



NETFLIX

Deep Exploratory Data Analysis & Strategic Insights



Content Growth

Sharp rise post-2015 with peak around 2018-2020, shifting to quality-driven strategy



70% Movies

Movies dominate catalog while TV shows show steady growth potential



Global Reach

U.S. leads production, India & South Korea emerging as key contributors



Top Genres

Drama, Comedy, Documentaries lead with consistent thriller demand



Strategic Recommendations

Regional Originals

Expand in India, South Korea, Africa & Latin America with culturally resonant content

Balanced Portfolio

Shift toward more TV shows to capitalize on binge-worthy retention strategies

Diversify Genres

Strengthen family entertainment & educational content to widen subscriber base

Quality Focus

Prioritize high-quality global productions over volume scaling

#Netflix

#DataAnalytics

#EDA

#CaseStudy

#BusinessInsights

#OTT

#MachineLearning

#Storytelling

#Scaler

Data-Driven Storytelling • **Netflix's Success Framework**