**Insights based on Non-Graphical and Visual Analysis**

* Around 70% content on Netflix is Movies and around 30% content is TV shows.
* The movies and TV shows uploaded on Netflix started in the year 2008, It had very little content till 2014.
* The year 2015 marks a drastic surge in the content getting uploaded on Netflix. It continued the uptrend since then and 2019 marks the highest number of movies and TV shows added on Netflix. The year 2020 and 2021 has seen a drop in content added on Netflix, possibly because of the Pandemic. But still, TV show content has not dropped as drastic as movies.
* Since 2018, A drop in the movies is seen, but a rise in TV shows is observed clearly. Being in a continuous uptrend, TV shows surpassed the movie count in mid-2020. It shows the rise in popularity of TV shows in recent years.
* Netflix has movies from a variety of directors. Around 4993 directors have their movies or TV shows on Netflix.
* Netflix has movies from a total of 122 countries, United States being the highest contributor with almost 37% of all the content.
* The release year for shows is concentrated in the range 2005-2021.
* 50 mins - 150 mins is the range of movie durations, excluding potential outliers.
* 1-3 seasons is the range for TV show seasons, excluding potential outliers.
* various ratings of content are available on Netflix, for various viewer categories like kids, adults, and families. The highest number of movies and TV shows are rated TV-MA (for mature audiences).
* Content in most of the ratings is available in lesser quantity except in the US. Ratings like TV-Y7, TV-Y7 FV, PG, TV-G, G, TV-Y, and TV-PG are very little available in all countries except the US.
* International Movies and TV Shows, Dramas, and Comedies are the top 3 genres on Netflix for both Movies and TV shows.
* Mostly country country-specific popular genres are observed in each country. Only the United States has a good mix of almost all genres. Eg. Korean TV shows (Korea), British TV Shows (UK), Anime features and Anime series (Japan), and so on.
* Indian Actors have acted in most movies on Netflix. The top 5 actors are in India based on the quantity of movies.
* Shorter-duration movies have been popular in the last 10 years.

**Business Insights**

* Netflix has the majority of content which is released after the year 2000. It is observed that content older than the year 2000 is very scarce on Netflix. Senior Citizens could be the target audience for such content, which is almost missing currently.
* Maximum content (more than 80%) is
  + TV-MA - Content intended for mature audiences aged 17 and above.
  + TV-14 - Content suitable for viewers aged 14 and above.
  + TV-PG - Parental guidance suggested (similar ratings - PG-13, PG)
  + R - Restricted Content, that may not be suitable for viewers under age 17.

These ratings' movies target Mature and Adult audiences. The rest of 20 % of the content is for kids aged below 13. It shows that Netflix is currently serving mostly Mature audiences or Children with parental guidance.

* The most popular genres on Netflix are International Movies and TV Shows, Dramas, Comedies, Action and adventure, Children and family Movies, and Thrillers.
* The maximum content of Netflix which is around 75%, is coming from the top 10 countries. The rest of the world only contributes 25% of the content. More countries can be focussed in the future to grow the business.
* Liking towards the shorter duration content is on the rise. (duration 75 to 150 minutes and seasons 1 to 3)

This can be considered where the production of  new content on Netflix.

* drop in content is seen across all the countries and types of content in the years 2020 and 2021, possibly because of the Pandemic.

**Recommendations**

* Very limited genres are focussed in most of the countries except the US. It seems the currently available genres suit best in the US and a few countries but most countries need some more genres which are highly popular in the region.

eg. Indian Mythological content is highly popular. We can create more country-specific genres and It might also be liked across the world just like Japanese Anime.

* Country-specific insights - The content needs to be targetting the demographic of any country. Netflix can produce a higher number of content in a particular rating as per the demographic of the country. Eg.
  + A country like India, which is highly populous, has maximum content available only in three ratings TV-MA, TV-14, and TV-PG. It is unlikely to serve below 14 age and above 35 years age group.