



Netflix India You Tube Channel Analysis

Period : 17 May 2016 - 20 Dec 2024

Deep Dive Into Content, Engagement, and Growth

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Executive Summary / Key Highlights

Period : 17 May 2016 - 20 Dec 2024



Total Videos

5134

Total Views

11200M

Total Likes

137M

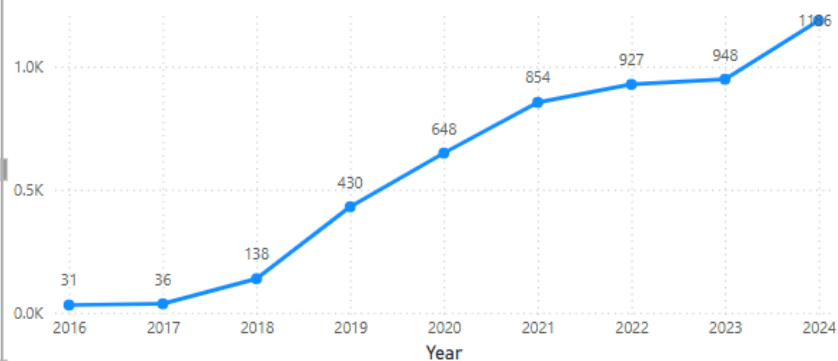
Total Comments

3M

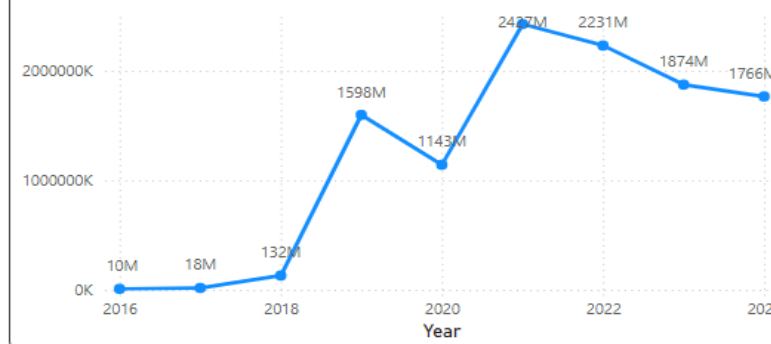
No of Viral Videos

1230

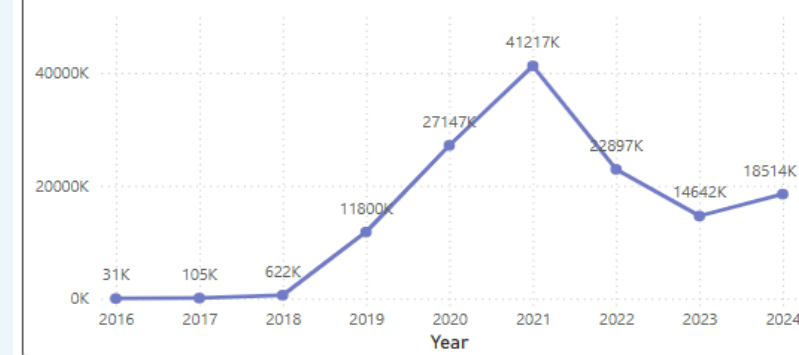
Total_Video by Year



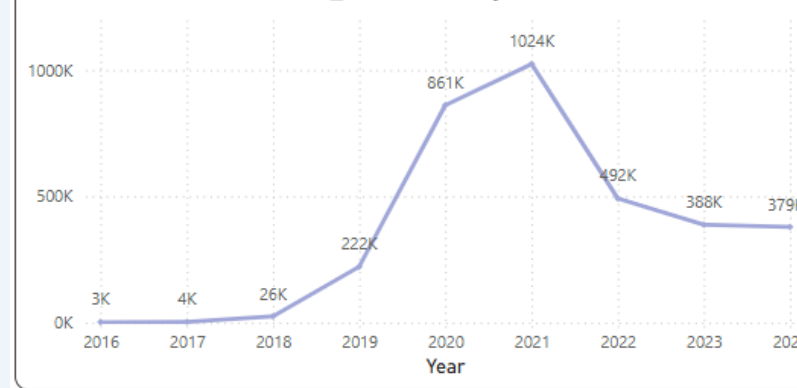
Total_Views by Year



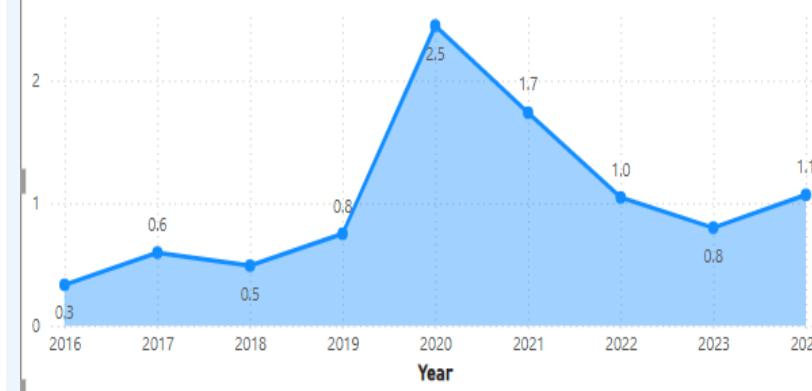
Total_Likes by Year



Total_Comments by Year



Engagement_rate by Year

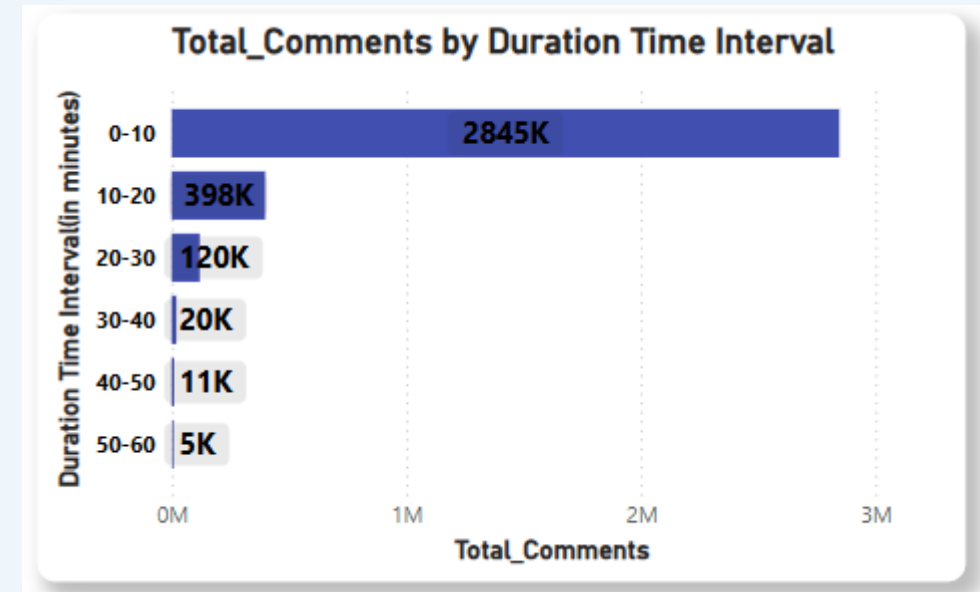
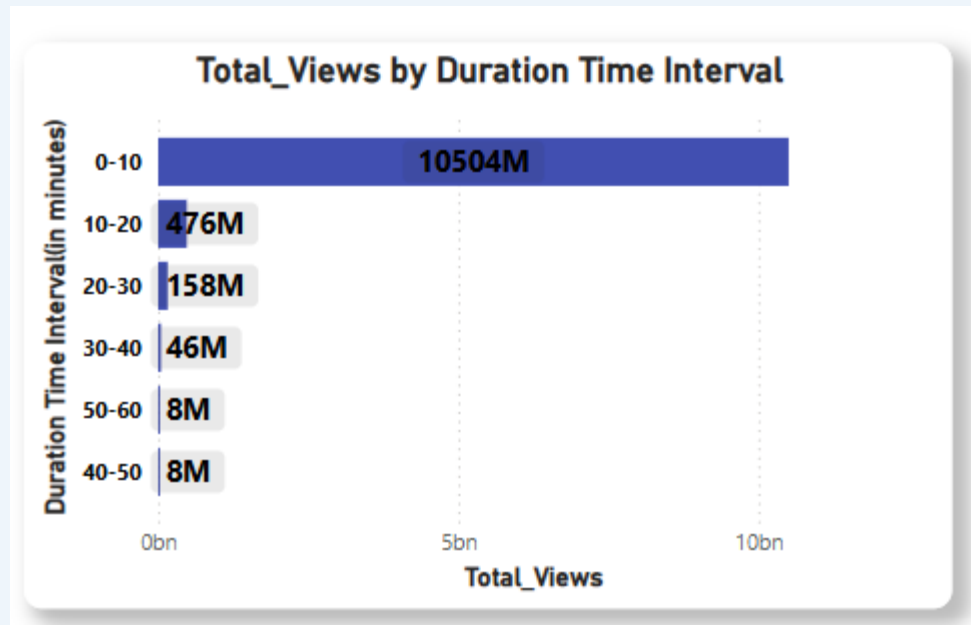


From May 2016 to December 2024, the channel had shown remarkable growth with over 5,134 videos uploaded and an impressive 11.2 billion total views. Engagement peaked around 2020, both in terms of likes and comments, indicating highly resonant content during that period. With 1,230 viral videos (views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



Research Questions

1. Does the duration of the video influence the views and comments ?

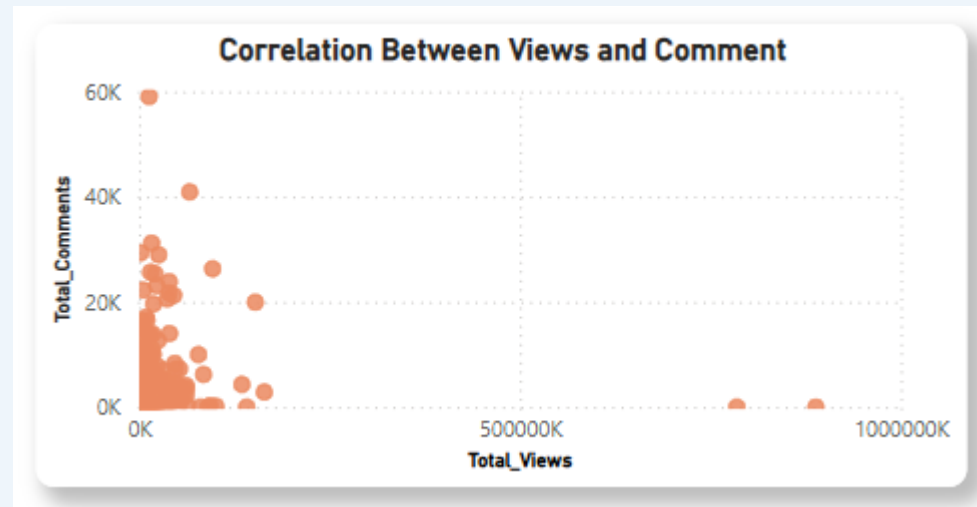


Most of the views between May 2016 and Dec 2024 were concentrated in videos under **0–10 minutes**. As video duration increased, both **views and comments showed a declining trend**, indicating a clear audience preference for shorter content formats.



Research Questions

2. Is there a relation between the views and comments ?

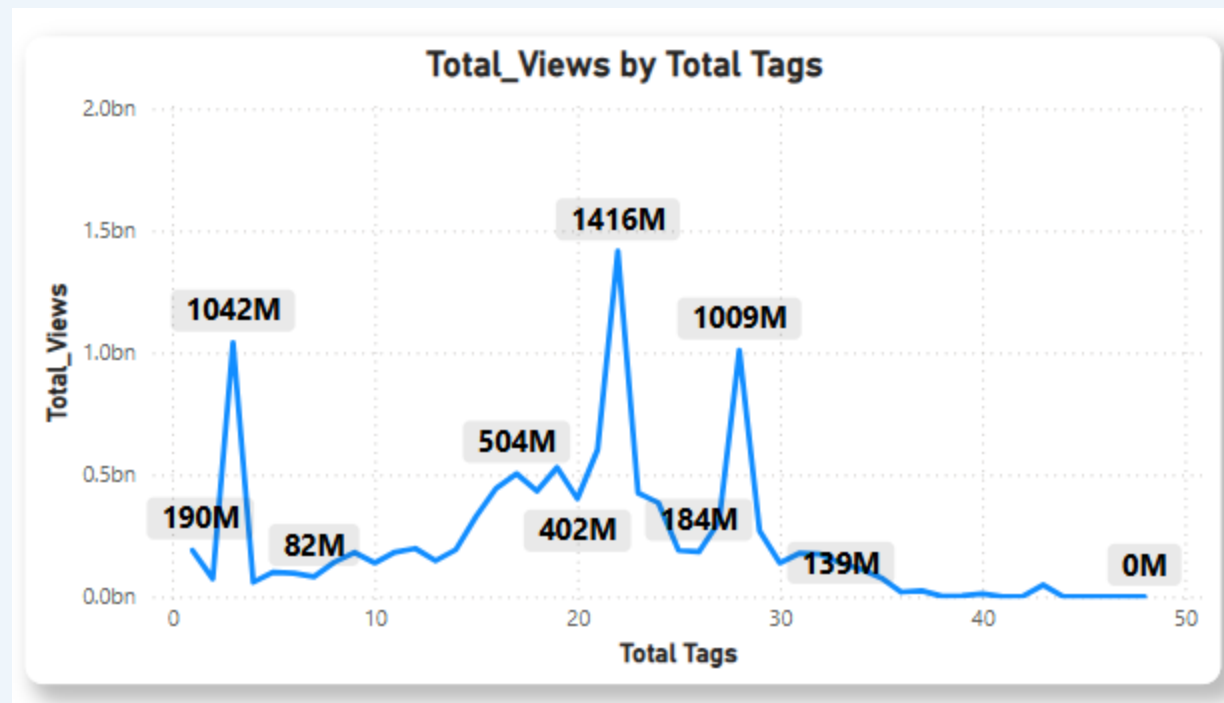


There appears to be a **weak correlation** between views and comments. While most videos fall under lower view counts with moderate comments, videos with **very high views (500,000K–1,000,000K)** often receive **relatively fewer comments**, indicating that **high views don't always translate into high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



Research Questions

3. Does tag count matter to get more views?

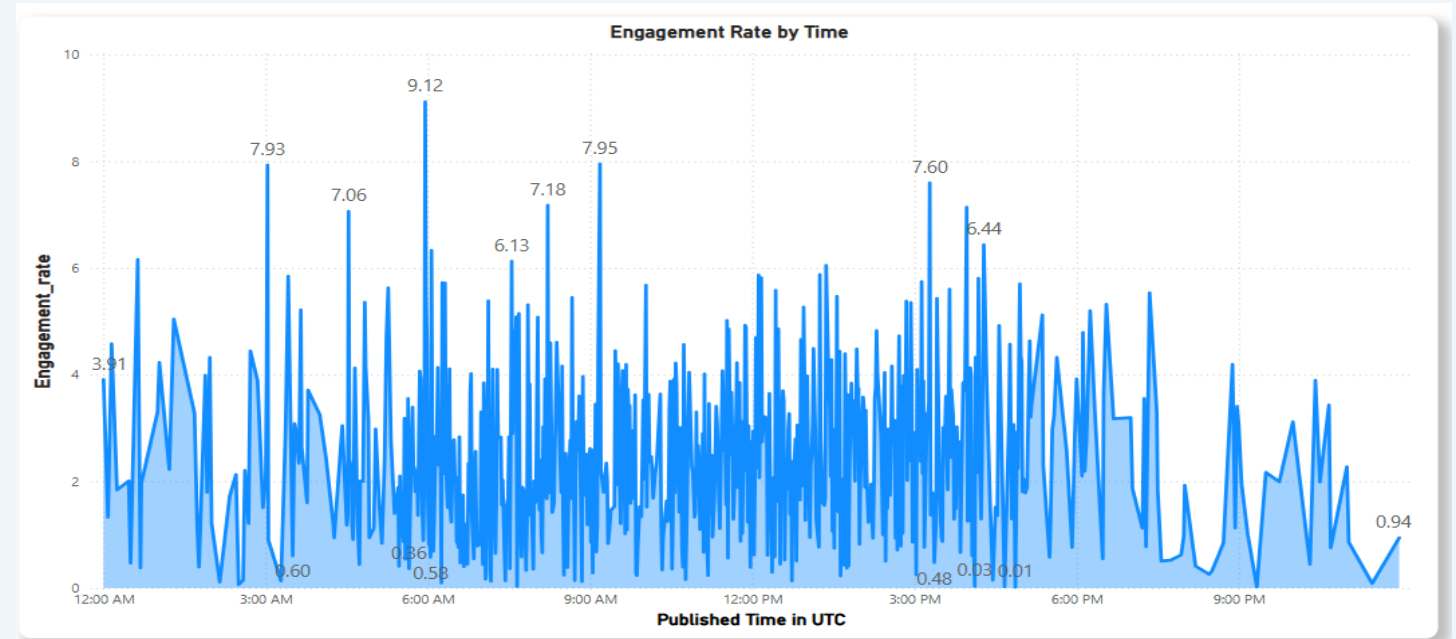
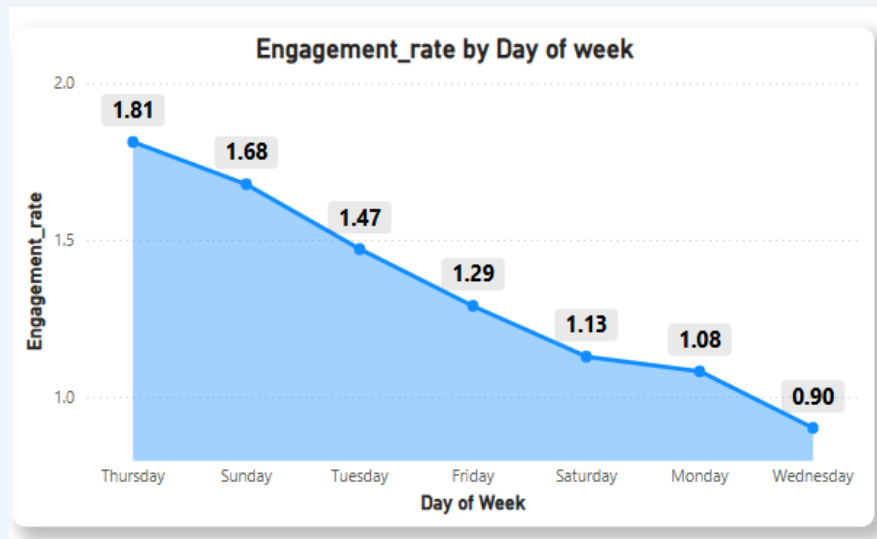


Videos with **20–30 tags** received the highest views, followed by those with **10–20** and **0–5 tags**. Interestingly, videos with **30–50 tags** saw a drop in views, suggesting that **adding more tags doesn't necessarily increase visibility or viewership**.



Research Questions

4. Does video publishing day or time influence the engagement ?

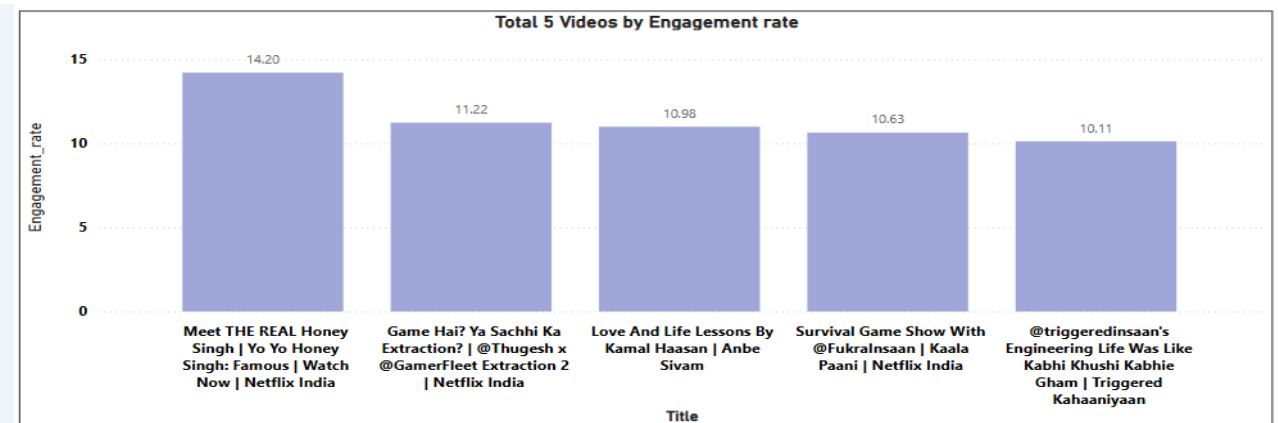
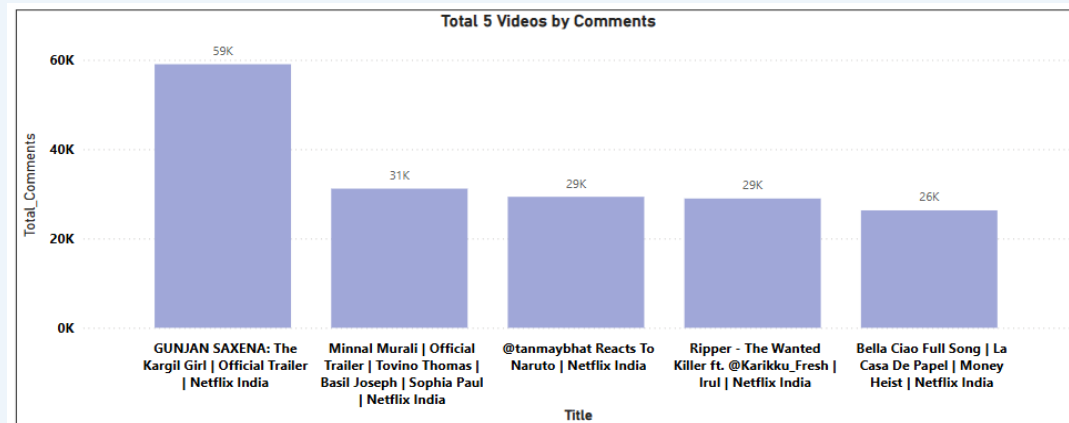
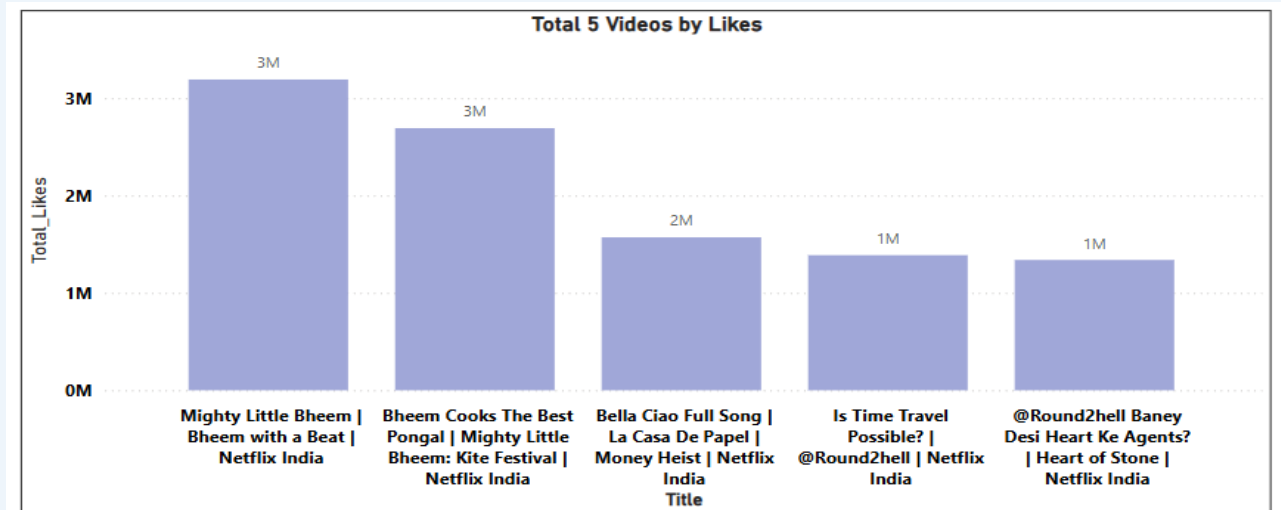
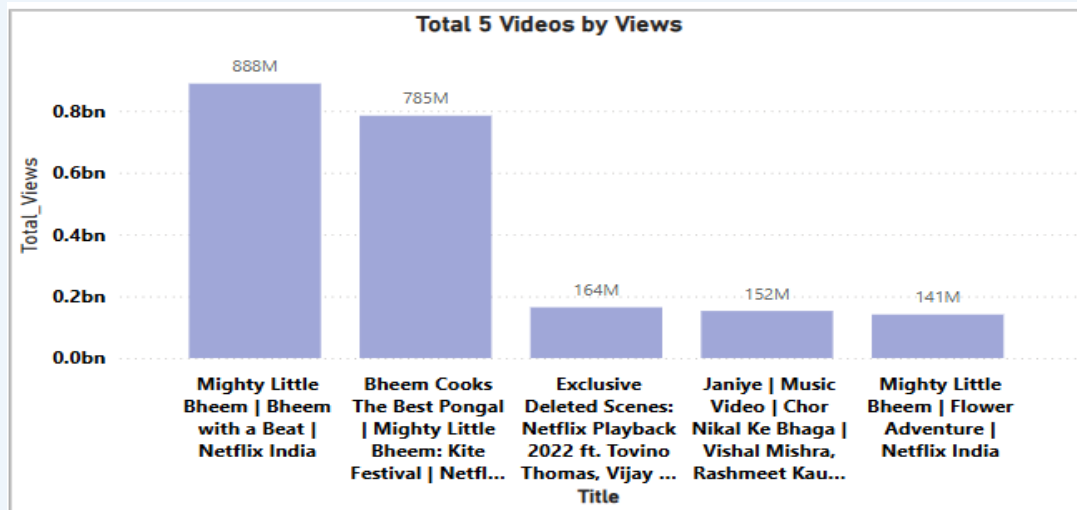


Engagement rates peaked on Thursdays (1.81%), slightly higher than other days. From a time perspective, early morning uploads (3 AM–9 AM UTC) saw the highest engagement (7.5%–9%), with another notable spike around 3 PM UTC.



Research Questions

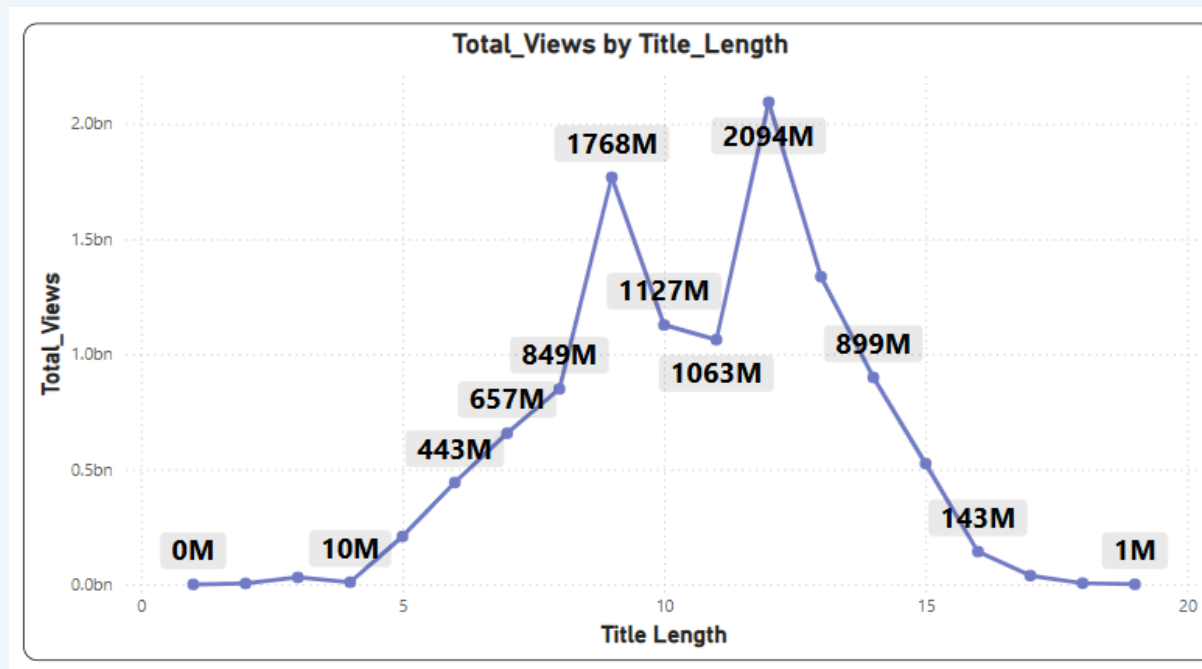
5. Which video is most popular on channel?





Research Questions

6. Does title length influence views?

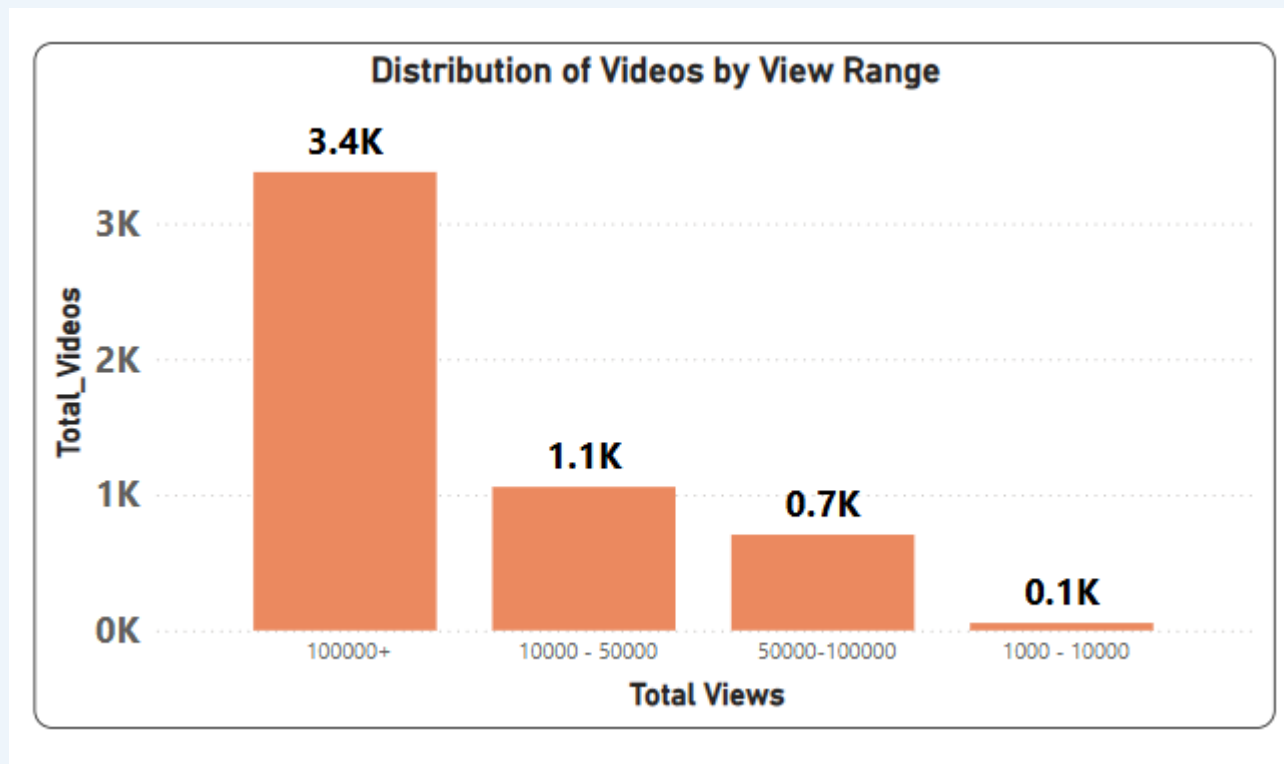


Videos with 8–12 words in their titles attracted the highest views, followed by those with 5–7 words. Longer titles (over 12 words) were associated with lower view counts, suggesting that concise titles perform better.



Research Questions

7. What is our views distribution?

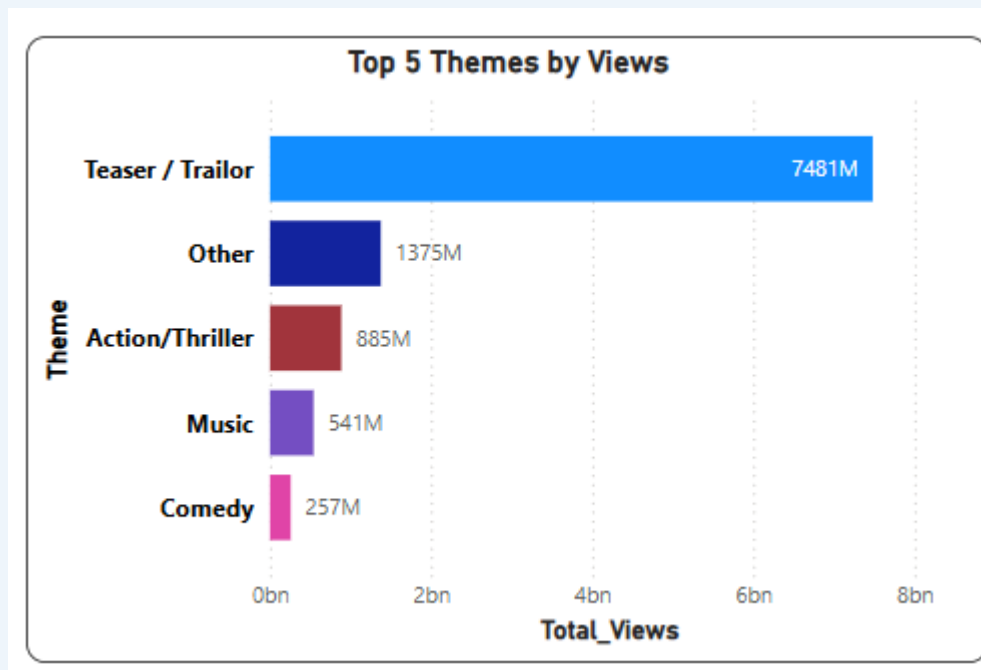


The majority of videos (around 3,500 out of 5,134) crossed 100K views, highlighting strong audience engagement and consistent content performance throughout the period.



Research Questions

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



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 Netflix 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



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.

Actionable Strategies for Client



Content Strategy

- **Prioritize Short Videos (0–10 minutes):** Focus on producing engaging, concise content. Shorter videos tend to receive significantly higher views and engagement.
- **Create Teasers/Trailers:** These drive the most engagement. Launch more teaser-style content to build hype around full videos or new releases.
- **Use Optimal Title Length (8–12 words):** Ensure video titles are informative yet crisp to capture audience attention.
- **Choose Keywords Smartly:** Include strong keywords in titles and tags related to content of the video for easy discovery.

Engagement Optimization

- **Boost Engagement Holistically:** Upload content that resonates with audience interests. Focus not just on increasing views but also on driving likes and comments to achieve a balanced and meaningful engagement.
- **Prioritize Tag Quality over Quantity:** Use 10–30 well-researched and relevant tags per video. Avoid excessive tagging, as it does not guarantee better visibility and may dilute content relevance.
- **Use Engaging Titles (8–12 Words):** Videos with titles in the 8–12 word range receive more views. Optimize titles to be catchy, informative, and concise.
- **Encourage Viewer Interaction:** Add calls to action (CTAs) in videos and descriptions like “Tell us what you think in the comments!” or “Don’t forget to like and share.”

Actionable Strategies for Client



Publishing Strategy

- **Maintain a Consistent Upload Schedule:** Aim for 20–25 video uploads per month to establish a regular content rhythm. Consistency helps in building audience trust and encourages routine viewership.
- **Optimize Upload Timing:** Schedule video releases based on insights from past engagement and content.

Analytics & Continuous Improvement

- **Track Engagement Rate Regularly:** Use the formula $(\text{Likes} + \text{Comments}) / \text{Views}$ to monitor and improve video interaction over time.
- **Audit Tag Usage:** Regularly identify videos with missing or weak tags and update them with relevant keywords to improve performance.
- **Review Non-performing Categories:** Minimize focus on categories with lower views and engagement unless strategically necessary.