NETFLIX

Role: All
Year: All
Type: All
Title: All
Country: All

Release Pattern Over Time

427
229
1   1   4   12   8

Count of title
release_year
1950   2000
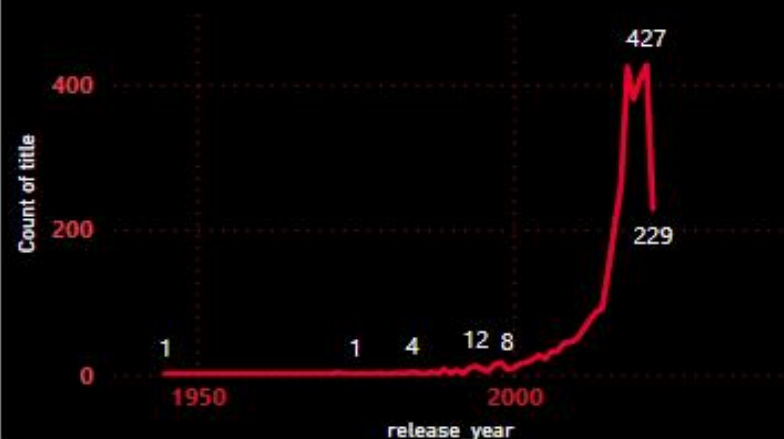
Count of Rating and Count of title

3.23K (50%)   3.23K (50%)

● Count of Rating   ● Count of title
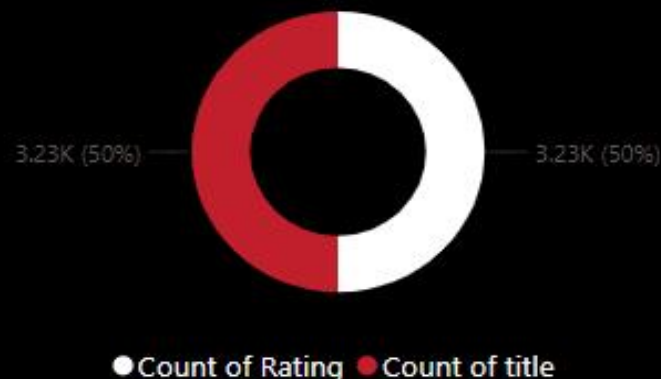
Duration Analysis of Titles

100

106
50
88
13   16
15

Count of title
Duration
0   100   200
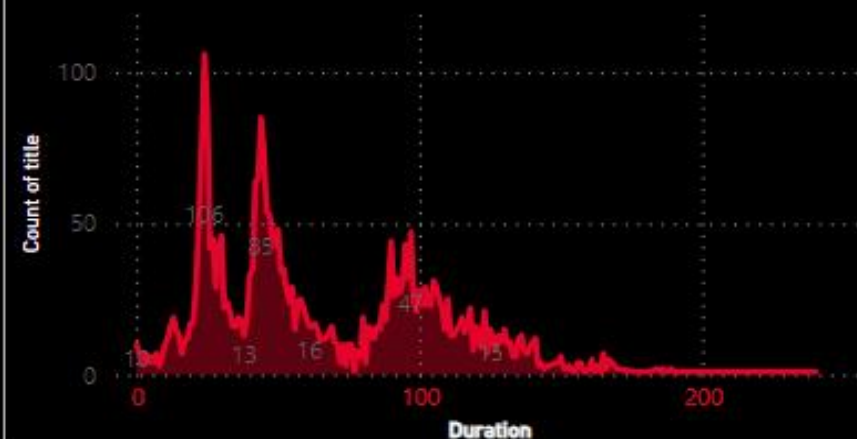
Titles per person by genres

Top 10 Generes

animation
comedy
comedy, drama
comedy, drama, romance
documentation
documentation, crime
drama
drama, comedy

0.0   20,000.0   40,000.0   60,000.0   80,000.0

Max of IMDb Score
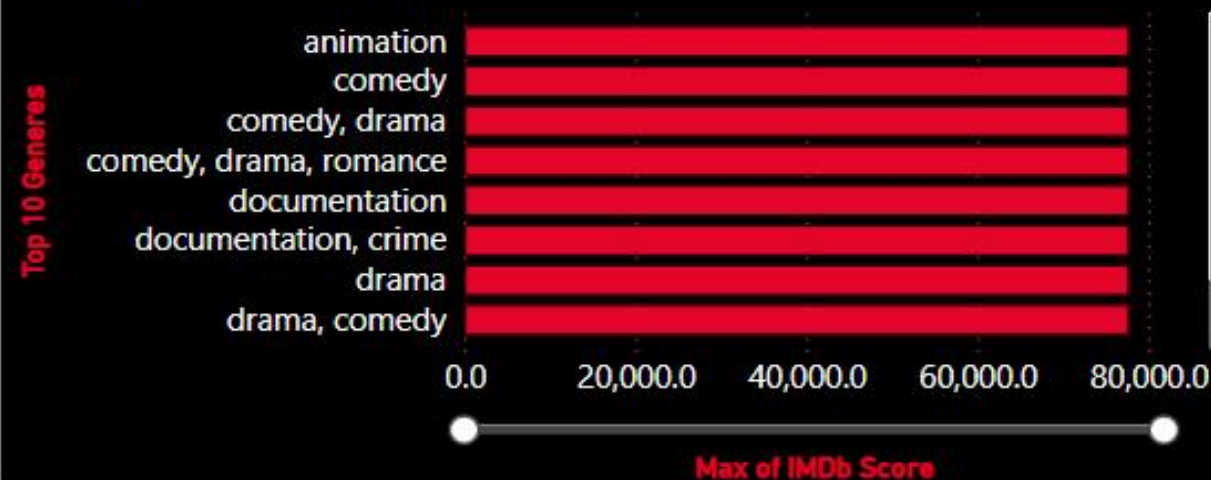
Distribution of Titles by Country

NORTH AMERICA
EUROPE   ASIA
Pacific Ocean   Atlantic Ocean
AFRICA
SOUTH AMERICA   Indian Ocean   AUSTRALIA

Microsoft Bing
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Netflix Data Analysis Project

- The objective of this project is to leverage Power BI to analyze Netflix data, extract meaningful insights, and create interactive visualizations for stakeholders. Aim is to perform data analysis on the data on Netflix primarily on movies and shows. The analysis focuses on various details like release year, genre, rating in tmdb and imdb databases. Analysis also focuses on popularity of the shows and movies amongst Netflix viewers

KPI's

1. Top 10 Genres with the highest IMDb Scores.

2. Number of Titles released annually.

3. The number of Titles and their Average IMDb Scores.

4. Titles by Country.

5. Average Duration (runtime) of Titles.

6. Years for Analysis.

7. Filtering Titles by Country .

8. Filters Titles by Roles .

9. Type of "Show" or "Movie" titles.

10. In search for Specific Titles.

Loading Data into Power BI

Cleaning and transforming data in Power BI is a crucial step to ensure that your analysis is accurate and meaningful.

Below are general steps you might take when cleaning Adidas data in Power BI.

Connect to Data Source

Open Power BI Desktop. Click on "Get Data" and select the data source where your Netfflix data is stored (e.g., Excel, CSV, Database).

Navigator window-Select the option' Transform" to transform data before loading it into Power BI

Load Data: Load the Adidas data into Power BI.

Preview Data: Once loaded, preview the data to understand its structure, and identify any issues.

Data Cleaning Process

Remember that specific steps may vary based on your data and analysis goals. Adjust these steps according to the unique characteristics of the Netflix data you are working with.

Once you select Transform Option will Redirect to Power Query Editor.

Now understand the data and select the steps accordingly.

1. Handle Missing Values: Identify and handle any missing values in the dataset.

2. Remove Duplicates: Check for and remove any duplicate rows to avoid redundancy

3. Data Types: Verify that each column has the correct data type formatted correctly.

4. With the column selected, go to the "Transform" tab

5. Click on "Replace Values" from the "Text Column" group for replacing values in both Genres column , Rating Column and Production Country Column

Data Cleaning Process

6. Click on "Replace Values" from the "Text Column" group for replacing values in

      Genres column

      Rating Column and

      Production Country Column

7. In the "Replace Values" dialog box, you'll have two fields: "Value to Find" and "Replace with.

8. In the "Value to Find" field, enter '[]' & (' ') (the square bracket & single quote character).

9.   In the "Replace with" field, enter the character N/A or text you want to replace the square

      bracket with.

10. Rename column age certification as Rating.

11. Rename columns to make them more understandable and user-friendly.

DAX Formula Used

1. **Top 10 Genres** = `TOPN(10,VALUES(titles[genres]),CALCULATE(COUNTROWS(titles)))`

2. **Avg IMDb Score by Country** = `AVERAGE(titles[imdb_score])`

3. **Titles Per Person=** `COUNTA(credits[name])`

Data Visualization

Slicer Visual : Click on the "Slicer" icon in the Visualizations pane to add a slicer visual to your report.

 In the "Fields" pane, drag and drop
1. Role
2. Year
3. Type
4. Title
5. Country

Data Visualization

Donut Chart : Click on the "Donut Chart" icon in the Visualizations pane to add a Donut chart visual to your report.

In the "values" pane, drag and drop
1. Count of Titles and Count of Rating

Data Visualization

Stacked Area Chart: Click on the "Stacked Area Chart" icon in the Visualizations pane to add a X-Axis and Y-Axisi in visual to your report.

 In the " X=Axis ''pane, drag and drop

1. Duration

 In the " Y=Axis" pane, drag and drop

1. Count of title

Data Visualization

Line Chart: Click on the "Line Chart" icon in the Visualizations pane to add a
 X-Axis and Y-Axis in visual to your report.

 In the " X=Axis" pane, drag and drop
1. Release of Year

 In the " Y=Axis" pane, drag and drop
1. Count of title

Data Visualization

Stacked Bar Chart: Click on the "Stacked Bar Chart" icon in the Visualizations pane to add a X-Axis and Y-Axisi in visual to your report.

 In the " X=Axis" pane, drag and drop
1. Max of IMDB Score

 In the " Y=Axis" pane, drag and drop
1. Top 10 Genres

Data Visualization

Map : Click on the "Map" icon in the Visualizations pane to add a map visual to your report.

 In the "Location" pane, drag and drop

1. Production Country