

Netflix Dashboard Report

Duration Covered: **2008 – 2021**

Total Titles Analyzed: **8,806**

Introduction

This report presents a comprehensive overview of Netflix's content from 2008 to 2021 using a visually interactive Power BI dashboard. The dashboard provides insights into total titles, genres, ratings, release trends, and country-wise content contribution. It helps in understanding Netflix's content strategy and evolution over time.

Dashboard Summary

- Total Titles: **8,806**
- Total Ratings Categories: **18**
- Total Genres Covered: **2 (Movies and TV Shows)**
- Total Locations (Countries): **748**

Content Types (Movies vs. TV Shows)

A donut chart displays the division between Movies and TV Shows:

- Movies: **6,118 titles (approx. 70%)**
 - TV Shows: **2,688 titles (approx. 30%)**
- *Netflix has a stronger focus on movies but continues to grow its TV show portfolio.*

Top Genres by Total Titles

The bar chart highlights the most popular genres:

1. Drama, International Movies – **362 titles**
2. Documentaries – **359 titles**
3. Stand-Up Comedy – **334 titles**
4. Comedies, Dramas – **274 titles**
5. Independent Dramas – **232 titles**

→ *This indicates Netflix's inclination toward drama and real-life content.*

Ratings Distribution

The horizontal bar chart shows how content is distributed based on age-appropriate ratings:

- TV-MA (Mature Audiences): **3.2K titles**
- TV-14: **2.2K titles**
- TV-PG: **0.9K titles**

→ *Majority of the content is meant for mature audiences.*

Titles Over Time (Release Year Trend)

An area chart shows the growth in releases over time.

→ *A major spike in both TV shows and movies can be observed post-2015, reflecting Netflix's massive content investment.*

Top 10 Countries by Titles

The tree map highlights the countries producing the most content:

1. United States – **3.85K titles**
2. India, Japan, South Korea, Spain follow in contribution

→ *Netflix shows strong presence in both Western and Asian markets.*

Conclusion

This Netflix dashboard provides valuable insights into the platform's content evolution, genre trends, audience focus, and global reach. The data reveals Netflix's dominance in drama and mature content, while also showcasing its aggressive expansion in both volume and diversity of content across regions.

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