



# Netflix Content Performance Dashboard

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

YoY Growth %

0.29

Total Titles

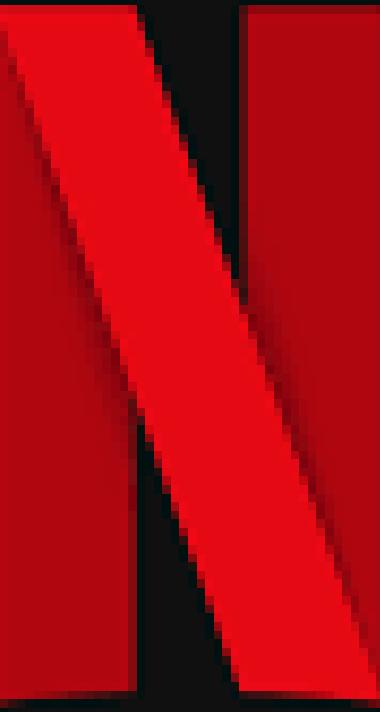
9K

TV Shows

3K

Movies

6K



Year

1900 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

Country Analysis

Genre Analysis

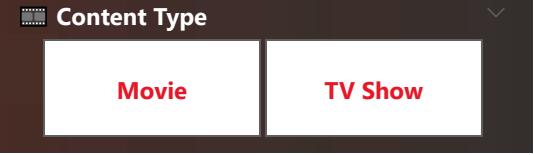
Time Analysis

Content Analysis



# Country Contribution & Concentration Analysis

Geographic dominance, inequality, and growth patterns



## Content Equality Score

0.07

## Average Titles per Country

88.22

## Geographic Spread

123

## Top 3 Countries %

0.63

### Country Performance: Volume vs Growth



### Overview

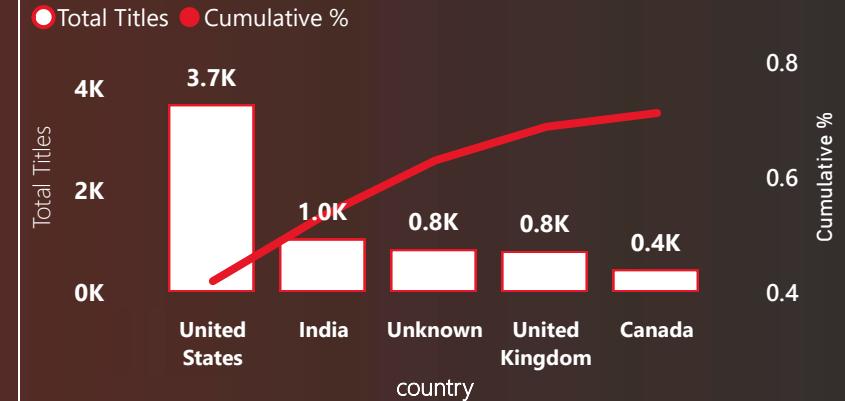
### Genre Analysis

### Time Analysis

### Content Analysis

**Clear all slicers**

### Country Contribution Concentration



### Table: Country Contribution Data

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
<b>Total</b>	0.30	0.70	7213

### Relative Contribution Share by Country



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

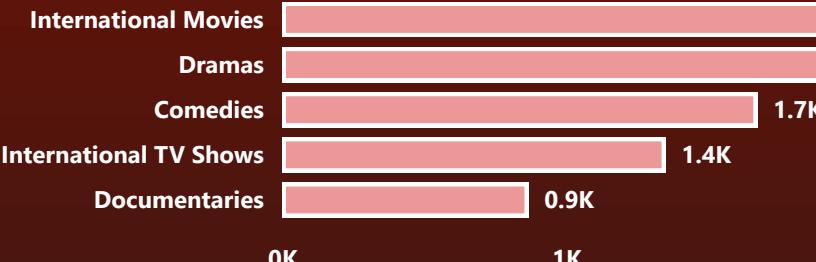
449.37

Clear all slicers

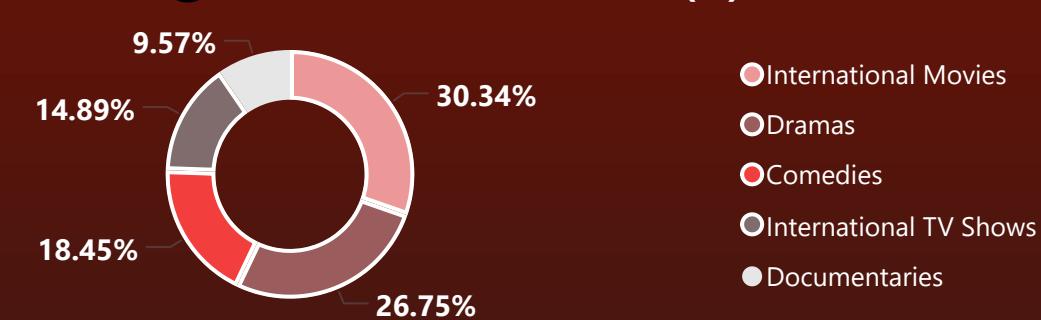
Recent Era

2021 Performance View

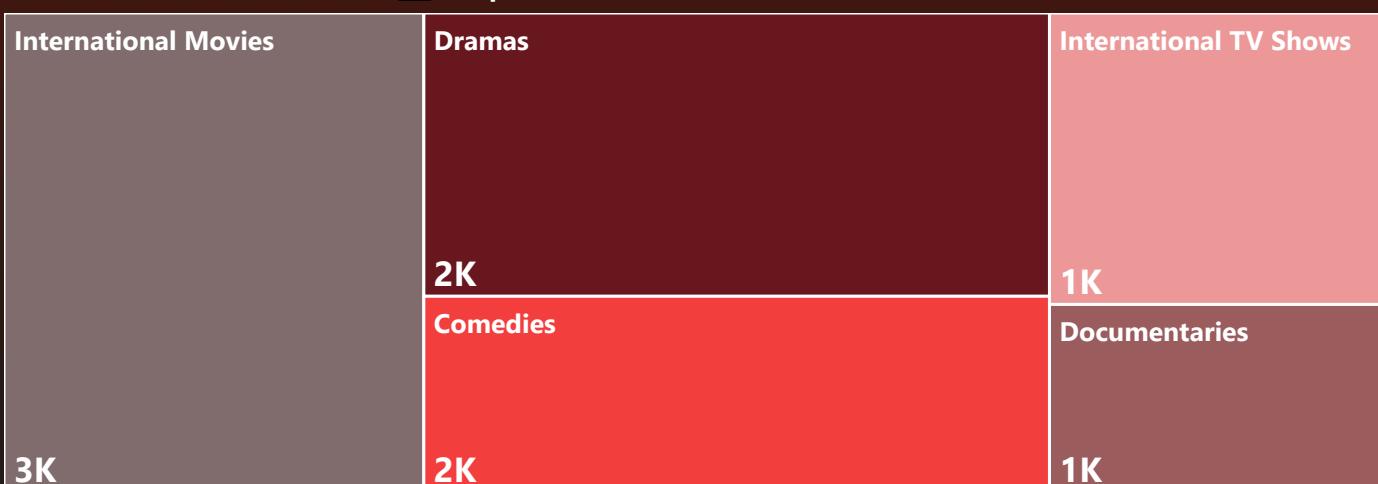
Titles per Genre Index



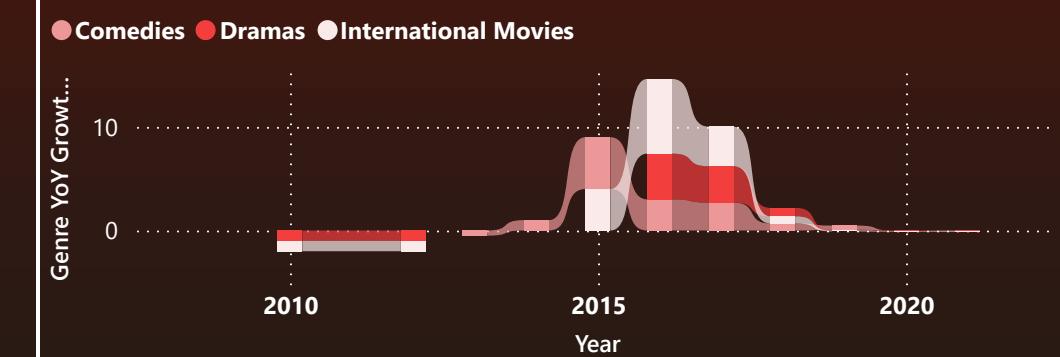
Genre Contribution Share (%)



Top 5 Genre Content Distribution



Genre YoY Growth % by Year



Overview

Country Analysis

Time Analysis

Content Analysis



# Content Release Trends & Time Intelligence

Analyzing growth patterns, seasonality, and release momentum over time

Year

Titles Released

9K

YoY Growth %

0.29

Release Momentum Index

1.29

Peak Release Month

Sep

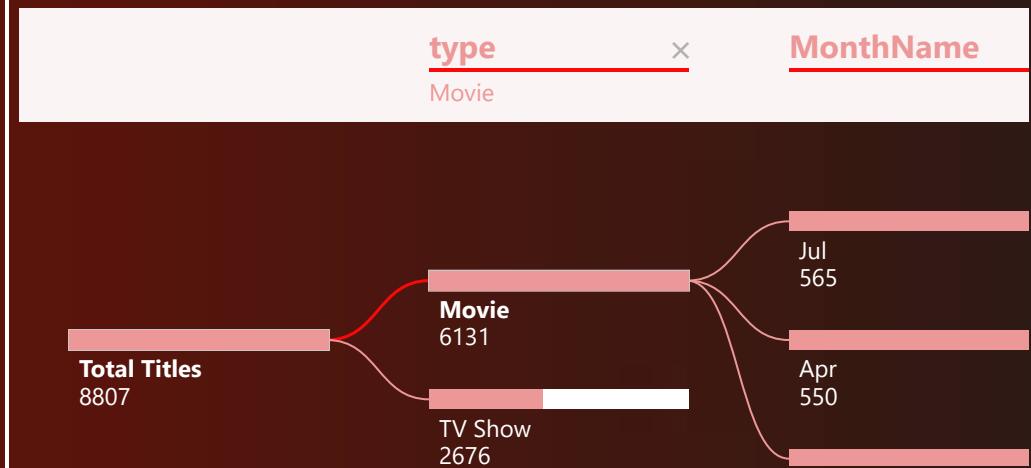
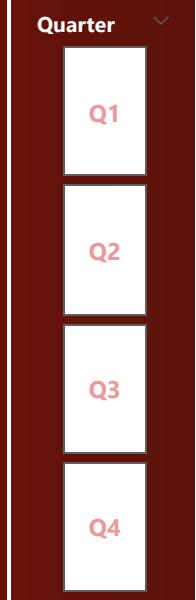
Overview

Country Analysis

Genre Analysis

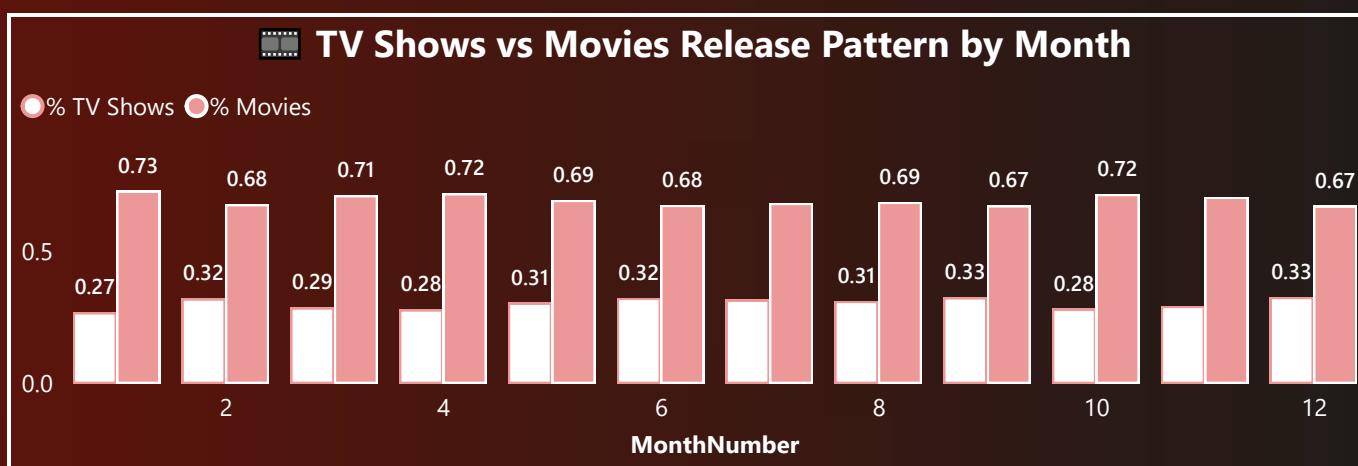
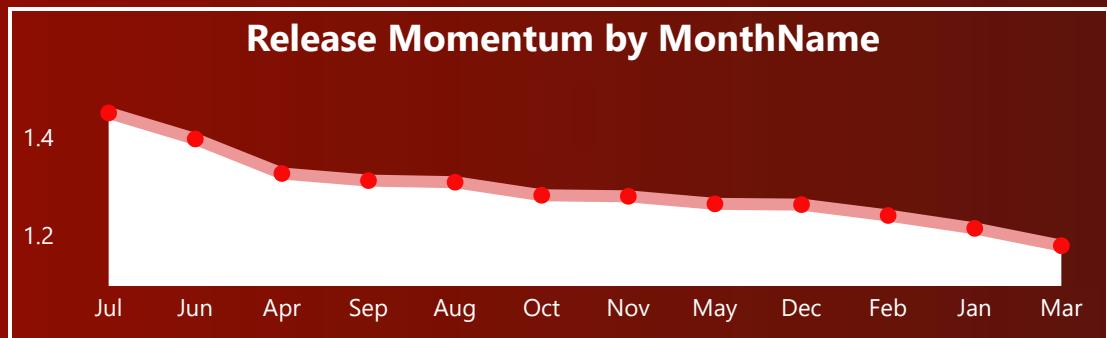
Content Analysis

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



Clear all slicers

2021 Performance View





# 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

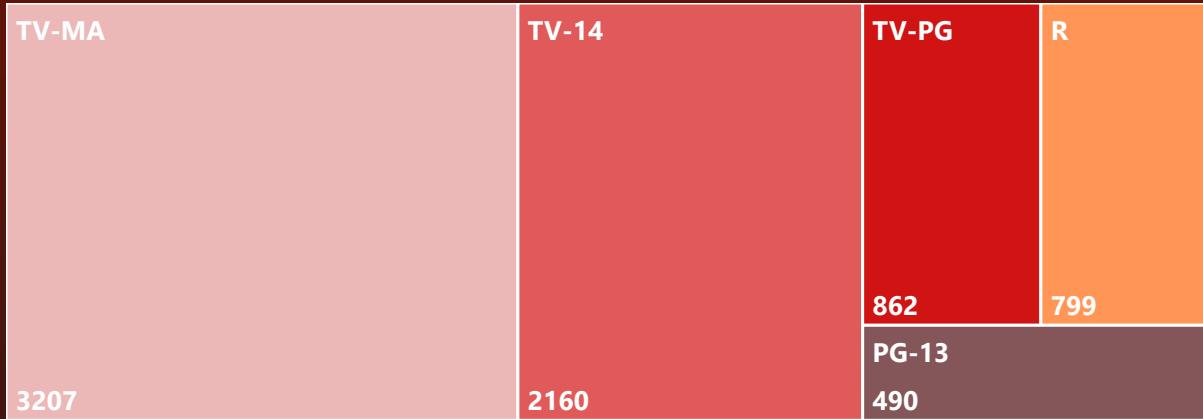
## Repeat Cast Rate

0.30

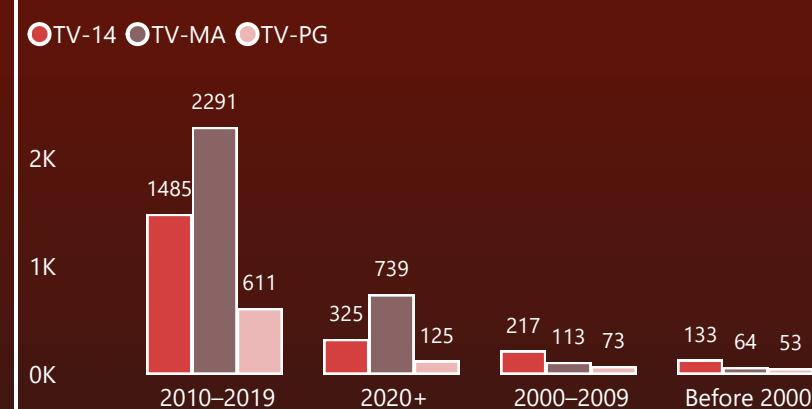
## Avg Cast per Title

7.37

### Content Distribution by Audience Rating



### Evolution of Audience Ratings Across Eras



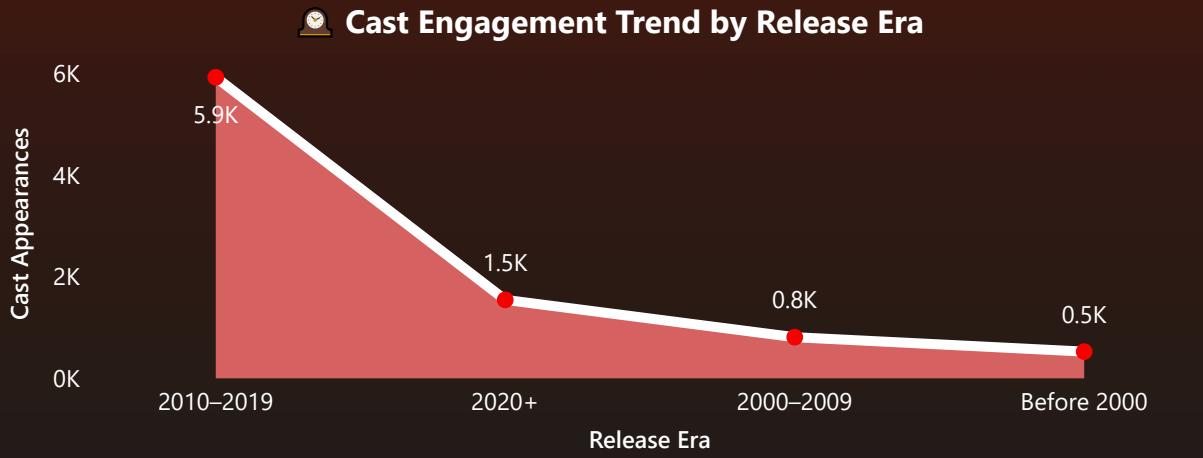
Overview

Country Analysis

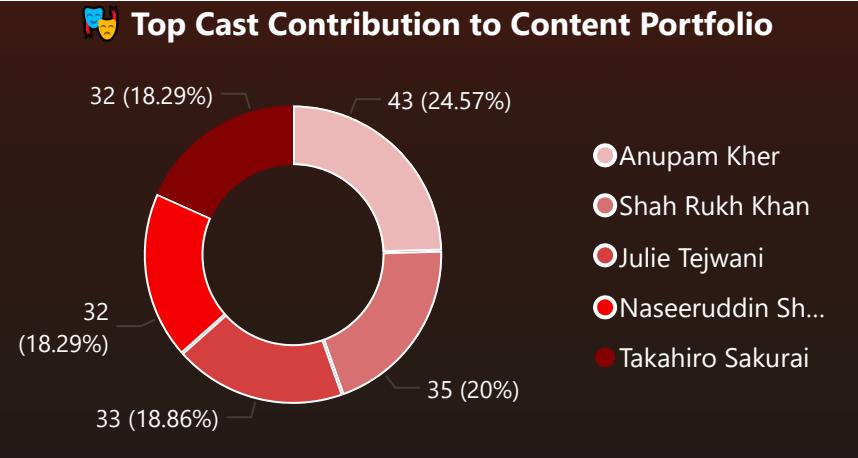
Genre Analysis

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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