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A Report On: - Netflix

Submitted By: - Dhrumil Tarde (student id-0926130)

Submitted To: - Professor Victoria Shtern

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**Introduction**

This report contains resources for a comprehensive Netflix data analysis dashboard built using power bi. Exploring the fascinating world of streaming entertainment through a range of data using visualisations and insights. Gaining a deeper understanding of Netflix content, user preferences and global trends.

**Projects**

**Netflix**

Netflix is well-known movies and tv shows streaming platform. It’s based on Los Gatos, California. And very popular among young individuals for streaming movies and web-series. It has approximately 269.6 million subscribers.

**Overview**

This Netflix Dashboard is user friendly, and it is an interactive interface designed to enhance the streaming by giving easy access to a variety of functions and features to it’s users on the basis of home screen, Search functionality, My list, Playback controls as well as profiles.

**Key – Features**

1. Genre by Total Titles: Diving into the diverse world of genres and see how they stack up in terms of total titles.
2. Ratings by Total Titles: Exploring how user ratings correlate with the number of titles in various rating categories.
3. TV Shows and Movies Distribution: Getting a visual breakdown of Netflix’s extensive library by distinguishing between TV shows and movies.
4. Total Movies and TV shows release by year: Discovering how the content landscape has evolved over the years with a chart showcasing release year trends.
5. Top 10 Countries by TV shows and Movies: Uncovering the top countries contributing to Netflix’s content library using and interactive chart.
6. Genre by Type: The majority of the content is movies, comprising 80% (268) of the total, while TV shows make up 20% (67).
7. Genre by Country: The United States leads in the number of genres with a significant margin, followed by the United Kingdom and India. Several other countries like Canada, Spain, and France also contribute notably but in lesser quantities.
8. Director by Country: The United States and India dominate in terms of the number of directors, with 1846 and 875 directors, respectively. Other countries with a notable number of directors include the United Kingdom (183), Canada (107), and Spain (91).
9. Rating by Type: Movies have a higher representation in ratings, making up 70% (14), while TV shows account for 30% (6).

**Data Cleaning**

Data cleaning is an important step for any project, well in this project we have cleaned data using filtering method through power bi query editor as shown in an image.

The Applied Steps view shows us the different steps we have applied to our queries (For instance, changing the datatypes, sorted rows, filtering the data, renamed columns).

1. Renaming the column name: - It is important step to rename the column for clarity and readability.

Here we have renamed the column to show data in an appropriate way.

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1. Filtering the Dataset: - It is one of the important steps in data cleaning for focus and relevance, enhancing user experience and performance optimization.

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1. Changing the datatypes: - Changing the datatypes can help to avoid errors and gives correct interpretation as well as improving functionality.

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1. Removing the column: - Well removing the column Is an important part of the data cleaning to simplify data model and it is easier to navigate.

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1. Arranging the Data into Ascending Order: - It improves data analysis and makes data easy to interpret to the users. It also gives data accuracy and integrity to its user.

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**Data Visualization**

Once the Data has been cleaned, the final step is to create visuals for to satisfy the requirements.

As you can see, THE NETFLIX MOVIES AND TV SHOWS overview shows us many important factors such as, the total number of titles, the genre, the country that produced the most content, total ratings, Show ID by release year and type.

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Key Takeaways from the dashboard: -

1. Content Strategy: - Well, Netflix’s content strategy heavily lean towards movies as compared to Tv shows.
2. Mature Content Strategy: - A significant portion of the library is rated by TV-MA, indicating a focus on mature audiences.
3. Genre Diversity: - There is a wide variety of genres, with dramas and stand-up comedy being particularly prevalent.
4. Growth: -The sharp increase in the number of titles around 2020 highlights Netflix’s aggressive content acquisition and production strategy during this period.
5. Global Reach: - While the United States leads in content contribution, there is notable diversity with significant contributions from India and other countries, reflecting Netflix’s global content strategy.
6. These takeaways provide a clear picture of the dominance of movies in the dataset, the leading role of the United States in content production and direction, and the distribution of ratings favoring movies over TV shows.

**Conclusion**

Netflix’s dashboard illustrates a broad content library predominantly consisting of TV shows and movies aimed at mature audiences. The emphasis on dramas, especially international ones, along with a healthy mix of comedy, documentary, and family-friendly content, highlights Netflix's strategy to cater to varied tastes. The substantial contribution from multiple countries underscores its global content acquisition and production strategy. The recent surge in content production aligns with Netflix's efforts to expand its offerings and maintain its competitive edge in the streaming industry.

**References**

1. <https://shorturl.at/imbeu>