



NETFLIX CONTENT ANALYSIS

Release Year Slicer

1942

2021

11K

Total Movies

367

Total TV Shows

12K

Total Titles

Top 10 Most Popular Genres

Internatio...

Dramas

Comedies

Action & A...

Dramas

Independ...

Romantic ...

Thrillers

Children &...

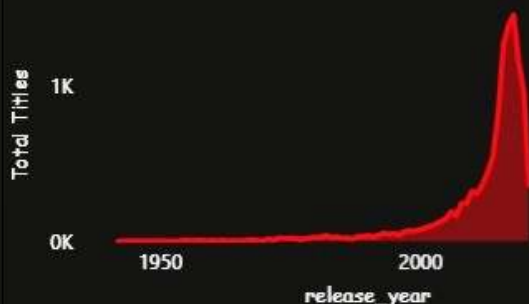
Comedies

0K

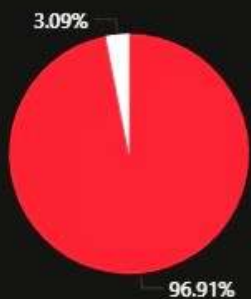
2K

Total Titles

Content Trend: 1920 - Present



Content Type Distribution



Type

● Movie

● TV Show

Global Content Distribution

type ● Movie ● TV Show



Target Audience Breakdown

rating ● TV-MA ● TV-14 ● R ● TV-PG ● PG-13





NETFLIX CONTENT ANALYSIS - EXECUTIVE SUMMARY

12K

Total Titles

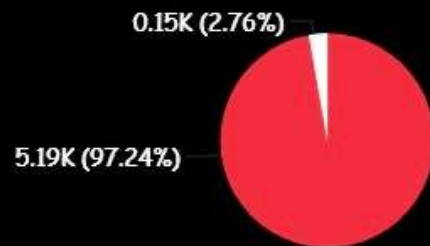
11K

Total Movies

367

Total TV Shows

Content Type Distribution

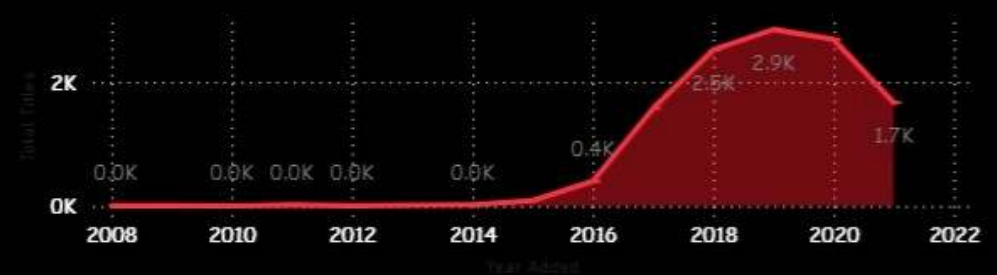


Type

● Movie

● TV Show

Content Growth Over Time



Key Insights

- * Netflix's content library is dominated by movies, but TV shows contribute significantly to long-term engagement.
- * Content additions increased rapidly after 2016, indicating Netflix's aggressive global expansion strategy.



NETFLIX CONTENT TYPE ANALYSIS - MOVIES vs TV SHOWS

11K

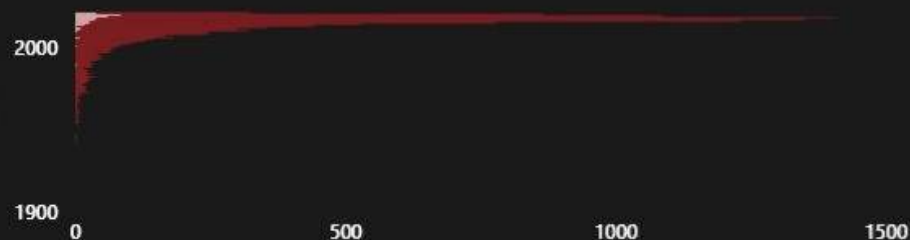
Total Movies

367

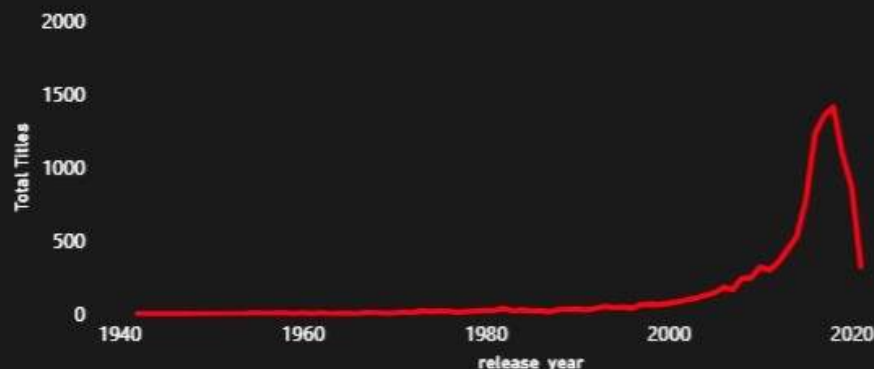
Total TV Shows

Movies vs TV Shows by Release Year

type ● Movie ● TV Show

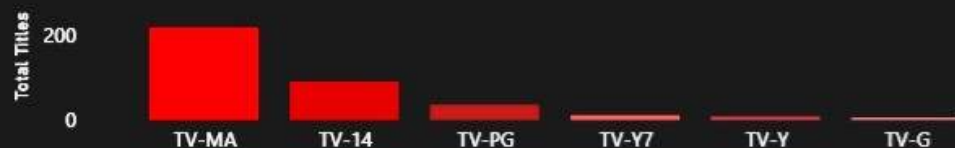


Growth Trend of Movies on Netflix



TV Shows Distribution by Rating

rating ● TV-MA ● TV-14 ● TV-PG ● TV-Y7 ● TV-Y ● TV-G



Key Insights:

- * Netflix scaled movie content rapidly in the last decade.
- * Netflix's catalog is strongly movie-driven, with rapid growth after 2010, peak additions around 2018-2020
- * TV content that is largely targeted toward mature

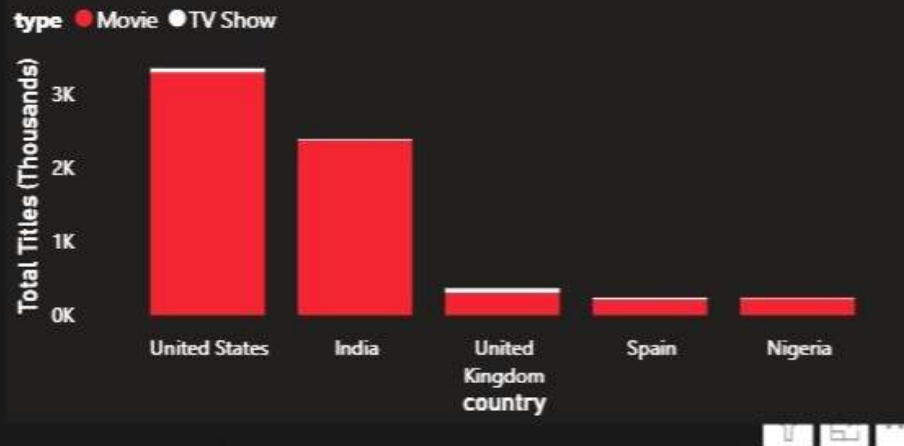


GEOGRAPHIC DISTRIBUTION OF NETFLIX CONTENT

Top Countries by Content Count



Content Type Split by Top Countries



| country | |
|---|------------------------------------|
| United States, United Kingdom, Spain, South Korea | Uruguay, Argentina, Germany, Spain |
| Uruguay | Uruguay, Argentina, Spain |
| Uruguay, Argentina | Uruguay, Guatemala |

Global Distribution of Netflix Content



Key Insights:

- * US is the primary content hub for Netflix.
- * India is a major growth engine for Netflix content.
- * Content production is globally spread, but highly concentrated at the top.
- * Netflix has global reach, but



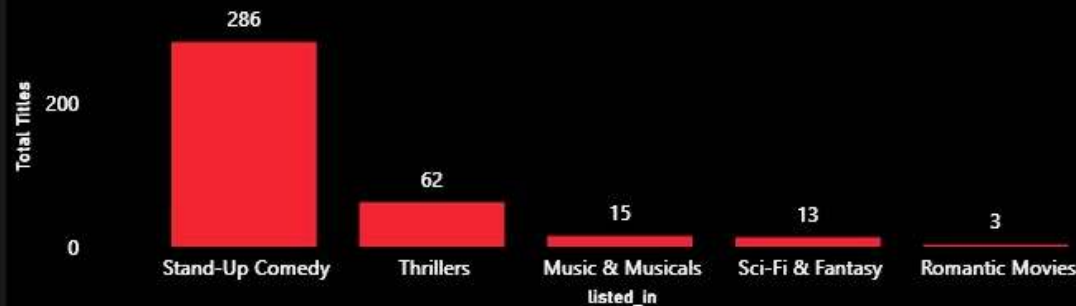
NETFLIX GENRE DISTRIBUTION ON

Type

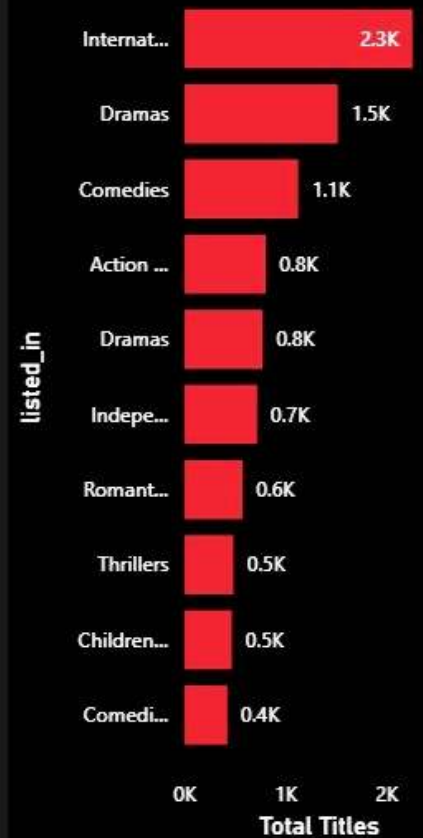


Genre Distribution by Content type

type ● Movie



Most Popular Genres On Netflix



Genre Contribution to Total Content

listed_in ● International Movies ● Dramas ● Comedies ● Action & Adventure ● Dramas



Key Insights:

- * International Movies have the highest number of titles on Netflix.
- * Drama is one of the most common and core genres in the catalog.
- * Comedy is also a