

Problem Statement: Netflix Analytics Insights Using Power BI

Netflix is a global streaming service offering TV shows, movies, documentaries, and games in over 190 countries. Launched in 2007 after starting as a DVD rental service, it features original productions and content recommendations based on user preferences. With over 277.7 million subscribers as of July 2024, Netflix is one of the top entertainment platforms and ranked the 23rd most-visited website in the world in October 2023.

Our "Netflix Power BI Dashboard" provides key insights into Netflix's entertainment landscape, revealing trends that can guide content strategies and boost viewer engagement.

Project Objectives:

This Power BI project focuses on key tasks to uncover insights within Netflix's content ecosystem, analyzing trends, audience preferences, and performance to optimize content strategies and viewer engagement:

- Identifying Genres by Titles
- Identifying Ratings by Show ID
- Identifying Movies and TV Shows by Release Years
- Total Number of Movies and TV Shows
- Identifying Top 10 Countries by Movies and TV Shows

Visualization Tools:

Tool used : Power BI

Data set used: Netflix Dataset

This Power BI project leverages a rich palette of visualizations, including bar charts, area charts, tree maps, and donut charts. These visuals are carefully crafted to make complex data easily accessible and visually engaging, enhancing the user experience.

Conclusion:

In a world where data-driven decisions are paramount, our Netflix Power BI Dashboard Project empowers content creators, marketers, and decision-makers in the entertainment industry to navigate the Netflix universe effectively. Explore the nuances of content genres, audience preferences, and international contributions while unveiling the hidden gems within Netflix's content repository. Welcome to the era of data-driven entertainment strategy, brought to life through the power of Power BI.