**Project Title: Data Visualization Using Tableau – *Netflix Content Analysis***

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**Project Tool: Tableau**

**1. Introduction**

This report provides a detailed summary of the internship project undertaken as part of the Data Visualization module using Tableau. The primary objective of the project was to explore, clean, analyze, and visualize data from the Netflix content library and deliver a comprehensive interactive dashboard. Through this project, I gained hands-on experience in real-world data storytelling, visualization design, and dashboard creation.

**2. Background**

Netflix is a leading global streaming service offering a vast catalog of movies and TV shows. The dataset used for this project includes metadata for content available on the platform such as title, genre, country, release year, rating, duration, and date added.

Understanding the composition and distribution of Netflix's content can help media analysts, entertainment strategists, and stakeholders gain valuable insights into regional preferences, content types, and platform growth.

**3. Learning Objectives**

* Understand the basics and advanced functionalities of Tableau.
* Gain experience in cleaning and preparing datasets for visualization.
* Develop skills in dashboard design and interactive data storytelling.
* Learn how to extract meaningful insights and trends from complex datasets.

**4. Dataset Details**

* **File Name**: netflix.txt
* **Type**: Structured text file with metadata on Netflix titles
* **Fields Included**:
  + Title
  + Type (Movie/TV Show)
  + Director
  + Cast
  + Country
  + Date Added
  + Release Year
  + Rating
  + Duration
  + Genre
  + Description

**5. Tasks and Activities Completed**

During the internship, the following tasks were performed and visualized in Tableau:

**🗺️ 1. Total Movies and TV Shows by Country (Map)**

* A filled map was created to show the global distribution of Netflix content by country.
* Color density indicates the number of titles available per country.

**📊 2. Top 10 Genres (Horizontal Bar Chart)**

* A bar chart displays the most common genres based on the count of titles.
* The genre field was cleaned and split for accurate categorization.

**📊 3. Ratings Distribution (Vertical Bar Chart)**

* A vertical bar chart shows the distribution of content by audience rating (e.g., PG, TV-MA).
* This helps understand the age classification emphasis in Netflix’s library.

**🔵 4. Movies and TV Shows Distribution (Scatter Plot)**

* Scatter plot compares various features of movies and TV shows (e.g., duration vs. release year).
* Helps identify outliers and patterns in the dataset.

**📈 5. Total Movies and TV Shows Over Time (Line Chart)**

* A line chart visualizes the growth or decline in content additions over the years.
* Provides a time series analysis of Netflix’s catalog expansion.

**6. Summary Panels**

Six KPI cards were added to enhance dashboard usability and quick access to vital information:

* **Rating**
* **Duration**
* **Release Year**
* **Date Added**
* **Genre**
* **Description**

These cards allow users to select and filter relevant information dynamically.

**7. Skills and Competencies Gained**

Through this project, I enhanced the following skill sets:

* 📌 **Data Preparation**: Cleaning null values, filtering, and transforming textual data.
* 📌 **Data Visualization**: Creating dynamic charts, maps, and dashboards in Tableau.
* 📌 **Storytelling**: Presenting data insights in a structured and visually engaging way.
* 📌 **Analytical Thinking**: Identifying trends, outliers, and key metrics in a real-world dataset.

**8. Tools & Technologies Used**

* **Tableau Public / Desktop** – Main visualization tool
* **Text Editor** – For data formatting
* **GitHub** – Version control and project hosting

**9. Challenges Faced & Solutions**

| **Challenge** | **Solution** |
| --- | --- |
| Inconsistent values in the 'Genre' field | Used Tableau's split and grouping features |
| Missing data in fields like Director or Cast | Filtered and excluded null values |
| Handling multi-country titles | Used calculated fields to count each country instance |

**10. Outcome and Impact**

The final dashboard offers a complete overview of Netflix’s content, helping users understand global availability, genre diversity, and yearly trends. This project can assist content strategists, marketers, and data analysts in making data-driven decisions about Netflix offerings.

* Demonstrated ability to create real-world dashboards
* Gained practical knowledge of data storytelling
* Improved analytical and visualization skills
* Successfully hosted the project on GitHub

**11. Conclusion**

This internship project has been a valuable experience in data visualization and analytics. It helped bridge the gap between theoretical knowledge and practical application. I am confident that the skills acquired during this internship will help me in future data-related roles and academic endeavors.

**12. Project Repository**

* **GitHub Repository**: [Tableau Netflix Dashboard](https://github.com/KoritalaBhargavi/TableauProject1)
* **Files Included**:
  + netflix\_dataset.twbx – Tableau Workbook
  + netflix.txt – Dataset
  + Screenshot.png –

