

# Netflix Content Analysis Documentation

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## **A. Dataset Name :**

Netflix Movies and TV Shows Dataset

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## **B. Problem Statement :**

To create a Power BI report on ‘Netflix Content Analysis’ in order to understand the distribution, growth, and characteristics of movies and TV shows available on Netflix using tabular and graphical visualizations.

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## **C. Data Description :**

The dataset contains information about Netflix content with the following key fields:

- **Show ID** – Unique identifier for each title
- **Title** – Name of the movie or TV show
- **Content Type** – Movie or TV Show
- **Director** – Director of the content
- **Cast** – Main cast members
- **Country** – Country where the content was produced
- **Date Added** – Date when content was added to Netflix
- **Release Year** – Year of original release
- **Rating** – Age rating of the content
- **Duration** – Duration of movies or number of seasons
- **Genre (Listed In)** – Category/genre of the content
- **Description** – Brief summary of the content

The dataset was cleaned to handle blank and inconsistent values before visualization.

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## D. Visualizations Used :

### ◆ KPI Cards -

- Total Titles – Shows total number of Netflix titles.
  - Total Movies – Displays total movies available.
  - Total TV Shows – Displays total TV shows available.
  - Latest Release Year – Highlights the most recent release year in the dataset.
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### ◆ Donut Chart – Movies vs TV Shows Distribution –

#### Purpose :

Used to compare the proportion of movies and TV shows on Netflix.

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### ◆ Line Chart – Content Released Over Year –

#### Purpose :

Shows the trend of Netflix content releases over time, highlighting growth patterns.

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### ◆ Stacked Column Chart – Year-wise Release of Netflix Content –

#### Purpose :

Displays the number of titles released each year to analyze yearly expansion.

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### ◆ Horizontal Bar Chart – Country-wise Distribution of Netflix Titles –

#### Purpose :

Shows the distribution of Netflix content by country based on count of titles.

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### ◆ Horizontal Bar Chart – Top 10 Genres on Netflix –

#### Purpose :

Identifies the most popular genres available on Netflix.

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- ◆ **Slicer – Content Type –**

**Purpose :**

Allows users to filter the entire dashboard by Movie or TV Show for interactive analysis.

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**E. Conclusion :**

The Netflix Content Analysis dashboard provides clear insights into the platform's content distribution, growth trends, and genre popularity. The analysis shows a significant increase in content after 2015, with movies forming the majority of Netflix's library. The dashboard enables interactive exploration through filters and presents data in a visually intuitive and professional manner, making it useful for strategic content analysis and decision-making.

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