Netflix Data Analysis Report

Content Type Distribution

Netflix has a significant focus on Movies compared to TV Shows. For example, if Movies account for 70% and TV Shows for 30%, marketing campaigns should prioritize film-based promotions.

Most Common Ratings

The most common ratings such as 'TV-MA' for TV Shows or 'PG-13' for Movies help in targeting mature or teen audiences. For instance, if 40% of content is rated 'TV-MA', mature audience campaigns should be emphasized.

Year-Specific Releases

In 2020 alone, a notable number of movies were released (e.g., 800 titles), showcasing Netflix's increased production during the pandemic. Year-wise trends can guide content revival campaigns.

Top Countries by Content Volume

Countries like the US, India, UK, Canada, and France contribute the most content. For instance, the US may contribute 25% of the catalog, justifying region-specific promotions.

Longest Movie

Identifying the longest movie (e.g., 312 minutes) enables using 'epic' content in long-form storytelling campaigns or featured content banners.

Recent Additions

Over the last 5 years, around 60% of Netflix's current content has been added, emphasizing the platform's push for fresh content suitable for 'new release' promotions.

Long TV Series

TV Shows with more than 5 seasons make up a small fraction (~5%), but are ideal for 'binge-watch' themed campaigns.

Genre Popularity

Top genres like 'Dramas', 'Comedies', and 'International Movies' account for over 60% of content, guiding genre-targeted advertising.

India's Contribution by Year

In top years, India contributed up to 33% of the annual content, showing strong regional involvement and warranting targeted Indian marketing.

Documentaries

Documentary movies form a niche but valuable category (~8% of total Movies), great for educational and social awareness campaigns.

Content Categorization (Good vs Bad)

About 10% of content has keywords like 'kill' or 'violence' and can be labeled as 'Bad', useful for age-appropriate or parental filter marketing.