



Netflix Content Analytics

End-to-End Big Data Analytics Project

PYTHON

SQL

LOVABLE AI DASHBOARD

Understanding Netflix's Content Strategy Through Data

Strategic Questions

- How has Netflix's content library evolved over the past decade?
- What type of content dominates the platform today?
- Which genres, countries, and audience segments drive sustained growth?



This analysis provides actionable insights into Netflix's content acquisition strategy, helping inform future investment decisions and regional expansion priorities.

Dataset at a Glance

8,807

Total Titles

Comprehensive
catalog analysis

120+

Countries

Global content footprint

96

Year Span

Content from 1925–
2021

The dataset encompasses movies and TV shows spanning nearly a century, providing rich insights into Netflix's acquisition strategy across type, genre, country, rating, duration, and release year.



End-to-End Analytics Approach



Raw Data

8,807 titles with comprehensive metadata



Python Cleaning

Feature engineering and data transformation



SQL Analysis

Structured queries and aggregations

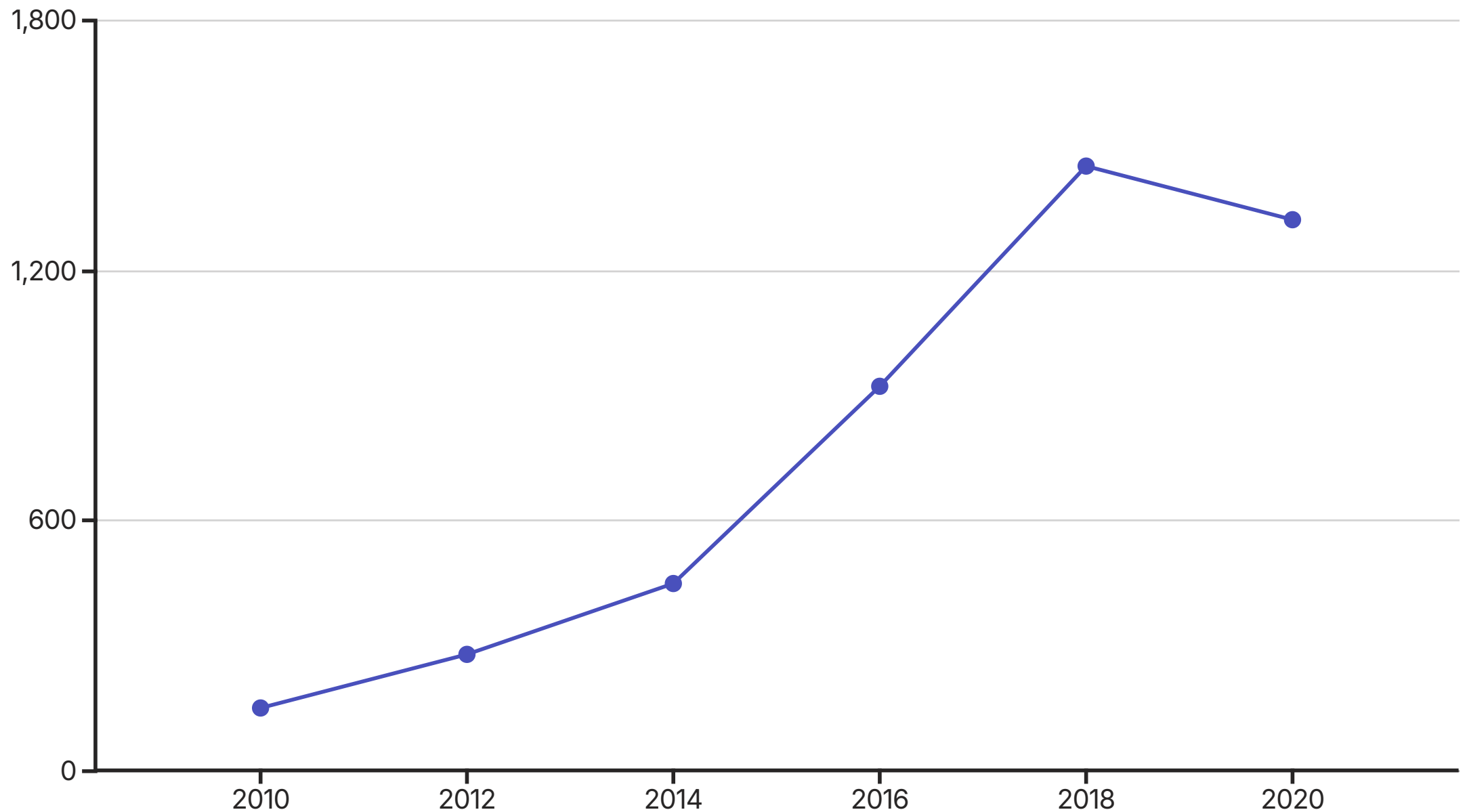


Dashboard Insights

Interactive visualisation and exploration

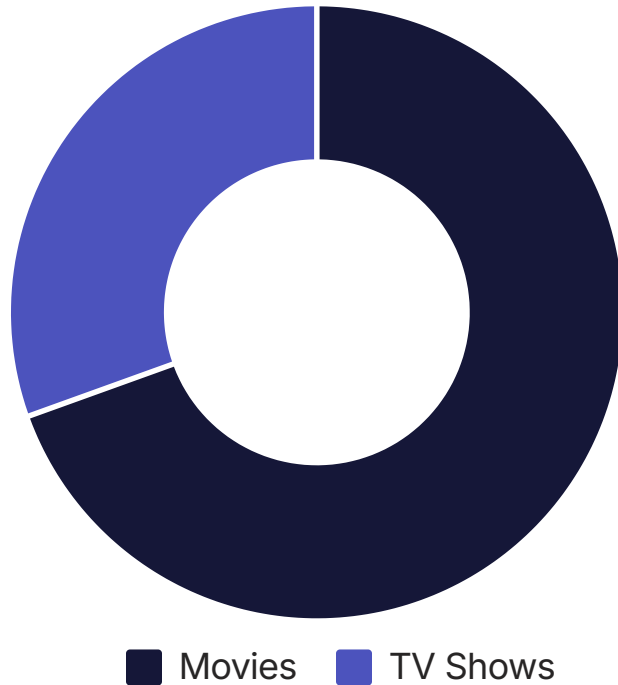
Our methodology combines the strengths of multiple tools: Python for sophisticated data cleaning, SQLite for efficient querying, and Lovable AI for dynamic visualisation—ensuring robust, reproducible insights.

Rapid Expansion After 2015



Content additions surged dramatically post-2015, with peak growth during 2017–2019. This aggressive expansion reflects Netflix's strategic shift towards becoming a global content powerhouse, investing heavily in original productions and licensed content across diverse markets.

Content Mix Strategy



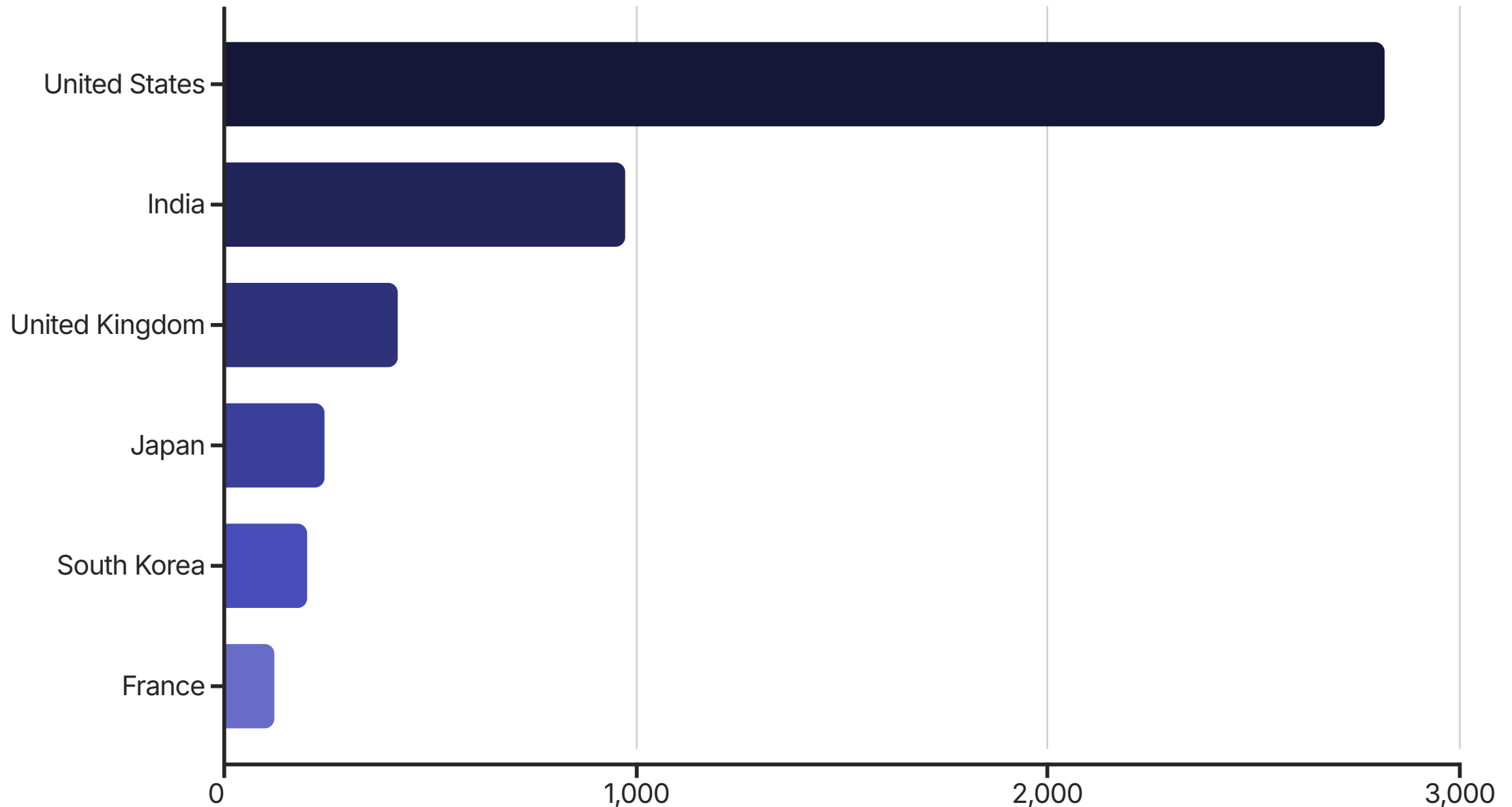
Strategic Balance

Movies dominate the catalogue at approximately 70%, serving as discovery content that attracts new subscribers.

TV shows represent 30% but show steady growth, functioning as retention content that keeps viewers engaged long-term through episodic storytelling.

- ❏ The dual strategy balances acquisition (movies) with retention (TV shows), optimising for both subscriber growth and sustained engagement.

Netflix's Global Reach



The United States leads content production, whilst India and the UK emerge as critical growth markets. This distribution reflects Netflix's sophisticated localisation strategy, investing in regional content to capture diverse audience preferences and drive international subscriber growth.

What Content Dominates?

Top Genres

- International content
- Dramas
- Comedies
- Documentaries

Primary Ratings

- TV-MA (mature audiences)
- TV-14 (teens & adults)
- R-rated films
- TV-PG (general audiences)

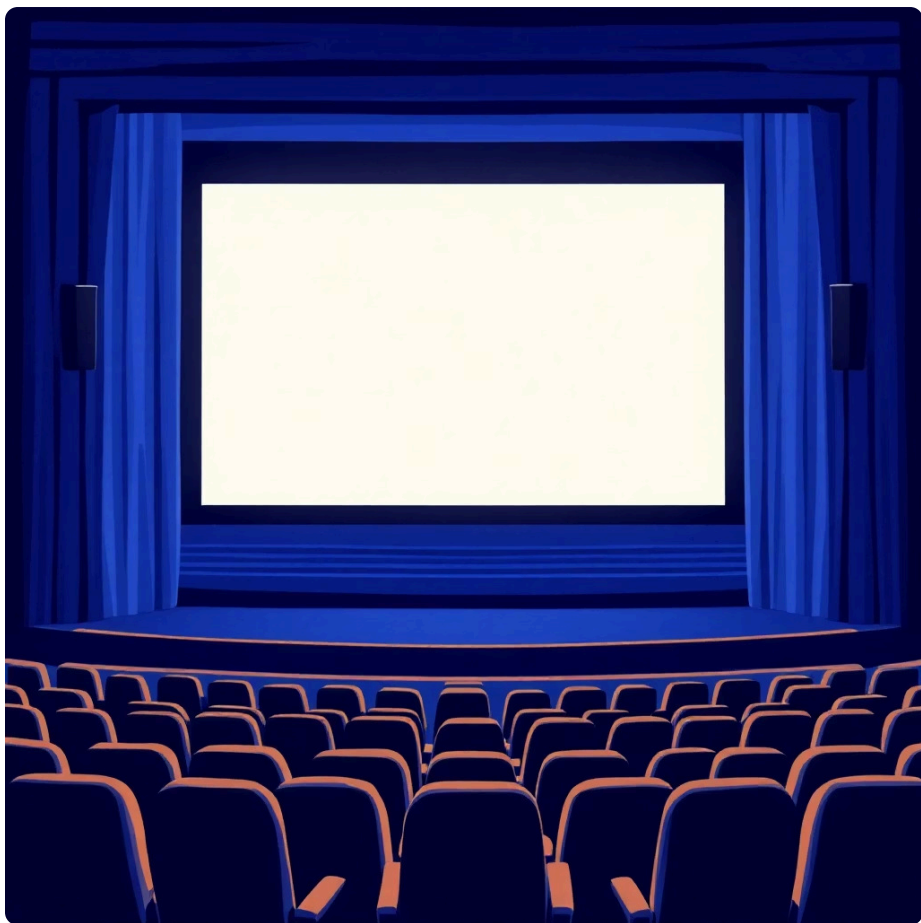
Audience Focus

Mature and young adult demographics dominate, reflecting Netflix's strategic positioning as a premium entertainment service.

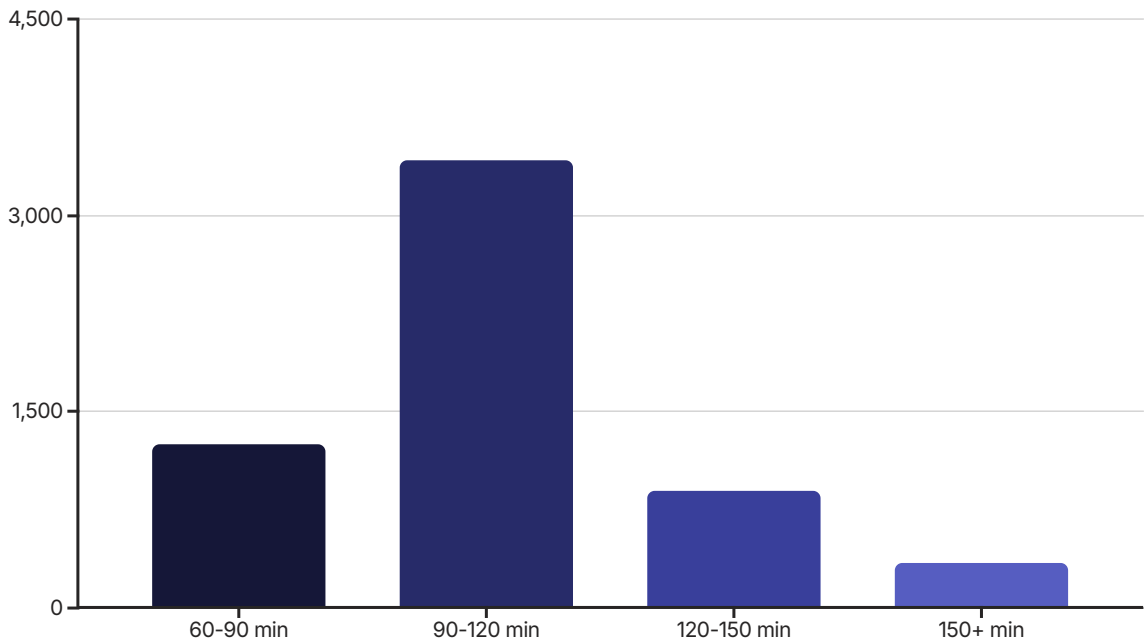
The genre and ratings distribution reveals Netflix's focus on sophisticated, internationally-appealing content targeting mature viewers—a deliberate strategy to differentiate from traditional broadcast television.



Optimising Viewer Attention



Movie Duration Analysis



The majority of films fall within the 90–120 minute range, aligning perfectly with global viewing preferences and attention spans. This duration optimises completion rates whilst maintaining narrative depth—critical metrics for content performance and subscriber satisfaction.



Strategic Takeaways & Recommendations

Increase Episodic Investment

Expand TV show production to enhance subscriber retention and reduce churn through long-form storytelling.

Accelerate Regional Production

Double down on localised content in high-growth markets like India, South Korea, and Latin America.

Maintain Content Balance

Preserve the strategic mix of discovery content (movies) and retention content (TV shows) to optimise the subscriber lifecycle.

Leverage Data for Personalisation

Utilise advanced analytics to refine content recommendations and inform acquisition decisions based on viewer preferences.

Data-driven content strategy is the foundation of Netflix's sustained competitive advantage and market leadership.