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Netflix Content Analysis Report

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Tools Used: Python, Power BI

1. Introduction

This report analyzes Netflix's content catalog using Python and Power BI. The goal is to uncover trends in genre popularity, maturity ratings, runtime, and language diversity. I cleaned and transformed the dataset in Python and built an interactive dashboard in Power BI to visualize key insights.

2. Dashboard Overview

The dashboard includes the following visuals:

- KPI Panel
- Genre Popularity by Maturity Rating
- Content Growth Over Time
- Top Genres Treemap
- Content Type by Maturity
- Audio Language Distribution Donut Chart

Each visual is explained below with insights and commentary.

3. KPI Panel

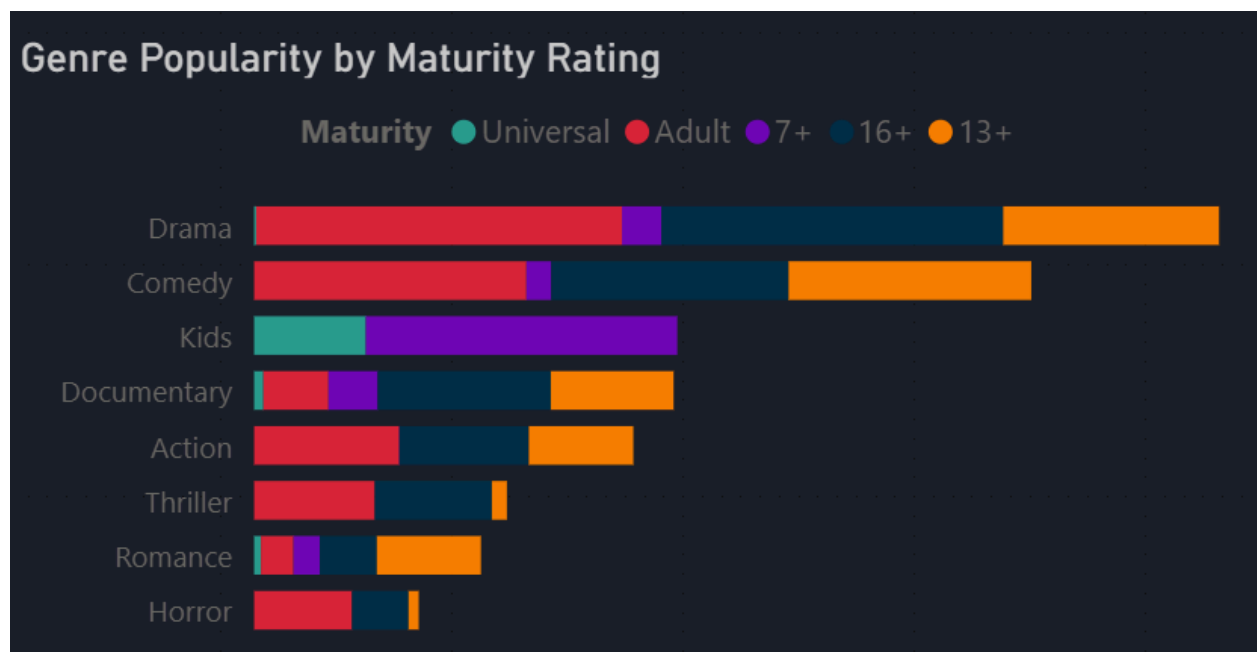
Visual: Cards showing *Total Titles, Movies, TV Shows, Average Runtime, Total Runtime, Languages, Top Genre*

Insight:

- Netflix has **9,797 titles**, with Movies (**7,413**) far outnumbering TV Shows (**2,384**)
- **The average runtime is 78 minutes**, and the total runtime exceeds **12,700 hours**
- Content is available in **53 audio languages**, with **Drama** being the most frequent genre

Comment: These KPIs provide a quick snapshot of Netflix's scale and content diversity. The dominance of Movies and Drama sets the tone for deeper analysis.

4. Genre Popularity by Maturity Rating



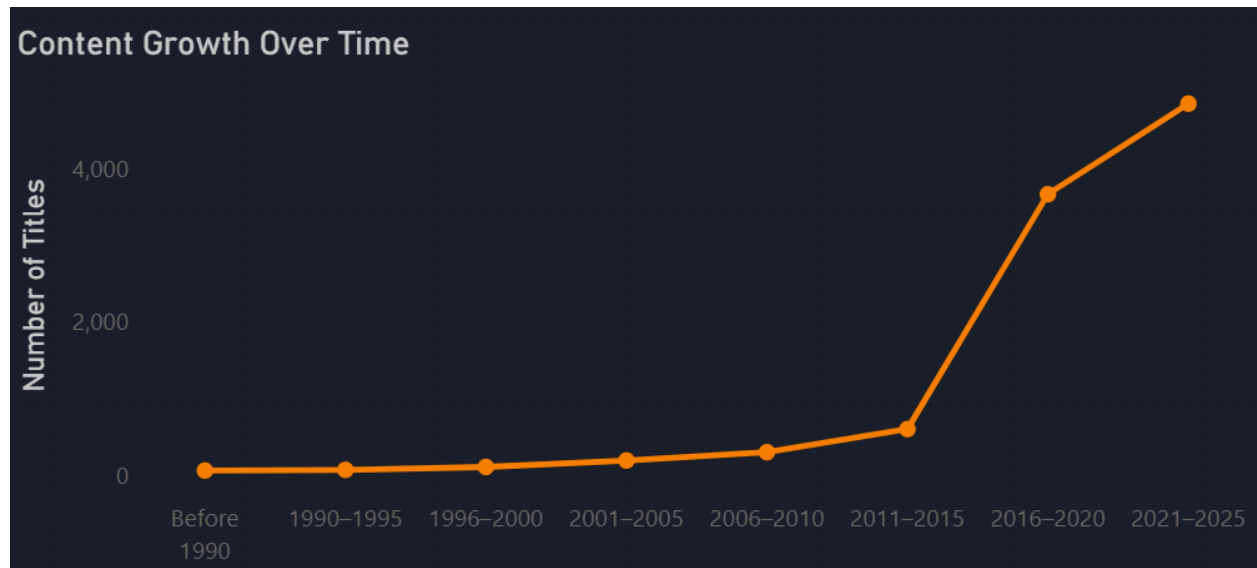
Visual: Horizontal stacked bar chart

Insight:

- **Drama and Comedy** are popular across all maturity ratings
- TV-MA and R ratings dominate, especially in Drama, Action, and Horror
- **Family-friendly** genres like Kids and Documentary are more common in PG and G ratings

Comment: This chart reveals how genre and maturity rating are closely linked. It helps identify which genres target adult vs. general audiences.

5. Content Growth Over Time



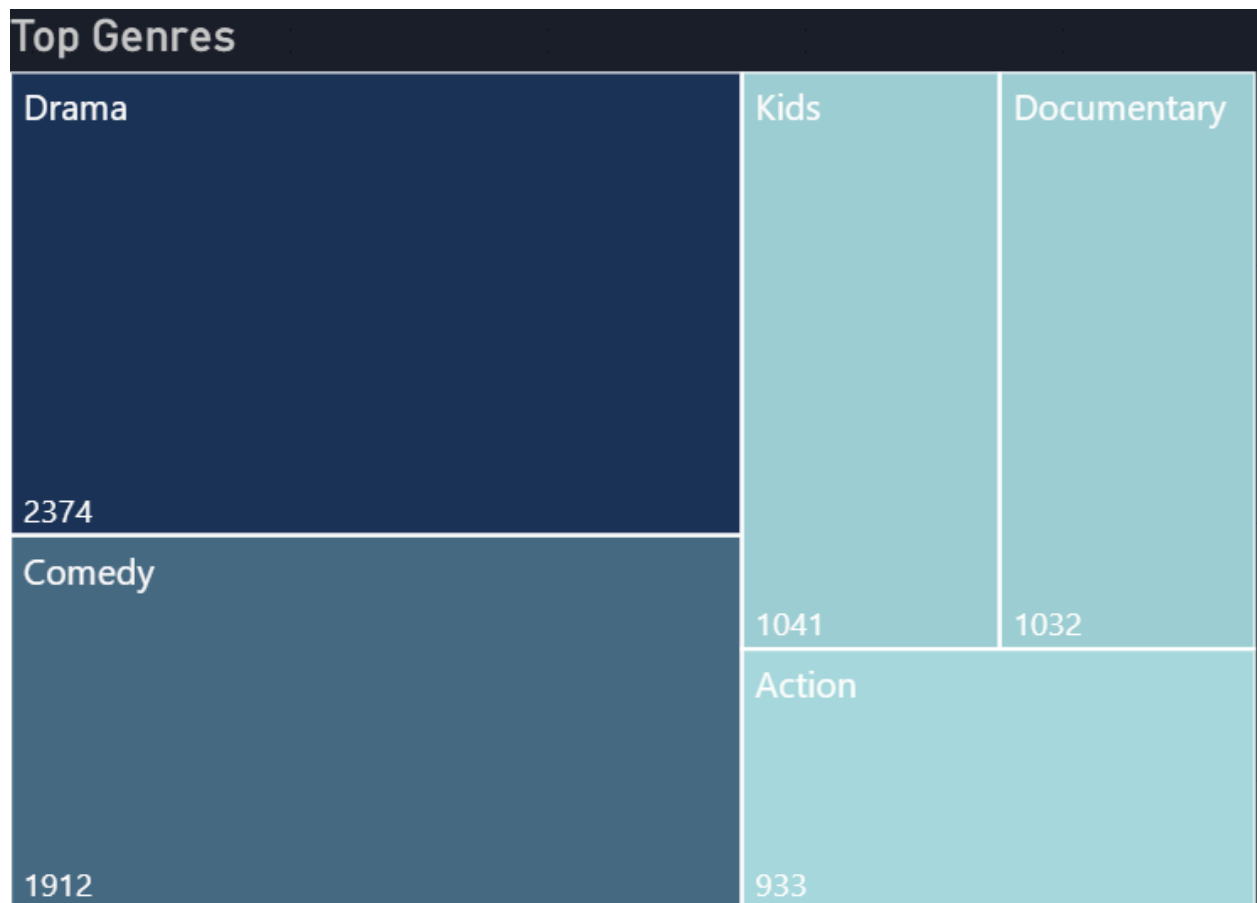
Visual: Vertical bar chart showing Movies and TV Shows added over time

Insight:

- Content growth accelerated sharply between 2016 and 2020
- Movies consistently outpaced TV Shows in volume
- Growth slowed slightly post-2021

Comment: This trend reflects Netflix's global expansion and original content push. The 2020 peak may be linked to pandemic-era production and demand.

6. Top Genres Treemap



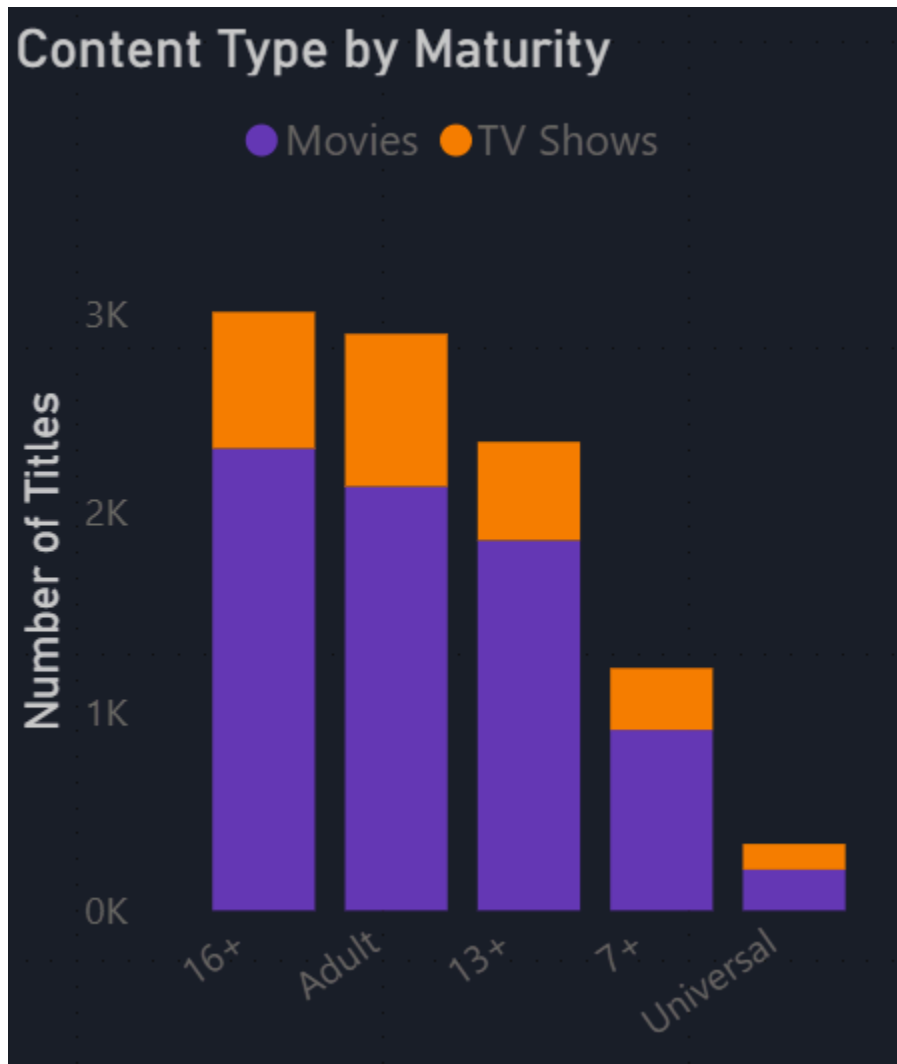
Visual: Treemap showing volume of top genres

Insight:

- **Drama** (3,214 titles) leads by a wide margin
- Followed by **Comedy** (2,414) and **Action** (1,091)
- Smaller genres like **Kids** and **Documentary** are present, but less dominant

Comment: The treemap highlights Netflix's focus on emotionally driven and entertaining content. It also shows genre concentration.

7. Content Type by Maturity



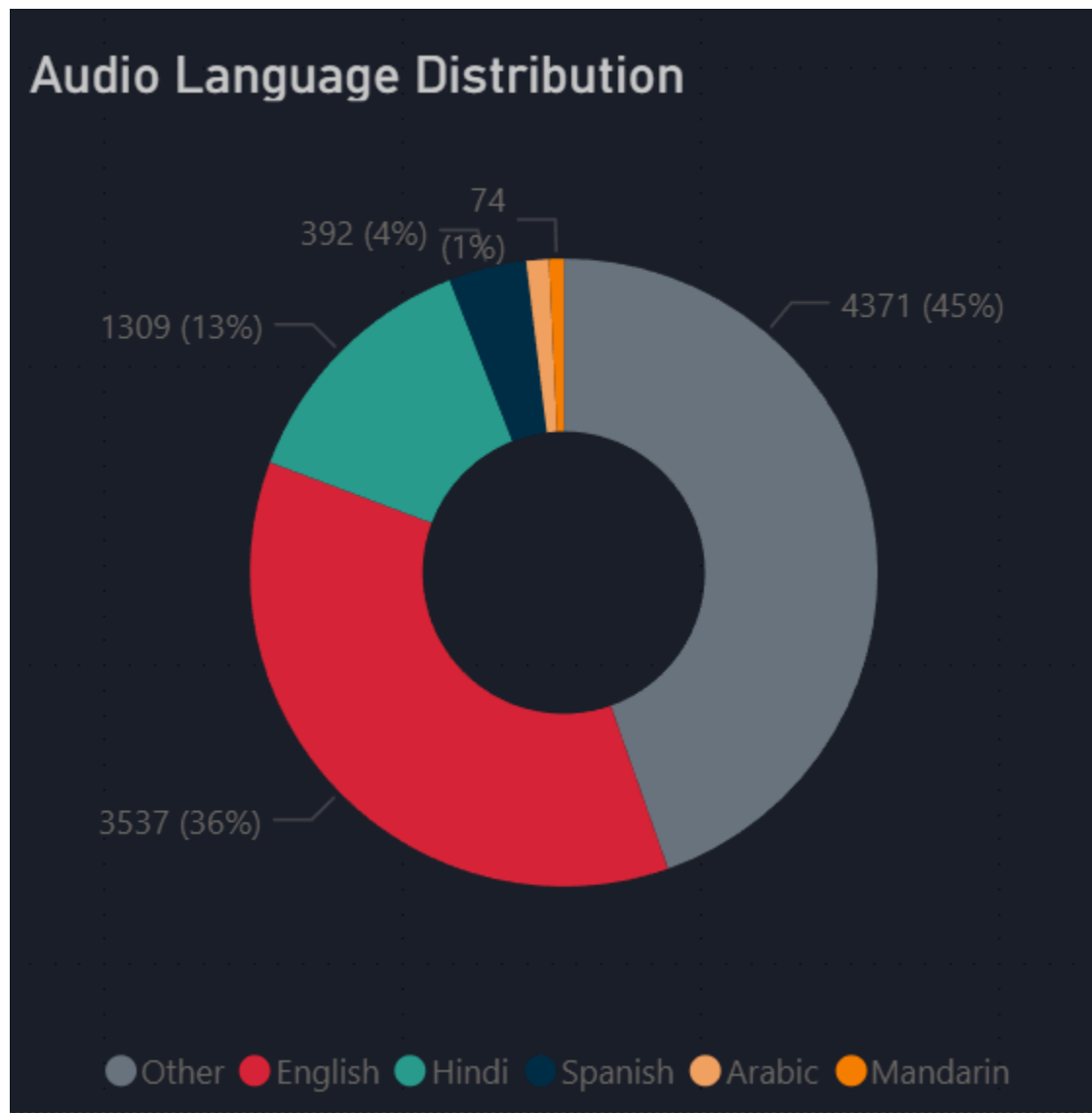
Visual: Stacked column chart comparing Movies and TV Shows across maturity ratings

Insight:

- **TV Shows skew toward higher maturity ratings** (TV-MA, R)
- **Movies are more evenly distributed** across ratings
- Very few titles fall under G or PG

Comment: This visual helps understand how content type influences rating strategy. TV Shows may target more mature audiences.

8. Audio Language Distribution



Visual: Donut chart showing audio language breakdown

Insight:

- **English dominates**, followed by **Hindi, Spanish, French, and Japanese**
- Rare languages were grouped under “**Other**”
- Reflects Netflix's global reach and localization efforts

Comment: Language diversity is a key strength for Netflix. This chart supports decisions around regional content investment.

9. Conclusions

- **Movies dominate** Netflix's catalog, accounting for over 75% of titles
- **Drama is the most popular genre**, followed by Comedy and Action
- **Content growth peaked around 2020**, reflecting strategic expansion
- **Average runtime is 78 minutes**, suggesting a focus on digestible content
- **Language diversity is strong**, with 53 audio languages represented
- **Maturity ratings skew toward adult content**, especially in Drama and Action
- **TV Shows tend to have higher maturity ratings** than Movies

10. Recommendations

- Invest in underrepresented genres and languages to expand audience reach
- Balance maturity ratings to attract family-friendly viewers
- Monitor runtime trends to optimize engagement
- Explore regional preferences using country and mood data for future analysis