

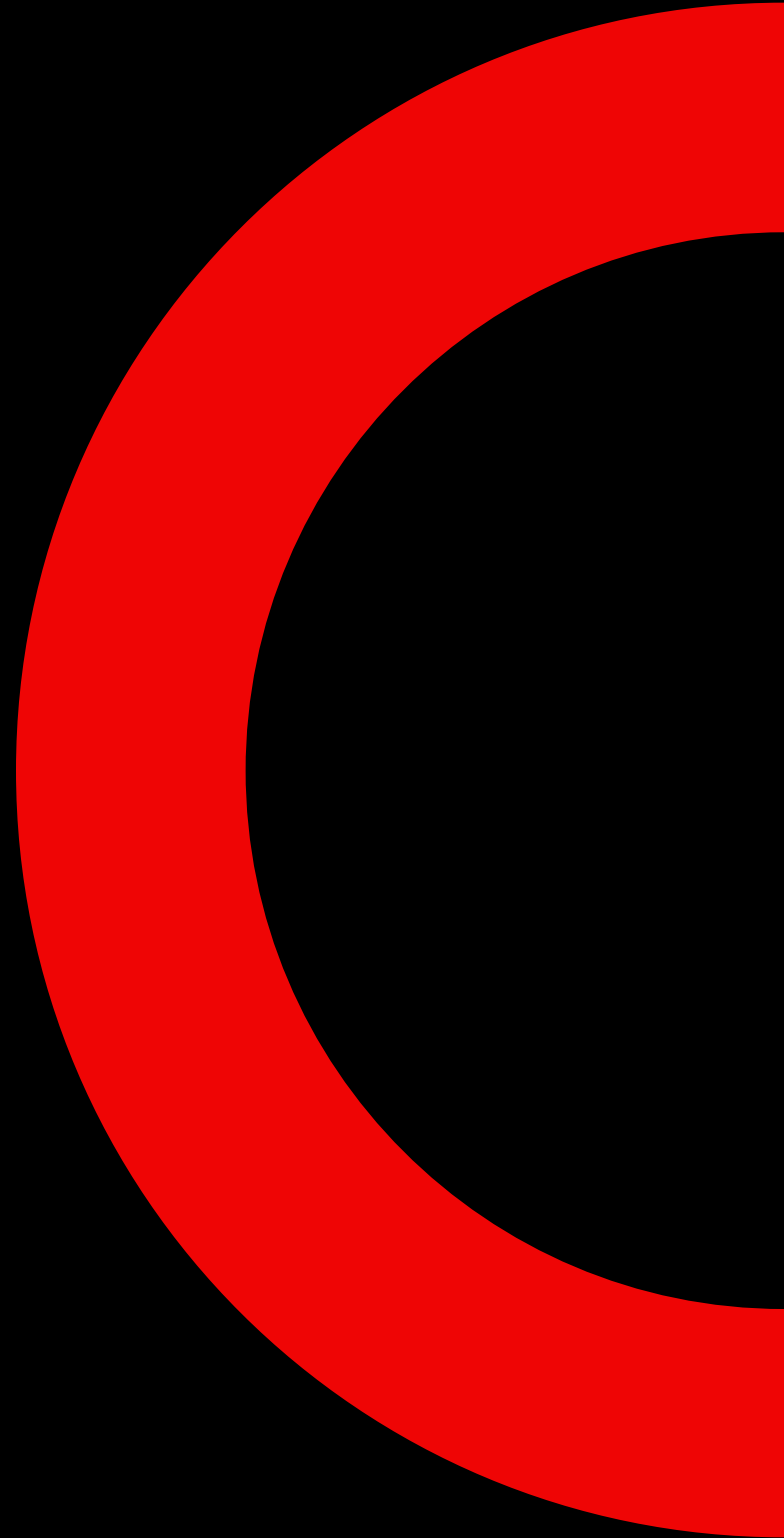
×

×

×

×

# Navigating **Netflix's** Content Universe



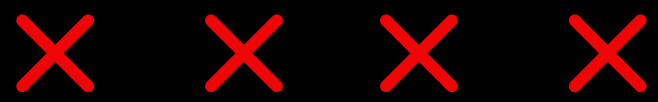


**Situation**

**Task**

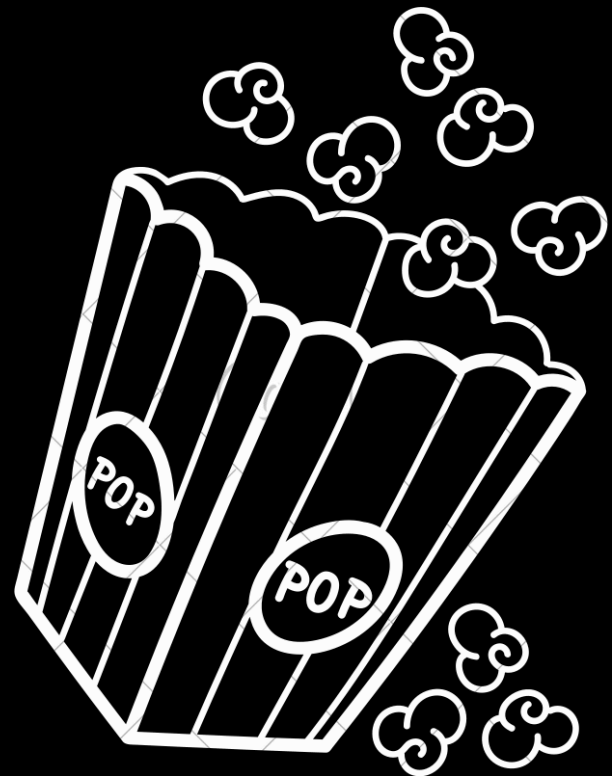
**Result**

**Action**



# Situation Overview

- Netflix, a leading streaming platform, has an extensive library of TV shows and movies.
- With an increasing number of competitors in the streaming market, Netflix aims to maintain its position by continuously enhancing its content offerings.
- The company wants to analyze viewer engagement and preferences to optimize content offerings.

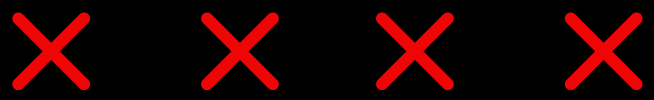


# Task



- The task involves developing and implementing a dynamic dashboard solution to analyze viewer engagement and content performance metrics within Netflix's extensive library.
- The primary objective is to provide stakeholders with actionable insights derived from viewer behavior data, enabling informed decision-making regarding content acquisition, production, and marketing strategies.

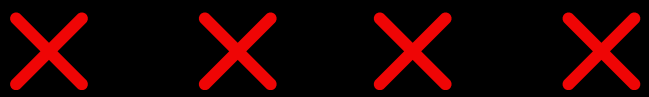




# Action

- Understand key metrics for analysis, such as viewer engagement, ratings, and genre preferences.
- Developed a dashboard prototype using visualization tools like Tableau, incorporating features such as drill-down capabilities and dynamic filters.
- Integrated functionality within the dashboard to dynamically display movie duration, rating, and description based on the user's selection of a movie title. This interactive feature enhances user experience and allows stakeholders to explore detailed information about individual movies seamlessly.





**01**

# Primary Insights

● **Audience  
Engagement**

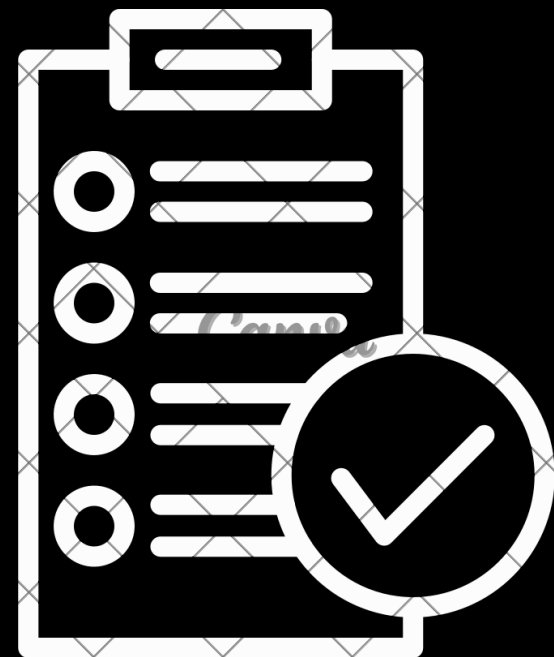
● **Content Trends**

● **User Preferences**

● **Marketing  
Channels**

● **Brand  
Penetration**

● **Purchase  
Behavior**



# Audience Engagement



01

What are the most popular genres among Netflix subscribers?

1

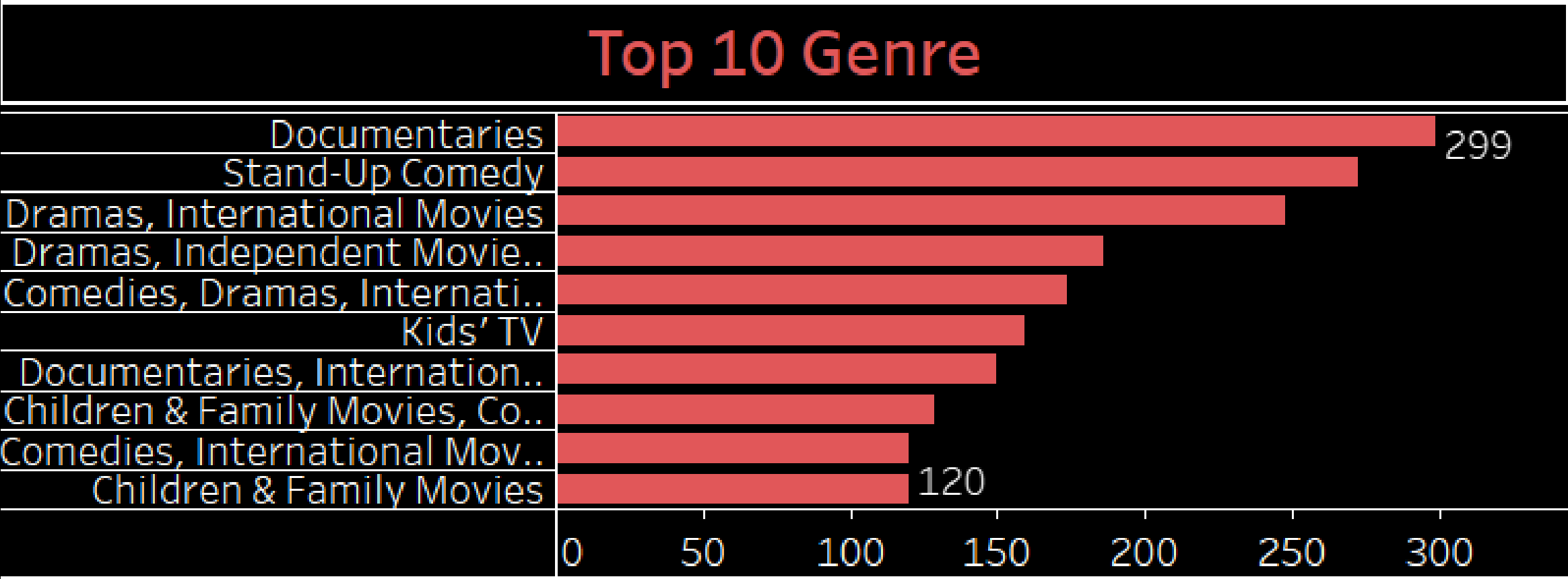
Documentaries

2

Stand-up comedy

3

Dramas

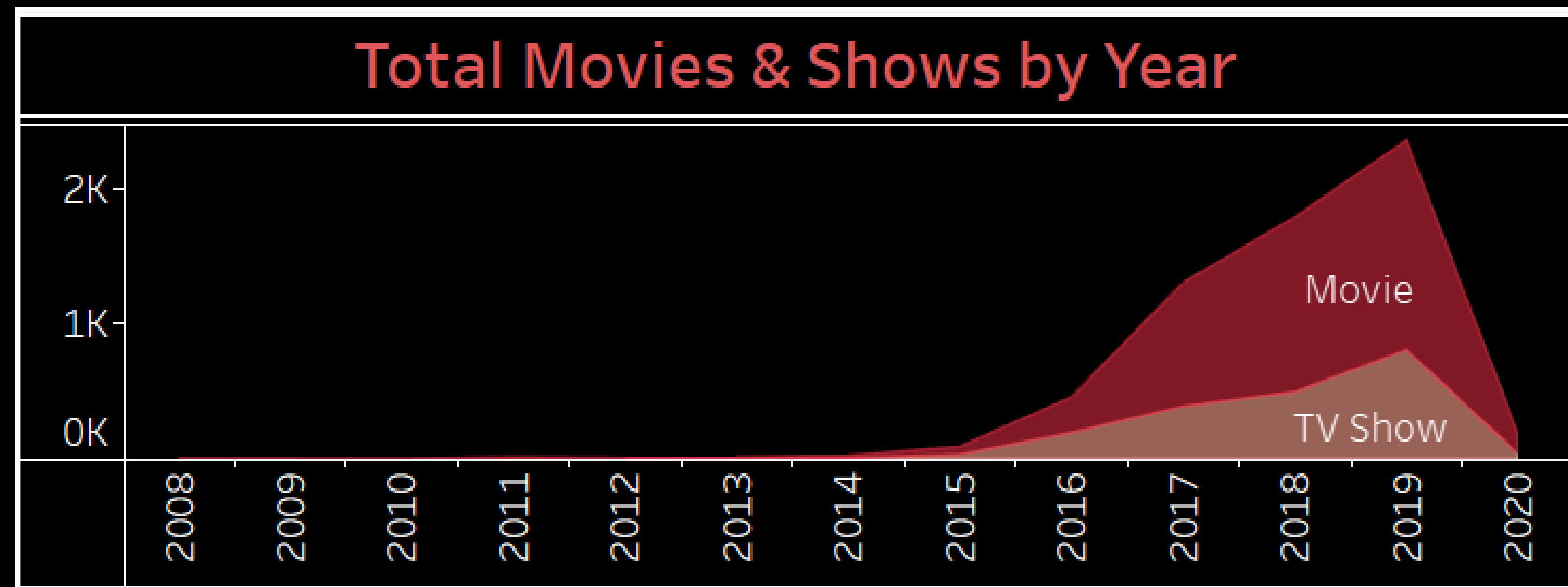


# Content Trends

02

**How does the availability of TV shows and movies on Netflix vary over time?**

- 2019 saw a spike in the release of both Movies (1546) and TV Shows (803)
- This can be mainly because of the Covid-19 Pandemic





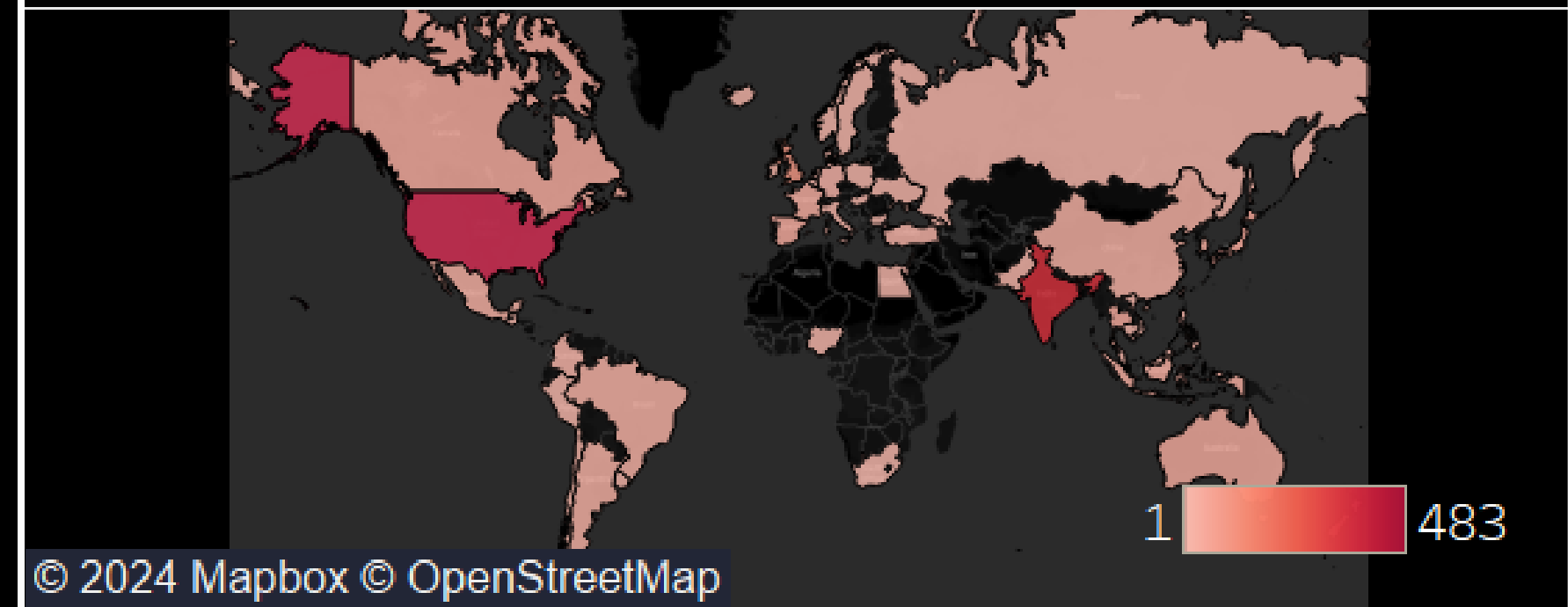
# User Preferences

03

Do user preferences differ across different regions or demographics?

- In the Western Countries, R-rated documentaries, standard comedies are more popular
- In countries like India, Russia and China Kids' shows and international movies are more popular

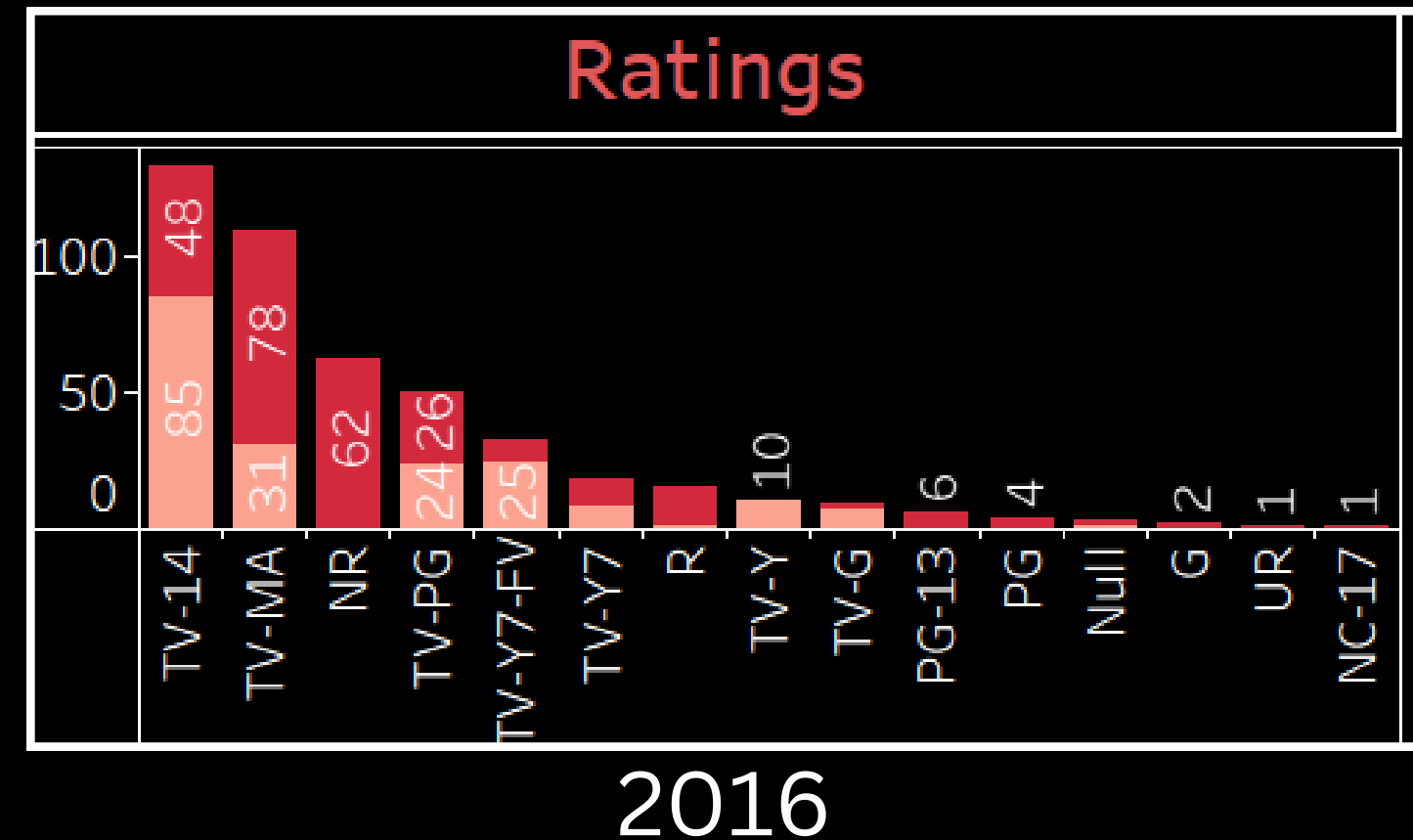
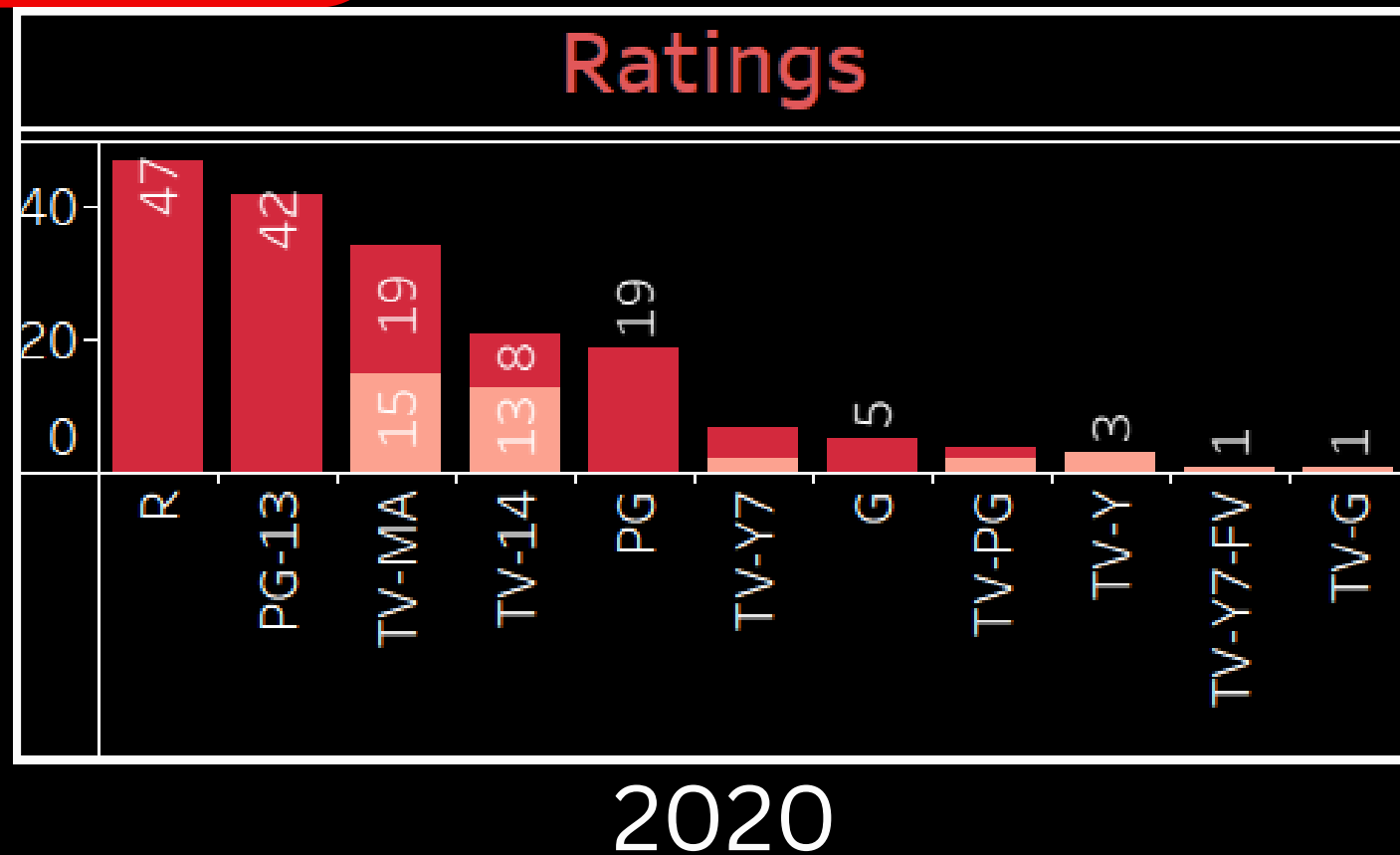
Total Movies & Shows by Country



# Content Performance

04

How do the ratings of newly released movies on Netflix compare to historical trends, and what insights can be gained regarding viewer preferences and content quality?

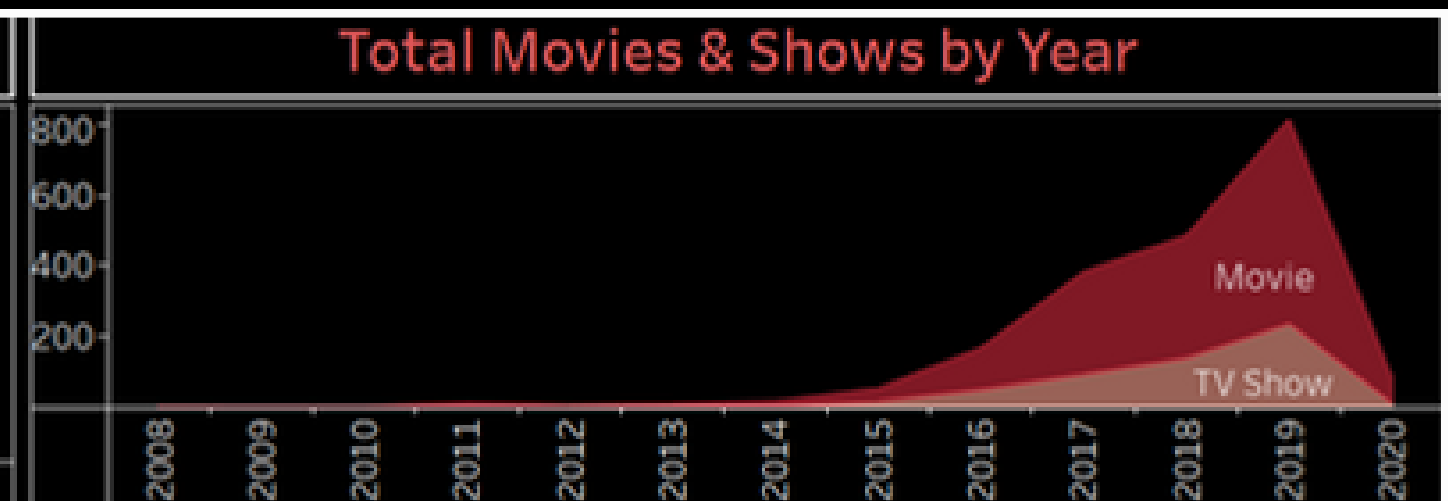
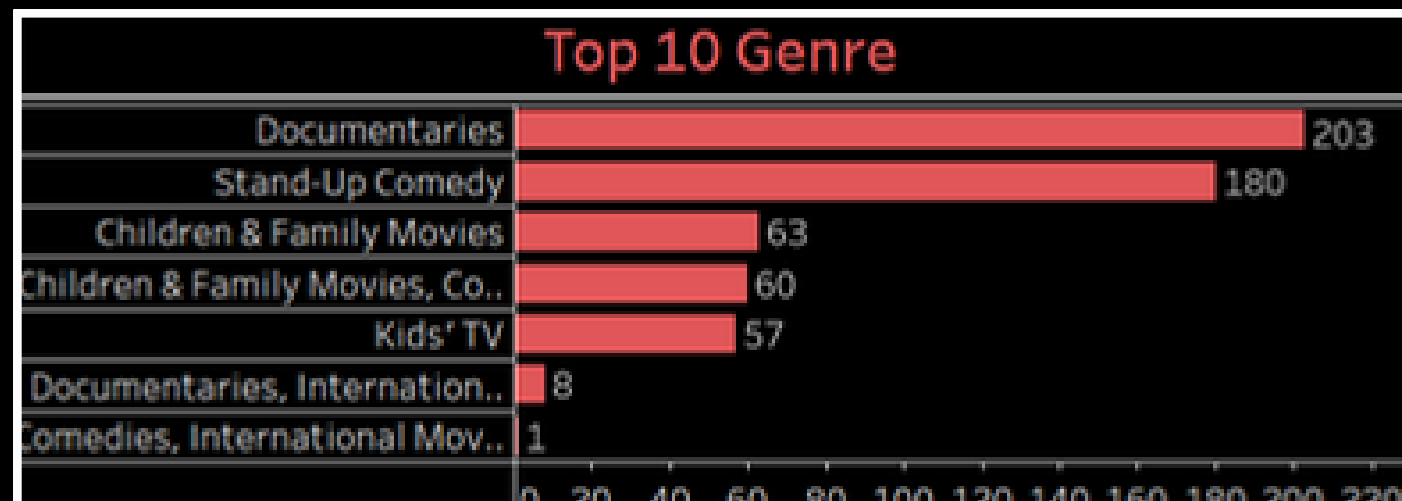
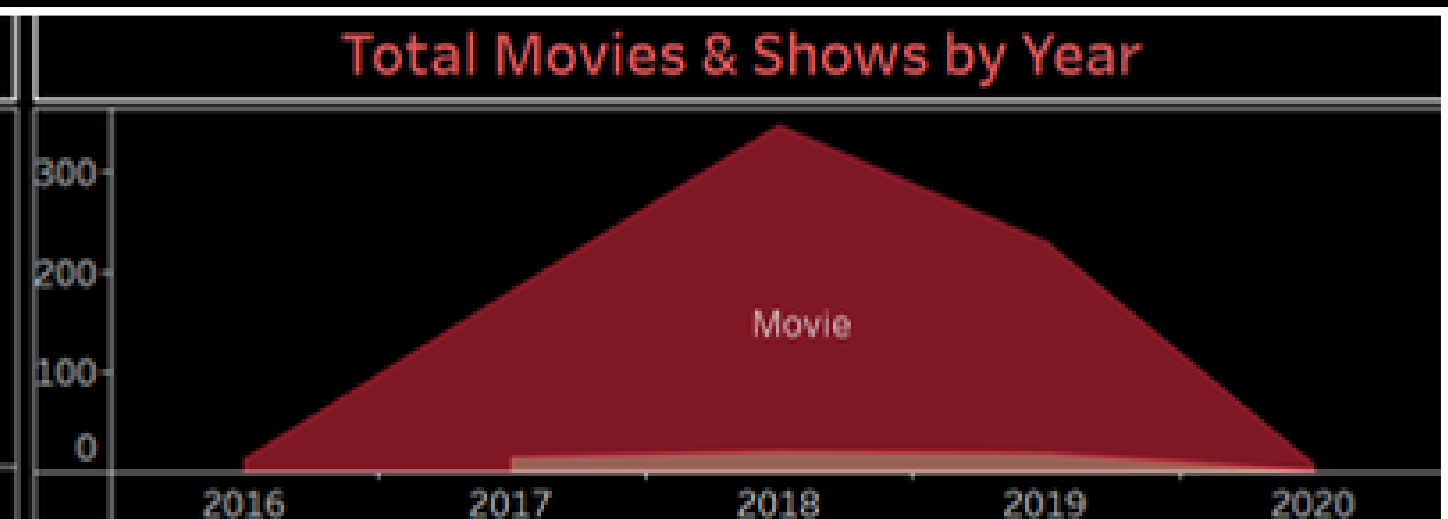
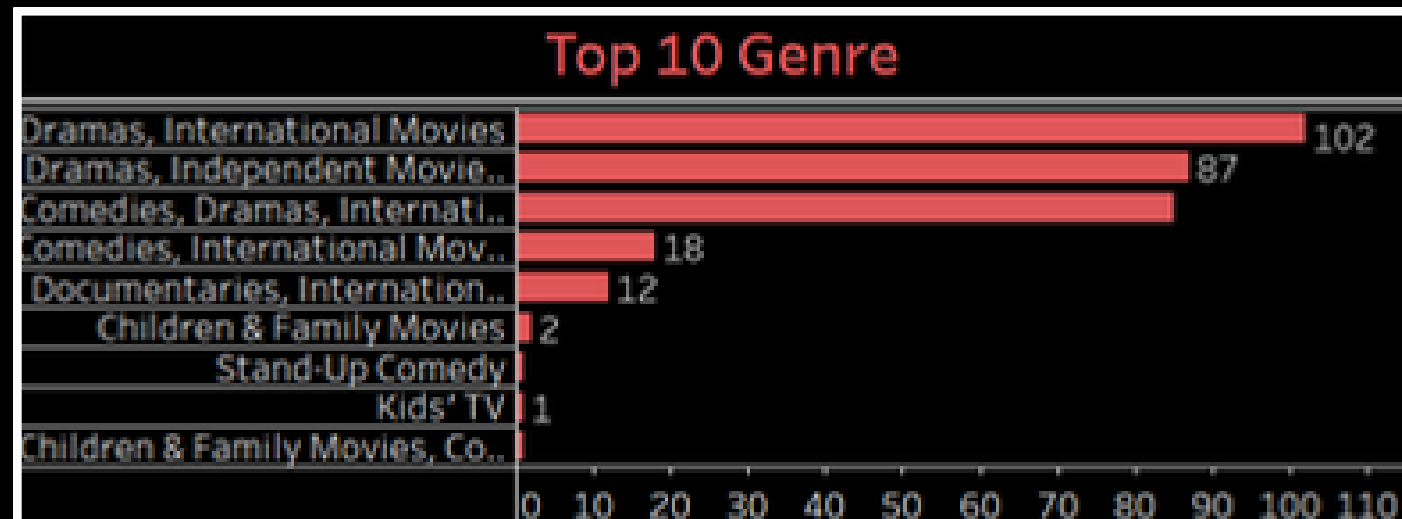


# Geographic Diversity



05

How does the number of movies released by different countries on Netflix vary over time, and what cultural insights can be derived from these trends?



# Thank You

