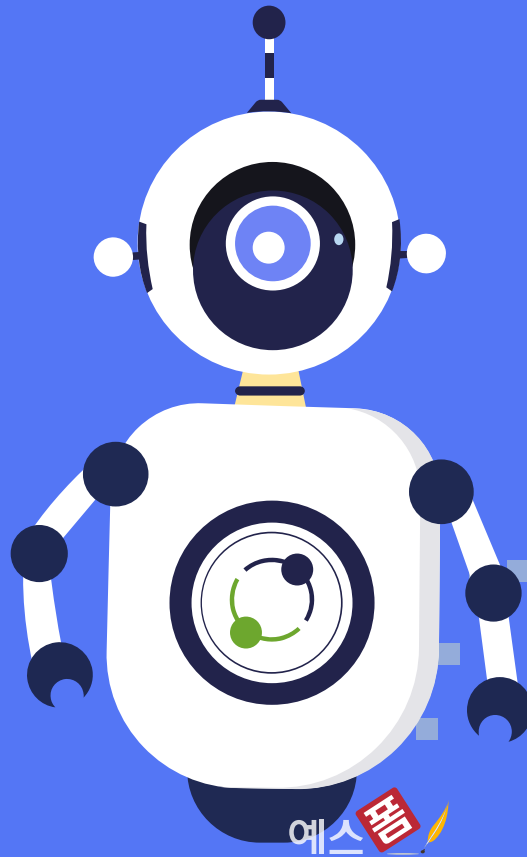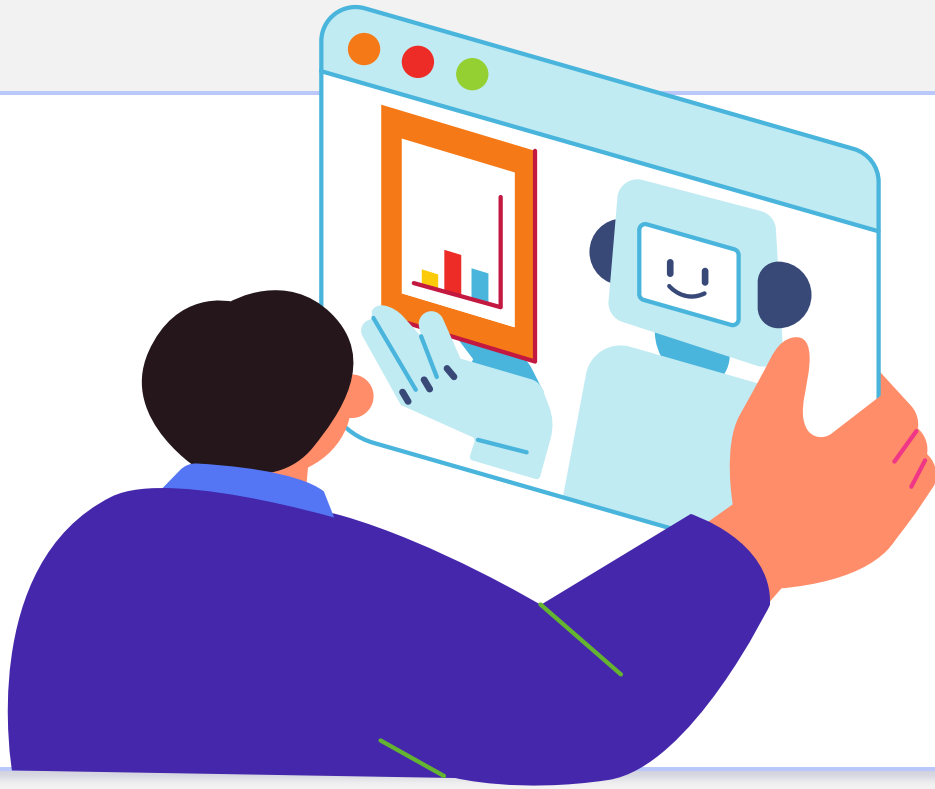# In-Depth Analysis of Netflix's Content Strategy:

# A Data-Driven Approach

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About Data

Netflix title data

- Dataset sourced from Kaggle, containing over 8,799 data points.
- Includes TV shows and movies with details like genres, viewer ratings, release dates.

Reason for selecting Netflix titles dataset

- My deep passion of movie and drama

- Over the years, I've subscribed to various OTT platforms, and among them, Netflix has a special place in my heart.

- What intrigues me about Netflix is its consistent effort in refreshing its content library.

- I wanted to inspect deeper into this and quantify the dynamism of content addition on the platform.

Research Question
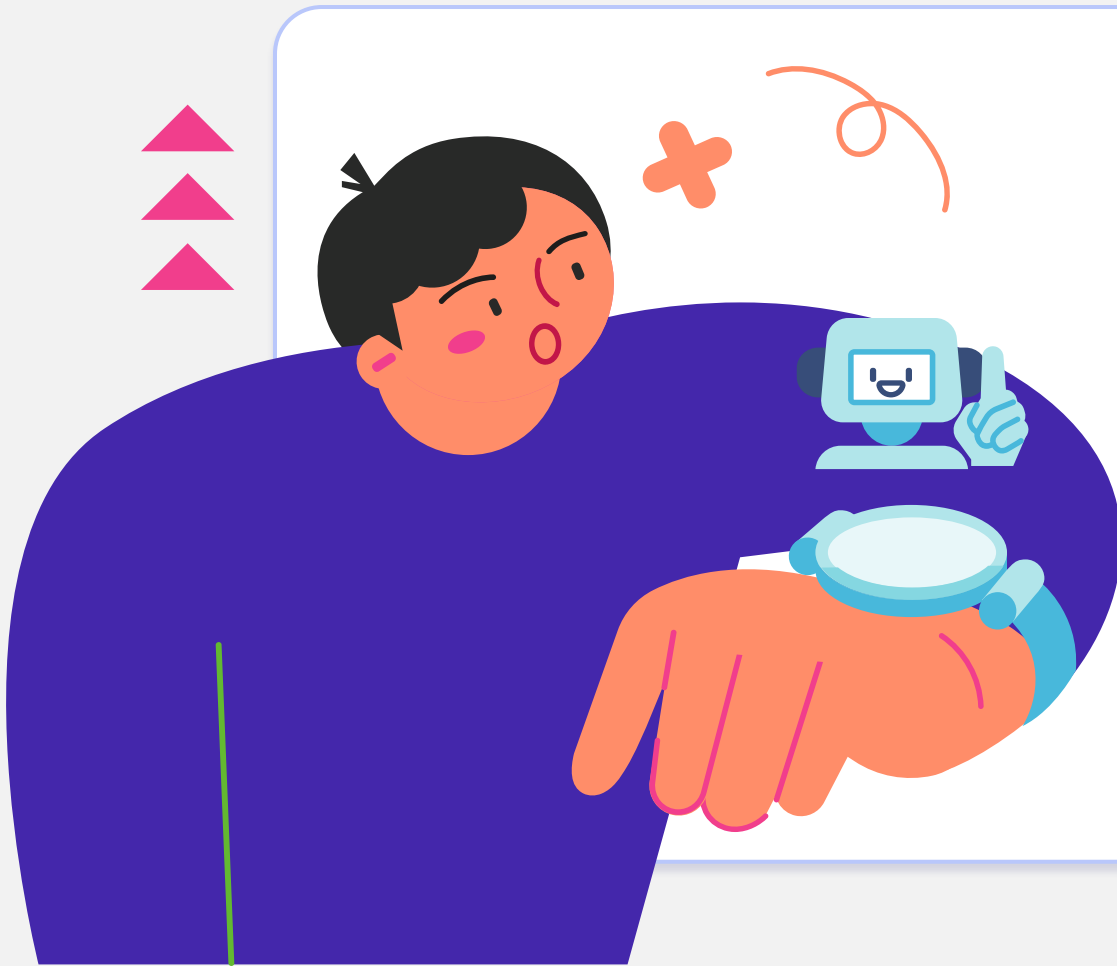
✔ What do the yearly trends in the volume of movies and TV shows added to Netflix?

✔ What is the yearly comparison of works produced within the last 2 years versus those produced more than 2 years ago?

✔ Which genres have seen the most significant growth in Netflix's library over the years, and how might these trends be influenced by changing viewer preferences or content availability?

✔ What does the analysis of the genre popularity by the top 5 content-producing countries tell us about Netflix's international content strategy?

✔ Which rating is the most important to focus when producing new content?

Method

Python

Data cleaning, Processing and Visualization

R

Visualization

SQL

Loading dataset,

Simple queries

Key Findings

1 **Preference for Movies Over TV Shows:**

- Analysis shows a significant skew towards movies in Netflix's catalog.

- Indicates a strategic choice reflecting broader appeal and consumption patterns of movies.

2 **Focus on Recent Content:**

- Emphasis on adding newer titles to the catalog.

- Reflects an alignment with audience preferences for current and relevant content.

3 **Growth in Genres and Varied Popularity Across Countries:**

- Increase in 'International Movies,' 'Dramas,' and 'Comedies.'

- Different genre preferences observed in the United States, India, and the UK, indicating a region-specific content strategy.

4 **Strategic Importance of Viewer Ratings:**

- Predominance of 'TV-MA' rated titles in the catalog.

- Suggests a focus on adult viewers and mature, sophisticated content themes.

Netflix title.csv
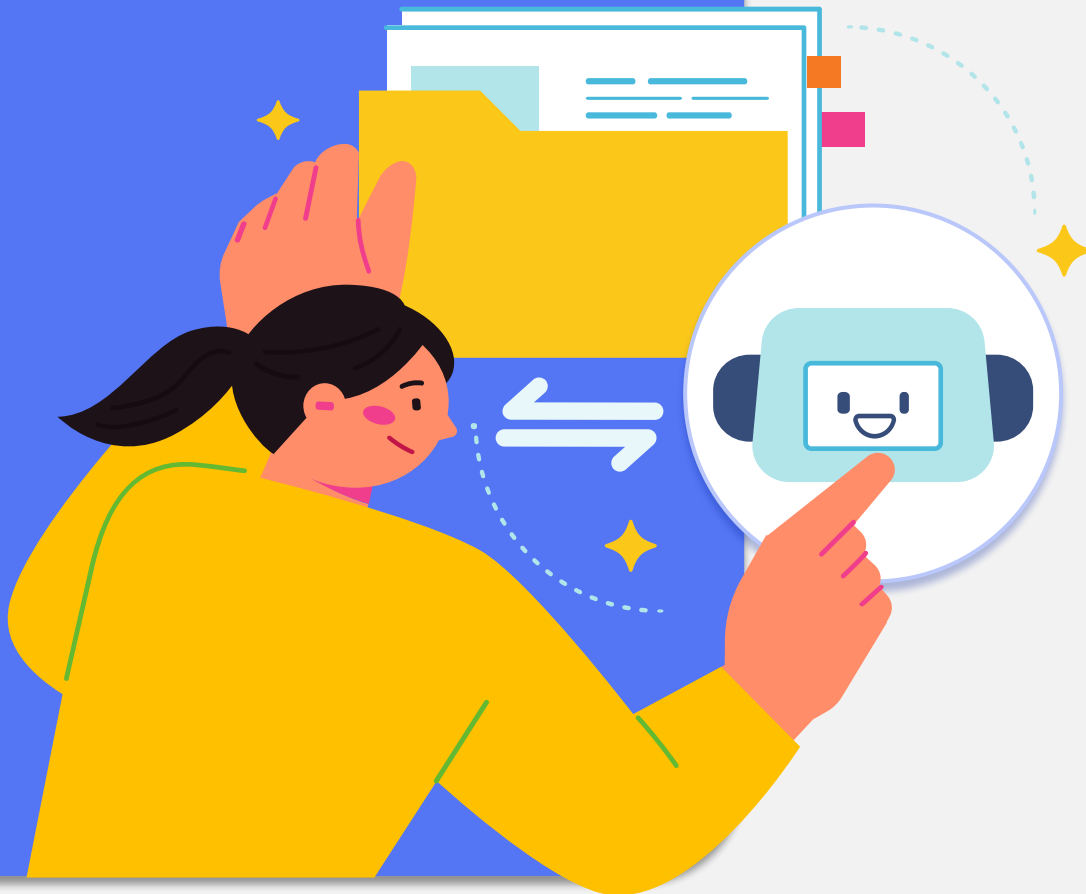
Lesson learned

Insights and Lessons Learned

- Data-Driven Content Strategy is Crucial: The study underlines the importance of a data-driven approach in tailoring content to meet diverse global viewer preferences.

- Adaptability to Market Trends: Netflix's evolving content strategy, with its focus on recent, popular genres and mature ratings, demonstrates adaptability to market trends and viewer demands.

- Regional Content Customization: The varied content preferences across different countries highlight the significance of regional customization in content strategy.

- Future Research Opportunities: The study suggests potential areas for future research, including a deeper dive into viewer demographics, qualitative analysis of viewer engagement, and comparative studies with other streaming services.

- Navigating the Evolving Media Landscape: Insights from this project underscore the importance of flexibility and foresight in content strategy, crucial for navigating the rapidly changing media landscape.