

# Netflix Dashboard | Overview

## Netflix Dashboard Overview

Dashboard Type: Interactive and visual analytics dashboard

Purpose: To analyze and present insights into the Netflix content library, focusing on content type, country distribution, genres, ratings, and temporal trends.

## Key Insights

### 1. Content Distribution

- Total Titles: 6,234 (4,265 Movies and 1,969 TV Shows)
- Movies represent 68.42% of the content, while TV Shows make up 31.58%

### 2. Geographic Distribution

- The United States has the highest number of titles (~2,032), followed by India, the UK, and Canada.
- World map visualizes country-wise availability and volume of titles

### 3. Ratings Distribution

- Dominant ratings include: TV-MA (2,027), TV-14 (1,698), and TV-PG (701)
- Lesser used ratings: NC-17, UR, and Null

### 4. Top 10 Genres

- Most common genre: Documentaries (299), followed by Stand-Up Comedy (273) and Dramas, International Movies (248)
- Strong presence of international and children/family content

## 5. Temporal Trends

- A noticeable spike in content additions between 2016 to 2019
- Content peaked around 2019, with both Movies and TV Shows contributing significantly

## 6. Content Type Trend by Year

- Area chart shows rapid growth in movie content post-2015
- TV Shows show a steady upward trend but remain fewer in number than movies

## Strategic Observations

- Netflix's library is dominated by Movies, especially in the U.S.
- Increasing global footprint evident through diverse genres and geographic distribution
- High content addition in the late 2010s reflects aggressive content expansion strategy

This dashboard aids in understanding content diversity, user rating trends, and country-specific content availability, supporting marketing, licensing, and expansion decisions.