**Netflix Tiles Analysis Report**

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**Introduction**

Netflix is a streaming service that provides a wide range of movies and TV shows to subscribers. As an entertainment company, it produces its own content, licenses content from other providers, and distributes the content to a global audience. Netflix’s success depends on its ability to understand its customers' preferences and provide them with personalized content recommendations. The purpose of this technical report is to demonstrate the creation of a Tableau dashboard using Netflix data tiles.

**Data Source & Dataset**

The data used for this dashboard is a sample dataset that is given by organization that contains information on Netflix movies and TV shows. The dataset contains 6232 rows and 12 columns of data, including the show title, release year, rating, and duration etc.

**Columns in dataset:**

* **Show id :** Contains unique show id of each shows.
* **Type :** Contains categorical values Movies and TV shows.
* **Title :** Contains Movies or TV shows titles.
* **Director :** Contains names of directors
* **Cast :** Contains names of actors.
* **Country :** Contains names of countries.
* **Date added :** Contains the date of shows added on Netflix.
* **Release year :** Contain release years of shows.
* **Rating :** Contains certifications of shows.
* **Listed in :** Contains genre of shows.
* **Description :** Contains summery of shows.
* **Above age1 :** contains categorical age restrictions.

**Data Cleansing**

Before creating the dashboard, the data was cleaned to remove any missing or irrelevant data. The following steps were taken during data cleaning:

1. **Missing data:** The missing data was replaced with an appropriate value or removed from the dataset.
2. **Duplicates:** Duplicate rows were removed from the dataset.
3. **Data types:** The data types of the columns were checked and converted if necessary.
4. **Outliers:** Outliers were checked from the dataset.
5. **New Column added:** ‘Above age1’ new column is added for the further analysis.

**Tableau Dashboard Creation**

The Tableau dashboard was created with the following tiles:

1. **Movies and TV Shows added by Year :**

This tile shows the number of Netflix titles released each year from 1925 to 2020. This tile uses area chart to display the data.

1. **Total Shows by Type :**

This tile shows the total number of TV shows and Movie shows released till year 2020. This tile uses donut chart to display the data.

1. **Total Movies and TV shows by Countries :**

This tiles shows count of Netflix shows in different countries across the world. This tile uses world map to display the data.

1. **Top 5 Genre by Release Years :**

This tile shows the Top 5 genres of Netflix titles based on the number of titles in each genre by respective release year from 1943 to 2020. This tile uses a line chart to display the data.

1. **Top 10 Genre :**

This tile shows the Top 10 genres of Netflix titles based on the number of titles in each genre. This tile uses a horizontal bar chart to display the data.

1. **Age Restriction wise Movies and TV shows :**

This tile shows the number of Netflix shows based on age restriction like 2+ years, 7+ years, 13+ years, 15+ years, 18+ years and some are NR(Not Rated or certified). This tile uses a horizontal bar chart to display the data.

1. **Widgets :**

In order to add some important data into our dashboard we had also added some important widgets like Release Year, Date Added, Genre, Description, Duration and Certification to get extra information of Netflix shows.

1. **Filters :**

We added three filters in the dashboard.

1. **Type :**

(Movies and TV Shows) This filter is connected to the widgets.

1. **Title :**

This filer is connected to the widgets and has values relevant to the Type filter.

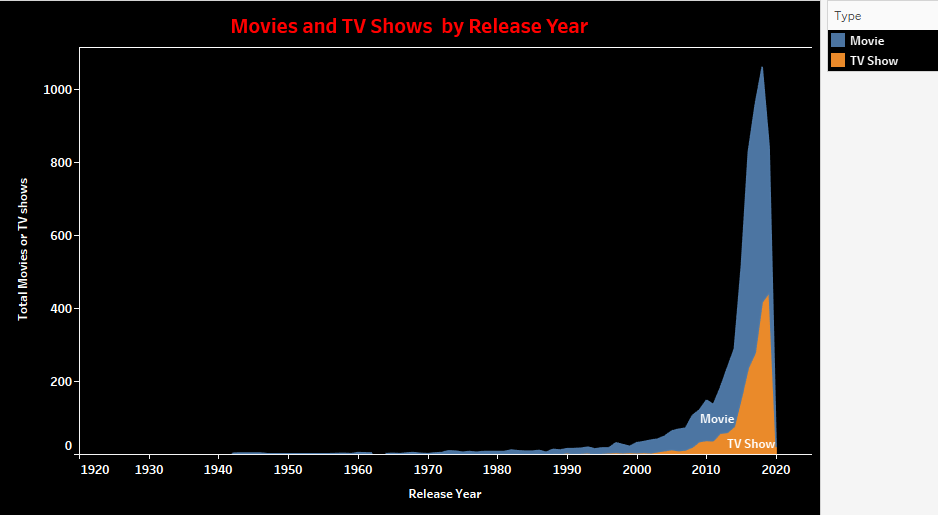
1. **Above age :**

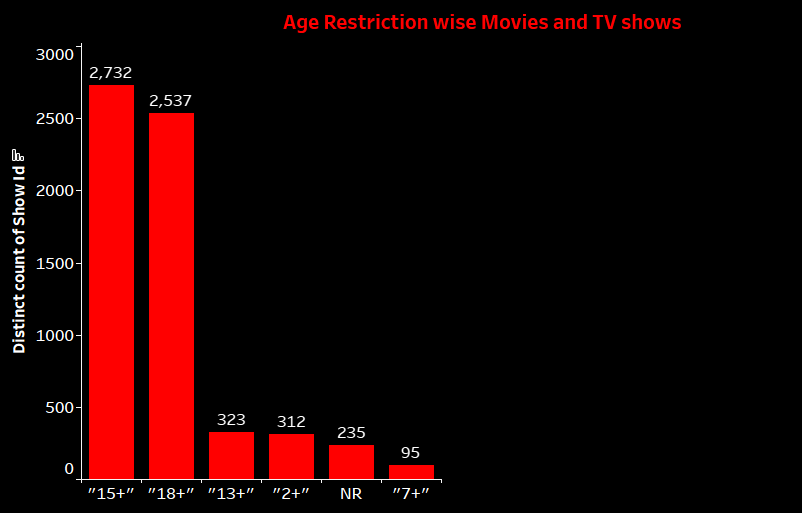
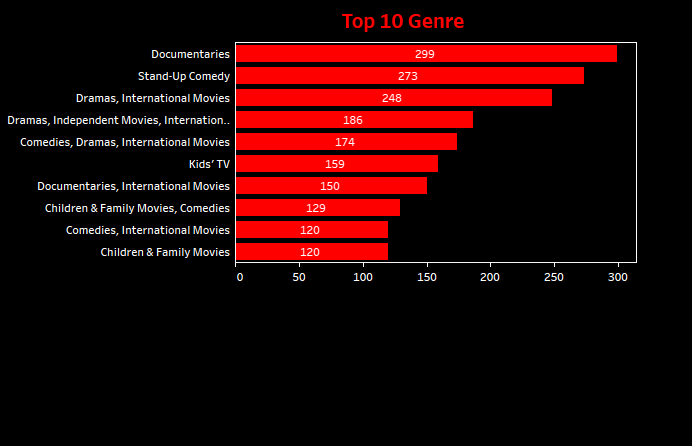
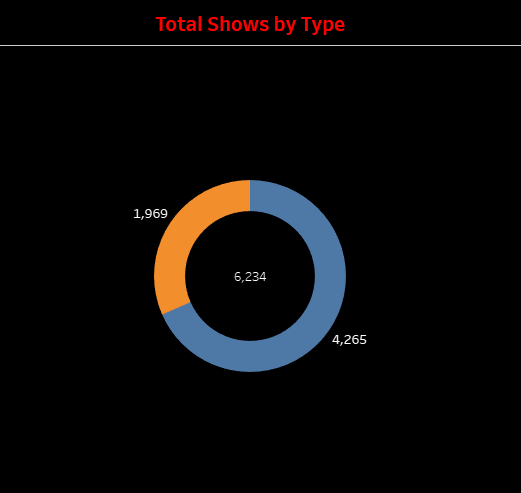
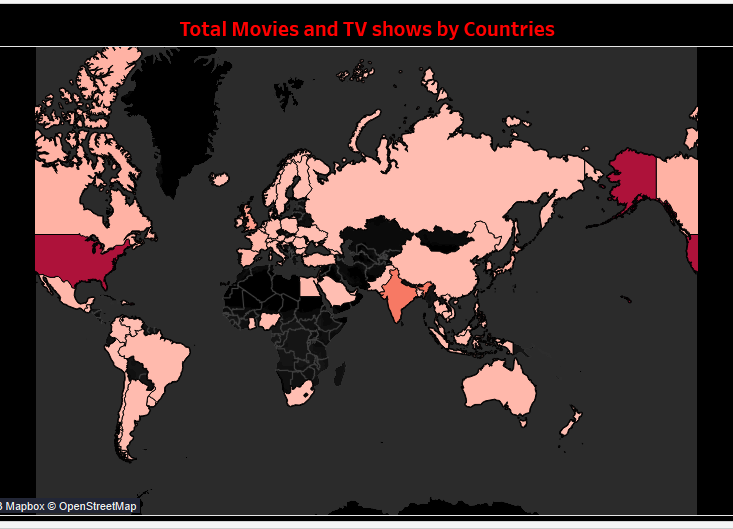
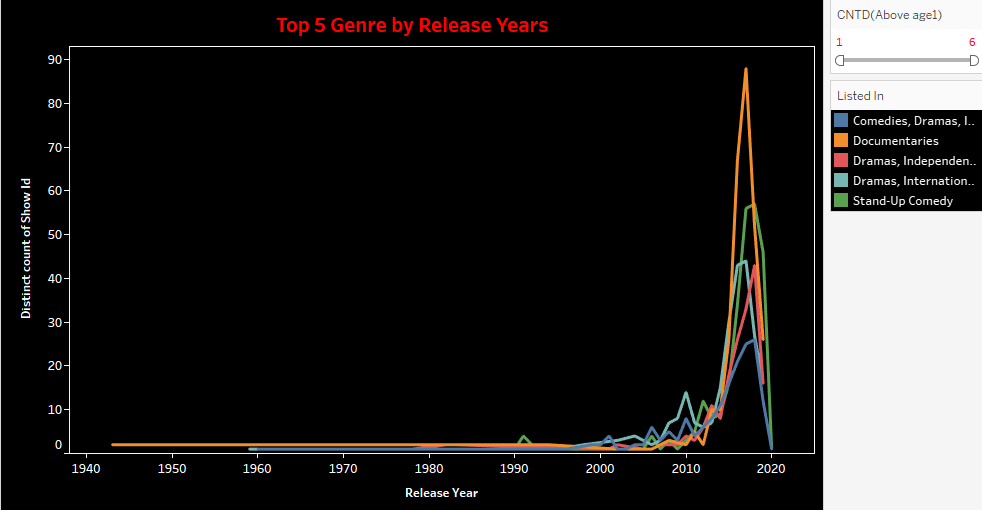
(2+, 7+, 13+. 15+, 18+, NR) This is filer is only connected to the graphs or tiles in the dashboard.

**Conclusion**

In conclusion, this technical report demonstrates the creation of a Tableau dashboard using Netflix data tiles. The dashboard provides insights into the number of titles released each year, the top genres, distribution of shows by type, total shows released till now across the world, and the release year by genre. These insights can be used by Netflix to improve its content recommendations and make data-driven decisions.

**Reports**

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