BBD UNIVERSITY

# CASE STUDY
# ON

# NETFLIX MOVIES AND TV SHOWS

NETFLIX

SUBMITTED TO :

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SUBMITTED BY :
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Section:BCADS26
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Class roll number:79

# 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.

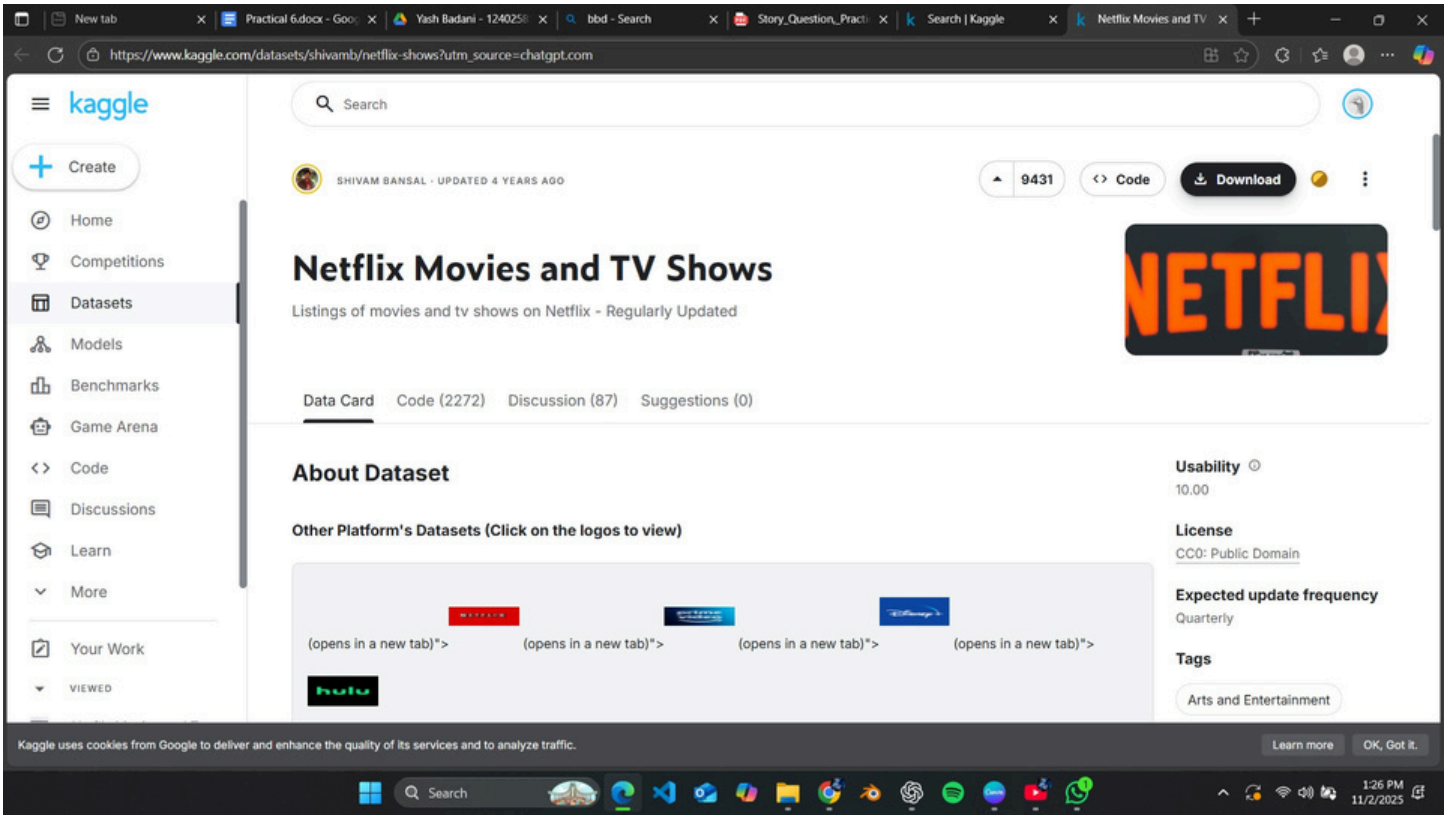
This project enhanced my understanding of **data storytelling**, visualization design, and business insight generation.

## Required Tool

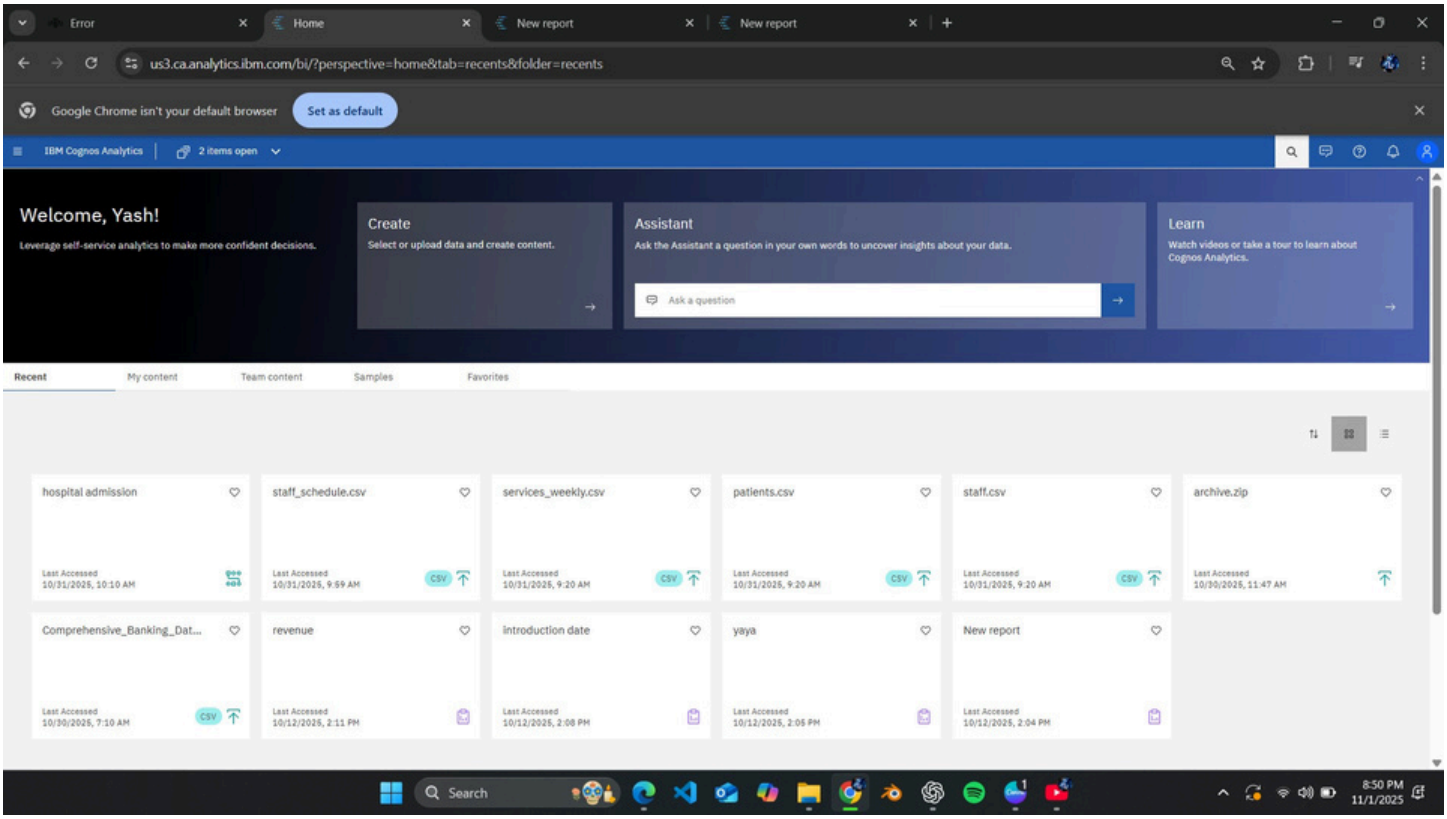
The required tool for this project is **IBM Cognos Analytics**.

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

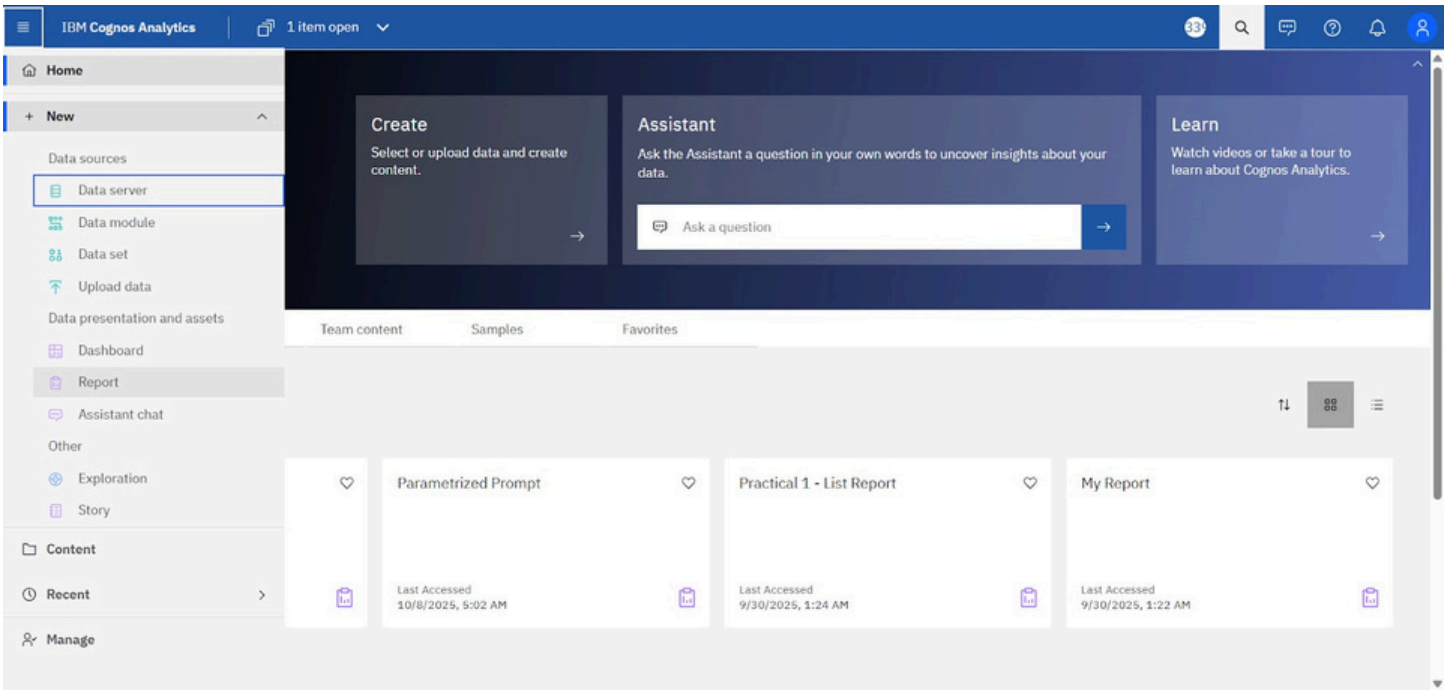
**Step 1: Sign in on "Kaggle" and go on Datasets and choose the Netflix Movies and TV Shows data and download.**



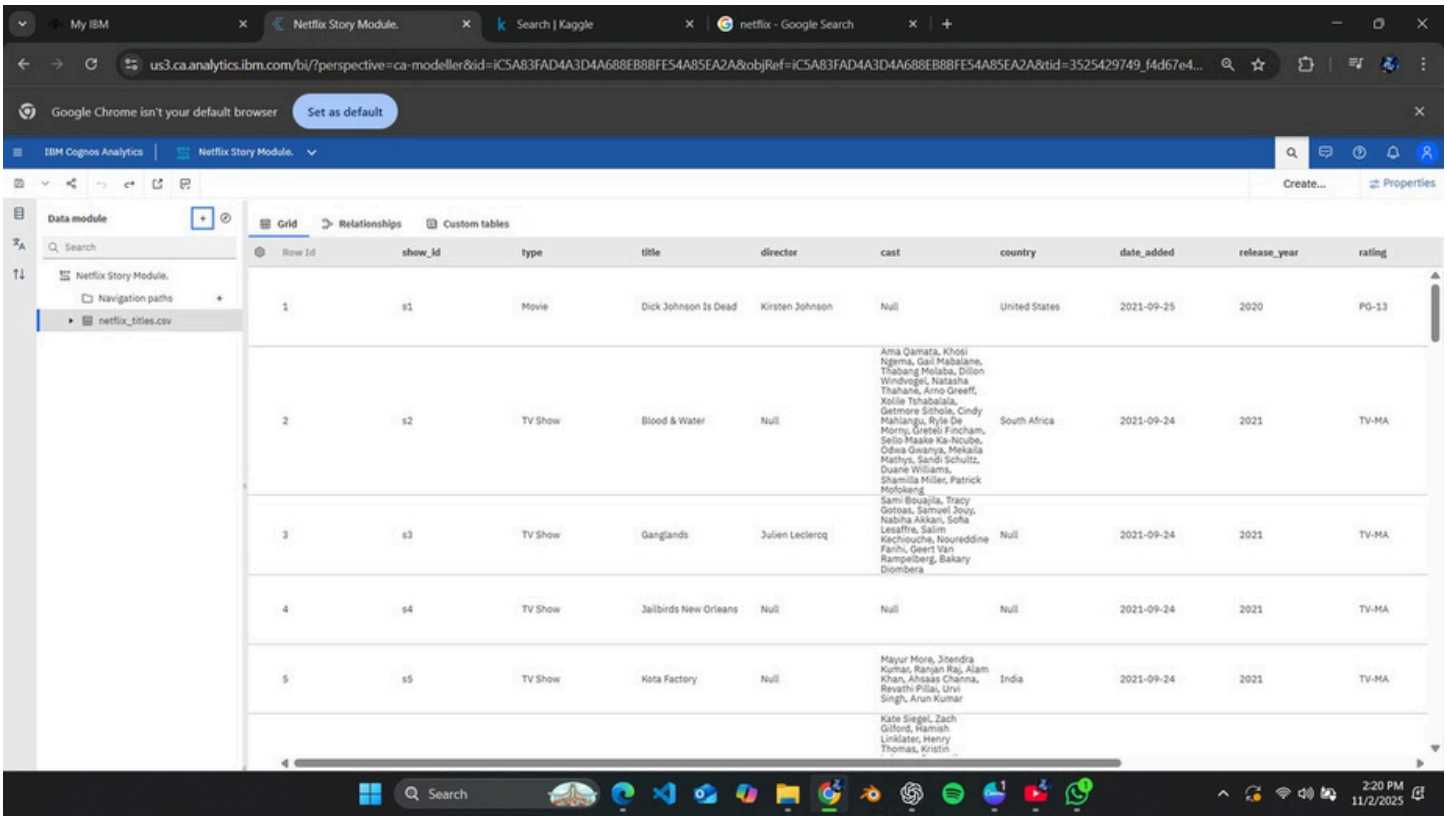

**Step 2-Login to IBM Cognos Analytics using the provided credentials.**



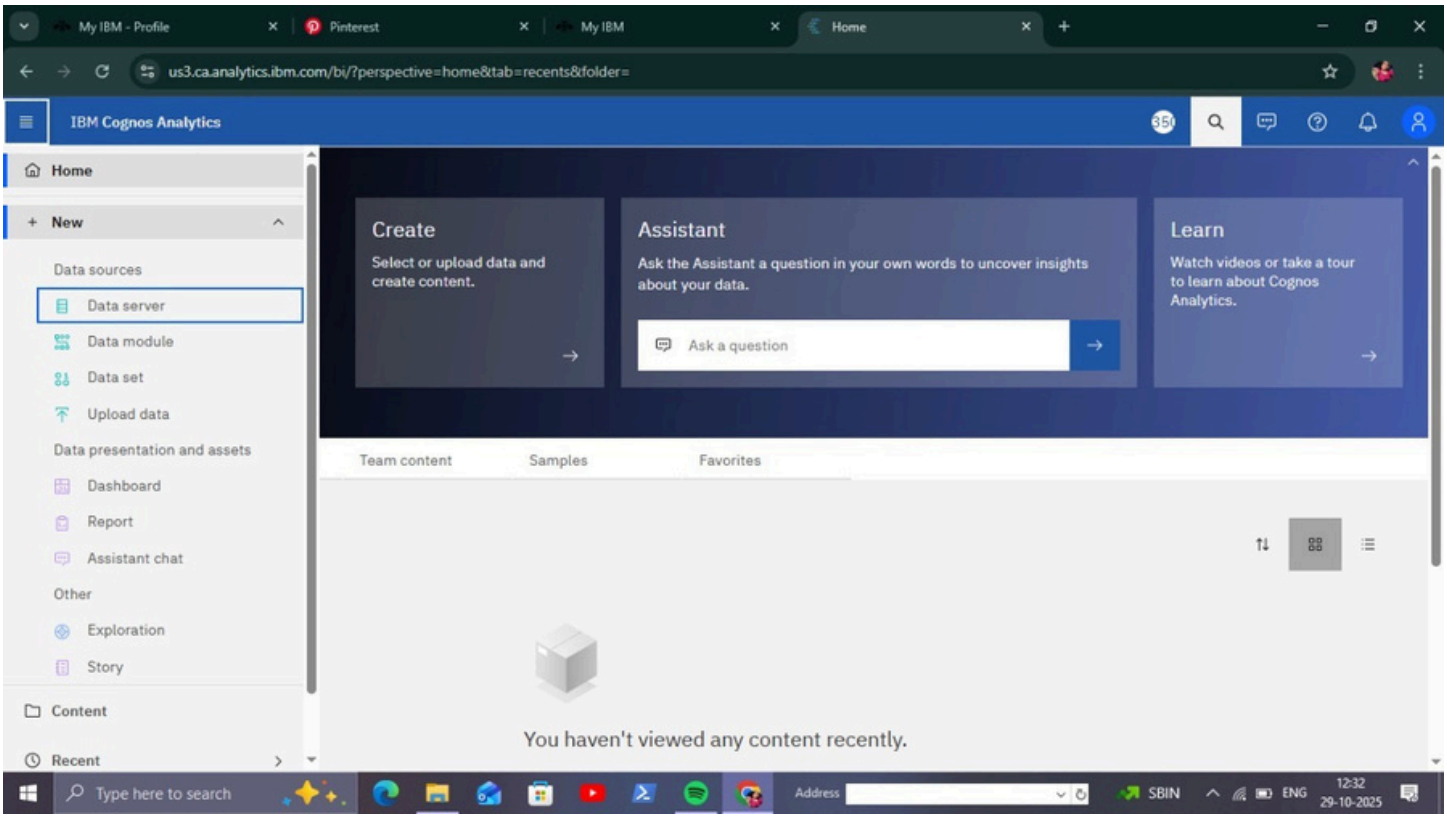
**Step 3: Click on the ≡ (Menu) icon and select Content.**



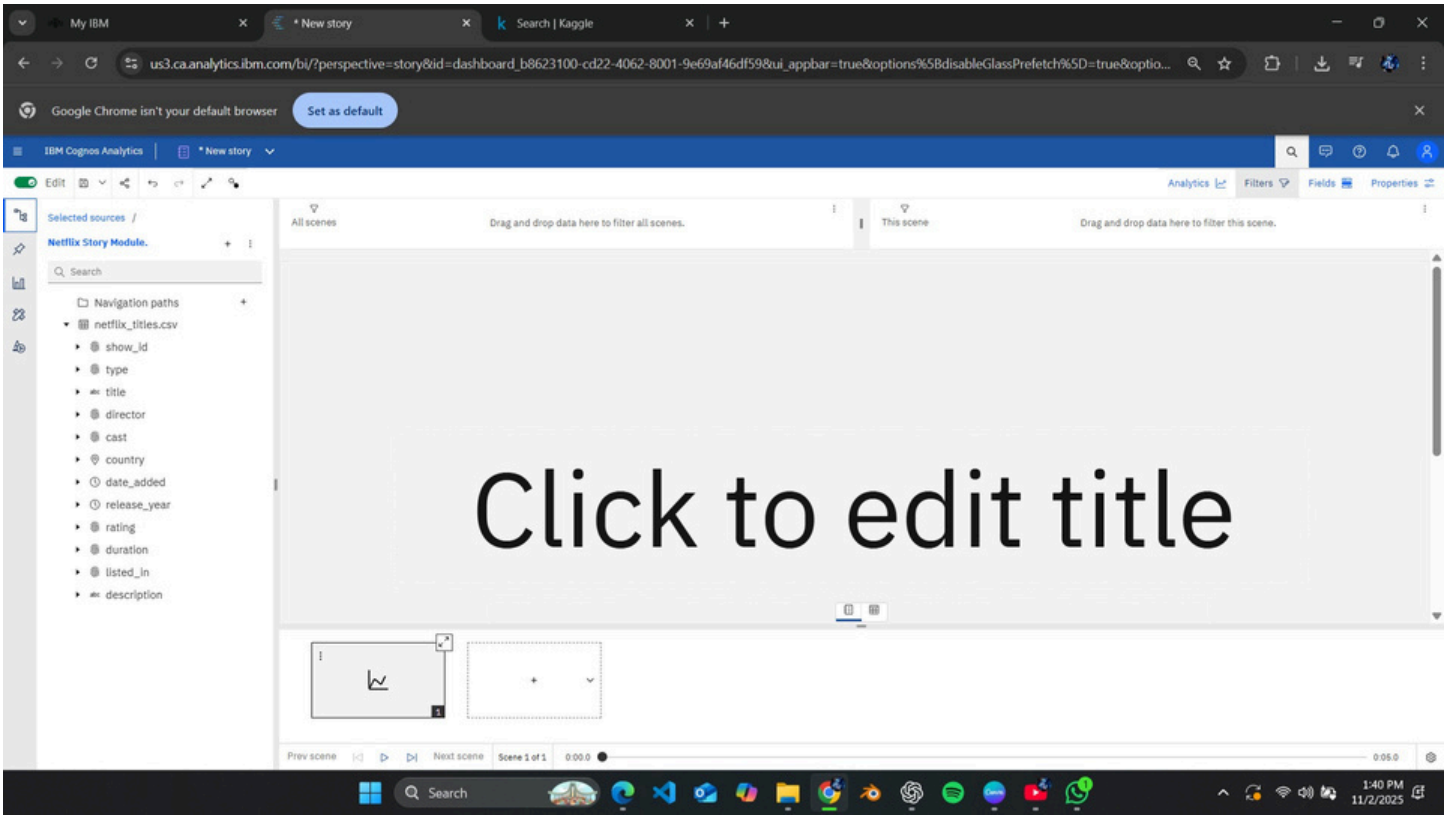

**Step 4: Click New → Upload Files and upload the dataset file "netflix_titles.csv" downloaded from Kaggle. Verify the uploaded dataset and save it using Save As, naming it "Netflix Story Module."**



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

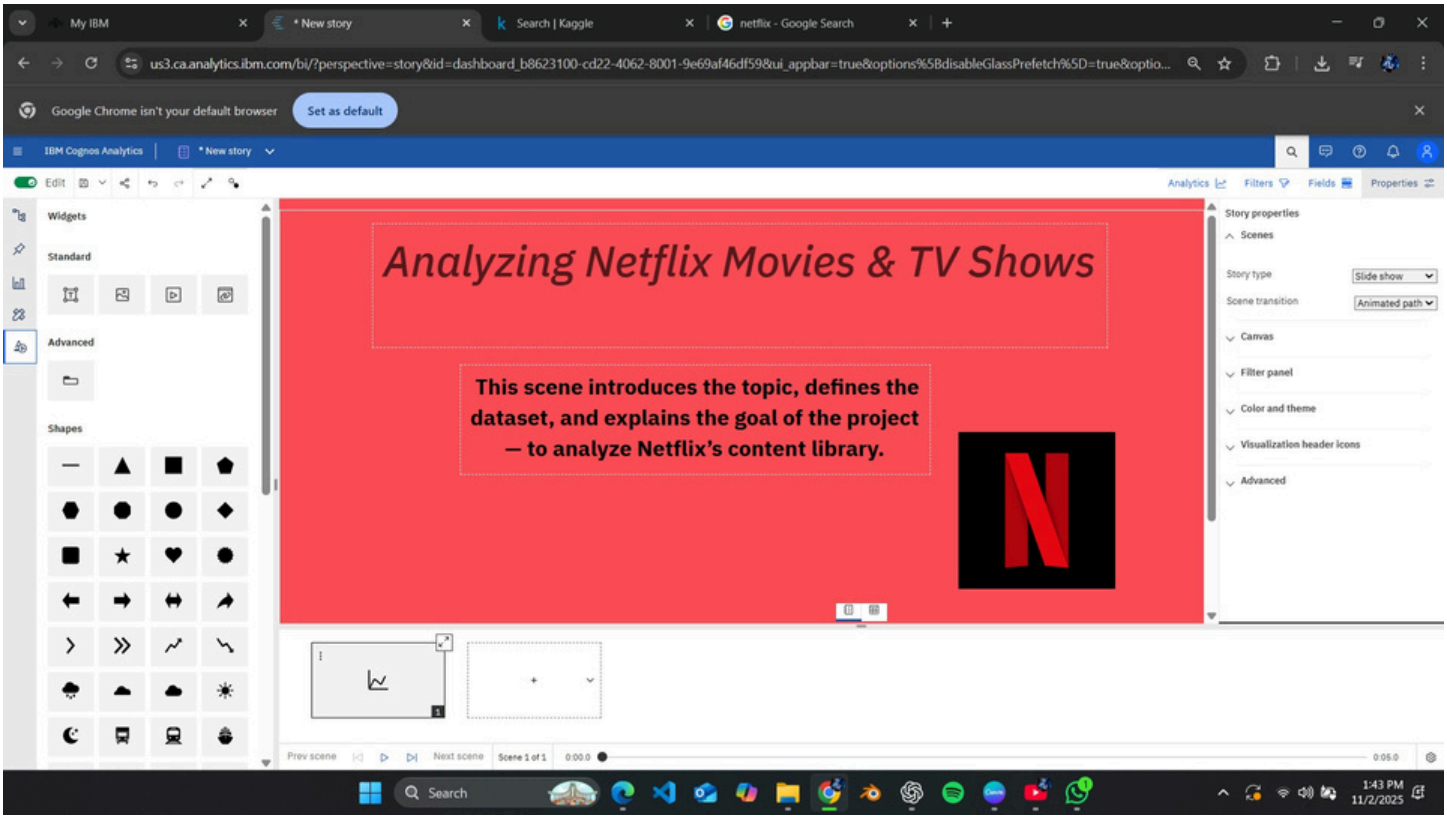



**Step 9:** Click **Select a source** and choose the **Netflix Story Module** as your main dataset. The Story workspace will open. It contains **Tabs, Analytics, Filters, Fields, and Properties** options to build visuals.

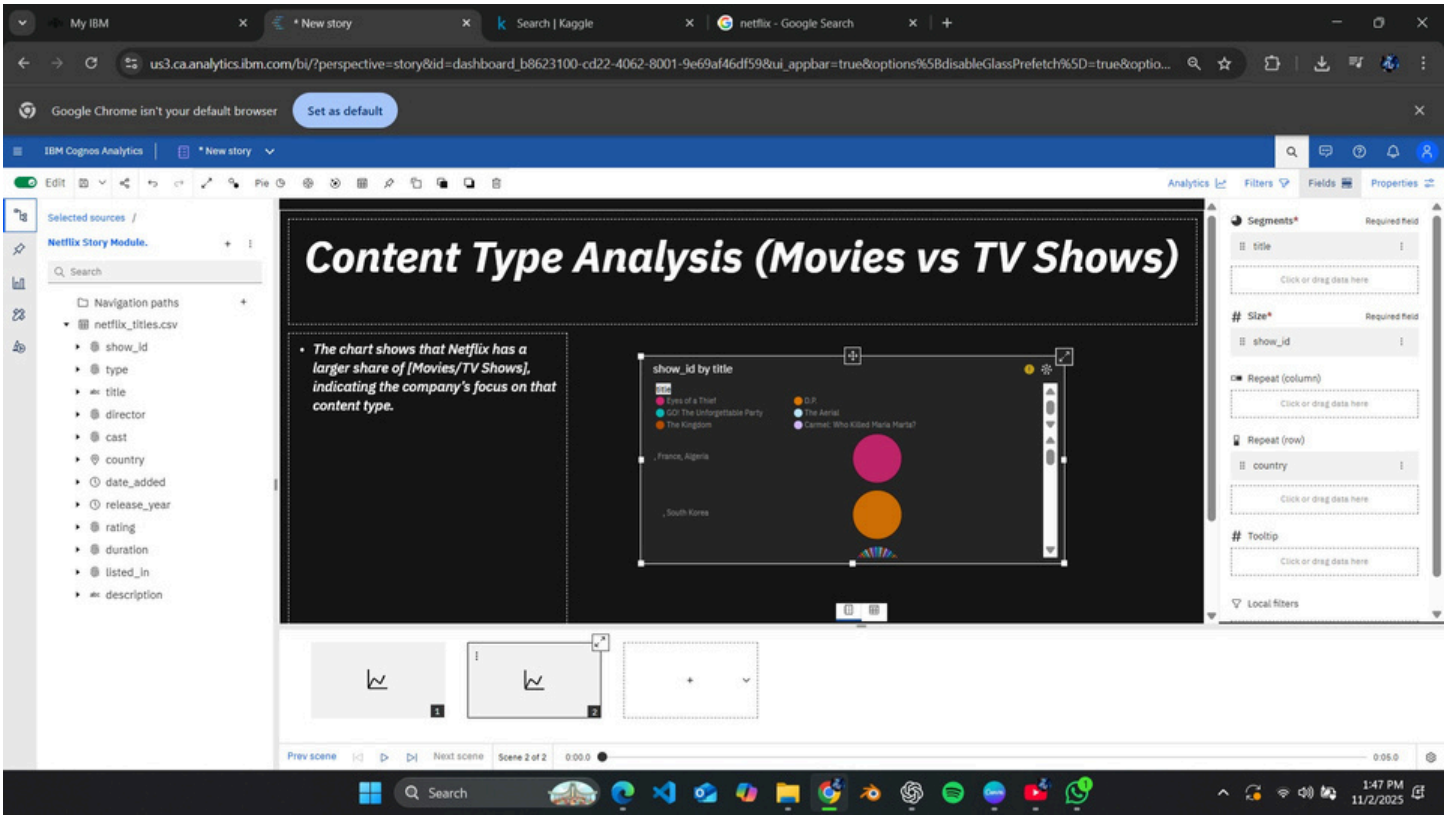


# Story Scenes

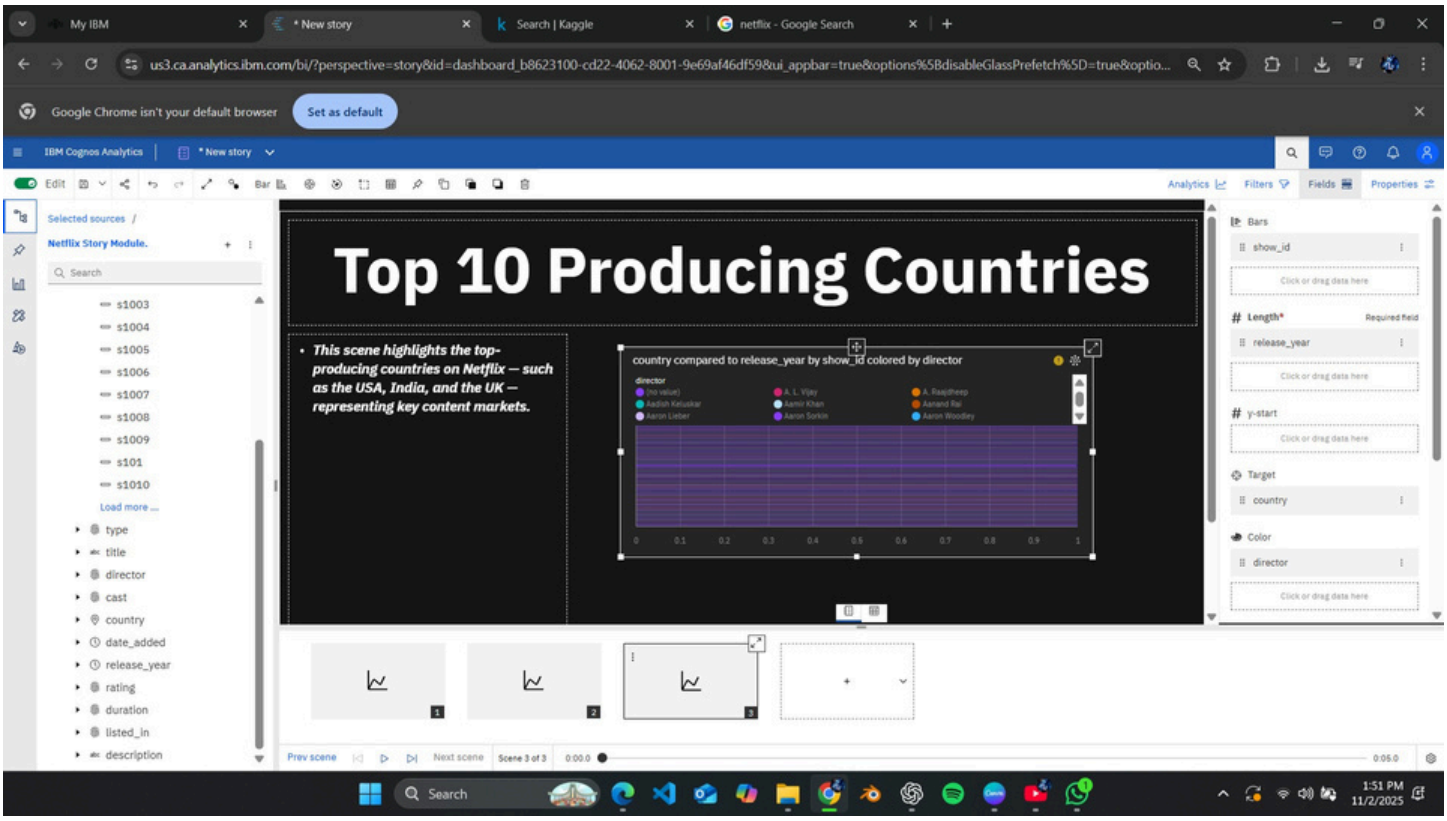
## Scene 1 – Introduction



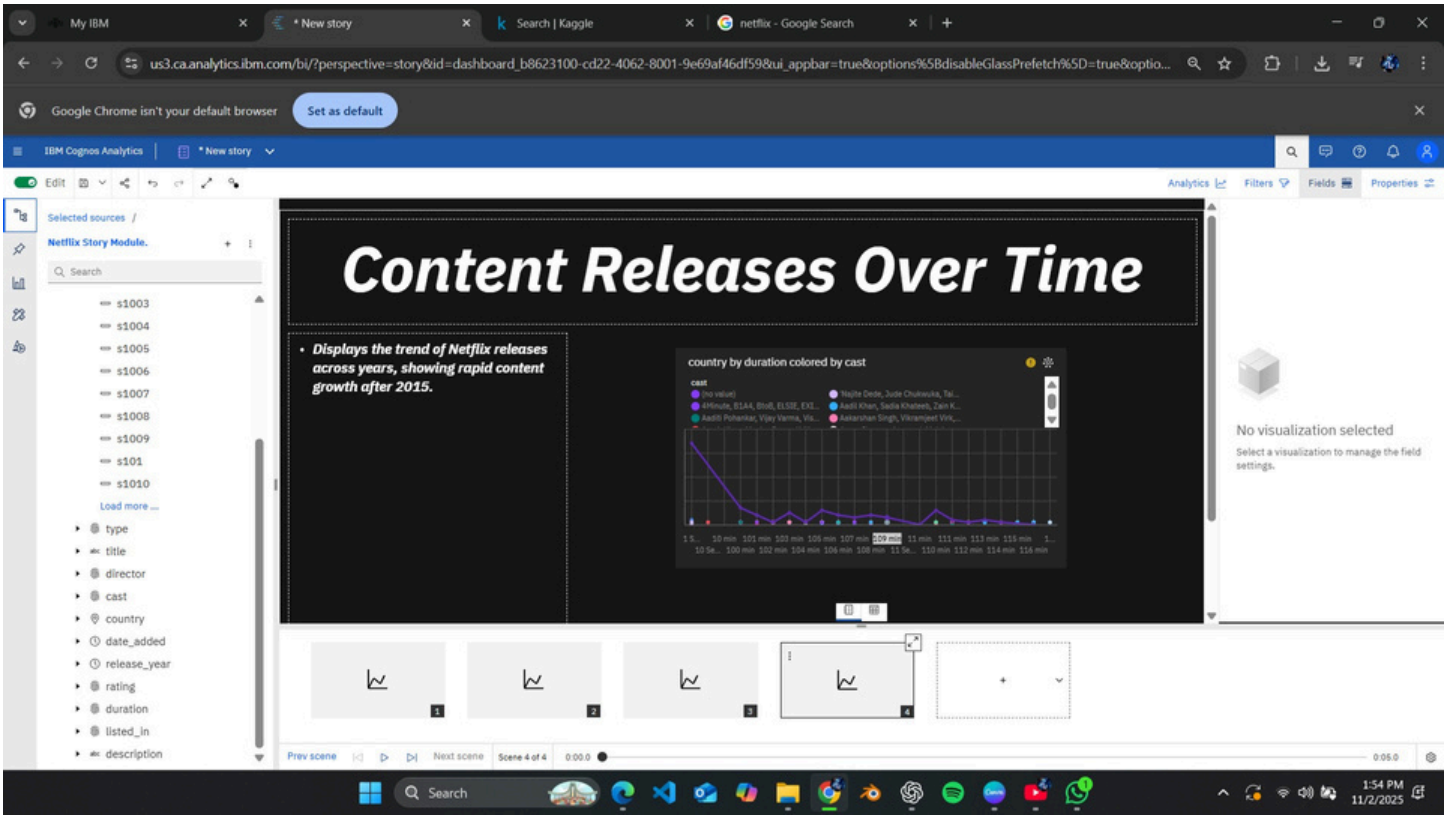

## Scene 2 – Content Type Distribution (Movies vs TV Shows)



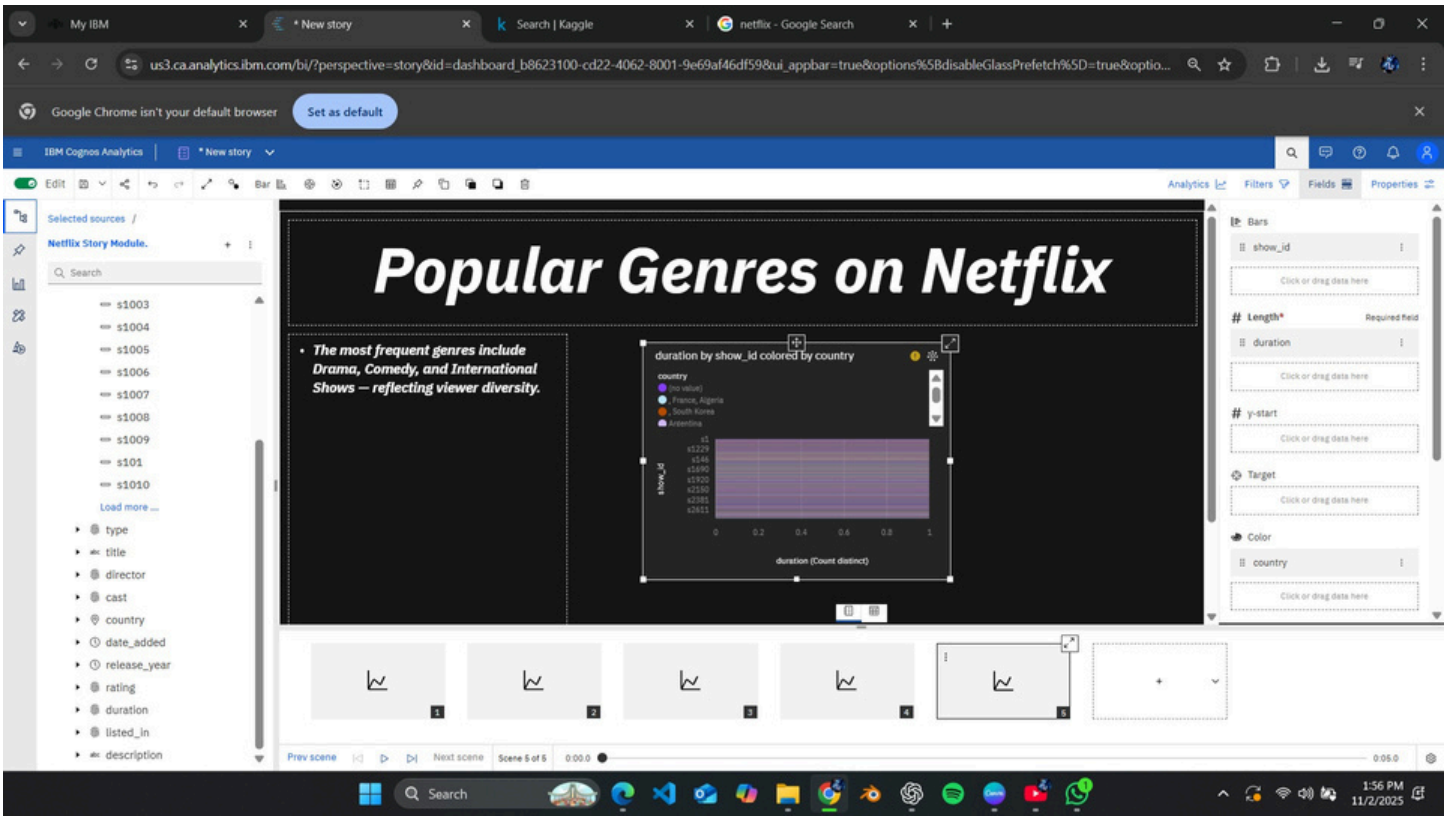
## Scene 3 – Top 10 Producing Countries



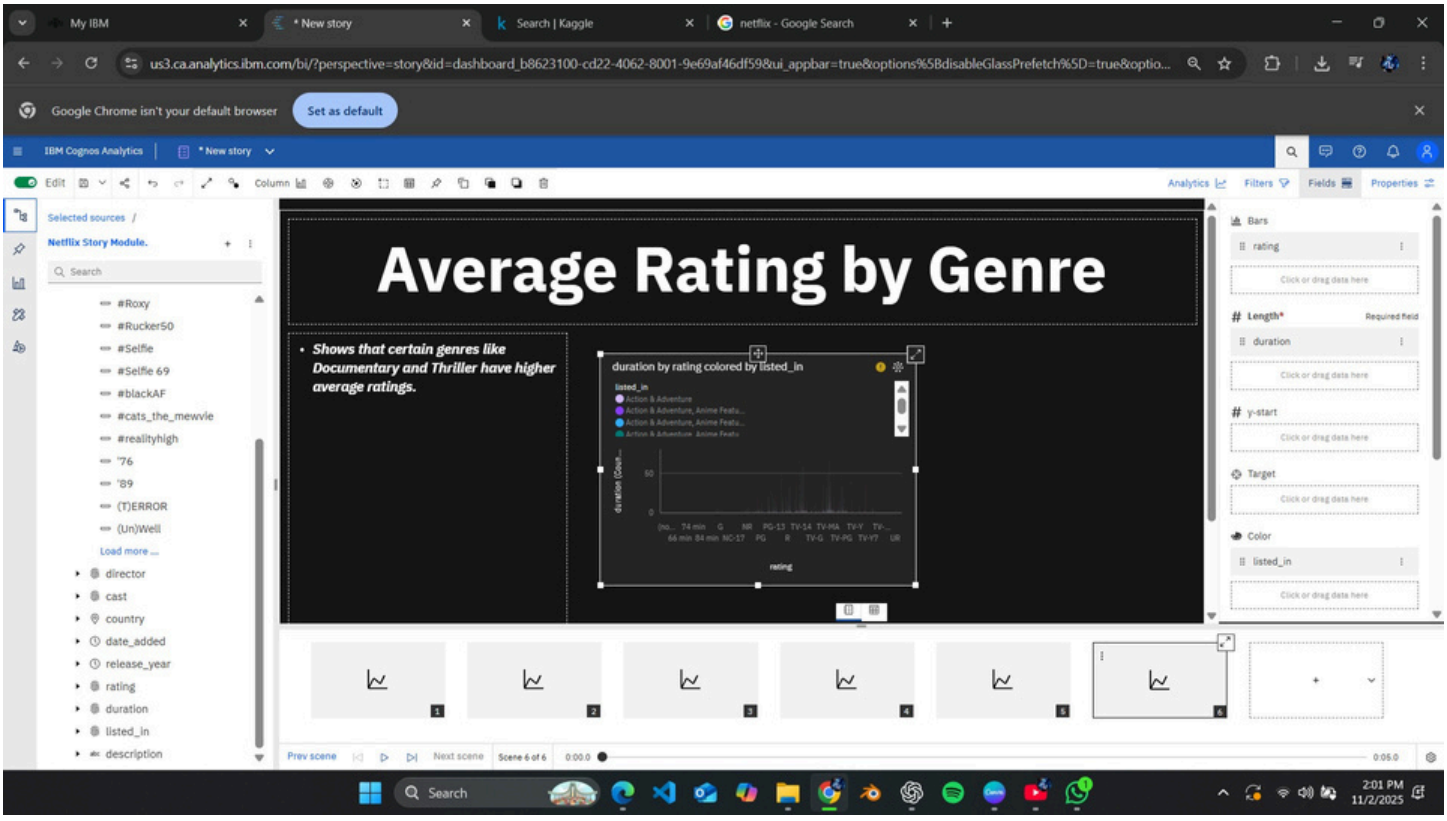

## Scene 4 – Content Releases Over the Years



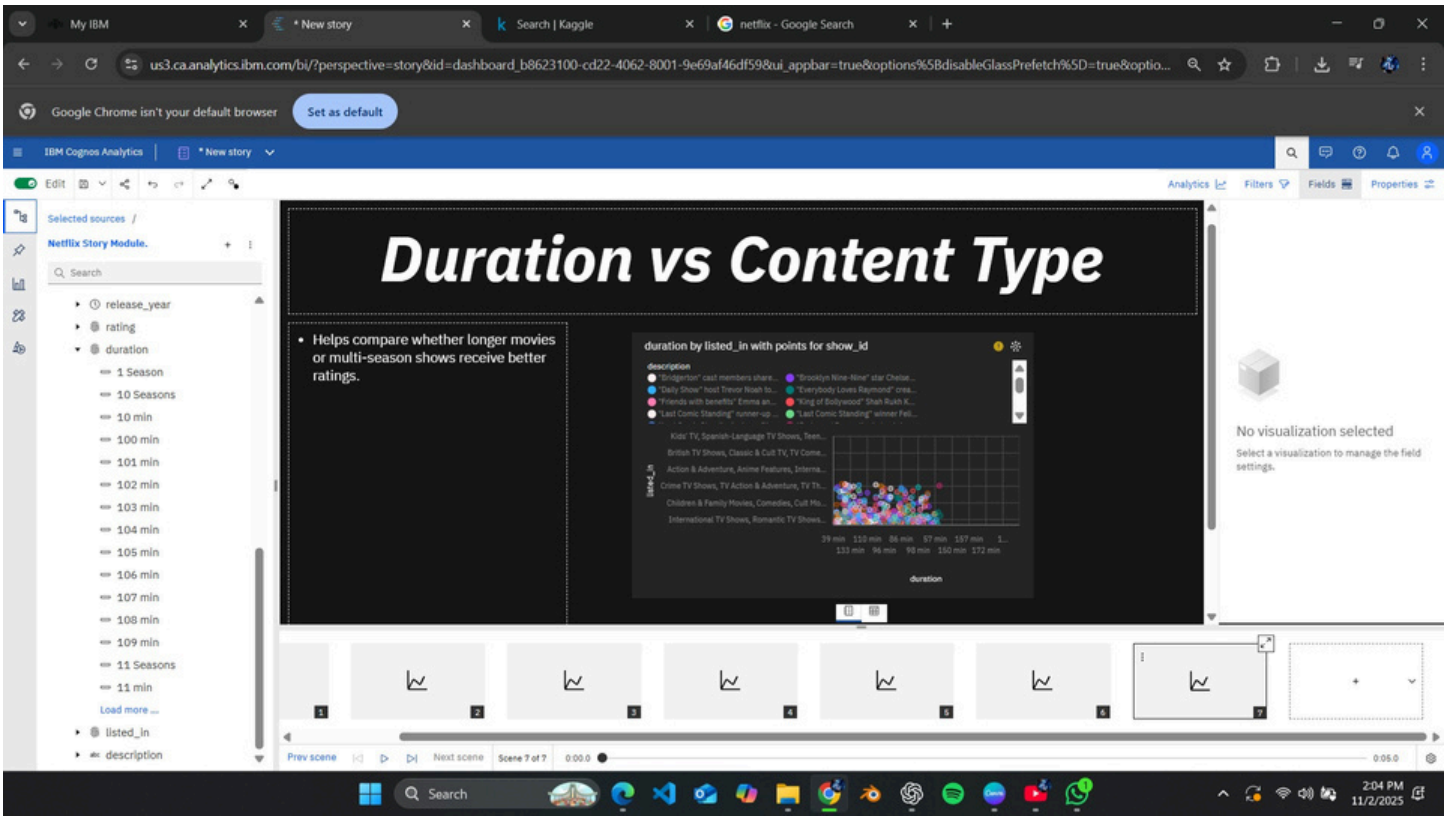
## Scene 5 – Popular Genres on Netflix



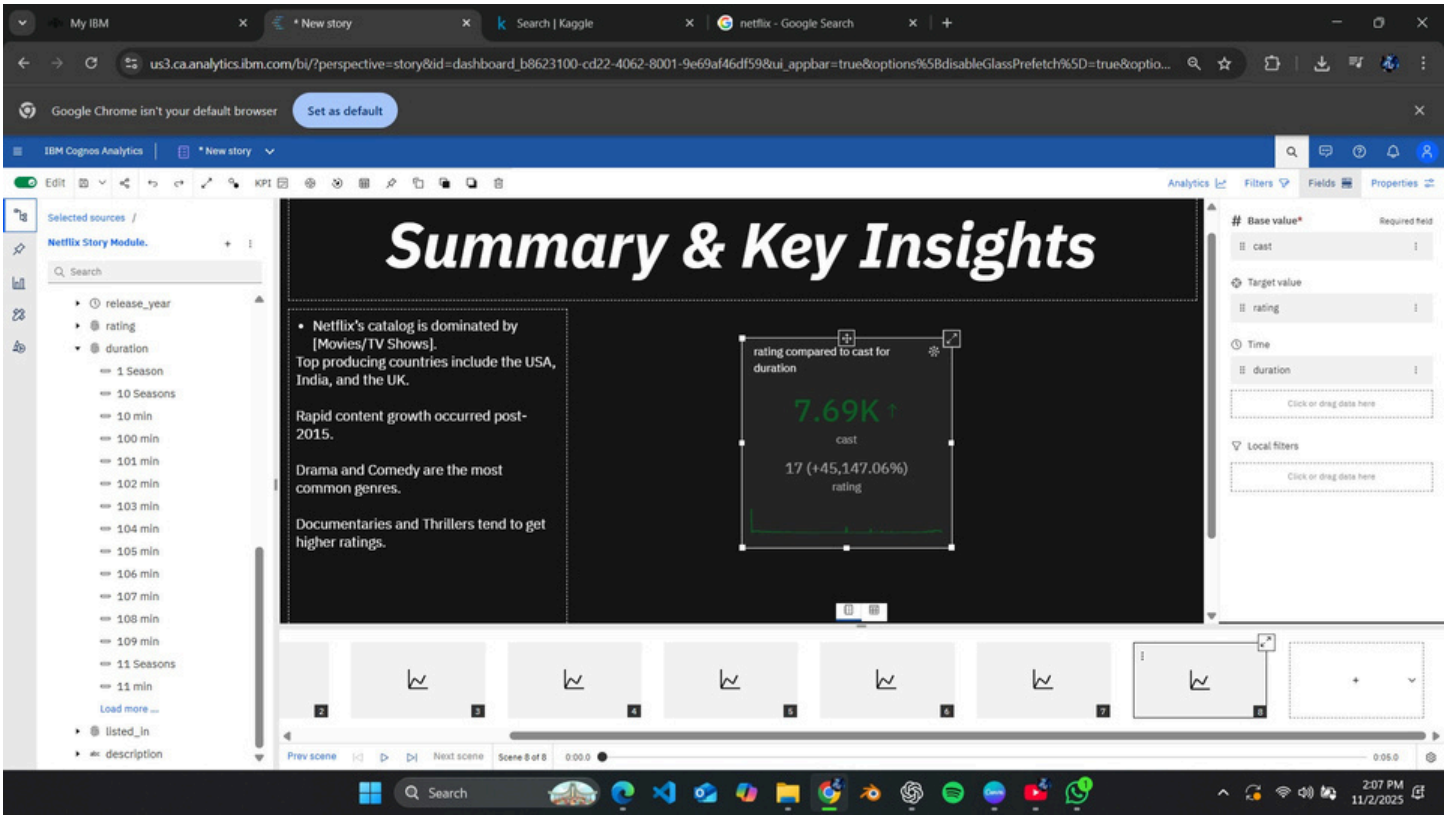

## Scene 6 – Average Rating by Genre



## Scene 7 – Duration vs Content Type




## Scene 8 – Summary & Key Insights




**REVIEWED**

**BY-YASH PANDEY**