



# 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.

show_id	type	title	director	cast	country	date_added	release_year
s5	TV Show	Kota Factory		Mayur More, Jite	India	September 24, 2021	2021
s25	Movie	Jeans	S. Shankar	Prashanth, Aishv	India	September 21, 2021	1998
s40	TV Show	Chhota Bheem		Vatsal Dubey, Ju	India	September 16, 2021	2021
s51	TV Show	Dharmakshetra		Kashmira Irani, C	India	September 15, 2021	2014
s67	TV Show	Raja Rasoi Aur Anya Kahaniyan			India	September 15, 2021	2014
s70	TV Show	Stories by Rabindranath Tagore			India	September 15, 2021	2015
s106	Movie	Angamaly Diarie	Lijo Jose Pelliss	Antony Varghese	India	September 5, 2021	2017
s115	Movie	Anjaam	Rahul Rawail	Madhuri Dixit, Sh	India	September 2, 2021	1994
s117	Movie	Dhanak	Nagesh Kukunor	Krish Chhabria, I	India	September 2, 2021	2015
s119	Movie	Gurgaon	Shanker Raman	Akshay Oberoi, I	India	September 2, 2021	2017
s127	Movie	Shikara	Vidhu Vinod Chh	Aadil Khan, Sad	India	September 2, 2021	2020
s191	Movie	Thimmarusu	Sharan Koppiset	Satya Dev, Priya	India	August 28, 2021	2021
s193	Movie	C Kkompany	Sachin Yardi	Mithun Chakrabo	India	August 27, 2021	2008
s196	Movie	EMI: Liya Hai To	Saurabh Kabra	Sanjay Dutt, Arju	India	August 27, 2021	2008
s200	Movie	Koi Aap Sa	Partho Mitra	Aftab Shivdasan	India	August 27, 2021	2006
s201	Movie	Krishna Cottage	Santram Varma	Sohail Khan, Ish	India	August 27, 2021	2004
s202	Movie	Kucch To Hai	Anil V. Kumar, A	Tusshar Kapoor, India		August 27, 2021	2003

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?

Type	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.



