



School of Computer Science and Engineering

PROJECT REPORT

(Project Term March-April 2024)

NETFLIX TV Shows and Movies: An Interactive Tableau Dashboard Analysis

Submitted by:

NAME OF STUDENT: ABHISHEK SINGH

REGISTRATION NO.: 12205842

SECTION: K21BG

COURSE CODE: INTB233

**Under the Guidance of
(Mrs. AASHIMA, Professor)**



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DECLARATION

I hereby declare that the project work entitled "NETFLIX TV Shows and Movies: An Interactive Tableau Dashboard Analysis" is an authentic record of my own work carried out as part of my B. Tech degree in Computer Science and Engineering from Lovely Professional University, Phagwara. This project was conducted under the guidance of Mrs. Aashima during the period of March to April 2024. All the information provided in this project report is based on my own intensive work and is genuine.

NAME OF STUDENT: ABHISHEKSINGH

Registration Number: 12205842

(Signature of Student)

Date: 19/04/2024

CERTIFICATE

- This is to certify that the declaration statement made by the student is correct to the best of my knowledge and belief.
- This project has been completed under my guidance and supervision. The present work is the result of the student's original investigation, effort, and study. No part of the work has ever been submitted for any other degree at any university. The project is suitable for submission as partial fulfillment of the requirements for the award of a B. Tech degree in Computer Science and Engineering from Lovely Professional University, Phagwara.

Mrs. Aashima, Professor,
School of Computer Science and Engineering,
Lovely Professional University,
Phagwara, Punjab.

Date: 19/04/2024

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I would like to express my heartfelt gratitude to all those who provided guidance and support, acting as guiding lights throughout this project, and contributing to its successful and satisfactory completion.

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INTRODUCTION

[Netflix](#) , a global entertainment giant, boasts 260.28 million paid memberships across 190 countries, offering a vast array of content, including TV series, documentaries, and feature films. Originating from a DVD rental service in 1997, Netflix's meteoric rise now sees over 8,000 titles captivating a user base of 200 million subscribers as of mid-2020.

Dive into Netflix's data with this visualization project! Explore where Netflix is popular, how its content has changed over time, and what viewers love the most.

From its start in 2007 to now, see how Netflix has become a big part of our entertainment world. Discover trends and insights that show why Netflix is so successful.

OBJECTIVES

The objectives of this analysis are to:

- Examine the users of TV Shows and Movies.
- Analyze the effectiveness of Details of Movies and TV Shows.
- Provide insights into the impact of top 10 Genre.

SOURCE OF DATASET

The dataset used in this analysis was obtained from the Kaggle on Netflix TV Shows and Movies. The dataset contains data on movies and TV Shows added On date, details , and users across the world.

ANALYSIS ON DATASET

The Netflix data lake houses a vast repository of information, with my analysis centring on user behaviours and content trends across different countries.

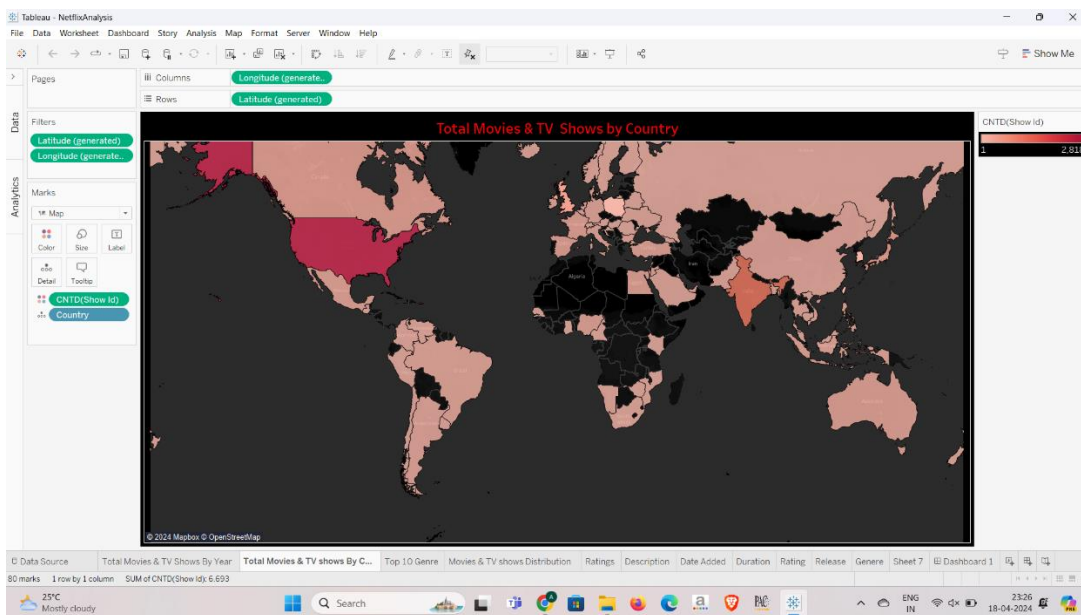
In 2019, Netflix experienced a surge in content additions, led by the United States and India. However, 2020 witnessed a notable decline in new additions. Despite a historical emphasis on movies, Netflix's recent focus on TV shows is apparent.

The United States holds the lion's share of Netflix content, closely followed by India, underscoring the platform's global appeal. India leans towards movies, while South Korea shows a preference for TV shows, and Australia demonstrates a balanced content mix.

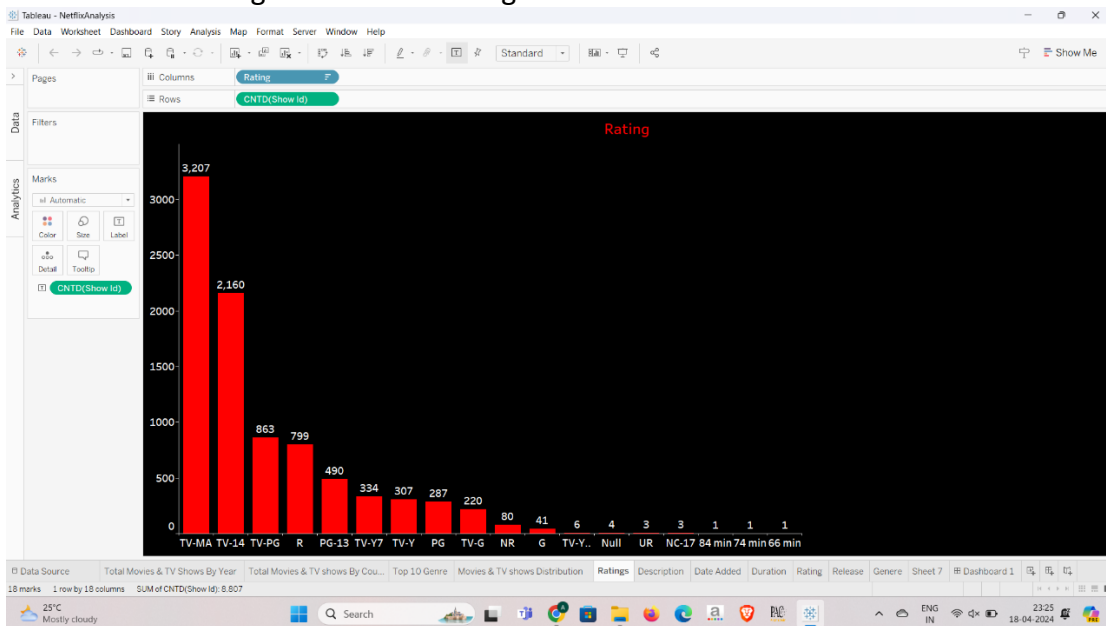
The dashboard offers a detailed summary of content distribution, highlighting regional preferences guiding content strategies for different countries and industries. Netflix's changing approach, as shown in the data, is in line with the platform's dedication to meeting the varied needs of viewers.

General Description The dashboard includes the following visualizations:

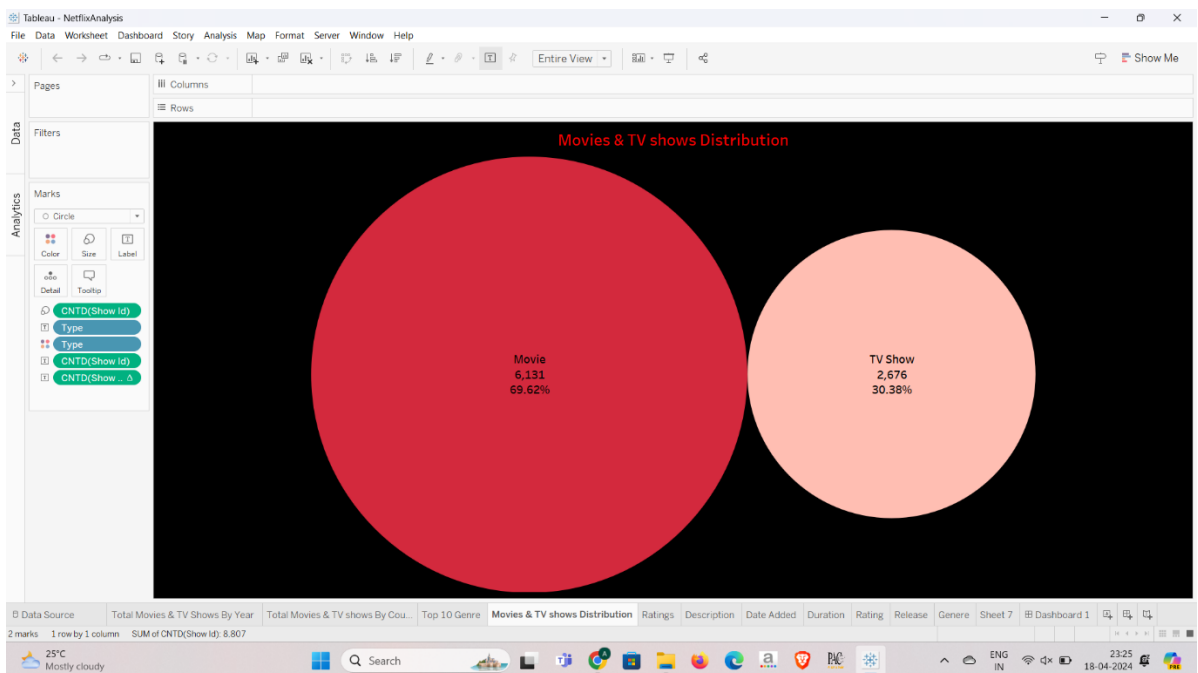
- A world map showing the total number of Movies & TV Shows for each country.



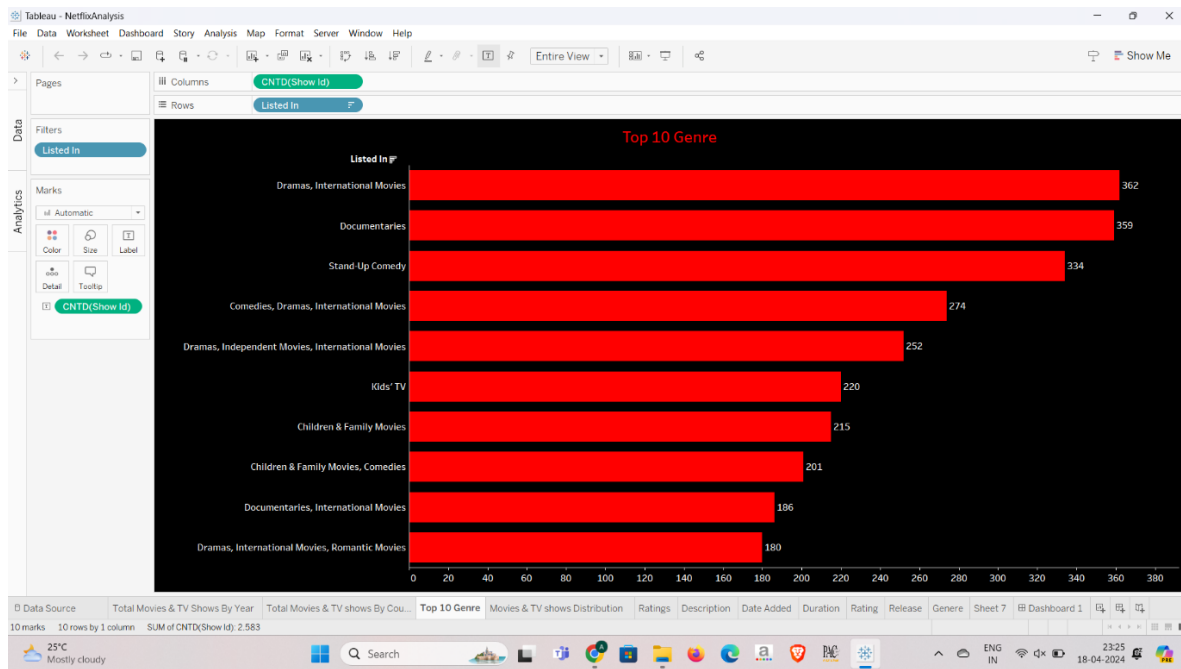
- A bar chart showing the count of rating for each channel.



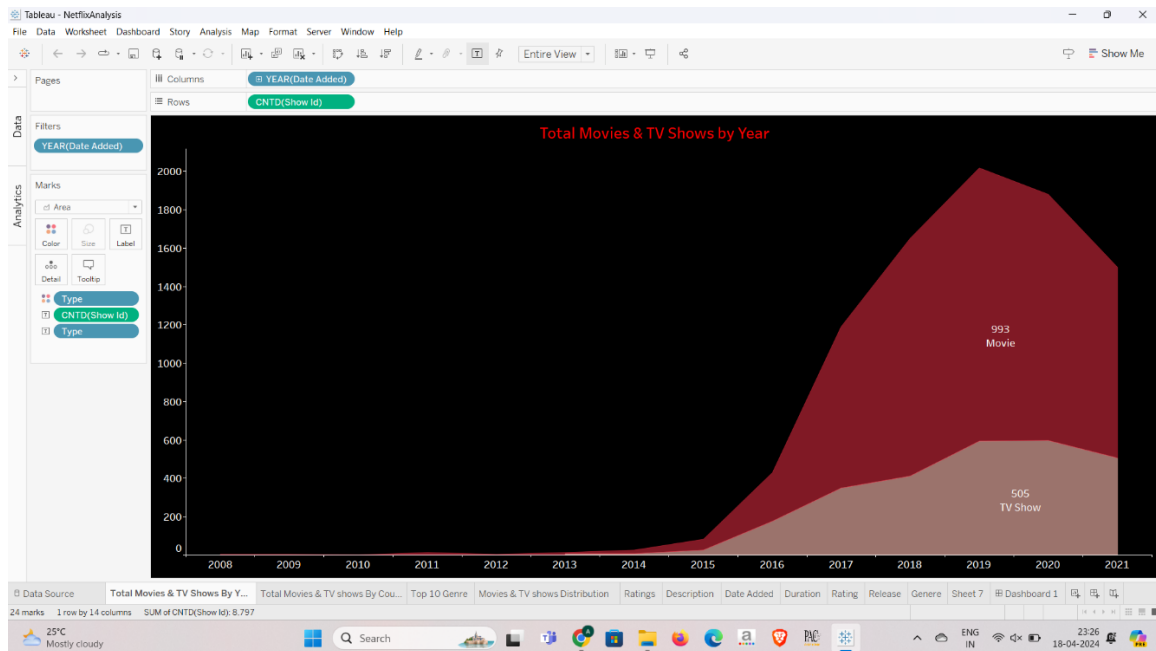
- Pie chart showing the distribution of Movies And TV Shows.



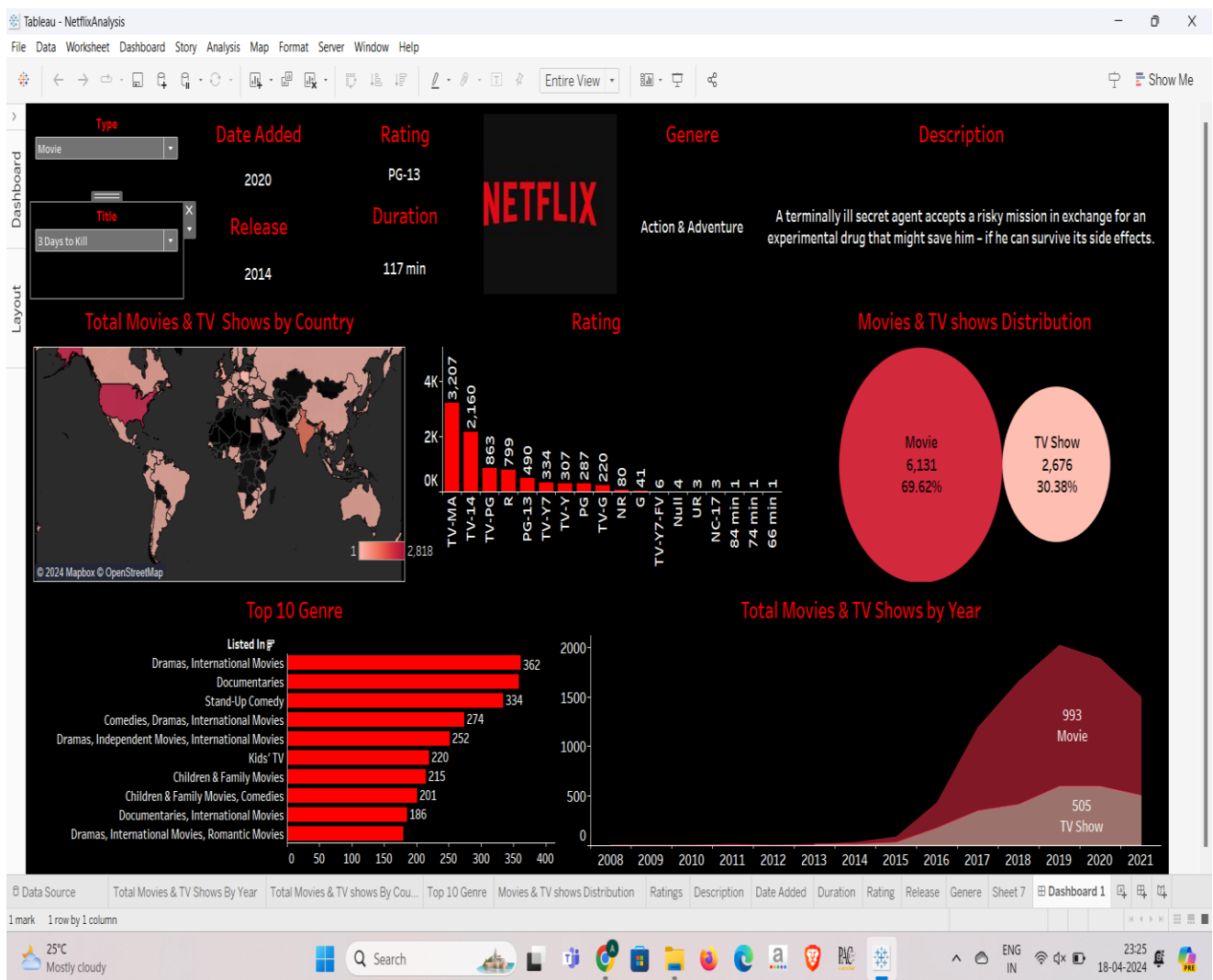
- A bar chart showing top 10 Genre.



- A Line graph showing Total movies & TV Shows added by Year.



DASHBOARD OF NETFLIX



Specific Requirements, functions, and formulas

The dashboard was created using Tableau Desktop. The following functions and formulas were used:

- Map: The map was created using the "Filled Map" mark type and the "Country/Region" field. The color of each country is determined by Total TV Shows and Movies.
- Pie Charts: The pie charts were created using the "Pie" mark type and the "Country/Region" field. The size of each slice represents the number of TV shows And Movies.
- Bar Chart: The bar chart was created using the "Bar" mark type and the "Country/Region" field. The length of each bar represents the top 10 Genre in descending order.
- Line Graph: A Line graph showing the number of TV Shows and Movies . The length of each bar represents the number of TV Shows and Movies added for selected year.

Analysis results

The analysis reveals the following insights:

- The United States, India have the highest number of members for TV Shows & Movies.
- Channel "TV-MA" has the maximum number of ratings.
- In 2019 maximum number of Movies & TV Shows added on Netflix.

Visualization

The interactive Tableau dashboard can be accessed at the following link:

https://public.tableau.com/app/profile/abhishek.singh5011/viz/NetflixAnalysis_17118383428380/Dashboard1

List of Analysis with results:

- Can Access Details of any Movies and TV shows available from Dashboard.
- Top 10 Genre of the Netflix.
- Users Across different region from Map.

References: Netflix Movies and TV Shows obtained from Kaggle.

BIBLIOGRAPHY

Kaggle An interactive web-based dashboard to track data of Netflix in real time.