

Netflix Content Strategies

Unveiling Trends in Netflix Viewership: Content Preferences, Peak Periods, and Growth Insights

Text cleaning: in the title for some records the name is given in English and non-English language. So , lets remove the Non-English part.

```
select * from dbo.netflix_content_2023;
```

| Results | | Messages | | | | |
|---------|---|--------------------|--------------|--------------|--------------------|--------------|
| | Title | Available_Globally | Release_Date | Hours_Viewed | Language_Indicator | Content_Type |
| 1 | The Night Agent: Season 1 | 1 | 2023-03-23 | 812100000 | English | Show |
| 2 | Ginny & Georgia: Season 2 | 1 | 2023-01-05 | 665100000 | English | Show |
| 3 | The Glory: Season 1 // 더 글로리: 시즌 1 | 1 | 2022-12-30 | 622800000 | Korean | Show |
| 4 | Wednesday: Season 1 | 1 | 2022-11-23 | 507700000 | English | Show |
| 5 | Queen Charlotte: A Bridgerton Story | 1 | 2023-05-04 | 503000000 | English | Movie |
| 6 | You: Season 4 | 1 | 2023-02-09 | 440600000 | English | Show |
| 7 | La Reina del Sur: Season 3 | 0 | 2022-12-30 | 429600000 | English | Show |
| 8 | Outer Banks: Season 3 | 1 | 2023-02-23 | 402500000 | English | Show |
| 9 | Ginny & Georgia: Season 1 | 1 | 2021-02-24 | 302100000 | English | Show |
| 10 | FUBAR: Season 1 | 1 | 2023-05-25 | 266200000 | English | Show |
| 11 | Manifest: Season 4 | 1 | 2022-11-04 | 262600000 | English | Show |
| 12 | Kaleidoscope: Limited Series | 1 | 2023-01-01 | 252500000 | English | Movie |
| 13 | Firefly Lane: Season 2 | 1 | 2022-12-02 | 251500000 | English | Show |
| 14 | The Mother | 1 | 2023-05-12 | 249900000 | English | Movie |
| 15 | Physical: 100: Season 1 // 피지컬: 100: 시즌 1 | 1 | 2023-01-24 | 235000000 | English | Show |
| 16 | Crash Course in Romance: Limited Series // 일타 스캔... | 1 | 2023-01-14 | 234800000 | English | Movie |

```

Update dbo.netflix_content_2023
set Title = case
when Title like '%//%'
Then left(Title, Charindex('//', Title)-1)
Else Title
End;

```

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|---------|---|--------------------|--------------|--------------|--------------------|--------------|
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| 1 | The Night Agent: Season 1 | 1 | 2023-03-23 | 812100000 | English | Show |
| 2 | Ginny & Georgia: Season 2 | 1 | 2023-01-05 | 665100000 | English | Show |
| 3 | The Glory: Season 1 | 1 | 2022-12-30 | 622800000 | Korean | Show |
| 4 | Wednesday: Season 1 | 1 | 2022-11-23 | 507700000 | English | Show |
| 5 | Queen Charlotte: A Bridgerton Story | 1 | 2023-05-04 | 503000000 | English | Movie |
| 6 | You: Season 4 | 1 | 2023-02-09 | 440600000 | English | Show |
| 7 | La Reina del Sur: Season 3 | 0 | 2022-12-30 | 429600000 | English | Show |
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Data Analysis

- 1) What are top 3 shows/movies with highest watch time
- 2) Which content type have most watch time
- 3) Which year has the highest watch time
- 4) Which month has the highest watch time
- 5) which weekday release has the highest watch time
- 6) What is the trend of viewership of Netflix for this period (2011 - 2023)

1) What are top 3 shows/movies with highest watch time

```
select top 3 Title, Hours_Viewed from  
dbo.netflix_content_2023  
order by Hours_Viewed desc;
```

| | Title | Hours_Viewed |
|---|-------------------------------|--------------|
| 1 | The Night Agent: Season 1 | 812100000 |
| 2 | Ginny & Georgia: Season 2 | 665100000 |
| 3 | King the Land: Limited Series | 630200000 |

2) Which content type have most watch time

```
select top 1 Content_Type,  
sum(cast(Hours_Viewed as bigint))  
as watchtime from dbo.netflix_content_2023  
group by Content_Type  
order by sum(cast(Hours_Viewed as bigint))  
desc;
```

| | Content_Type | watchtime |
|---|--------------|--------------|
| 1 | Show | 107764100000 |

Shows are more popular than the Movies

3) Which year has the most viewership

About 60% of the released date column is Null values.

Ignoring those null values 2023 is the year with highest viewership.

```
select year_, watchtime into #temptable from (  
select year_(Release_Date) as year_, sum(cast(Hours_Viewed  
as bigint)) as watchtime  
from dbo.netflix_content_2023  
where Release_Date is not null  
group by year_(Release_Date)) as a;
```

| | year_ | watchtime |
|---|-------|--------------|
| 1 | 2023 | 344459000000 |
| 2 | 2022 | 184904000000 |
| 3 | 2021 | 103060000000 |

4) Month with the highest viewership

```
select top 3 month(Release_Date) as month_,  
sum(cast(Hours_Viewed as bigint)) as watchtime  
from dbo.netflix_content_2023  
where Release_Date is not null  
group by month(Release_Date)  
order by watchtime desc
```

| | month_ | watchtime |
|---|--------|-------------|
| 1 | 12 | 10055800000 |
| 2 | 6 | 8522000000 |
| 3 | 10 | 8123200000 |

It is clearly evident that Netflix will get higher viewership at the end of the Year.

5) Weekday with highest viewership - Friday is the weekday with highest viewership

```
select Datename(weekday, Release_Date) as weekday_,  
sum(cast(Hours_Viewed as bigint)) as watchtime from  
dbo.netflix_content_2023  
where Release_Date is not null  
group by Datename(weekday, Release_Date)  
order by watchtime desc
```

| | weekday_ | watchtime |
|---|-----------|-------------|
| 1 | Friday | 38217200000 |
| 2 | Thursday | 20292800000 |
| 3 | Wednesday | 15744100000 |
| 4 | Tuesday | 5562300000 |
| 5 | Saturday | 5121800000 |
| 6 | Monday | 3954500000 |
| 7 | Sunday | 1935300000 |

6)What is the trend of viewership of Netflix for this period (2011 - 2023)

```
select year_, watchtime,  
((watchtime-lag(watchtime,1) over (order by year_))*100)/  
(lag(watchtime,1) over (order by year_)) as percentage_change  
from #temptable
```

| | year_ | watchtime | percentage_change |
|----|-------|-------------|-------------------|
| 1 | 2010 | 125500000 | NULL |
| 2 | 2011 | 155500000 | 23 |
| 3 | 2012 | 6300000 | -95 |
| 4 | 2013 | 260600000 | 4036 |
| 5 | 2014 | 507900000 | 94 |
| 6 | 2015 | 1082200000 | 113 |
| 7 | 2016 | 2206800000 | 103 |
| 8 | 2017 | 3998600000 | 81 |
| 9 | 2018 | 4621800000 | 15 |
| 10 | 2019 | 6410800000 | 38 |
| 11 | 2020 | 8209700000 | 28 |
| 12 | 2021 | 10306000000 | 25 |
| 13 | 2022 | 18490400000 | 79 |
| 14 | 2023 | 34445900000 | 86 |

Key Takeaways

- **Higher Engagement for Series:** Series outperformed movies in terms of viewership, indicating a preference for episodic content.
- **Peak Viewership in 2023:** The year 2023 recorded the highest number of views, reflecting Netflix's growth trajectory.
- **Seasonal and Temporal Trends:** December emerged as the top-performing month, with Fridays leading in weekly viewership.
- **Strategic Content Releases:** Netflix strategically schedules content releases at year-end, weekends, and holidays to maximize engagement.
- **Consistent Growth:** Netflix viewership witnessed an impressive **30% CAGR** growth between 2010 and 2023, showcasing its expanding audience base.