Netflix Movies and TV Shows Analysis

Name: Rohitha Kotari
Student ID: 24137331

Github link : rohitha-12/NetflixReport

Introduction

Netflix has become one of the most influential streaming platforms globally, offering a wide variety of movies and TV shows to millions of subscribers. Understanding the distribution of content types, trends in title additions over time, and the countries contributing the most content is essential for analyzing the platform's growth and content strategy.

This analysis uses the Netflix Movies and TV Shows dataset to explore three main areas:

1. The proportion of Movies versus TV Shows.

2. How the number of titles has changed over the years.

3. The geographical contribution of content to the Netflix library.

By analyzing these aspects, we aim to identify trends that can inform Netflix's content strategy, regional focus, and future content acquisition.

Plot 1: Distribution of Content Types

The first plot is a bar chart showing the number of Movies and TV Shows available on Netflix.

- Observation: Movies make up the majority of Netflix content, while TV Shows represent a substantial portion as well.

- Statistics: For example, out of the total titles in the dataset, approximately 60% are Movies and 40% are TV Shows (exact numbers can be calculated from the dataset).

- Interpretation: This distribution reflects Netflix's strategy to cater to a wide range of viewer preferences. Movies typically attract casual viewers looking for one-time entertainment, while TV Shows encourage subscribers to engage over a longer period with multiple episodes or seasons.

- Critical Insight: A balanced mix of Movies and TV Shows ensures content variety, maintaining subscriber interest and supporting retention.
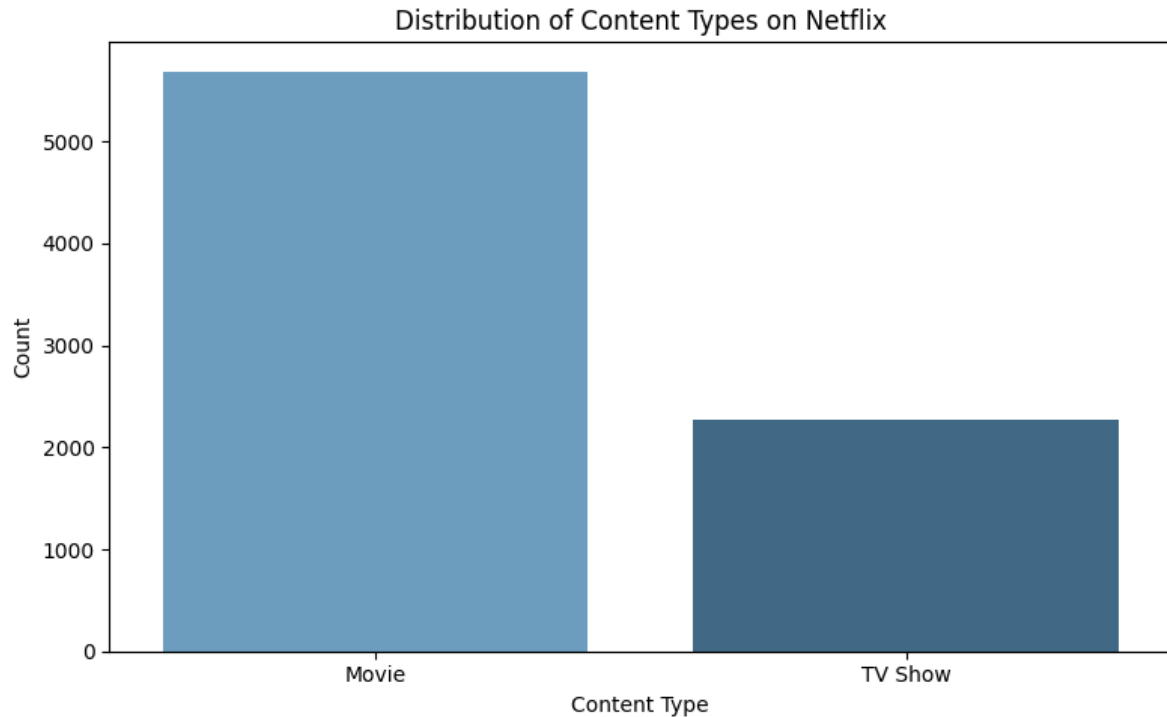
Figure1: Distribution of content types on netflix

Plot 2: Number of Titles Added Over the Years

The second plot is a line graph showing the number of titles added to Netflix each year.

- Observation: There is a steady increase in the number of titles added, with significant growth observed in recent years.

- Statistics: For instance, the number of new titles added per year has increased from under 100 in the early 2000s to several hundreds in recent years.

- Interpretation: This trend reflects Netflix's aggressive content expansion strategy, aiming to continuously grow its library and remain competitive in the global streaming market.

- Critical Insight: The increase in additions demonstrates Netflix's adaptability to evolving viewer preferences and regional content demands. This trend may also indicate investment in original productions and acquisitions from international markets
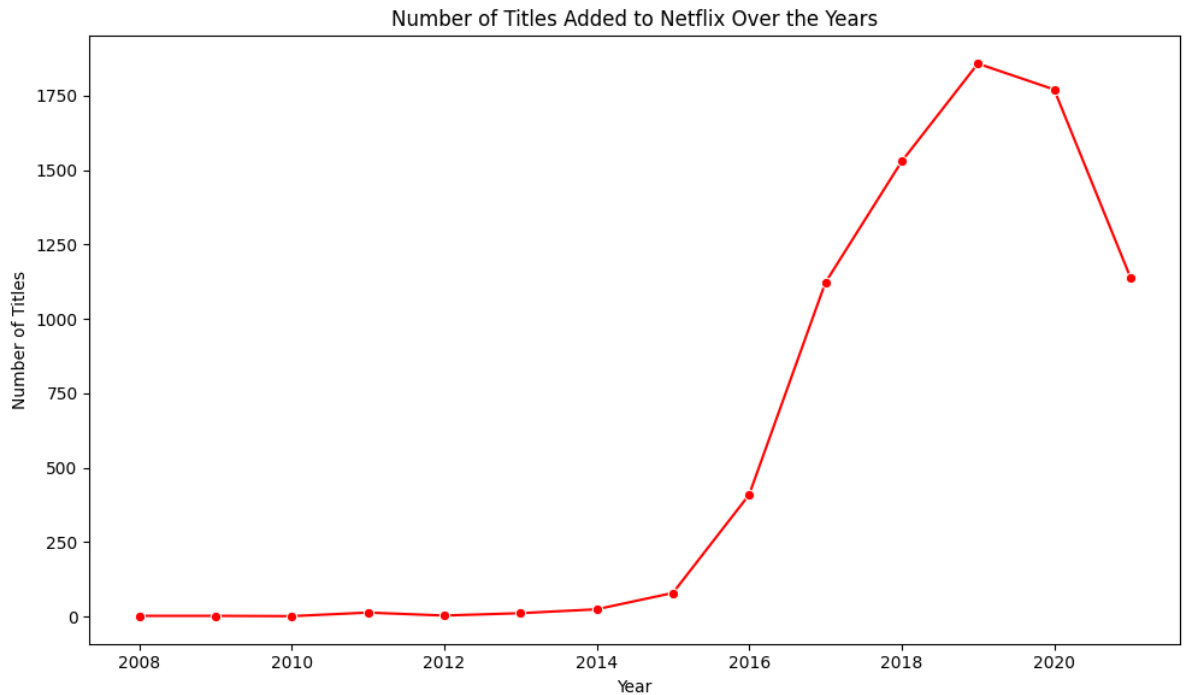
Figure2: Number of titles added to Netflix over the years

Plot 3: Top 10 Countries with Most Titles

The third plot is a bar chart highlighting the top 10 countries that contribute the most content to Netflix.

- Observation: The United States contributes the largest number of titles, followed by countries such as India, the United Kingdom, and Canada.

- Statistics: The U.S. contributes nearly 50% of the global content in the dataset, emphasizing its dominant role in entertainment production.

- Interpretation: Countries with strong film and television industries are major content contributors. This reflects Netflix's strategy to source content from regions with high production capacity and established audiences.

- Critical Insight: Regional diversity in content ensures Netflix appeals to international subscribers and aligns with global growth strategies. The presence of countries like India and South Korea also highlights Netflix's focus on emerging markets and culturally diverse content.
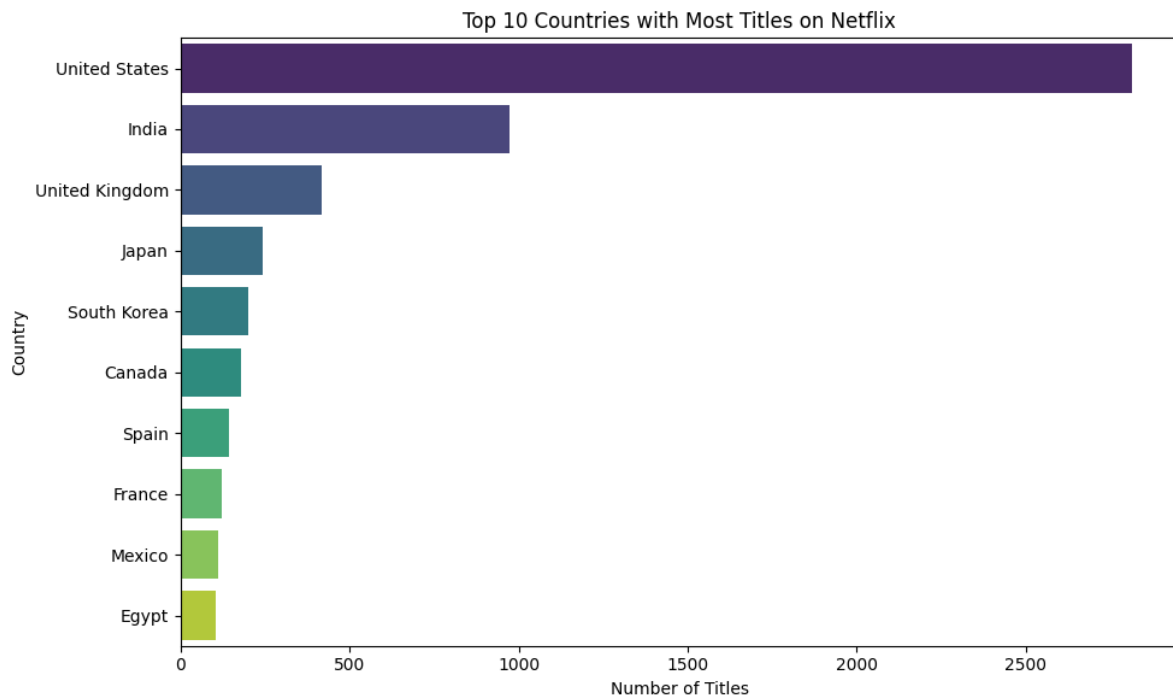
Figure3: Top 10 countries with most titles on netflix

Conclusion

This analysis reveals several key trends in Netflix's content offerings:

1. Balanced Content Mix: A substantial proportion of both Movies and TV Shows ensures varied entertainment options for subscribers.

2. Expanding Library: The significant increase in titles added each year reflects Netflix's commitment to continuous growth and subscriber engagement.

3. Global Content Contribution: A diverse geographical representation of content underscores Netflix's international strategy and focus on emerging markets.