Netflix India You Tube Channel Analysis
Period : 17 May 2016 - 20 Dec 2024

Deep Dive Into Content, Engagement, and Growth

Prepared by :

Amit Bahedia

Executive Summary / Key Highlights
Period : 17 May 2016 - 20 Dec 2024

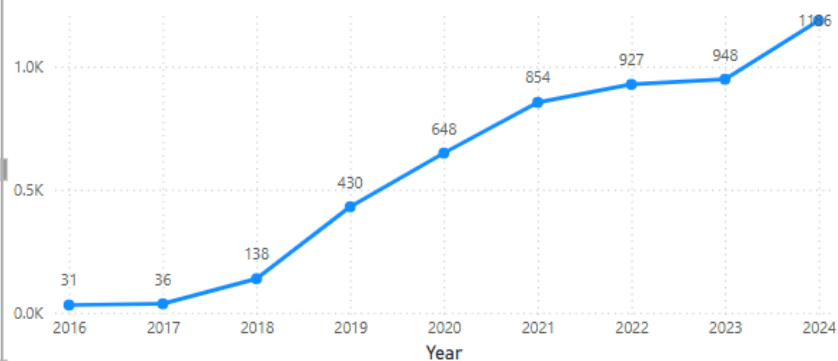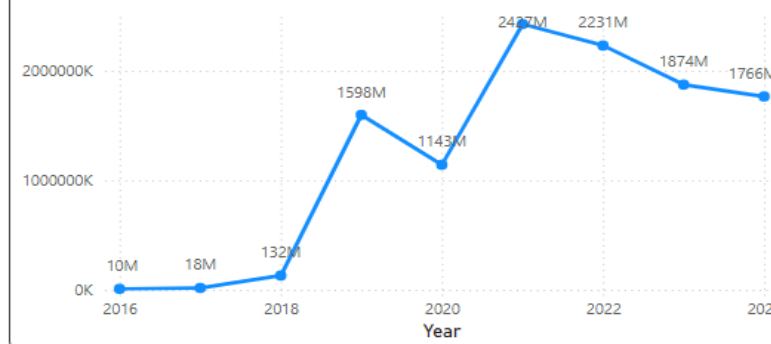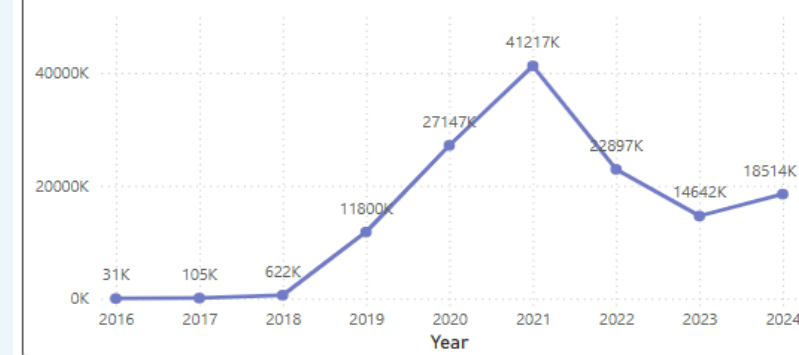| Total Videos	Total Views	Total Likes	Total Comments	No of Viral Videos
5134	11200M	137M	3M	1230

Total_Video by Year

Total_Views by Year
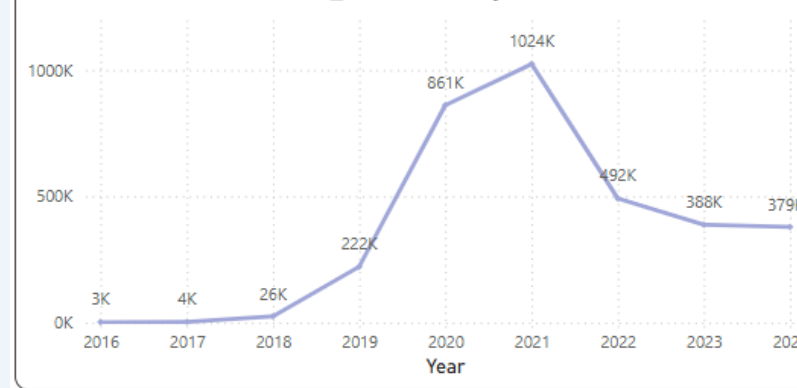
Total_Likes by Year

From May 2016 to December 2024, the channel had shown remarkable growth with over 5,134 videos uploaded and an impressive 11.2 billion total views. Engagement peaked around 2020, both in terms of likes and comments, indicating highly resonant content during that period. With 1,230 viral videos (views >1M) and a consistent increase in uploads, the channel demonstrates strong content strategy and audience reach over time.

Total_Comments by Year

Engagement_rate by Year

Research Questions

1. Does the duration of the video influence the views and comments ?
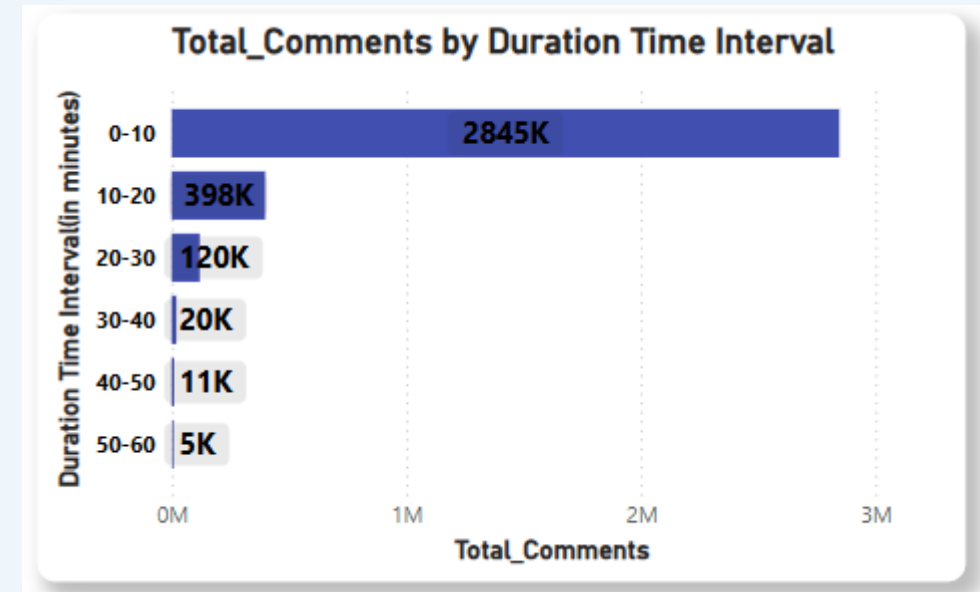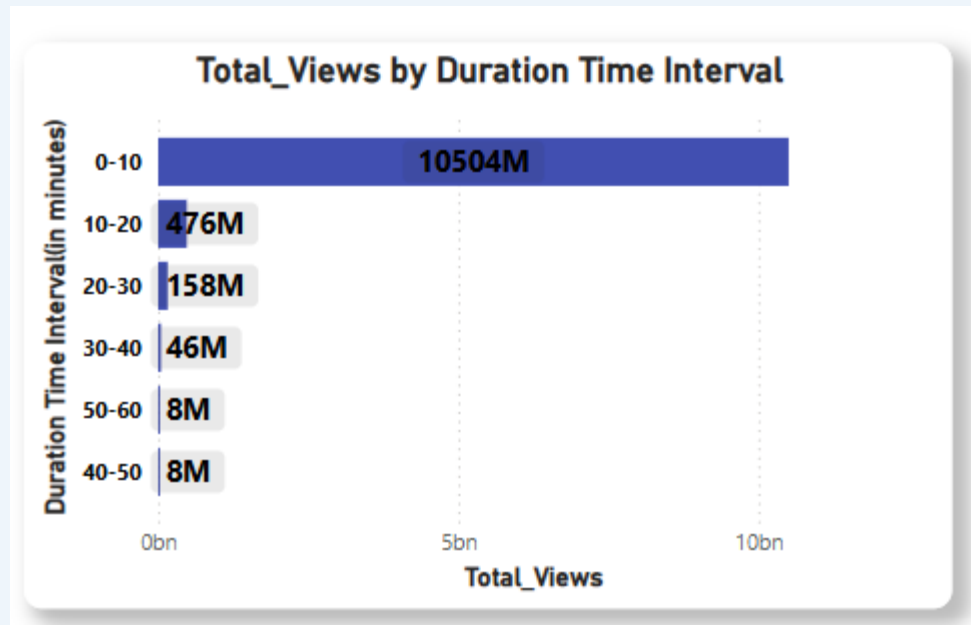
Most of the views between May 2016 and Dec 2024 were concentrated in videos under **0–10 minutes**. As video duration increased, both **views and comments showed a declining trend**, indicating a clear audience preference for shorter content formats.

Research Questions

2. Is there a relation between the views and comments ?
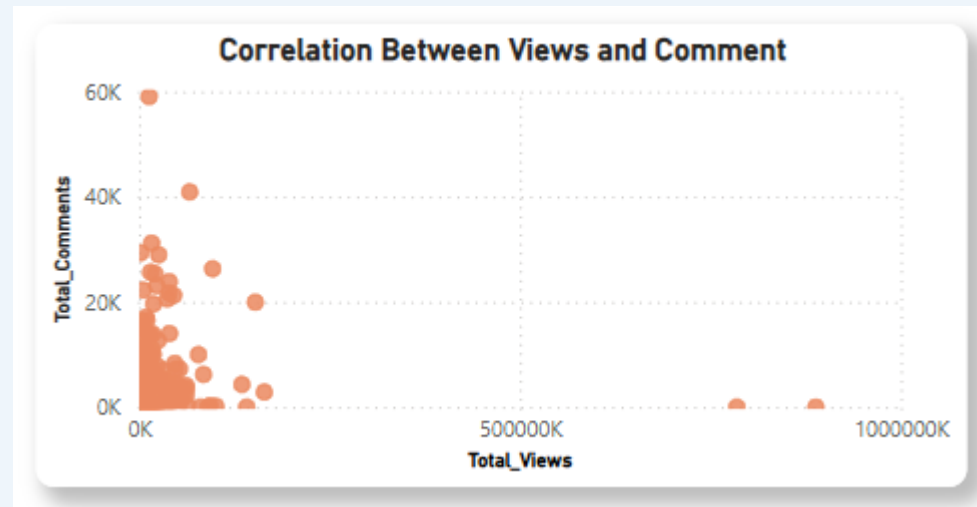
There appears to be a **weak correlation** between views and comments. While most videos fall under lower view counts with moderate comments, videos with **very high views (500,000K–1,000,000K)** often receive **relatively fewer comments**, indicating that **high views don't always translate into high engagement**.

Research Questions

3. Does tag count matter to get more views?
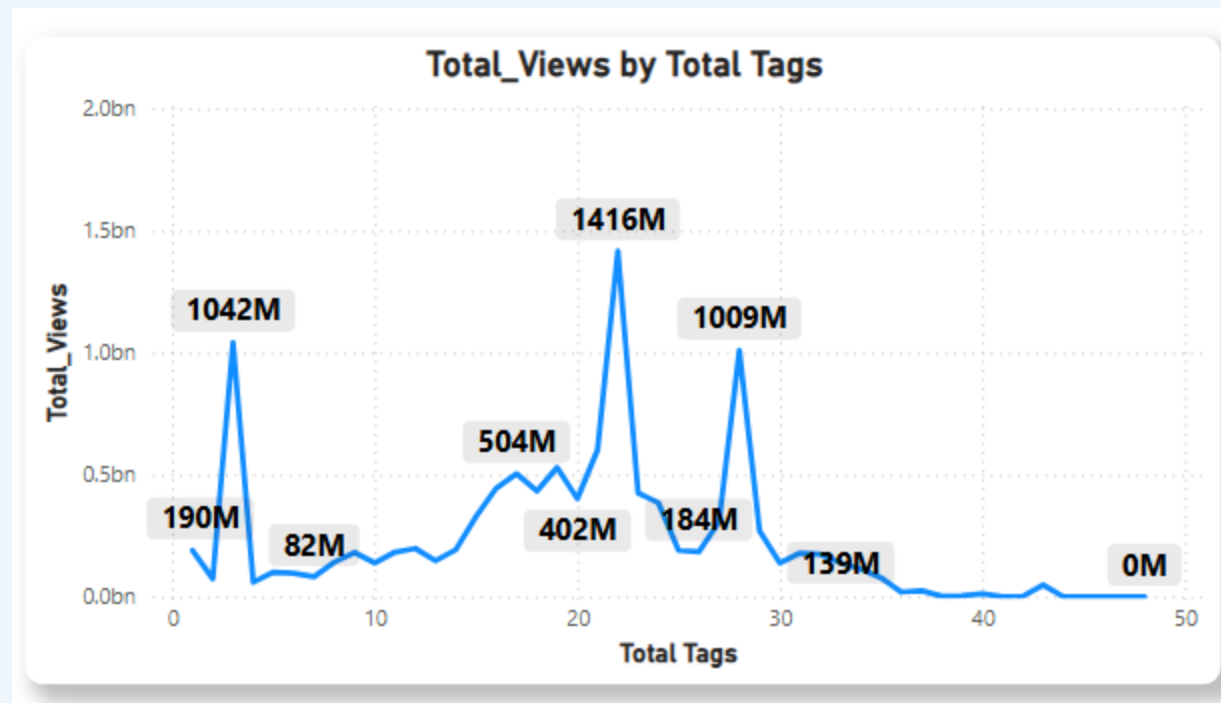
Videos with **20–30 tags** received the highest views, followed by those with **10–20** and **0–5 tags**. Interestingly, videos with **30–50 tags** saw a drop in views, suggesting that **adding more tags doesn't necessarily increase visibility or viewership**.

Research Questions

4. Does video publishing day or time influence the engagement ?
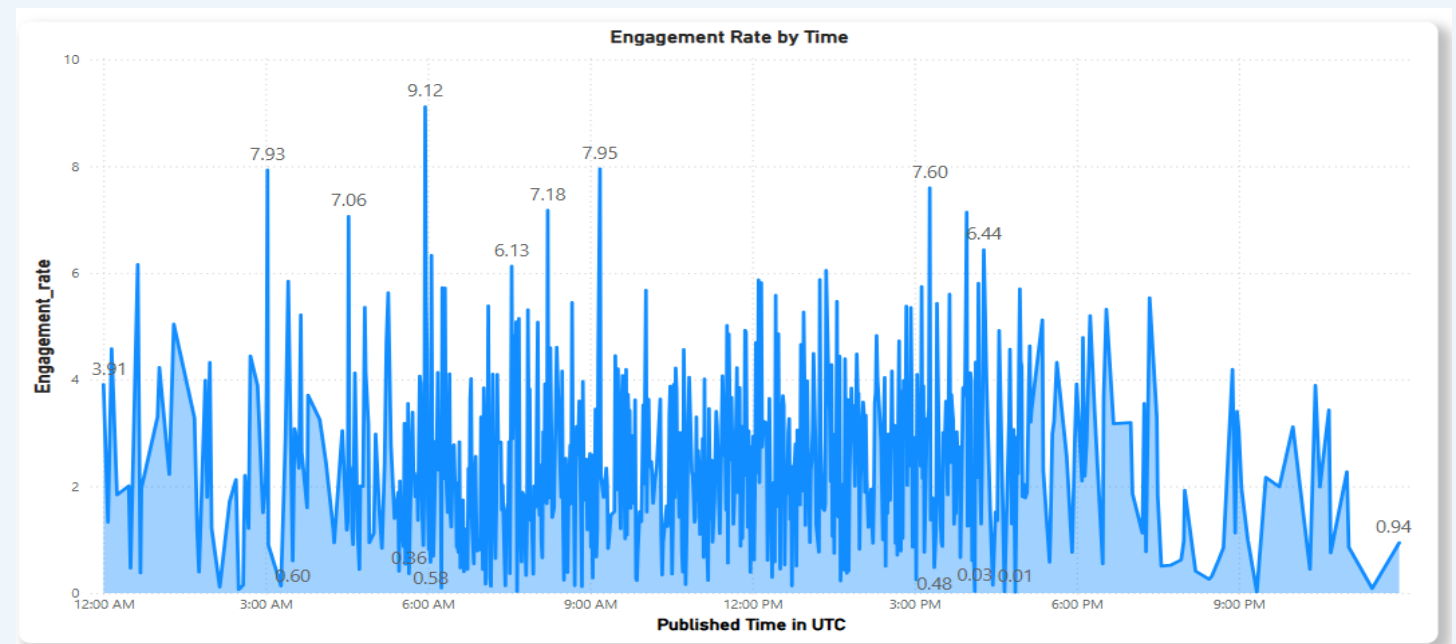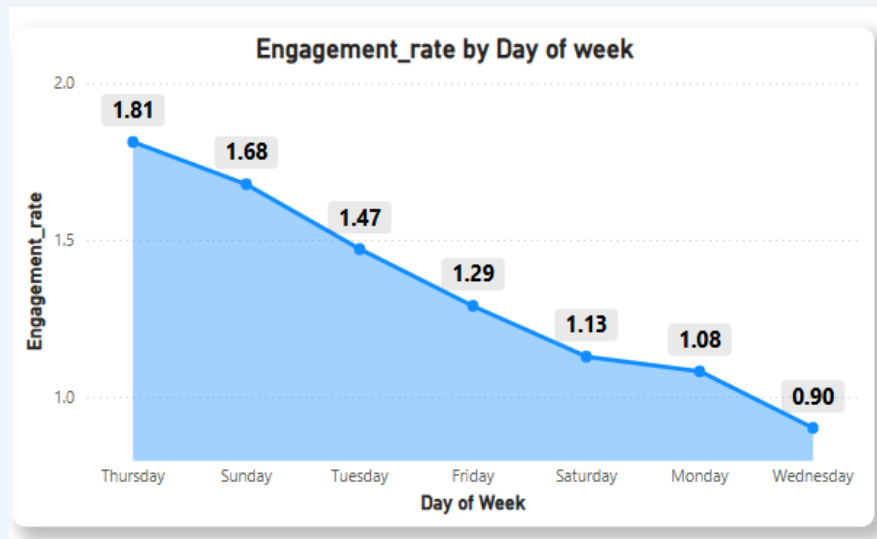
Engagement rates peaked on Thursdays (1.81%), slightly higher than other days. From a time perspective, **early morning uploads (3 AM–9 AM UTC)** saw the **highest engagement (7.5%–9%),** with another notable spike around **3 PM UTC.**

Research Questions

5. Which video is most popular on channel?

Total 5 Videos by Views

- Mighty Little Bheem | Bheem with a Beat | Netflix India — 888M
- Bheem Cooks The Best Pongal | Mighty Little Bheem: Kite Festival | Netfl... — 785M
- Exclusive Deleted Scenes: Netflix Playback 2022 ft. Tovino Thomas, Vijay ... — 164M
- Janiye | Music Video | Chor Nikal Ke Bhaga | Vishal Mishra, Rashmeet Kau... — 152M
- Mighty Little Bheem | Flower Adventure | Netflix India — 141M

(Y-axis: Total_Views, X-axis: Title)

Total 5 Videos by Likes

- Mighty Little Bheem | Bheem with a Beat | Netflix India — 3M
- Bheem Cooks The Best Pongal | Mighty Little Bheem: Kite Festival | Netflix India — 3M
- Bella Ciao Full Song | La Casa De Papel | Money Heist | Netflix India — 2M
- Is Time Travel Possible? | @Round2hell | Netflix India — 1M
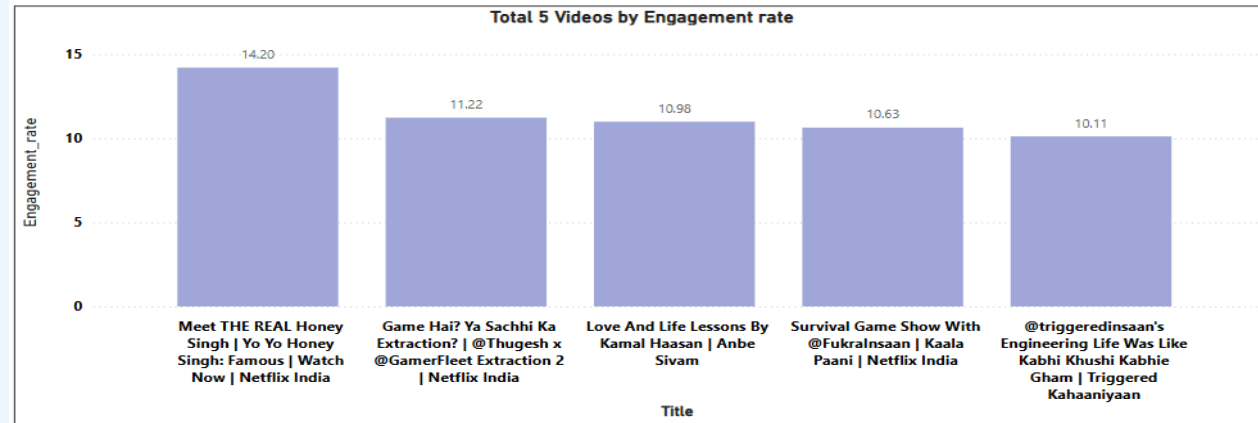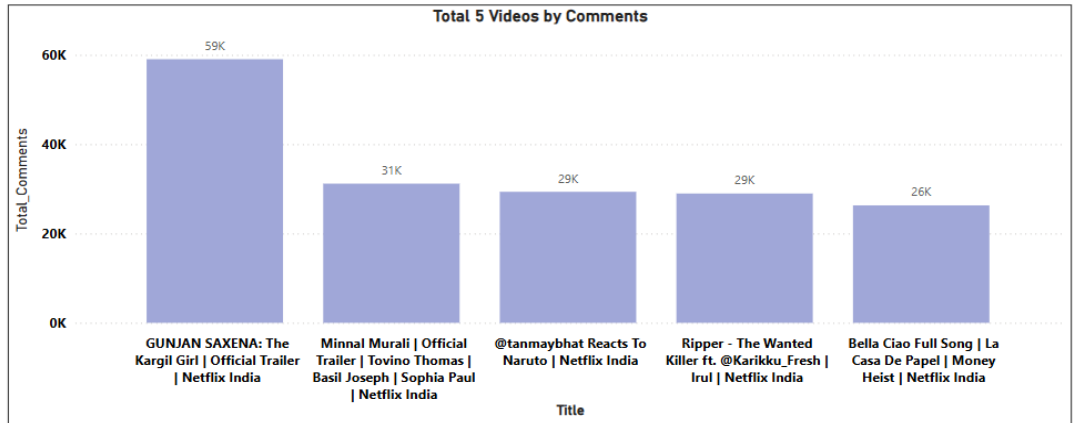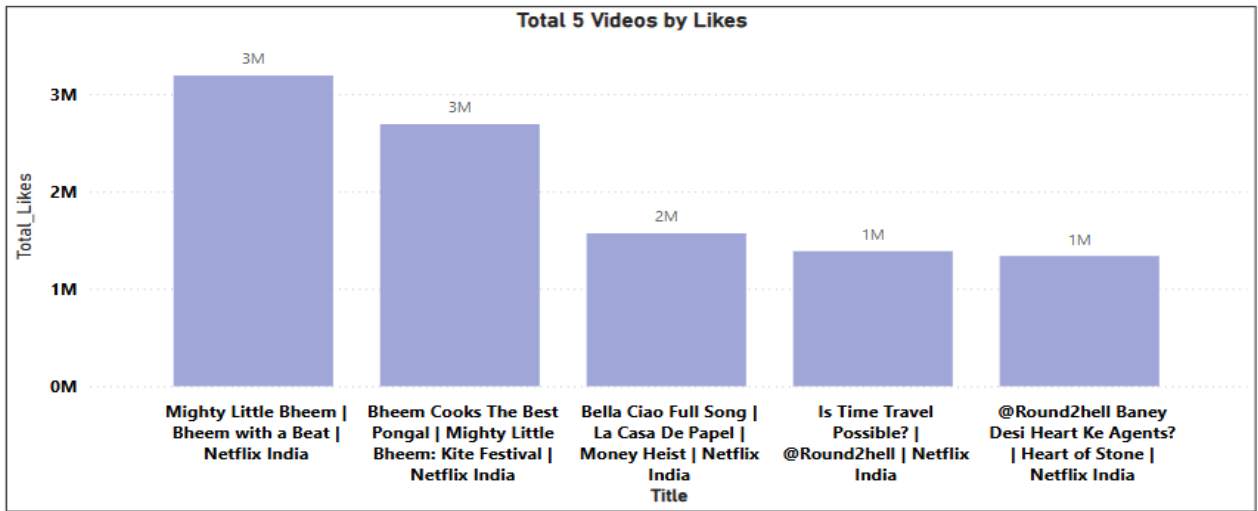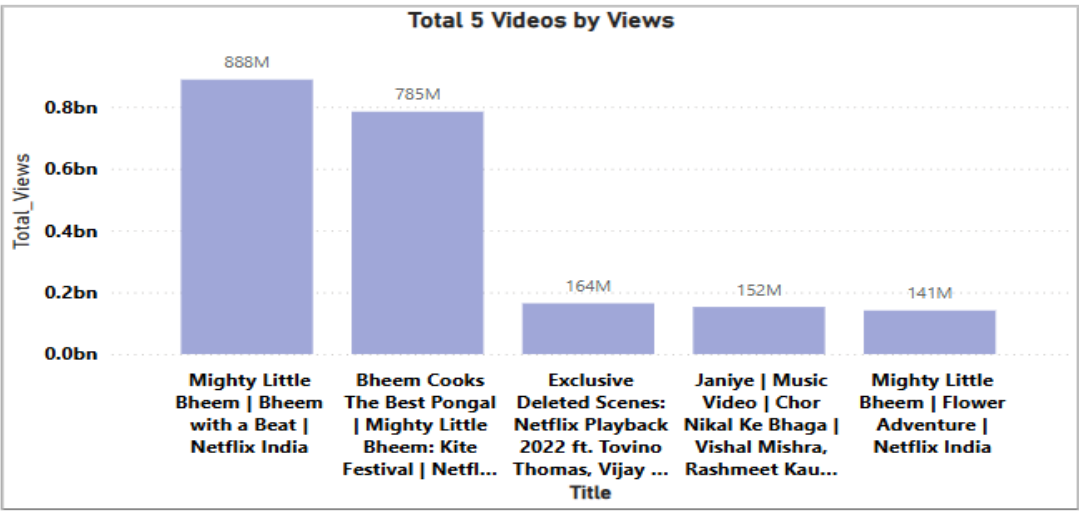- @Round2hell Baney Desi Heart Ke Agents? | Heart of Stone | Netflix India — 1M

(Y-axis: Total_Likes, X-axis: Title)

Total 5 Videos by Comments

- GUNJAN SAXENA: The Kargil Girl | Official Trailer | Netflix India — 59K
- Minnal Murali | Official Trailer | Tovino Thomas | Basil Joseph | Sophia Paul | Netflix India — 31K
- @tanmaybhat Reacts To Naruto | Netflix India — 29K
- Ripper - The Wanted Killer ft. @Karikku_Fresh | Irul | Netflix India — 29K
- Bella Ciao Full Song | La Casa De Papel | Money Heist | Netflix India — 26K

(Y-axis: Total_Comments, X-axis: Title)

Total 5 Videos by Engagement rate

- Meet THE REAL Honey Singh | Yo Yo Honey Singh: Famous | Watch Now | Netflix India — 14.20
- Game Hai? Ya Sachhi Ka Extraction? | @Thugesh x @GamerFleet Extraction 2 | Netflix India — 11.22
- Love And Life Lessons By Kamal Haasan | Anbe Sivam — 10.98
- Survival Game Show With @FukraInsaan | Kaala Paani | Netflix India — 10.63
- @triggeredinsaan's Engineering Life Was Like Kabhi Khushi Kabhie Gham | Triggered Kahaaniyaan — 10.11

(Y-axis: Engagement_rate, X-axis: Title)

Research Questions

**6. Does title length influence views?**

Total_Views by Title_Length
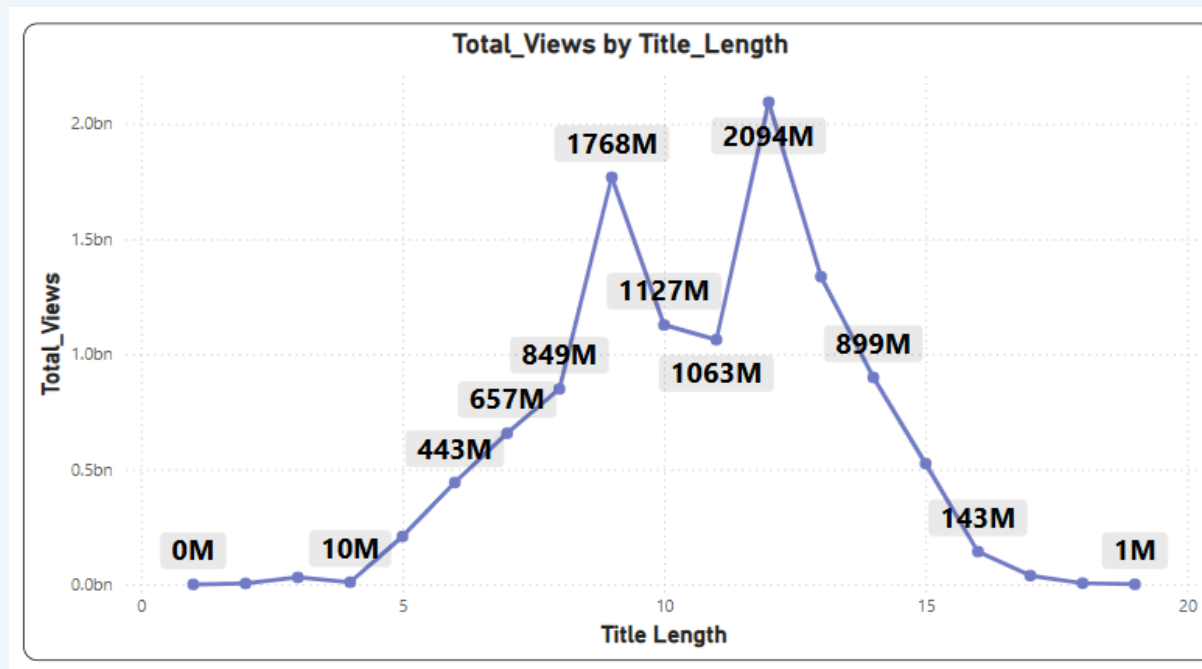
Videos with 8–12 words in their titles attracted the highest views, followed by those with 5–7 words. Longer titles (over 12 words) were associated with lower view counts, suggesting that concise titles perform better.

Research Questions

7. What is our views distribution?
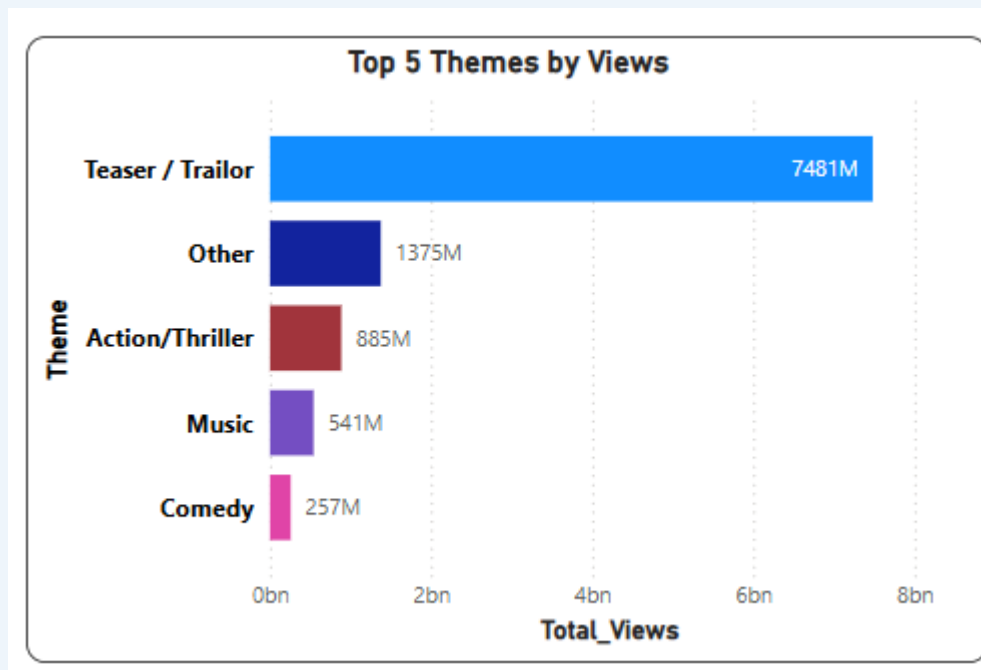

Distribution of Videos by View Range
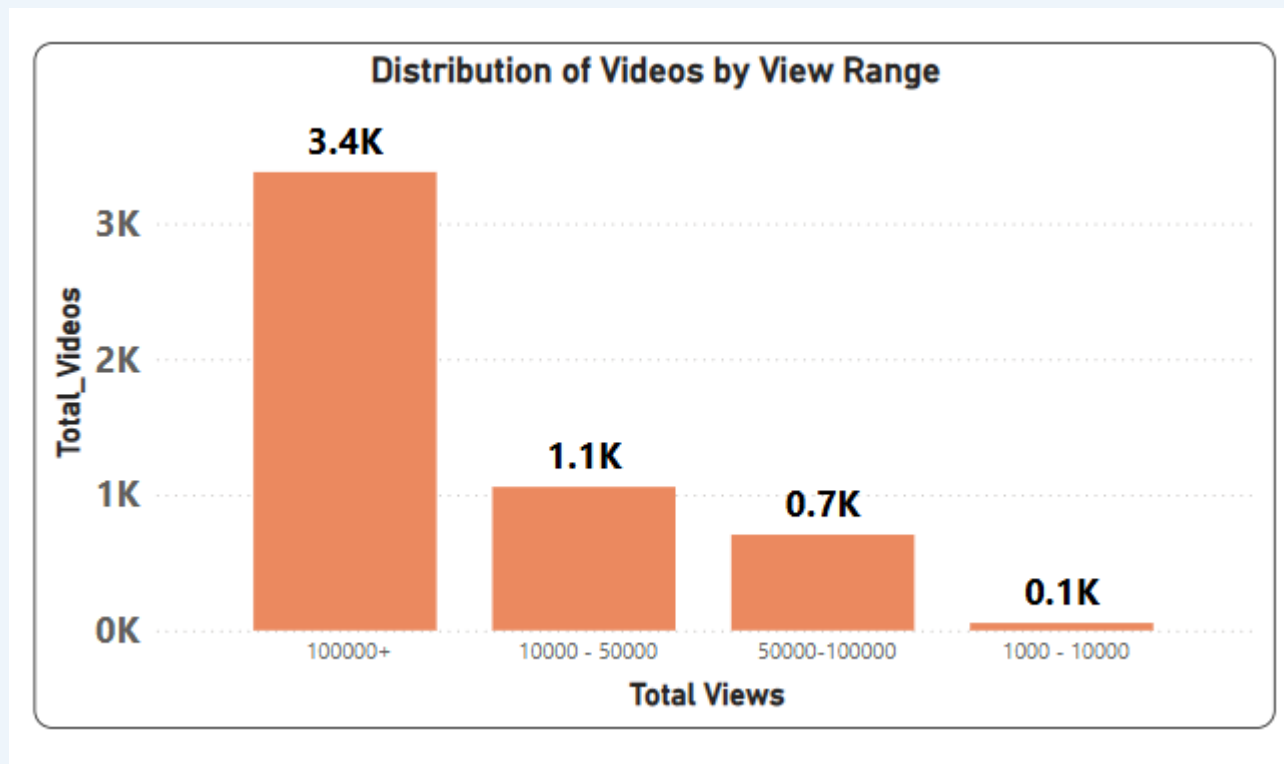
The majority of videos (around 3,500 out of 5,134) crossed 100K views, highlighting strong audience engagement and consistent content performance throughout the period.

Research Questions

8. Are there certain topics or themes that consistently perform better than others?

Top 5 Themes by Views

Theme	Total_Views
Teaser / Trailor	7481M
Other	1375M
Action/Thriller	885M
Music	541M
Comedy	257M

Teaser/Trailer videos received the highest views, followed by uncategorized and Action/Thriller content, and also outperformed other categories in terms of likes and comments, indicating stronger audience engagement.

Research Questions

9. Are there any videos that have no tags, but performed well?

Title	Total Views	Total Likes	Total Comments
Heating Up | Netflix	24051981	26609	2410
Ghoul - Silent Trailer I Netflix I HD	18523444	40118	2379
Ghoul: The Room | Official [VR] | Netflix	18407319	41185	1823
To-Dos | Netflix	4419563	36	8
Ad Break | Netflix	3582965	146	10
Dangal | Main Trailer | Netflix	1253173	5052	128
Marvel's Iron Fist | 7 days of Iron Fist | Netflix	295551	108	5
The Ivory Game - Official Trailer - Netflix Documentary [HD]	292647	239	88
Little Things Season 3 | Mithila Palkar Helps Dhruv Sehgal Settle In | Netflix India	231591	4711	75
New on Netflix October 2018 | India	172218	2483	270
Aditi Mittal: Things They Wouldn't Let Me Say | Official Trailer [HD] | Netflix	153552	410	19
Selection Day | Choose Who You Become | Netflix	83026	762	29
Why Friends Are Useless | @thevirdas | Outside In | Netflix India	77501	4587	172
Home Again | Official Trailer | Netflix	25952	169	6
Profile Makeover	10837	61	6
Selection Day with PK & VK | Dreams | Netflix	9762	66	0
Selection Day with PK & VK | Downloads | Netflix	9350	78	2
Selection Day with PK & VK | No Ads | Netflix	7501	37	3
Selection Day with PK & VK | Take The Call | Netflix	5944	52	0
First Time | Netflix	5054	60	1
Global | Netflix	3583	35	8

A total of 21 videos were uploaded without tags, among which some still garnered high viewership—most notably Heating Up | Netflix with 24 million views. However, these videos generally showed limited likes and comments, suggesting weaker audience engagement despite high visibility.

Research Questions

10. What is the frequency of video publishing?

Year	Avg_Videos_Per_Month	Avg_Videos_Per_week	Total_Videos
2016	4	2	31
2017	4	1	36
2018	12	3	138
2019	36	8	430
2020	54	12	648
2021	71	16	854
2022	77	17	927
2023	79	18	948
2024	99	23	1186

Video publishing frequency increased significantly over the years. While uploads were minimal during 2016–2017, a steady rise began in 2018, peaking in 2024 with an average of around 100 videos per month and 23 per week. This reflects the channel's growing content engagement strategy year after year.

Research Questions

11. What are the keywords we used the most in tags and titles of videos?

Word Cloud Visual in POWER BI has been used to derive most used words in tags and titles

Keywords most used in tags

Keywords most used in Title
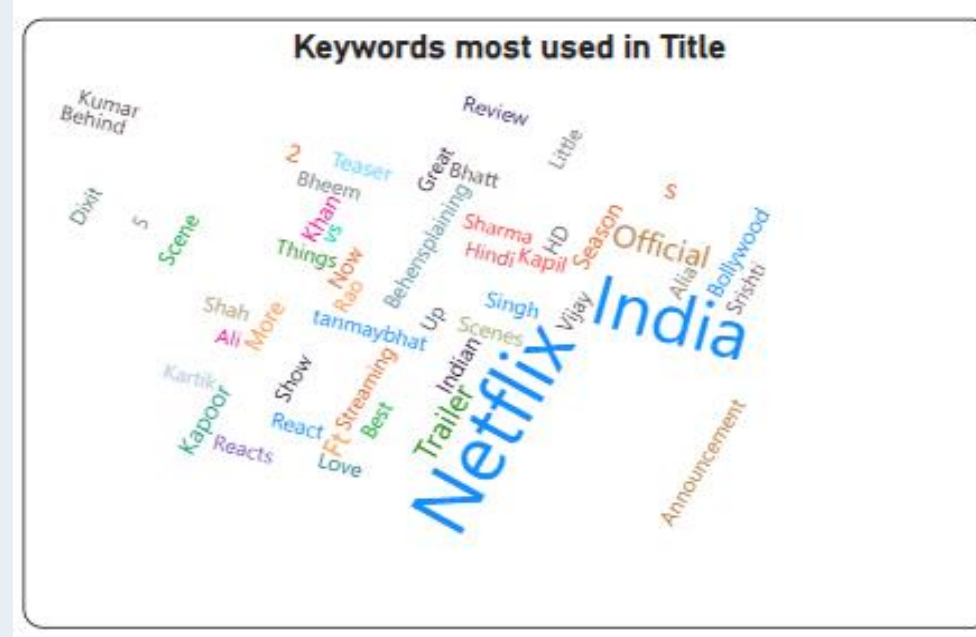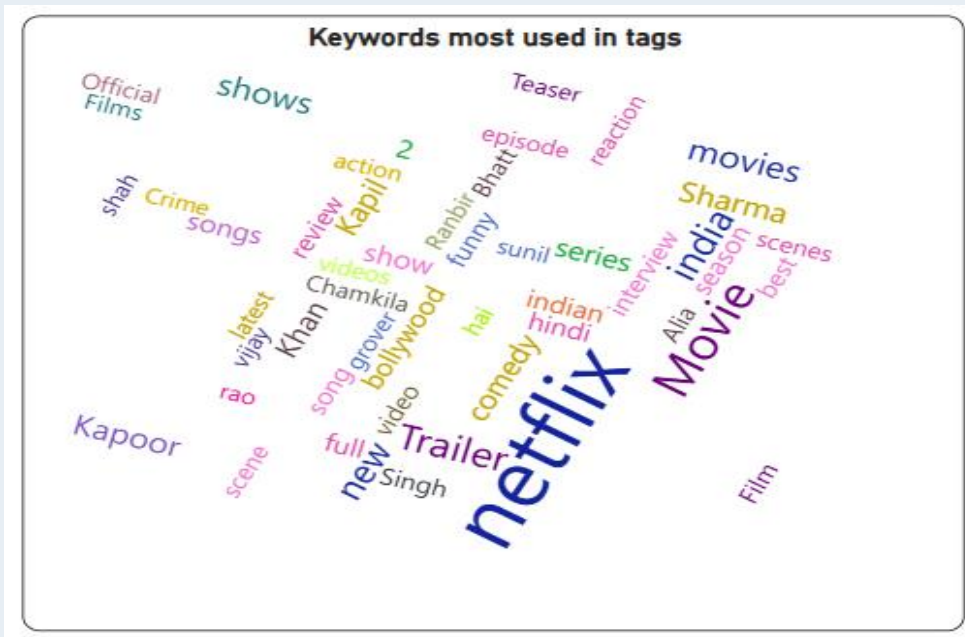
The most frequently used keyword in both titles and tags was 'Netflix', indicating strong brand emphasis. In titles, keywords like 'India', 'Trailer', 'Official', and 'Bollywood' were common, while tags often included 'Movie', 'Comedy', 'New', and 'Bollywood', reflecting popular content themes.

Conclusion

- The Netflix India YouTube channel has gradually increased its publishing frequency since 2018, reaching around 100 videos per month by 2024.

- Most engagement was seen in short-duration videos (0–10 minutes), with longer videos attracting fewer views and comments.

- Uploads during early morning (3–9 AM UTC) and mid-afternoon (around 3 PM UTC) saw higher engagement rates.

- Titles with 8–12 words and tags in the range of 10–30 performed better in terms of views.

- Teaser/Trailer videos consistently outperformed other categories in views, likes, and comments.

- While a few videos without tags received high views, overall engagement was limited in such cases.

- Keywords like "Netflix," "India," "Trailer," "Official," and "Bollywood" were frequently used in high-performing videos.

- Overall, the channel has effectively aligned its content strategy with audience behavior, steadily improving engagement and performance year over year.