



# Netflix Content Strategy Analysis

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An In-Depth Analysis of the Netflix Content Library

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# 1. Executive Summary

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This report provides a comprehensive analysis of the current Netflix content library to identify key trends and strategic opportunities. The findings indicate a library heavily dominated by the **Movie** format, with a significant reliance on content produced in the **United States**. While the platform experienced explosive growth in content acquisition that peaked around **2019**, the most popular genres remain consistent, led by **International Titles, Dramas, and Comedies**.

The primary recommendation is to **increase strategic investment in international TV series**. This approach would diversify the content portfolio, cater to the most popular genre, and leverage the TV show format's proven ability to drive long-term subscriber engagement and retention.

## 2. Project Objective

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The goal of this analysis is to answer key strategic questions about the Netflix library's composition, using data to identify trends and opportunities that can inform future content acquisition and production decisions.

## 3. Methodology & Tools

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**Tools:** Python (Pandas, Matplotlib, Seaborn) in a Google Colab environment.

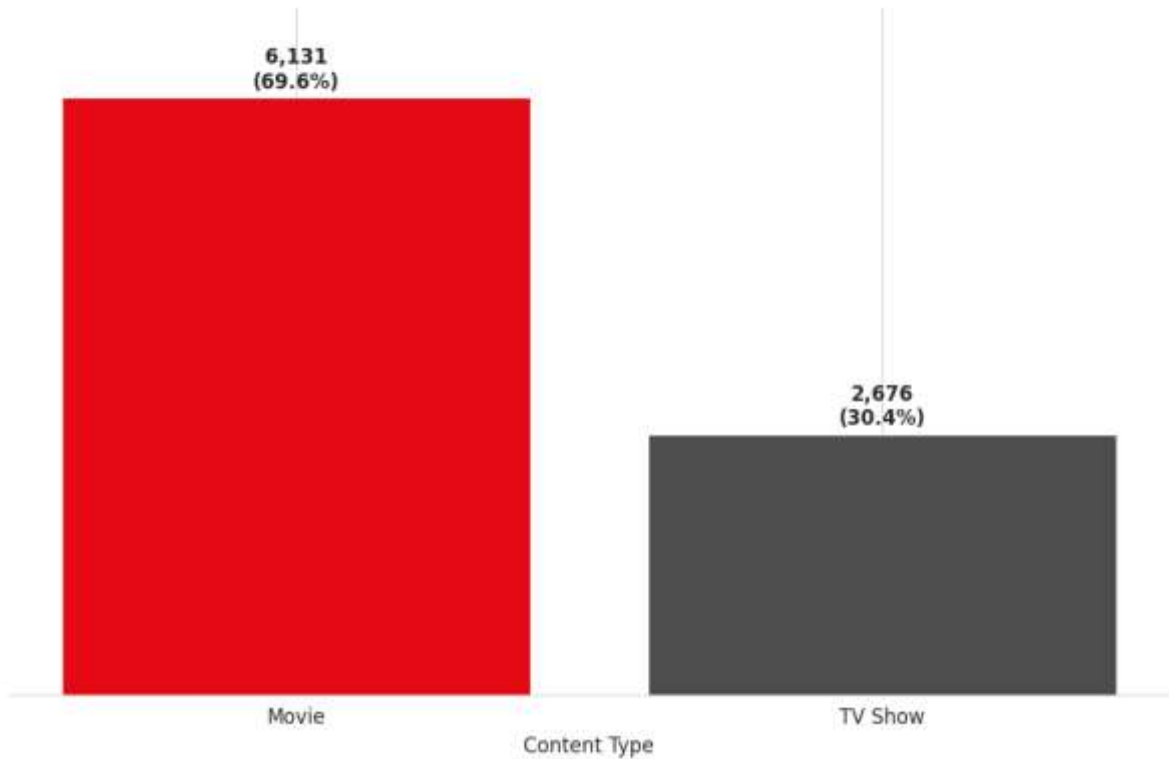
**Process:** The analysis involved a comprehensive data cleaning and preparation phase (handling missing values, parsing nested data), followed by Exploratory Data Analysis (EDA) to answer key business questions, and finally, data visualization to present the findings in a clear and impactful manner

## 4. Analysis & Findings

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### Finding 1: Movies Dominate the Content Library

Netflix Library is Dominated by Movies, Making Up Nearly 70% of Content

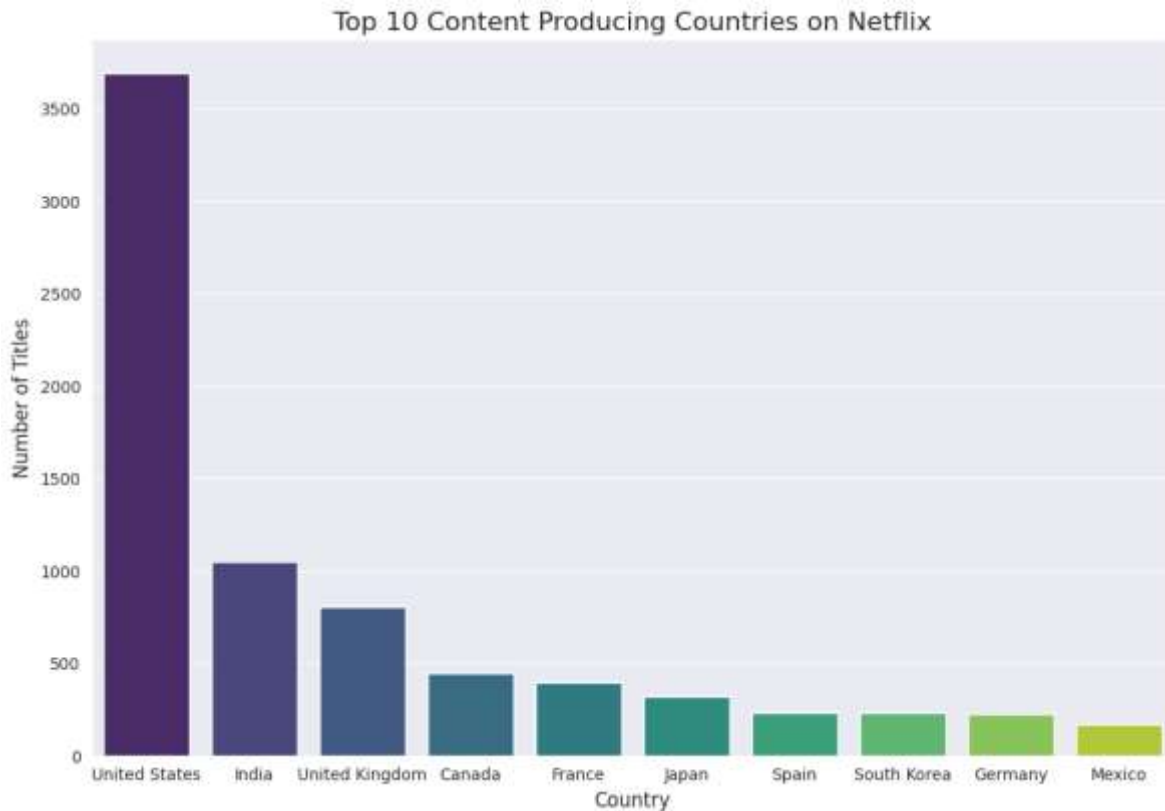


**Insight:** The Netflix library is heavily skewed towards movies, which constitute nearly **70%** of the available titles. While movies provide a wide variety, TV shows are often a stronger driver for long-term subscriber retention. This distribution suggests a potential over-reliance on single-viewing experiences.

## 4. Analysis & Findings (Continued)

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### Finding 2: Content Sourcing is Heavily Reliant on the US

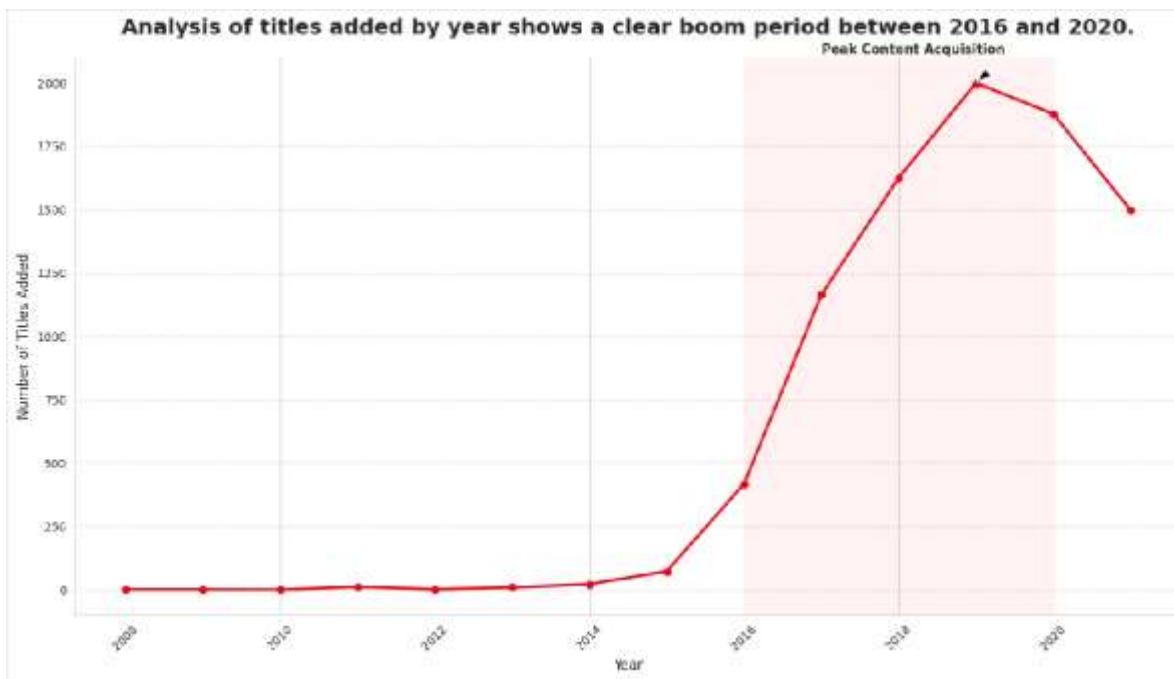


**Insight:** The platform saw an explosive, exponential growth in content acquisition from 2015, peaking in 2019. The subsequent slowdown could reflect a strategic shift from quantity to quality, a focus on original productions, or the impact of the COVID-19 pandemic on the production pipeline. The data from the early years (2008-2015), shown in the inset, confirms a very slow start before the aggressive expansion phase.

## 4. Analysis & Findings (Continued)

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### Finding 3: Content Acquisition Peaked in 2019

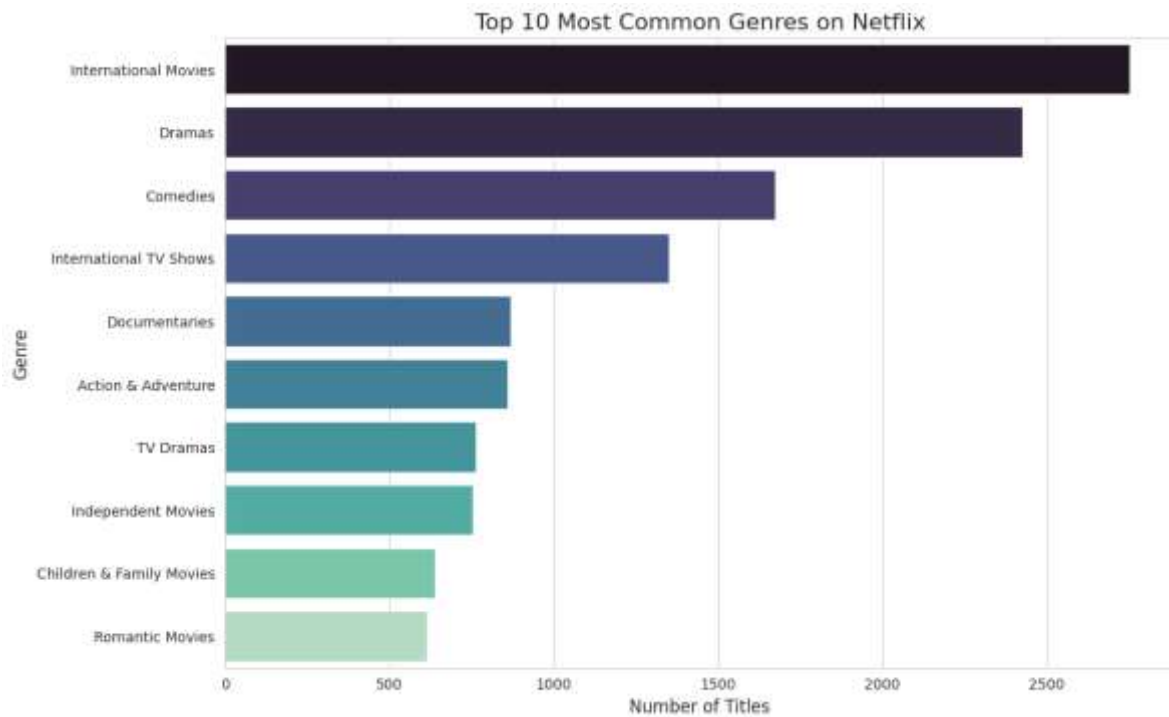


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## 4. Analysis & Findings (Continued)

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### Finding 4: International, Drama, and Comedy are the Dominant Genres



**Insight:** "International Movies" and "Dramas" are the most prevalent genres on the platform, indicating a strong global appetite for character-driven stories. The high ranking of "Comedies" and "Action & Adventure" also points to a demand for accessible, entertaining content.

## 5. Strategic Recommendations

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- **Prioritize International TV Series Production:** Given that "International" is the top genre and TV shows drive retention, a strategic focus on producing high-quality, local-language TV series in key markets (e.g., UK, France, Spain, South Korea) could yield a high return on investment.
- **Diversify Beyond Top Genres:** While drama and comedy are successful, there is an opportunity to capture niche audiences by cautiously investing in less represented but highly engaging genres, such as "Sci-Fi & Fantasy" or "Anime," to create loyal fan communities.
- **Conduct Deeper Genre Analysis:** A follow-up analysis focusing on the performance metrics (e.g., viewership, completion rate) of different genres within top-performing countries could further refine content acquisition strategy.

## 6. Conclusion

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This data-driven analysis of the Netflix library reveals a mature platform with a clear content profile. By strategically shifting focus towards international TV series and exploring niche genres, Netflix can better hedge against its reliance on the US market, increase global appeal, and build a more resilient and engaging content portfolio for the future.

## 7. Data Source & References

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### Primary Data Source:

The analysis presented in this report is based on the "Netflix Movies and TV Shows" dataset. This publicly available dataset was retrieved from Kaggle, a global platform for data science and machine learning communities.

- Dataset Title: Netflix Movies and TV Shows
  - Source Platform: Kaggle
  - Direct Link: [www.kaggle.com/datasets/shivamb/netflix-shows](https://www.kaggle.com/datasets/shivamb/netflix-shows)
  - Version Used: Version 3 (as of September 2025)
  - Format: Comma-Separated Values (.csv)
  - Description: The dataset contains metadata on over 8,000 titles available on Netflix, including information such as content type, title, director, cast, country of production, release year, rating, and genre.
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