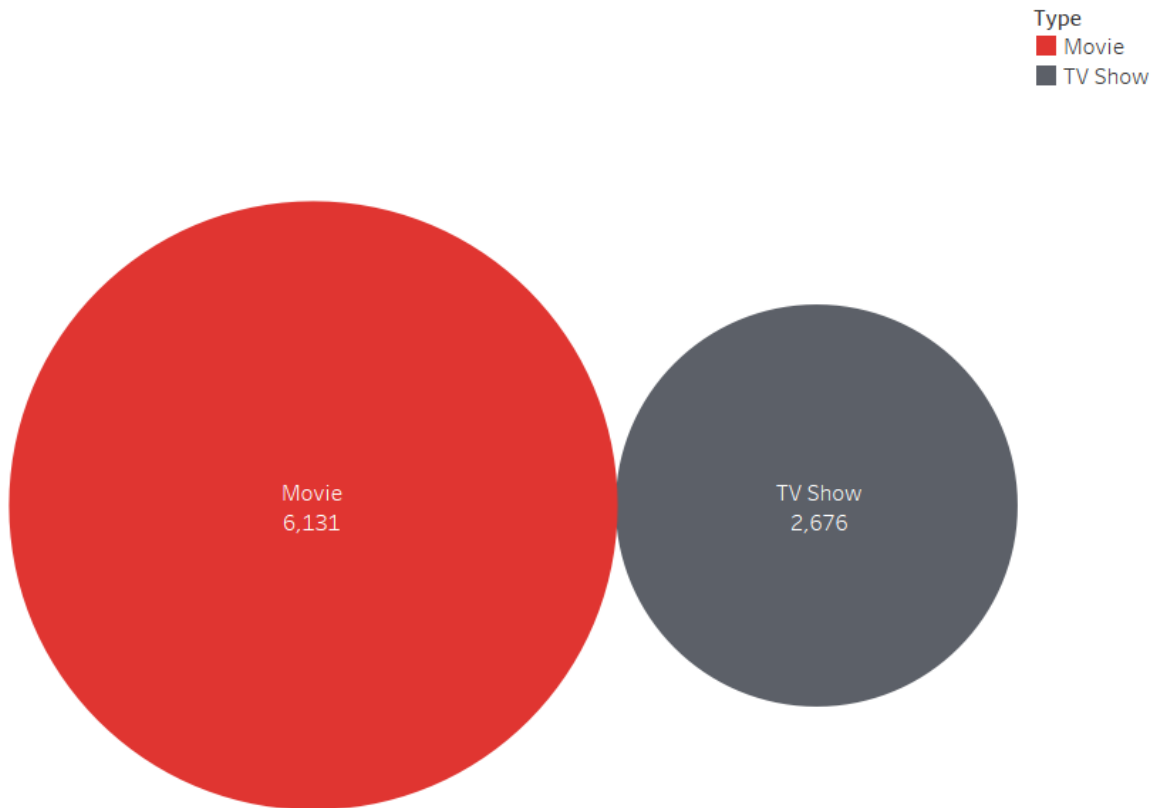


Key metrics and relationships

Key metrics

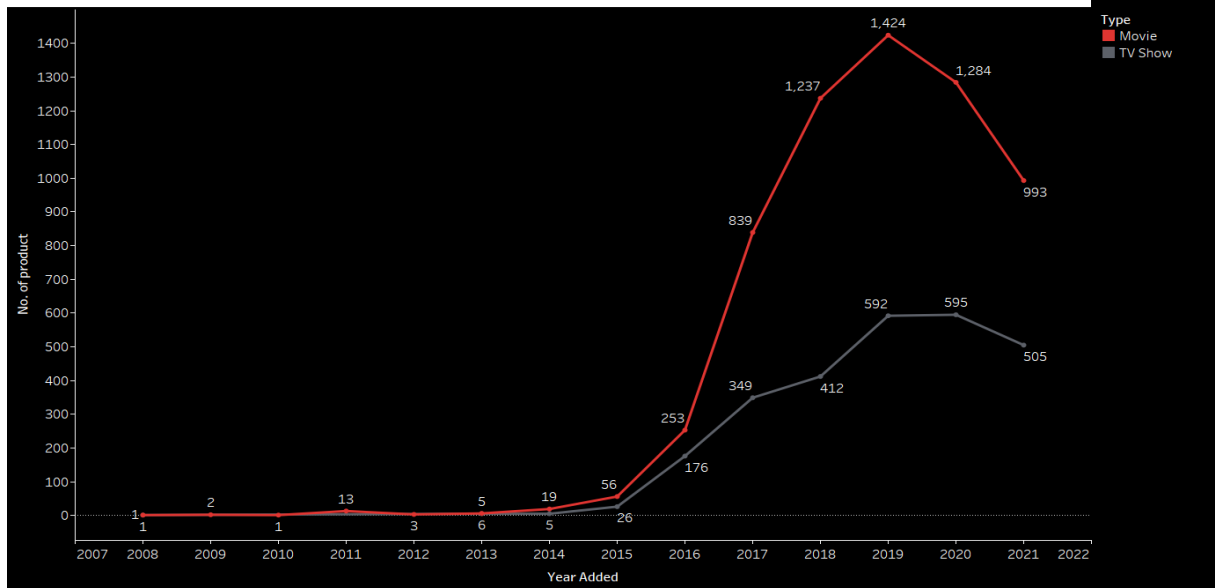
Movies and TV Shows

Content types



The bubble chart shows the total number of Movies and TV Shows, which are separated into two distinct colors so that audiences can easily observe what types of products Netflix got on their platform. Netflix added more Movies to its platform than TV Shows by 3,455. While Movies accounted for almost 70% of the total products, TV shows only constituted 30%.

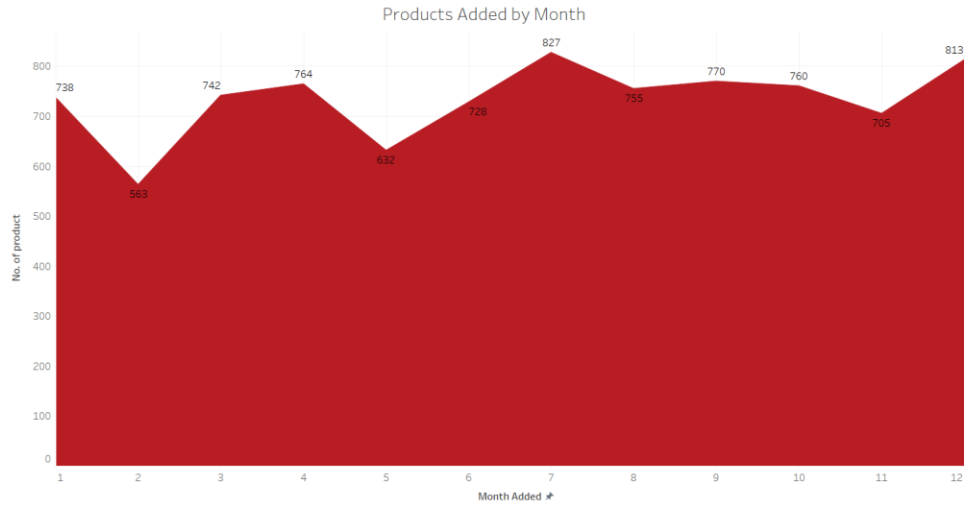
Products Added by Year



The line graphs demonstrate how Movies and TV Shows are added on Netflix platform throughout the years. The author also separated the data into two categories so that audiences can distinguish the difference between Netflix's added Movies and TV Shows.

Initially, Netflix's mailing system was the only way to access its sizable libraries of Movies and TV Shows. It was not until 2007 that Netflix decided to move toward a subscription-based streaming platform (Trench, 2017). In 2008, Netflix had its first Movies named "To and From New York" and first TV Shows named "Dinner for Five" (Appendix 1).

Overall, Netflix still invested more into Movies than TV Shows every year. From 2015, there was a significant increase in the number of added contents on the platform. After that, the number of added products reached its peak in 2019 with 1,424 Movies and 592 TV Shows.



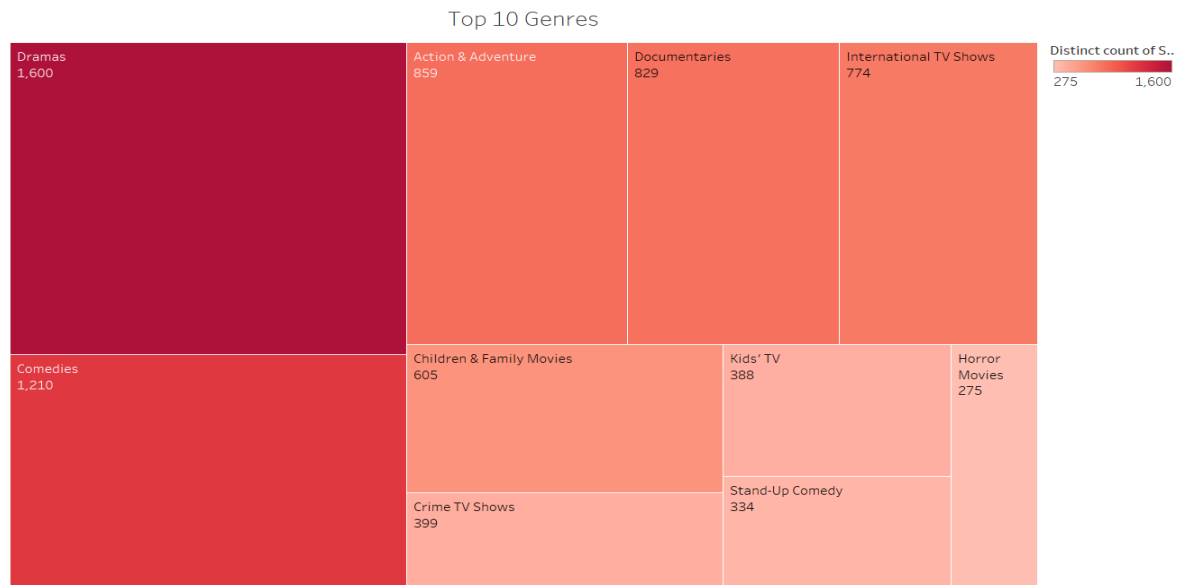
The area charts answer the question of which month Netflix mostly focuses on adding contents on their platform, which was in July and December.

Sheet 15



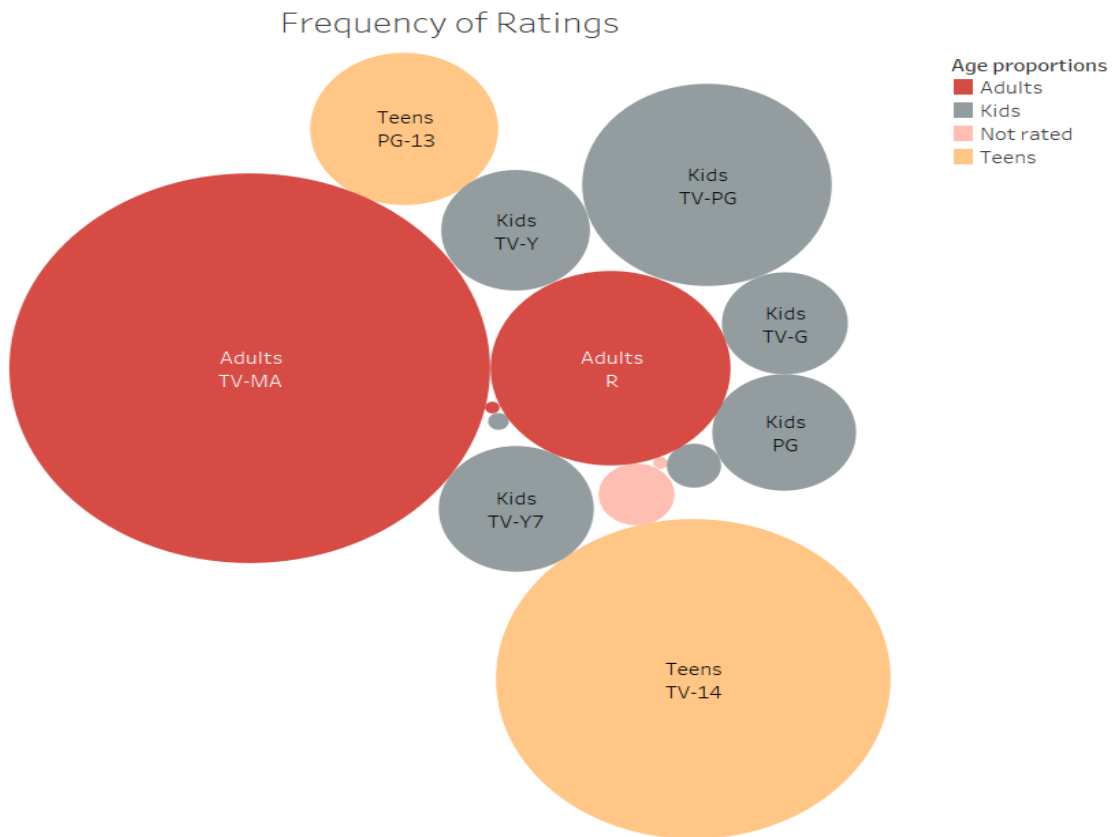
The symbol map shows the top 10 countries where Movies and TV Shows came from with each country represented in a color. Undoubtedly, United State created the most contents on Netflix then followed by India and United Kingdom.

Genre



The tree map illustrated that more than 1,000 contents on Netflix are Dramas and Comedies. Each genre is visualized in a distinct color.

Ratings



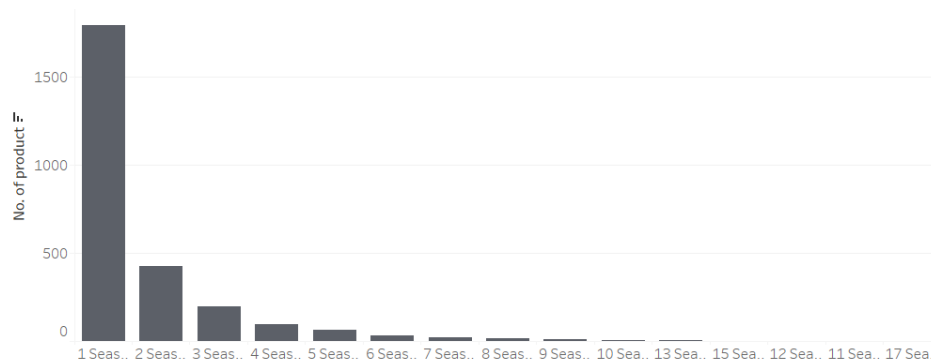
The author divided Netflix ratings into 4 different categories based on Maturity ratings for TV shows and movies on Netflix website (2023) which are Adults (TV-MA, NC-17, R), Teens (PG-13, TV-14), Kids (TV-Y7, TV-Y, TV-PG, G, TV-Y7-FV) and Not Rated (UR, NR). The audiences can also interact with the dashboard to see the differences in ratings of Movies and TV Shows (Appendix 2).

Obviously, Netflix developed their contents for a wide range of audiences with the highest number of contents made for adults.

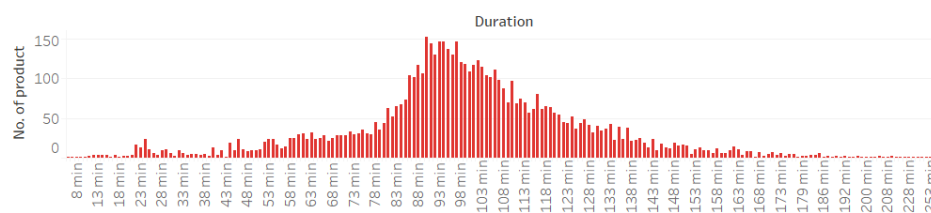
Durations

Overall, Netflix preferred to invest in 1 season TV Show and 90 minutes Movie.

TV Show Duration



Movie Duration



The TV Show having the longest season is Grey's Anatomy with 17 seasons. The Movie having the longest duration is Black Mirror: Bandersnatch with 312 minutes (Appendix 3).

Reasons behind the development of contents on Netflix platform

The explanation for the number of Movies overwhelms TV Shows is that amortization of Movies is faster, which means Movies have a longer shelf life than TV Shows (Clapham, 2022). Therefore, investing in movie material might be more attractive and cost-effective for them.

Regarding products added by year, this report presents the expansion of Netflix platform from 2015 to 2019 and its deduction from 2020. In 2015, Netflix attained the goal to become a television network (Mcfarland, 2015). This explains why from 2015 to 2016, there was an explosion in the number of added products on this platform. However, due to the impact of Covid-19, Akser (2020) claimed that the film industry received huge damage including delays and cancellations of film releases and film production schedules. This directly affected the number of added films on Netflix. However, it does not mean that the financial performance of Netflix would be affected. Its stock price even increased 65% in the first quarter of 2020 (Owens, 2020) as people switched to streaming services instead of going to cinemas during lockdown period.

Regarding products added by month, this report answers the question of when Netflix most actively uploads their Movies and TV Shows, which are July and December. It is possible that Netflix may choose to release more holiday-themed content during summer break and Christmas holiday to cater to the festive mood of their audiences. For example, when Christmas 2022 is nearby, Netflix added a lot of Movies such as "Falling for Christmas", "Scrooge: A Christmas Carol", "Christmas on Mistletoe Farm".

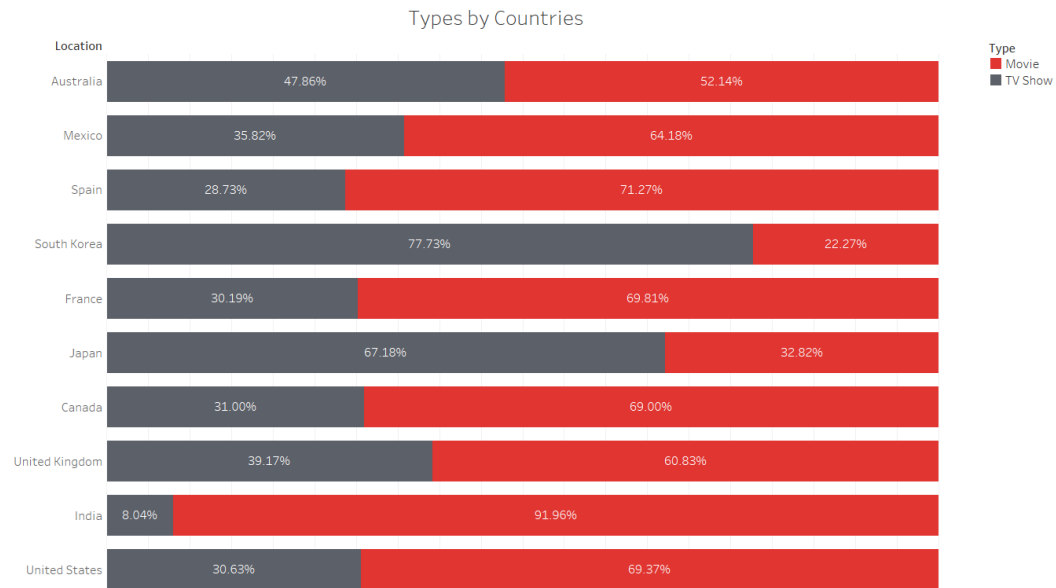
Visualization process has provided information that United States has dominated the products on Netflix, which makes sense because Netflix comes from United States. Besides, Bollywood is also a strong film production industry besides Hollywood (Tyrrell, 2004). Therefore, there is nothing difficult to understand when India comes after United States regarding products on Netflix Platform.

Regarding the variation in genres on Netflix, Netflix can attract a wide range of global audiences by offering a diverse range of genres. Regarding ratings, Netflix offers a wide variety of content catering to audiences of all ages. However, the platform focuses more on adult-oriented content than other age objects because Netflix target audiences' age is in the younger adult age, a member of Gen Z or Millennials, and with a lower income range of \$25-50K (Start.io, 2022). Overall, Netflix's content strategy is driven by audience demand and its desire to attract and retain subscribers.

Regarding Netflix's products duration, Castro research about binge-watch theory in 2021 also claimed that people consume around 92 minutes or two episodes per season in one sitting. As a result, Netflix focuses on 1 season TV Shows and 90 minutes Movies to catch up with the trend of binge-watching, which leads to increased engagement and retention on the platform. Additionally, investing in shorter movies allows Netflix to avoid the reduction in retention rate of cast and director or other external factors and more flexibility in terms of budget and schedule.

Relationships

Relationship between types of content and countries

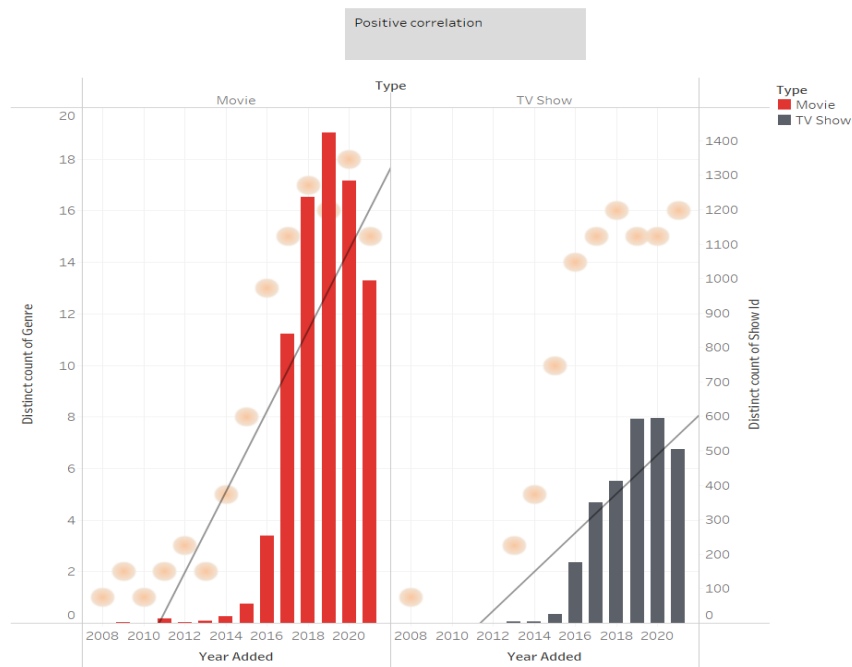


The author calculated Percentage of Row for Show ID dimension so that audiences can navigate film production strengths of top 10 countries above.

While United States, India and other countries mostly produced Movies, Japan and South Korea focused on TV Shows.

Relationship between genres and the number of added products

Genres and the number of added products

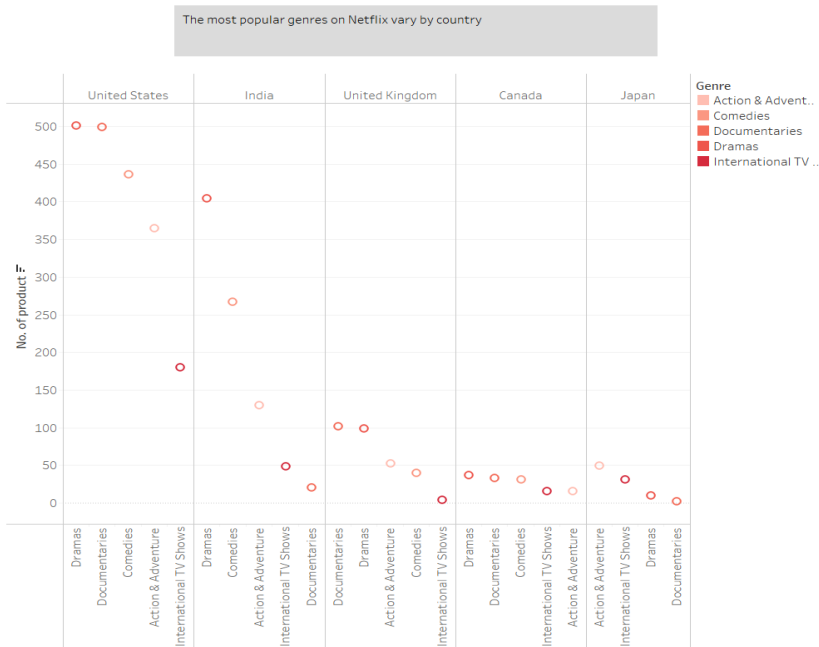


The author used a bar chart combining with trend lines to show the total number of added contents on Netflix throughout the years and density chart to show the total number of genres available on the platform.

The story board demonstrates a positive correlation between the number of movies and TV shows added to Netflix each month and the total number of genres available on the platform. As the total number of genres increases, it is expected that more movies and TV shows will be added to the platform.

Relationship between genres and countries

Gernes by countries

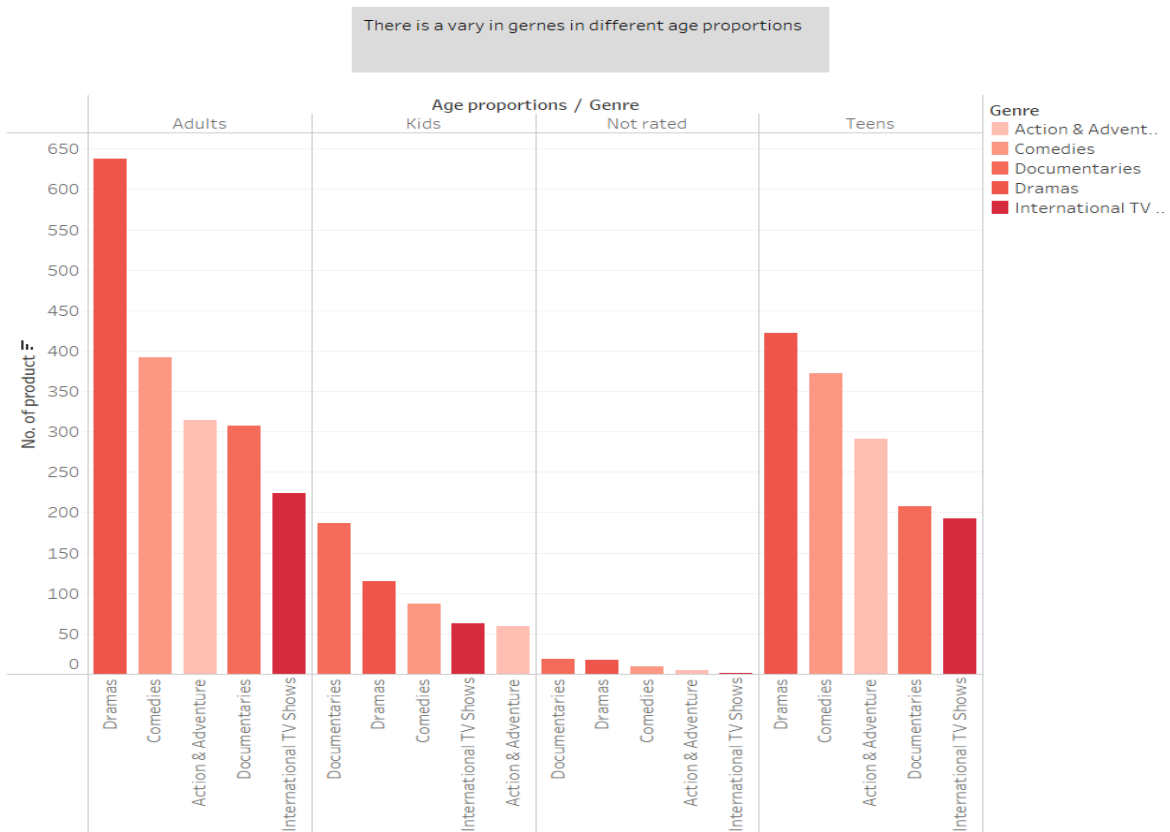


Regarding Genres by Countries, the author used scatter plots to illustrate the top 5 Movies and TV Shows genres which produced by the top 5 Countries on Netflix platform.

While United States, United Kingdom and Canada focused mostly on producing Dramas and Documentaries; India focused more on Comedies than Documentaries. Interestingly, Japan focused on their own type of contents which are Action Movies and International TV Shows. This suggests that Netflix is catering to cultural tastes and preferences.

Relationship between genres and age ratings

Age proportion by Gernes



Regarding Age proportion by Genres, the author filters the top 5 types of genres by age proportion in distinguished colors so that the audiences can see the vary of genres toward each age proportion.

For each age target, there is a higher proportion of certain genres than others. While in Adults and Teens sectors, Dramas tend to have higher proportions than other genres, Documentaries genre is the most invested in Kids sector.

Strategic insights

The visualization process in this report shows relationships between two main types of products on Netflix platform, which are TV Show and Movie. It answers the question which content is mostly available on Netflix platform and how the content types vary among countries. Moreover, it also shows what products' duration Netflix has focused on. This information can help Netflix partners to create content for the platform and decide what type of content to pitch to the platform.

The finding that Netflix actively adds content to its platform in July and December provides valuable information for Netflix partners to plan their release schedules to capitalize on the increased visibility that comes with new additions. This could inform producers' decisions about when to release their content to maximize their chances of being featured prominently on the platform.

The observation that different countries have different strengths in producing different types of products and different types of genres highlights the global nature of the platform. Netflix can use this to tailor their strategies to different markets and diverse their audiences' demographic. This data can inform decisions about where to allocate resources for content development and marketing efforts.

Finally, the finding that genres vary by country and age warning range underscores the importance of understanding the preferences and expectations of the target audience for each piece of content. This data can inform decisions about how to position and market content to maximize its appeal to the target audience.