

Netflix Content Analysis Portfolio

About Me

Hello, I'm Kim Kyeong Woo, a freelance data analyst.

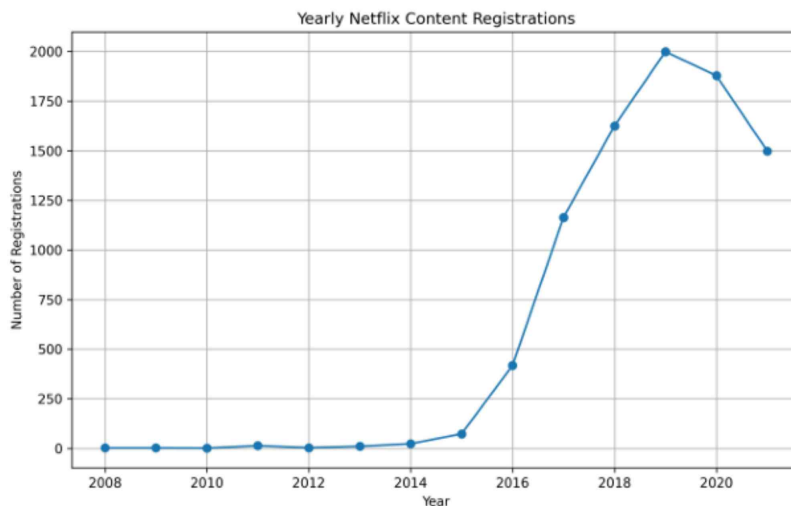
I enjoy extracting meaningful insights from data to support business decisions.

Contents

1. Yearly Content Registrations
2. Top 10 Countries by Content Count
3. United States vs Others
4. Conclusion & Recommendations
5. Contact
6. Appendix

1. Yearly Content Registrations

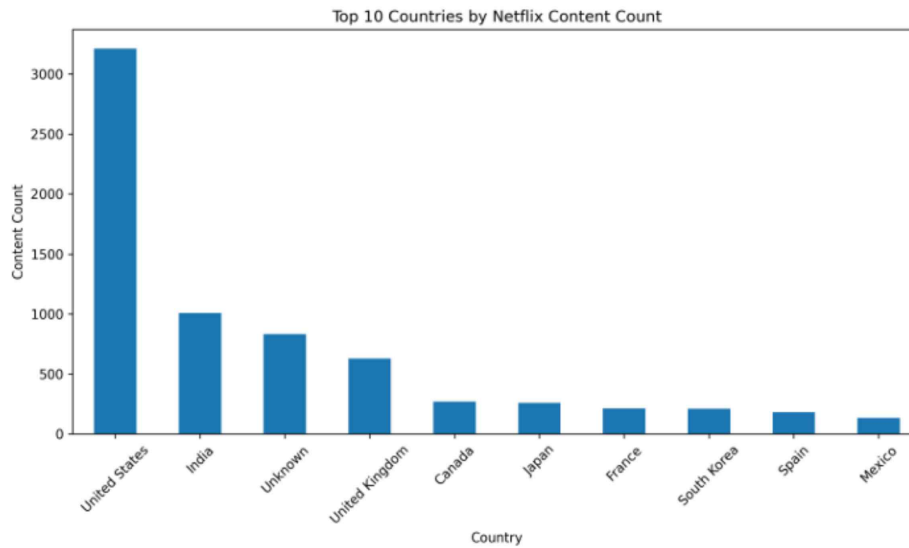
Objective: Analyze the trend of Netflix content additions over the years.



Insight: With increased OTT competition and the 2020 pandemic, content investment peaked, then stabilized afterward.

2. Top 10 Countries by Content Count

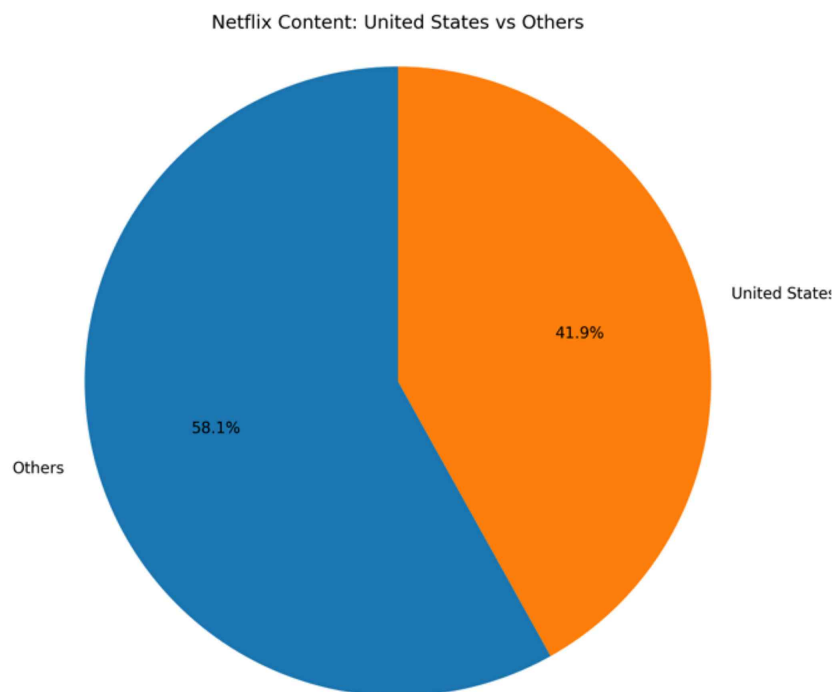
Objective: Identify content distribution by country to inform market strategy.



Insight: U.S. dominance, India's local hits, and Korea's global success point to expanding beyond the U.S.

3. United States vs Others

Objective: Assess U.S. content share to balance global investments.



Insight: U.S. content accounts for a large share—diversify into Asia, Europe, and Latin America.

4. Conclusion & Recommendations

- Expand investments in emerging markets (Asia, Europe, Latin America).
- Optimize content investment timing based on market factors (pandemic, competitors).
- Implement data-driven monitoring for agile strategy adjustments.

5. Contact

Name: Kim Kyeong Woo

GitHub: <https://github.com/gaga152123>

Email: kim41280176@gmail.com

6. Appendix

See all code and visuals on GitHub:

<https://github.com/gaga152123/netflix-portfolio>