

# Creating Interactive Dashboards for Business Analytics

Netflix analysis

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# Hook story

## Meet Sam.

Every night, Sam opens Netflix... and scrolls. 5 minutes... 10 minutes... still can't decide what to watch.

Netflix has so much content, but Sam often ends up rewatching the same show.

Now imagine you're Netflix. How do you understand what Sam really wants? What kind of shows work best? Which countries prefer which genres?

That's where interactive dashboards help.

In this project, I created a dashboard using Netflix data to answer questions just like that — and help Netflix make smarter decisions for users like Sam.

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# Problem Statement

- With the growing volume of Netflix content and user engagement data, how can we extract actionable insights to improve content strategy and customer satisfaction?
- **Importance of Visual Analytics:**
  - Helps identify trends, outliers, and patterns quickly.
  - Makes complex data accessible to stakeholders.
  - Supports data-driven decision-making.
  - Enhances storytelling with interactive, dynamic visuals.





# Dataset Description

## ● Dataset

Kaggle

**Fields** - Tv shows, Movies, Directors, Date  
Genre etc



## ● Methodologies

- Data Cleaning (handling nulls, formatting dates).
- Exploratory Data Analysis in Tableau.
- Creation of interactive dashboards:
- Filters, Maps, Time Trends, Category Analysis
- Insight generation & recommendations.





# TABLEAU DASHBOARD





# Key Visualizations and Insights

## Key Visuals Included:

- Content Type Over Time: Growth in movies vs TV shows.
- Genre Distribution: Most popular genres globally.
- Content by Country: U.S., India, and U.K. as major contributors.
- Top Directors & Actors: Who dominates Netflix?
- Ratings Breakdown: Majority content is TV-MA or TV-14.

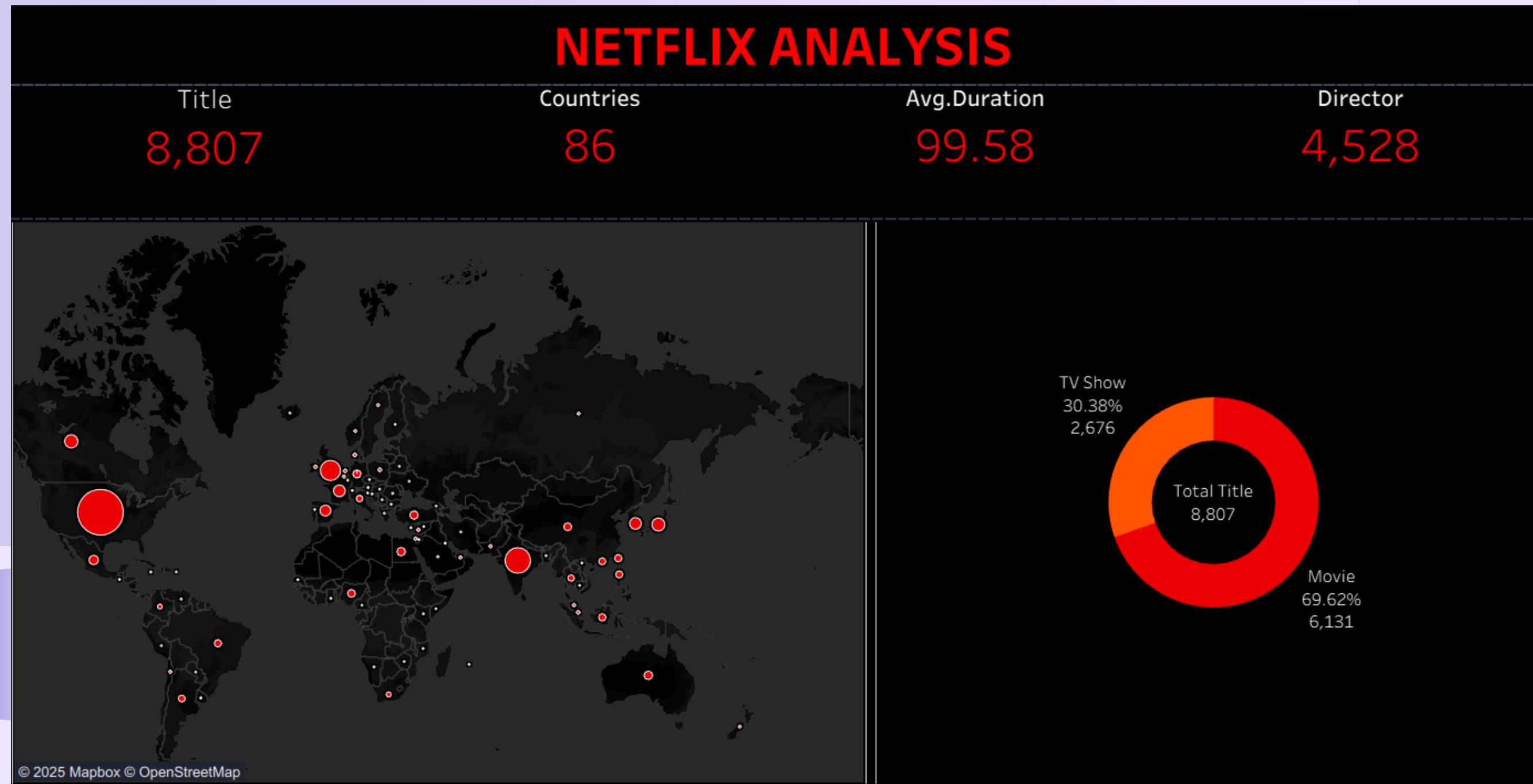
## Insights:

- Rapid increase in TV show releases post-2016.
- Strong presence of international content, especially from India.
- Majority content is under 100 minutes (movies) or 1 season (TV shows).

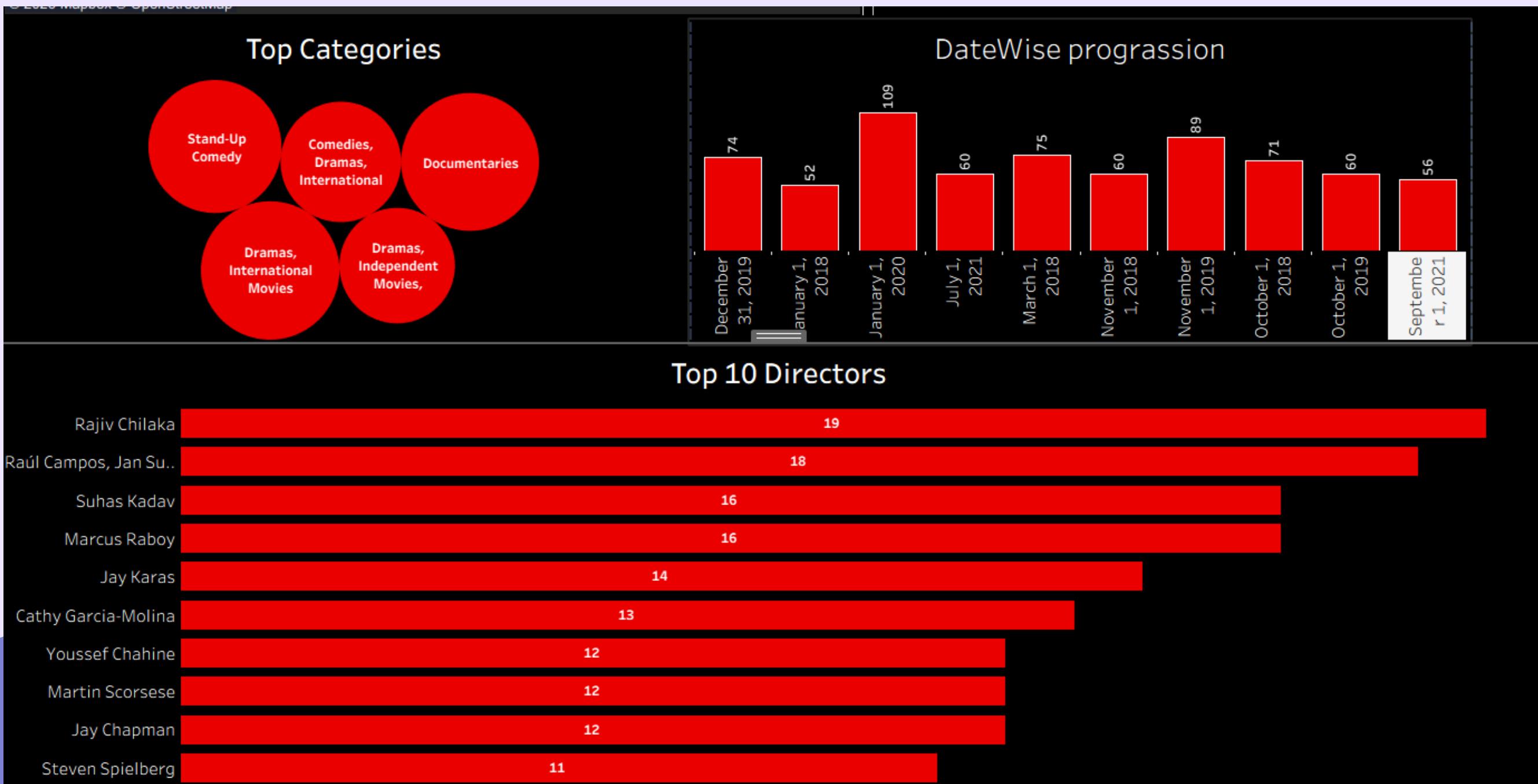




# Dashboard Screenshots



# Dashboard Screenshots





# Business Recommendations & Conclusion

## ✓ **Recommendations:**

- Increase investment in high-performing genres like Drama & Comedy.
- Expand regional content for top-performing countries (e.g., India, U.K.).
- Use viewership data with release trends to optimize launch times.

## 📌 **Conclusion:**

Interactive dashboards provide a comprehensive, real-time view of Netflix's content strategy.

They help align business decisions with user preferences and market trends.





# References

[https://www.kaggle.com/datasets/shivamb/netflix-shows.](https://www.kaggle.com/datasets/shivamb/netflix-shows)

<https://community.tableau.com/s/question/0D54T00000C5zUIS/AJ/tableau-desktop-documentation>



# Any Questions.



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Thank  
You.