

NETFLIX ANALYSIS DASHBOARD

DATASET DESCRIPTION

1. Overview

- **Rows:** 8,807 entries
 - **Columns:** 12 columns
 - This dataset contains information about movies and TV shows available on Netflix, including metadata such as title, director, cast, country, release year, and more.
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2. Column Descriptions

1. **show_id** – Unique identifier for each show.
2. **type** – Whether the entry is a **Movie** or a **TV Show**.
3. **title** – Name of the movie or TV show.
4. **director** – Name of the director(s).
5. **cast** – List of cast members.
6. **country** – Country where the content was produced.
7. **date_added** – Date when the show was added to Netflix.
8. **release_year** – Year the movie/TV show was released.
9. **rating** – Content rating (e.g., PG-13, TV-MA).
10. **duration** – Duration for movies (in minutes) or number of seasons for TV shows.
11. **listed_in** – Categories/genres of the content.
12. **description** – Short summary of the content.

Dataset source link : <https://www.kaggle.com/datasets/shivamb/netflix-shows/data>

DASHBOARD OVERVIEW

Key Insights

The dashboard has several components that offer insights into movies and TV shows. Here's how to approach them:

1) Total Movies & TV Shows by Year (Bar Chart)

- **Goal:** See trends over time.

- **Action:**
 - Look for peaks and declines in content production.
 - Identify any anomalies or spikes (e.g., increased content in 2020).
 - Compare movie and TV show growth.

2) Distribution of Movies vs. TV Shows

- **Goal:** Understand the content type ratio.
- **Action:**
 - Note the percentage split (Movies: 68.42%, TV Shows: 31.58%).
 - Assess if there's a growing trend toward one format.

3) Total Movies & TV Shows by Country (Map View)

- **Goal:** Identify the geographic distribution of content.
- **Action:**
 - Click on or hover over countries to see where the majority of content is produced.
 - Identify content-heavy regions and underrepresented markets.

4) Ratings Distribution (Bar Chart/Donut Chart)

- **Goal:** Analyze the types of content based on ratings.
- **Action:**
 - Identify the most common ratings (e.g., TV-Y, TV-MA).
 - Spot gaps where certain ratings may be underrepresented.

5) Top 10 Genres

- **Goal:** Discover popular genres and user preferences.
- **Action:**
 - Focus on genres with the highest count.
 - Analyze whether trends align with target audience preferences.

6) Detailed Content View (Example: '7 Days Out')

- **Goal:** Explore individual content for detailed insights.
- **Action:**
 - Drill down to see show-specific metadata (release year, genre, duration, etc.).
 - Analyze descriptions to gauge theme and audience engagement.

Interactive Navigation Tips

1) Filters/Dropdowns:

- Apply filters by year, country, or genre to narrow insights.
- Use dropdowns or search options .

Hover for Details:

- Hover over data points in charts and maps to view exact numbers.
- Check for tooltips providing additional context.

Date Analysis:

- Explore the “Date Added” section to observe content release timelines..
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Extracting Insights

Trends & Patterns:

- Identify which years saw a surge in content production.
- Analyze content growth by region.

Popular Genres:

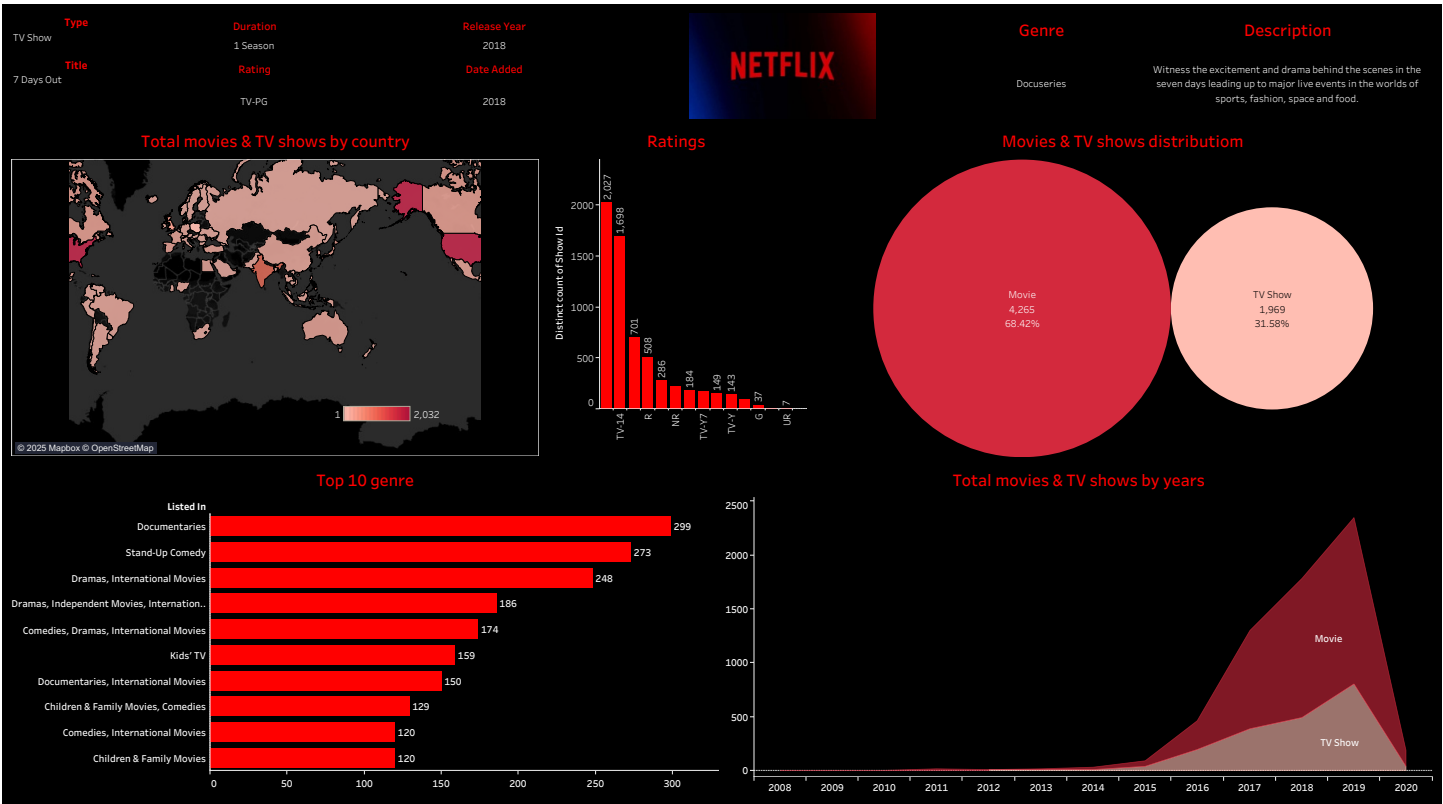
- Check what genres dominate the platform.
- Look for underserved genres for content expansion.

Content Distribution by Region:

- Identify the most content-heavy countries and consider why certain regions dominate.
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Refining Insights for Decisions

- **For Content Strategy:** Focus on growing genres and high-rating categories.
- **For Market Expansion:** Explore underrepresented regions for potential expansion.
- **For Audience Targeting:** Match content formats with audience preferences.



Total movies & TV shows by country

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Ratings

Movies & TV shows distribution

Top 10 genre

Total movies & TV shows by years