

## VISUALIZING NETFLIX CONTENT ANALYTICS

### ABOUT:

Netflix, a global streaming giant, has revolutionized the way audiences consume entertainment by offering a vast and diverse library of movies and TV shows accessible at the touch of a button. With millions of subscribers worldwide, Netflix has become a cultural phenomenon, shaping contemporary viewing habits and challenging traditional media models. The sheer volume and variety of content available on the platform make it imperative to develop a dedicated dashboard for analysis.

As Netflix continually expands its content catalog, ranging from original productions to licensed classics, understanding content distribution and performance is crucial for both strategic decision-making and enhancing user experience. A comprehensive dashboard will not only facilitate a deeper exploration of the vast content landscape but also empower content creators, analysts, and executives with valuable insights to optimize content strategies, identify emerging trends, and ensure that Netflix remains at the forefront of the evolving digital entertainment landscape.

### PROBLEM STATEMENT:

This project aims to implement a sophisticated and user-friendly dashboard, enabling data-driven insights on key metrics for content strategists.

### DATA DESCRIPTION:

The data consists of over 6000 movies and TV shows on Netflix ranging from 2008 to 2020. It consists of 12 fields - "ID", "Type", "Title", "Director", "Cast", "Country", "Duration", "Rating", "Release Year", "Date Added", "Listed In", and "Description".

### SOFTWARE TOOLS:

The following software tools have been used in this project-

- Microsoft Excel
- Python – Pandas, Numpy (Jupyter)
- Tableau

### END RESULT:

