

NETFLIX

“Netflix is the world’s leading entertainment streaming service, known for its global reach, diverse content library, and award-winning original productions.”

1997

Founded in
California, USA

260M+

Subscribers
worldwide in over
190 countries

1,500+

Netflix Originals
released globally

KPIs

- Movies-to-TV Shows ratio change
- Top 5 genres by titles
- Content by age rating & duration
- Top producing countries

Data Cleaning & Database Creation

Data Cleaning Steps

Loaded Netflix dataset

Cleaned column
names & values

Removed duplicates
and handled nulls

Split into normalized
tables

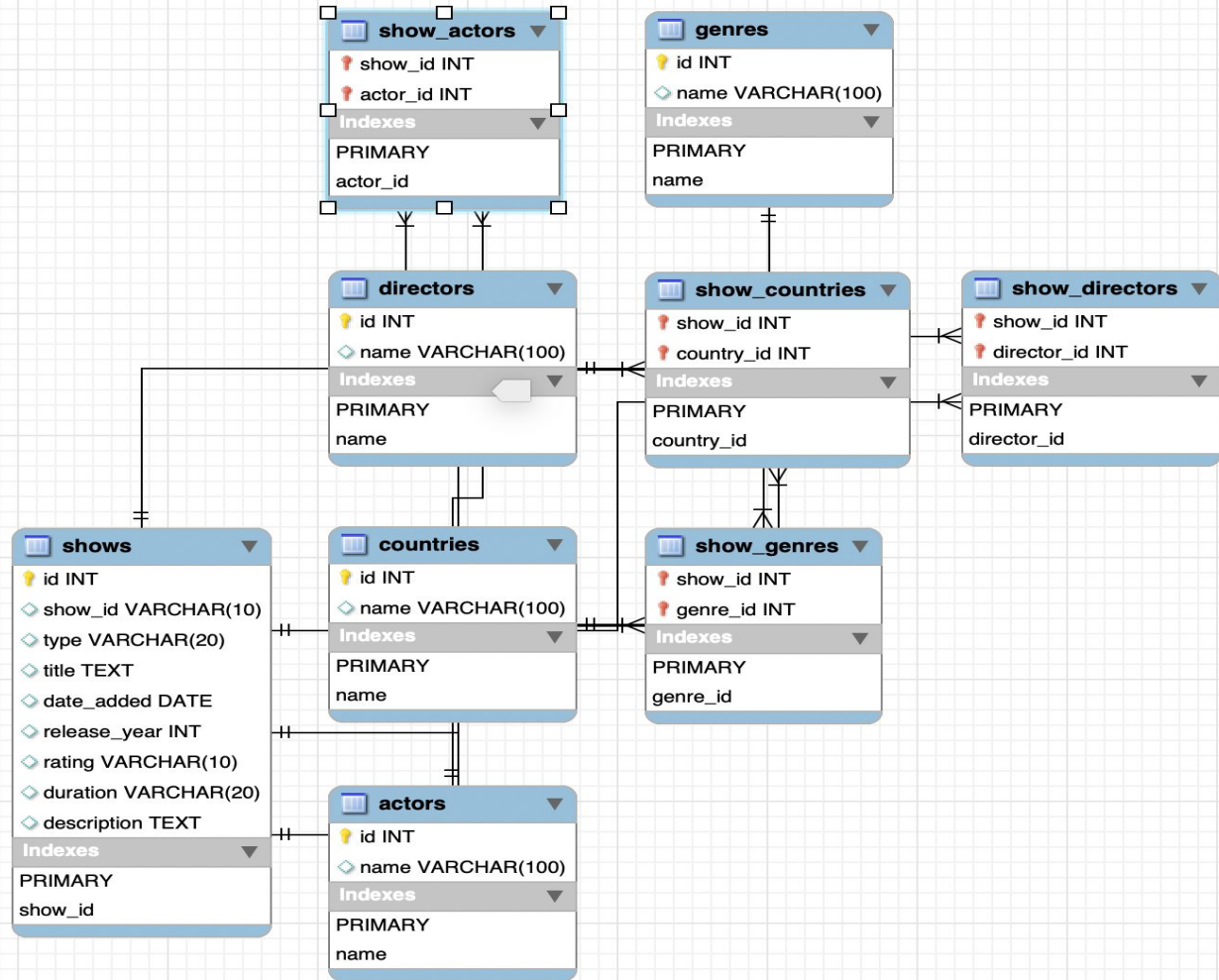
Database Creation & Analysis

Created EER diagram

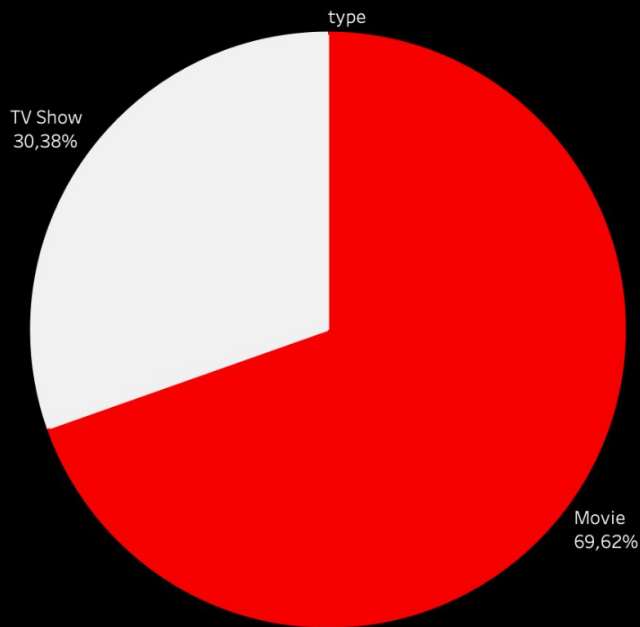
Built MySQL database

Imported cleaned data

Ran SQL queries & built
Tableau dashboards



Movies vs TV Shows: Netflix's Content Split

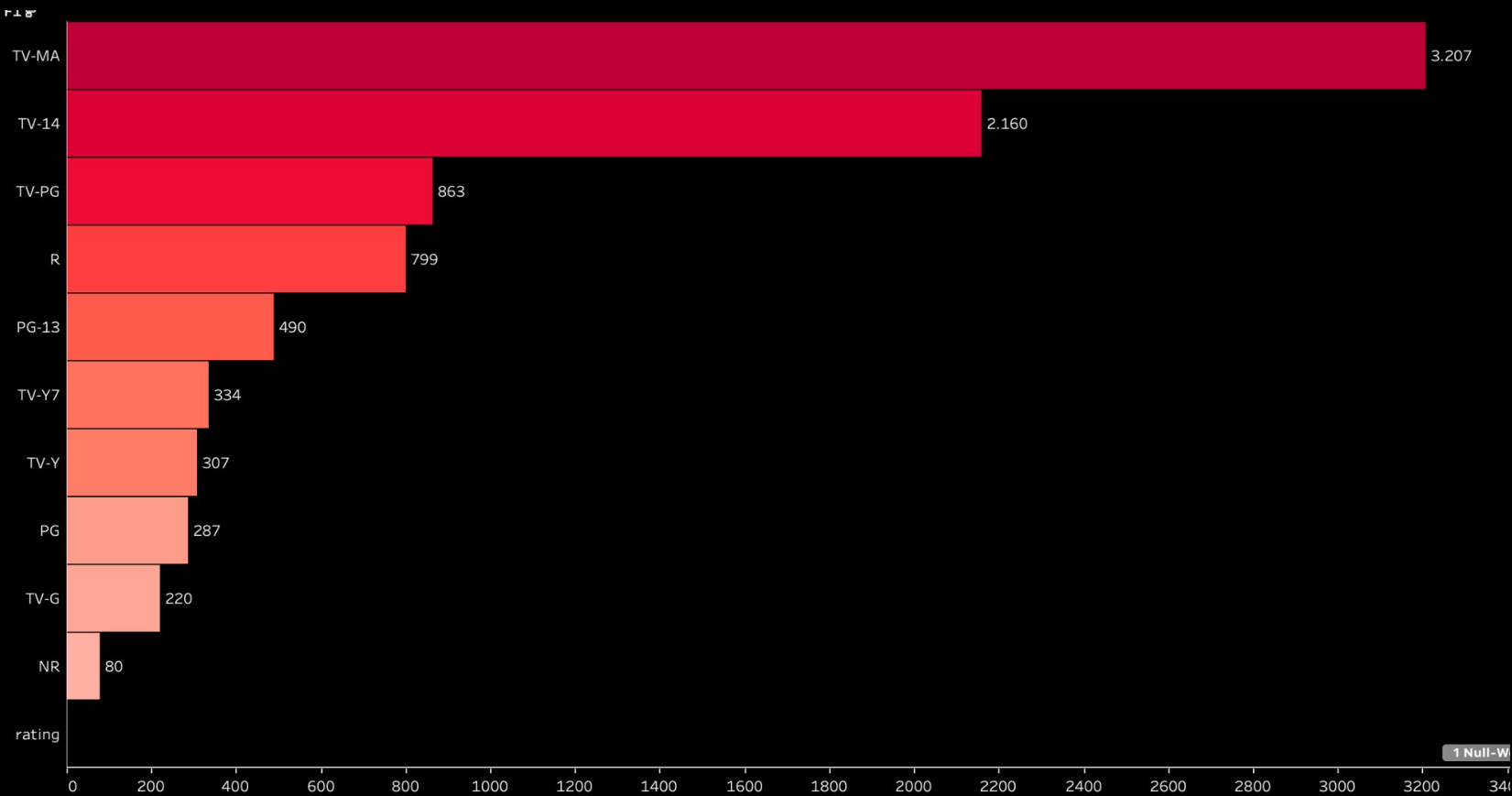


Movies 69.62%

TV Shows 30.38%

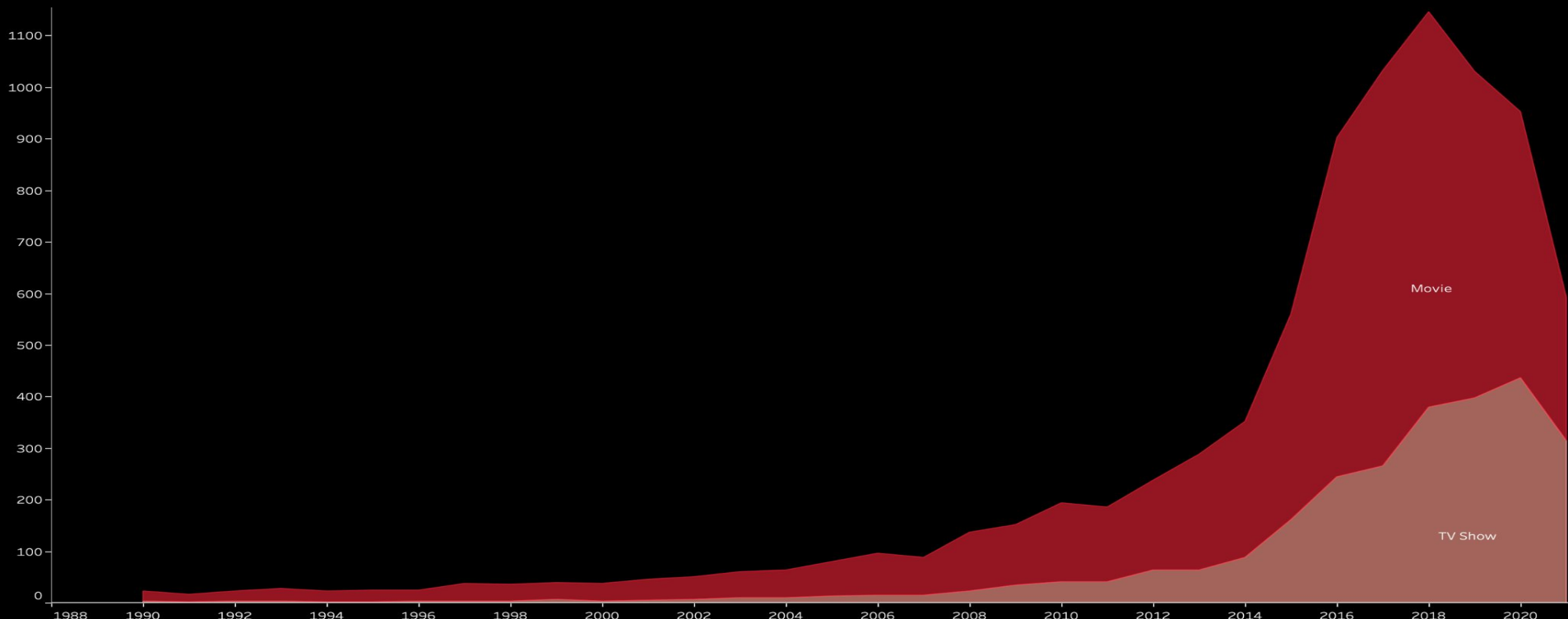
Movies dominate Netflix's catalog, making up over **two-thirds** of all titles.
of all titles.

Netflix Content by Age Rating



Content Growth Over Time

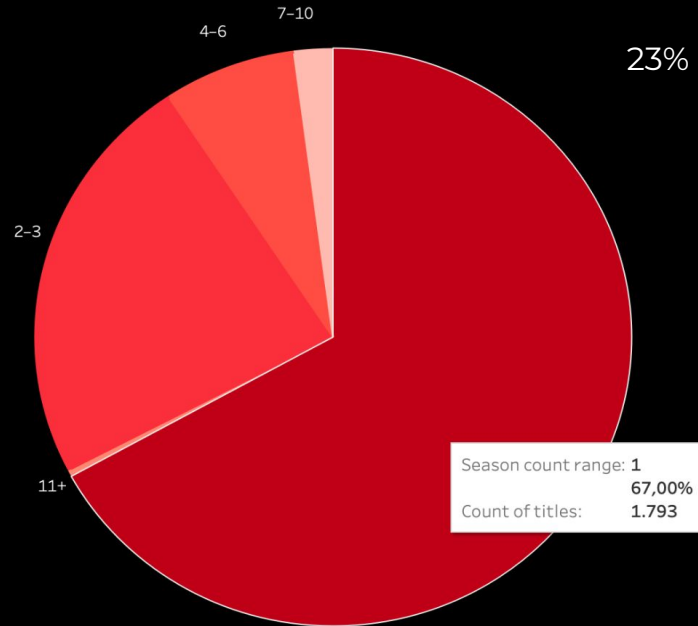
2015–2020: Netflix's fastest expansion era



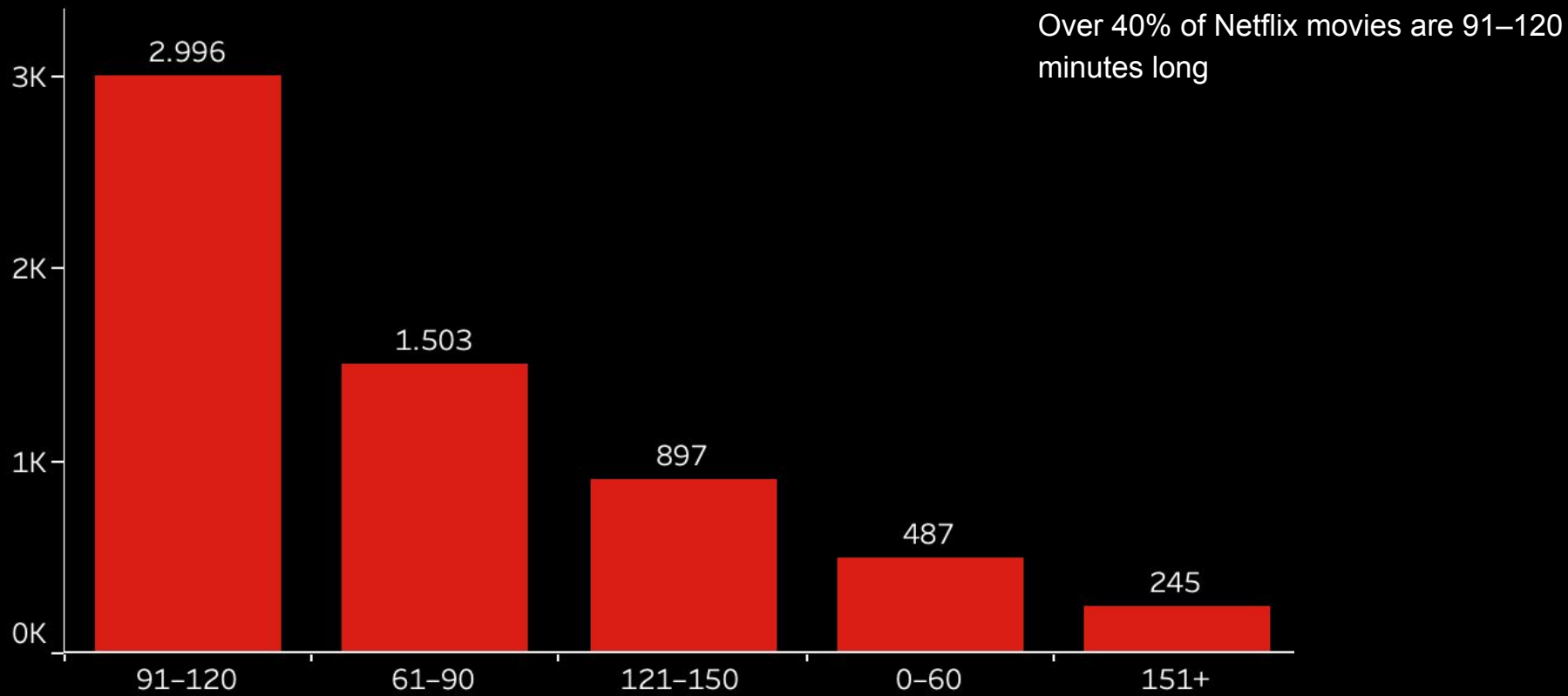
Distribution of TV Shows by Number of Seasons

67% of Netflix TV shows have only 1 season

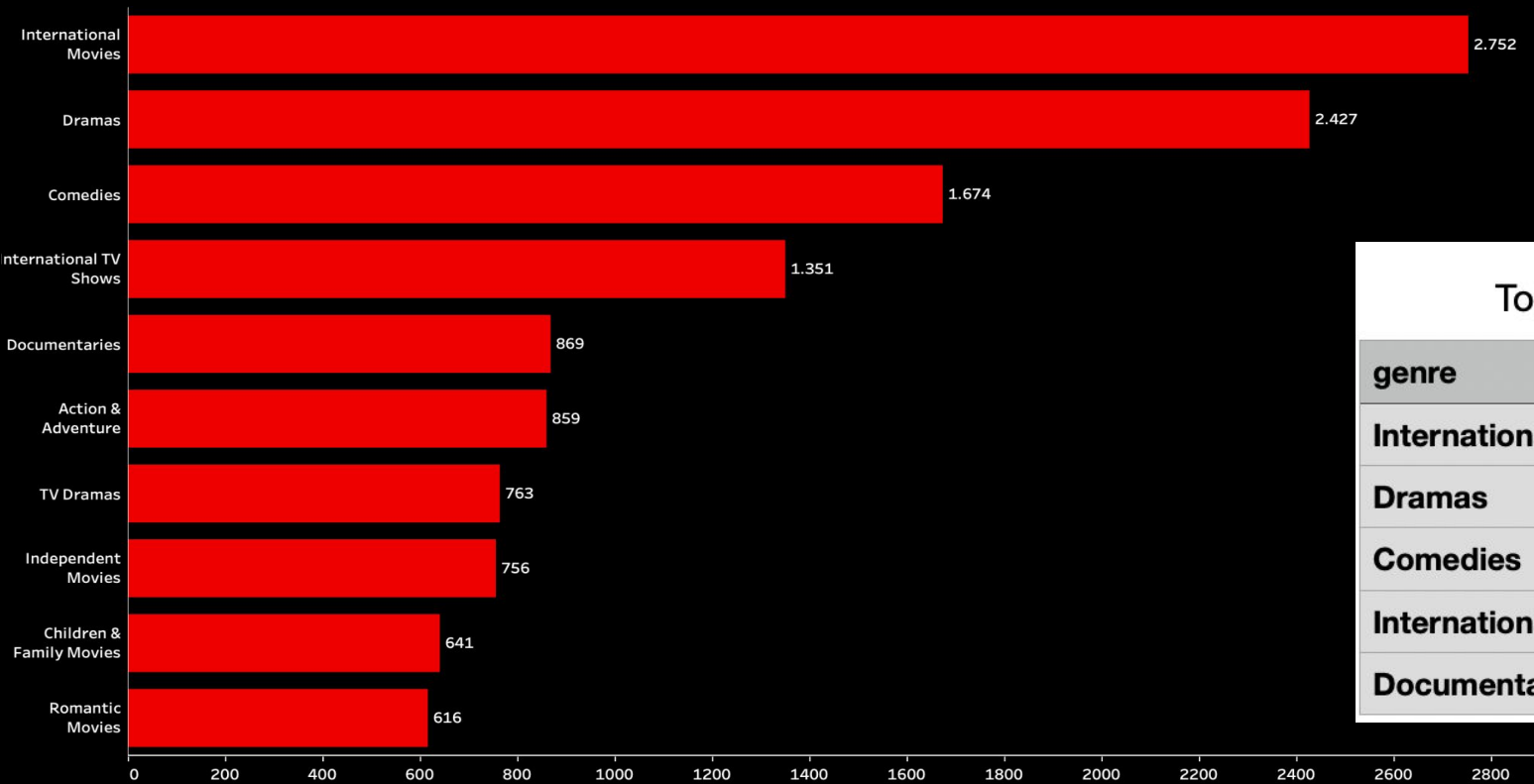
23% TV show have 2-3 season



Movie Duration Distribution



Top 10 Genres on Netflix



Top5 Genre

genre	total
International Movies	2752
Dramas	2427
Comedies	1674
International TV Shows	1351
Documentaries	869

Conclusion

Content

- ✓ Maintain strong focus on Movies (dominant share: 69%)
- ✓ Increase TV Show share to capture binge-watch audience Audience
- ✓ Most Netflix TV Shows (67%) Have Just 1 Season
- ✓ Age rating strategy: majority TV-MA & TV-14 (teen & adult viewers), with an opportunity to expand PG & family-friendly content

Genres

- ✓ Top genres: International Movies, Dramas, Comedies
- ✓ Invest in high-demand genres like Documentaries & Action Trends

Trends:

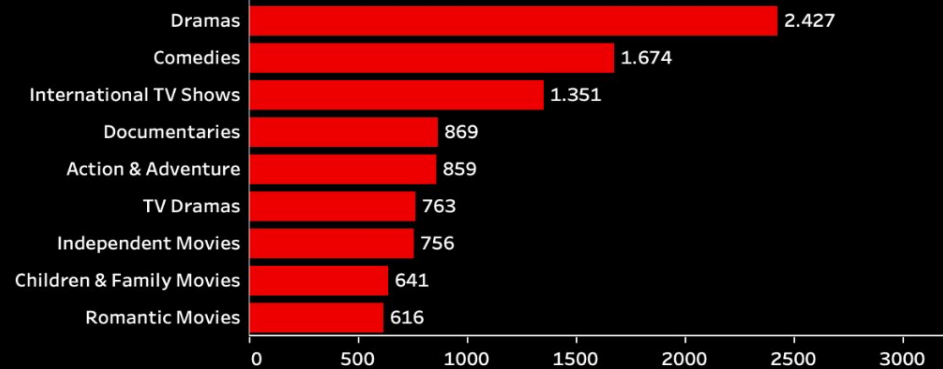
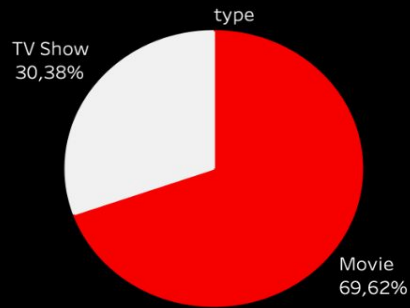
- ✓ Peak growth after 2015 original productions expansion
- ✓ Seasonal release spikes align marketing with high-output months
- ✓ Global footprint: USA leads content production, with strong presence in Canada, UK, India, Japan

Tools:

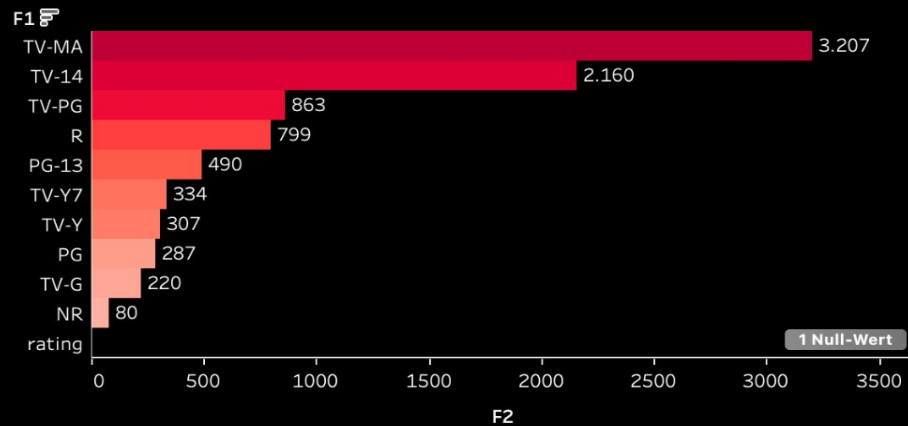
- Kaggle
- Slack
- Canva
- Python
- Jupyter
- Tableau
- MySQL

NETFLIX

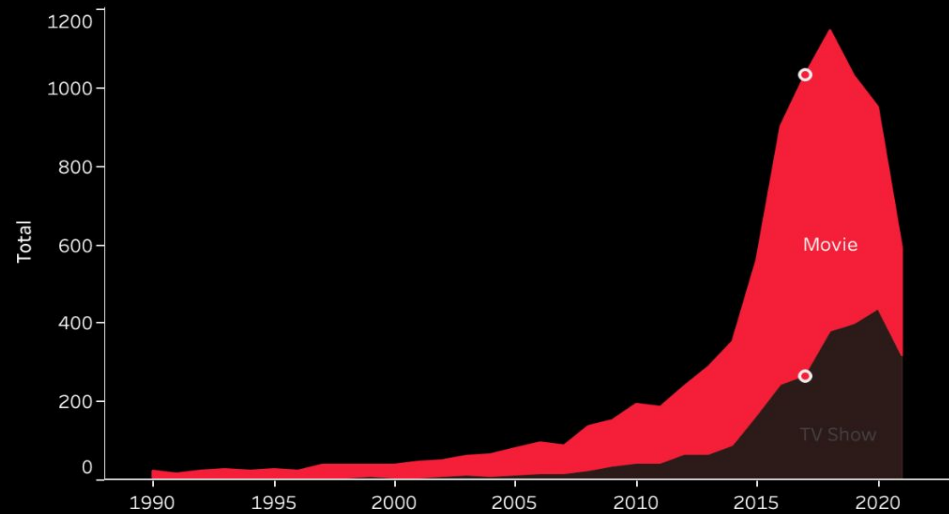
Thank you!

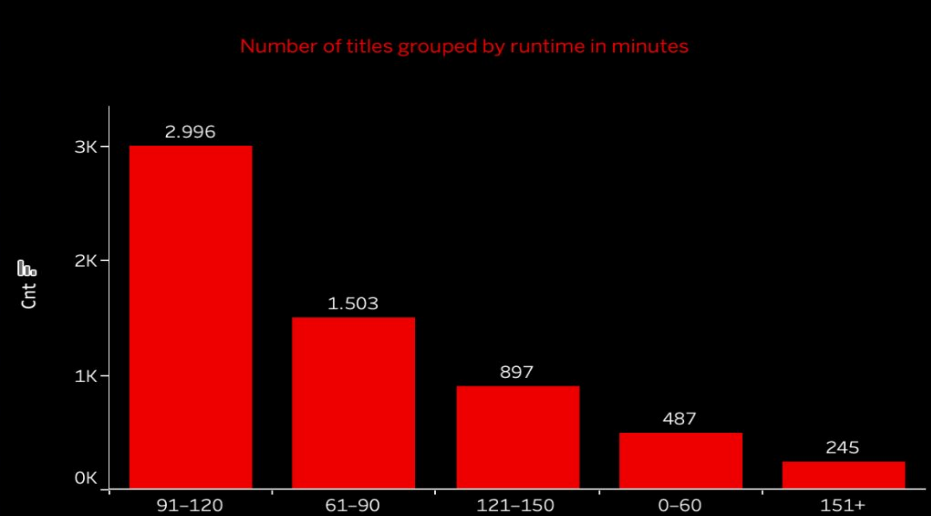
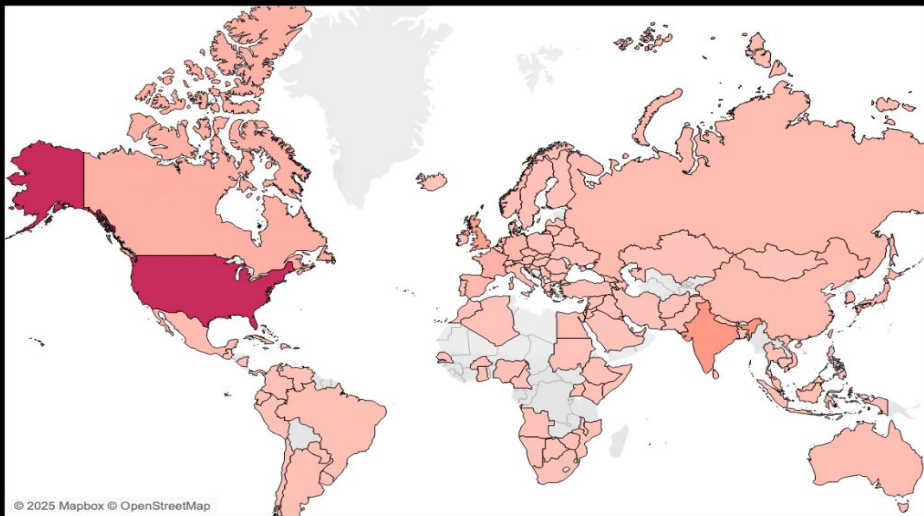


Ratings



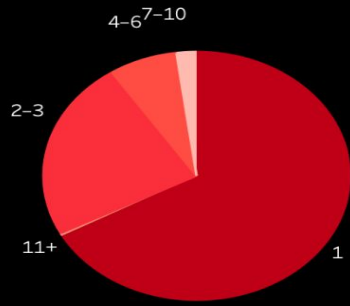
Total movies and TV shows by years



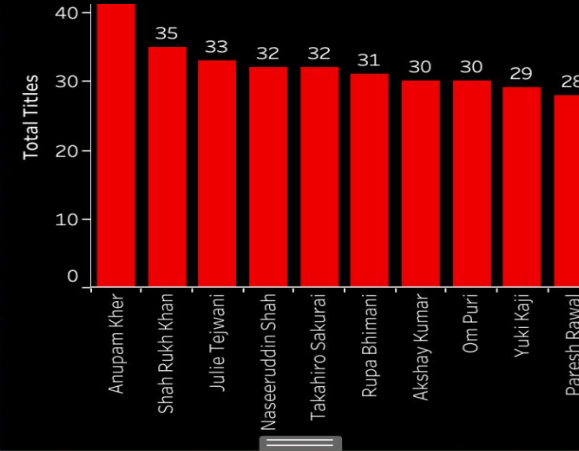


Netflix Content Release Calendar

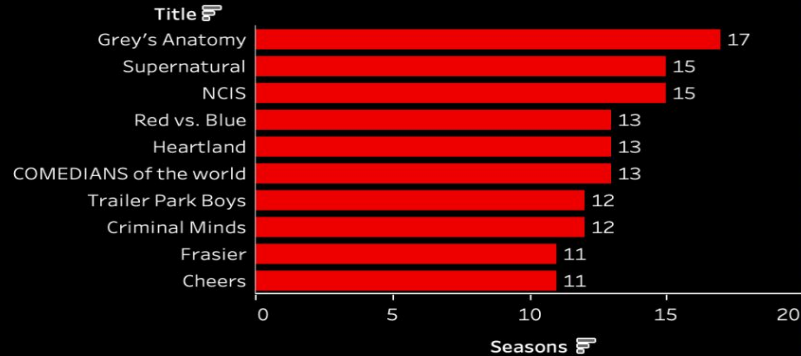
Month_Dim	Year_Dim													
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
1	1						2	1	43	72	129	153	205	132
2	1				1		2	4	15	82	87	148	114	109
3						1		5	17	125	173	172	137	112
4							2	5	22	93	115	162	177	188
5		1		1				6	13	86	97	139	157	132
6							1	6	18	94	78	168	156	207
7							1	7	28	79	152	157	146	257
8						1	1	2	34	115	164	131	129	178
9				1		2	1	7	48	113	124	123	168	183
10				11		3	4	14	51	126	191	193	167	
11		1	1		1	2	4	4	44	85	154	255	154	
12					1	2	6	21	96	118	185	215	169	



Title	
All In My Family	40 min
Cristina	40 min
End Game	40 min
Fire in Paradise	40 min
Heroin(e)	40 min
Ladies First	40 min
Life Overtakes Me	40 min
Long Shot	40 min
Pocoyo Halloween: Space ..	40 min
The Massively Mixed-Up ..	40 min



Top10 longest running TV Shows by Season



Top 10 longest Movies

Title	
Black Mirror: Bandersnat..	312 min
Headspace: Unwind Your ..	273 min
Jodhaa Akbar	214 min
Lagaan	224 min
Lock Your Girls In	233 min
No Longer kids	237 min
Once Upon a Time in Amer..	229 min
Raya and Sakina	230 min
Sangam	228 min
The School of Mischief	253 min

Top 10 Directors

