

# SECTOR NAME

**tv: Media & Entertainment – Streaming Analytics**

**SectionB\_G-5  
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## SECTOR CONTEXT

The global streaming industry is highly competitive, with platforms constantly expanding their libraries to attract and retain subscribers. As one of the largest streaming platforms, Netflix invests heavily in content across genres, formats, and countries.

With thousands of titles added over time, understanding what content is being added, from where, and in which genres is critical for making smart content investments.

Decision-Makers:

Content strategy teams, acquisition managers, and business analysts who decide:

- What type of content to invest in
- Which markets to source from
- Which genres drive engagement

## PROBLEM STATEMENT

How has Netflix's content library evolved over time in terms of content types, genres, and global distribution, and what patterns can inform future content strategy?

## OBJECTIVE

This project aims to transform raw catalog data into insights that support decisions on:

- Content acquisition strategy
- Genre prioritization
- Global content sourcing
- Long-term catalog planning

The goal is to help decision-makers align content investments with audience demand and global trends.



## SOURCE

Dataset Name: Netflix Movies & TV Shows till 2025

Platform: Kaggle

Size: 16003 rows, 18 columns

Time Period Covered: Titles released up to 2025

Format: CSV

## CLEANING

- Missing Values Handled
- Null values in genres, country, and dates were reviewed and treated using filtering or standard replacements.
- Date Standardization
- Date fields reformatted into consistent date types for time-based analysis.
- Multi-Value Fields Structured
- Genres and countries separated and standardized to ensure accurate grouping and counting.

## DATA DICTIONARY

- title → Name of the content
- type → Movie or TV Show
- genres → Content categories (Drama, Comedy, etc.)
- release\_year → Year of release
- date\_added → When content was added to catalog
- country → Country of origin
- popularity / revenue (if used) → Performance indicators



## WHAT ARE WE MEASURING?

1. **Content Count Over Time** - Number of titles added per year to track catalog expansion.
2. **Genre Distribution** - Share of content across genres (Drama, Comedy, Thriller, etc.).
3. **Country Contribution** - Number of titles produced by each country.
4. **Content Type Breakdown** - Proportion of Movies vs TV Shows in the catalog.

## WHY THESE KPIS?

1. **Content Count Over Time** → Reveals investment pace and catalog growth strategy.
2. **Genre Distribution** → Helps identify which genres attract and retain viewers.
3. **Country Contribution** → Supports global expansion and localization strategy.
4. **Content Type Breakdown** → Guides decisions on format preference and production focus.

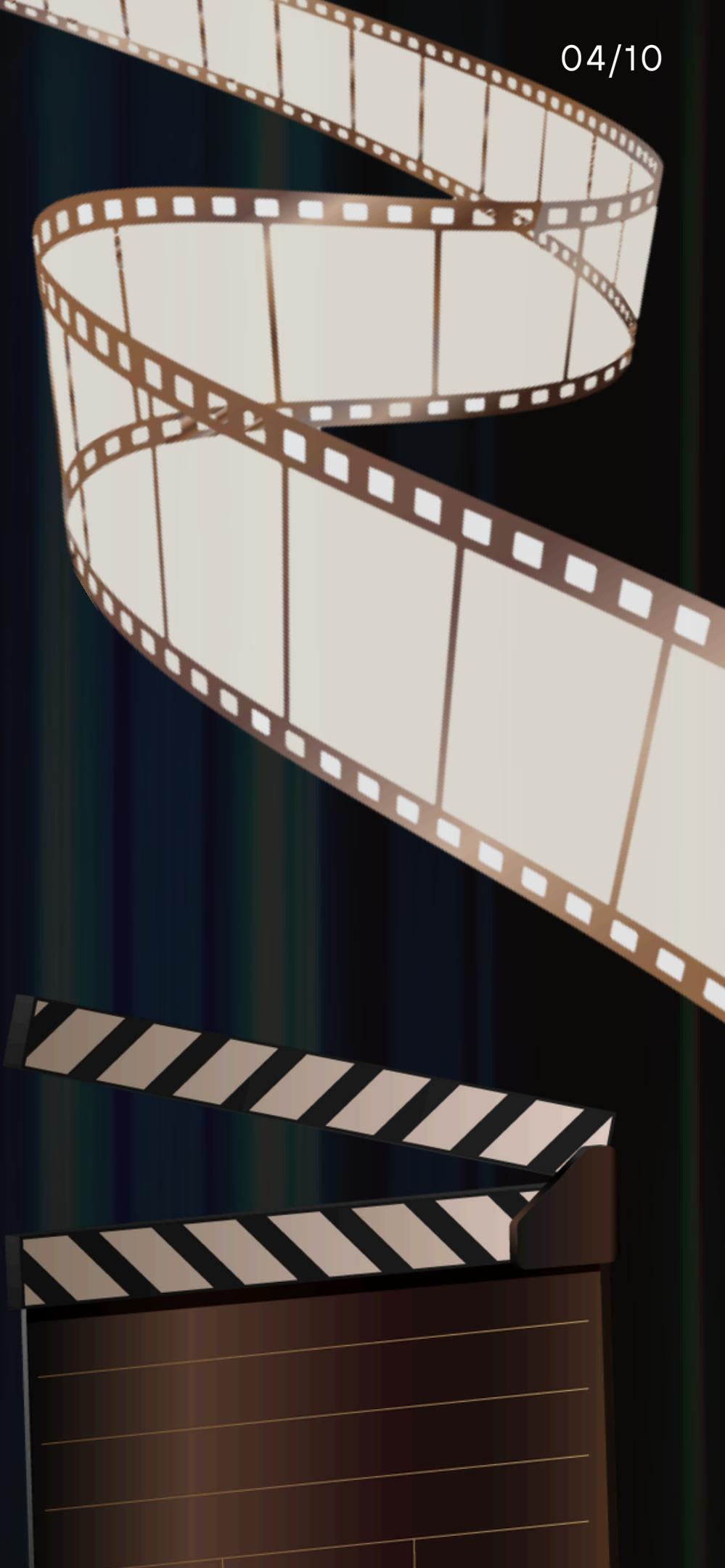
## LINK TO BUSINESS PROBLEM

Together, these KPIs help answer:

What type of content, from which regions, and in which formats should Netflix prioritize to stay competitive and meet audience demand?

They turn raw catalog data into actionable insights for:

- Content acquisition
- Market targeting
- Portfolio planning



## KEY INSIGHTS

### 1. Consistent Content Pipeline

Netflix maintains a steady flow of new titles each year, showing a strategy focused on continuous catalog refresh rather than one-time spikes.

→ This supports subscriber retention by ensuring constant novelty.

### 2. Drama & Comedy Lead the Catalog

Drama and Comedy dominate the genre mix.

→ These genres have broad, repeatable appeal and are safe investments for reaching large audiences.

Business Meaning: Netflix prioritizes scalable genres that maximize viewership across regions.

### 3. Strong U.S. Base with Global Expansion

The U.S. remains the largest content source, but countries like South Korea, Japan, India, and the UK contribute significantly.

→ This reflects a localization strategy to capture regional audiences.

### 4. Global Content is a Growth Lever

The rise of non-Hollywood content signals demand for diverse storytelling.

→ International titles are not just regional plays – they often become global hits.

Implication: Investing in local productions can drive worldwide engagement.

### 5. Catalog Strategy Focuses on Variety

A wide mix of genres and origins suggests Netflix competes on breadth of choice.

→ The platform positions itself as a “something for everyone” service.



## ADVANCED ANALYSIS

### 1. Content Segmentation Analysis

Content was segmented by genre, country, and release period to identify patterns in Netflix's catalog strategy.

What it revealed:

- Certain genres (Drama, Thriller, Comedy) consistently appear across years and countries.
- Some countries specialize in specific genres (e.g., thrillers from South Korea, drama from the U.S.).

→ New Understanding: Content strategy is not random – it reflects regional strengths and audience preferences.

### 2. Trend Pattern Analysis (Time-Based)

Year-wise analysis was used to detect shifts in content focus.

What it revealed:

- Netflix maintains a stable release pipeline.
- Instead of rapid growth, the focus appears to be on consistent engagement and retention.

→ New Understanding: The strategy emphasizes long-term subscriber loyalty rather than short-term expansion spikes.

### 3. Portfolio Diversification Review

Analyzed how content is spread across genres and countries.

What it revealed:

- No heavy dependence on a single genre or country.
- Balanced mix reduces performance risk.

→ New Understanding: Netflix operates like an investment portfolio – diversification protects against changing viewer tastes.

# DASHBOARD WALKTHROUGH

## 1. Executive Summary

- Total Titles: 15,490
- Total Revenue: \$545.22B
- Average ROI: 2.79x
- Average Rating: 6.23 / 10
- Peak Release Year: 2010 (990 titles)

## 2. Revenue & Profit Trends Over Time

- Growth Phase (2010–2019)
  - Revenue grew from ~\$25B to ~\$32–33B annually
  - Profit rose steadily from ~\$15B to ~\$22B
- Disruption (2020)
  - Revenue dropped to ~\$6B
  - Profit fell near \$2B
- Recovery (2021–2024)
  - Revenue rebounded to \$20–25B range
  - Profit stabilized around \$11–13B

## 3. Budget vs Revenue Performance

- High-Budget Titles: ~\$600M average revenue
- Mid-Budget Titles: ~\$220M average revenue
- Low-Budget Titles: Minimal returns (~\$10M range)

## 4. Genre Distribution Insights

→ Most Common Genres

- Drama – 18.5%
- Comedy – 12.1%
- Thriller – 10.1%
- Action – 8.7%

## 5. Top Genres by Rating

→ Highest audience appreciation:

- Animation – ~6.75
- History – ~6.68
- Music – ~6.59
- War – ~6.58

## 6. Country Revenue Contribution

→ Top Markets

- United States: ~\$330B
- United Kingdom: ~\$40B
- China: ~\$30B
- Canada & Japan: ~\$14–15B each

## RECOMMENDATIONS

### 1. Prioritize High-Demand Genres

Since Drama and Comedy consistently dominate the catalog, Netflix should continue prioritizing these genres while selectively experimenting in niche categories.

→ Business Impact: Maximizes audience reach and engagement with proven formats.

### 2. Expand Successful International Content

Strong performance from countries like South Korea, Japan, and India shows global content demand.

→ Action: Increase investments in regional productions with global storytelling appeal.

→ Business Impact: Drives international subscriber growth and cross-border hits.

### 3. Maintain a Diversified Content Portfolio

A balanced spread across genres and countries reduces reliance on any single market.

→ Action: Continue a portfolio-style investment strategy.

→ Business Impact: Reduces risk and stabilizes viewer retention.

### 4. Use Data-Driven Greenlighting

Leverage historical genre and regional performance data when approving new projects.

→ Business Impact: Improves ROI and reduces guesswork in content investments.

### 5. Optimize Release Timing

Consistent yearly releases support retention, but strategic timing around peak viewing periods can boost impact.

→ Business Impact: Improves visibility and engagement per title.

## IMPACT & VALUE

By turning catalog data into insights, Netflix can make smarter, faster content decisions.

### 1. Revenue Impact

Investing in high-demand genres and regions increases the probability of hit titles.

Better targeting can improve subscriber growth and retention.

→ Estimated Value: Higher ROI per content investment.

### 2. Time Efficiency

A centralized dashboard reduces manual analysis time.

Decision-makers can access insights instantly instead of relying on lengthy reports.

→ Estimated Value: Faster strategic decisions.

### 3. Operational Efficiency

Data-backed greenlighting reduces trial-and-error in content selection.

Clear genre and country performance insights streamline planning.

→ Estimated Value: More efficient content pipeline management.

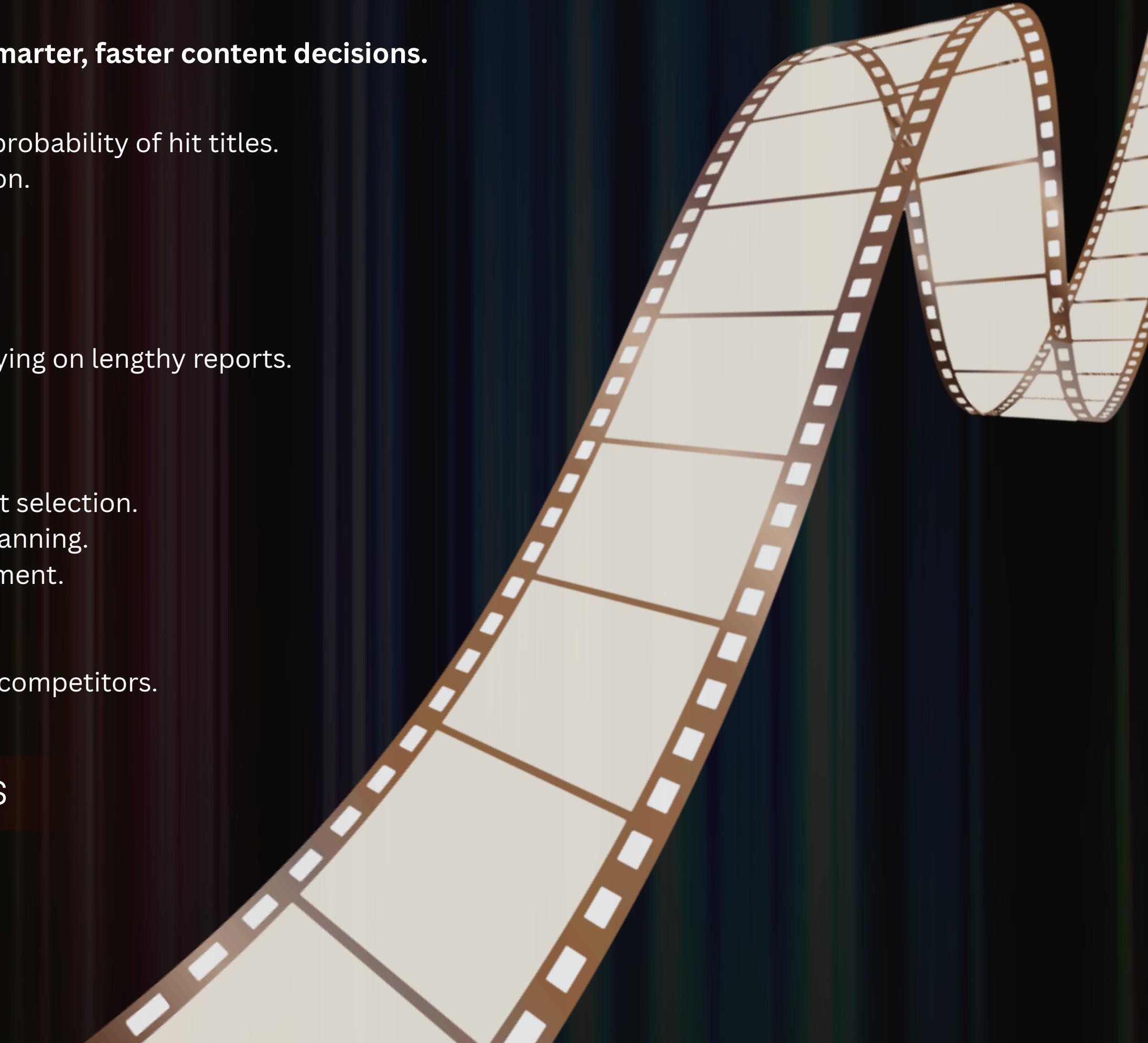
### 4. Strategic Advantage

Understanding global and genre trends helps stay ahead of competitors.

Supports long-term, sustainable catalog growth.

## WHY STAKEHOLDERS SHOULD APPROVE THIS

- ✓ Enables data-driven content strategy
- ✓ Reduces investment risk
- ✓ Supports global expansion decisions
- ✓ Improves ROI on content spending



## LIMITATIONS

### 1. Dataset Scope & Accuracy

The dataset sourced from Kaggle may not fully reflect the live catalog of Netflix and could include sampling or update delays.

→ Impact: Findings represent trends, not exact platform totals.

### 2. Missing or Limited Fields

Some records may lack complete data for country, genre, or dates.

→ Impact: May slightly affect distribution and trend analysis.

### 3. Limited Viewer Behavior Data

The dataset focuses on catalog metadata, not: Watch time, Viewer ratings, Completion rates

→ Impact: Insights reflect supply trends, not actual demand.

## NEXT STEPS (FUTURE IMPROVEMENTS)

### Integrate Viewer Analytics

→ Combine catalog data with engagement metrics to measure true performance.

### Automate Data Updates

→ Use live or regularly updated datasets for real-time insights.

### Advanced Predictive Analysis

→ Apply forecasting models to predict:

- High-performing genres
- Emerging markets
- Future content demand

