



# CASE STUDY ON

## NETFLIX MOVIES AND TV SHOWS

**NETFLIX**

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# PRACTICAL -9

## Agenda / Definition

The main objective of this project is to create an **interactive data story** in **IBM Cognos Analytics** using the **Netflix Movies and TV Shows Dataset**.

This story visualizes key aspects such as **content type distribution**, **release year trends**, **genre popularity**, **country-wise contributions**, and **average ratings** to understand how Netflix's catalog has evolved globally over time.

The project aims to derive insights about Netflix's content strategy, its focus areas, and viewer preferences using visual analytics.

## Outcomes / Learning

Through this project, I learned how to use **IBM Cognos Analytics** to design and present a **data-driven story** using real-world entertainment data.

I gained hands-on experience in:

- Uploading and transforming datasets.
- Creating calculated fields.
- Designing interactive and dynamic visualizations.
- Interpreting analytical results to discover trends and insights.

This project enhanced my understanding of **data storytelling**, visualization design, and business insight generation.

## Required Tool

The required tool for this project is **IBM Cognos Analytics**.

## **Step-by-Step Procedure:-**

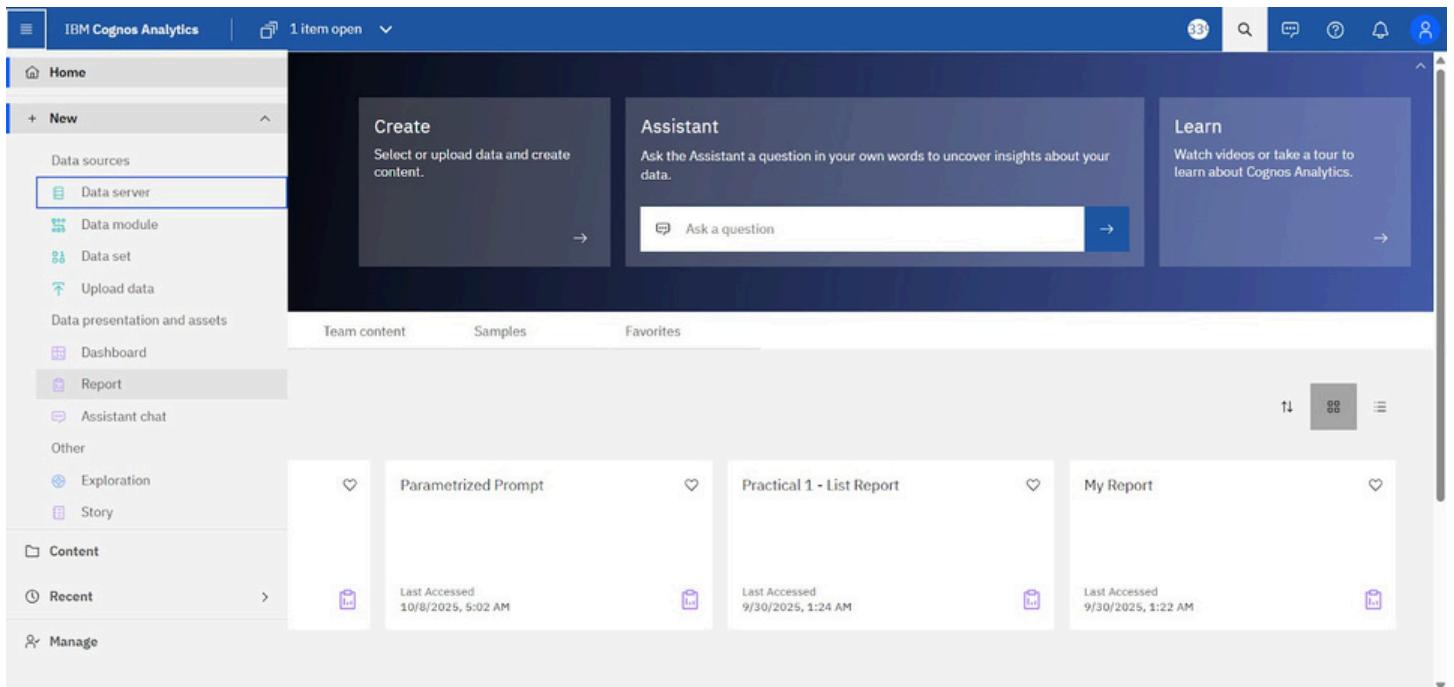
**Step 1: Sign in on “Kaggle” and go on Datasets and choose the Netflix Movies and TV Shows data and download.**

The screenshot shows the Kaggle interface. On the left, there's a sidebar with options like Home, Competitions, Datasets (which is selected), Models, Benchmarks, Game Arena, Code, Discussions, Learn, More, Your Work, and Viewed. The main content area has a search bar at the top. Below it, a profile for 'SHIVAM BANSAL - UPDATED 4 YEARS AGO' is shown. A large 'Netflix Movies and TV Shows' section features a prominent Netflix logo. It includes tabs for Data Card, Code (2272), Discussion (87), and Suggestions (0). Below these tabs, there's an 'About Dataset' section and a 'Usability' rating of 10.00. To the right, there's a 'License' section (CC0: Public Domain), an 'Expected update frequency' (Quarterly), and a 'Tags' section (Arts and Entertainment). At the bottom, a note says 'Kaggle uses cookies from Google to deliver and enhance the quality of its services and to analyze traffic.' and a 'Learn more' link. The browser taskbar at the bottom shows various open tabs and the date/time as 11/2/2025, 1:26 PM.

**Step 2-Login to IBM Cognos Analytics using the provided credentials.**

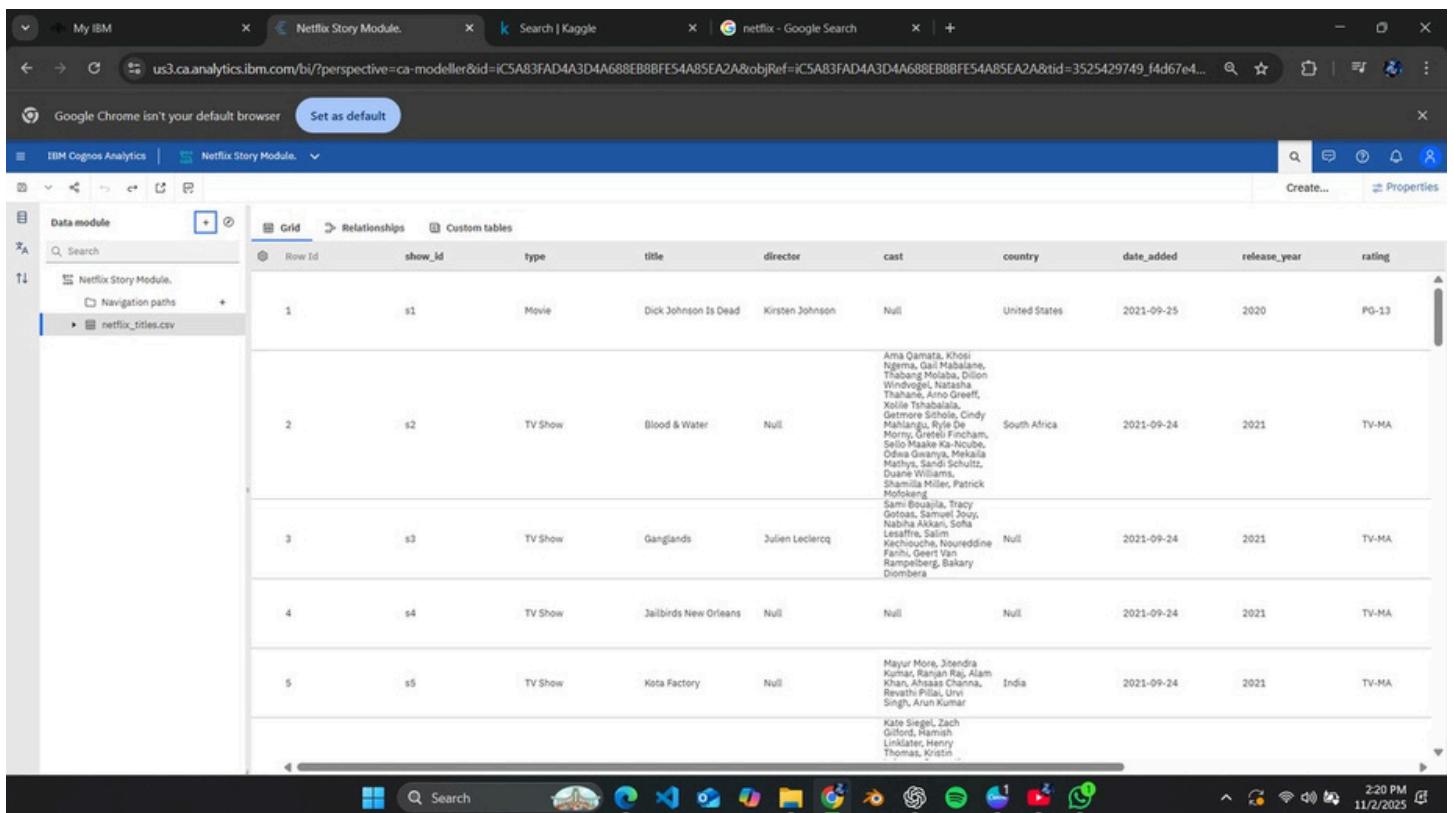
The screenshot shows the IBM Cognos Analytics interface. At the top, there's a header with tabs for Error, Home, New report, and another New report. Below this is a navigation bar with items like IBM Cognos Analytics, 2 items open, and icons for search, messages, notifications, and user profile. The main area has a 'Welcome, Yash!' message and three cards: 'Create' (Select or upload data and create content.), 'Assistant' (Ask the Assistant a question in your own words to uncover insights about your data.), and 'Learn' (Watch videos or take a tour to learn about Cognos Analytics.). Below these cards is a 'Recent' section with a grid of data assets. The grid includes files like 'hospital admission', 'staff\_schedule.csv', 'services\_weekly.csv', 'patients.csv', 'staff.csv', and 'archive.zip'. Each item has a preview thumbnail, a 'Last Accessed' timestamp, and download ('CSV') and refresh ('refresh') icons. At the bottom, there's a taskbar with icons for search, file operations, and system status, along with the date/time as 11/1/2025, 8:50 PM.

### Step 3: Click on the (Menu) icon and select Content.



The screenshot shows the IBM Cognos Analytics interface. On the left, a sidebar menu is open under the 'Content' section, with 'Recent' selected. In the center, there are three cards: 'Parametrized Prompt' (last accessed 10/8/2025, 5:02 AM), 'Practical 1 - List Report' (last accessed 9/30/2025, 1:24 AM), and 'My Report' (last accessed 9/30/2025, 1:22 AM). The top right features a 'Create' button, an 'Assistant' section with a search bar, and a 'Learn' section with a video thumbnail.

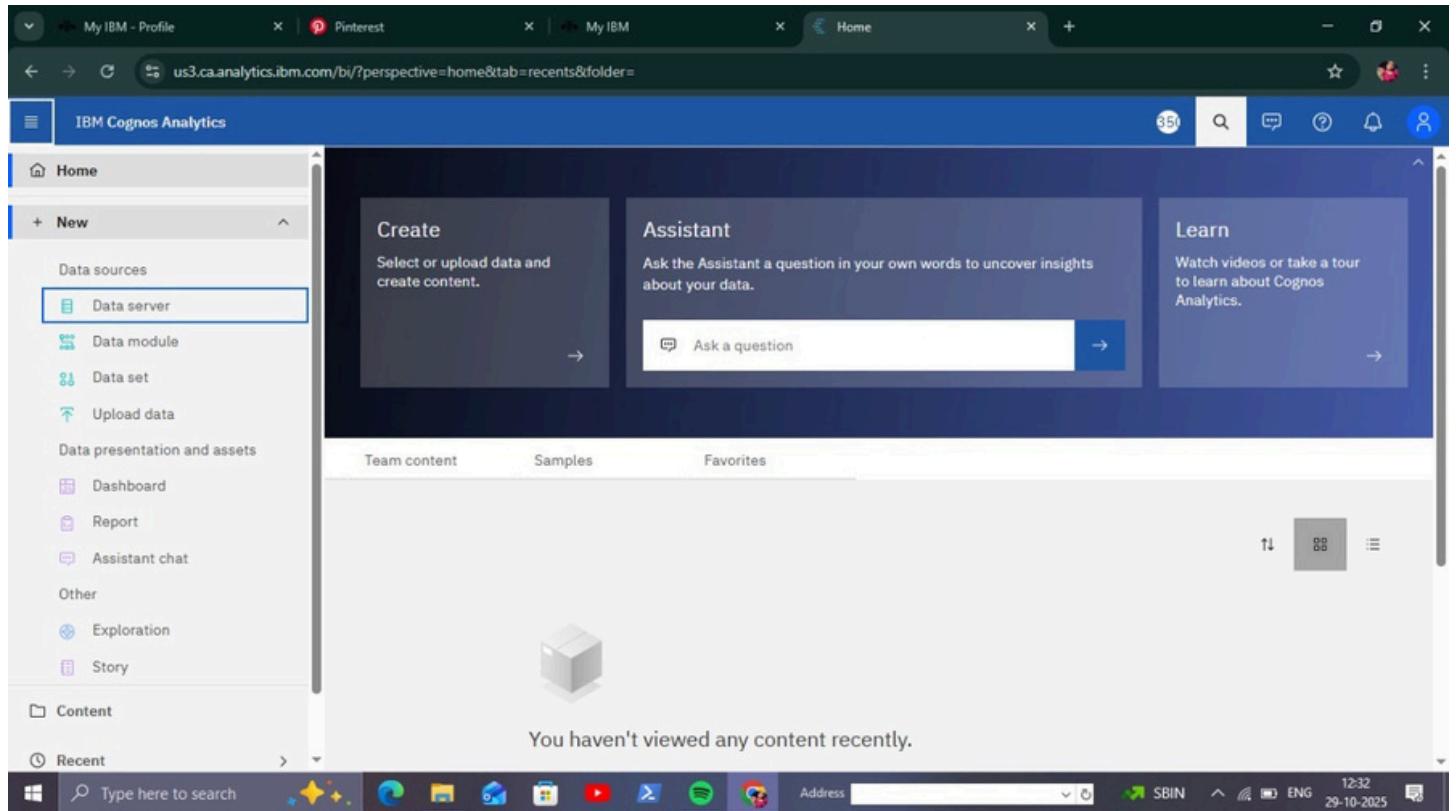
### Step 4: Click New → Upload Files and upload the dataset file “netflix\_titles.csv” downloaded from Kaggle. Verify the uploaded dataset and save it using Save As, naming it “Netflix Story Module.”



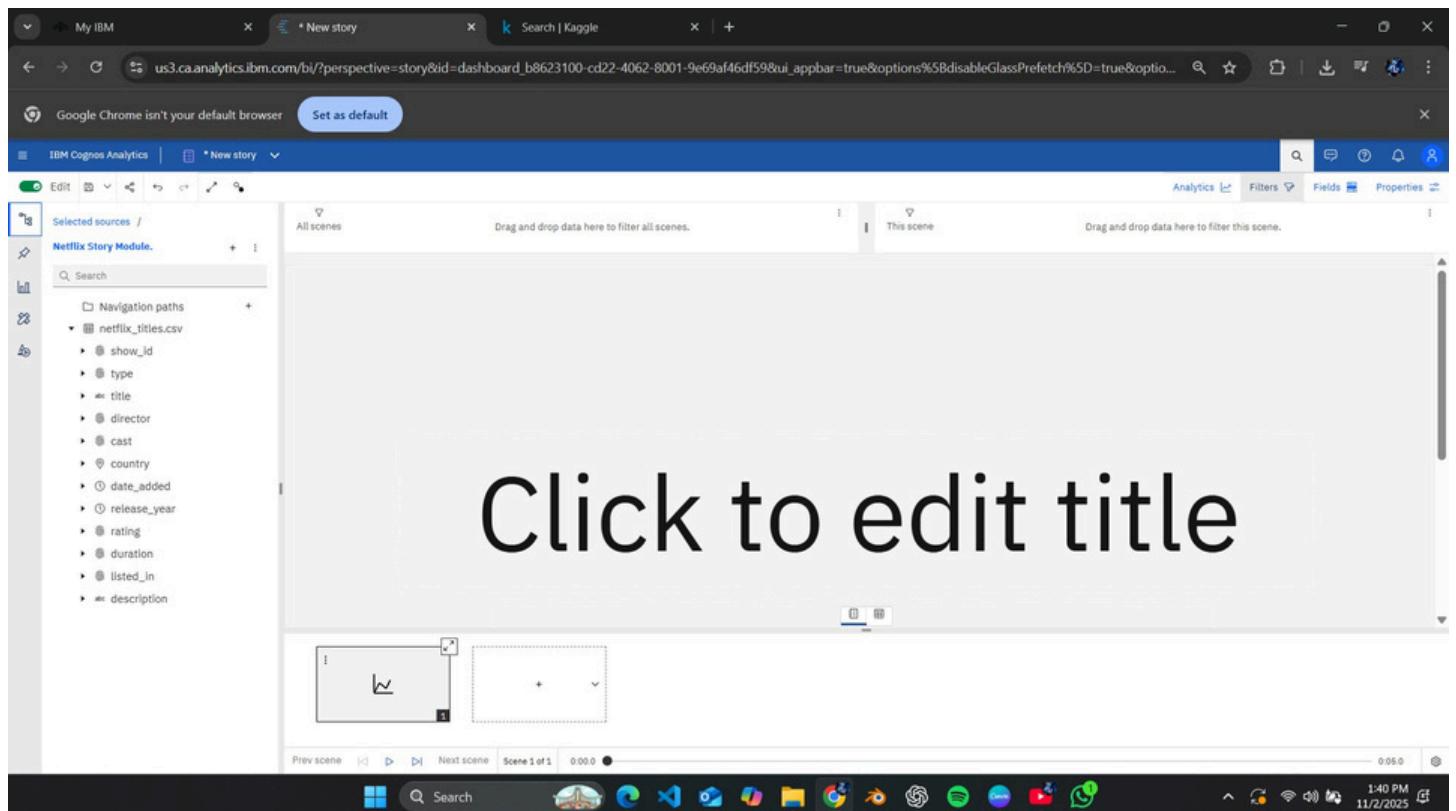
The screenshot shows the 'Data module' view in IBM Cognos Analytics. A dataset named 'netflix\_titles.csv' is selected. The grid view displays the following data:

Row Id	show_id	type	title	director	cast	country	date_added	release_year	rating
1	s1	Movie	Dick Johnson Is Dead	Kirsten Johnson	Null	United States	2021-09-25	2020	PG-13
2	s2	TV Show	Blood & Water	Null	Ama Qamata, Khosi Ngema, Gail Mabada, Thabo Mngqithwa, Dillon Windvogel, Natasha Thahane, Arno Greeff, Xolisa Tshabalala, Getrude Sithole, Cindy Mahlangu, Ryle De Morny, Gretel Fincham, Sello Sebotsane, Noma, Odwa Gwanya, Mekala Matshy, Sandi Schultz, Duanne van der Watt, Shamilla Miller, Patrick Motofekeng	South Africa	2021-09-24	2021	TV-MA
3	s3	TV Show	Ganglands	Julien Leclercq	Sandrine Bouakila, Tracy Gorro, Daniel Jezewski, Nabiba Akkari, Soha Lesaffre, Salim Kichouani, Youreddine Farihi, Geert Van Rampelberg, Bakary Diombera	Null	2021-09-24	2021	TV-MA
4	s4	TV Show	Jailbirds New Orleans	Null	Null	Null	2021-09-24	2021	TV-MA
5	s5	TV Show	Kota Factory	Null	Mayur More, Jitendra Kumar, Ranjan Ray, Alam Khan, Alka Bhattacharya, Revathi Pillai, Urv Singh, Arun Kumar	India	2021-09-24	2021	TV-MA

**Step 8:** From the side menu, click **New** → **Story** and select a layout template for your Netflix story.



**Step 9:** Click **Select a source** and choose the **Netflix Story Module** as your main dataset. The Story workspace will open. It contains **Tabs**, **Analytics**, **Filters**, **Fields**, and **Properties** options to build visuals.



# Story Scenes

## Scene 1 – Introduction

The screenshot shows the IBM Cognos Analytics Story Editor interface. The main canvas displays a slide titled "Analyzing Netflix Movies & TV Shows". A text box on the slide contains the following text: "This scene introduces the topic, defines the dataset, and explains the goal of the project – to analyze Netflix's content library." To the right of the text box is the Netflix logo. The left sidebar contains a "Widgets" section with "Standard" and "Advanced" tabs, and a "Shapes" section with various geometric icons. The right sidebar shows "Story properties" with "Story type: Slide show" and "Scene transition: Animated path". The bottom navigation bar includes "Prev scene", "Next scene", "Scene 1 of 1", and a timer.

## Scene 2 – Content Type Distribution (Movies vs TV Shows)

The screenshot shows the IBM Cognos Analytics Story Editor interface. The main canvas displays a slide titled "Content Type Analysis (Movies vs TV Shows)". On the left, there is a text box with the following content: "The chart shows that Netflix has a larger share of [Movies/TV Shows], indicating the company's focus on that content type." To the right of the text box is a bubble chart titled "show\_id by title". The chart shows several bubbles representing different titles and their distribution across countries like France, Algeria, and South Korea. The chart has a legend with entries like "Eyes of a Thief", "GO! The Unforgettable Party", "O.P.", "The Aerial", and "Carmel: Who Killed Maria Marta?". The left sidebar shows a "Selected sources / Netflix Story Module" section with a tree view of data fields: "netflix\_titles.csv" (show\_id, type, title, director, cast, country, date\_added, release\_year, rating, duration, listed\_in, description). The right sidebar shows "Segments\*" with fields for "title", "Size\*", "Repeat (column)", "Repeat (row)", "Country", "Tooltip", and "Local filters". The bottom navigation bar includes "Prev scene", "Next scene", "Scene 2 of 2", and a timer.

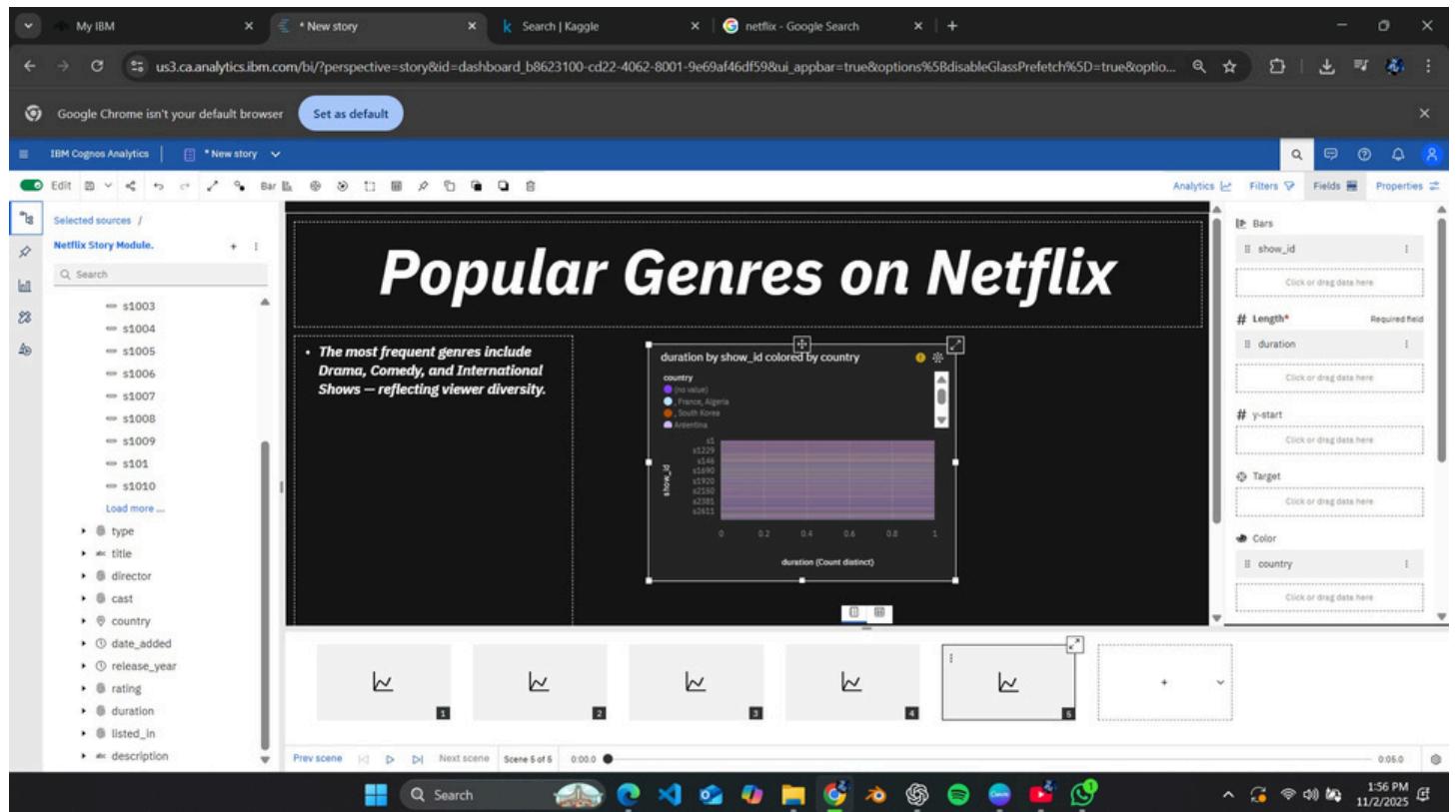
## **Scene 3 – Top 10 Producing Countries**

The screenshot shows a dashboard titled "Top 10 Producing Countries" in large, bold, white font. Below the title is a bullet point: "This scene highlights the top-producing countries on Netflix – such as the USA, India, and the UK – representing key content markets." To the right of the text is a chart titled "country compared to release\_year by show\_id colored by director". The chart is a horizontal bar chart with a color legend for directors: Steven Spielberg (purple), A.L. Viyogi (pink), Asif Kapadia (blue), A.R. Raghav (orange), Aamir Khan (light blue), and Aaron Sorkin (yellow). The x-axis represents the release year from 0 to 1. The bars are very thin and closely packed, appearing mostly purple. On the far left, there's a sidebar with a search bar and a list of selected sources, including "Netflix Story Module." and various IDs like s1003, s1004, etc. On the right side, there are panels for "Analytics", "Filters", "Fields", and "Properties". At the bottom, there are navigation controls for scenes and a system tray with icons for battery, signal, and volume.

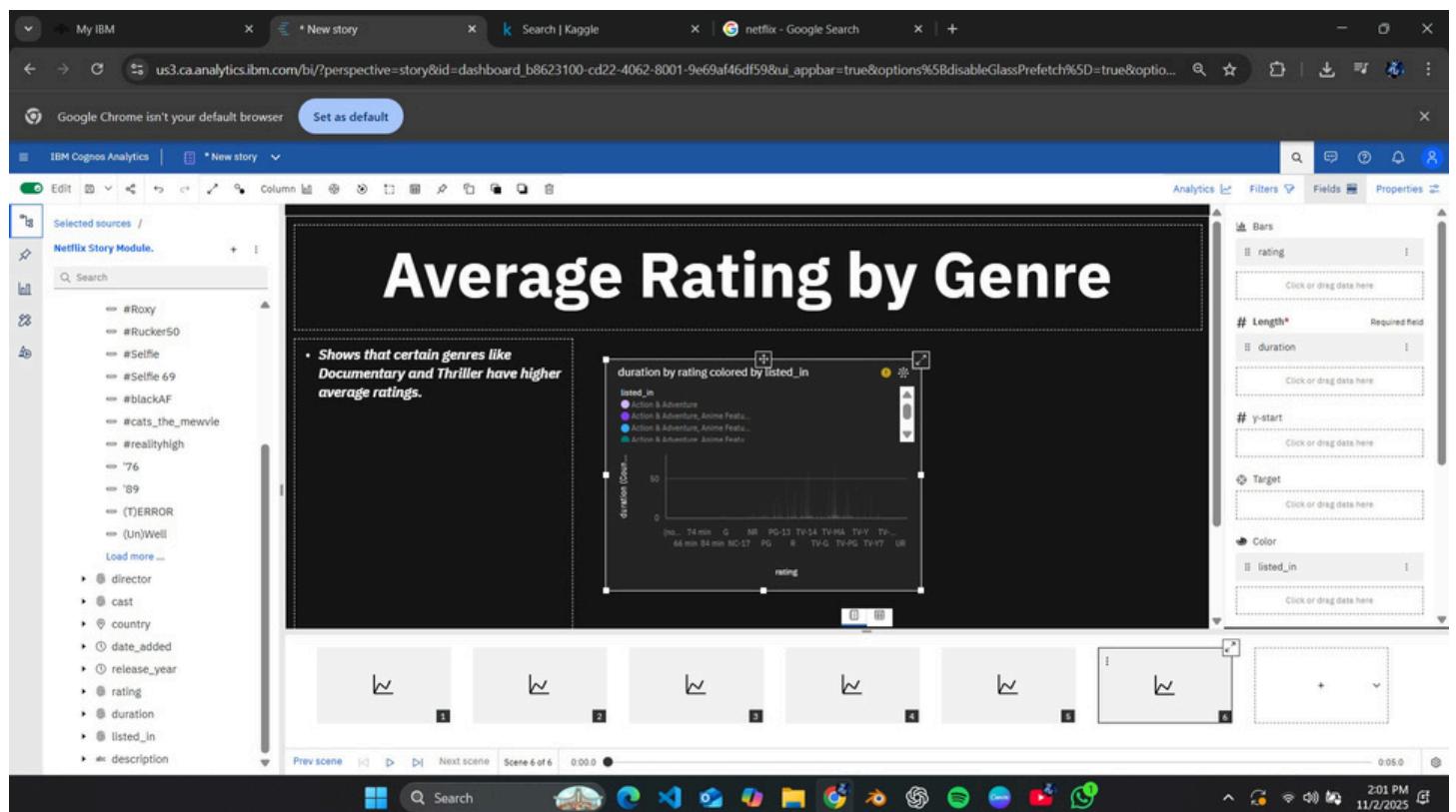
## **Scene 4 – Content Releases Over the Years**

The screenshot shows the IBM Cognos Analytics interface with a dashboard titled "Content Releases Over Time". The dashboard includes a descriptive text box stating "Displays the trend of Netflix releases across years, showing rapid content growth after 2015." Below this is a chart titled "country by duration colored by cast" showing the distribution of movie lengths. The interface features a sidebar with "Selected sources /" and a list of items like s1003, s1004, etc. The bottom navigation bar includes "Prev scene", "Next scene", "Scene 4 of 4", and a timestamp "0:00.0".

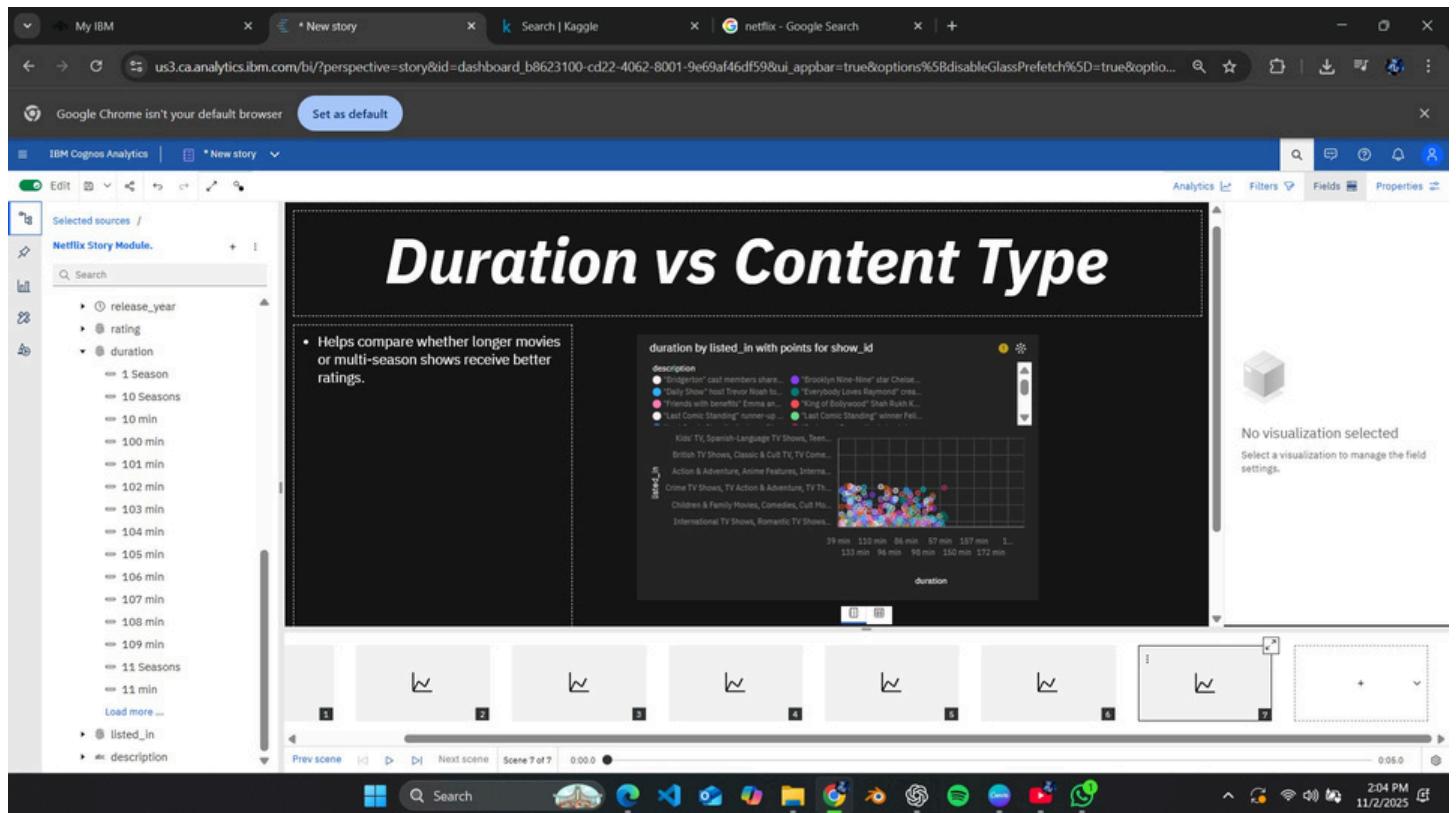
## Scene 5 – Popular Genres on Netflix



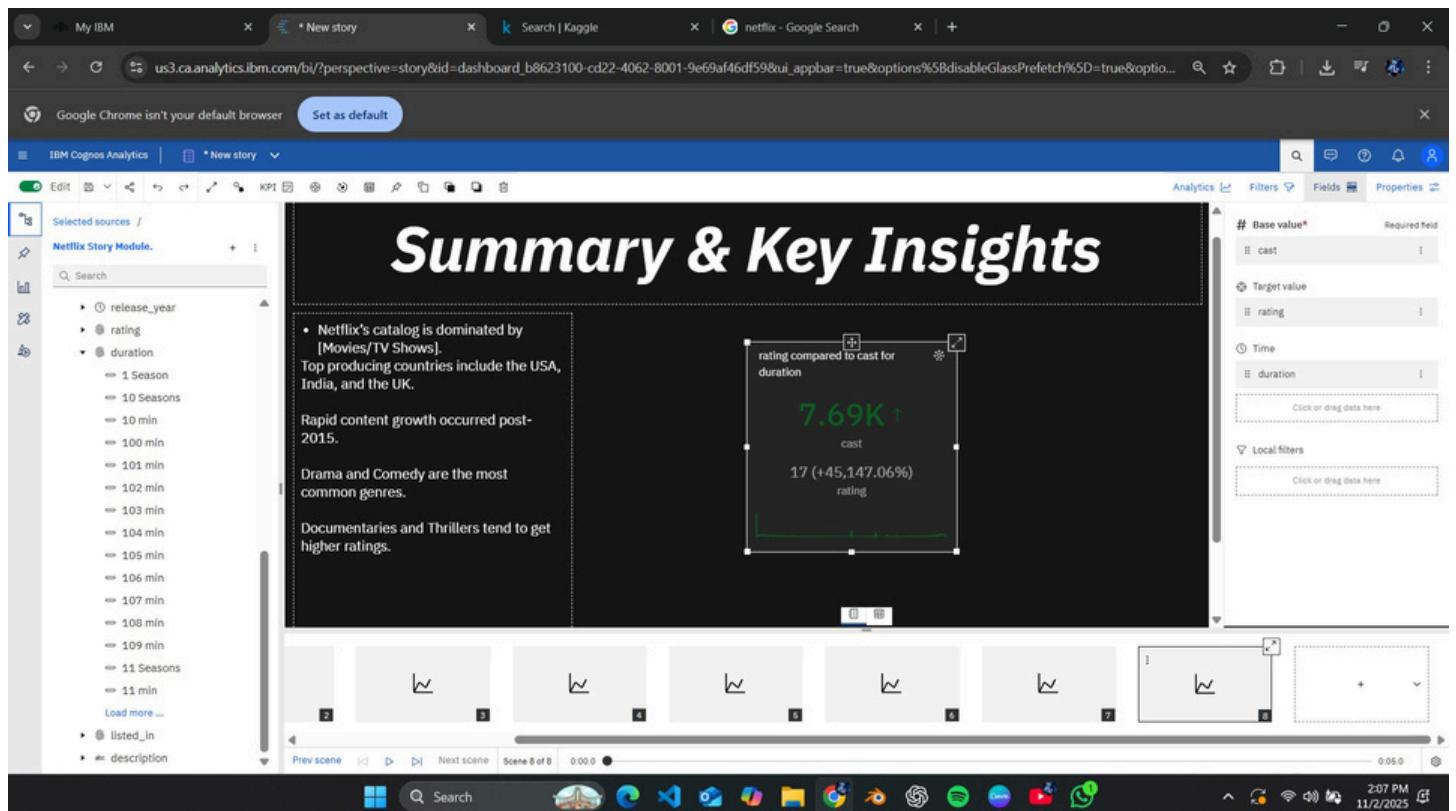
## Scene 6 – Average Rating by Genre



## Scene 7 – Duration vs Content Type



## Scene 8 – Summary & Key Insights



REVIEWED

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