Netflix Content Analysis Dashboard Documentation

A. Dataset Name :

Netflix Movies and TV Shows Dataset

B. Problem Statement :

To create an interactive Tableau dashboard that analyzes Netflix content based on distribution across countries, content ratings, popular genres, content type, and content growth trend over time in order to understand Netflix's content strategy.

C. Data Description :

The dataset contains information related to Netflix movies and TV shows, including attributes such as title, type (Movie or TV Show), country, rating, genre (listed_in), and date when the content was added to the Netflix platform.

D. Visualizations Used :

1. Content by Distribution (Pie Chart) -

- Displays the proportional distribution of Netflix content across the top contributing countries.
- Helps identify countries with the highest content contribution.

2. Content by Rating (Bar Chart) -

- Shows the number of titles categorized under different content ratings such as TV-MA, TV-14, PG, etc.
- Useful for understanding audience suitability and maturity classification.

3. Top 10 Genres (Bar Chart) -

- Represents the most popular genres available on Netflix based on content count.
- Highlights Netflix's focus on specific content categories.

4. Movies vs TV Shows (Bar Chart) -

- Compares the number of movies and TV shows available on Netflix.

- Helps analyze the balance between different content types.

5. Content Added Over Years (Line Chart) -

- Shows the trend of content added to Netflix over different years.

- Indicates Netflix's growth and expansion strategy over time.

E. Dashboard Summary :

The Netflix Content Analysis Dashboard provides an overview of content distribution, genre popularity, rating classification, content type comparison, and growth trend. The dashboard visually summarizes key insights into how Netflix structures and expands its content library, making it easier to understand platform-level content patterns.

F. Tools and Techniques Used :

- Tableau Desktop

- Bar charts, pie chart, and line chart

- Aggregation using COUNT function

- Date conversion for time-based analysis

- Sorting and top-N filtering

- Dashboard formatting and layout design

G. Conclusion :

The Netflix Content Analysis Dashboard effectively highlights key insights related to content distribution, popular genres, ratings, content type balance, and growth trends. The analysis helps in understanding Netflix's evolving content strategy and its focus on expanding content across regions and categories. This dashboard can support data-driven decisions related to content planning and market analysis.