**Dashboard Documentation – Netflix Analytics**

**1. Data Model Notes**

**Dataset Used:** Netflix Movies and TV Shows dataset (titles, genres, ratings, release year, country, etc.).

1. **show\_id** – Unique identifier for each title (movie or TV show).
2. **type** – Indicates if the title is a “Movie” or a “TV Show.”
3. **title** – Name of the movie / TV show.
4. **director** – Name(s) of the director(s) of the title (may be missing / blank if unknown).
5. **cast** – List of main actors / cast members appearing in the show.
6. **country** – Country or countries where the title was produced (one or more).
7. **date\_added** – The date the title was added to Netflix’s library (format: e.g. “September 9, 2019”).
8. **release\_year** – The year in which the title was originally released.
9. **rating** – Content rating / age suitability classification (e.g. “TV-MA”, “PG-13”, “TV-14”, “NR”).
10. **duration** – If movie → runtime in minutes (e.g. “90 min”); if TV show → number of seasons (e.g. “4 Seasons”).
11. **listed\_in** – Genre(s) or categories that the title is listed under (e.g. “Dramas, International Movies, Thrillers”).
12. **description** – A short summary / synopsis of the title’s content.

**Relationships:**

* 1. Show\_ID (unique identifier) → primary key.
  2. Type (Movie/TV Show) → linked with Duration, Genre, Rating.
  3. Country → used for geographical distribution.
  4. Release Year and Date Added → time-based fields for trend analysis.
  5. Genre → multi-label categorical dimension, used for Top Genre counts.

**Calculated Columns / Measures:**

* 1. **Movies vs. TV Shows %** = (COUNT(Movie)/COUNT(All Titles)) \* 100.
  2. **Top 10 Genres** = Top N by frequency of appearance.
  3. **Total Content by Year** = Distinct count of shows grouped by Release Year.
  4. **Rating Distribution** = Distinct count of Show\_ID by Rating category.
  5. **Country Distribution** = Distinct count of Show\_ID by Country.

**2. Measure Descriptions**

* **Movies & TV Shows Distribution** → Percentage split between Movies and TV Shows (68.42% vs. 31.58%).
* **Total Movies & TV Shows by Country** → Choropleth map showing number of titles available by country.
* **Show Ratings** → Bar chart counting titles by parental rating (e.g., TV-MA, TV-14, PG).
* **Top 10 Genre** → Bar chart of most frequent content genres.
* **Total Movies & TV Shows by Year** → Line/area chart showing growth trend from 2008–2020.
* **Duration, Release Year, Rating, Genre, Description** → Metadata fields displayed at the top for selected title.

**3. Version Control**

* **Initial Version (v1.0):** Dashboard created to explore Netflix library distribution by content type, genre, country, and time trends.
* **Planned Enhancements:**
  1. Add filters for **Country**, **Rating**, and **Year**.
  2. Introduce KPIs for “% International Content” or “% Kids/Family Content”.
  3. Highlight new vs. old content (Date Added vs. Release Year comparison).
* **Change Log Example:**
  1. *2025-01-05 – v1.1 – Added Ratings Distribution chart.*
  2. *2025-01-15 – v1.2 – Integrated Top 10 Genre analysis.*

**4. User Guide**

1. **Top Section:** Metadata cards (Duration, Type, Rating, Genre, Description, Release Year, Date Added). These display title-level information when filtered.
2. **Left Map (Total Movies & TV Shows by Country):** Darker red = more titles; used to see geographical spread.
3. **Center-Left (Show Ratings):** Bar chart of how content is distributed across ratings (TV-MA dominates with 2000+ titles).
4. **Center-Right (Movies vs TV Shows Distribution):** Bubble chart showing Movies (68.4%) vs TV Shows (31.6%).
5. **Bottom-Left (Top 10 Genre):** Horizontal bar chart of most common genres, led by Documentaries and Stand-Up Comedy.
6. **Bottom-Right (Total Movies & TV Shows by Year):** Trend analysis — rapid content growth post-2015, especially Movies.
7. Use slicers (if enabled) to filter by Year, Country, or Rating.
8. Hover over map/bars for exact title counts.
9. Compare **Release Year vs. Date Added** to detect licensing vs. production trends