**Netflix Data Visualization Using Amazon QuickSight**

**Introduction**

Data visualization plays a crucial role in understanding large datasets and uncovering insights. In this project, I used **Amazon QuickSight**, a cloud-based **business intelligence (BI) service**, to analyze Netflix data, focusing on trends in movie and TV show releases, genre distributions, and content additions over time.

**Tools & Technologies Used**

* **Amazon QuickSight** – For data visualization and dashboard creation.
* **AWS S3** – To store and import dataset files.
* **Manifest.json** – To structure and define the dataset format.
* **CSV Dataset** – Contains Netflix titles, genres, release years, and other metadata.

**Project Implementation**

1. **Data Preparation**
   * Uploaded the dataset (**netflix\_titles.csv**) into an **Amazon S3** bucket.
   * Created and modified a **manifest.json** file to define the dataset schema.
2. **QuickSight Account Setup**
   * Created an Amazon QuickSight account (Free Trial).
   * Connected **S3 as a data source** and imported the dataset.
3. **Data Visualization & Analysis**
   * **Created visualizations** by selecting relevant columns and applying filters.
   * Developed insights using different types of **charts and graphs**:
     + **Movies vs. TV Shows by Release Year** – Showed the distribution of content over time.
     + **Genre Analysis** – Displayed popular genres like Thrillers, TV Comedies, and Action.
     + **Content Added Over Time** – Analyzed trends of newly added titles per year.
   * Applied **filters** to refine data views, such as content released after 2015.
4. **Dashboard Creation & Export**
   * Compiled all visualizations into a structured **QuickSight dashboard**.
   * **Exported the final dashboard as a PDF report** for easy sharing.

**Key Takeaways & Learning**

* Gained hands-on experience with **Amazon QuickSight** and AWS **S3 integration**.
* Improved skills in **data visualization and interactive dashboard creation**.
* Learned how to effectively **structure, filter, and present** data-driven insights.

**Conclusion**

This project demonstrates the power of **Amazon QuickSight** in turning raw data into meaningful insights. By leveraging AWS services, I successfully created an interactive dashboard for Netflix data analysis, making it easier to identify content trends and patterns. This experience enhances my expertise in **cloud-based data analytics and visualization**.