



# Netflix Content Strategy Case Study

Insight and Recommendations for Optimal Content Engagement

By: Moulid Ismail  
Jan 2025

# Brief Overview:

- **Problem:** Netflix aims to close the gap between top-rated IMDb genres and its highest-viewed genres by analyzing streaming data and viewer trends
- **Goal:** Identify content strategies for improved viewer engagement and retention.
- **Context:** Netflix operates in a competitive streaming market.
- **Approach:** Data-driven insights from IMDb, Netflix Titles, and Official Netflix Viewership data.

# Dataset Overview:

- **Datasets Used:**

- IMDb Top Rated Titles: Title, Genres, Average ratings, Type, release year.
- Netflix Titles: Genre, type, Release year.
- Official Netflix Viewership Data: Title, Genre, Type, Weekly hours viewed.

- **Actions Taken:**

- Cleaned and merged datasets.
- Standardized genre and title columns.
- Mapped trends over time.

# Key Metrics:

- **Quantitative:**

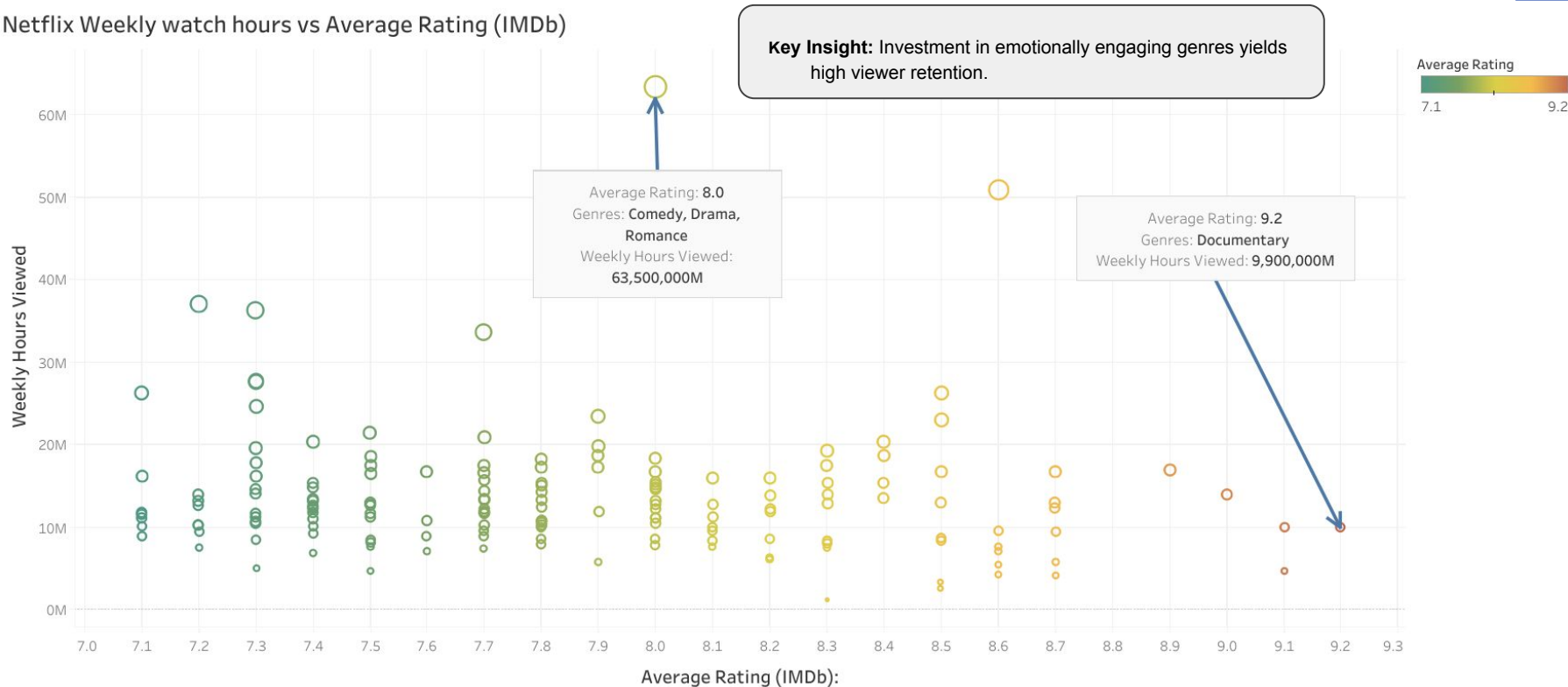
- Weekly watch hours.
- IMDb ratings.
- Trends (2007–2024).

- **Qualitative:**

- Alignment of top genres with Netflix's catalog.
- Viewer retention linked to genre popularity.

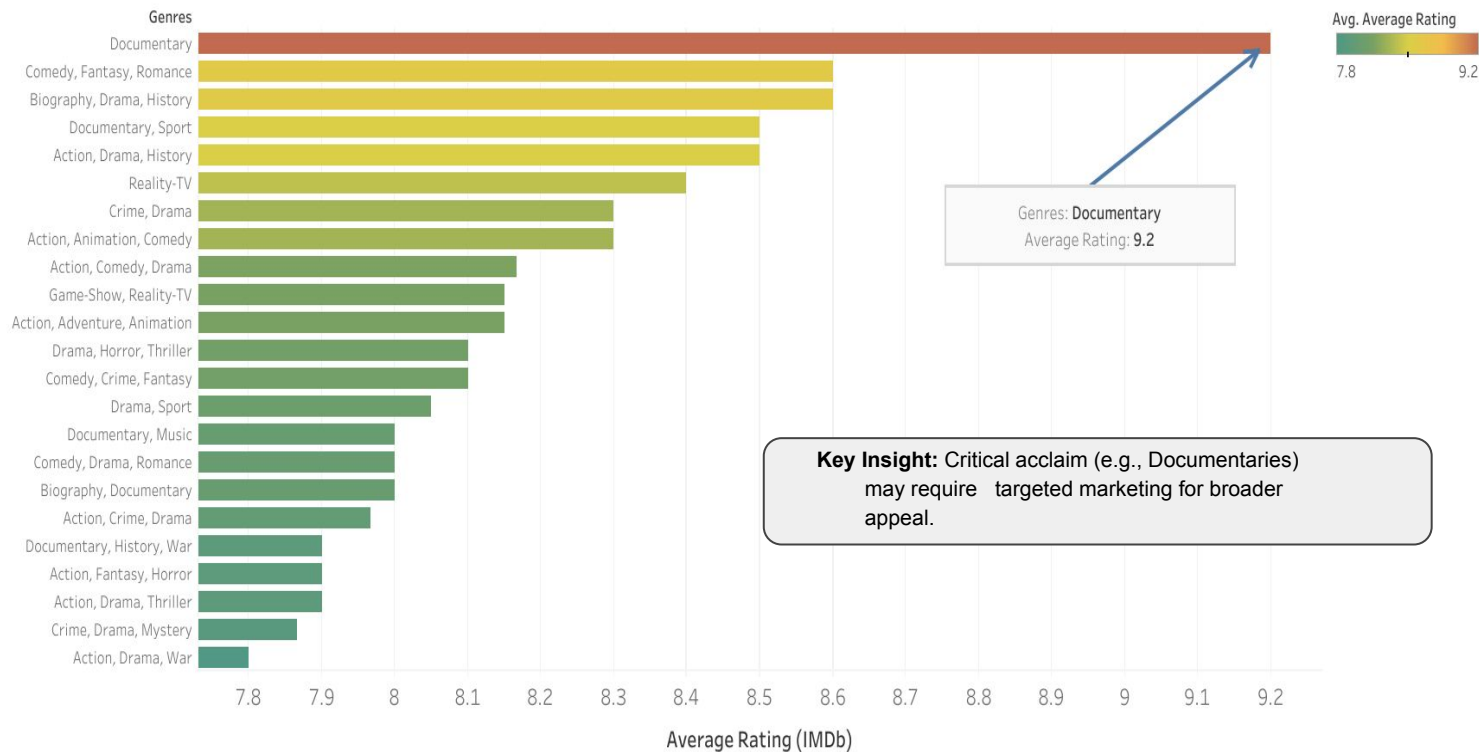
# Top Genres (IMDB Rating & Weekly Watch Hours)

Netflix Weekly watch hours vs Average Rating (IMDb)



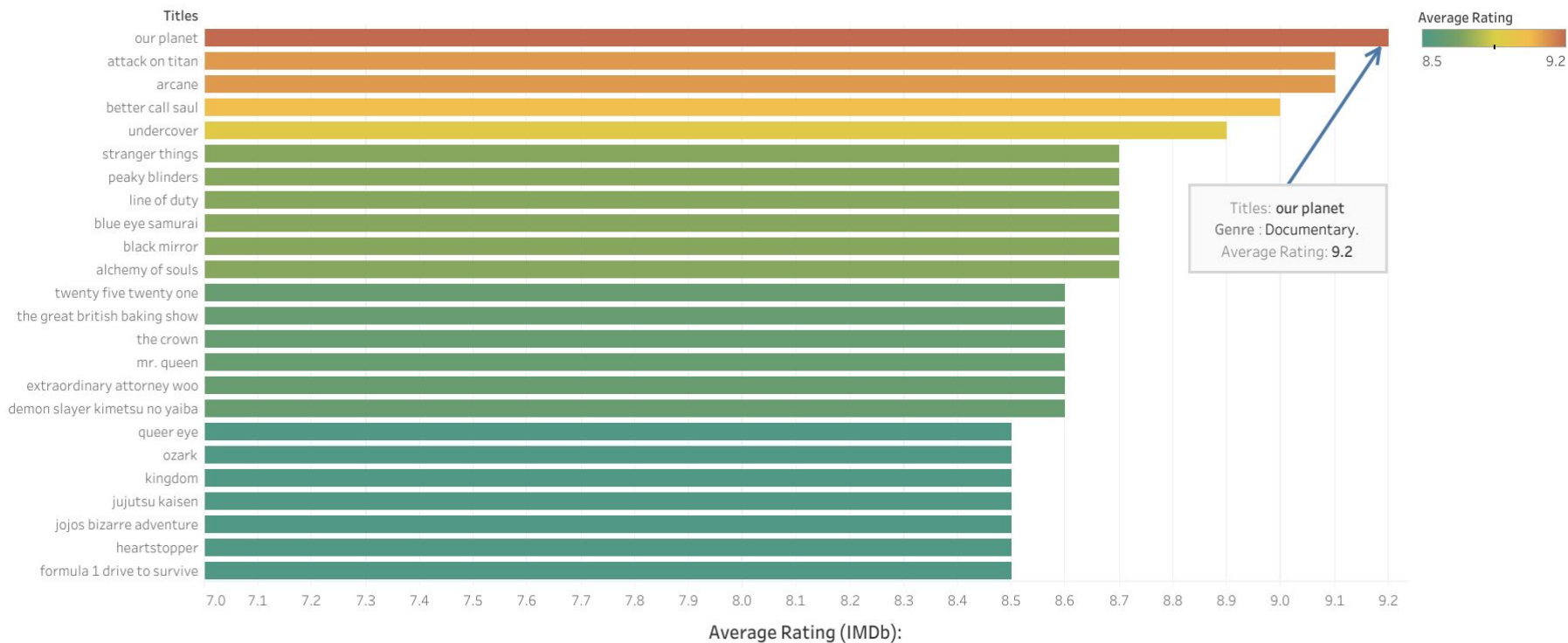
# Top 30 Genres (IMDb Rating )

Netflix: Average Rating (IMDb) Top 30 Genres



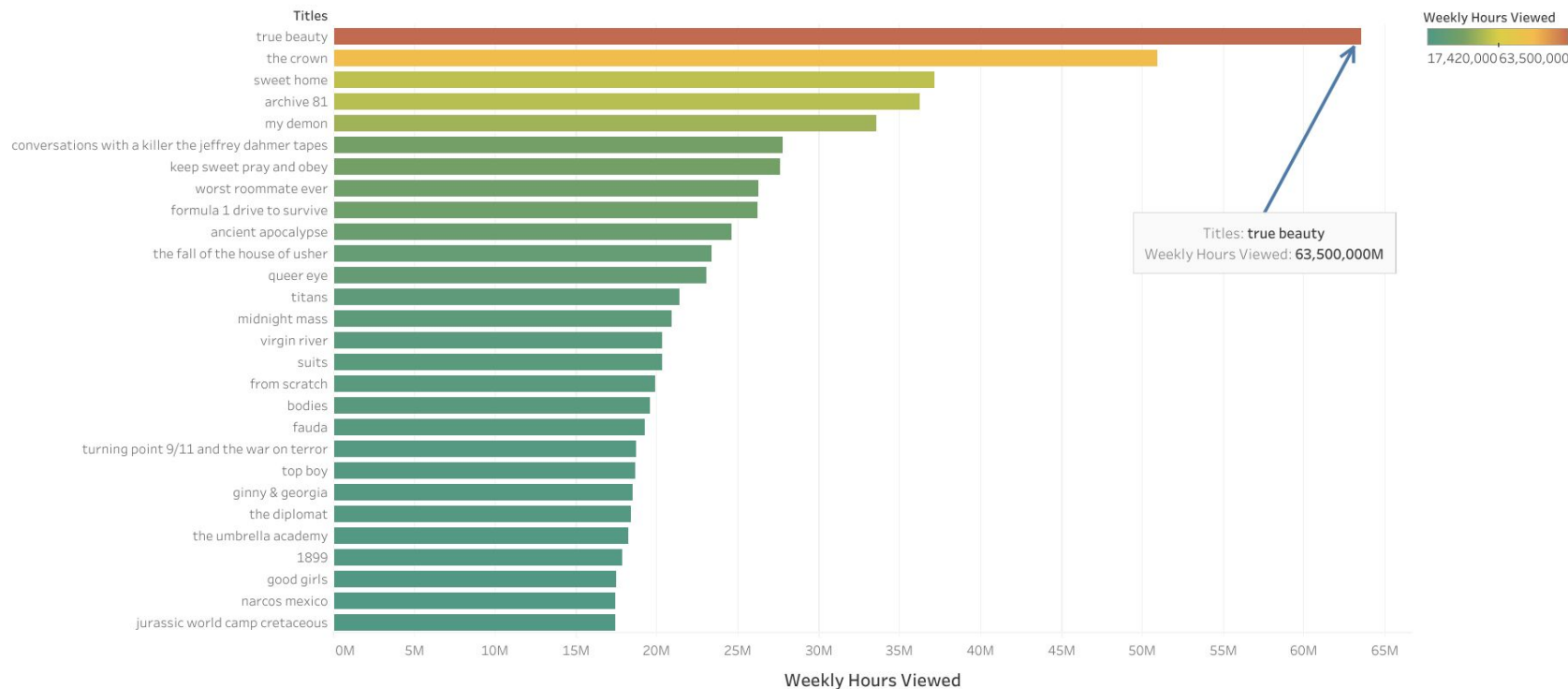
# Top 30 Shows (IMDb rating)

Netflix Top 30 Shows: Average Rating (IMDb)



# Top 30 Shows (Weekly watch hours)

Netflix Weekly Watch Hours: Top 30 Shows





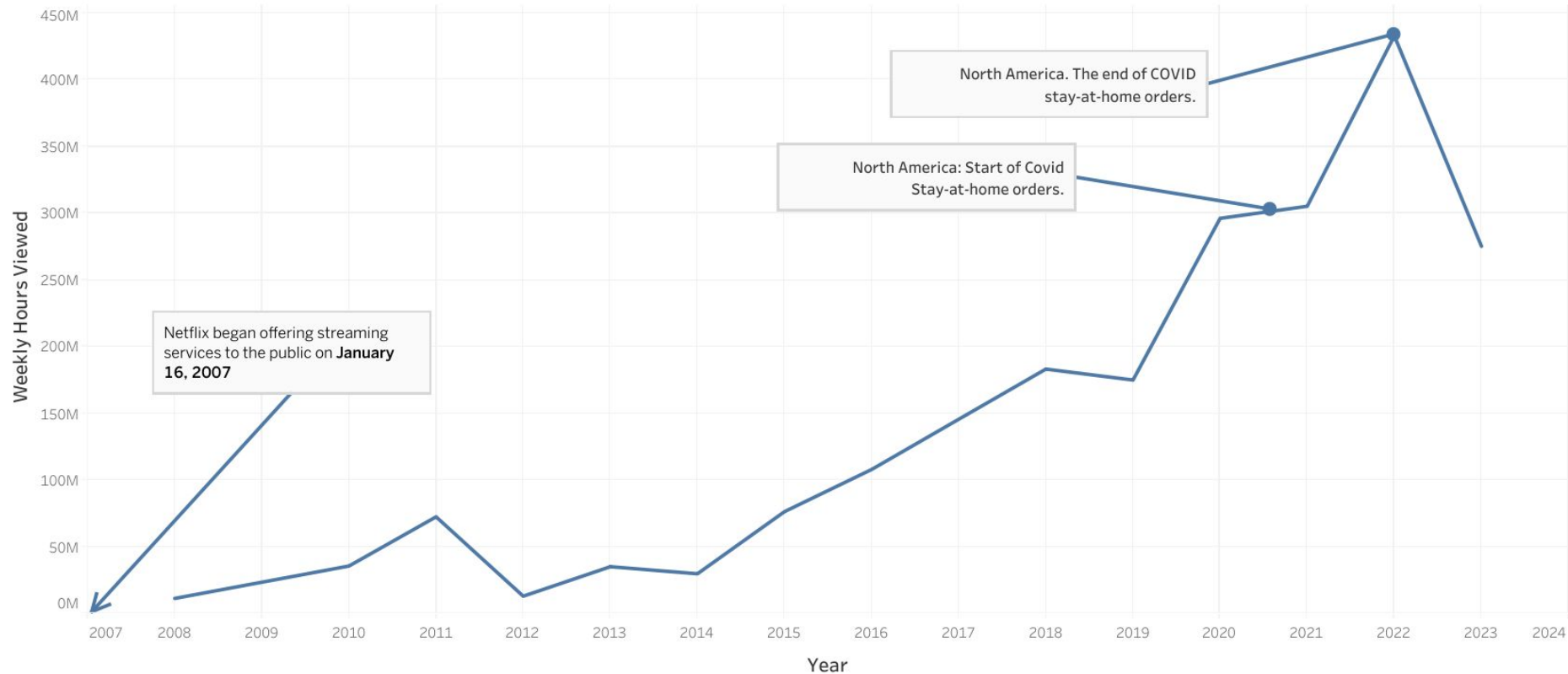
# Top 30 Shows (graphs):

## IMDb rating vs Weekly watch hours

**Key Insight:** Differentiated strategies are needed for critically acclaimed vs. popular shows.

# Viewership Trends Overtime

Netflix Weekly Viewership Trend



# Viewership Trends Overtime:

## Analysis :

- *Trend Up to 2022*
  - Significant correlation with the pandemic (2020–2022). Lockdowns created a boom in streaming as people spent more time at home.
  - Netflix capitalized by releasing high-volume, diverse content during this period.
- *Post-2022 Drop-Off:*
  - Ease of restrictions reduced time spent indoors
  - Intense competition from platforms like Disney+ and HBO Max contributed to a decline.
  - Audience fatigue with Netflix's existing content offerings.

# Viewership Trends Overtime:

## **Recommendation :**

- Counteract drop-off by diversifying genres, leveraging untapped markets, and improving catalog curation.



# Insights and Correlations:

## **Key Observations:**

- Mass appeal genres like Drama/Romance drive high engagement.
- Niche genres like Documentary require stronger marketing.
- Pandemic-related surges highlight the value of strategic releases during global events.

## **Correlations:**

- High ratings  $\neq$  high viewership (e.g., "Our Planet" vs. "True Beauty").
- Viewer habits are influenced by external factors (pandemics, competition, etc.).

# Recommendations:

## For Netflix:

- Invest More in Popular Genres:
  - Drama? Romance for Sustained Engagement,
- Leverage Trends:
  - Documentaries, Marketed to Specific audience segments.
- Explore Emerging Markets:
  - Global expansions in untapped regions.
- Combat Competition
  - Unique Offerings (e.g., interactive shows, limited series)

# Conclusion:

## Recap Findings:

- Genre Performance, Viewer Trends, and Correlations.
- Recommendations for Content Strategy

## Closing Statement:

Data-Driven content decisions will help Netflix maintain its competitive edge

# Datasets Used:

## Datasets:

- IMDb Top Rated Titles (Movies & TV Series)\*\* ([`data.csv`](#))  
Provides metadata about TV shows and movies, including genres, ratings, and popularity.
- Netflix Movies and TV Shows\*\* ([`netflix\\_titles.csv`](#))  
Includes details about titles available on Netflix, such as genre, duration, and release year.
- Official Netflix Viewership Database\*\* ([`most\\_popular.csv`](#), [`all\\_weeks\\_countries.csv`](#), [`all\\_weeks\\_global.csv`](#))  
Provides weekly views in hours, highlighting popular Netflix titles.



# Tools Used:

- **Excel/Google Sheets:**
  - For data cleaning and standardization.
- **Rstudio**
  - For data merging and cleaning.
- **Tableau Studio**
  - For data visualization.



THANK YOU