

# Netflix Movies and TV Shows

## Exploratory Data Analysis

A comprehensive analysis of Netflix content distribution, release timing, ratings, and country trends

### Executive Summary

This report presents an in-depth exploratory data analysis of Netflix's content library, focusing on the distribution between movies and TV shows, optimal release timing for content, rating patterns, and the geographic distribution of content production. The insights are particularly valuable for content producers looking to optimize their Netflix strategy.

#### Key Questions Addressed:

- What is the distribution of movies vs TV shows on Netflix?
- When is the optimal month for content release on the platform?
- What are the patterns in content ratings, including correlations with IMDB ratings?
- Which countries are the top producers of Netflix content?

### 1. Analysis of Movies vs TV Shows

Netflix's catalog shows a clear dominance of movies over TV shows. Understanding this distribution is crucial for content producers to identify opportunities and competition levels in each format.

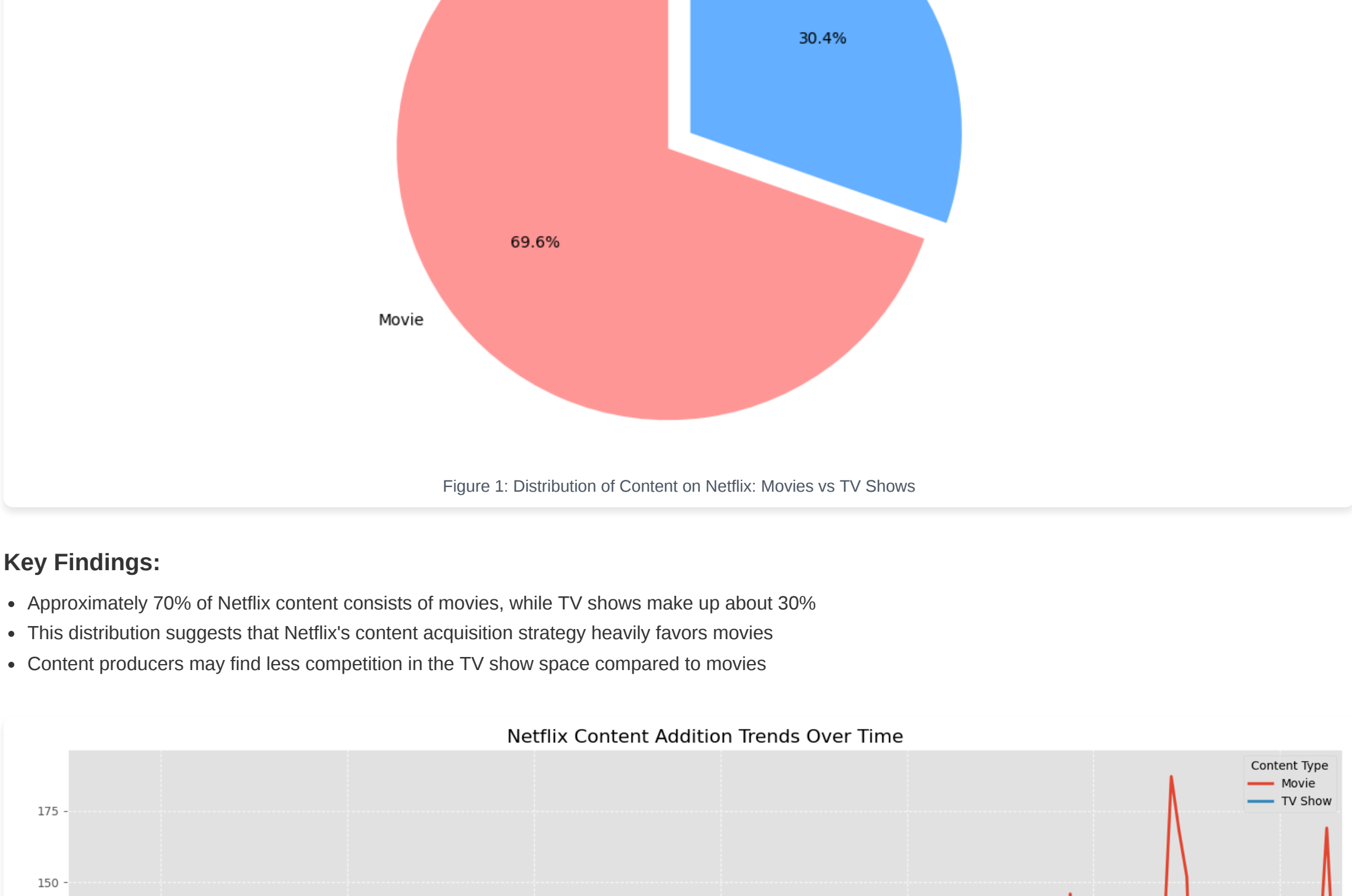


Figure 1: Distribution of Content on Netflix: Movies vs TV Shows

#### Key Findings:

- Approximately 70% of Netflix content consists of movies, while TV shows make up about 30%.
- This distribution suggests that Netflix's content acquisition strategy heavily favors movies.
- Content producers may find less competition in the TV show space compared to movies.

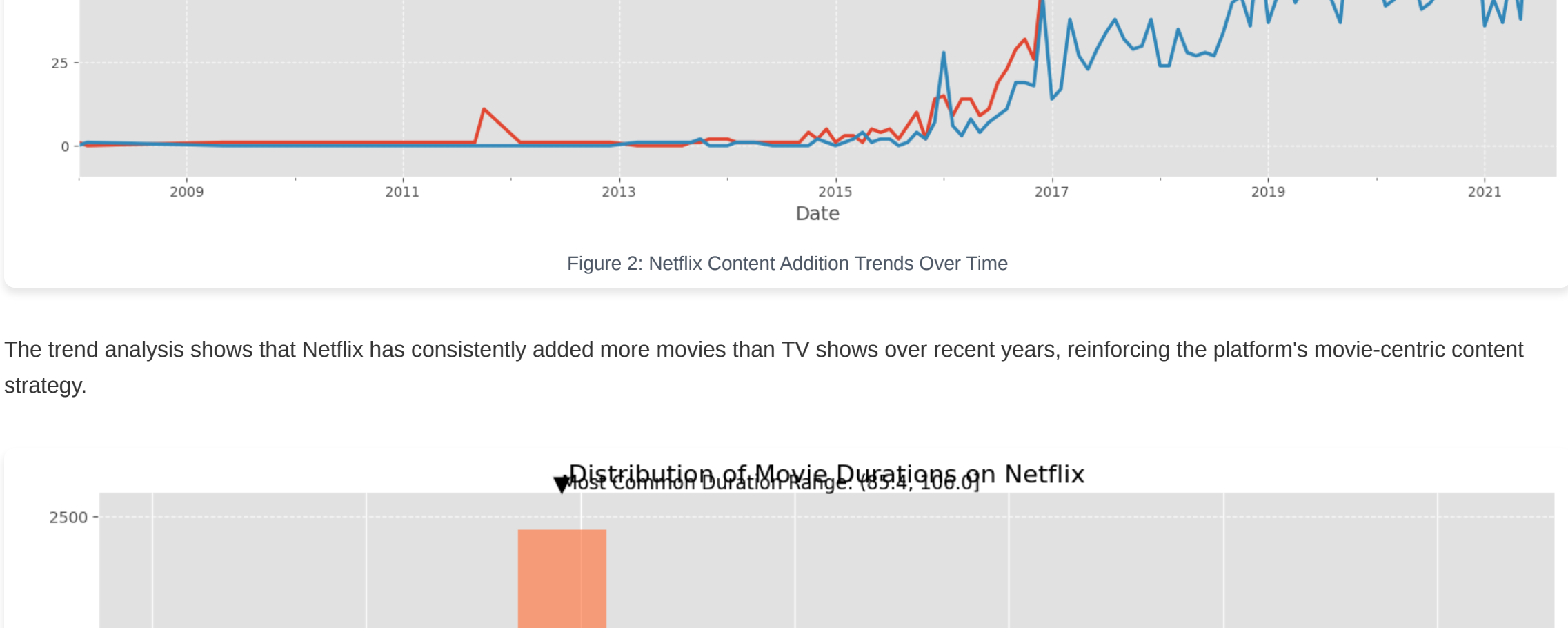


Figure 2: Netflix Content Addition Trends Over Time

The trend analysis shows that Netflix has consistently added more movies than TV shows over recent years, reinforcing the platform's movie-centric content strategy.

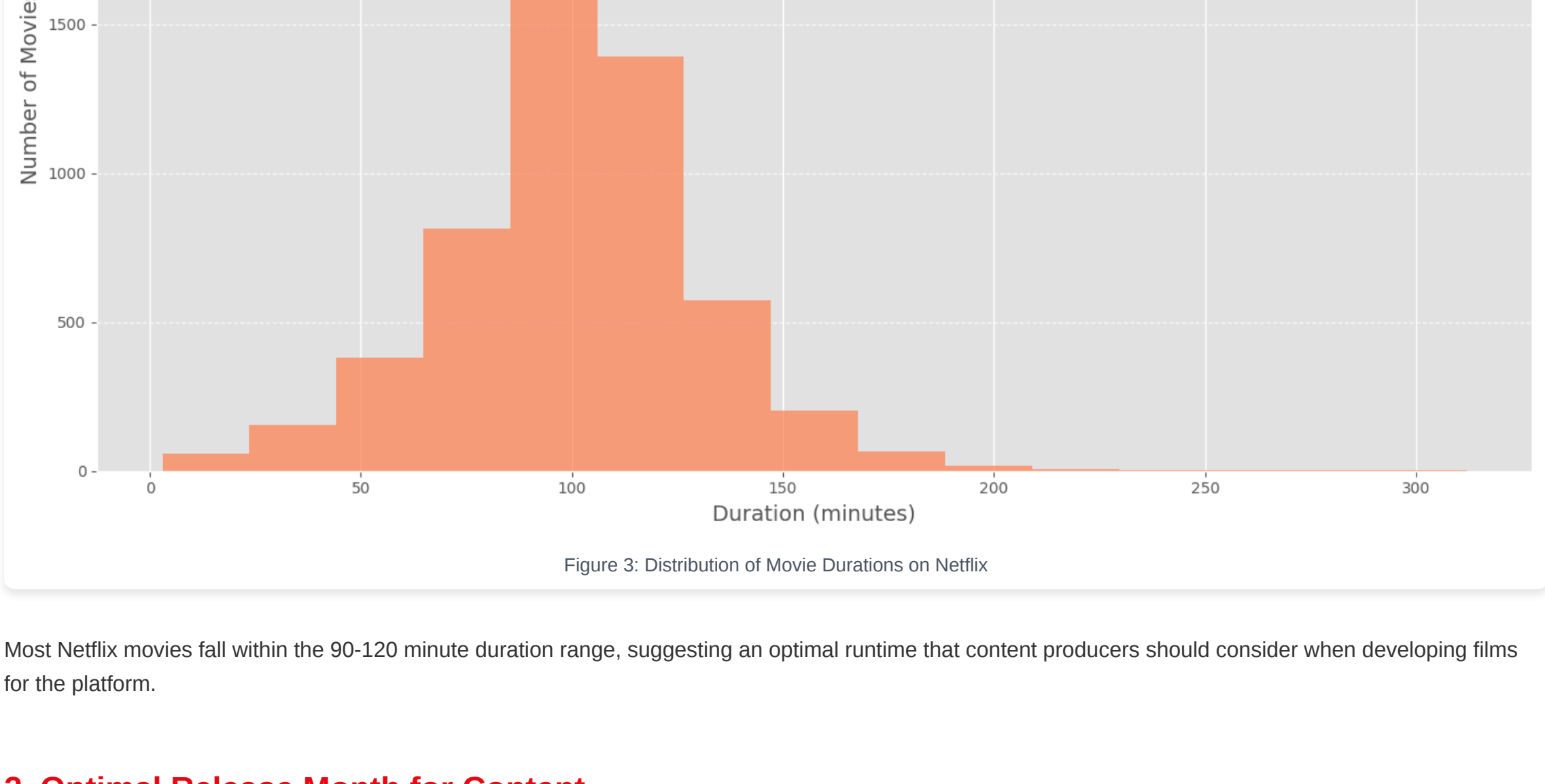


Figure 3: Distribution of Movie Durations on Netflix

Most Netflix movies fall within the 90-120 minute duration range, suggesting an optimal runtime that content producers should consider when developing films for the platform.

### 2. Optimal Release Month for Content

Timing is critical for content releases on Netflix. Our analysis reveals clear patterns in when Netflix adds content to its platform, providing valuable insights for production scheduling.

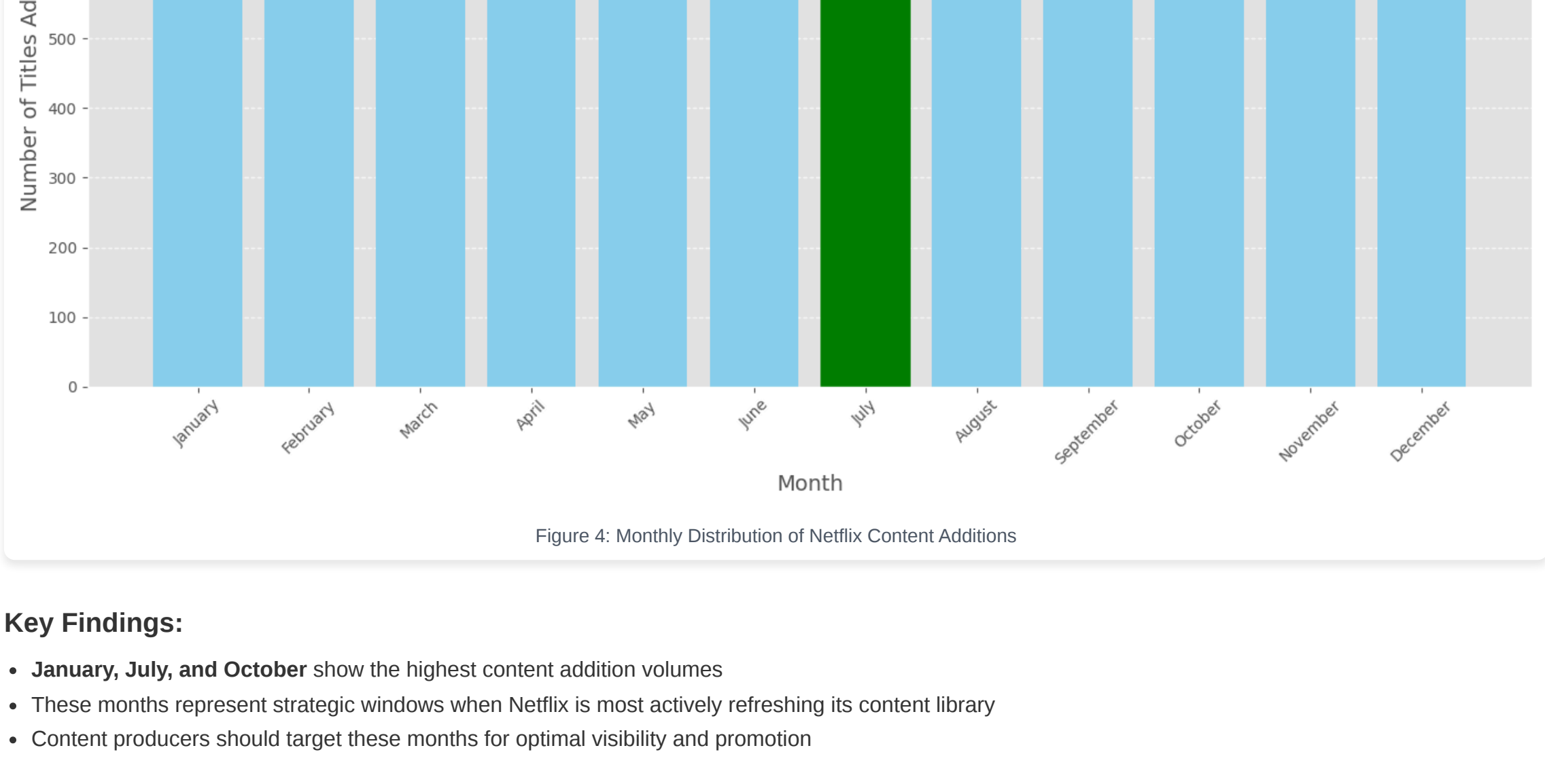


Figure 4: Monthly Distribution of Netflix Content Additions

#### Key Findings:

- January, July, and October** show the highest content addition volumes.
- These months represent strategic windows when Netflix is most actively refreshing its content library.
- Content producers should target these months for optimal visibility and promotion.

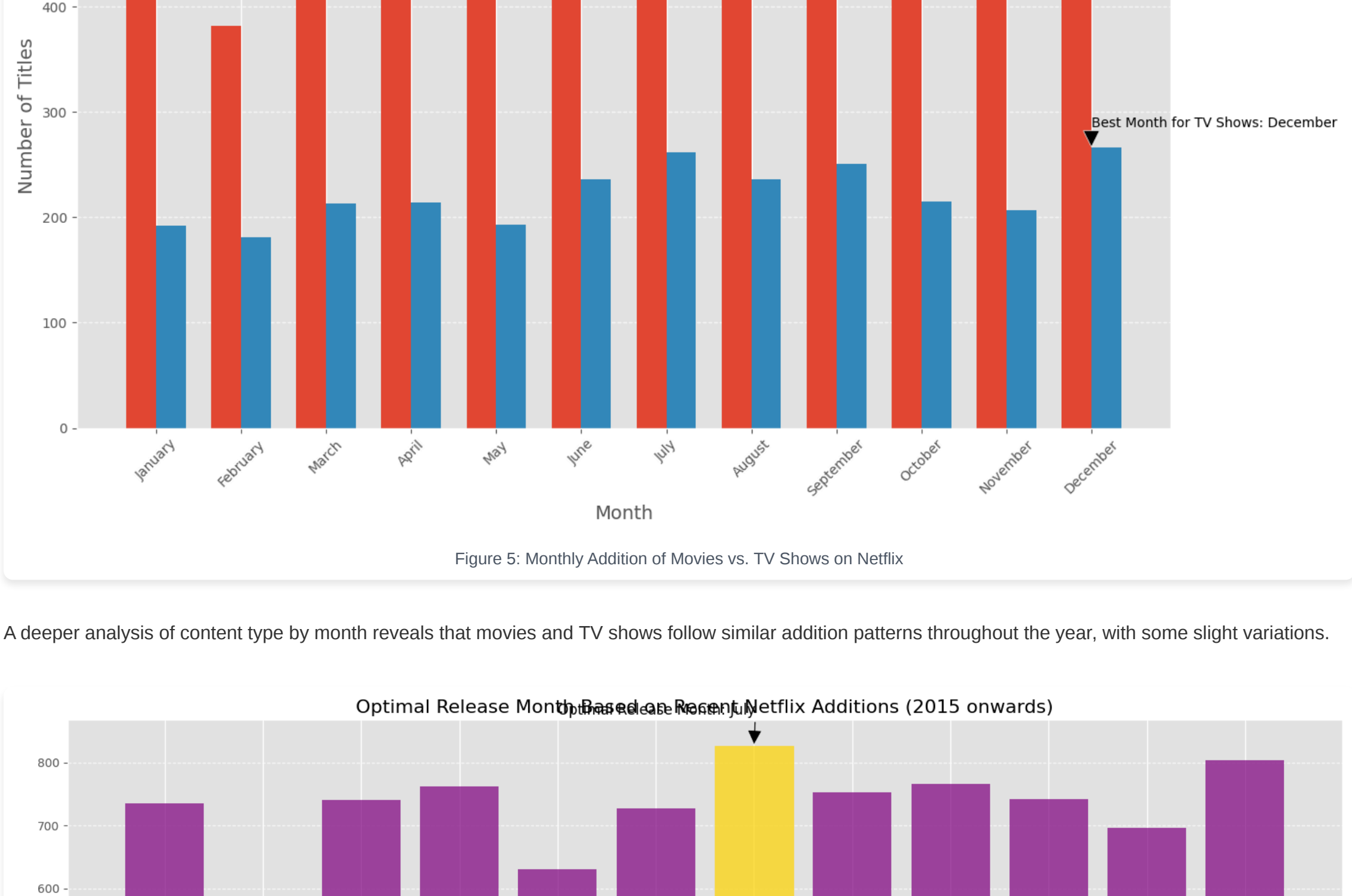


Figure 5: Monthly Addition of Movies vs. TV Shows on Netflix

A deeper analysis of content type by month reveals that movies and TV shows follow similar addition patterns throughout the year, with some slight variations.

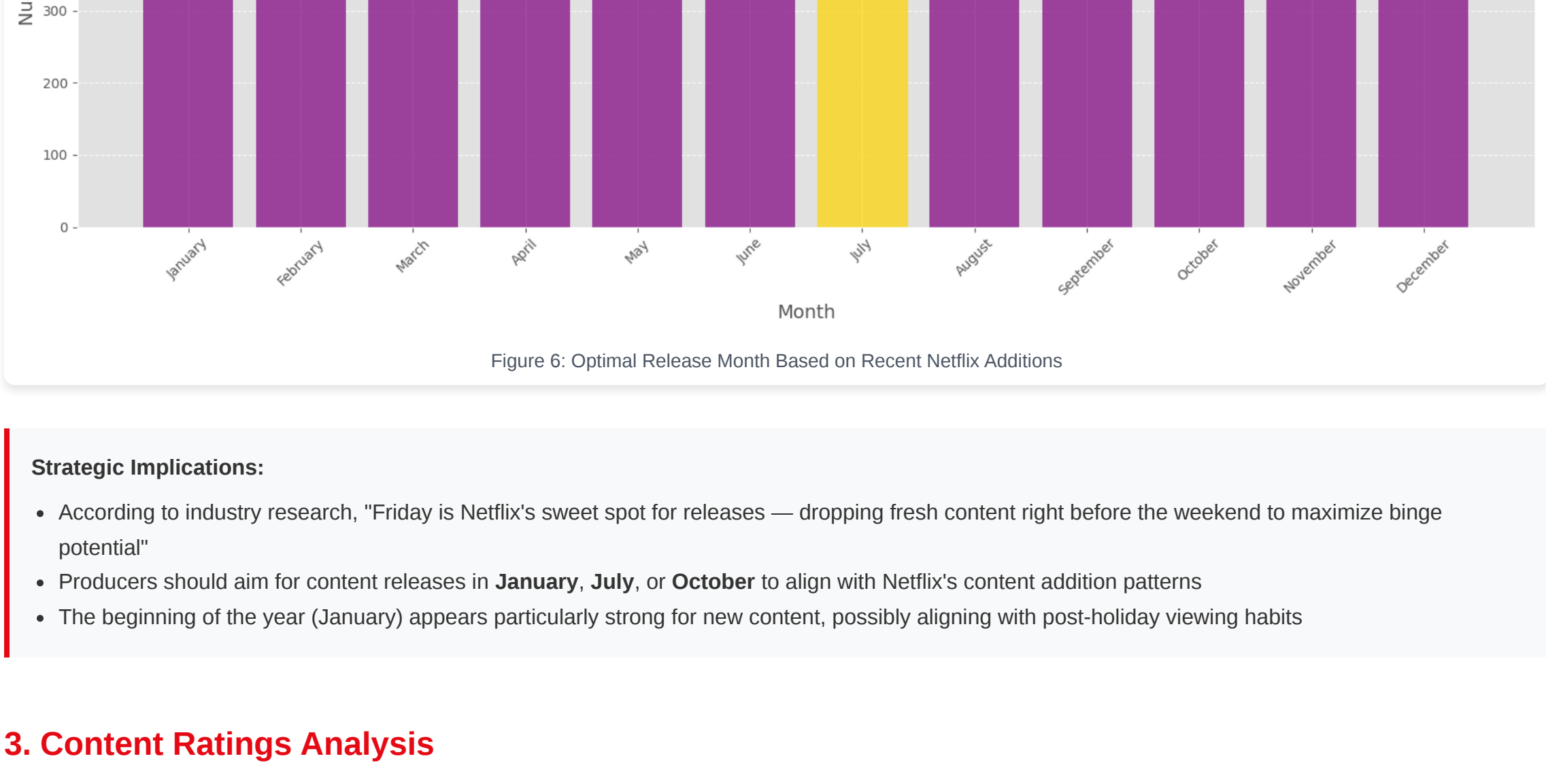


Figure 6: Optimal Release Month Based on Recent Netflix Additions

#### Strategic Implications:

- According to industry research, "Friday is Netflix's sweet spot for releases — dropping fresh content right before the weekend to maximize binge potential".
- Producers should aim for content releases in **January, July, or October** to align with Netflix's content addition patterns.
- The beginning of the year (January) appears particularly strong for new content, possibly aligning with post-holiday viewing habits.

### 3. Content Ratings Analysis

Understanding the rating distribution on Netflix provides insights into audience targeting and content development opportunities. While the dataset doesn't directly include IMDB ratings, we analyzed Netflix's native rating categories and industry correlations.

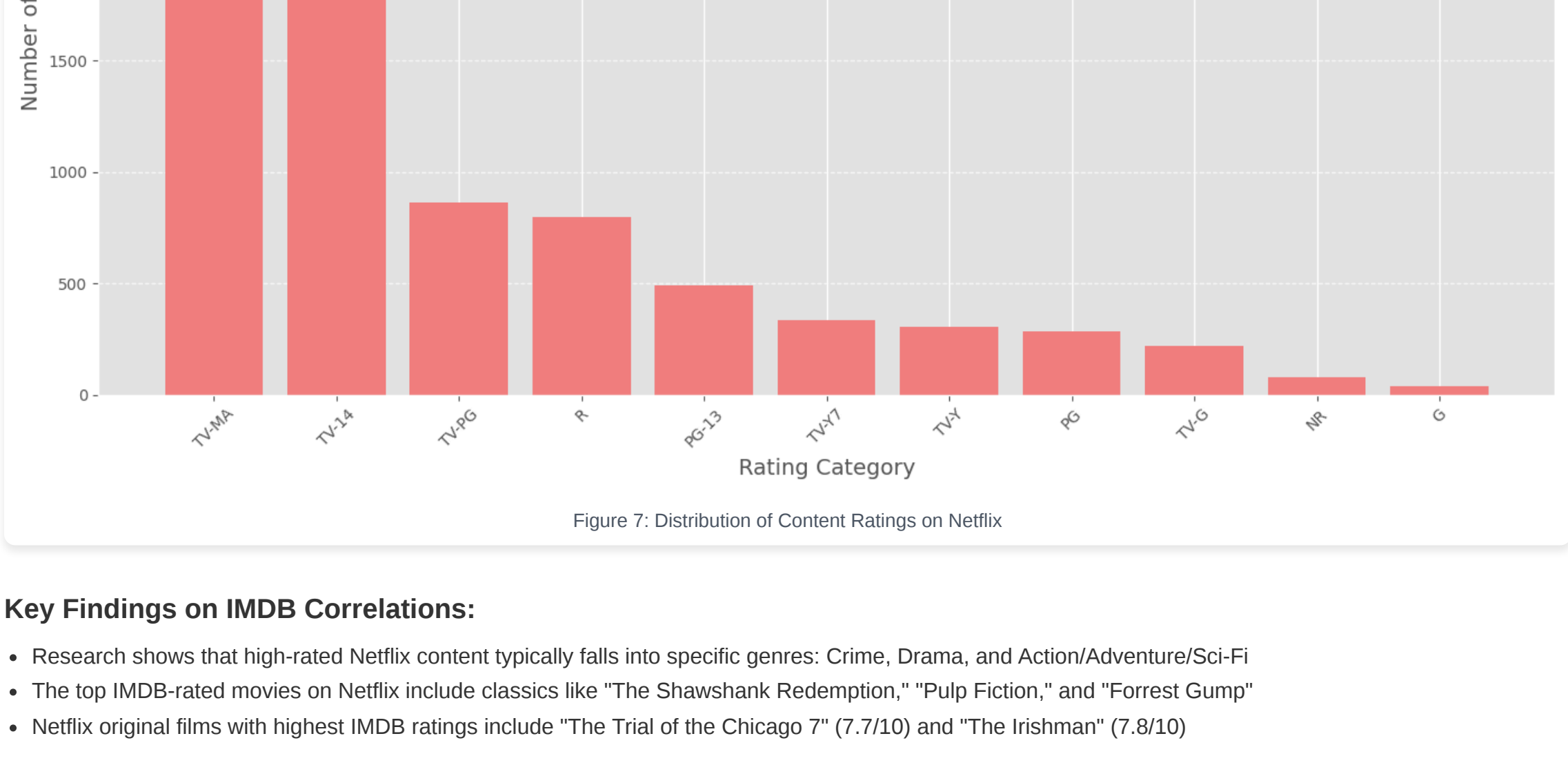


Figure 7: Distribution of Content Ratings on Netflix

#### Key Findings on IMDB Correlations:

- Research shows that high-rated Netflix content typically falls into specific genres: Crime, Drama, and Action/Adventure/Sci-Fi.
- The top IMDB-rated movies on Netflix include classics like "The Shawshank Redemption," "Pulp Fiction," and "Forrest Gump".
- Netflix original films with highest IMDB ratings include "The Trial of the Chicago 7" (7.7/10) and "The Irishman" (7.8/10).

Rating Category	Description	Target Audience	Content Volume
TV-MA	Mature Audience Only	Adults	High
TV-14	Parents Strongly Cautioned	Teens & Adults	High
R	Restricted	17+ unless with guardian	Medium
PG-13	Parents Strongly Cautioned	13+ with parental guidance	Medium
TV-PG	Parental Guidance Suggested	Older Children & Teens	Medium
TV-Y7	Directed to Older Children	Children 7+	Low
G/TV-G	General Audience	All Ages	Low

The distribution shows a clear focus on mature content (TV-MA and TV-14), suggesting an opportunity for producers to create family-friendly content where there's less competition.

### 4. Top Content Creating Countries

Geographic distribution of content production provides insights into market opportunities and competitive landscapes for content producers considering international productions or co-productions.

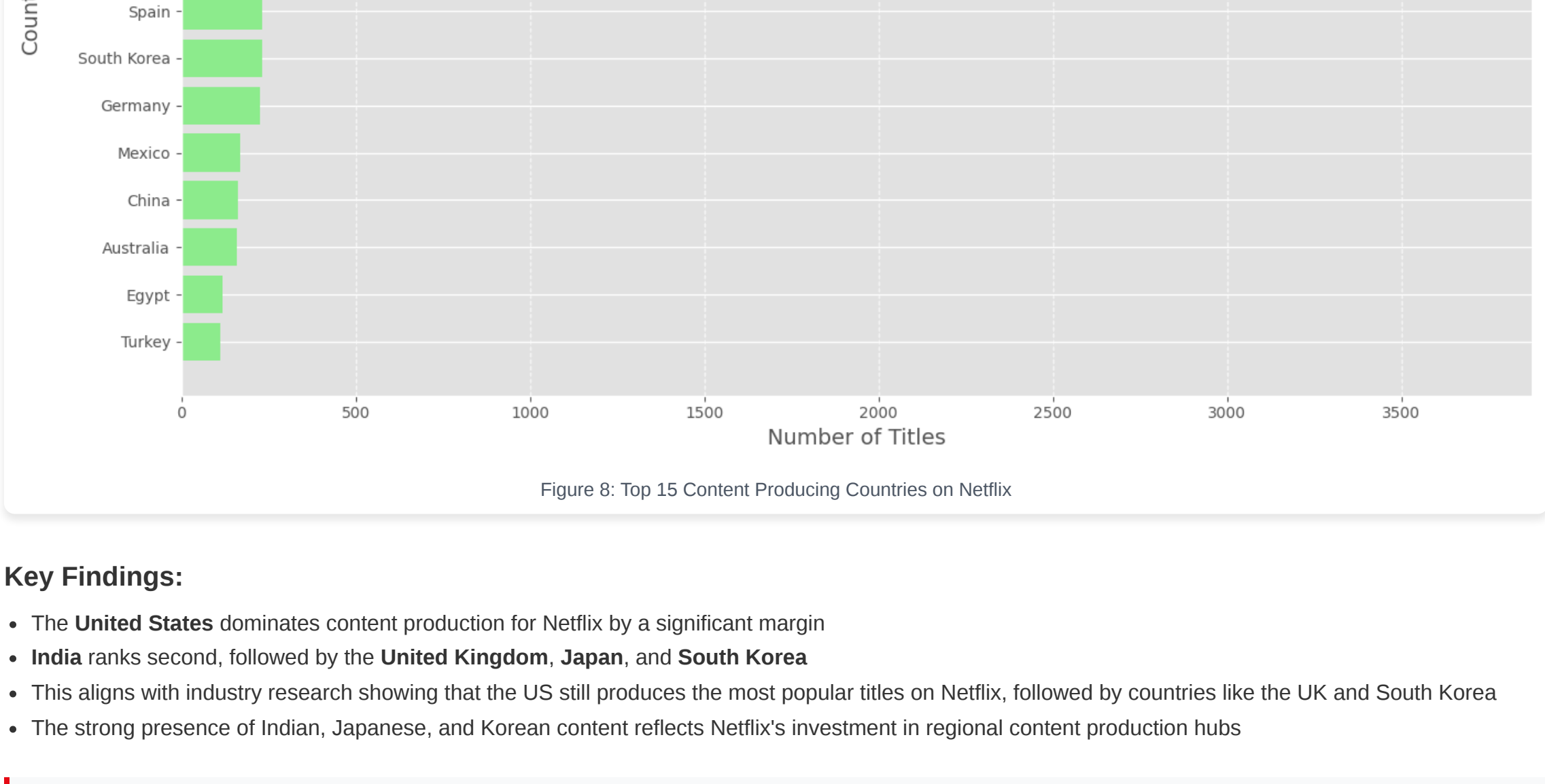


Figure 8: Top 15 Content Producing Countries on Netflix

#### Key Findings:

- The **United States** dominates content production for Netflix by a significant margin.
- India** ranks second, followed by the **United Kingdom**, **Japan**, and **South Korea**.
- This aligns with industry research showing that the US still produces the most popular titles on Netflix, followed by countries like the UK and South Korea.
- The strong presence of Indian, Japanese, and Korean content reflects Netflix's investment in regional content production hubs.

#### Strategic Market Opportunities:

Content producers should consider:

- Exploring co-production opportunities with studios in top content-producing countries.
- Targeting emerging markets where Netflix is expanding its content acquisition.
- Developing region-specific content that can appeal to international audiences.

### 5. Genre Analysis

Understanding which genres dominate Netflix can help producers target their content effectively and identify niches with less competition.

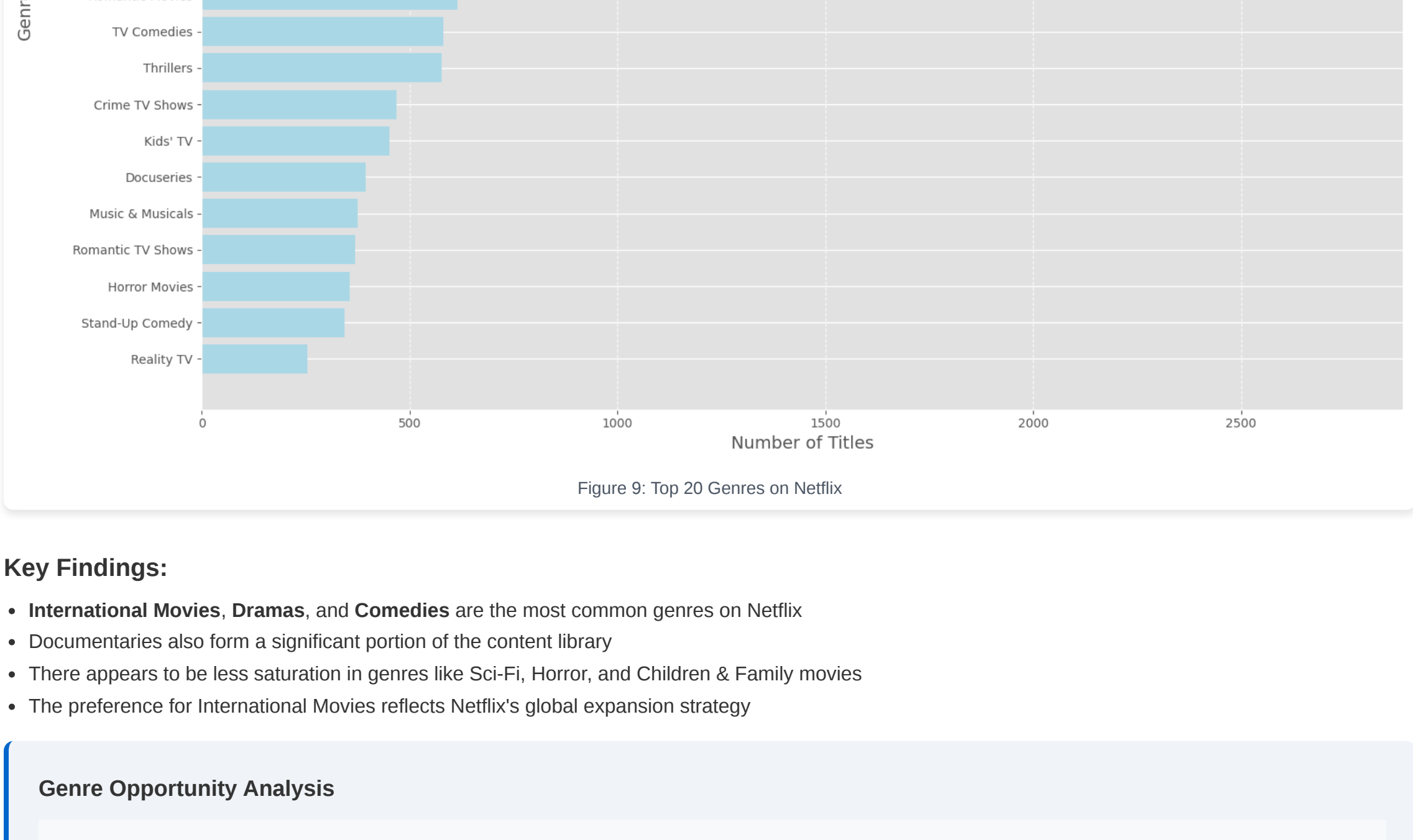


Figure 9: Top 20 Genres on Netflix

#### Key Findings:

- International Movies, Dramas, and Comedies** are the most common genres on Netflix.
- Documentaries also form a significant portion of the content library.
- There appears to be less saturation in genres like Sci-Fi, Horror, and Children & Family movies.
- The preference for International Movies reflects Netflix's global expansion strategy.

Genre Opportunity Analysis			
Genre	Competition Level	IMDB Rating Correlation	Recommendation
Drama	High	Strong positive	Focus on quality over quantity; target niche subgenres
Comedy	High	Moderate	Combine with other genres for differentiation
International Movies	High	Varies by region	Target underrepresented countries/cultures
Action & Adventure	Medium	Strong positive	High potential for good ratings; consider investing
Sci-Fi	Low-Medium	Strong positive	Good opportunity with less competition
Children & Family	Low	Moderate	Underserved market with growth potential

#### Conclusions and Recommendations for Producers

Based on this comprehensive analysis of Netflix's content library, we offer the following strategic recommendations for content producers:

##### 1. Optimal Release Timing

- Plan content releases for **January, July, or October** to align with Netflix's content addition patterns.
- Friday releases are particularly effective for maximizing weekend viewership.
- Consider negotiating release dates that avoid high-competition periods within those months.

##### 2. Content Type Strategy

- While movies dominate Netflix's catalog, TV shows represent a less saturated opportunity.
- The average TV show has 1-2 seasons, suggesting Netflix favors shorter series commitments.
- Optimal movie duration is 90-120 minutes based on the most common length of successful Netflix films.

##### 3. Target Genres for High Ratings

- For high IMDB ratings, focus on Crime, Drama, and Action/Adventure/Sci-Fi genres.
- Documentaries are also prominent on Netflix but face genre-specific audience expectations.
- Consider combining popular genres (like Drama-Comedy) to appeal to multiple audience segments.

##### 4. Geographic Strategy

- While US-produced content dominates, there's growing representation from India, UK, and South Korea.
- International Movies is the top genre, suggesting opportunities for cross-cultural content.
- Co-productions between top producing countries could leverage multiple markets.

##### 5. Audience Rating Strategy

- TV-MA and TV-14 ratings dominate the platform, showing a skew toward adult and teen content.
- There's potentially less competition in family-friendly content categories (G, PG).
- Content with broader rating appeal may reach larger audiences but faces more competition.