



Netflix Content Performance Dashboard

Year-wise snapshot of catalog size, content mix, and growth trends



YoY Growth %

0.29



Total Titles

9K



TV Shows

3K



Movies

6K

N

Year

1900

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

Country Analysis

Genre Analysis

Time Analysis

Content Analysis



Country Contribution & Concentration Analysis



Geographic dominance, inequality, and growth patterns



Content Type



Movie

TV Show



Content Equality Score

0.07



Average Titles per Country

88.22



Geographic Spread

123



Top 3 Countries %

0.63



Country Performance: Volume vs Growth



Overview

Genre Analysis

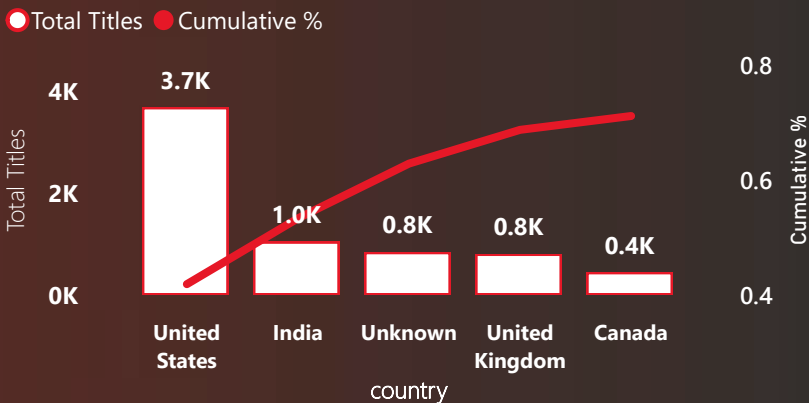
Time Analysis

Content Analysis

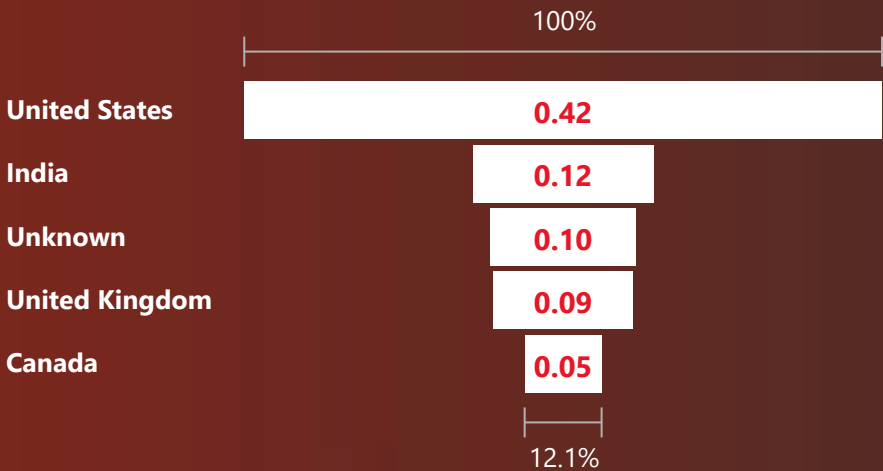
Clear all slicers



Country Contribution Concentration



Relative Contribution Share by Country



country	% TV Shows	% Movies	Total Titles
Canada	0.28	0.72	445
France	0.23	0.77	393
Germany	0.19	0.81	226
India	0.08	0.92	1046
Japan	0.63	0.37	318
South Korea	0.74	0.26	231
Spain	0.26	0.74	232
United Kingdom	0.34	0.66	806
United States	0.25	0.75	3689
Unknown	0.47	0.53	840
Total	0.30	0.70	7213



Ask a question about your data



Try one of these to get started

what is the total titles by duration type

what is the total genres by duration type

what is the total titles by movie length category

what is the total titles by TV show size category



Genre Mix & Content Strategy Analysis



Understanding genre dominance, diversity, and strategic content positioning



Country



All



Release Era



All



Total Genres

43



Genre Diversity Index

-42.00



Top Genre Contribution %

0.31



Avg Titles per Genre

449.37



Clear all slicers

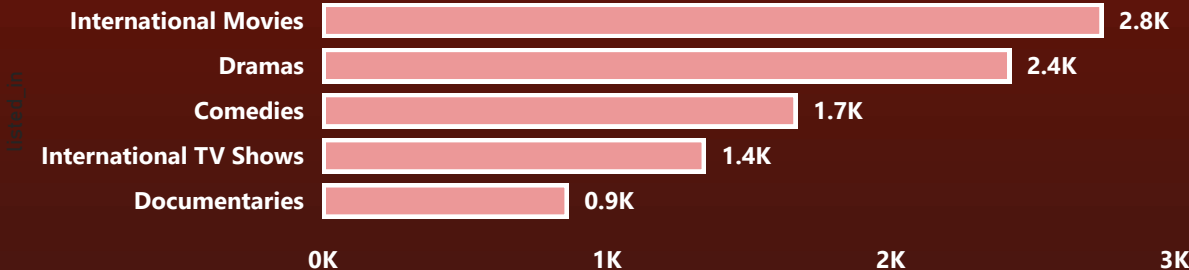


Recent Era

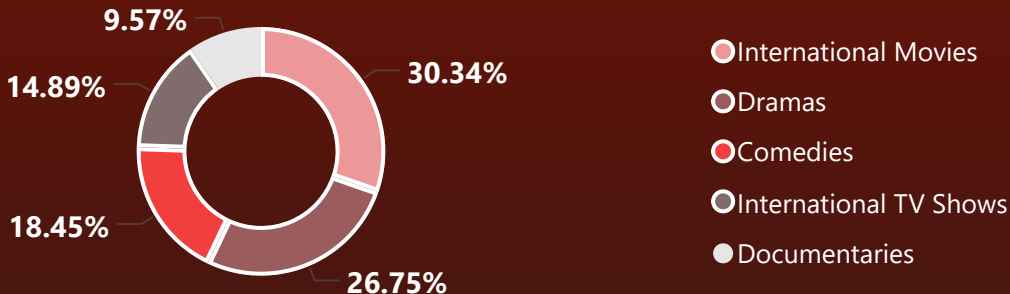
2021 Performance View



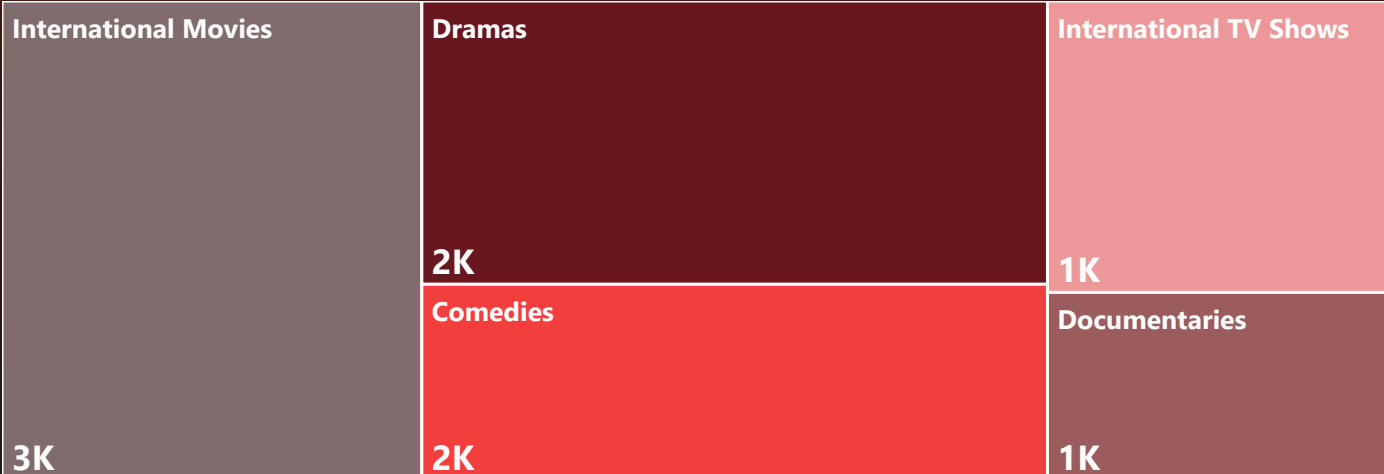
Titles per Genre Index



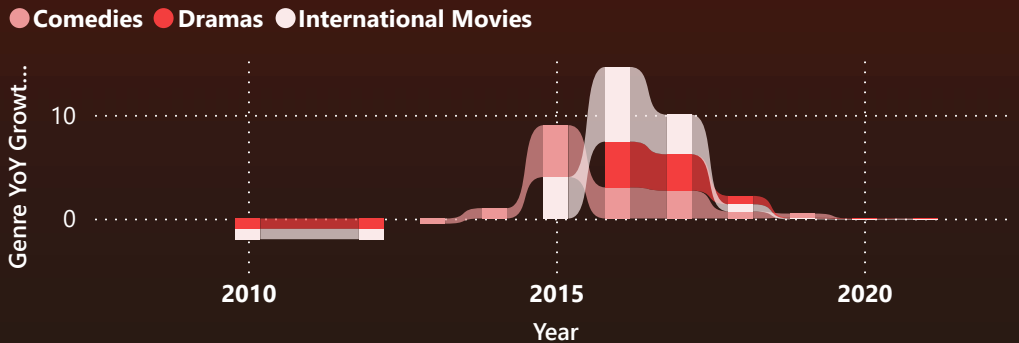
Genre Contribution Share (%)



Top 5 Genre Content Distribution



Genre YoY Growth % by Year



Overview

Country Analysis

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Content Analysis



Content Release Trends & Time Intelligence



Analyzing growth patterns, seasonality, and release momentum over time

Year

All



Titles Released

9K



YoY Growth %

0.29



Release Momentum Index

1.29



Peak Release Month

Sep

Overview

Country
Analysis

Genre
Analysis

Content
Analysis

MonthName	Release Momentum	Titles Released	MoM Change %
Jul	1.45	827	0.14
Jun	1.40	728	0.15
Apr	1.33	764	0.03
Sep	1.31	770	0.02
Aug	1.31	755	-0.09
Oct	1.28	760	0.29
Nov	1.28	705	-0.07
May	1.26	632	-0.17
Dec	1.26	813	0.15
Feb	1.24	563	-0.25
Jan	1.21	750	-0.08
Mar	1.18	741	0.32
Total	1.29	8808	0.02

Quarter

Q1

Q2

Q3

Q4

type

Movie

MonthName

Clear all slicers

Total Titles
8807

Movie
6131

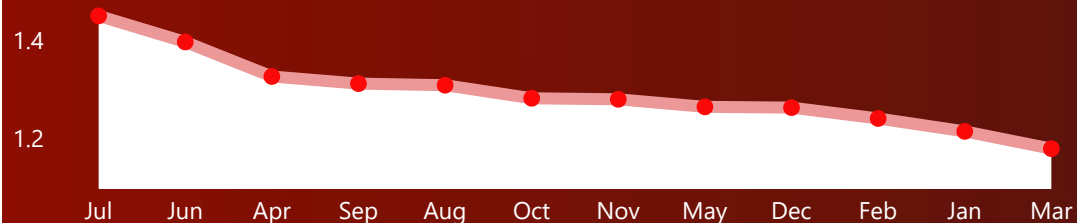
TV Show
2676

Jul
565

Apr
550

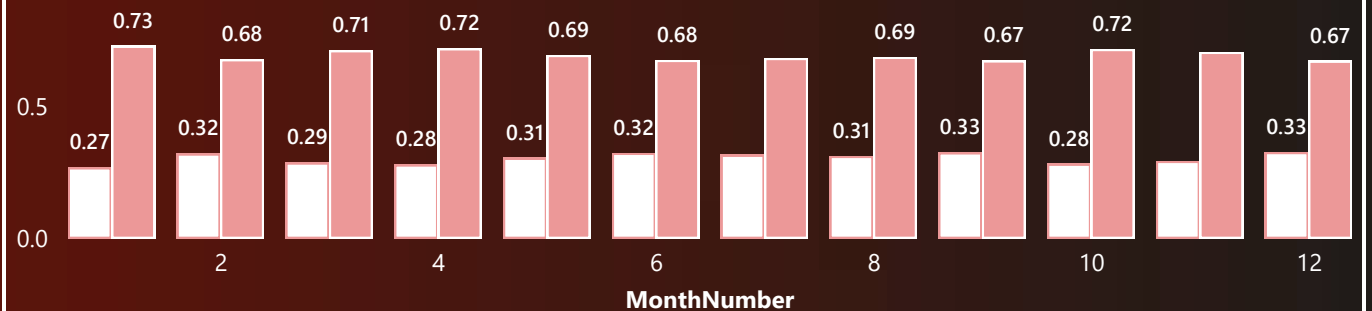
2021
Performance
View

Release Momentum by MonthName



TV Shows vs Movies Release Pattern by Month

% TV Shows % Movies





Content Profile & Audience Targeting Analysis



Understanding audience focus, maturity mix, and cast engagement patterns across eras

Content Type

☐ Movie

☐ TV Show



Clear all slicers



Dominant Audience Rating

UR



Mature Content Share

0.46



Repeat Cast Rate

0.30

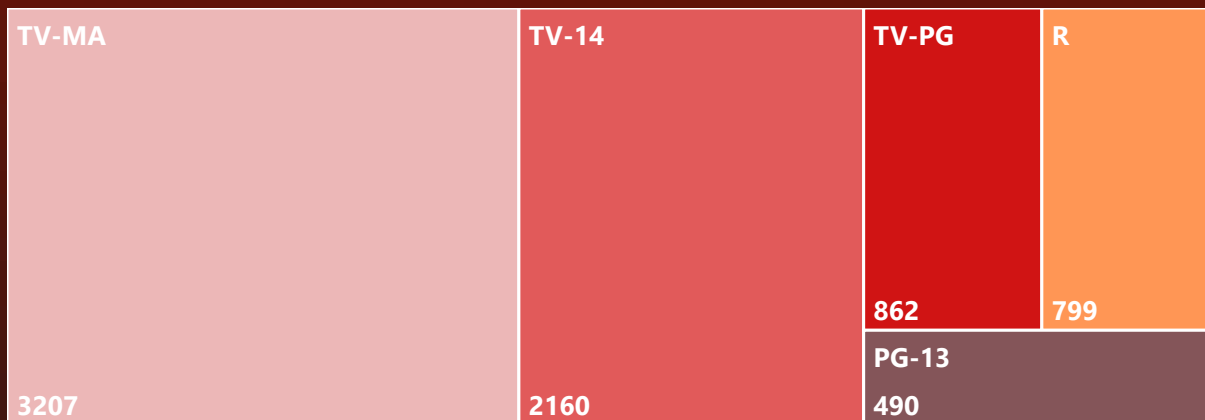


Avg Cast per Title

7.37

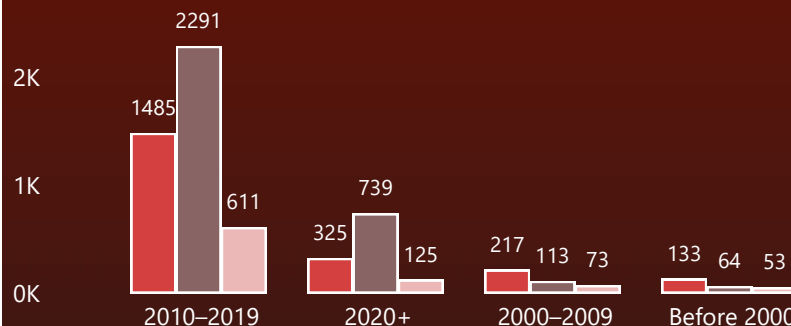


Content Distribution by Audience Rating



Evolution of Audience Ratings Across Eras

TV-14 TV-MA TV-PG



Overview

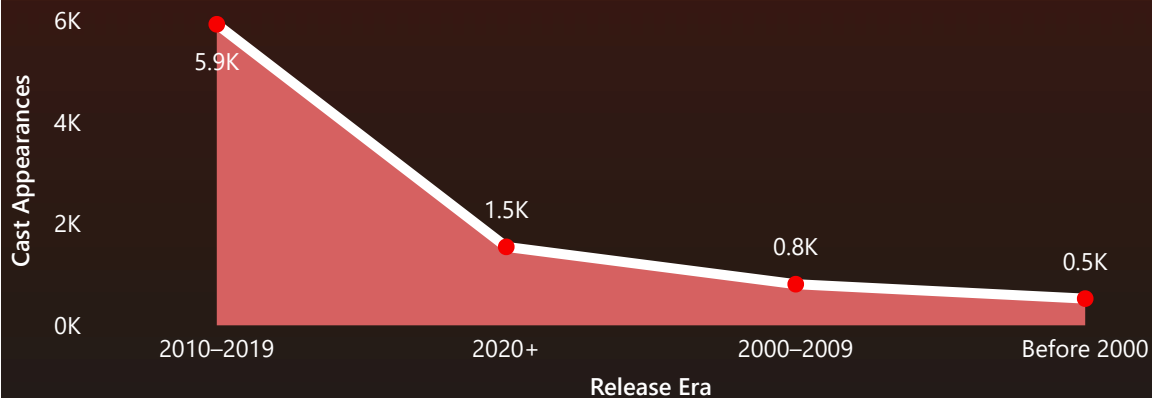
Country Analysis

Genre Analysis

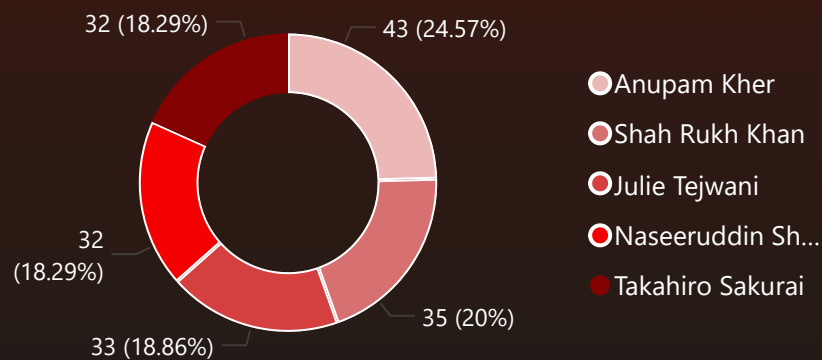
Time Analysis



Cast Engagement Trend by Release Era



Top Cast Contribution to Content Portfolio



Choose a narrative type

Use Copilot to create a narrative with AI, or choose Custom for more control.

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