**Project Overview**

* **Title:** Netflix Analysis Dashboard
* **Objective:** This project analyzes Netflix's content data to uncover trends in content types, genres, and user preferences. It provides insights into content distribution by year, genre popularity, and key performance indicators (KPIs) that could inform strategic decisions for content planning and audience engagement.

**Key Insights:**

1. **Content Growth Over Time:**
   * The dashboard shows a significant increase in Netflix's content catalog from year to year, especially during 1960-1980, 2000-2020. This reflects Netflix's growing investment in original series and films.
2. **Genre Distribution:**
   * Analysis reveals that dramas international movies, documentaries, stand up comedy dominate Netflix's offerings. The visualizations help uncover which genres are most popular, allowing Netflix to focus on these areas for future content.
3. **Top Performing Titles:**
   * By visualizing top-rated shows and movies, the dashboard identifies trends in user preferences. For example, TV-ma,TV-14,TV-PG emerged as highly rated and widely watched, showing the impact of particular genres or actors on audience engagement.
4. **Content by Country:**
   * The dashboard features a breakdown of content by country, revealing which regions produce the most content. For example, United States, India, United Kindom are major contributors to Netflix's global content portfolio.
5. **Release Patterns:**
   * Seasonal trends in Netflix releases indicate that certain months have higher content drops, such as during holiday seasons, driving user engagement during peak periods.

**Visualizations:**

* **Bar Charts:** Illustrating the number of titles released per year, showcasing Netflix's rapid expansion in content production.
* **Donut Charts:** Offering a clear view of the distribution of content across various genres.
* **Geographical Map:** Visualizing content by country, providing a global overview of Netflix's content reach.
* **KPI Cards:** Highlighting key metrics such as the number of titles added, top-rated content, and the most popular genres.

**Tools Used:**

* **Power BI:** The dashboard was created using Power BI to provide interactive visualizations and insights. Data transformations and visualizations were crafted using DAX functions and custom measures to enhance the analytical depth of the report.

**Conclusion:**

This Netflix Analysis Dashboard offers a comprehensive overview of Netflix's content trends, providing actionable insights into content production, genre focus, and regional contributions. The findings can guide future content strategy and audience engagement efforts.