STRATEGIC CONTENT INSIGHTS FOR NETFLIX

BDM CAPSTONE PROJECT

BY ARYAN THAKUR | 23F3001987 | IITM

PROJECT OVERVIEW

1
2
3
4
5
6
7
8

GOAL

Content Analysis

To analyze Netflix's content library (till 2021) and uncover key trends in type, genre, and maturity rating.

Regional Insights

To study regional content distribution and identify underrepresented markets.

Strategic Direction

To derive insights that support Netflix's strategic content and expansion decisions.

8807 ROWS AND 12 FEATURES

DATA

The analysis revealed that Netflix's content is dominated by movies and mature-rated titles, with strong contributions from the U.S. and India. The findings provided actionable insights for improving regional diversity and balancing content across different audience groups.

ABOUT NETFLIX

1 **Global Expansion**

Netflix operates in 190+ countries with a strong focus on international markets.

2 **Original Content**

Heavy investment in Netflix Originals to differentiate from competitors

3 **Data-Driven Decisions**

Uses viewer data to guide content creation and recommendations

NETFLIX

Localization Strategy **4**

Produces regional content in local languages to appeal to diverse audiences.

Subscription Model **5**

Relies on a B2C subscription-based revenue model with tiered pricing.

Mature Content Focus **6**

Increasing emphasis on TV-MA and adult-oriented storytelling to attract global audiences.

OBJECTIVES

01

Content Exploration

To analyze Netflix's catalog based on type, genre, release year, and maturity rating to understand its overall structure.

02

Regional Analysis

To study country-wise content distribution and highlight regions that are underrepresented or oversaturated

03

Trend Identification

To examine how content releases have evolved over time and identify shifts in Netflix's production and acquisition strategy

04

Audience Insights

To understand maturity rating patterns and how Netflix targets different audience groups across regions

05

Strategic Insight Generation

To derive data-driven conclusions that can guide Netflix's future content planning and global expansion efforts

METHODOLOGY

Data Collection

The Netflix dataset (up to 2021) was sourced from a publicly available platform, ensuring reliability and consistency for analysis

01

Data Cleaning

Missing values in key fields like director, cast, and country were handled appropriately, and formats for dates and text fields were standardized for accuracy

02

Feature Processing

Relevant columns such as type, listed_in, rating, and release_year were prepared, transformed, and organized to enable meaningful analysis

03

Exploratory Analysis

Visualizations and summary statistics were used to uncover trends in content type, release patterns, maturity ratings, and regional contributions
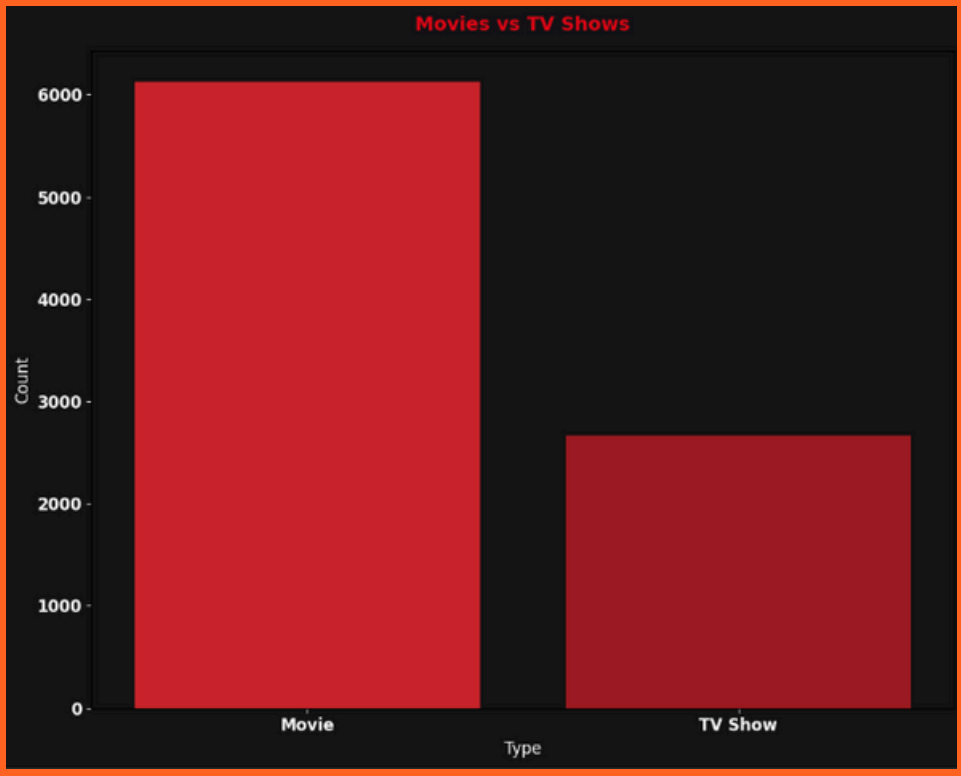
04

Insight Extraction

Patterns observed from graphs and statistics were interpreted to identify strategic opportunities for Netflix's content and regional expansion
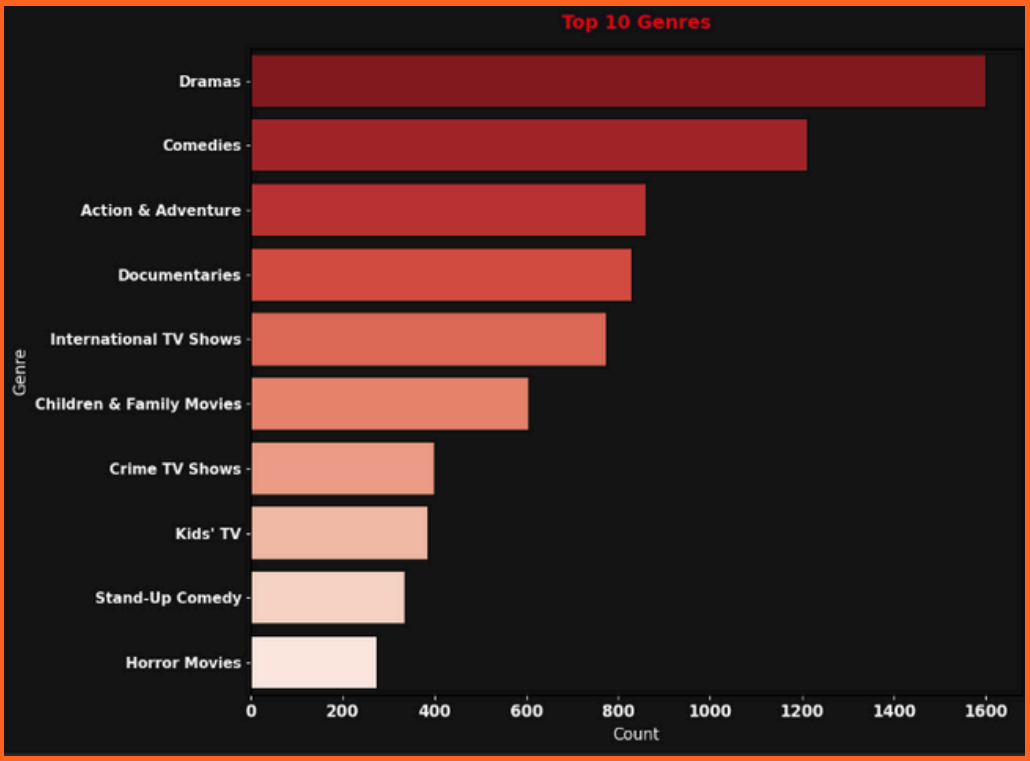
05

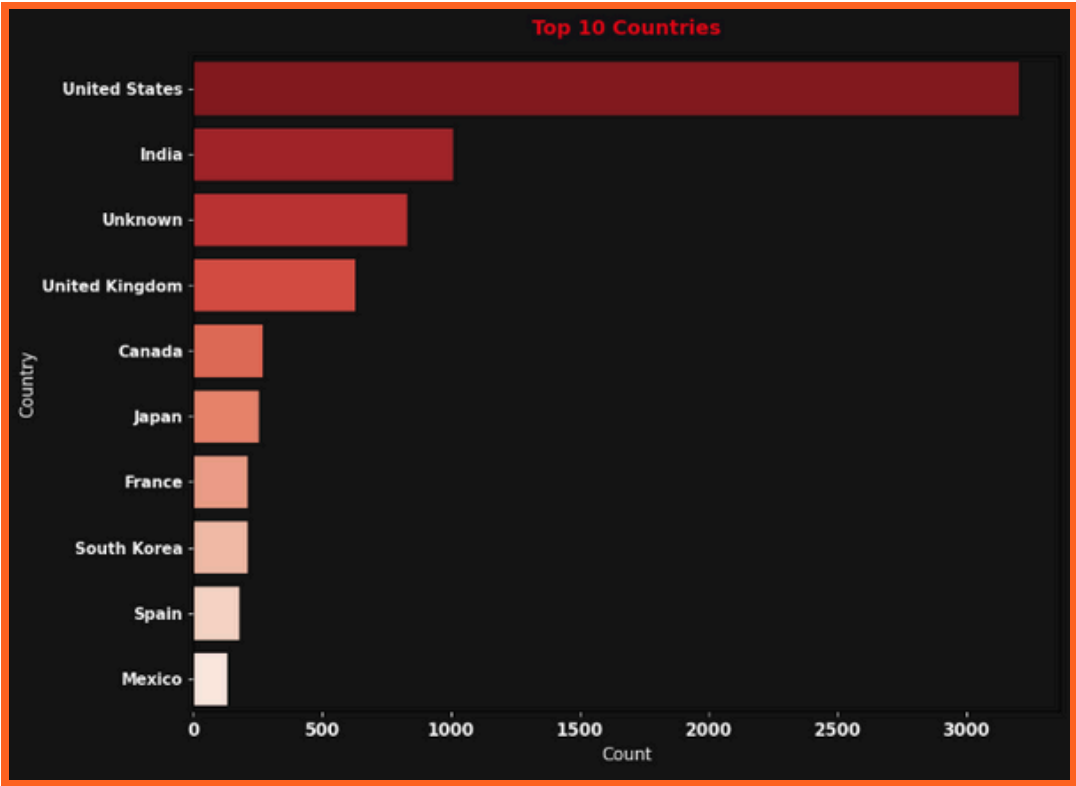# CONTENT DISTRIBUTION AND GLOBAL PATTERNS

Movies vs TV Shows on Netflix

This chart shows that movies make up most of Netflix's catalog, reflecting the platform's earlier focus on film-based content. However, TV shows have grown noticeably in recent years, mainly due to the success of Netflix Originals and the demand for long-form storytelling. This shift highlights Netflix's evolving strategy to keep viewers engaged for longer periods.

Top 10 Most Common Genres on Netflix

The genre distribution shows that Drama, Comedy, and Documentaries dominate the platform, suggesting that Netflix prioritizes emotionally engaging and globally relatable storytelling. The strong presence of international genres also indicates Netflix's effort to cater to a wide audience base across different regions and cultural preferences.

Top 10 Countries by Number of Titles

The U.S. leads by a large margin in total content, followed by India and the U.K., showing Netflix's strong dependence on major production hubs. This uneven distribution highlights how certain countries are highly represented while others remain underserved. These insights point toward potential expansion opportunities in underrepresented regions to build a more globally diverse catalog.

DEEPER CONTENT & AUDIENCE TRENDS

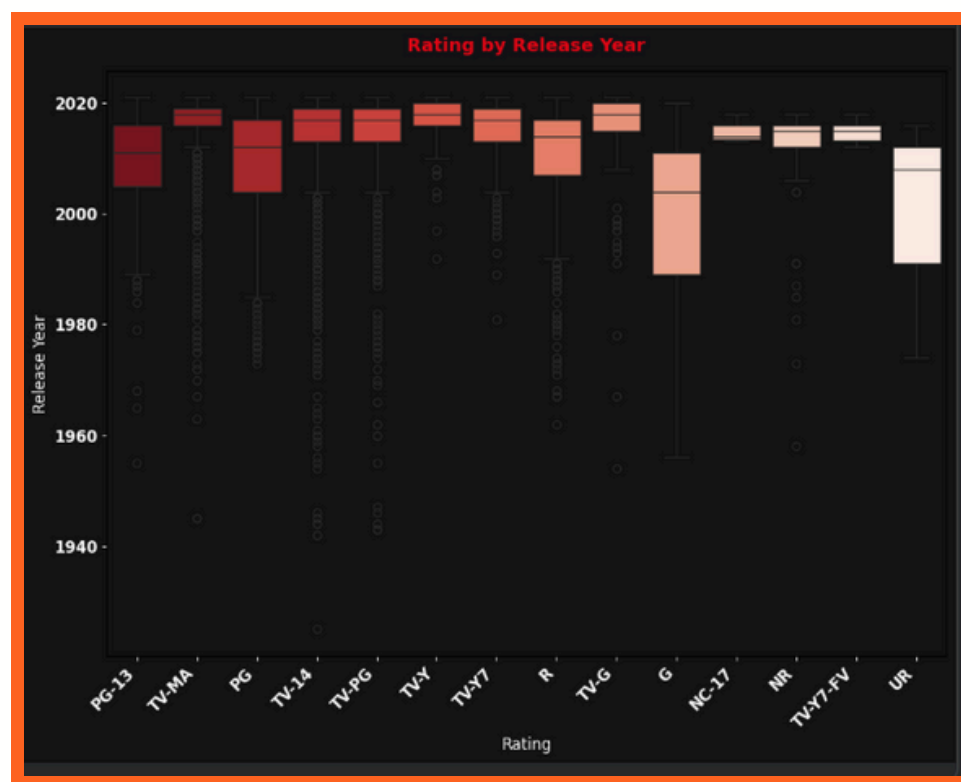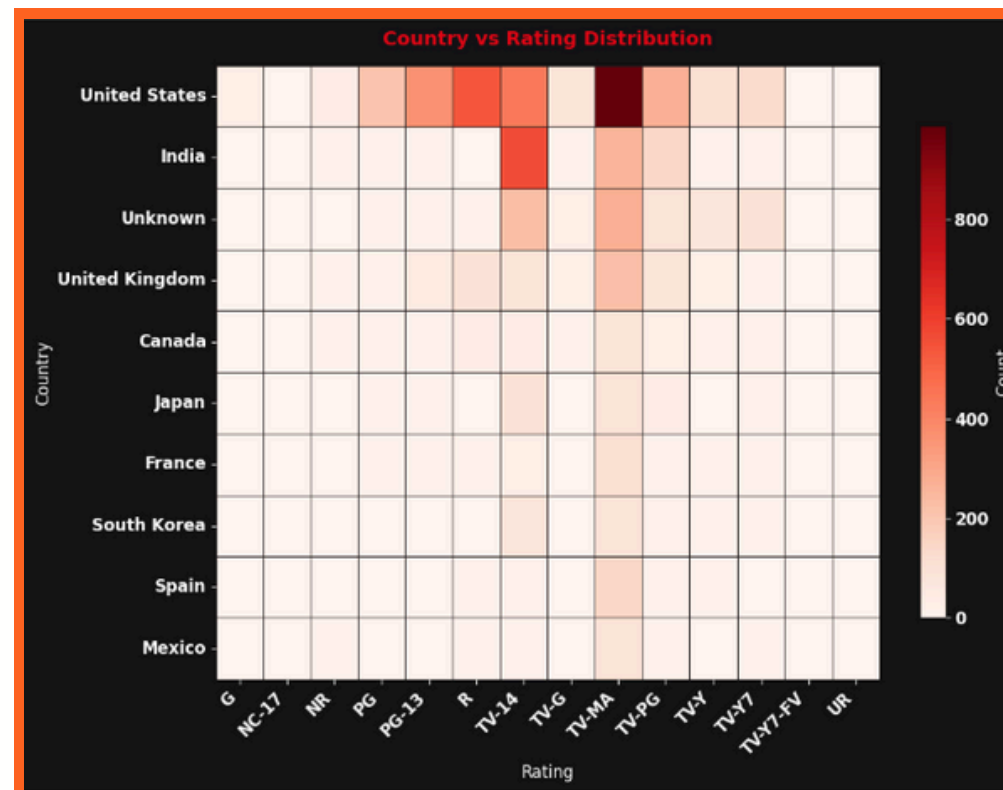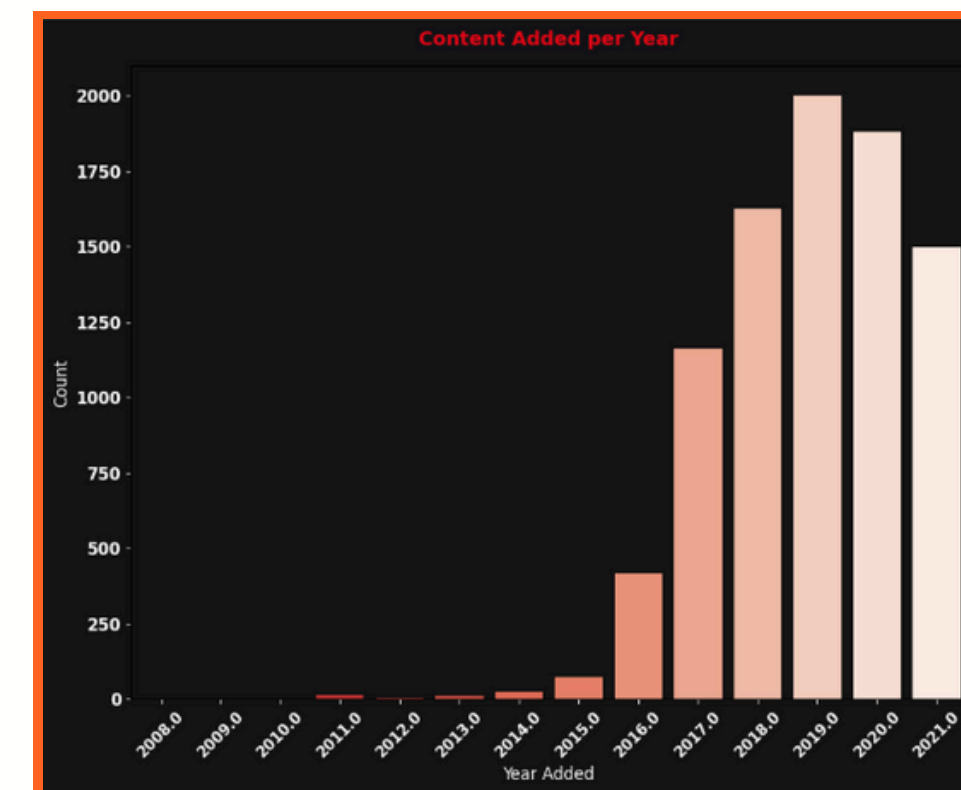**Rating by Release Year**

This boxplot shows how maturity ratings have evolved over time. Earlier titles were mostly rated PG, TV-PG, or TV-14, indicating a family-oriented focus in older releases. However, after 2015, there is a clear rise in TV-MA and R-rated titles, reflecting Netflix's shift toward more mature content. This trend suggests the platform's growing emphasis on adult audiences and complex, high-engagement storytelling.

Release Year Trend

The release-year trend demonstrates a major increase in Netflix content production after 2015, coinciding with the company's global expansion and heavy investment in Netflix Originals. The rapid growth indicates how Netflix moved from being primarily a content distributor to becoming one of the largest producers of digital entertainment. This pattern also highlights the competitive push to continuously add fresh, appealing content.

Rating Distribution by Top Countries

This visualization highlights how maturity ratings differ between major content-producing countries. The U.S. and India contribute a significant amount of TV-MA content, reinforcing Netflix's strong adult-oriented offerings from these regions. In contrast, countries like Japan and South Korea lean more toward PG-13 or TV-14 categories. These variations reveal how cultural norms, audience expectations, and certification standards shape the type of content Netflix acquires or produces in each region.

KEY PROBLEMS AND INSIGHTS

1
2
3
4
5
6
7
8

01

Uneven Country Contribution

Smaller countries contribute very few titles, limiting cultural diversity in the catalog

02

Genre Saturation

Drama, Comedy, and Documentaries dominate, while several genres remain underserved

03

Maturity Rating Skew

Most recent titles are TV-MA, showing an imbalance toward mature content

04

Regional Imbalance

Content is heavily concentrated in a few countries like the U.S. and India, with many regions underrepresented

05

Lack of Family Content

PG and TV-PG categories are limited, reducing appeal for younger viewers and families

06

Release Year Concentration

Majority of titles were released after 2015, indicating a strong recency bias

07

Inconsistent Rating Trends Across Regions

Some countries focus heavily on mature ratings, while others lean more toward PG-13/TV-14, showing inconsistent global content balance

RECOMMENDATIONS & CONCLUSION

Expand Regional Diversity

Increase content from underrepresented countries to improve cultural balance

01

Balance Maturity Ratings

Add more PG and family-friendly content to attract younger audiences

02

Broaden Genre Mix

Invest in less-represented genres to reach niche viewer groups and expand audience interest

03

Strengthen Local Productions

Collaborate with regional creators to build country-specific originals and boost global presence.

04

THANK YOU