CAPSTONE PROJECT DAPT0224

04-11-2024

In this project, I undertake a comprehensive analysis of Netflix's content library using a dataset extracted from Kaggle. The dataset provides detailed information on movies and TV shows available on Netflix, including titles, genres, release dates, durations, countries of production, ratings, directors, cast members, and descriptions.

Methodology:

Data Preparation:
Excel: Imported the dataset into Excel for initial data cleaning and preprocessing. This involved handling missing values, standardizing date formats, and normalizing categorical fields like genres and countries.

Data Analysis:
Excel Pivot Tables: Used pivot tables to aggregate and analyze data, such as counting the number of titles per genre or country.
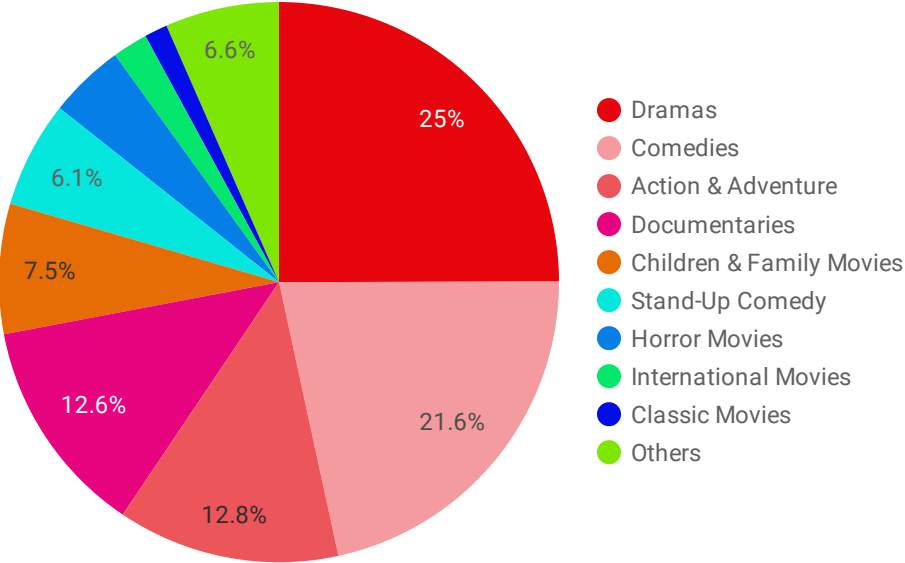Calculated Fields: Employed Excel functions to create new fields, like extracting the year from release dates.

Data Visualization:
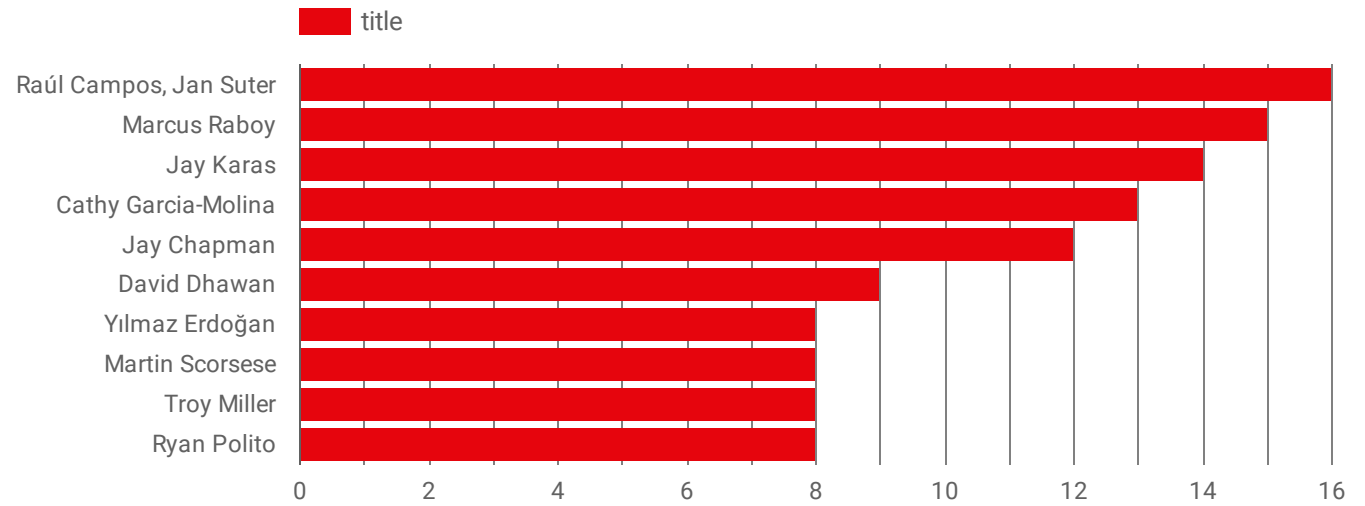Google Looker Studio: Created interactive dashboards to visualize key findings. Charts and graphs were designed to effectively communicate insights, including bar charts for top genres and line graphs for content trends over time.

Interactivity:
Filters and Controls: Added slicers and filters in Google Looker Studio to allow users to interact with the data, such as filtering by content type (movies or TV shows).

Pie chart (Genre):
- 25% Dramas
- 21.6% Comedies
- 12.8% Action & Adventure
- 12.6% Documentaries
- 7.5% Children & Family Movies
- 6.1% Stand-Up Comedy
- 6.6% Others

Legend:
- Dramas
- Comedies
- Action & Adventure
- Documentaries
- Children & Family Movies
- Stand-Up Comedy
- Horror Movies
- International Movies
- Classic Movies
- Others

Bar chart (title):
- Raúl Campos, Jan Suter — 16
- Marcus Raboy — 15
- Jay Karas — 14
- Cathy Garcia-Molina — 13
- Jay Chapman — 12
- David Dhawan — 9
- Yılmaz Erdoğan — 8
- Martin Scorsese — 8
- Troy Miller — 8
- Ryan Polito — 8

Genre ▾

type ▾

Map (Google, Map data ©2024)

Bar chart (title):
- United Stat… — ~2K
- India — ~875
- United King… — ~225
- Canada — ~120
- Spain — ~110
- Egypt — ~90
- Nigeria — ~80
- Japan — ~80
- France — ~75
- Turkey — ~65

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