

6. Viewership by Genre:

- The **most popular genres** are **Action (15%)** and **Drama (14.95%)**, followed by **Thriller** and **Sci-Fi**.
- Less popular genres include **Comedy** and **Romance**, which might benefit from different marketing strategies or more attractive content offerings.

7. Completion Rate by Age:

- The **age group 25-34** has the **highest completion rate**, while **younger (18-24)** and **older (65+) viewers** show lower completion rates.
- This implies content might be more appealing and engaging for middle-aged audiences.

8. Global Viewership Map:

- The map shows a geographical distribution of viewership, with heavy concentrations in **North America, Europe, and South America**. This suggests that Netflix content is highly popular in these regions, while other areas like **Africa** may present untapped potential.

9. Key Areas of Focus:

- Content Engagement:** The low completion rate signals that users might lose interest mid-content, and Netflix may need to invest in more engaging content or better recommendations.
- Content Localization:** With regions like **Africa** and **Asia** showing lower viewership, content tailored to these regions might increase engagement.
- Target Audience:** Netflix could focus on users aged **25-34** who have the highest viewership and completion rate, optimizing content for this demographic while addressing the needs of younger and older viewers.