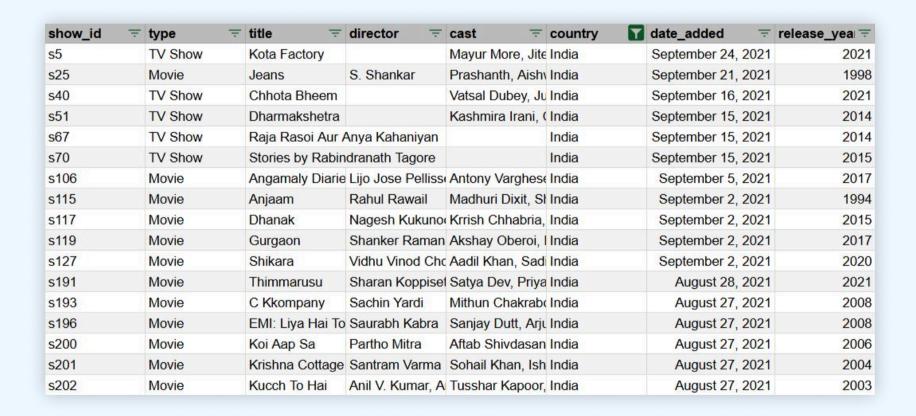
## Analyzing Netflix India's Trend: Are People Still Engaged?



## NETFLIX

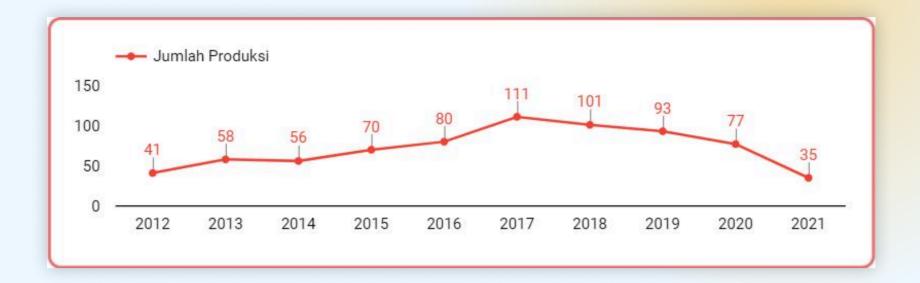
This project analyzes content production trends on Netflix India between 2012 and 2021. The dataset, sourced from Kaggle as part of a collaborative group project during the Kampus Merdeka x RevoU program, includes 2,804 titles spanning 35 genres. The aim is to uncover how production trends reflect audience engagement and content strategy in the Indian market.



The objective of this analysis is to explore trends in Netflix India's content production over a decade and provide strategic recommendations based on audience preference signals. Insights aim to support Netflix stakeholders—including content strategists, marketing teams, and data analysts—in planning future content releases.







Between 2012 and 2017, content production on Netflix India grew by 170%. However, this upward trend reversed dramatically, with a 68% drop between 2017 and 2021. In 2021 alone, production volume decreased by more than 50% compared to 2020. This sharp decline raises concerns about sustainability and audience retention.

The overview is very helpful to narrowing our view into a single question:

What should Netflix India do to make people interested in India movies/tv
shows?

Туре	Genre with Highest Production	Total	Genre with Lowest Production	Total	Grand Total
Movie	International Movies	864	LGBTQ Movies	2	2606
TV Show	International TV Show	66	Teen TV Show	0	198

Out of 2,804 titles, **93% were movies while only 7% were TV shows**. This suggests a strong **audience preference** or platform **bias toward film content**. The imbalance may reflect lower risk and quicker turnaround in movie production compared to serialized content.





The global COVID-19 pandemic significantly disrupted content production in 2020–2021. Health restrictions and filming limitations likely contributed to the sharp decline in new releases, especially in India, which faced prolonged lockdowns during this period.

Overall, Netflix India's content production showed a **strong growth phase until 2017**, **followed by a steep decline**. Audience **preference** appears to favor **movies over TV series**, yet there are months with consistently **low-production** (e.g., **February**, **May**, **June**). Without consistent content release, particularly during low-production months, **audience interest may wane**—despite the platform's strong brand presence.

To sustain viewer engagement, Netflix India could focus on increasing content production during traditionally low-production months. Collaborations with popular directors and actors may also attract wider audiences. Additionally, investing in social campaigns for underrepresented genres can help diversify content and tap into niche markets. Future work may include analyzing viewer ratings, completion rates, and audience reviews to validate whether production volume aligns with engagement.



