Netflix Content Strategy Analysis

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Introduction…

Netflix has become one of the most popular streaming platforms worldwide, attracting millions of viewers with its vast library of shows and movies. To maintain its dominance in the market, Netflix relies on sophisticated algorithms to recommend content and enhance user experience. These algorithms help personalize viewing suggestions and drive engagement, playing a critical role in the platform's content strategy.

Content Strategy Analysis involves examining how content is produced, released, distributed, and consumed to achieve goals such as maximizing audience engagement, viewership, brand reach, or revenue. In this project, I will be analysing Netflix's Content Strategy using Python.

To perform this analysis, we will need data on content titles, type (whether it's a show or movie), genre, language, and release details (such as date, day of the week, and season) to assess timing and content performance. Viewership metrics, like hours watched, are also crucial for evaluating audience engagement.

The objective of this analysis is to explore Netflix's content strategy by examining how different factors such as content type, language, release season, and timing influence viewership trends. By identifying the top-performing content and the optimal release timing, the goal is to gain insights into how Netflix effectively maximizes audience engagement year-round.

About the Dataset…

The dataset focuses on Netflix content released globally in 2023 and includes key information such as the title, release date, language, content type (show or movie), availability status, and hours viewed. This data offers valuable insights into Netflix’s content strategy by allowing for the exploration of viewership trends based on different attributes.

Specifically, the dataset helps analyse patterns in audience engagement by examining factors like content type (whether a show or movie), release season, language, and availability status (whether available globally or not). The viewership data, measured in hours viewed, acts as an indicator of the popularity of each title, allowing for an assessment of how these factors impact audience behaviour and engagement.

With this dataset, it’s possible to uncover insights into how Netflix times its releases and which content resonates most with its viewers.

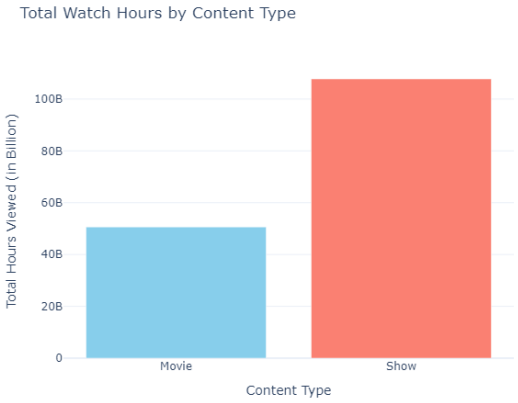
The dataset and case study can be accessed via this Link, while the Python code and accompanying detailed notes are available in the Jupyter Notebook in my GitHub portfolio.

Analysis…

To begin with, I did some data preprocessing tasks. I converted the 'Hours Viewed' column to numeric format, transformed the 'Release Date' into a datetime format, and extracted the release month and weekday for further analysis. Here is a peek into the first few records of the dataset at hand:

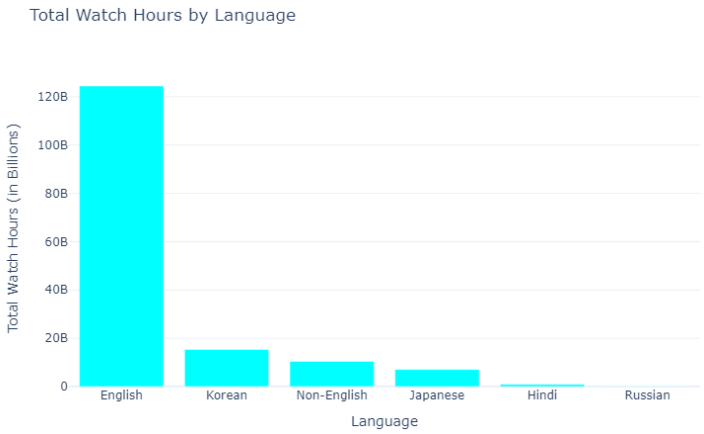
Title	Available Globally?	Release Date	Hours Viewed	Language Indicator	Content Type	Release Month	Release Day
The Night Agent: Season 1	Yes	2023-03-23	812100000.0	English	Show	3.0	Thursday
Ginny & Georgia: Season 2	Yes	2023-01-05	665100000.0	English	Show	1.0	Thursday
The Glory: Season 1 // 더 글로리: 시즌 1	Yes	2022-12-30	622800000.0	Korean	Show	12.0	Friday
Wednesday: Season 1	Yes	2022-11-23	507700000.0	English	Show	11.0	Wednesday
Queen Charlotte: A Bridgerton Story	Yes	2023-05-04	503000000.0	English	Movie	5.0	Thursday
You: Season 4	Yes	2023-02-09	440600000.0	English	Show	2.0	Thursday
La Reina del Sur: Season 3	No	2022-12-30	429600000.0	English	Show	12.0	Friday
Outer Banks: Season 3	Yes	2023-02-23	402500000.0	English	Show	2.0	Thursday
Ginny & Georgia: Season 1	Yes	2021-02-24	302100000.0	English	Show	2.0	Wednesday
FUBAR: Season 1	Yes	2023-05-25	266200000.0	English	Show	5.0	Thursday

Then, I analysed the distribution of total viewership hours between shows and movies to identify which content type dominates, followed by visualizing the results for clearer insights.



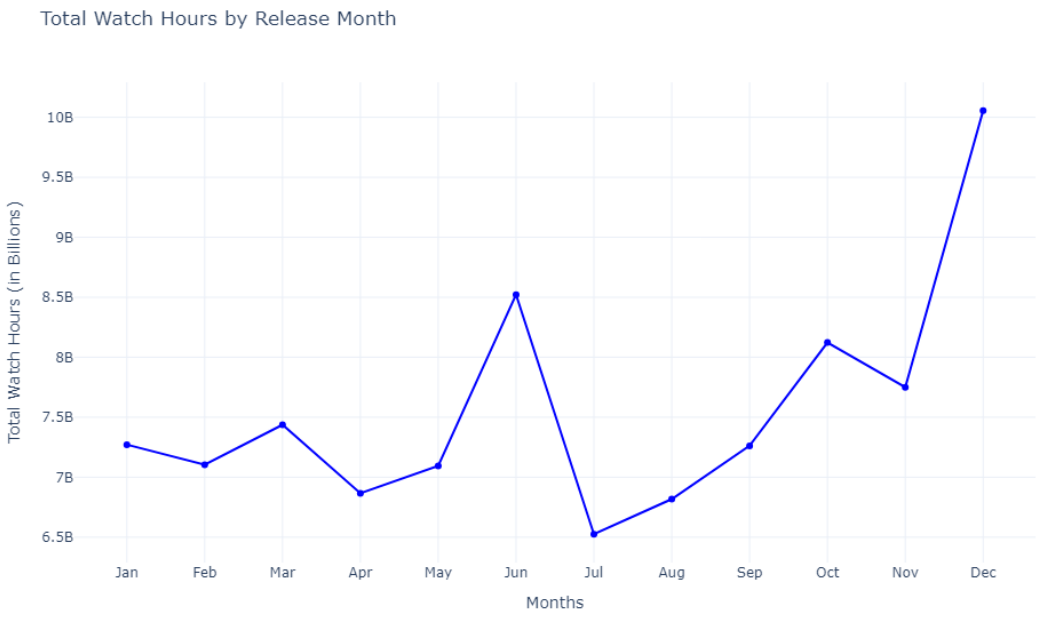
The visualization reveals that shows account for the majority of total viewership hours on Netflix in 2023, surpassing movies. This indicates that Netflix's content strategy is strongly focused on shows, as they tend to generate higher watch hours overall.

Next, I analysed the distribution of viewership across different languages to identify which languages contribute the most to Netflix's overall content consumption.



The visualization shows that English-language content overwhelmingly leads in Netflix's viewership, with Korean content following behind. This suggests that while Netflix's main audience consumes English content, non-English shows and movies also capture a substantial share, reflecting a diverse content strategy.

Next, I examined how viewership fluctuates based on release dates to identify potential trends, including seasonality and patterns across specific months.



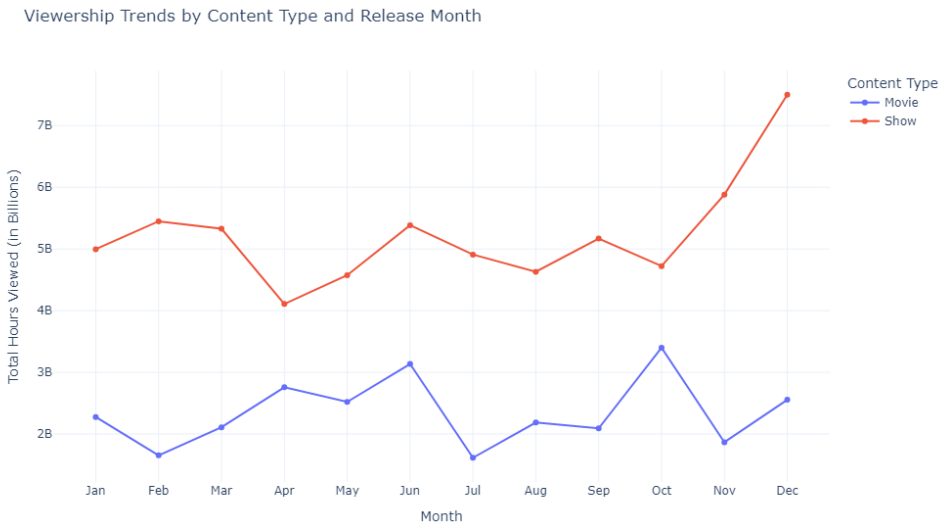
The graph depicting total viewership hours by month highlights a significant surge in viewership during June and an even sharper rise in December. This suggests that Netflix sees spikes in audience engagement during these periods, likely due to strategic content releases, seasonal trends, or holiday-related viewing. In contrast, the middle months show a steady but lower level of viewership.

To further explore this, I analysed the top-performing shows and movies to identify key factors, such as genre or theme, that may have contributed to their high viewership. And the top 5 most-watched titles on Netflix in 2023 are:

1. The Night Agent: Season 1 (English, Show) – 812.1 million hours viewed.
2. Ginny & Georgia: Season 2 (English, Show) – 665.1 million hours viewed.
3. King the Land: Limited Series (Korean, Movie) – 630.2 million hours viewed.
4. The Glory: Season 1 (Korean, Show) – 622.8 million hours viewed.
5. ONE PIECE: Season 1 (English, Show) – 541.9 million hours viewed.

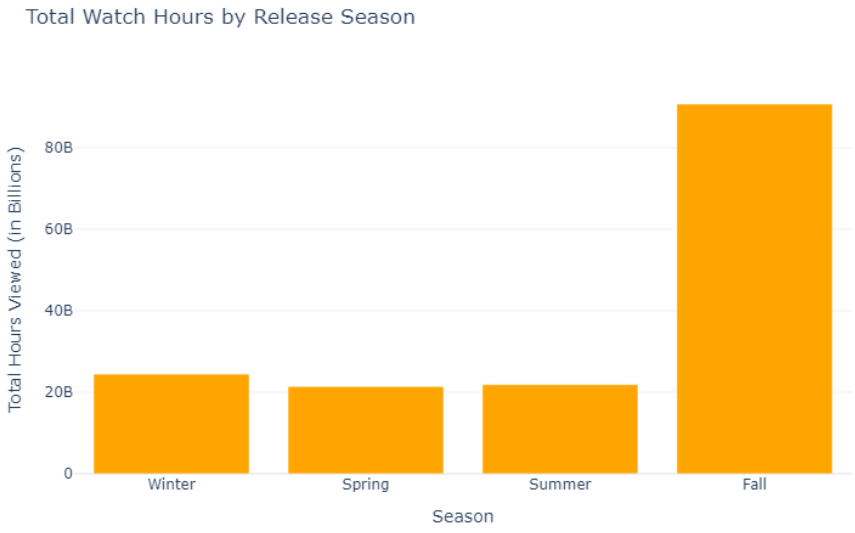
English-language clearly shows dominance in the top viewership rankings, but the strong presence of Korean content in the top titles highlights its global appeal.

Next, I examined viewership trends over the months based on content type to gain deeper insights into how shows and movies perform over time.



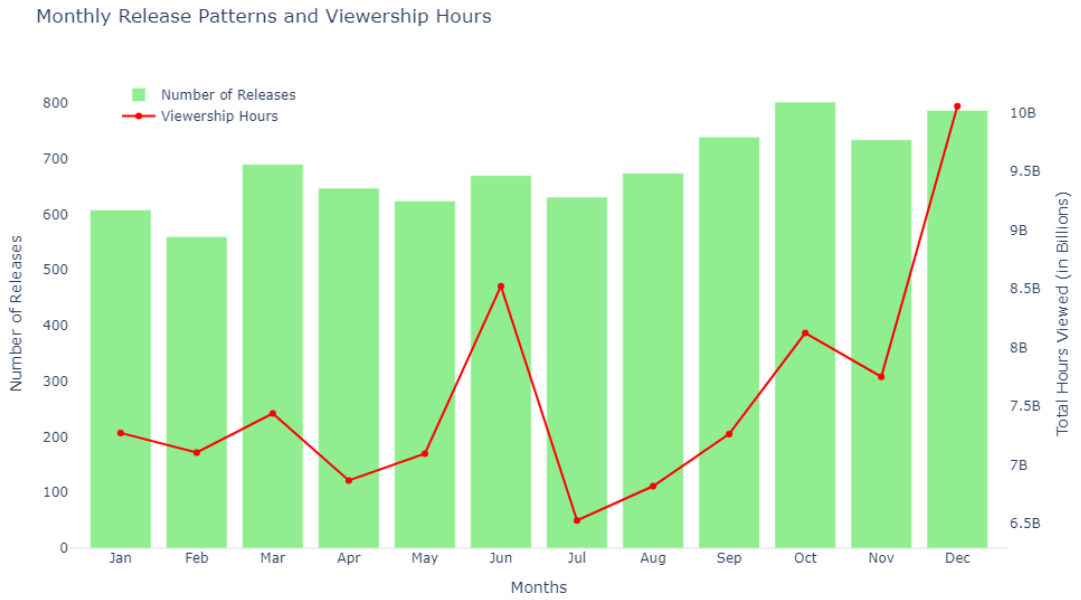
The graph compares viewership trends between movies and shows throughout 2023, revealing that shows consistently attract higher viewership compared to movies, with a peak in December. In contrast, movies exhibit more fluctuating viewership, showing notable increases in June and October. This suggests that Netflix's audience engages more with shows throughout the year, while movie viewership experiences occasional spikes, likely associated with specific releases or events.

Now, let's analyse the total viewership hours distributed across different release seasons. I defined the seasons based on release months to analyse how total viewership hours are distributed across different seasons.



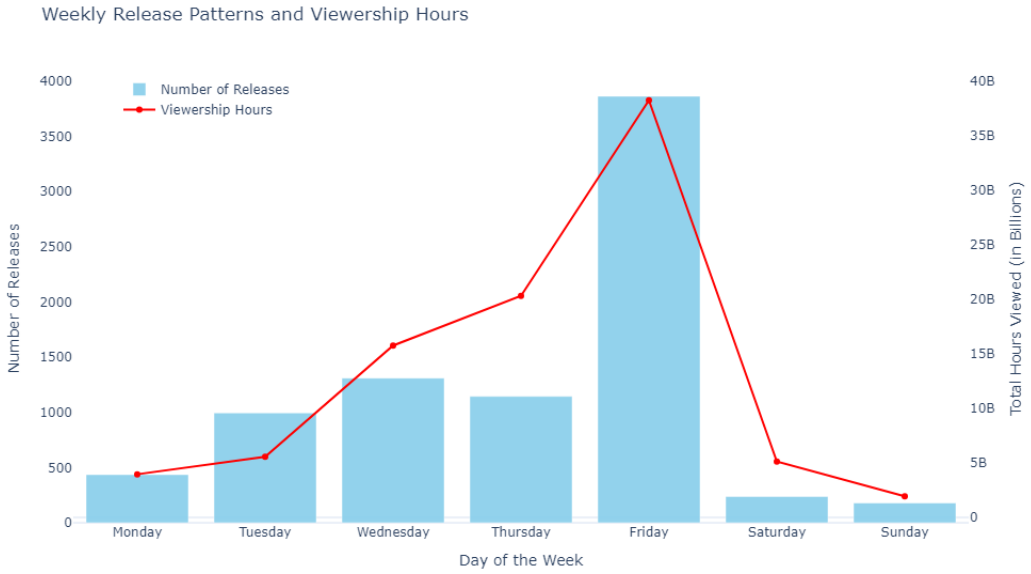
The graph shows that viewership hours peak notably in the Fall season, exceeding 80 billion hours viewed, while Winter, Spring, and Summer each maintain relatively stable and comparable viewership around the 20 billion mark. This indicates that Netflix sees the highest audience engagement during the Fall.

Next, I analysed the number of content releases and their corresponding viewership hours across different months to identify any patterns or trends.



Although the number of releases remains relatively consistent throughout the year, viewership hours show a marked increase in June and a significant rise in December, even with a steady release count. This suggests that viewership is influenced more by the timing and appeal of specific content during these months rather than solely by the number of releases.

Next, I investigated whether Netflix prefers releasing content on specific weekdays and analysed how this influences viewership patterns.



The graph reveals that the majority of content releases take place on Fridays, coinciding with a significant peak in viewership hours on that day. This suggests that Netflix strategically schedules content releases for the weekend to maximize audience engagement. Notably, viewership declines sharply on Saturdays and Sundays, despite some releases, indicating that viewers tend to consume newly released content right at the beginning of the weekend. Thus, Friday emerges as the most influential day for both releases and viewership.

Finally, I examined specific high-impact dates, including holidays and major events, to analyse their correlation with content releases and gain deeper insights into Netflix's strategy. I selected key significant holidays, such as New Year’s Day, Valentine’s Day, Independence Day, Halloween, and Christmas, to analyse their impact on content releases.

And the results indicates that Netflix has strategically timed content releases around major holidays and events. Some notable releases include:

- **New Year’s Period**: *The Glory: Season 1*, *La Reina del Sur: Season 3*, and *Kaleidoscope: Limited Series* were launched just before New Year’s Day, leading to high viewership.
- **Valentine’s Day**: *Perfect Match: Season 1*, *Red Rose: Season 1*, and *The Romantics: Limited Series* were released on February 14th, aligning with a romantic theme to capitalize on the holiday’s sentiment.

Conclusions…

In summary, Netflix's content strategy is designed to optimize viewership through strategic release timing and a diverse range of offerings. The data demonstrates that shows consistently attract more viewers than movies, with notable spikes in viewership occurring in December and June, reflecting targeted releases during peak viewing periods. The Fall season emerges as the peak time for audience engagement.

Content is predominantly released on Fridays, effectively capturing viewer attention just before the weekend, which reinforces the correlation between release timing and viewership patterns. Although the number of releases remains steady year-round, fluctuations in viewership indicate a strategic emphasis on high-impact titles and optimal timing over sheer volume. This approach allows Netflix to maximize audience engagement and maintain its competitive edge in the streaming landscape.