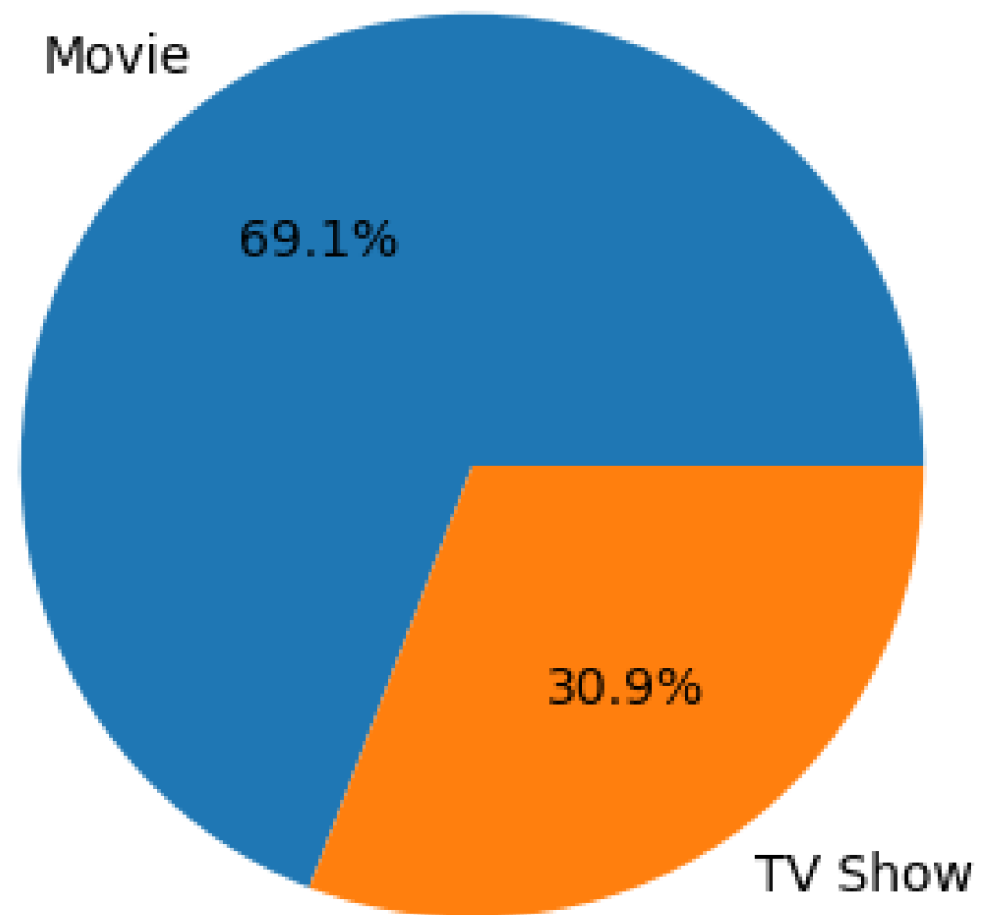
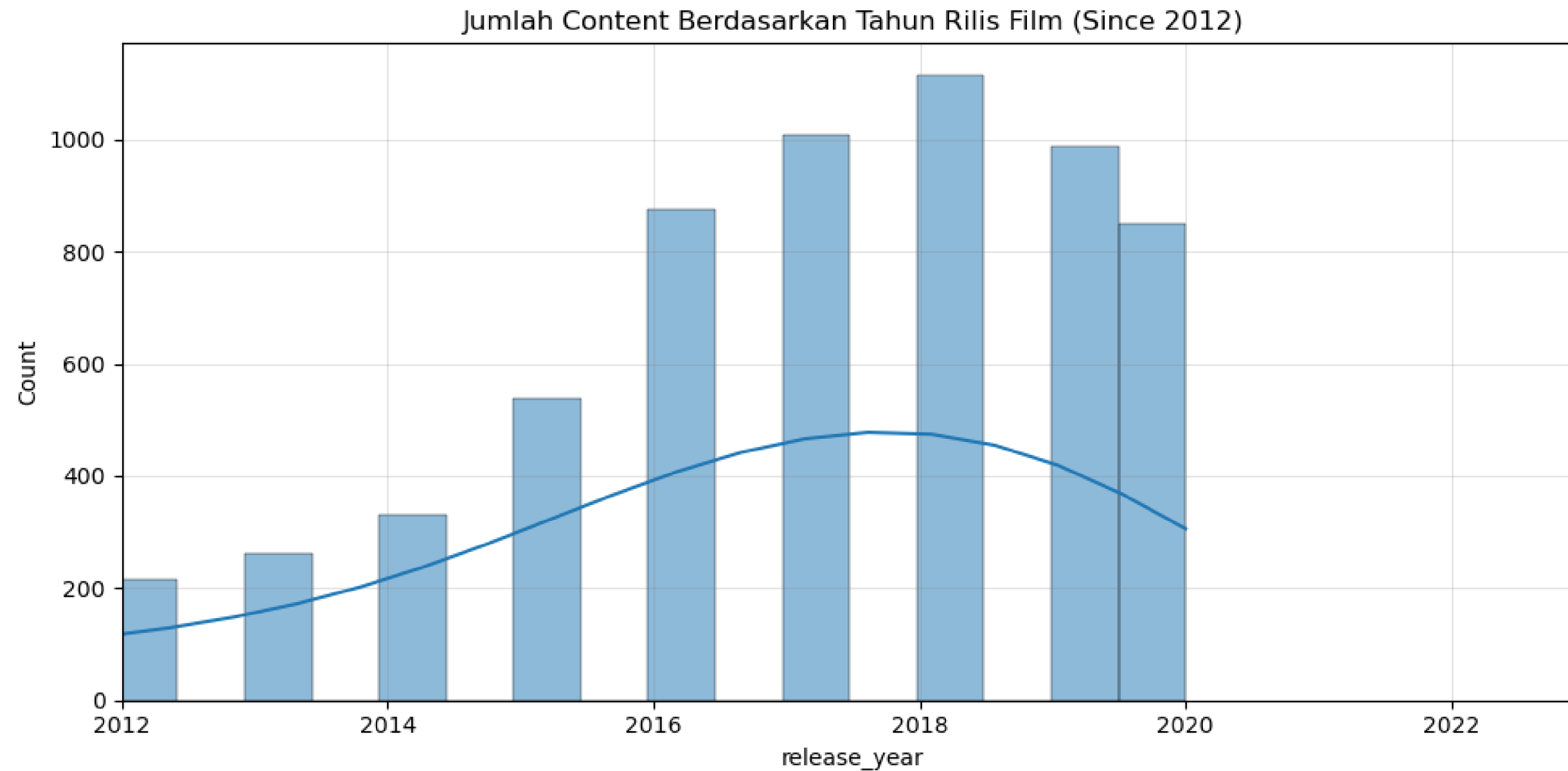


Netflix

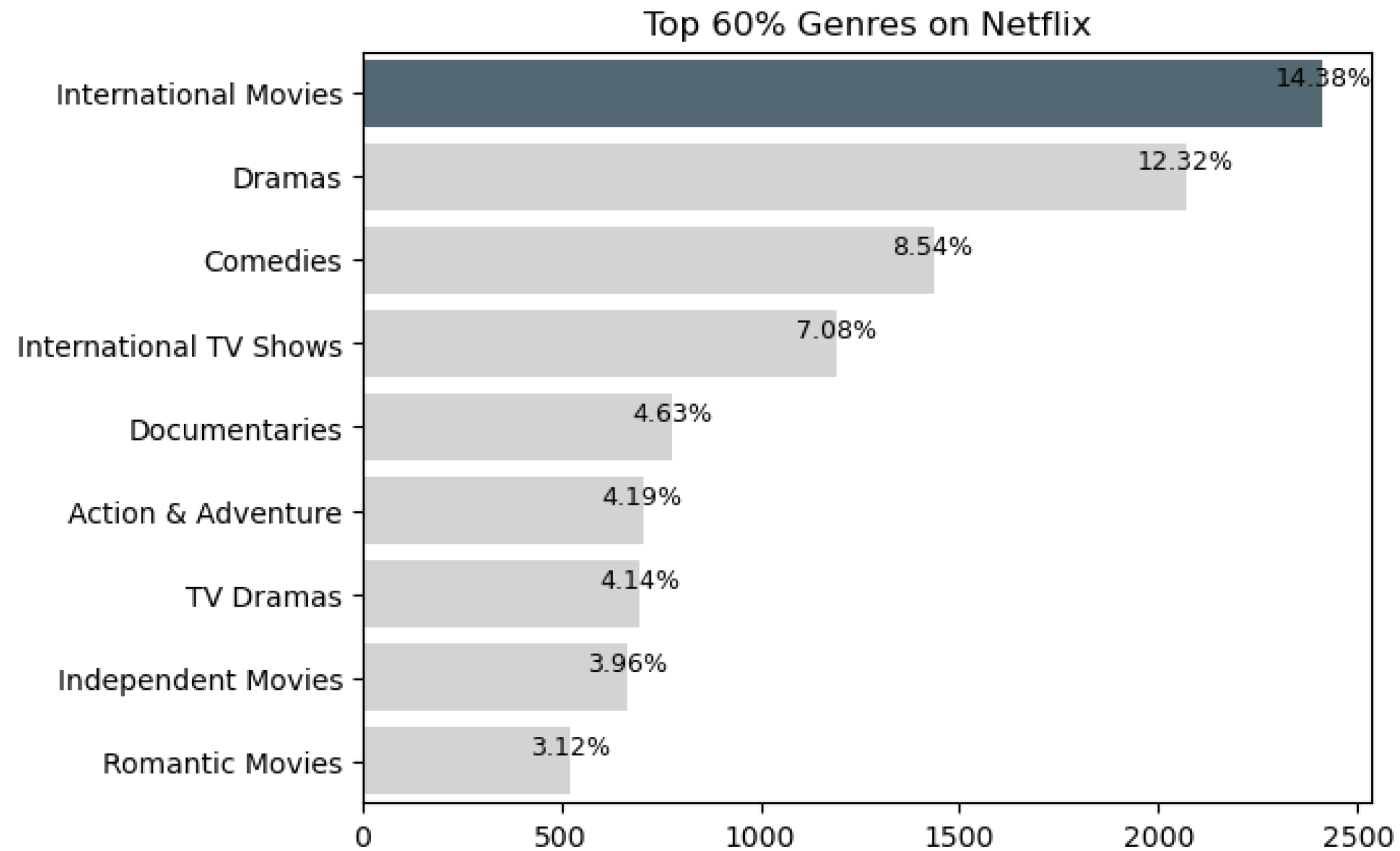
Netflix Content Proportion



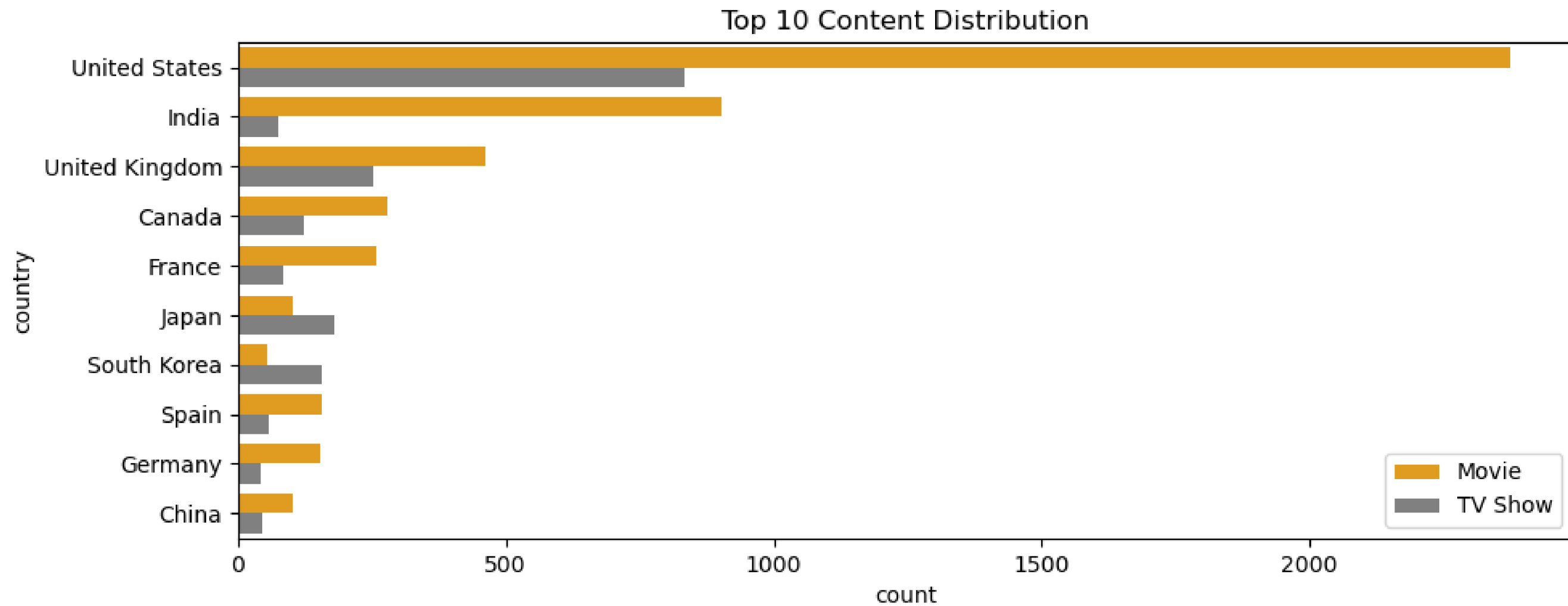
Netflix has 69% of Movie Content and has less (content published) on TV Shows.
This suggests that Netflix prioritized movies over tv shows.



80% Content of Netflix was released between 2012 and 2018 with the most content published in 2018.

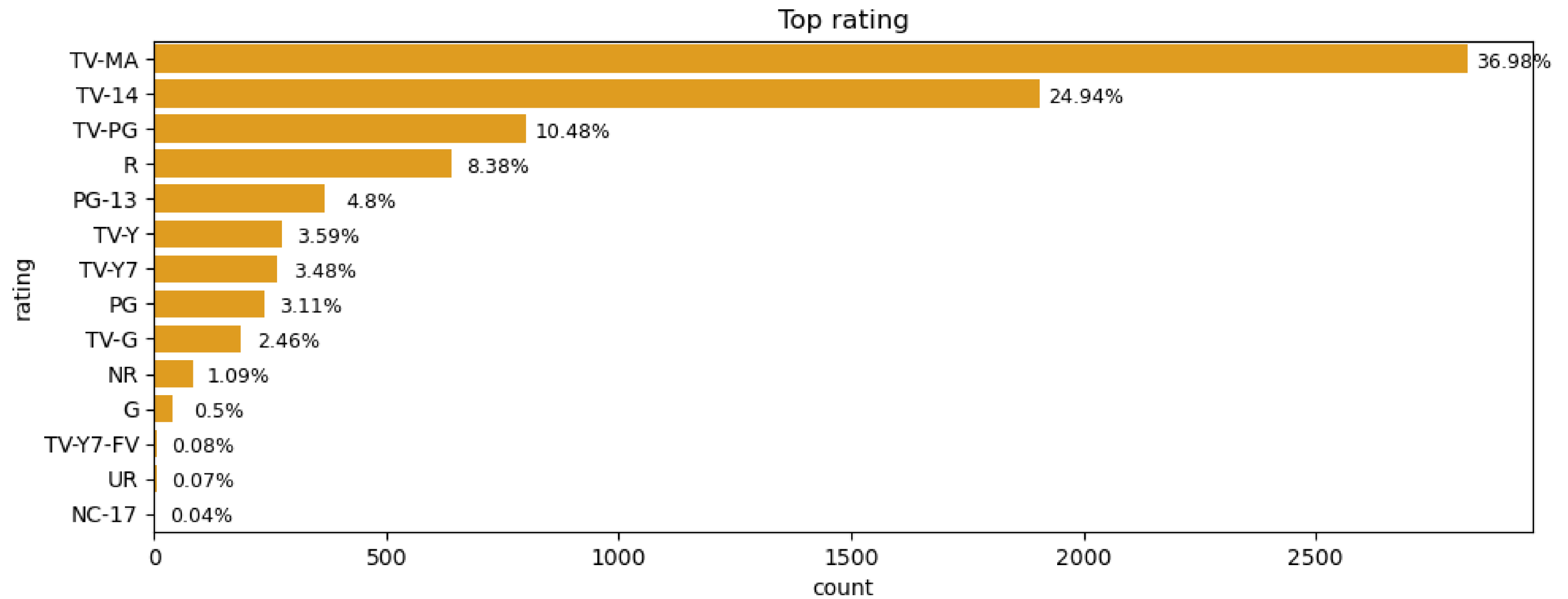


International Movies, Drama, Comedies, and International TV Shows are the most published genre on Netflix.

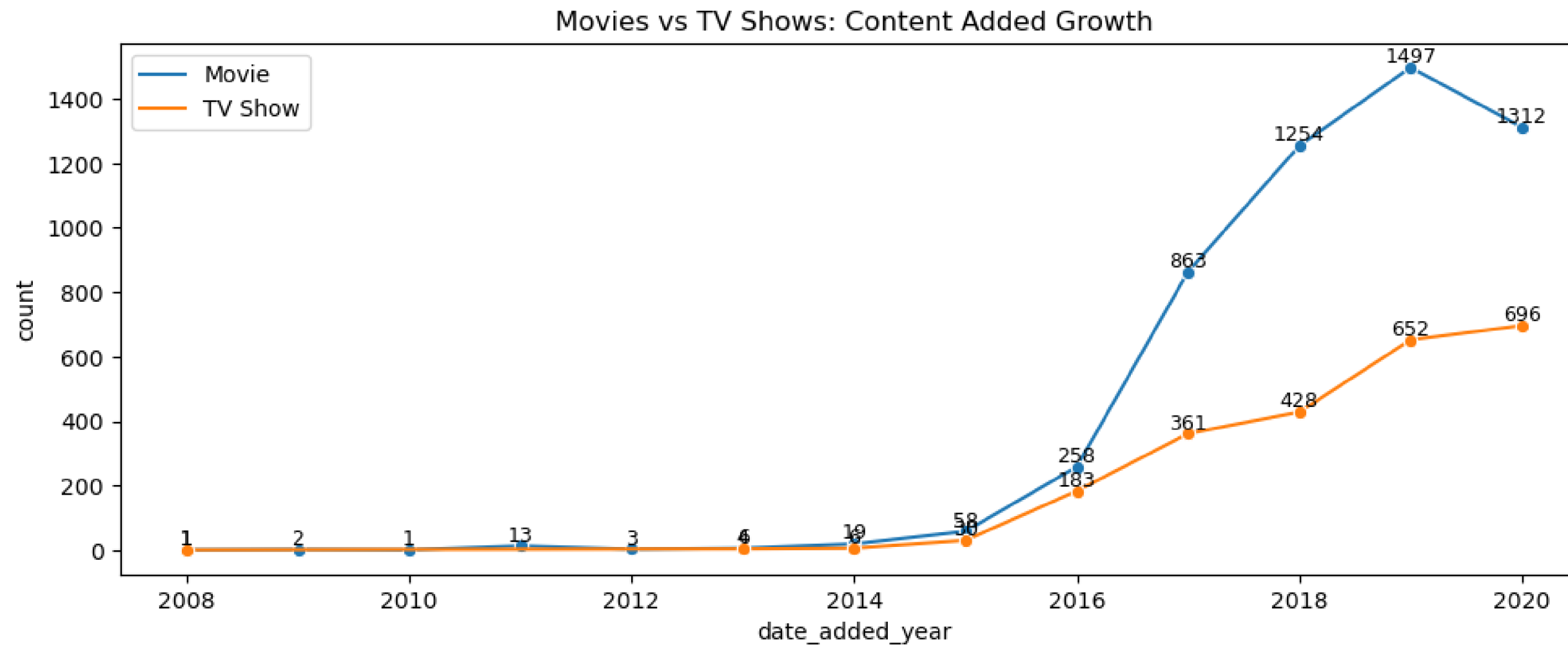


Content Distribution on Netflix is not equally balanced.

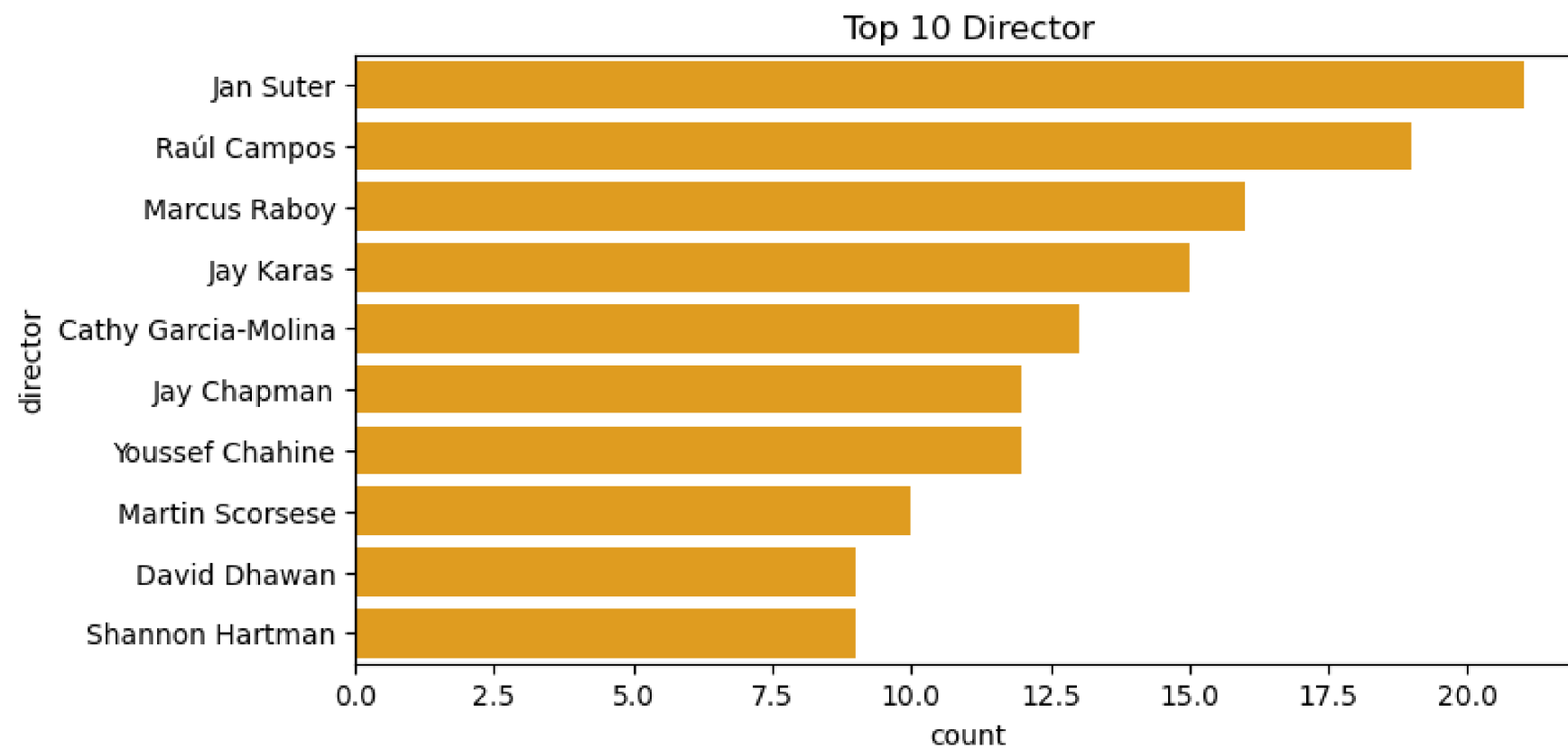
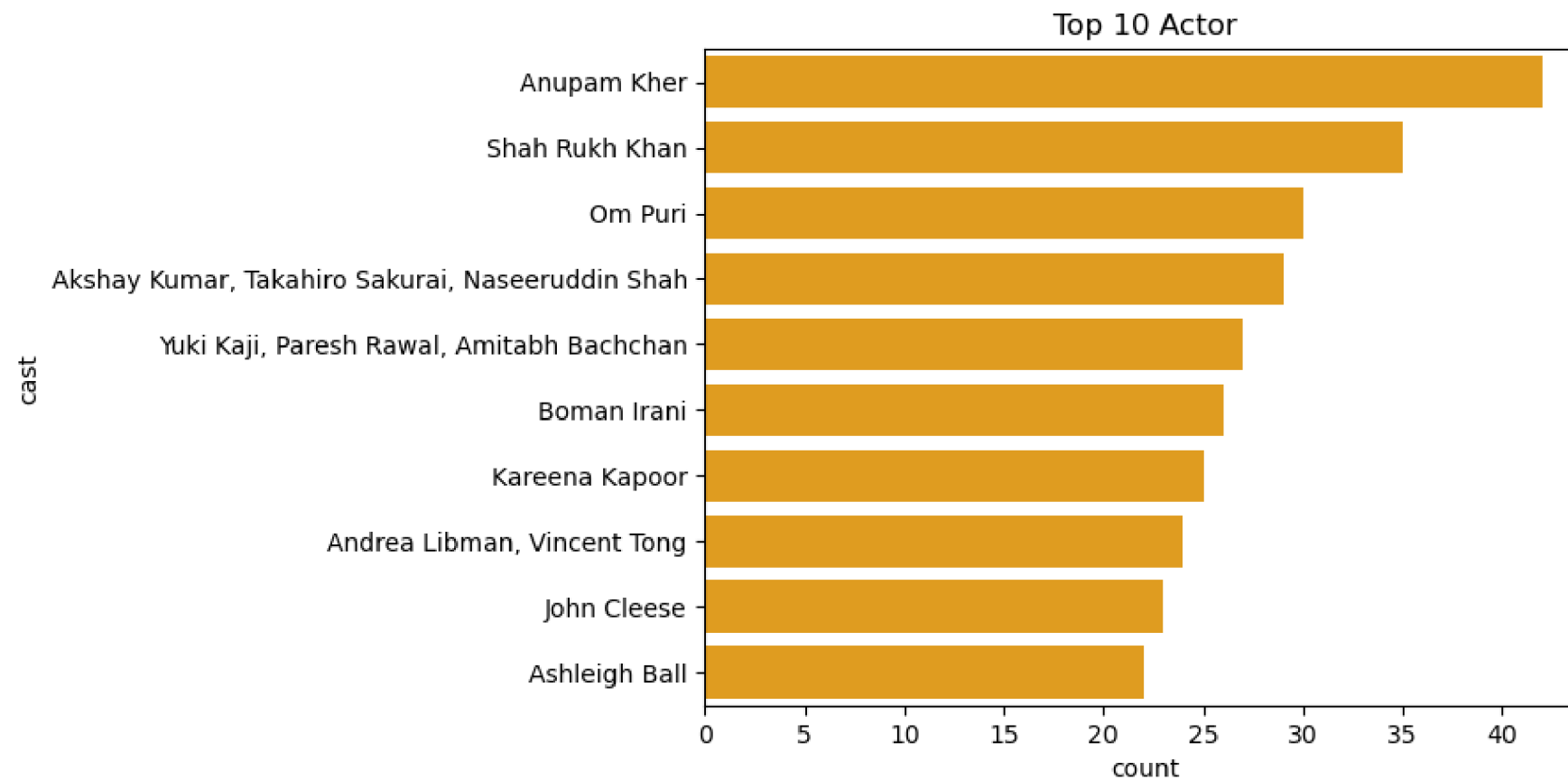
United States has the highest amount of content, followed by India, which has the most movie content.



Top 80% Content Rating are TV-MA, TV-14, TV-PG, and R, which are suitable for **Adult**.



- 2008 is the first year of content being published.
- During 2019 - 2012, there was only 1 TV Show Content published on Netflix and no other tv show content added during this period. Only Movies were published in the first 5 years.
- An increase in content addition was observed in 2015, which suggests that there were issues during the first 7 years.
- In 2019, the addition of movie content **declined**.



Recommendation

- Create Original Movie/TV Show that collaborating with Top Director and/or Top Actor.
- Expanding content from various country gives user flexible option.
- Focus more on content with the most popular genres.