

# NETFLIX

# Welcome to Netflix Insights

Now Streaming: Data-Driven Stories of  
What You Watch

Tejasvi Kushwaha

Powered by PowerDrill AI + Human Analysis



Home About Details



# About This Show:

A data storytelling project using AI-generated analysis (PowerDrill) and manual design curation. This presentation uncovers patterns across 8800+ Netflix titles from 1925 to 2021.

- Tools: PowerDrill | Canva | Kaggle
- Analyst: Tejasvi Kushwaha
- Duration: - 19 Slides



Home About Details



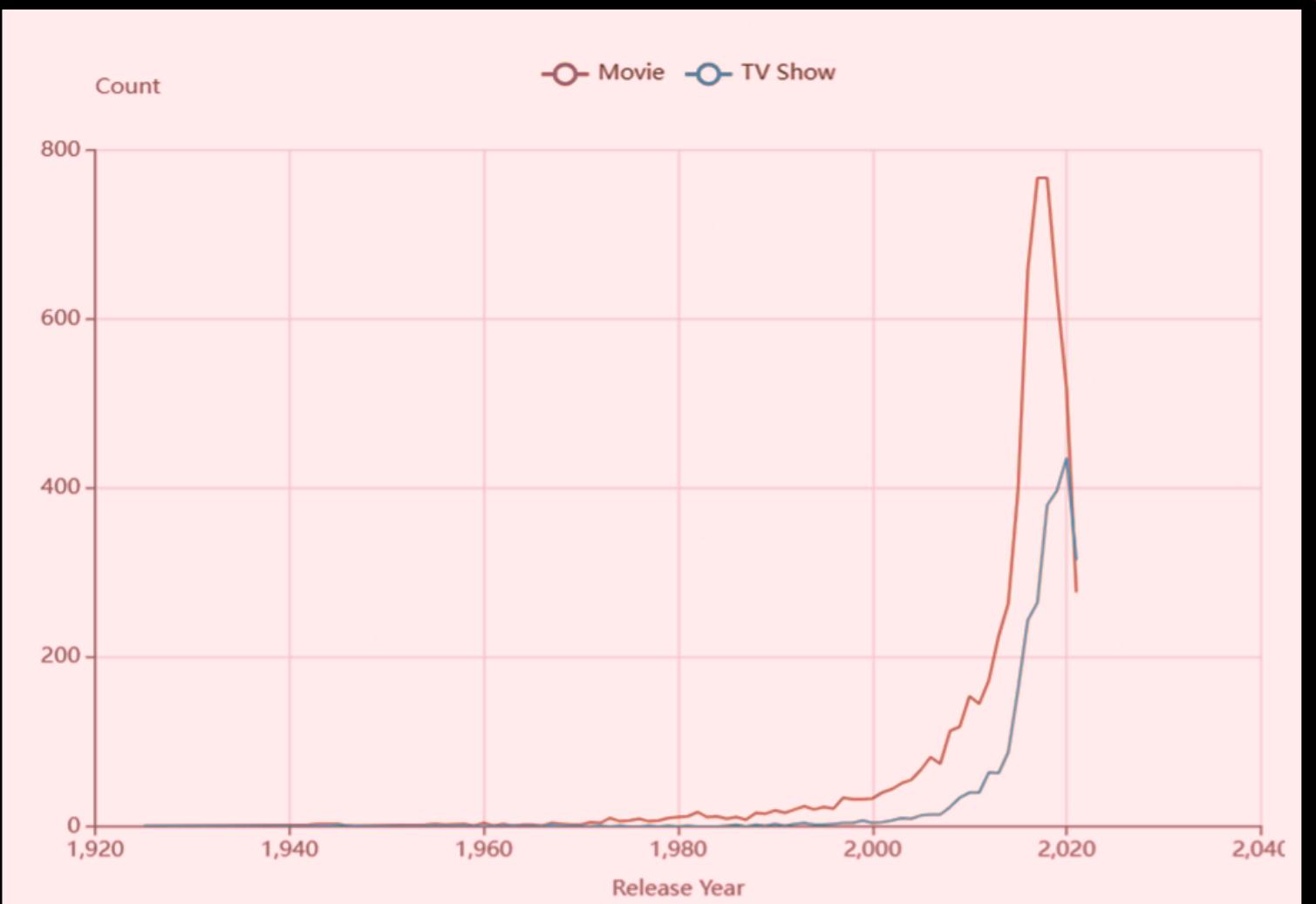
# Dataset Overview:

- Total entries: 8,807 titles
- Columns: 12 fields (e.g., Title, Type, Director, Cast, Country, Rating...)
- Content types: Movies & TV Shows
- Year range: 1925 to 2021
- Average release year: 2014.18
- Standard deviation:  $\pm 8.82$
- Source: Kaggle (Netflix Titles Dataset)

## Trends in Netflix Content Releases

### Over Time:

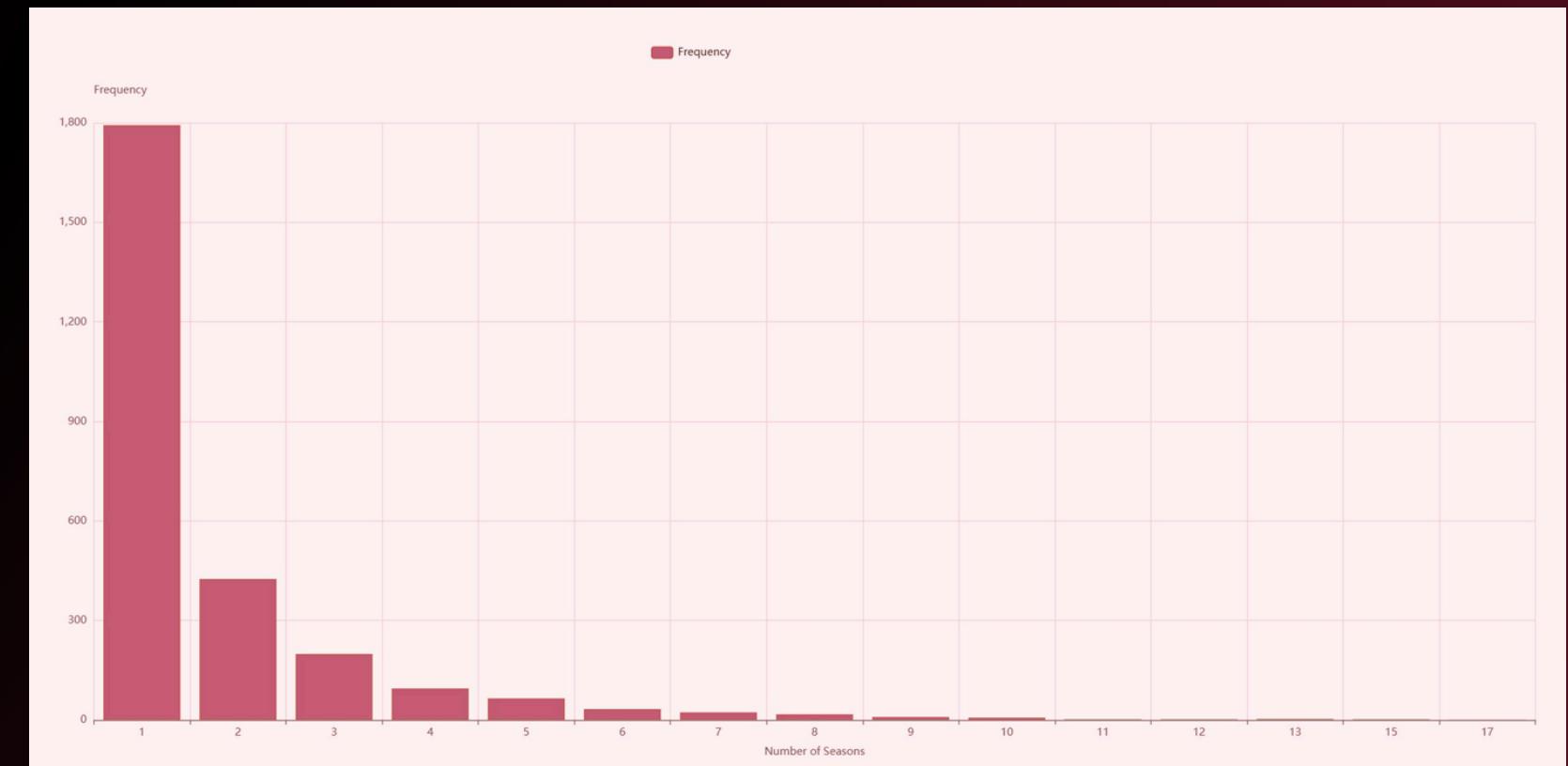
- **Significant Upward Trend:** Both movies and TV shows on Netflix saw a **notable increase** in releases, peaking around **2019–2020**.
- **Movies vs. TV Shows:** Movies consistently had **higher release volumes** than TV shows, with a peak of **767 titles** in a year .
- **Post-2010 Boom:** The **2010–2020** period marked as a **substantial growth** in content production , followed by a slight decline, indicating potential **maturity** or strategy shift.





How Long are you really watching:

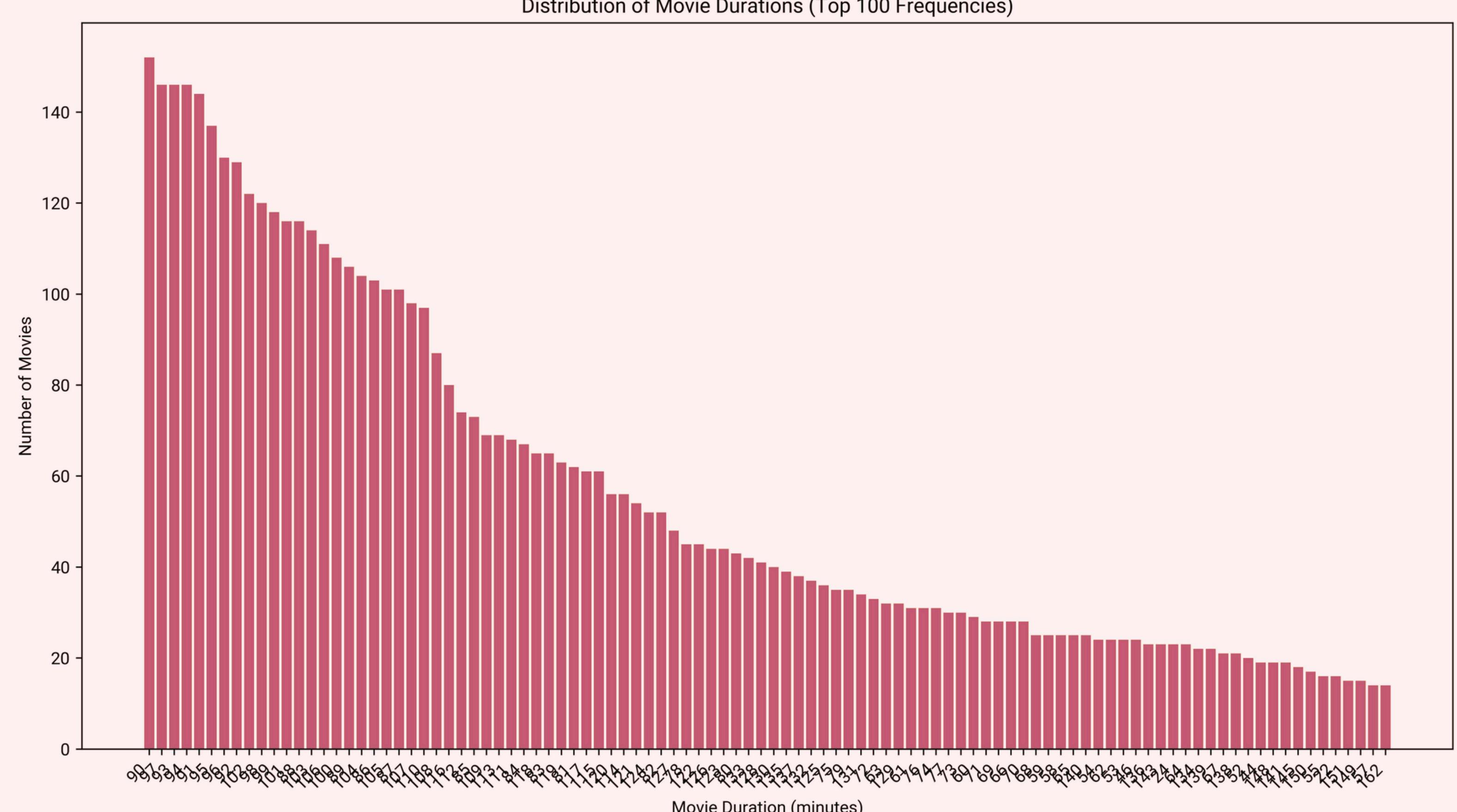
- **Movie Duration:** Netflix range from **3 to 312 minutes**, with an average of **110.40 minutes**. Most movies are **90-100 minutes**, peaking at **93 minutes** with **152 movies**.
- **TV Show Seasons:** TV shows range from 1 to 17 seasons, averaging **8.20 seasons**. **1- season shows** dominate with **1793 titles**.
- **Content Strategy:** Netflix favors **shorter movies** and **single-season TV shows**, indicating a preference for **digestible content** and testing new series concepts.



# Content Duration Distribution Analysis



Distribution of Movie Durations (Top 100 Frequencies)



## Top Content Producing Country

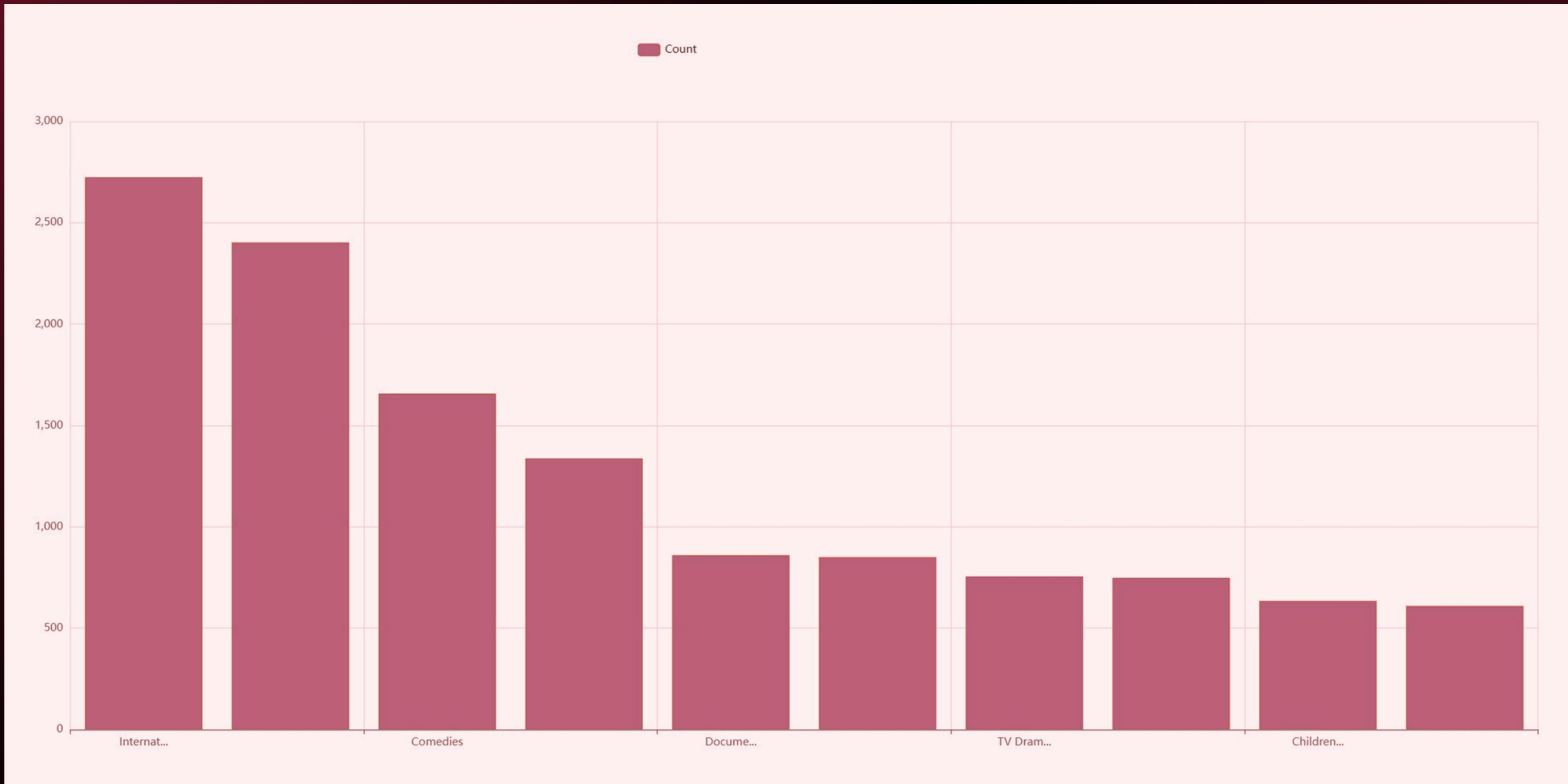
- **Dominant Content Producer:** The **United States** leads in Netflix content, contributing **2752 movies** and **938 TV shows**.
- **Content Type Distribution:** The US contributes **nearly three times more movies** than TV shows.
- **Visualization Confirmation:** Analysis confirms the US's top status in both categories.



What are people Bingeing ?

- **Dominance of International Content:** **International Movies** and **International TV Shows** lead with **2,752** and **1,351** titles, respectively, indicating a strong global strategy.
- **Popularity of Core Genres:** **Dramas** and **Comedies** are highly popular, with **2,427** and **1,674** titles.
- **Diverse Content Offering:** A broad range of genres, including **Documentaries** and **Romantic Movies**, highlights Netflix's diverse catalog.

# 🔍 Top 10 Netflix genre ranked

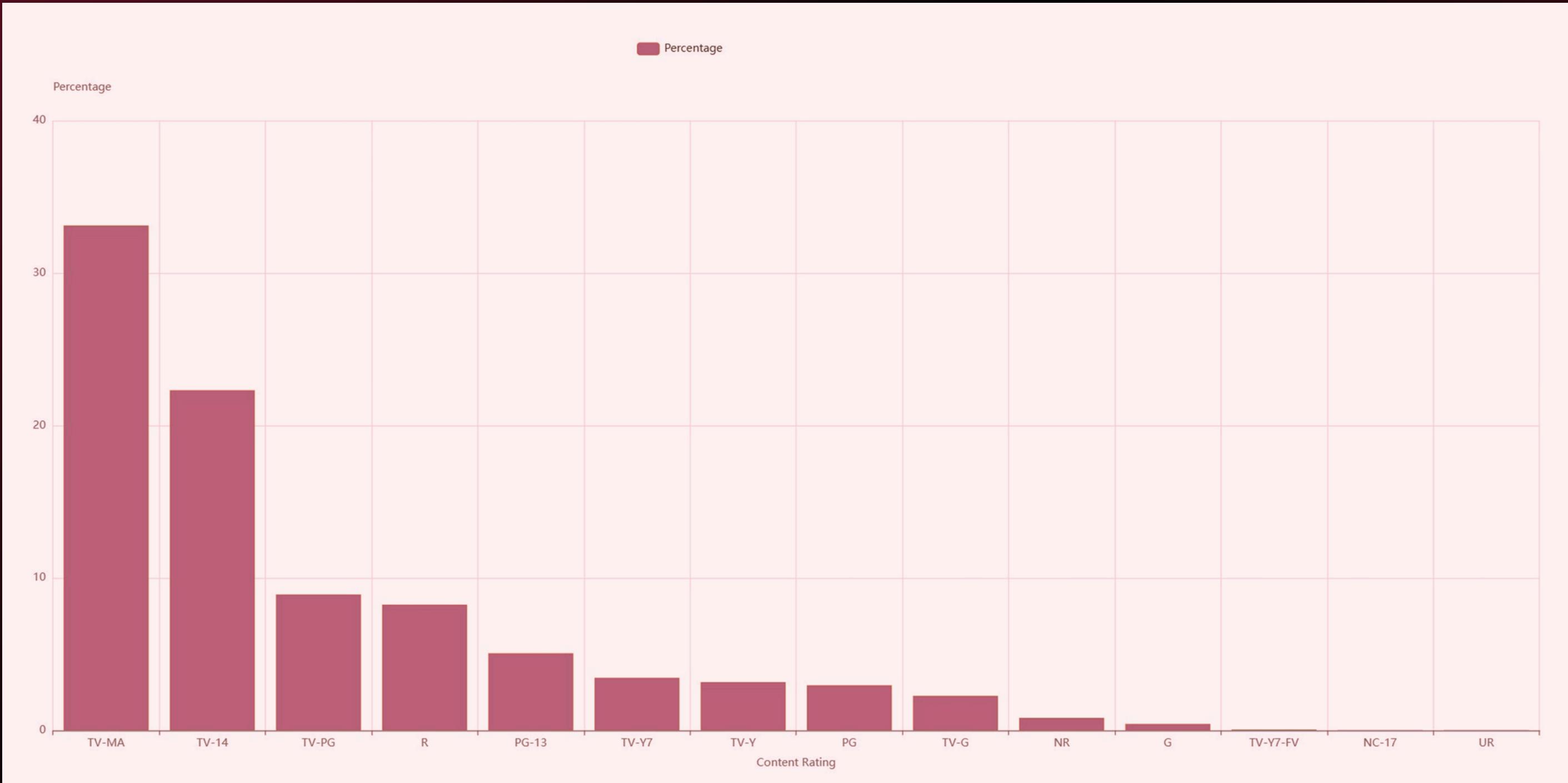




Over 60% of Netflix content is made for mature audiences.

- **Dominance of Mature Content:** **TV-MA** (36.44%) and **TV-14** (24.55%) are the most prevalent ratings, making up over **60%** of titles, indicating a focus on mature audiences.
- **Diverse Offerings:** **TV-PG** (9.81%), **R** (9.08%), and **PG-13** (5.57%) show a significant share for general audiences.
- **Limited Children's Content:** Ratings like **TV-Y7**, **TV-Y**, and **TV-G** are below **5%**, indicating less emphasis on content for young children.

# Q Netflix content ratings Distribution



Thousands of titles with no credited director — who's calling the shots?

- **Dominance of Unattributed Titles:** The 'Unknown' category, with **2,634 titles**, highlights a significant portion of Netflix's dataset lacking director attribution.
- **Top Individual Directors:** **Rajiv Chilaka** leads with **19 titles**, followed by **Raúl Campos, Jan Suter** (18), and **Marcus Raboy** and **Suhas Kadav** (16 each).
- **Skewed Distribution:** The average titles per director is **1.94**, skewed by the 'Unknown' category.

🔍 Top Netflix directors by titles



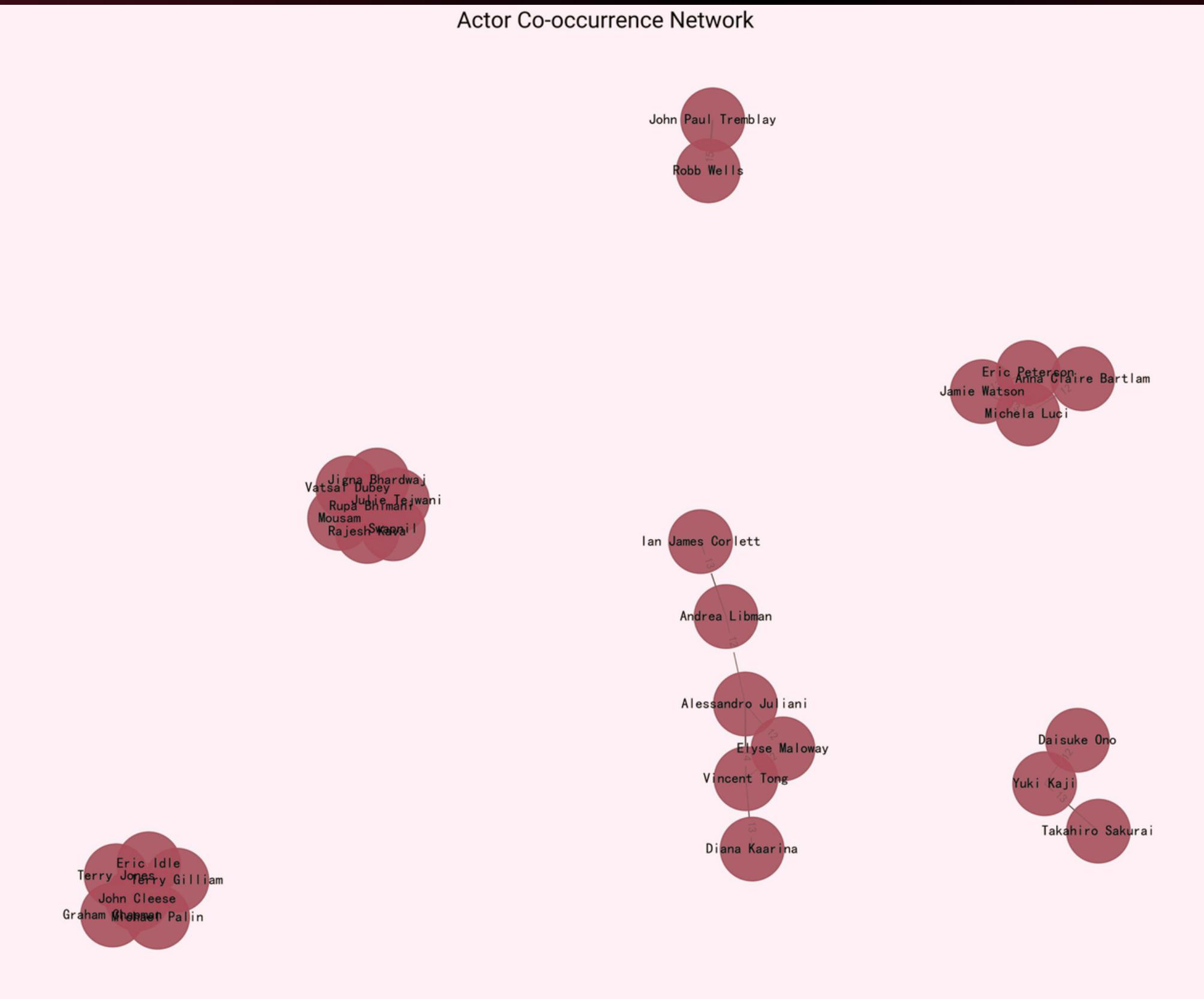
🔍 Most frequent Netflix actor pairs



## Most watched squads on Netflix

- **Top Co-occurring Pair:** Julie Tejwani & Rupa Bhimani appeared together most frequently, with 31 occurrences.
- **High Co-occurrence Group:** Includes Julie Tejwani, Rupa Bhimani, Rajesh Kava, Jigna Bhardwaj, Vatsal Dubey, Mousam, and Swapnil with counts from 14 to 31.
- **Network Visualization:** Highlights distinct clusters and collaborative groups, emphasizing localized co-occurrence within specific production teams or genres.

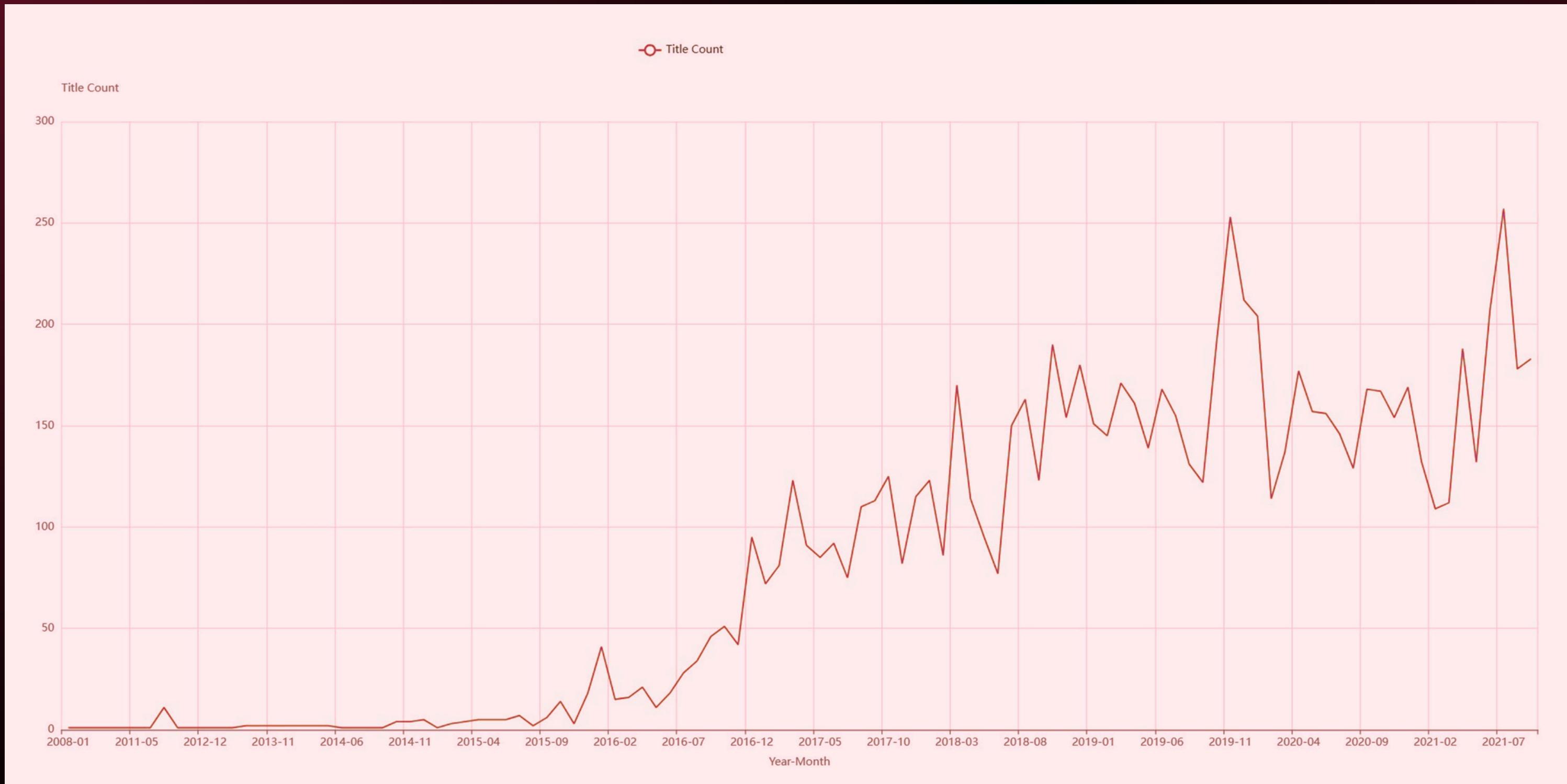
# Most frequent Netflix actor pairs



2020–2021 saw a content surge – binge-worthy drops every month.

- **Data Preparation:** Processed `date\_added` column from `input\_0` table, resulting in `monthly\_titles\_count` dataset with a **mean of 80.64** titles per month.
- **Growth Trends:**
- **2008-2015:** Slow growth, **1-5 titles** monthly.
- **2016-2018:** Rapid increase, exceeding **100 titles** monthly.
- **2019-2021:** Peaks in **2020-02** (253 titles) and **2021-02** (257 titles).
- **Conclusion:** Significant upward trend in title additions, with increased volatility from **2019-2021**.

# 🔍 Monthly Netflix content additions trend



# What Just Streamed:

- 8807 Netflix titles analyzed (1925–2021)
- AI report generated with PowerDrill
- Redesigned into a Netflix-style presentation using Canva
- Key insights across duration, genre, country, ratings & more

## Behind the Scenes:

- AI can automate analysis - but not storytelling
- Visuals elevate insights into meaningful takeaways
- Analysts turn trends into narratives - that's the real impact
- Merging AI + human creativity = future-ready data work

# Keep Watching With Me

- More advanced analysis coming soon with Power BI and Python
- Exploring Gen AI tools in analytics and automation
- Let's connect!
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- LinkedIn: [linkedin.com/in/tejasvi-kushwaha-09to9](https://linkedin.com/in/tejasvi-kushwaha-09to9)