

Netflix Content Analysis Documentation

A. Dataset Name :

Netflix Movies and TV Shows Dataset

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.

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.

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.

◆ Line Chart – Content Released Over Year –

Purpose :

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

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

Purpose :

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

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

Purpose :

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

◆ Horizontal Bar Chart – Top 10 Genres on Netflix –

Purpose :

Identifies the most popular genres available on Netflix.

- ◆ **Slicer – Content Type –**

- Purpose :**

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

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.
