

## **Executive Summary – Netflix Content Risk & Growth Analysis**

This Exploratory Data Analysis (EDA) project examines Netflix's content catalog to identify key trends, potential risks, and strategic opportunities using structured data analysis techniques. The dataset was analyzed across multiple dimensions including content type, country, duration, ratings, genres, and time-based growth patterns.

### **Key Findings**

#### **Content Composition**

Movies dominate Netflix's catalog, while TV shows represent a smaller but steadily growing segment.

This indicates a historical preference for short-term content consumption, with recent efforts toward long-term viewer engagement through series.

#### **Content Growth Trend**

A sharp increase in content additions post-2015 reflects Netflix's aggressive global expansion strategy.

The rapid scaling phase introduces operational and content-quality risks if not carefully managed.

#### **Geographical Insights**

The United States leads in content production, followed by India.

India contributes significantly more movies than TV shows, highlighting an opportunity to invest in Indian original series to drive sustained subscriptions.

#### **Audience & Rating Analysis**

Adult-rated content (TV-MA, R-rated) dominates the platform.

Kids and family-friendly content is limited, posing a potential risk of losing family-based subscription segments.

#### **Duration Patterns**

Kids' content tends to have shorter durations, while adult content generally runs longer.

This supports data-driven optimization of content length based on audience preferences.

### **Genre Distribution**

Drama is the most prevalent genre, primarily associated with mature ratings. Over-reliance on a single genre increases content saturation risk and reduces audience diversity.

### **Risk Assessment**

Overconcentration on adult and drama content may alienate family and younger audiences.

Heavy dependency on movies over series limits long-term engagement potential.

Rapid content expansion increases the risk of inconsistent quality and inefficient content investment.

### **Strategic Recommendations**

Increase investment in TV shows and original series, especially in high-growth markets like India.

Expand kids and family-oriented content to retain a broader subscriber base.

Diversify genres to reduce saturation and improve audience reach.

Use duration and rating insights to optimize content strategy for different viewer segments.

### **Business Impact**

This analysis demonstrates how data-driven decision-making can identify growth opportunities while mitigating content and audience-related risks. The insights support strategic planning in content acquisition, regional expansion, and audience targeting—key focus areas for Netflix's long-term sustainability.