

[Title](#)[Overview](#)[Deep Dive](#)

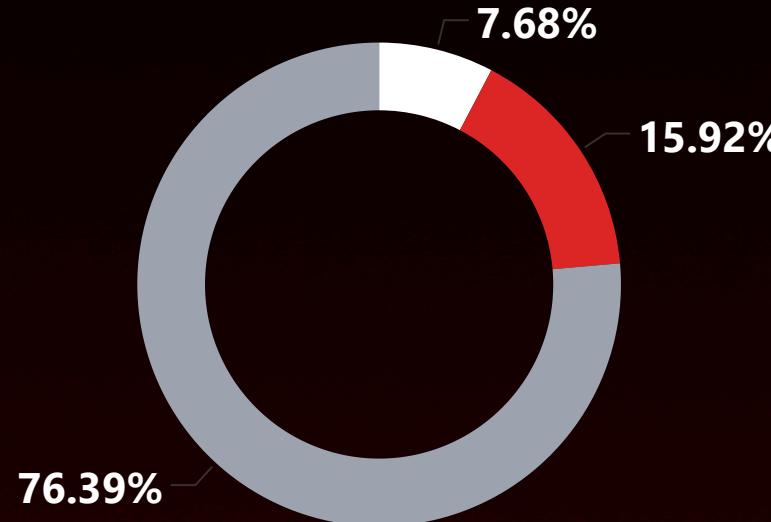
Analyzing Netflix's Market Position Within the Global OTT Ecosystem with Competitive Benchmarks

This report presents a focused analysis of Netflix's performance from 2017 to 2021 across revenue growth, subscriber trends, content strategy, and regional distribution. While Amazon Prime serves as a benchmark competitor, the core insights revolve around how Netflix evolved, what genres drove engagement, and where improvement opportunities lie. The dashboard leverages data storytelling and pattern recognition to guide content, pricing, and regional strategies for optimizing Netflix's growth and viewer satisfaction.

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Distribution of Netflix Content by Category(%)

- Netflix Exclusive ● Netflix Original ● Not an Netflix-Original



Movies

6131

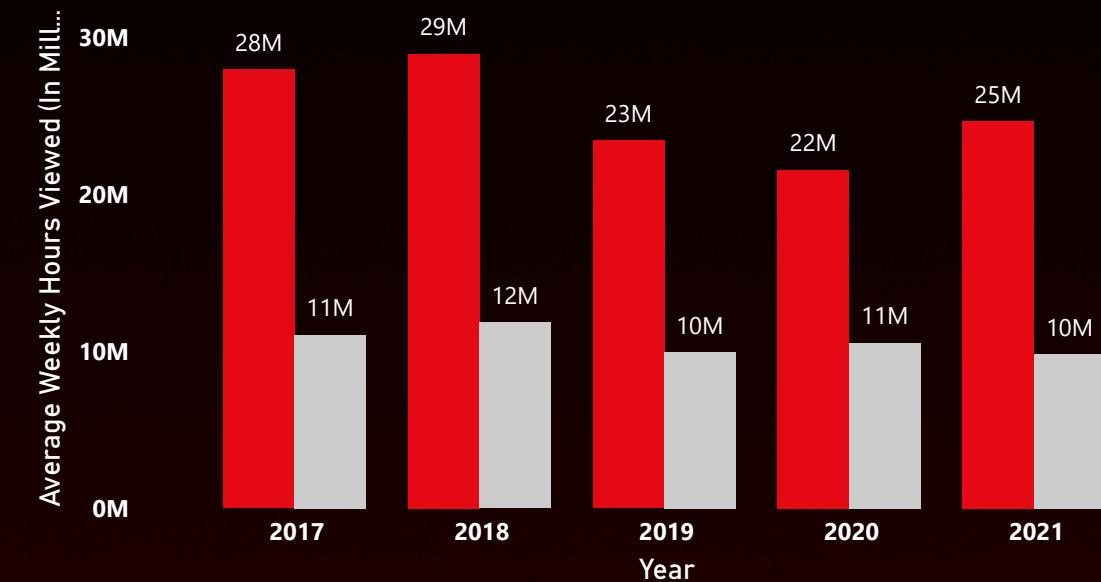
TV Shows

2676

Netflix Content Trends by Category & Year

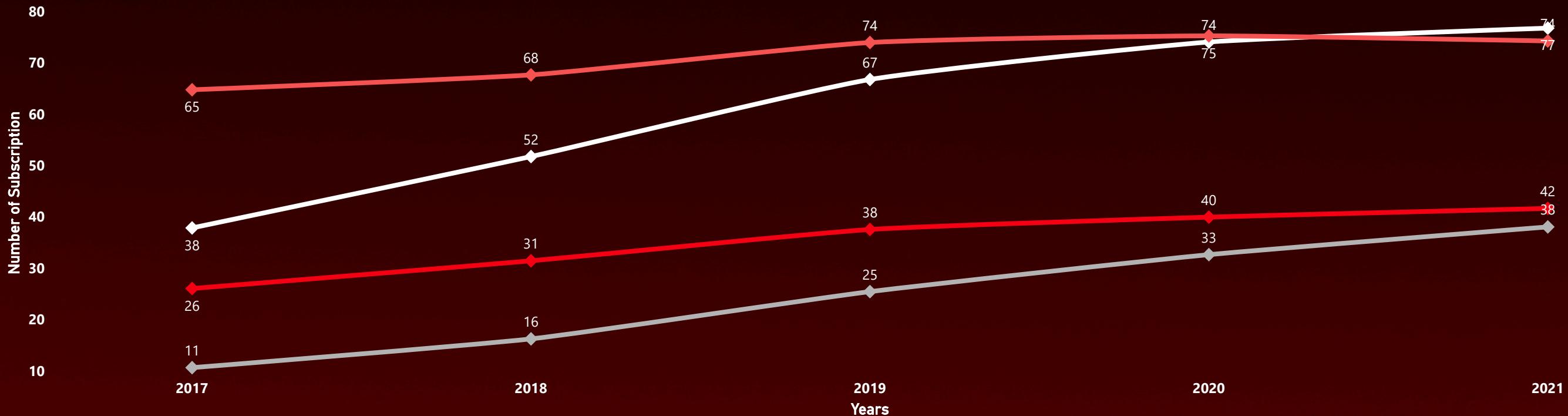
Average weekly hours viewed (in Millions)

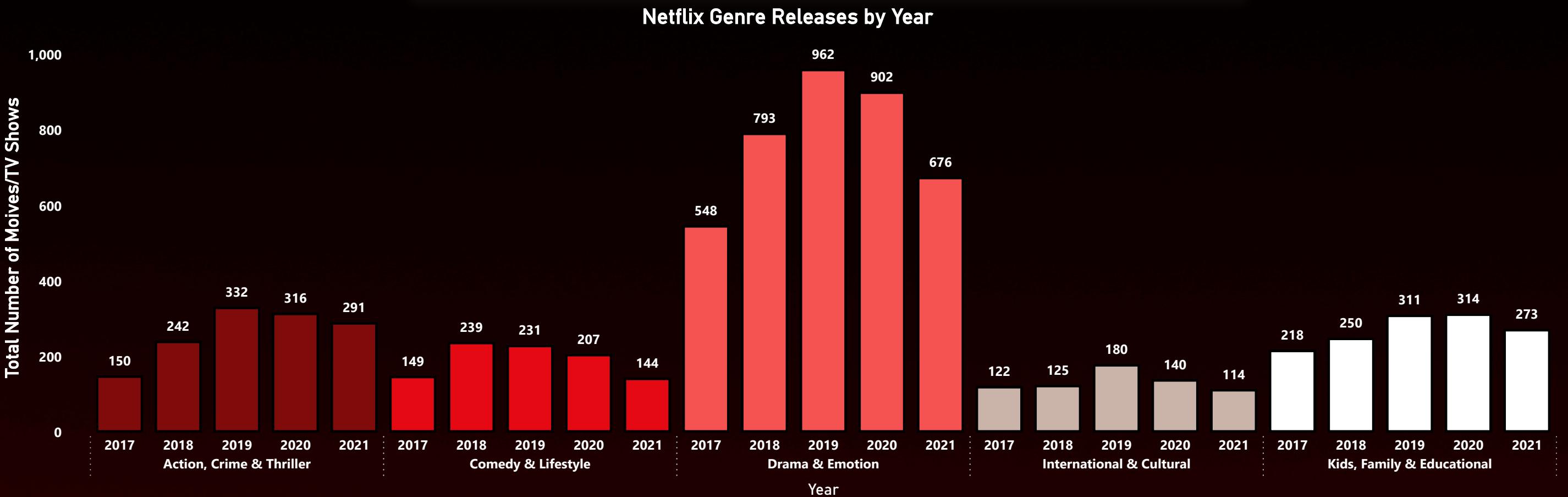
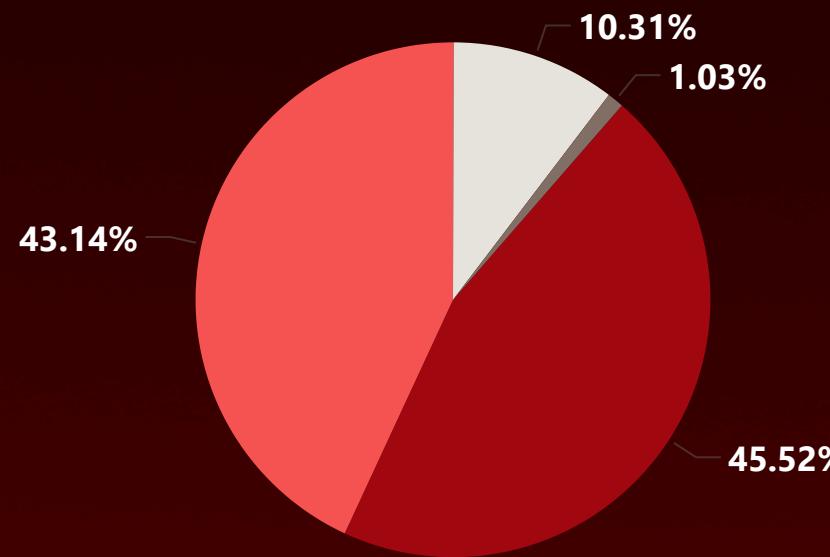
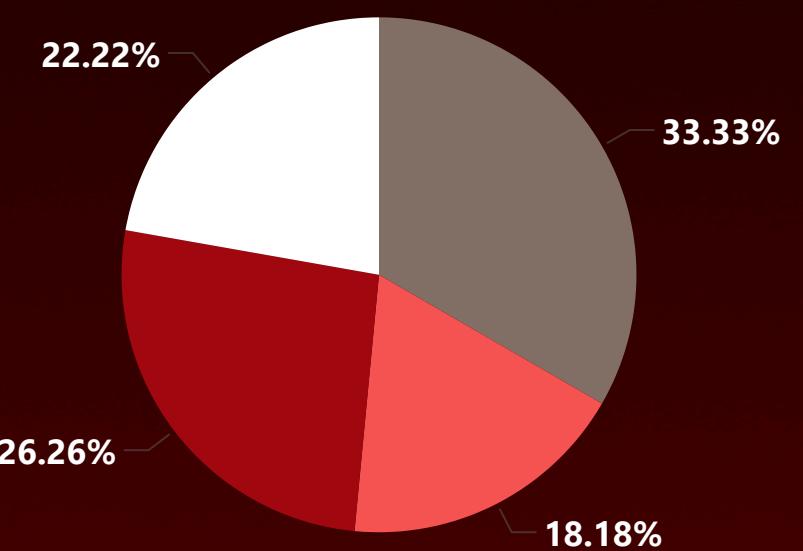
Category ● TV ● Films



Netflix Subscription By Different Regions Over Time

Regions: ♦ Asia-Pacific ♦ Europe, Middle East, Africa ♦ Latin America ♦ US & Canada

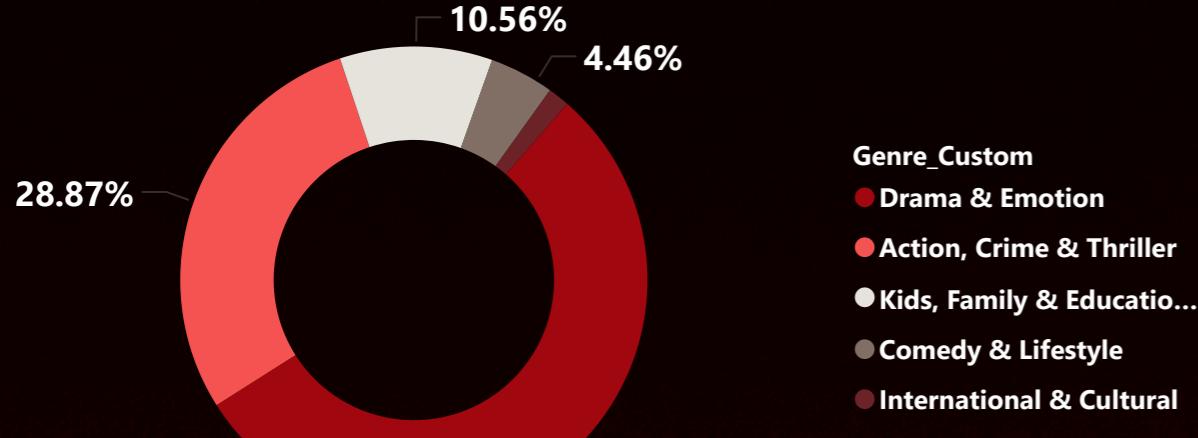


**Content Breakdown by Age Suitability***Share of Netflix titles available by age rating***Subscribes (Female)****51%****Subscribes (Male)****49%**

NETFLIX vs prime

← FILTER

Total Genre Content Available on Netflix



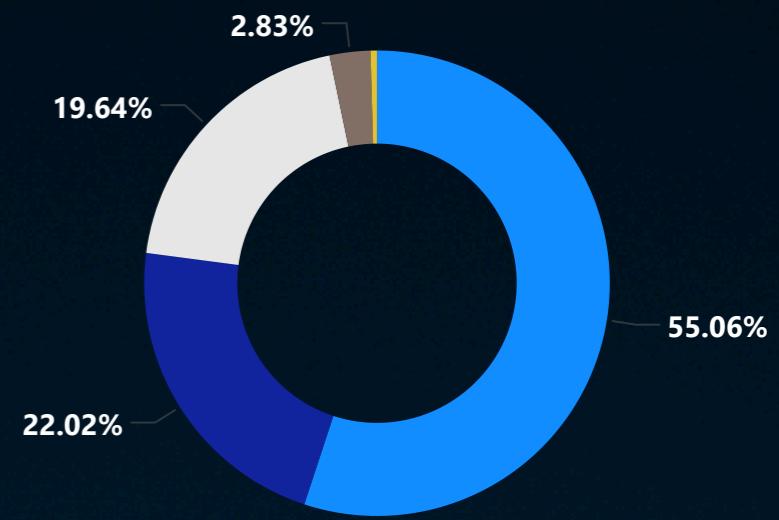
Avg App Rating

4.40

Tot. App Downloads

100M

Total Genre Content Available on Amazon Prime



Avg App Rating

4.20

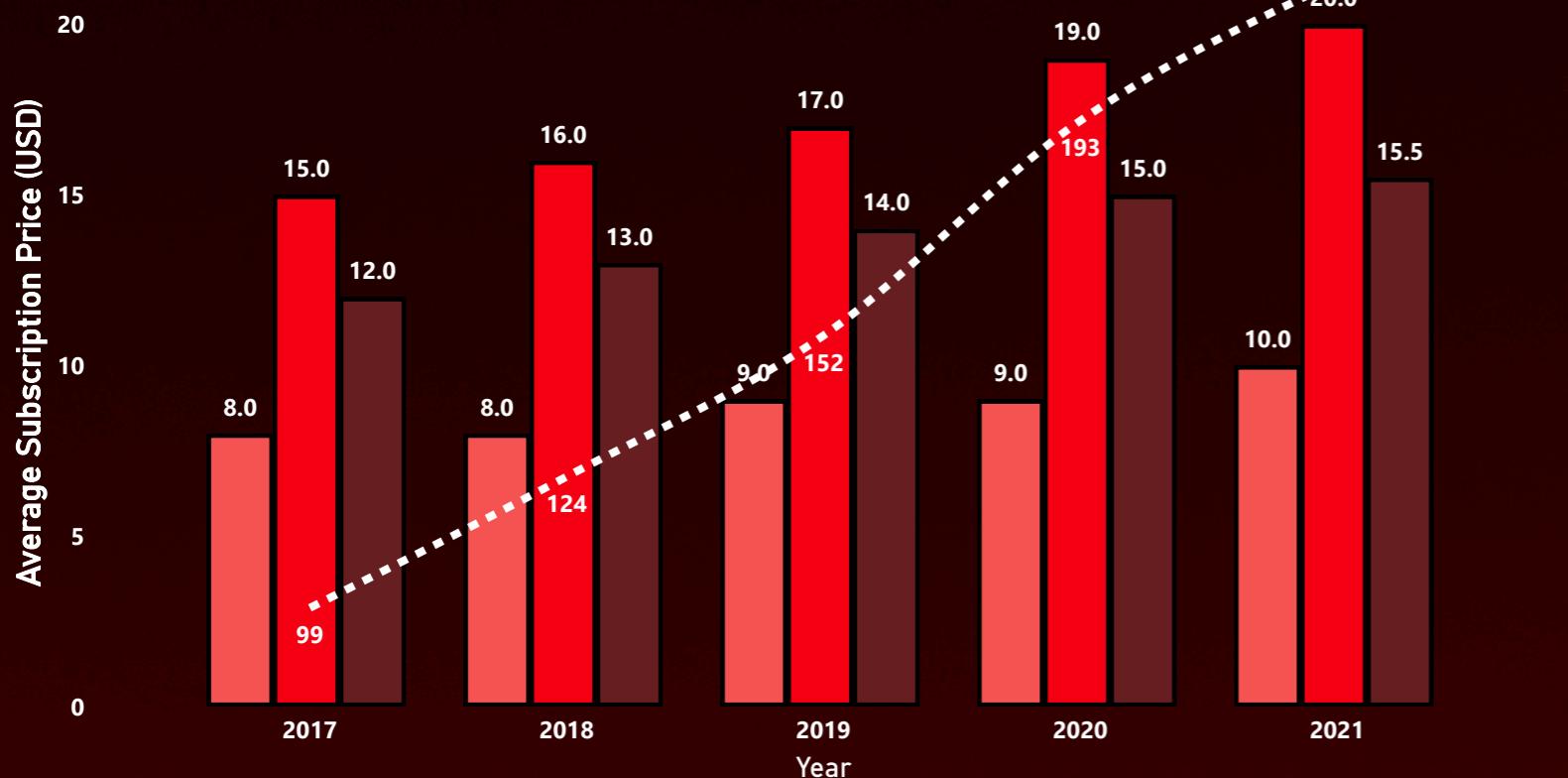
Tot. App Downloads

50M

Netflix Subscription Prices and User Growth Over Time

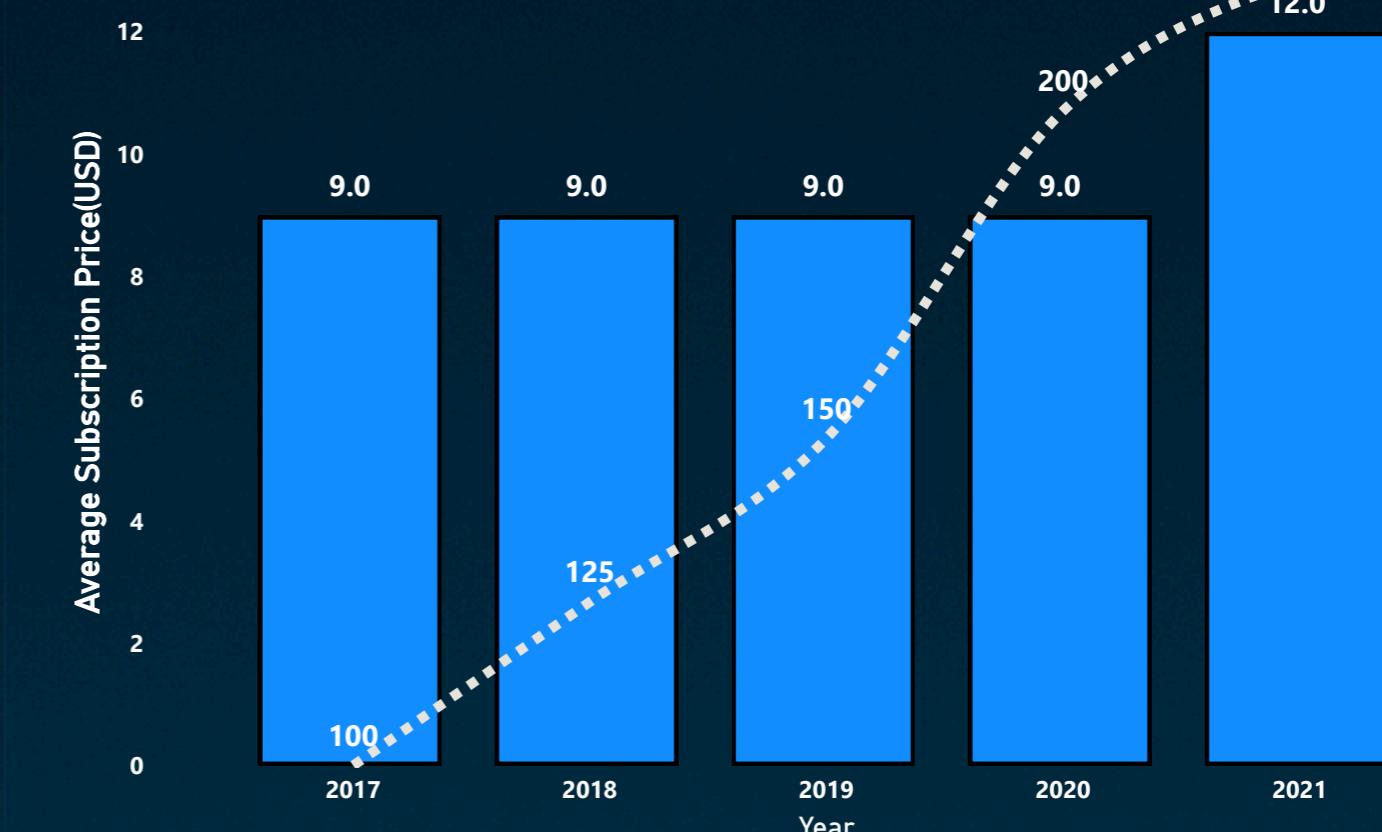
Tracks average subscription prices across plans and total subscriber growth

Subscription Plans & Subscriber... ● Basic ● Premium ● Standard ● Average of Netflix Subscribers (in Millions)



Average of price and Average of Paying Amazon Prime Member(in Millions) by Year

● Average of price ● Average of Paying Amazon Prime Member(in Millions)



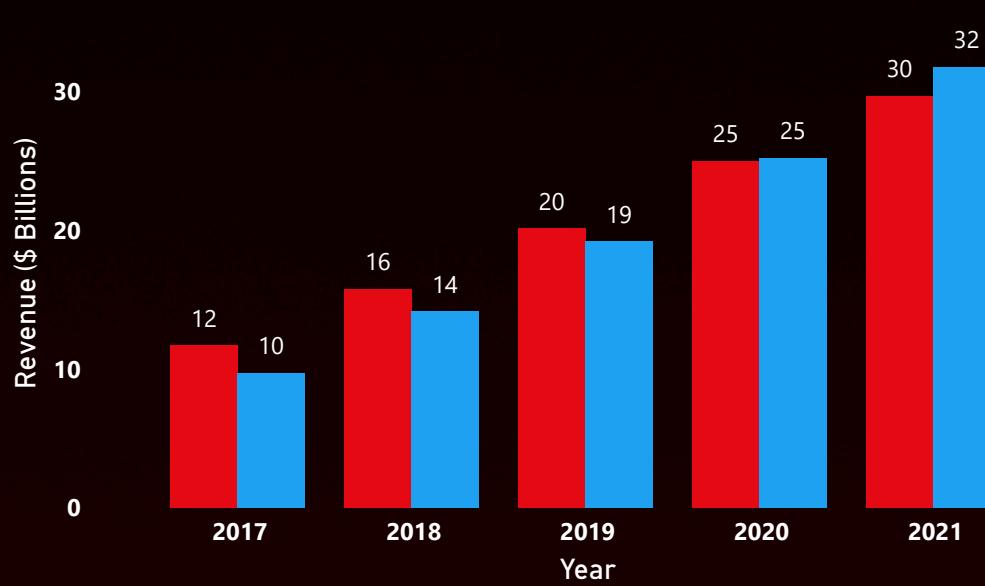
NETFLIX vs prime

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Global Streaming Market Trend (in Billions)

Revenue growth of Netflix and Amazon Prime over the years

● Netflix ● Amazon Prime



Netflix Revenue YoY

154.0%

Netflix Subscribers YoY

121.9%

Prime Revenue YoY

226.9%

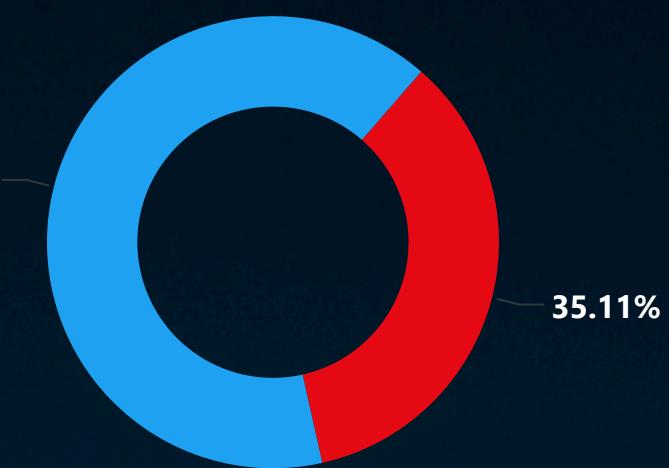
Prime Subscribers YoY

120.0%

Global Market Share

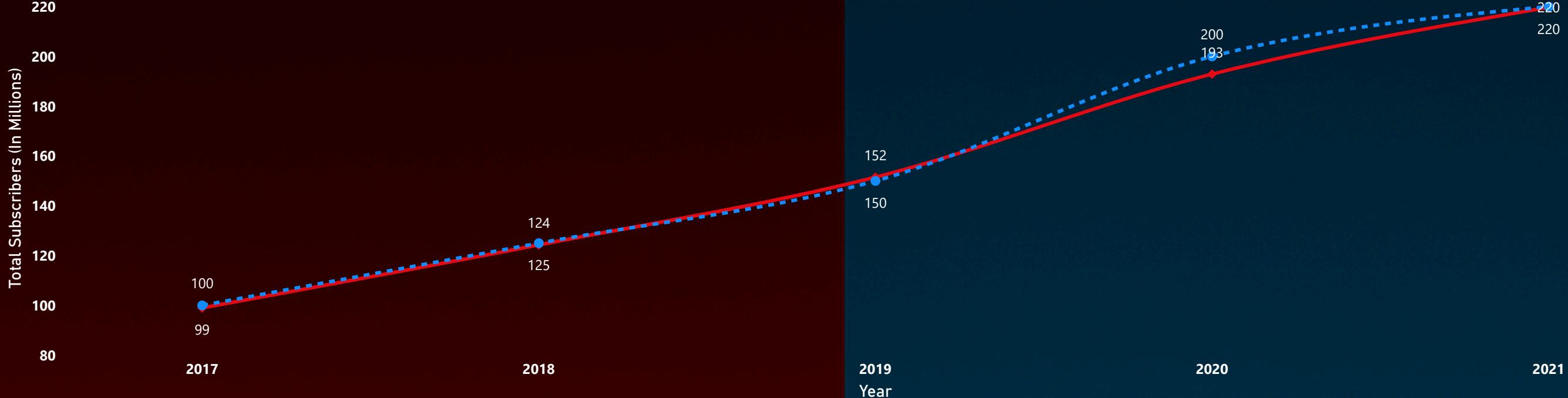
Global Market Share over the years

● Netflix ● Amazon Prime



Total Number of Subscribers Globally over the Years

Platforms: ● Netflix ● Amazon Prime





Genre Recommendations Driven by Viewer Analytics

Year ×
2020

Region ×
Europe, the Middle East, a...

Watched Genre(s) ×
Dark Sci-Fi

Suggested Genre(s) ×

