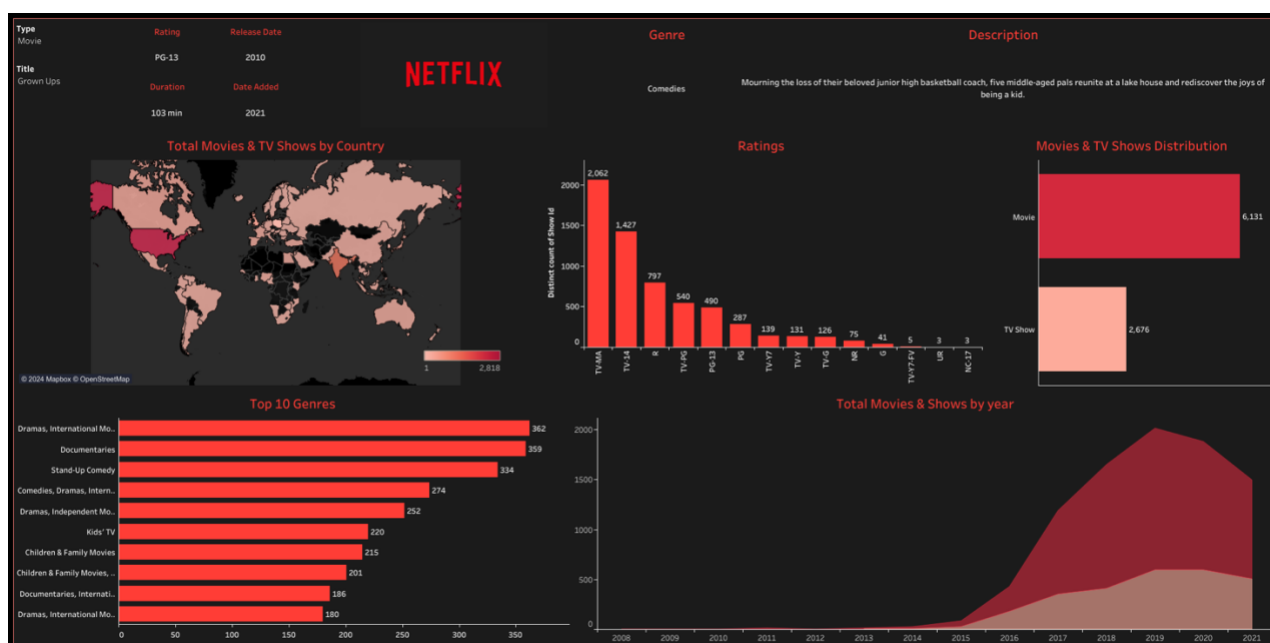# Netflix Dashboard Analysis Report

Introduction

This report aims to provide insights into Netflix's content offerings and audience preferences through a comprehensive analysis of a data visualisation dashboard. Data visualisation is crucial in understanding complex datasets and making informed business decisions.

Dashboard Overview

The dashboard presented consists of various visualisations, each representing different facets of Netflix's library. Below is a screenshot of the dashboard:

Key Visualisations

Total Movies & TV Shows by Country

This visualisation highlights the global reach of Netflix and the distribution of content across different countries. It shows that some countries have a significantly higher number of titles, indicating strategic content investments.

Ratings Distribution

The ratings distribution for movies and shows reveals the most common ratings on Netflix. Understanding these ratings is essential for targeting different audience segments effectively.

Movies & TV Shows Distribution

This section displays the split between movies and TV shows. Analysing this data can help identify trends in viewer preferences, which can inform content acquisition strategies.

Top 10 Genres

The top 10 genres available on Netflix provide insights into audience preferences. Understanding the popularity of specific genres can guide content development and marketing strategies.

Total Movies & Shows by Year

Analysing the growth of Netflix's library over the years reveals trends in content acquisition and production. This information can be valuable for forecasting future growth and strategic planning.

Insight and Recommendations

Key insights derived from the data suggest that Netflix's investment in diverse genres and international content is essential for attracting a global audience. Recommendations include focusing on expanding popular genres and exploring new markets to maximise reach and engagement.