Viktoria Gluhovskaya

“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

Business Case: Data-Driven Content Strategy for Netflix

Challenge

Sustain growth & keep streaming market leadership

Goals

- Track Movies vs TV Shows over time
- Identify top genres & growth areas
- Expand local content globally
- Optimize by age rating & duration

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

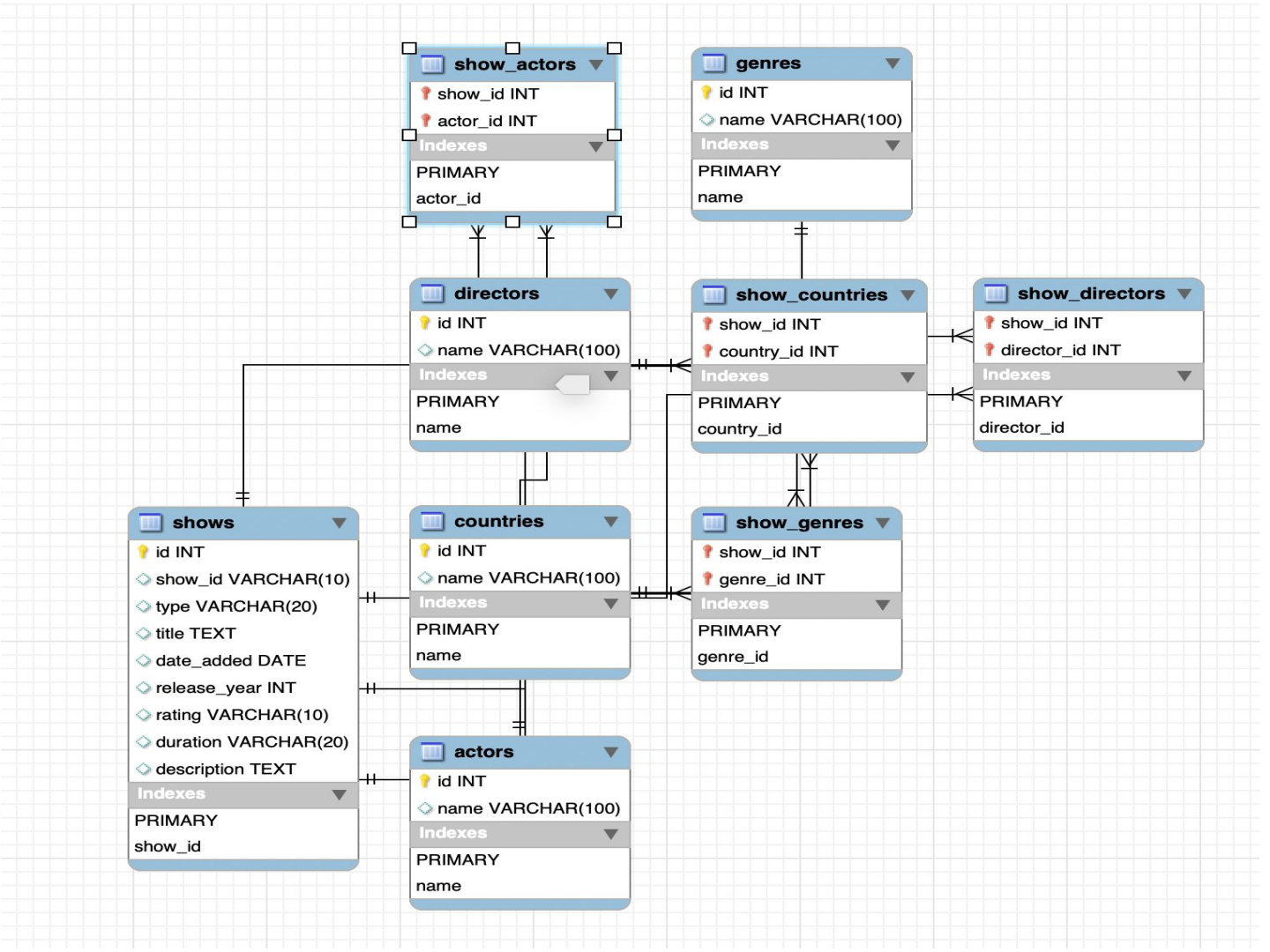
Database Creation & Analysis

Created EER diagram

Built MySQL database

Imported cleaned data

Ran SQL queries & built Tableau dashboards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name VARCHAR(100)
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name

Database Structure (EER Diagram)

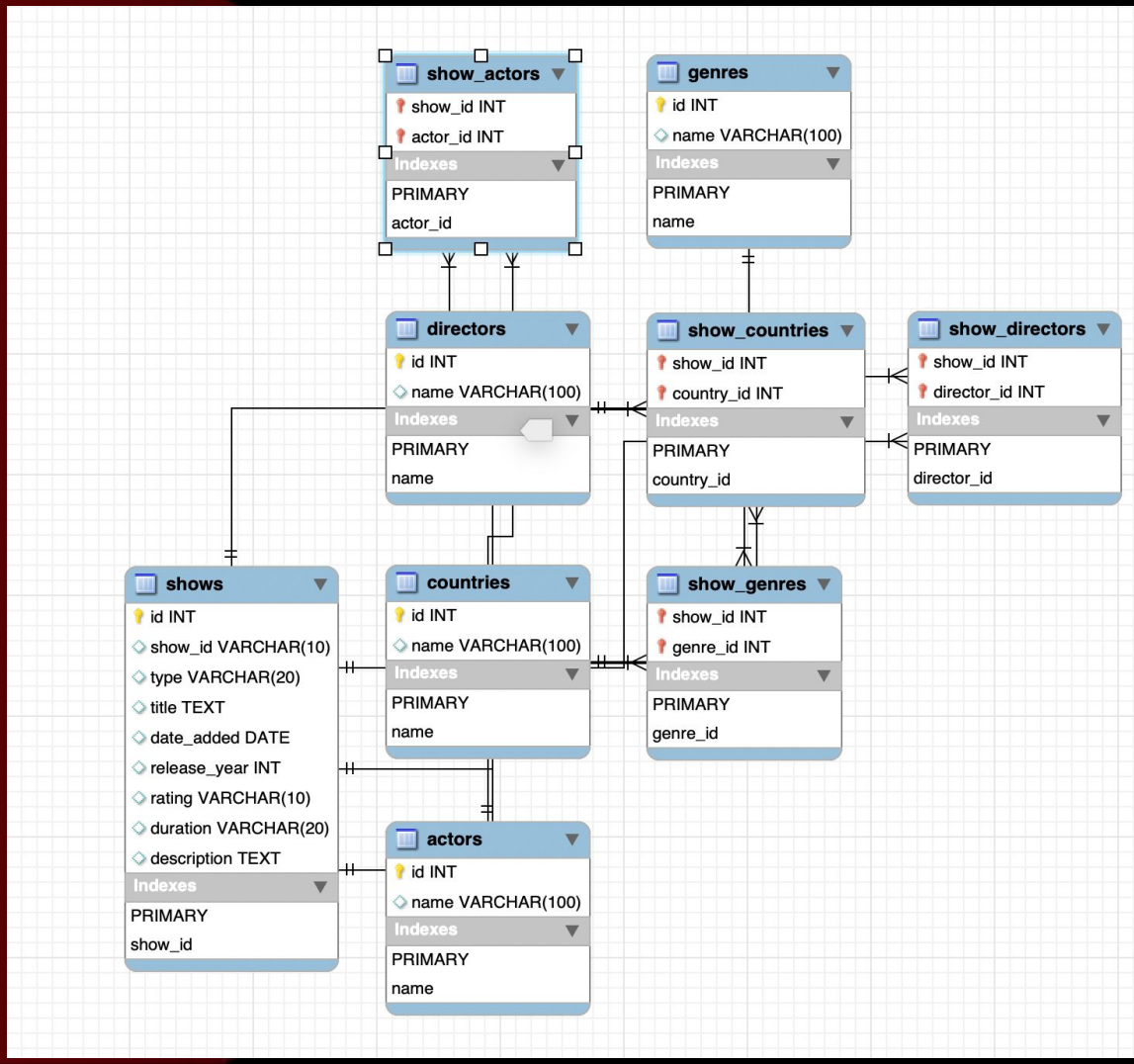
Key Points:

Shows main table containing movie and TV show details.

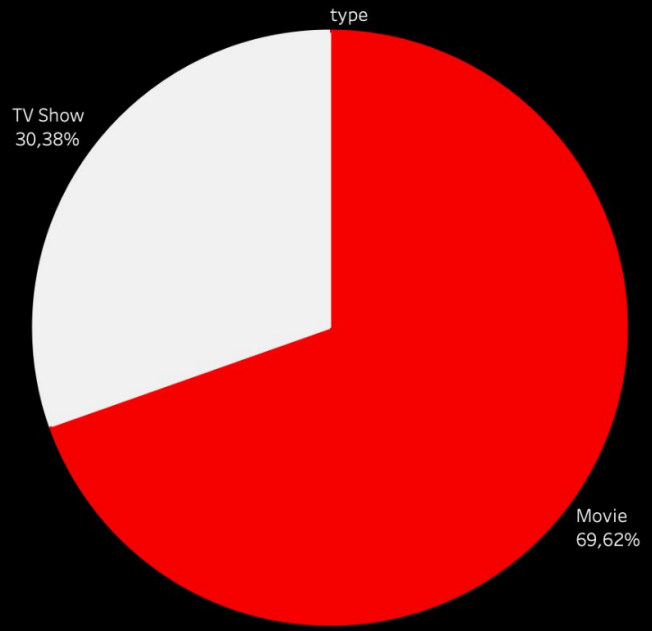
Genres, Countries, Actors, Directors stored in separate tables for normalization.

Mapping Tables manage many-to-many relationships between shows and genres, countries, actors, and directors.

Primary and Foreign Keys maintain data consistency across all tables.



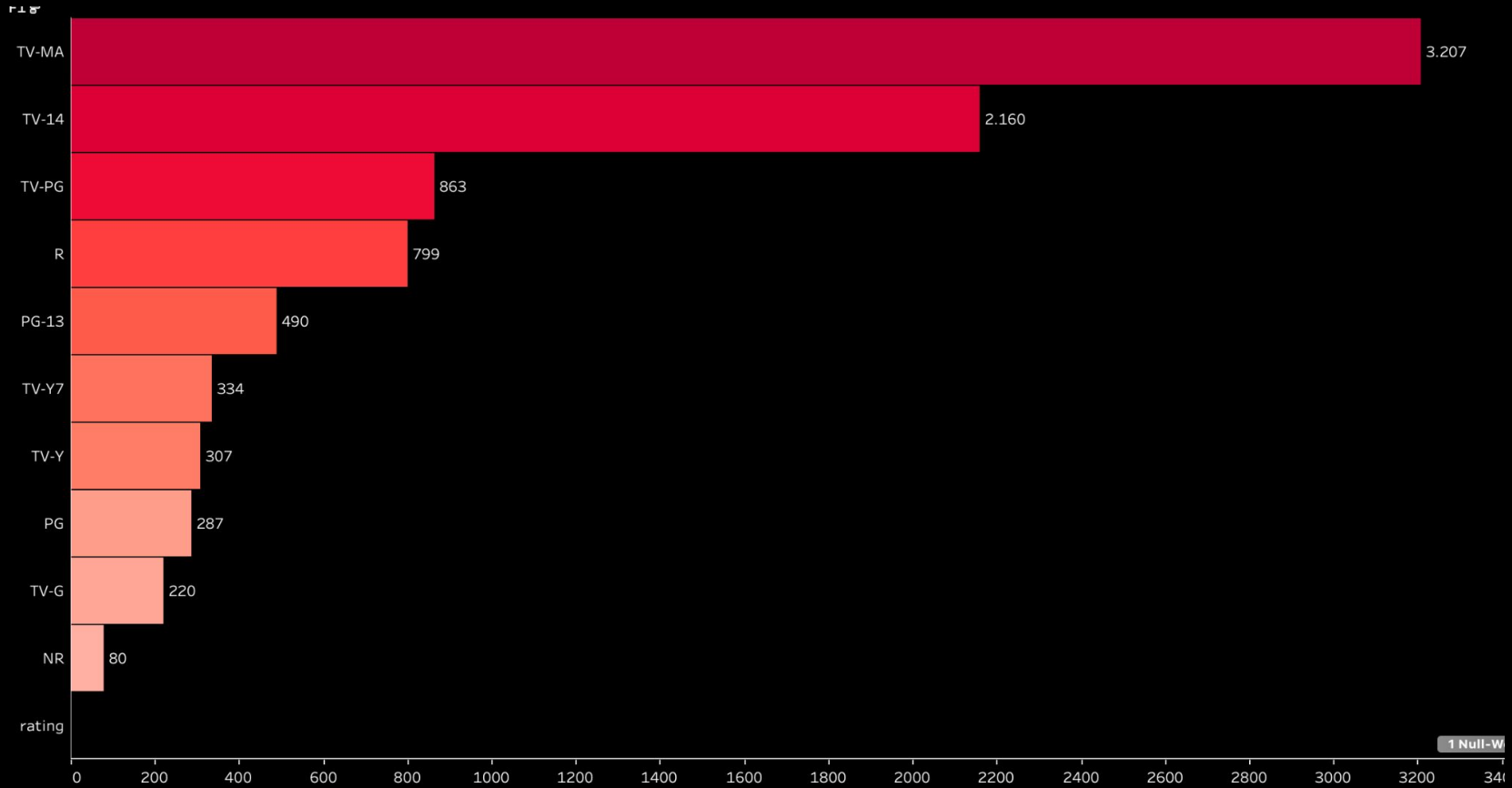
Movies vs TV Shows: Netflix’s Content Split



Movies	69.62%
TV Shows	30.38%

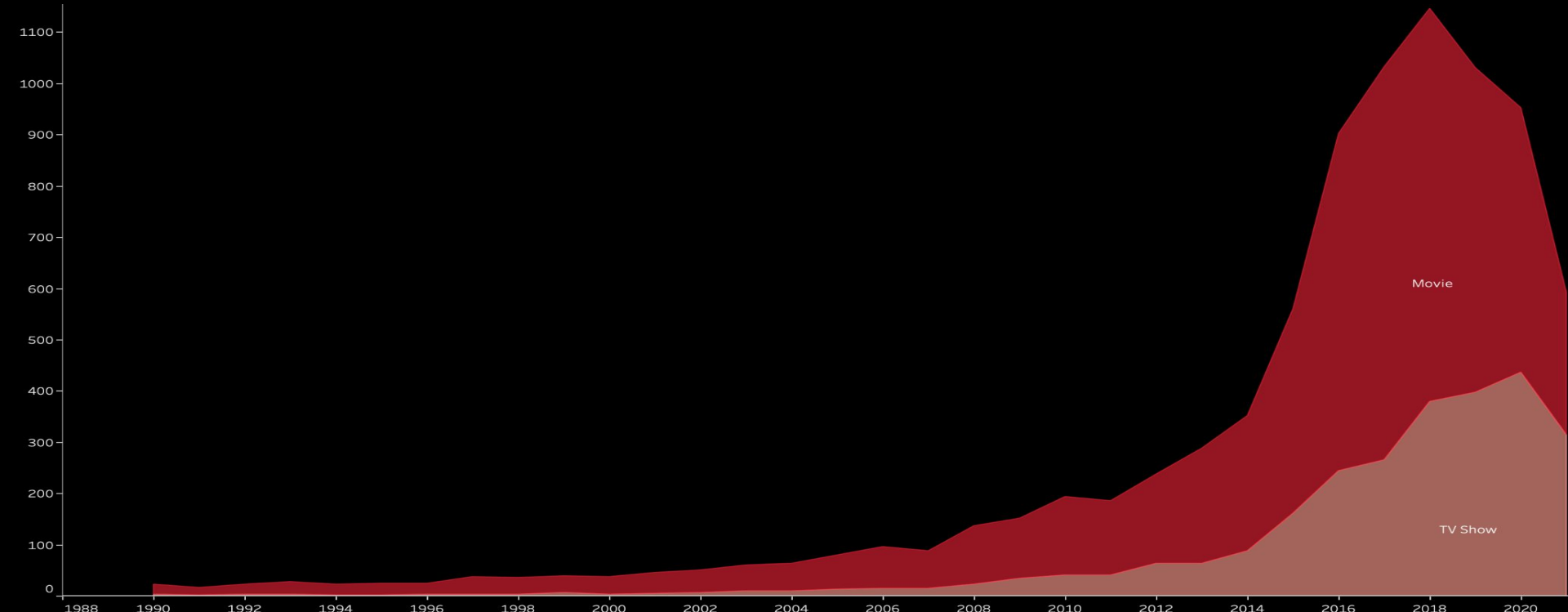
Movies dominate Netflix’s catalog, making up over two-thirds of all titles.

Netflix Content by Age Rating



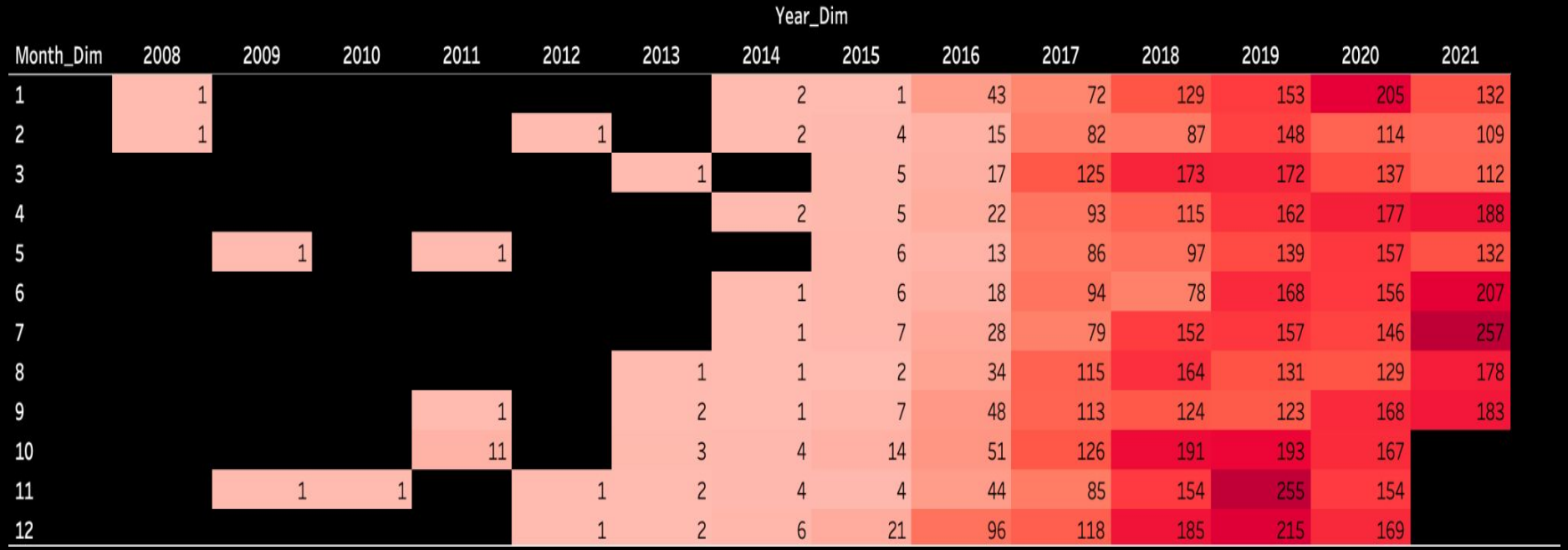
Content Growth Over Time

2015–2020: Netflix’s fastest expansion era



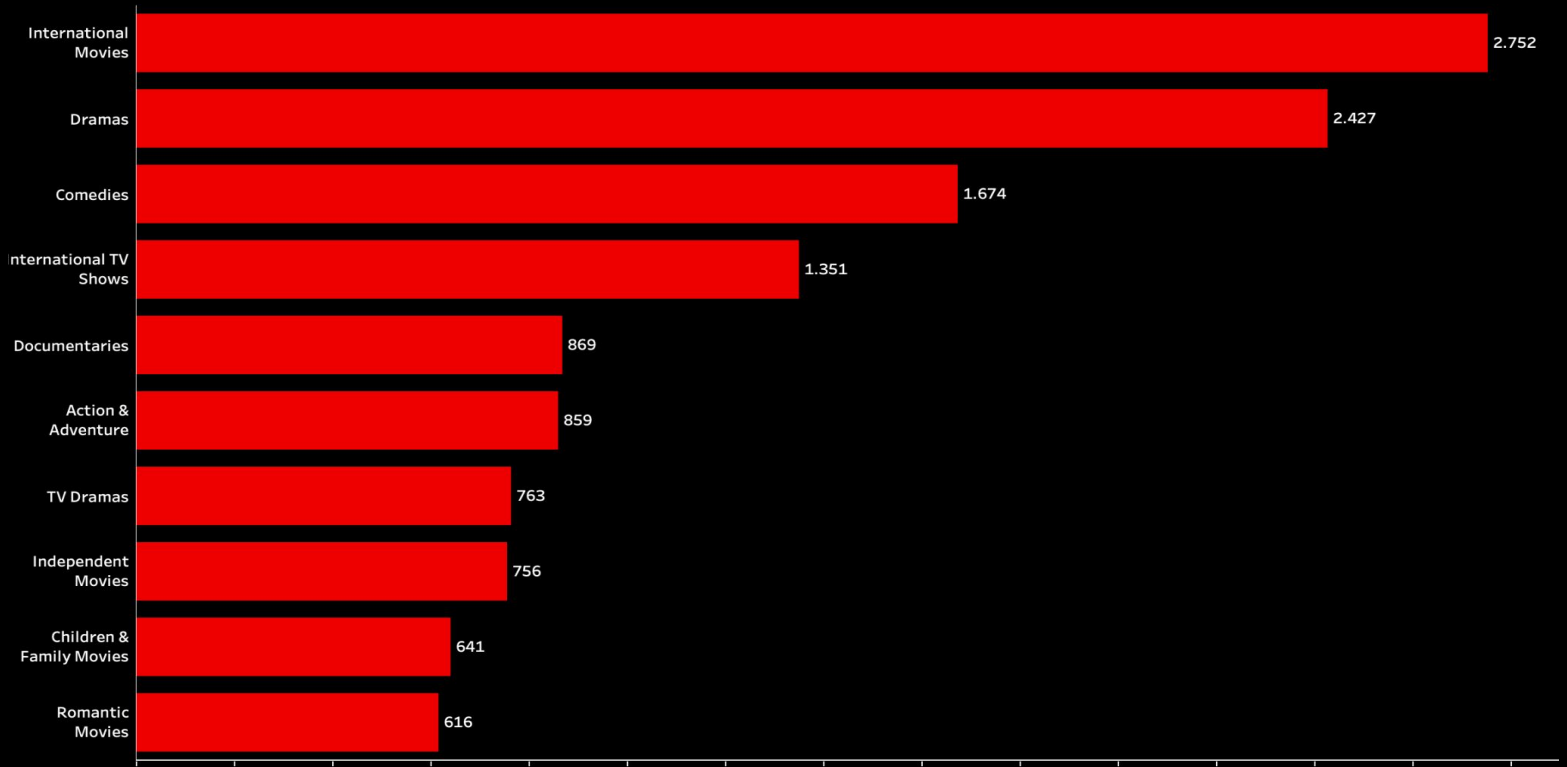
Content Release Trends by Month & Year

Strong year-end release trend; major growth since 2015

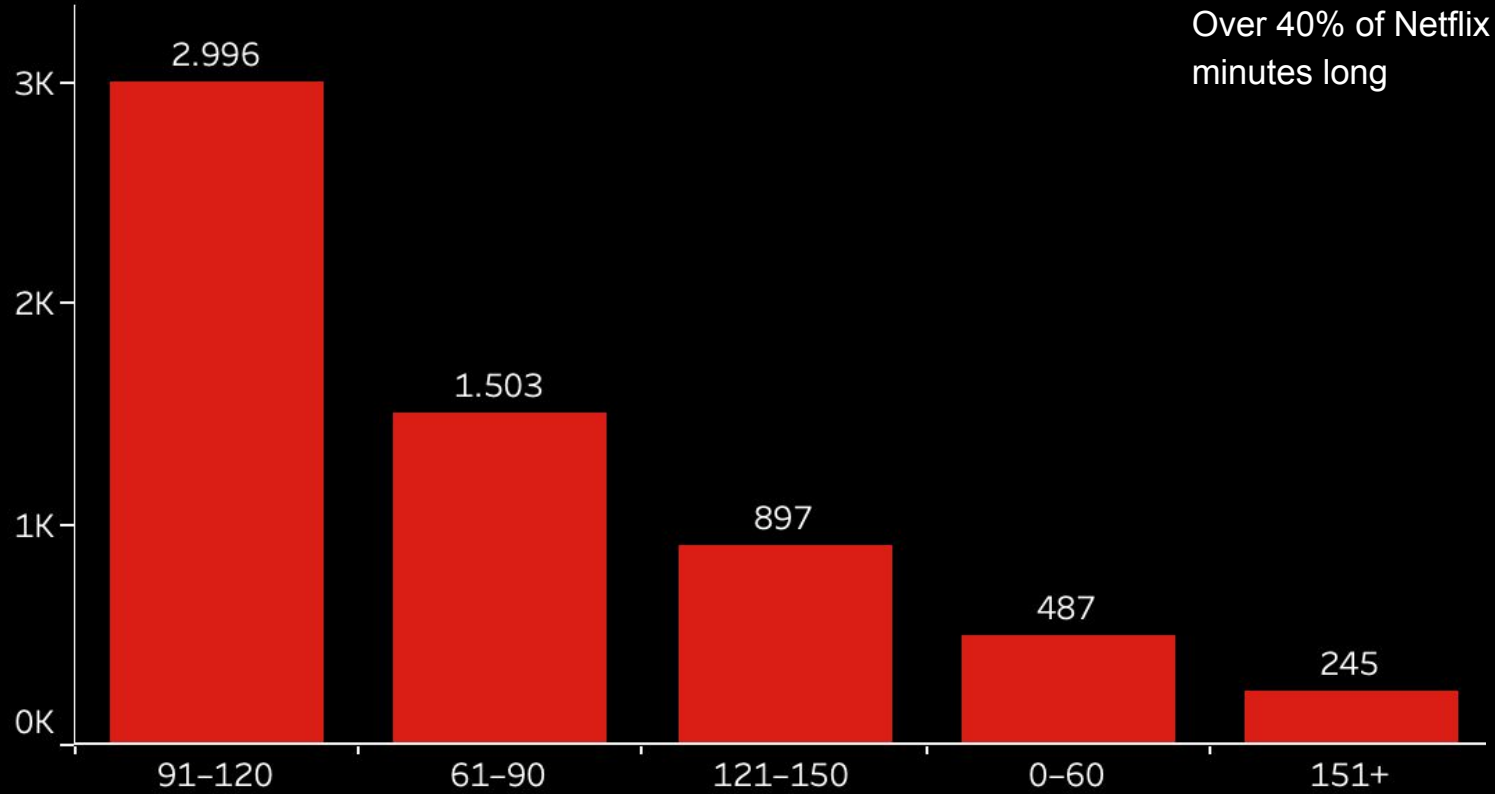


Month_Dim	Year_Dim													
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
1	1						2	1	43	72	129	153	205	132
2	1				1		2	4	15	82	87	148	114	109
3						1		5	17	125	173	172	137	112
4							2	5	22	93	115	162	177	188
5		1		1				6	13	86	97	139	157	132
6							1	6	18	94	78	168	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	

Top 10 Genres on Netflix

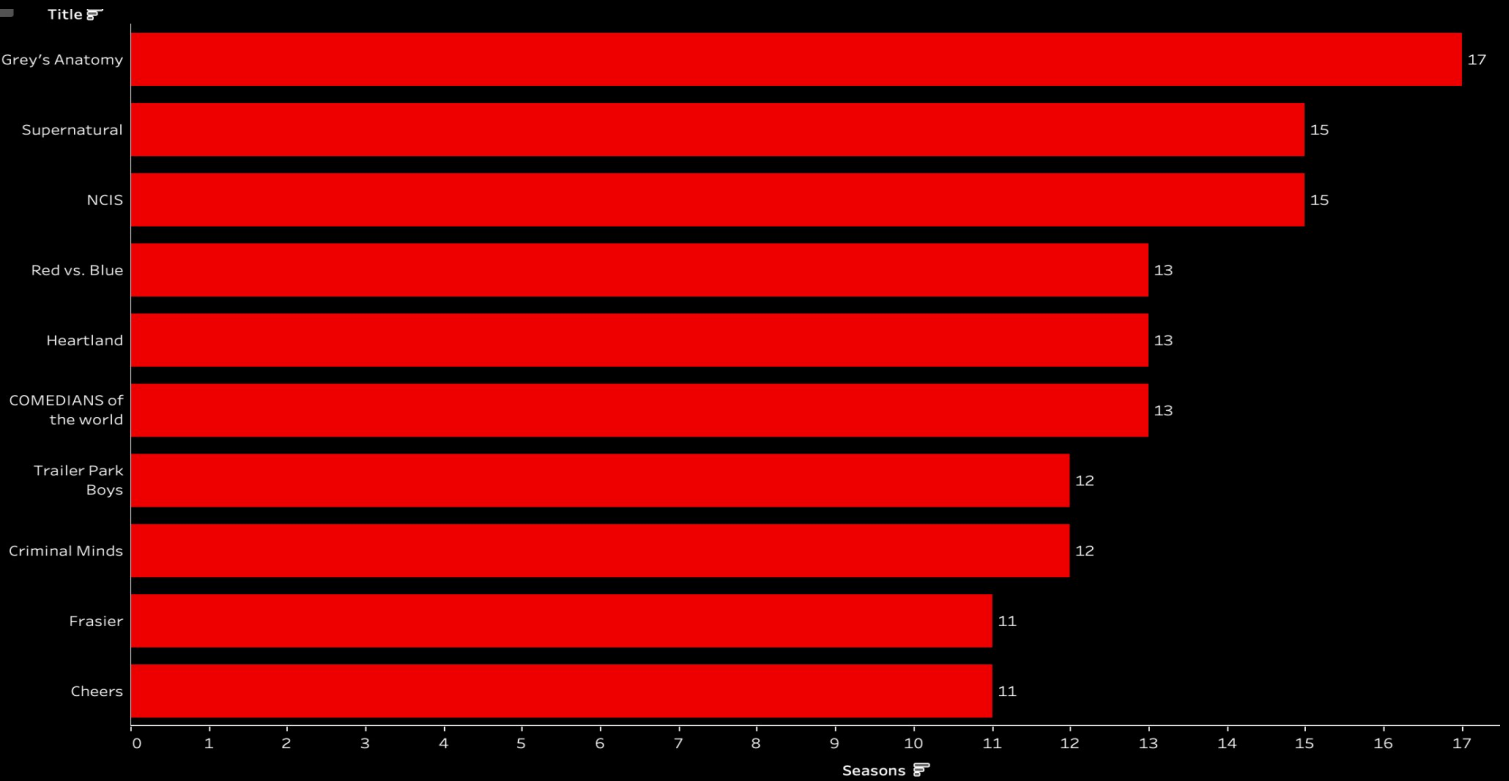


Movie Duration Distribution



Over 40% of Netflix movies are 91–120 minutes long

Longest-Running TV Shows on Netflix



Perfect Strategy for Netflix

Content

✅ Maintain strong focus on Movies (dominant share: 69%)

✅ Increase TV Show share to capture binge-watch audience Audience

✅ Most TV Shows last ≤ 3 seasons create more long-running series to keep viewers engaged

✅ Age rating strategy: majority TV-MA & TV-14 (teen & adult viewers)

✅ Opportunity to expand PG & family-friendly content

Genres

✅ Top genres: International Movies, Dramas, Comedies

✅ Invest in high-demand genres like Documentaries & ActionTrends

Trends:

✅ Peak growth after 2015 original productions expansion

✅ Seasonal release spikes align marketing with high-output months

Thank you!

Viktoria Gluhovskaya

Tools:

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

Agenda

Topics Covered

Topic 1

Topic 2

Topic 3

Topic 4

Tip: Use links to go to a different page inside your presentation. Links work best for pages like this one!

How: Highlight text, click on the link symbol on the toolbar, and select the page in your presentation t you want to connect.
Kindly delete this note after editing this page.
Thank you!

Write your topic or idea

Add a main point

Briefly elaborate on what you want to discuss.

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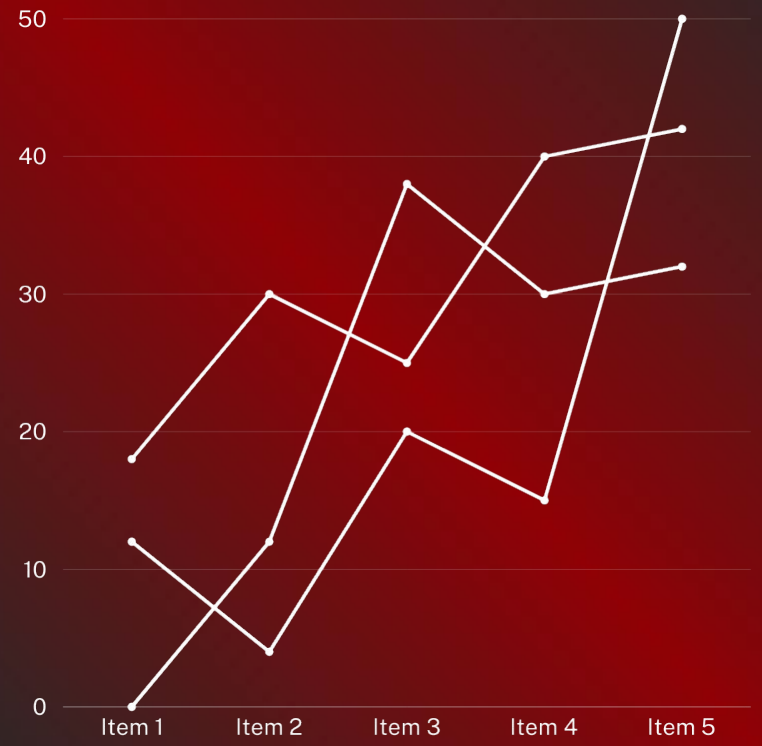

Resource Page

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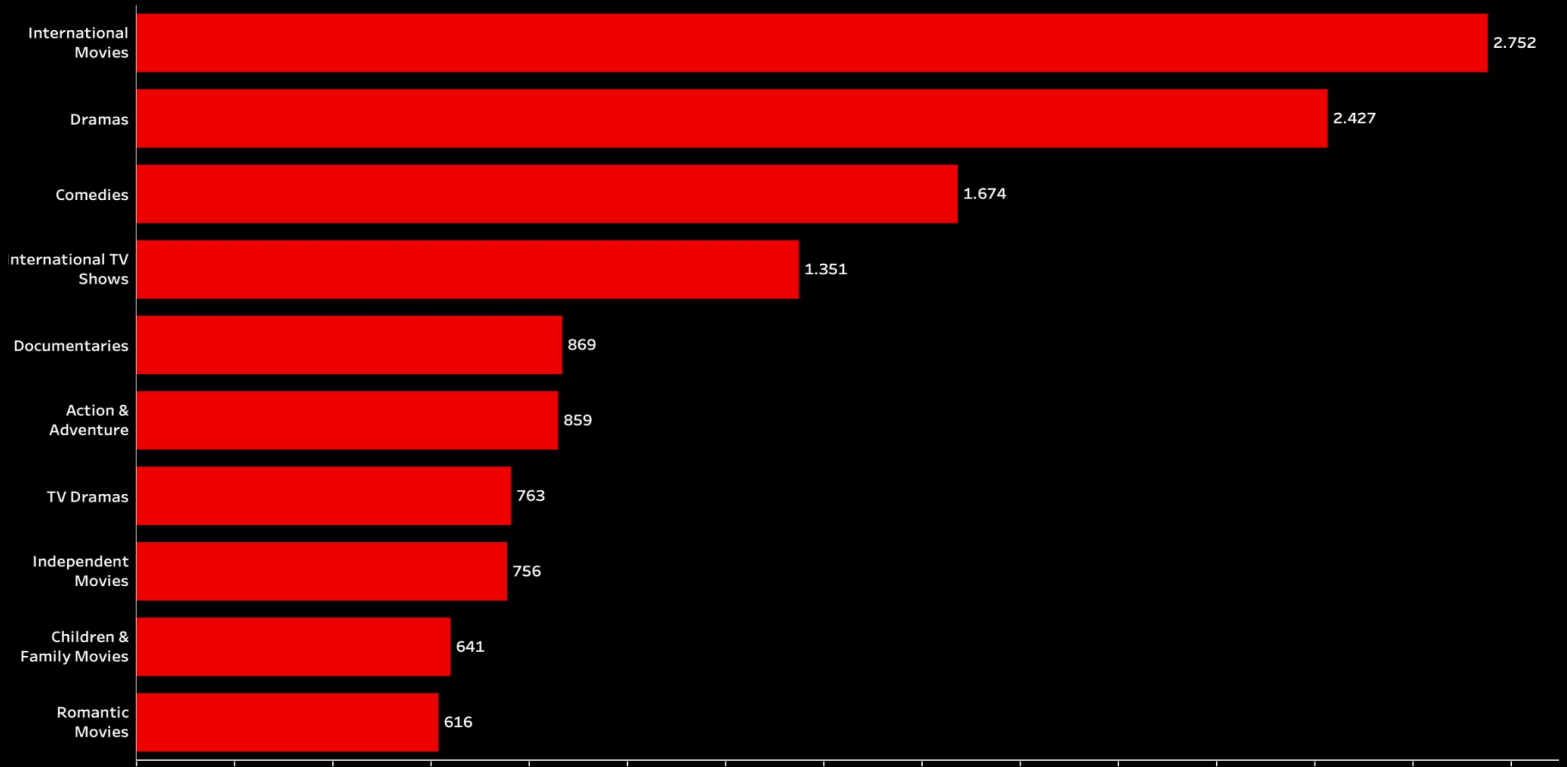
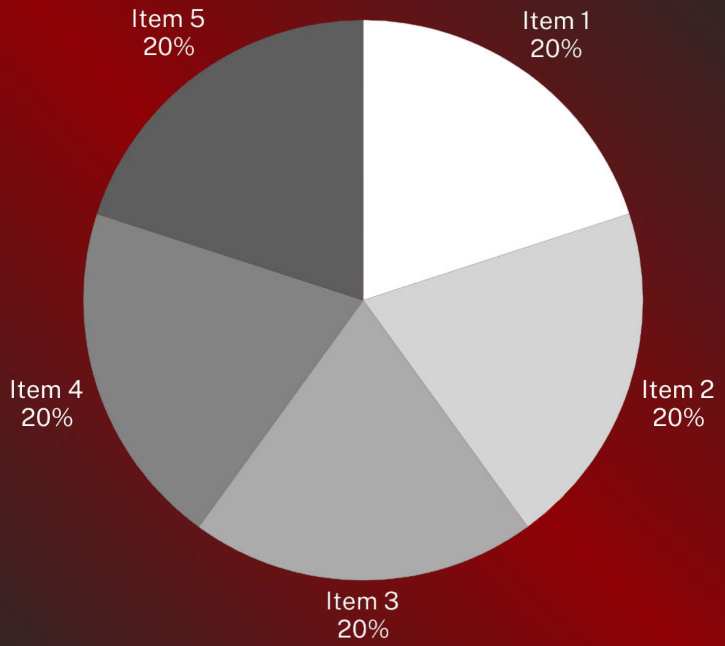
Insert a parting or call-to-action message here.

NETFLIX

Top 10 Genres on Netflix





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