

Executive Summary: Netflix Dashboard Analysis

This project presents a comprehensive data visualization dashboard created using Microsoft Excel to analyze the content of Netflix dataset from **Kaggle**. The objective was to uncover insights into Netflix's global content distribution, types of media, top contributors, and trends in content production and rating. The dashboard is interactive, with dynamic visualizations and filters to explore data across multiple dimensions.

Key Insights

1. Content Distribution

- **Total Titles Analyzed:** 8,807 titles (TV Shows + Movies)
 - **Movies:** 6,131 titles (≈70%)
 - **TV Shows:** 2,676 titles (≈30%)
- This indicates Netflix's library leans significantly towards movies, showing a focus on cinematic experiences over episodic content.

2. Geographic Spread

- **Countries Represented:** 7,976
- **Top Countries by Volume:**
 - **United States** dominates content production.
 - Followed by **India, United Kingdom, Japan, and South Korea**.
- This distribution reflects Netflix's investment in diverse, multilingual, and international content to cater to a global audience.

3. Direction and Talent

- **Number of Directors:** 6,173, highlighting the platform's diverse creator pool.
- **Top Actors** include:
 - **David Attenborough, Craig Seidler, and Samuel West**, reflecting strong representation in documentaries and voice-overs.
 - Other notable names span genres such as stand-up comedy and drama.

4. Genre Popularity

- **Top 5 Genres:**
 - **Dramas**, especially "Dramas, International Movies" and "Documentaries," dominate.
 - **Stand-Up Comedy** also features significantly, showcasing Netflix's strength in comedy specials.

5. Ratings

- The majority of content is rated **TV-MA** (mature audiences) and **TV-14**, showing a preference for content aimed at older teens and adults.

- Other common ratings include **TV-PG** and **PG-13**, supporting a family-inclusive but largely mature content approach.

6. Trends

- **Release Year Analysis** shows a spike in content from **2016 to 2019**, indicating Netflix's major expansion phase during those years.
- Content release has grown consistently over the years, with a significant back-catalog of titles added to its library.

Dashboard Features

- **Dark-themed interface** with red highlights for a bold visual appeal.
- **Interactive filters** by type (Movie or TV Show).
- **Charts used:**
 - Pie chart for content type distribution
 - Bar charts for countries, genres, ratings, and release years
 - Line chart for top actors