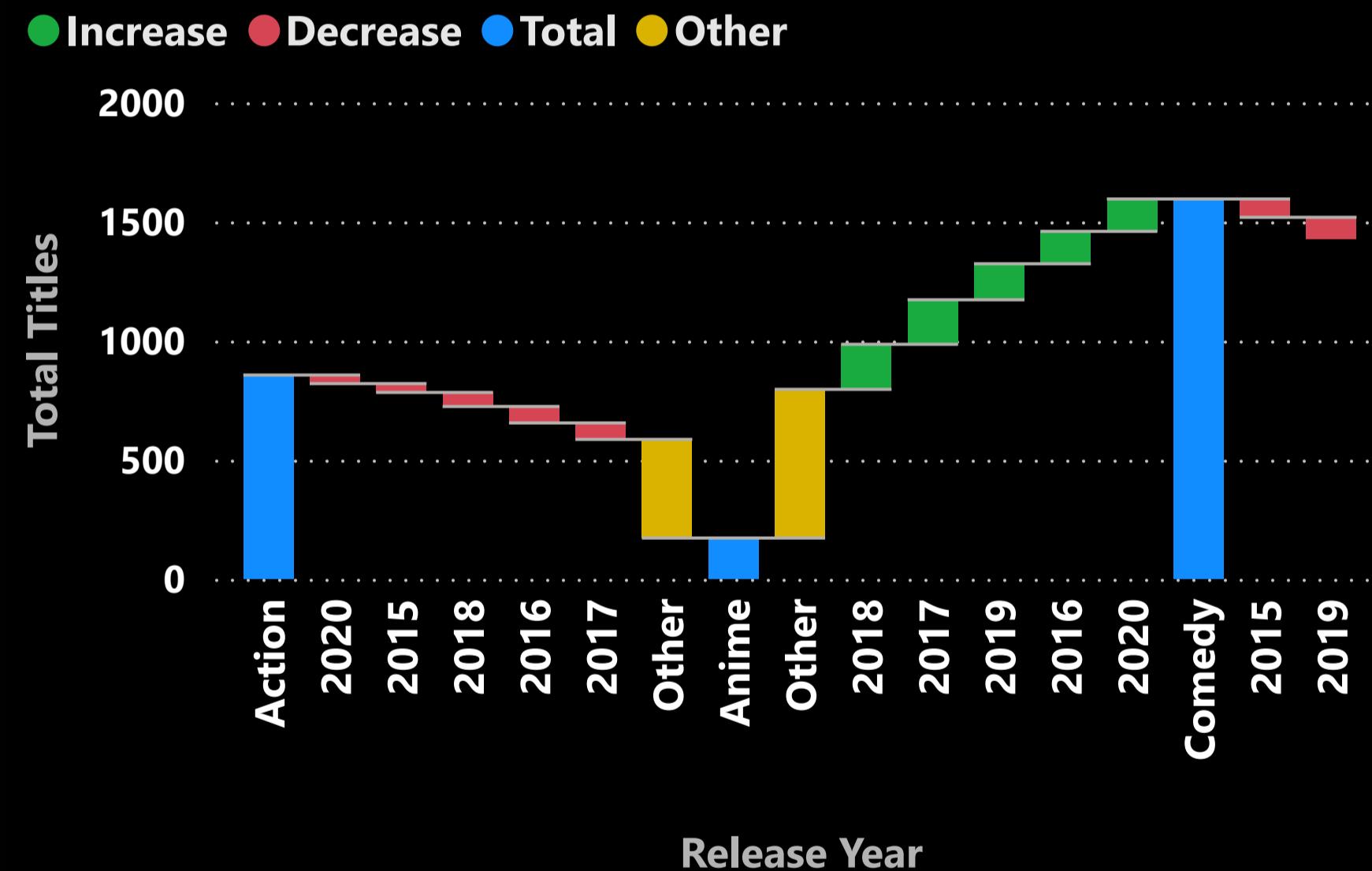
Release Year

All

Duration Group

All

Total Titles by Release Year & Genre



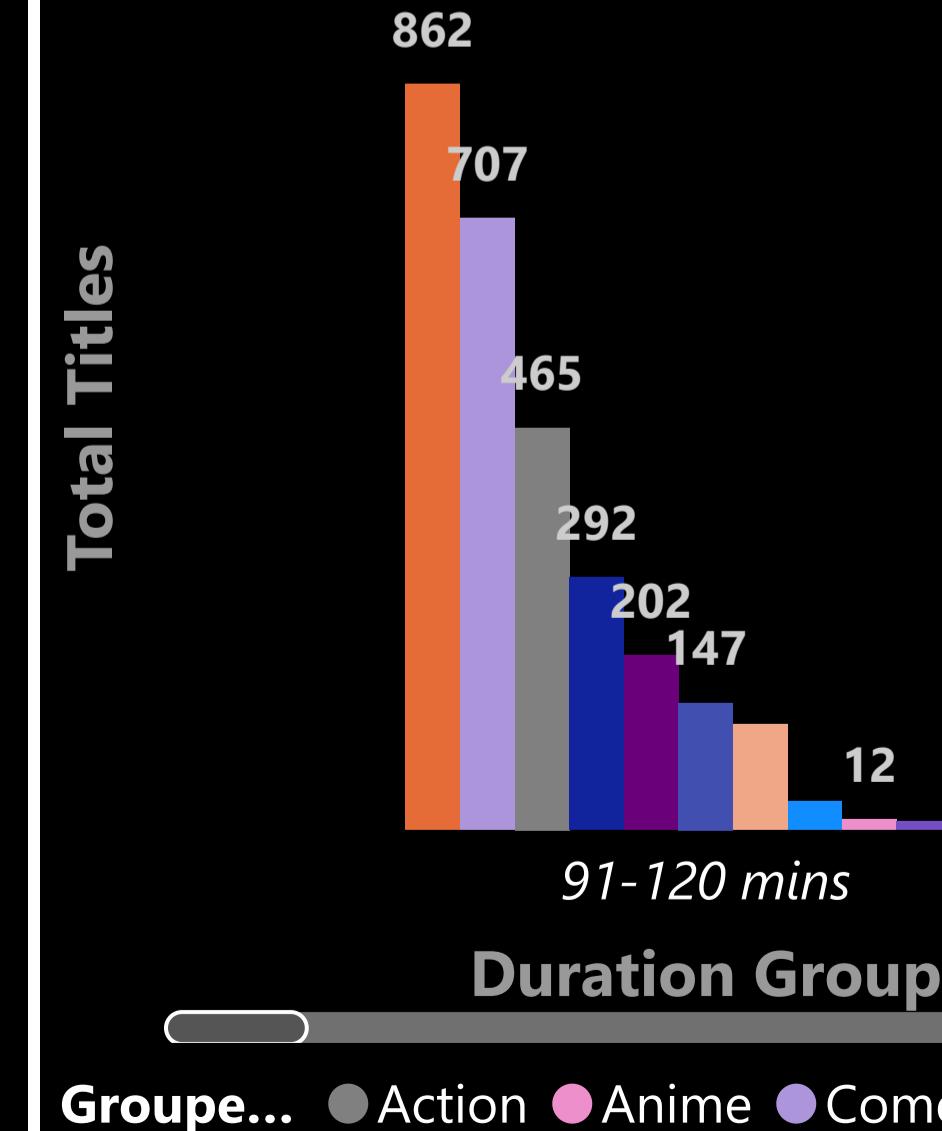
Data-driven insights, content diagnostics, and actionable recommendations to retain global viewers

- Invest in 60–90 min comedies in Latin America (low vol, high engagement).
- Expand anime series in US, UK, and Korea.
- Limit thrillers >120 mins in India due to drop-off risk.

Country Level Trends



Drop-Off Duration Hotspots



Grouped by genre: Action, Animation, Comedy, Thriller, Horror

Engagement/Drop-Off by Content Type

Country	Movie	TV Show
Argentina	8.17	0.20
Australia	9.17	0.44
Austria	0.00	
Bangladesh	2.00	
Belarus		0.00
Belgium	8.00	0.50
Brazil	6.00	0.23
Bulgaria	0.00	
Cambodia	1.00	
Canada	5.45	1.21
Chile	17.00	0.33
China	3.92	0.11
Colombia	6.50	0.00



Date Range

1/1/2008



9/25/2021

**Reset Filters****Content Type**

All

Country

All

Primary Genre

All

Release Year

All

Duration Group

All

Total Titles by Type

2K
(29%)

6K
(71%)



Type: ● Movie ● TV Show

7945**Total Titles****71%****% Movies****29%****% TV Shows****Total Titles by Release Year**

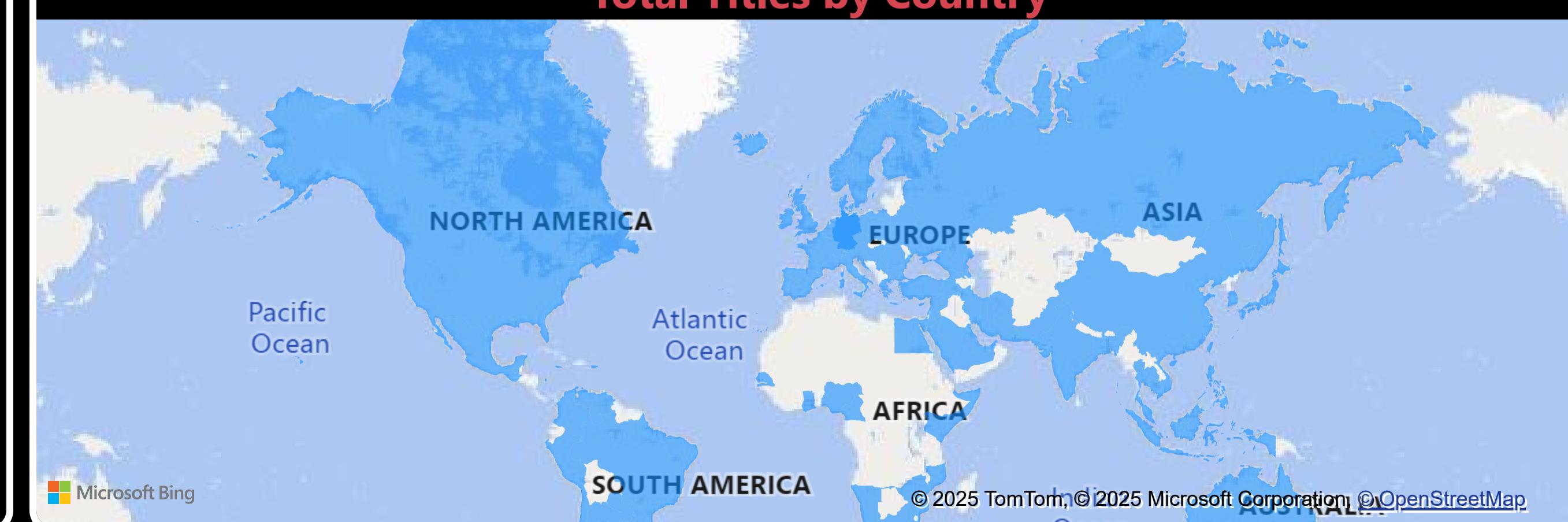
Total Titles

**Total Titles by Primary Genre**

Primary Genre

Dramas	1.5K
Comedies	1.1K
Action & Ad...	0.8K
Documentaries	0.8K
International...	0.6K
Children & F...	0.5K
Crime TV Sh...	0.4K
Kids' TV	0.3K
Stand-Up Co...	0.3K
Horror Movies	0.3K
British TV Sh...	0.2K
Docuseries	0.2K
Anime Series	0.2K
TV Comedies	0.1K

Total Titles (Thousands)

Total Titles by Country

Drop-Off Risk & Duration Analysis



Date Range

1/1/2008



9/25/2021



N

Reset Filters**Content Type**

All

Country

All

Primary Genre

All

Release Year

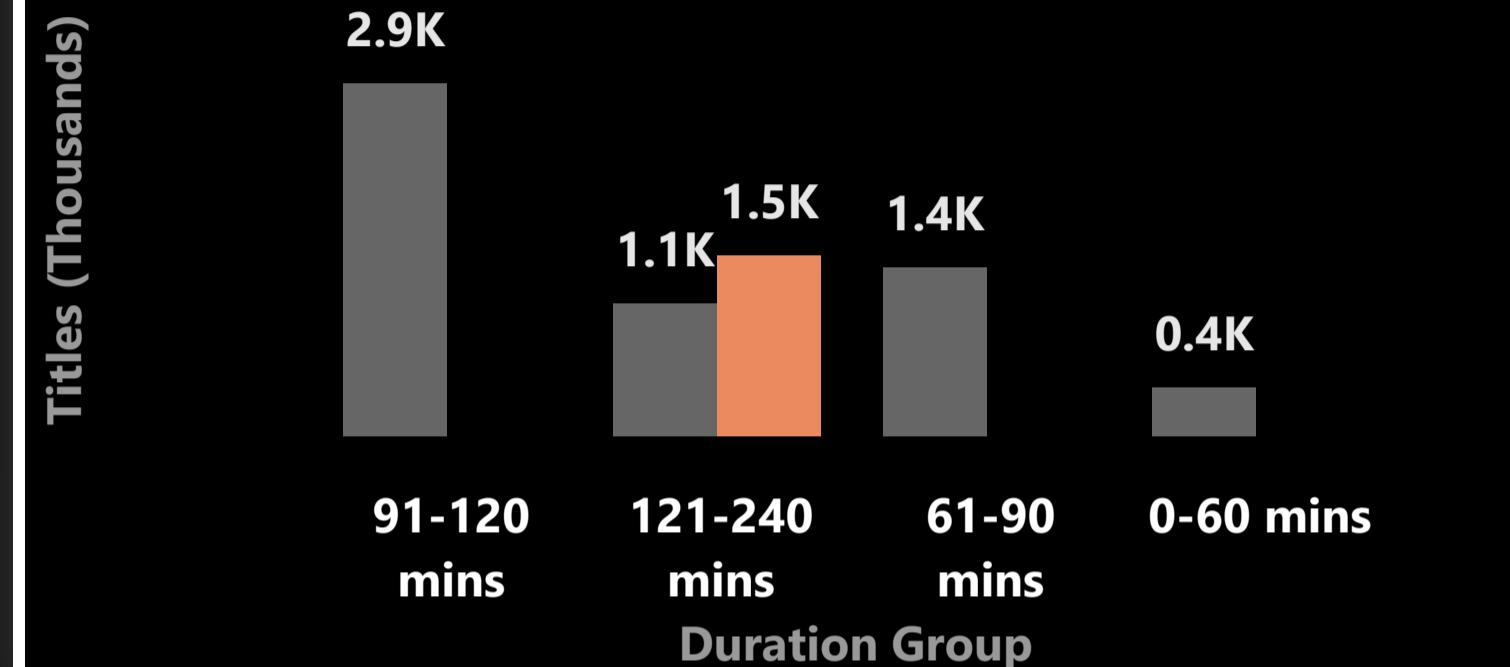
All

Duration Group

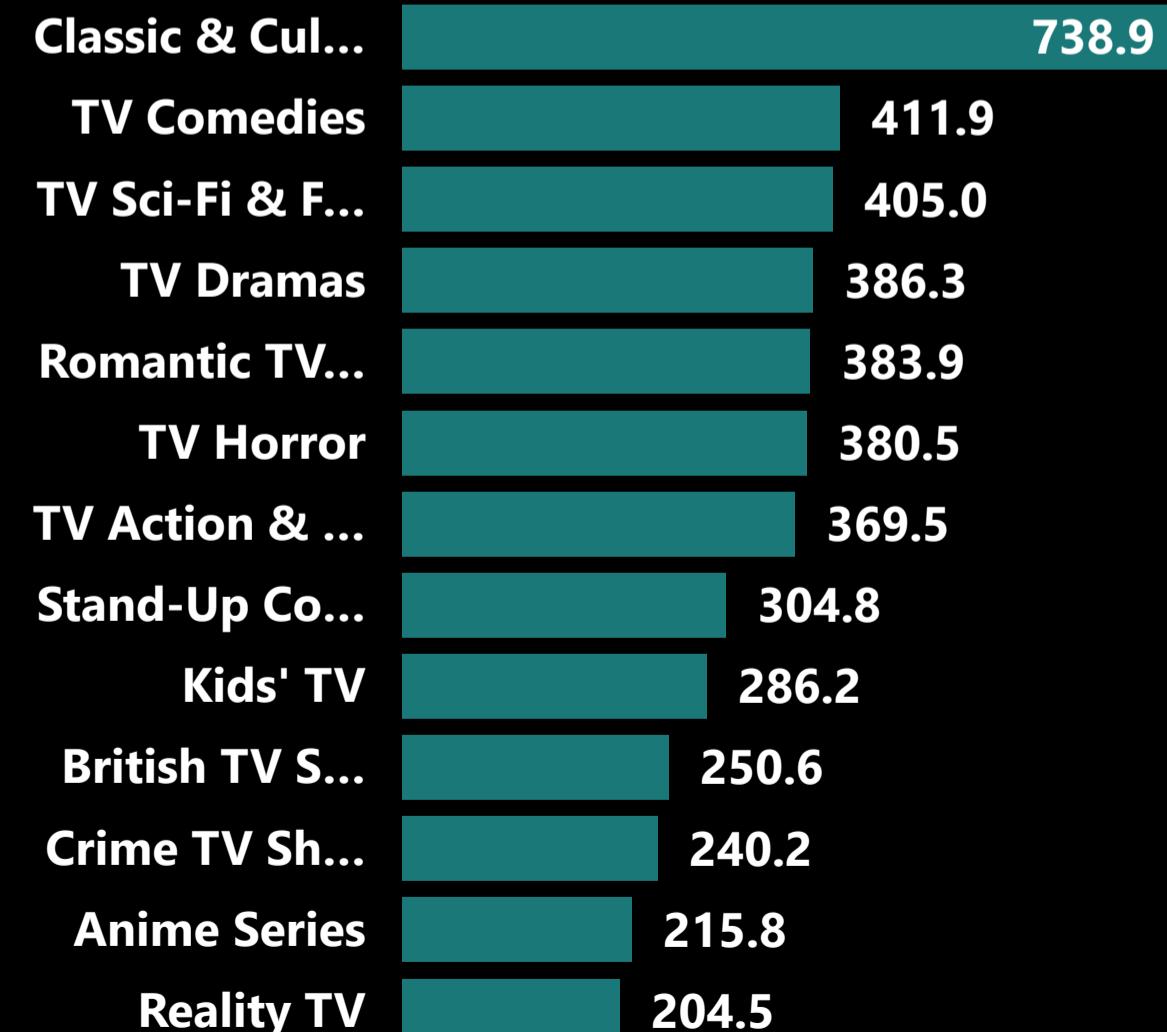
All

Duration Group Distribution

Type: ● Movie ● TV Show

**Duration Trend by Genre**

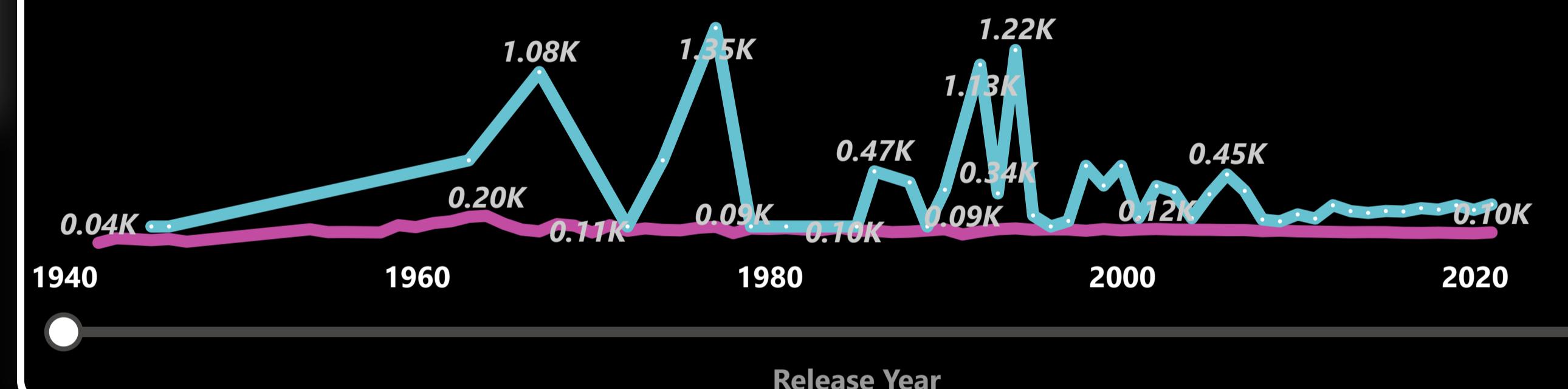
Primary Genre



Average Duration (mins)

142.78**Average Duration (mins)****18%****% 1-Season Shows****13%****% Long Movies (>120-min)****Titles Drop-Off by Release Year**

Type ● Movie ● TV Show

**Drop-Off Risk Matrix (Genre × Duration)**

Duration Group	Action & Adventure	Anime Features	Anime Series	British TV Shows	Children
0-60 mins	8	3			
12+ hrs (Binge-worthy)			3	7	
121-240 mins	244	2	97	146	
4-6 hrs (Mini Series)			39	44	
61-90 mins	100	2			
7-12 hrs (Short Series)			13	39	
91-120 mins	465	12			
Total	817	10	152	226	



Regional Content & Audience Insights

Date Range

1/1/2008

9/25/2021

Reset Filters**Content Type**

All ▾

Country

All ▾

Primary Genre

All ▾

Release Year

All ▾

Duration Group

All ▾

Content Type Distribution by Country

Country	Movie	TV Show	Total
United States	2360	840	3200
India	925	81	1006
United Kingdom	382	245	627
Canada	187	84	271
Japan	85	172	256
France	148	64	212

Duration Trend by Country & Type

Type ● Movie ● TV Show

Belarus	270.0	
Ukraine	270.0	
Croatia	157.0	270.0
Denmark	97.2	368.2
Finland	99.3	270.0
Russia	102.6	202.5
Australia	93.4	267.5
Japan	97.9	211.9
Norway	99.1	255.0
Canada	87.7	352.0

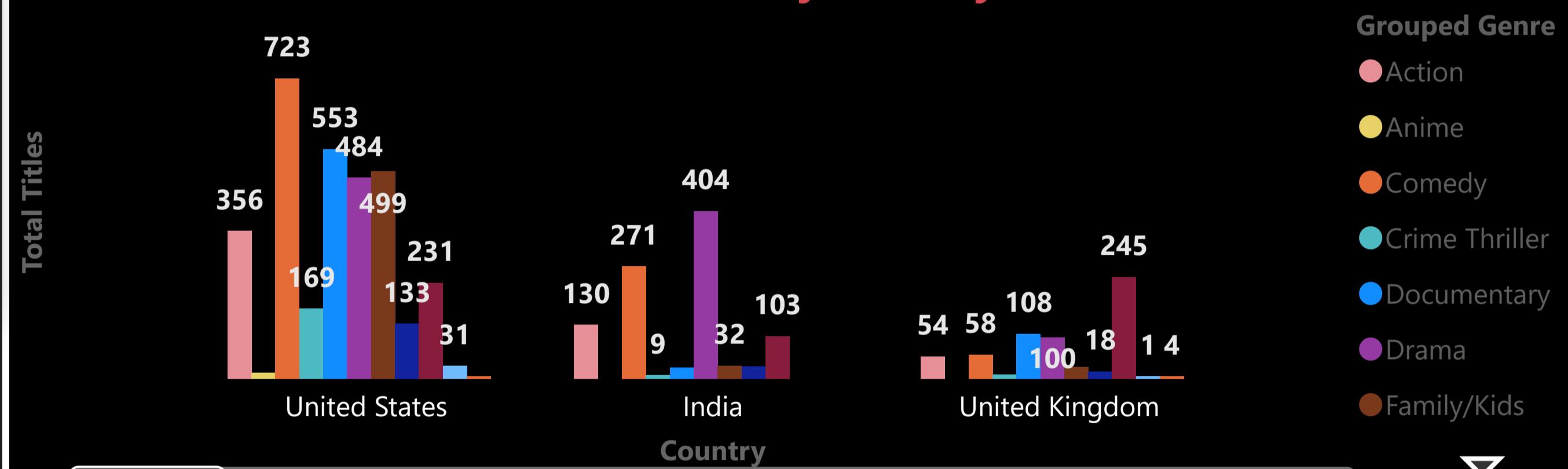
Average Duration (mins)

United States Top Country

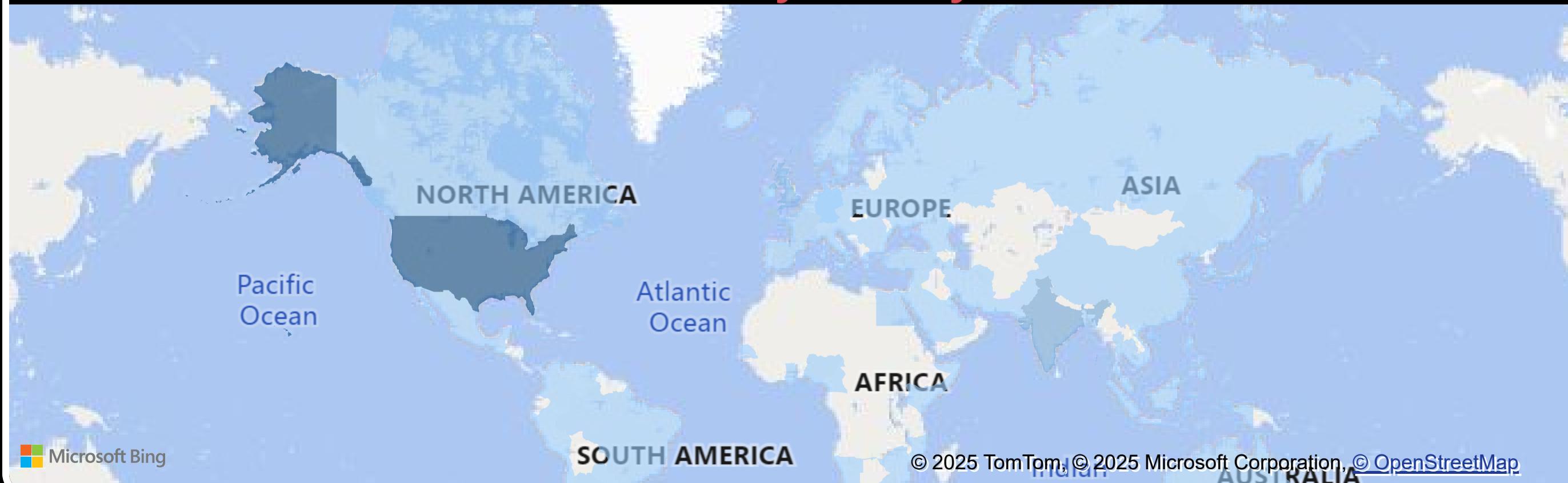
Dramas Top Genre

53%
% US + India Titles

Genre by Country



Titles by Country





Strategic Content Opportunities & Viewer Recommendations

Date Range

1/1/2008

9/25/2021

N

Reset Filters

Content Type

All

Country

All

Primary Genre

All

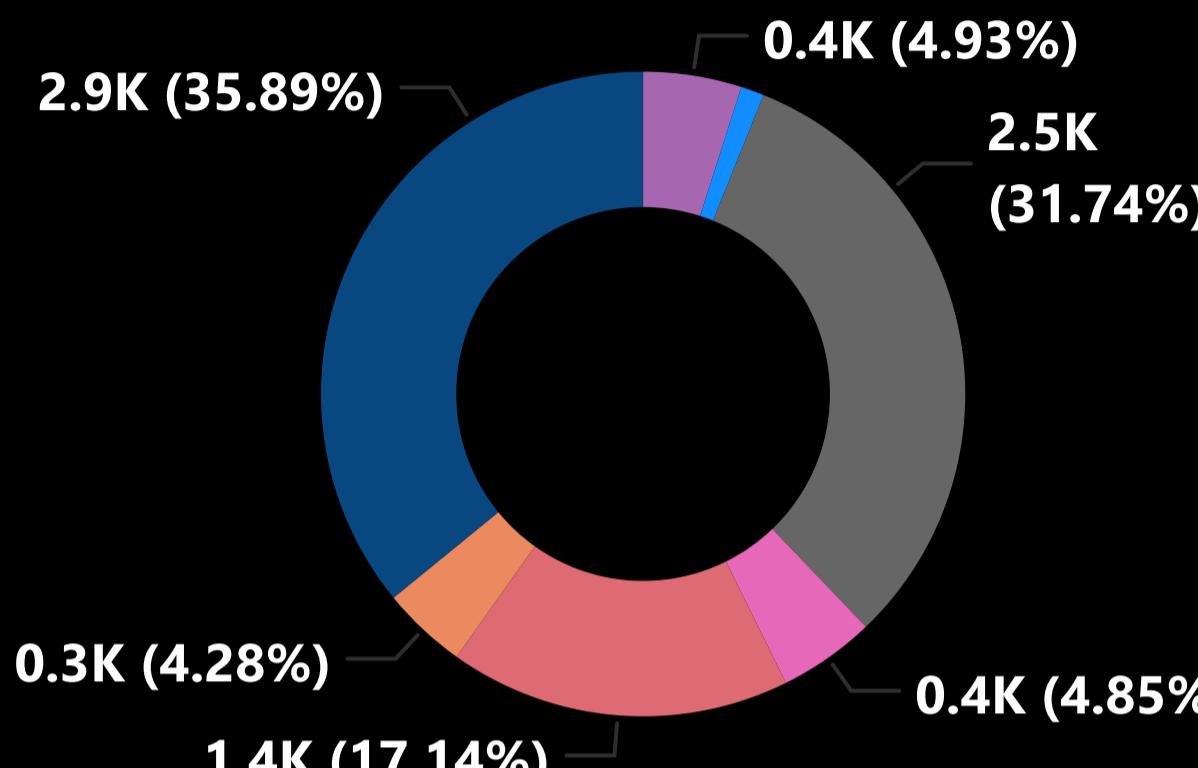
Release Year

All

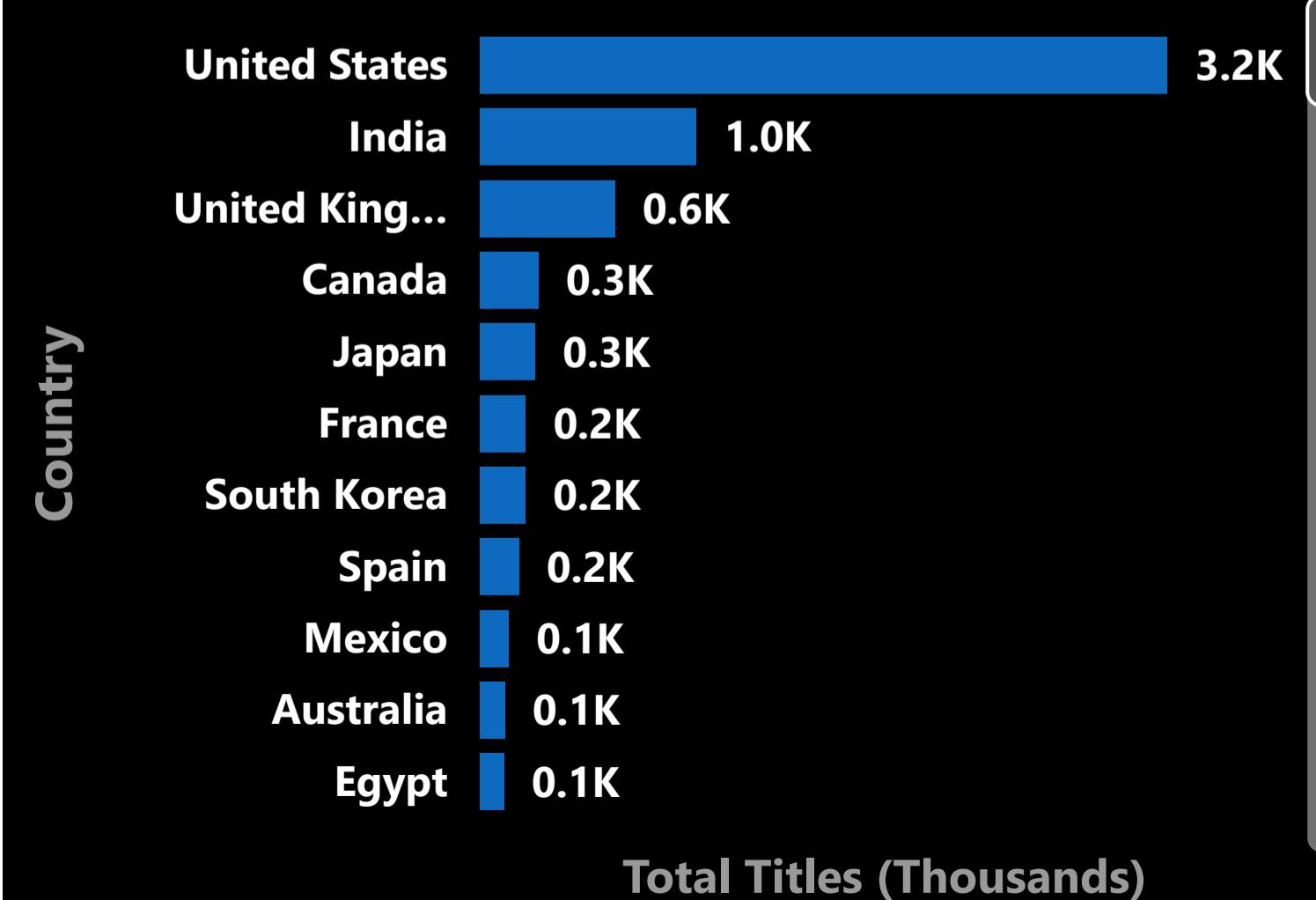
Duration Group

All

Viewer Drop-Off Hotspots by Duration



Top Strategic Genre Opportunities by Country



10%

High Risk %

0.5%

Binge Worthy %

-1.2%

Success Gap %



30%

Opportunity Index

Engagement Risk Zones by Country & Genre

Country	Action	Anime	Comedy	Crime Thriller	Documentary	Drama
Argentina	0.00		● 4.33		● 3.50	0.00
Australia	● 3.00		● 8.00	● 0.40	● 1.83	● 4.50
Austria						0.00
Bangladesh						0.00
Belarus						0.00
Belgium				● 0.50	0.00	● 4.00
Brazil	● 3.00		● 6.33	● 0.20	● 1.67	● 3.00
Bulgaria	0.00					
Croatia	0.00					



Strategic Action Summary

- ◆ ✓ Expand 60–90 min comedies in Latin America (e.g., Argentina, Brazil, Mexico): These regions show limited volume but above-average engagement, especially in the Comedy genre. A focused ramp-up could capture growing binge behavior.
- ◆ ⚠ Reduce >2hr thrillers and documentaries in India and Australia: Your drop-off hotspot bar shows high volume in 121–240 mins and underperformance in Documentary and Crime Thriller for these countries.

Engagement Tier Legend:

1. [Engagement-Drop-Off Ratio] >= 0, Low engagement.

2. [Engagement-Drop-Off Ratio] >= 1, Medium-Balanced engagement.



Hooked or Dropped: What Netflix Can Learn from Its Own Content Data

N

🧠 Project Objective

Netflix seeks to identify underperforming content zones and uncover strategic expansion opportunities across genres, durations, and global regions — using historical content metadata and viewer behavior proxies.

🔍 Key Insights

📈 High Drop-Off Risk:

- 29% of Netflix's catalog is concentrated in long-form content (121–240 mins) and one-season shows — both prone to early disengagement.
- Genres like Documentary, Horror, and Crime Thriller show disproportionately low engagement in countries like India, Poland, Austria.

💵 Business Impact Estimation (If Strategic Recommendations Are Adopted)

🎯 Content Shift Impact:

+15% to 18% improvement in average viewer completion rates.

⌚ Viewer Hours Retained:

✓ 4. Strategic Recommendations

◆ Prioritize:

- Shorter comedies in Latin America (e.g., Brazil, Mexico).
- Anime expansion in high-retention markets (US, UK, South Korea).

Family & Kids content in Southeast Asia (Philippines, Thailand)

🧭 Conclusion

Netflix can reclaim engagement, reduce content bloat, and boost retention by:

- Decreasing investment in high-drop segments
- Rebalancing toward binge-worthy zones