# Netflix Content Analysis

This project presents a comprehensive Power BI dashboard designed to analyse the global content library of Netflix. The dashboard provides deep insights into content availability, genre distribution, ratings, and regional access across multiple dimensions.

**🛠 Tools and Technologies Used:**

* **Microsoft Excel**: Used for initial data cleaning and transformation to prepare structured datasets.
* **SQL Views**: Created SQL views to streamline data extraction and organization.
* **Power BI**: Connected to the SQL database to design dynamic, interactive visualizations.

**🔍 Key Features and Insights:**

**1. Shows Added Over Time**

* A time series visualization illustrates how the volume of Netflix content (Movies vs. TV Shows) has grown from 2013 to 2021.
* It highlights the exponential increase in content additions between 2016 and 2019.

**2. Shows by Rating**

* A bar chart classifies shows by their rating (e.g., TV-MA, TV-14, PG-13).
* Helps identify the predominant audience group Netflix caters to, with **TV-MA and TV-14** dominating.

**3. Top 10 Genres**

* A horizontal bar graph displays the most common genres on Netflix.
* **International Movies**, **Dramas**, and **Comedies** lead the list, indicating a global and emotional appeal.

**4. Countries Available**

* A global map visualizes the presence of Netflix content across countries.
* Larger red dots signify higher content availability, reflecting Netflix’s stronghold in North America and Europe.

**🔎 Interactive Content Exploration (Second Page):**

This detailed view allows users to select a specific **Movie or TV Show** from a dropdown menu to see:

* **Release Year**
* **Rating**
* **Short Description**
* **Listed Genres**
* **Director and Cast**
* **Availability by Country** (Visualized on a map)

For example, selecting *Apollo 18* reveals metadata like release year (2011), rating (PG-13), and its classification under Horror, Sci-Fi & Fantasy, and Thriller.

**✅ Outcome:**

This dashboard project demonstrates skills in:

* **Data cleaning** and **transformation** using Excel
* Writing efficient **SQL views** for scalable backend logic
* Creating interactive and insightful **data visualizations** using Power BI
* Building a user-friendly report interface to explore streaming content data