### Netflix Content Analysis – SQL + Power BI Dashboard

## Project Overview

This project analyzes the Netflix dataset to uncover trends, patterns, and insights about its content library.

It uses \*\*PostgreSQL\*\* for data analysis and \*\*Power BI\*\* for creating an interactive dashboard.

The dataset was sourced from Kaggle and loaded into PostgreSQL for SQL querying, and then visualized in Power BI.

---

##Dataset Information

# The dataset was downloaded from Kaggle using the Kaggle API:

[Netflix Movies and TV Shows Dataset](<https://www.kaggle.com/shivamb/netflix-shows>)

The dataset contains the following columns:

- \*\*show\_id\*\* – Unique ID of the content

- \*\*type\*\* – Movie or TV Show

- \*\*title\*\* – Name of the content

- \*\*director\*\* – Director(s) of the content

- \*\*casts\*\* – Cast members

- \*\*country\*\* – Country of origin

- \*\*date\_added\*\* – Date content was added to Netflix

- \*\*release\_year\*\* – Year of release

- \*\*rating\*\* – Content rating (e.g., PG, R, TV-MA)

- \*\*duration\*\* – Duration in minutes or seasons

- \*\*listed\_in\*\* – Genre(s)

- \*\*description\*\* – Short description of the content

---

## Tools & Technologies Used

- \*\*SQL\*\* (PostgreSQL) – Data cleaning, transformation, and analysis

- \*\*Power BI\*\* – Interactive visualizations and dashboard

- \*\*Kaggle API\*\* – Dataset download

- \*\*DAX\*\* – Custom calculations in Power BI

---

## SQL Analysis – Key Business Questions Answered

The SQL script (`netflix.sql`) answers 15 business questions, including:

1. Number of Movies vs TV Shows

2. Most common rating for Movies and TV Shows

3. Movies released in a specific year (e.g., 2020)

4. Top 5 countries with the most content

5. Longest movie

6. Content added in the last 5 years

7. All content by director \*Rajiv Chilaka\*

8. TV Shows with more than 5 seasons

9. Content count per genre

10. Average annual content releases by India (Top 5 years)

11. All documentaries

12. Content without a director

13. Movies featuring \*Salman Khan\* in the last 10 years

14. Top 10 actors in Indian movies

15. Categorizing content as "Good" or "Bad" based on keywords in the description

---

## Dashboard Preview

![Netflix Dashboard Screenshot](ADD\_YOUR\_IMAGE\_LINK\_HERE)

## Power BI Dashboard Features

The Power BI dashboard visualizes key insights from the SQL queries:

- \*\*Movies vs TV Shows Distribution\*\*

- \*\*Top Countries by Content\*\*

- \*\*Genre Breakdown\*\*

- \*\*Content Trends Over Time\*\*

- \*\*Most Common Ratings\*\*

- \*\*Actor & Director Analysis\*\*

---

## 🚀 How to Use

1. \*\*Run SQL Queries\*\*

- Import the dataset into PostgreSQL.

- Execute `netflix.sql` to run the analysis.

2. \*\*Open Power BI Dashboard\*\*

- Open `netflix dashboard.pbix` in Power BI Desktop.

- Connect it to your PostgreSQL database or use the preloaded dataset.

---

## 💡 Key Insights

- Movies make up a larger share of Netflix content compared to TV shows.

- The USA, India, and the UK are the top content producers.

- Certain genres dominate Netflix's library, with Documentaries and Stand-Up Comedy showing unique patterns.

- A significant portion of content has no listed director.

- Keyword-based classification shows a mix of "Good" and "Bad" content.

---

##Contact

\*\*Author:\*\* DEV DAYALWANI

\*\*GitHub:\*\* [Your GitHub Profile Link]

\*\*Email:\*\* devdayalwani3@gmail.com