



**CASE STUDY  
ON  
NETFLIX MOVIES AND TV  
SHOWS  
NETFLIX**

**SUBMITTED TO :  
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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.

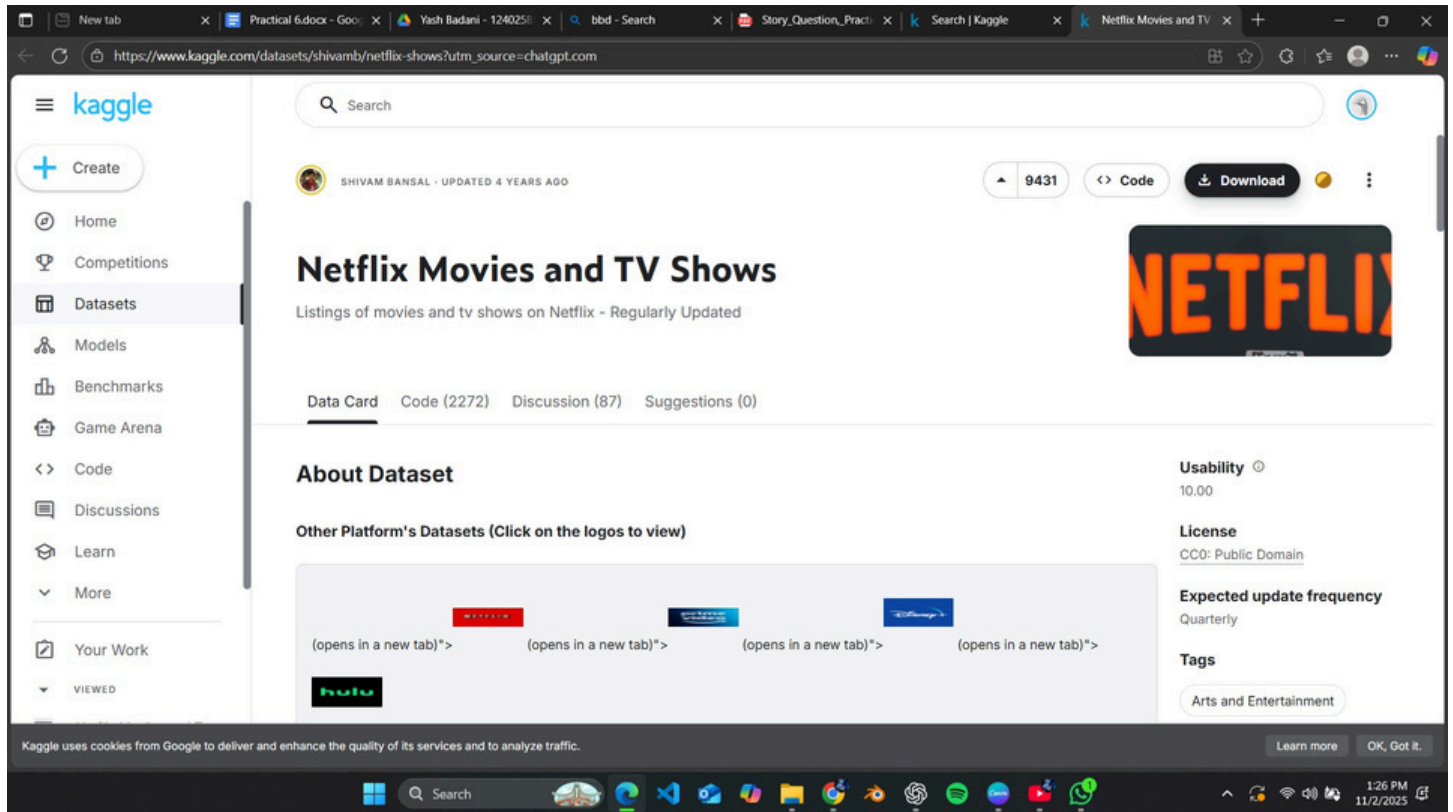
This project enhanced my understanding of **data storytelling**, visualization design, and business insight generation.

## Required Tool

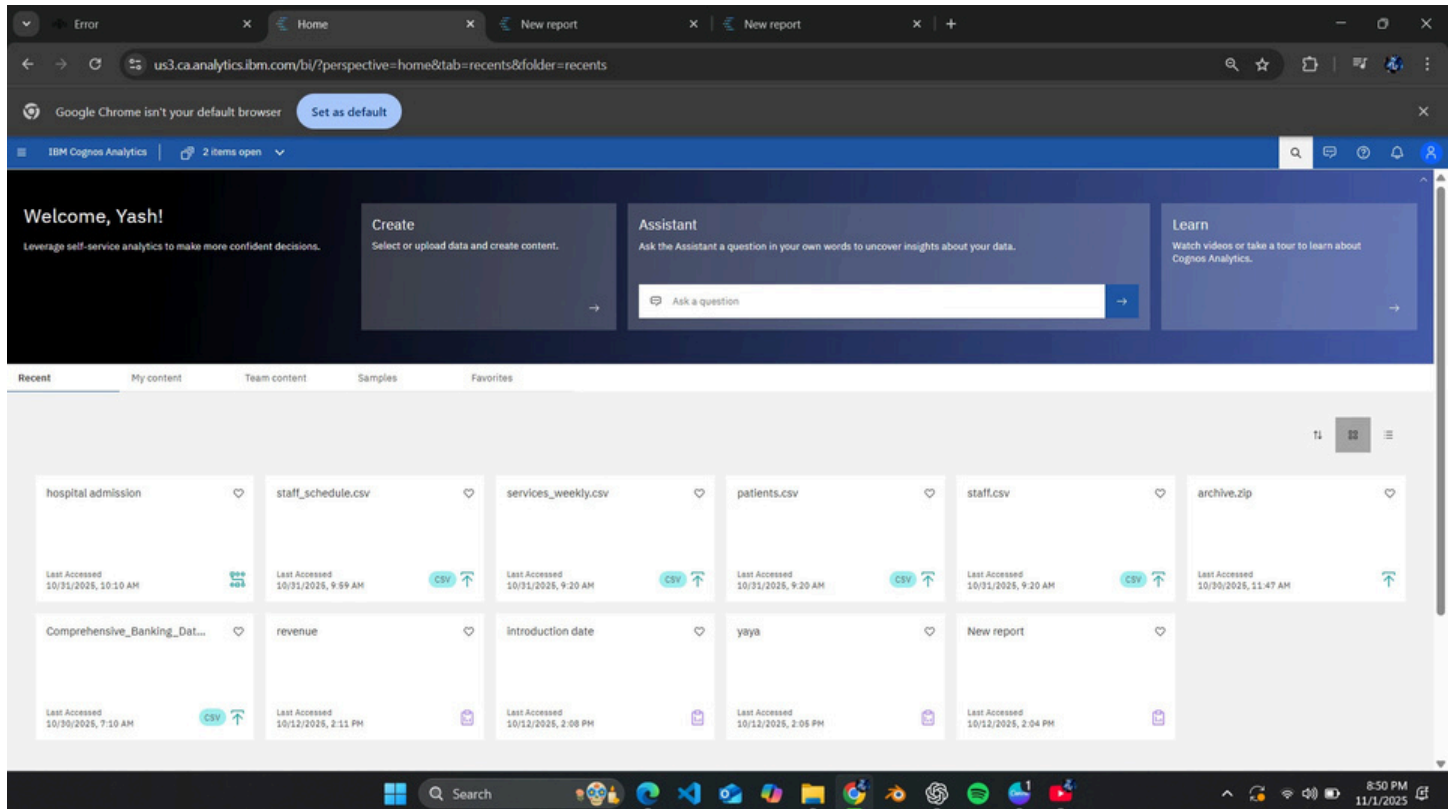
The required tool for this project is **IBM Cognos Analytics**.

## Step-by-Step Procedure:-

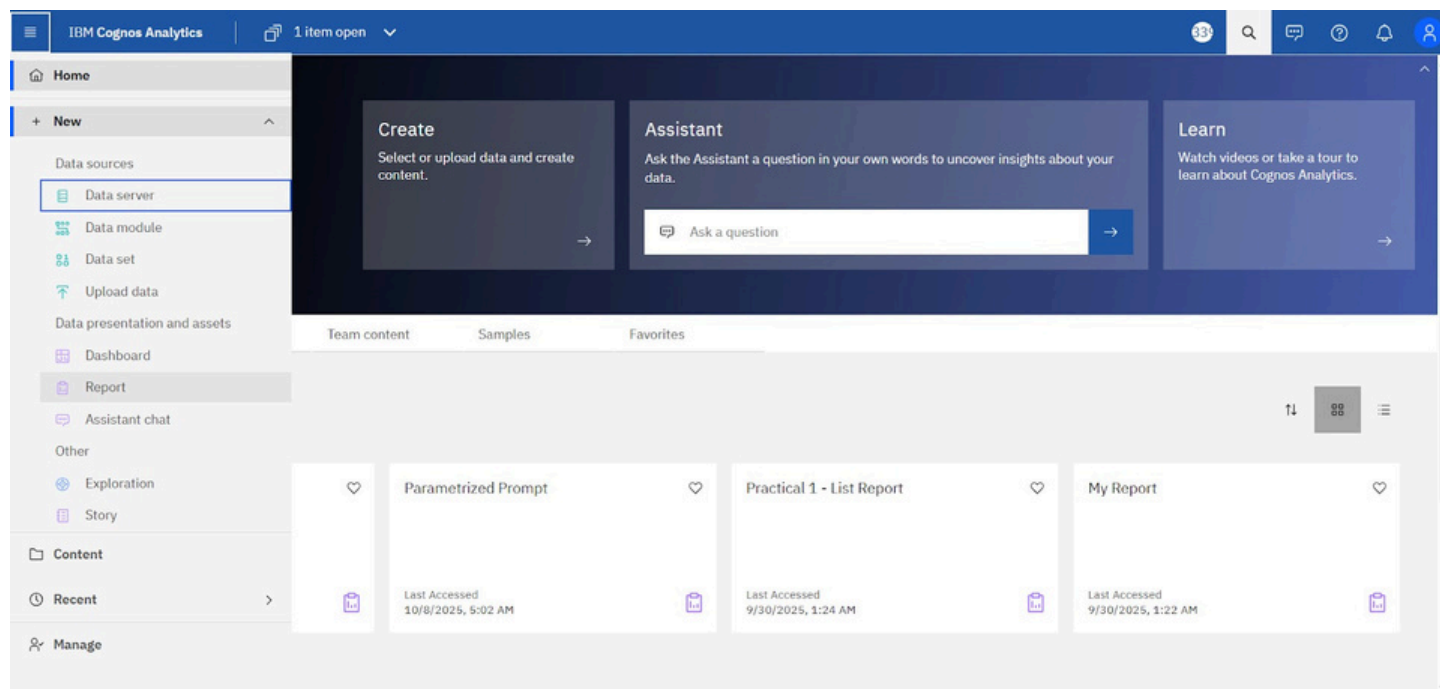
**Step 1: Sign in on “Kaggle” and go on Datasets and choose the Netflix Movies and TV Shows data and download.**



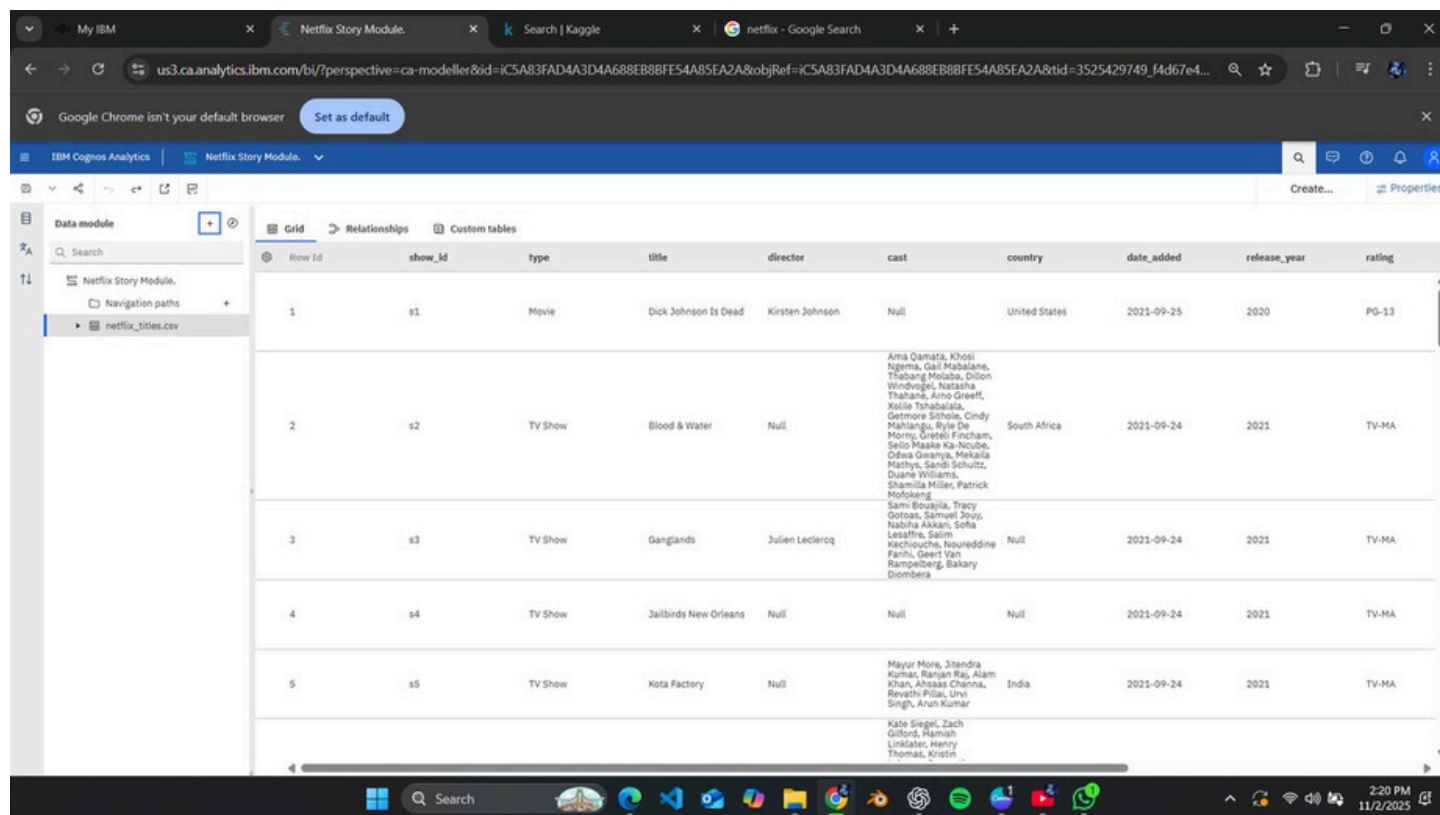
**Step 2-Login to IBM Cognos Analytics using the provided credentials.**



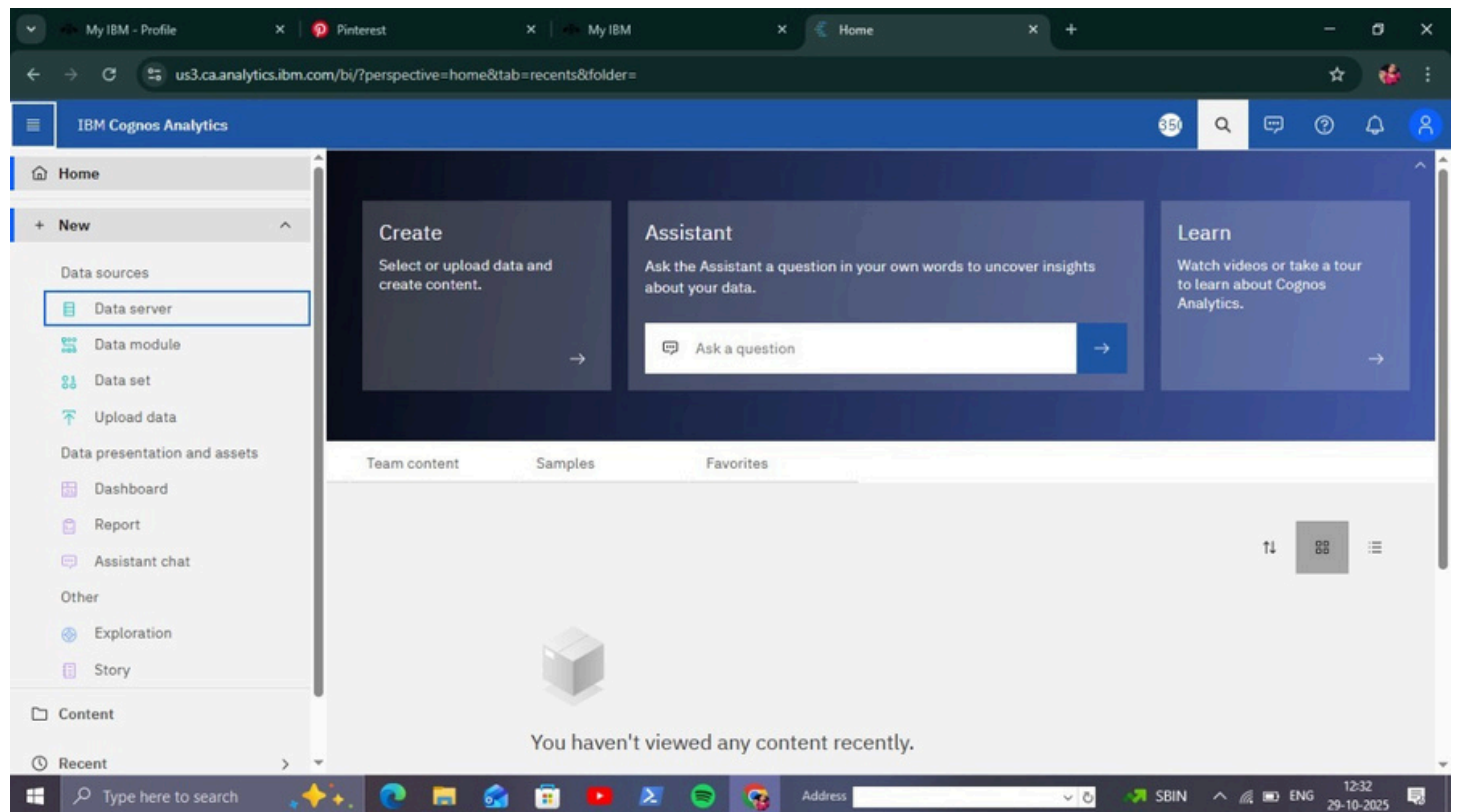
### Step 3: Click on the ≡ (Menu) icon and select Content.



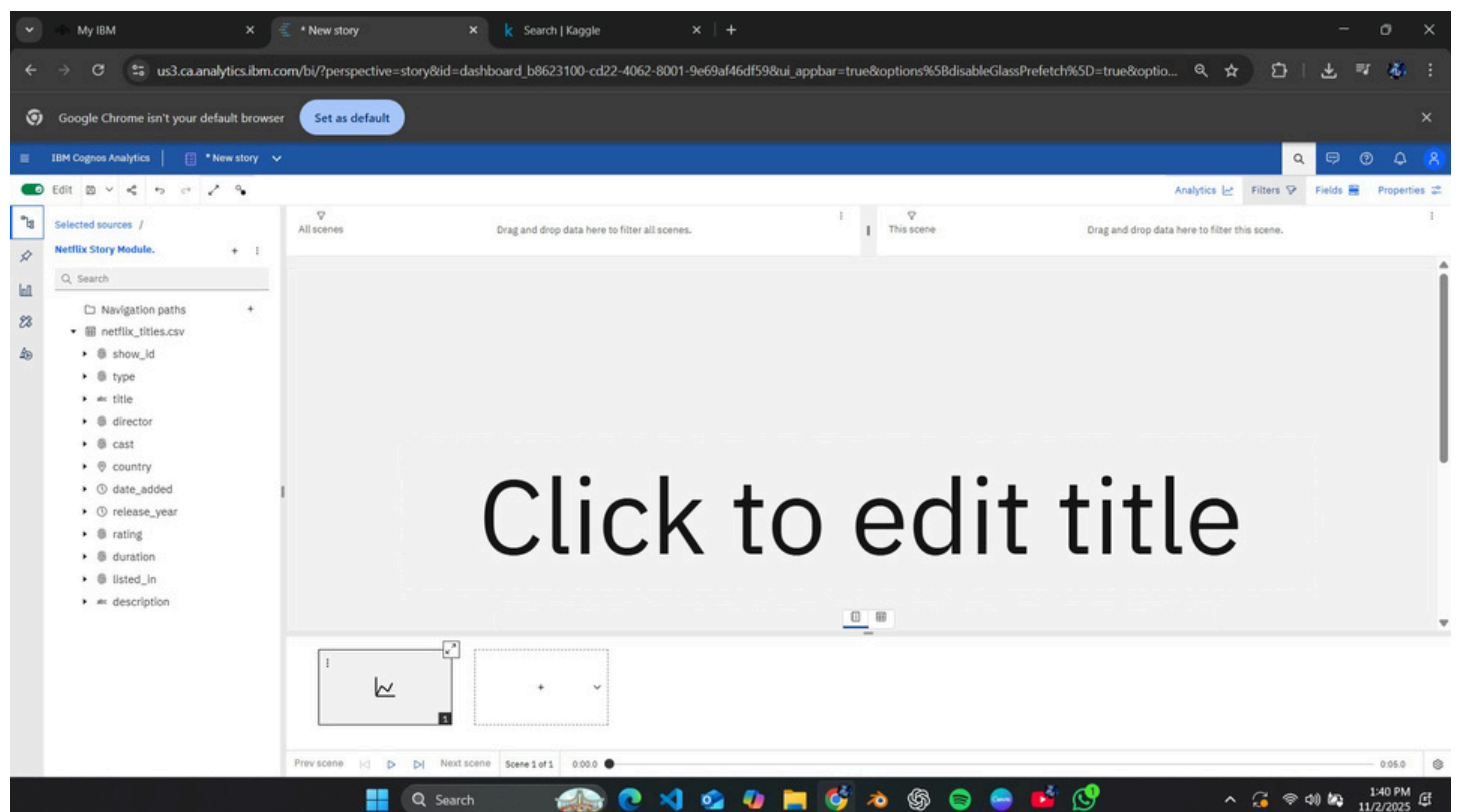
### Step 4: Click New → Upload Files and upload the dataset file “netflix\_titles.csv” downloaded from Kaggle. Verify the uploaded dataset and save it using Save As, naming it “Netflix Story Module.”



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



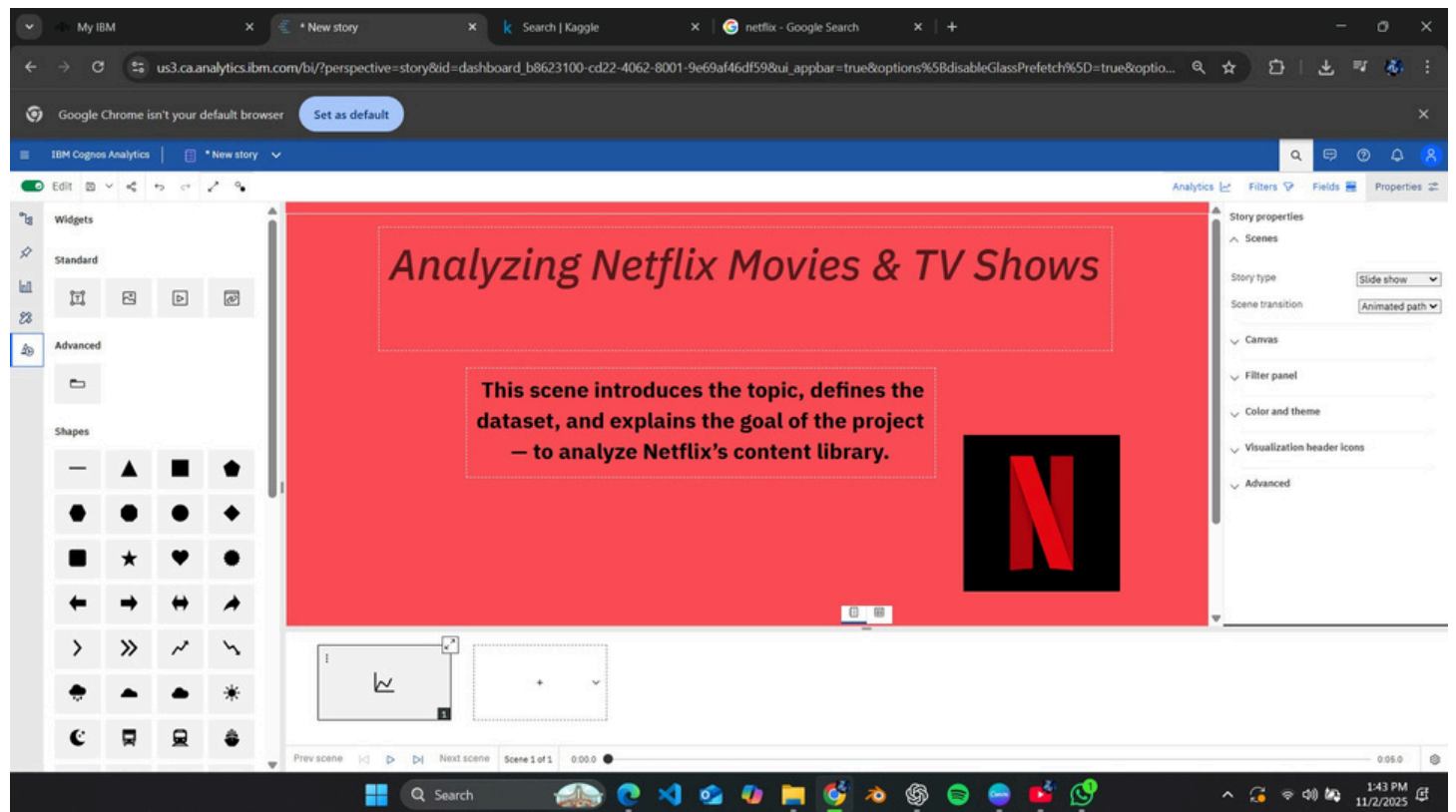
**Step 9:** Click **Select a source** and choose the **Netflix Story Module** as your main dataset. The Story workspace will open. It contains **Tabs, Analytics, Filters, Fields, and Properties** options to build visuals.



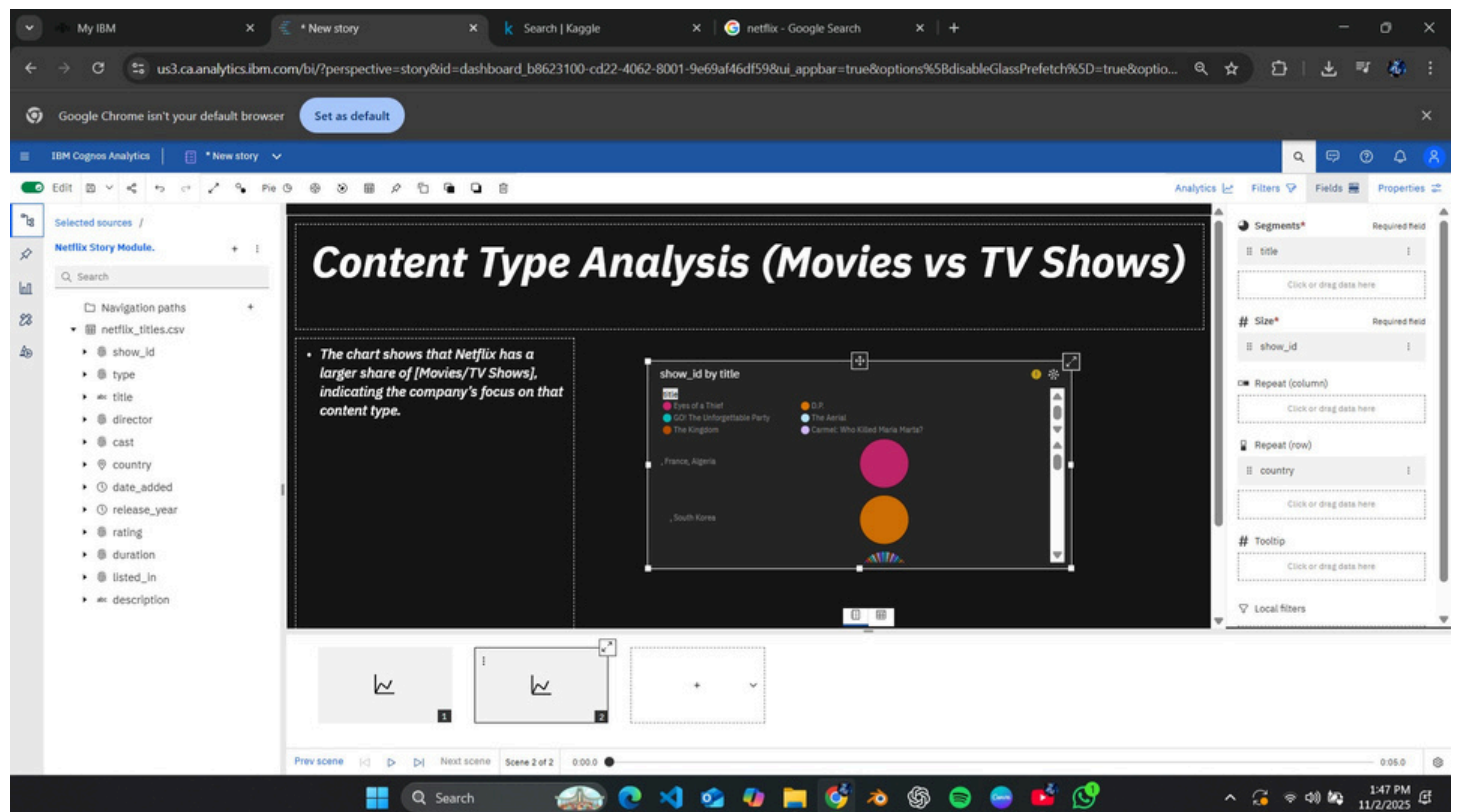


# Story Scenes

## Scene 1 – Introduction

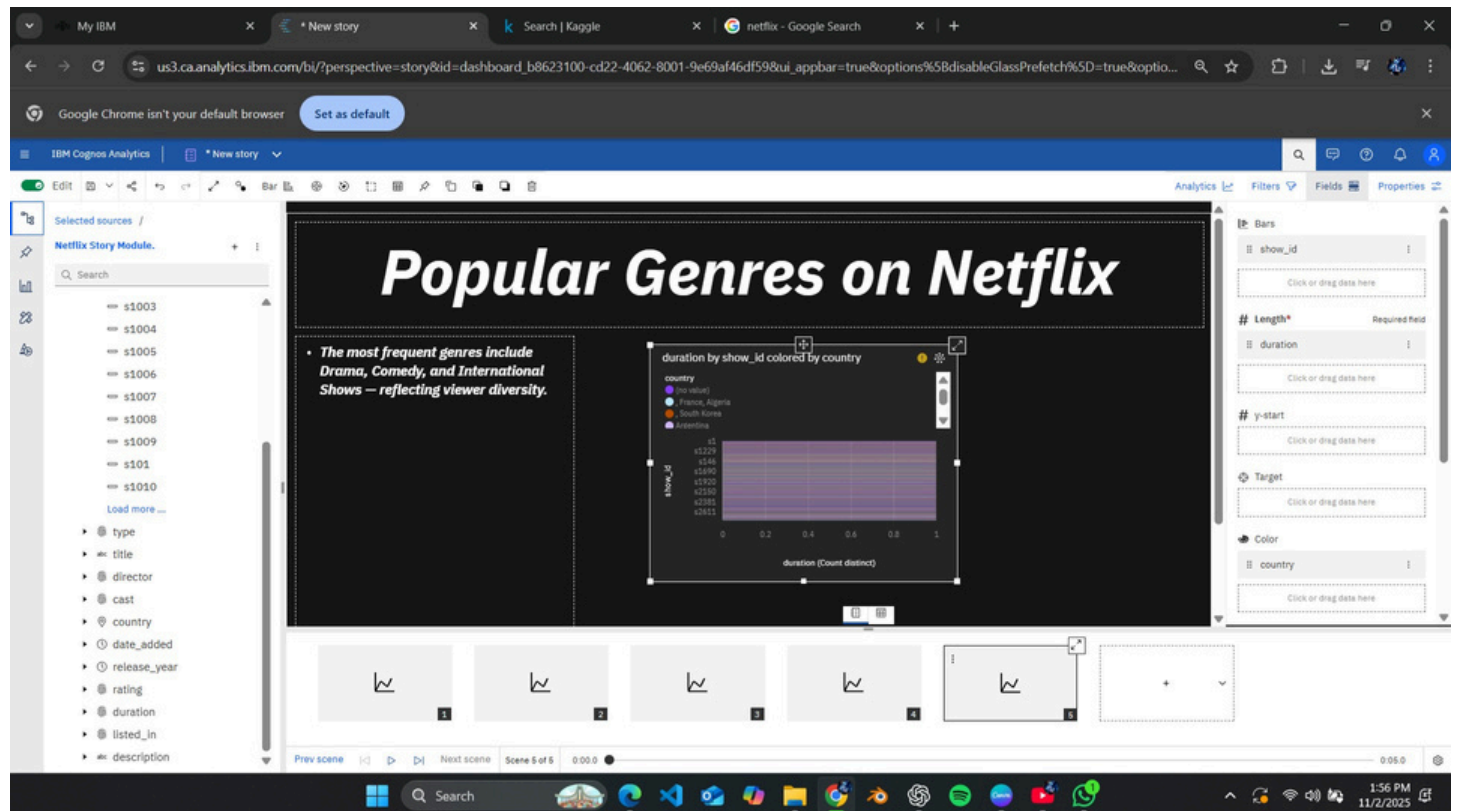


## Scene 2 – Content Type Distribution (Movies vs TV Shows)

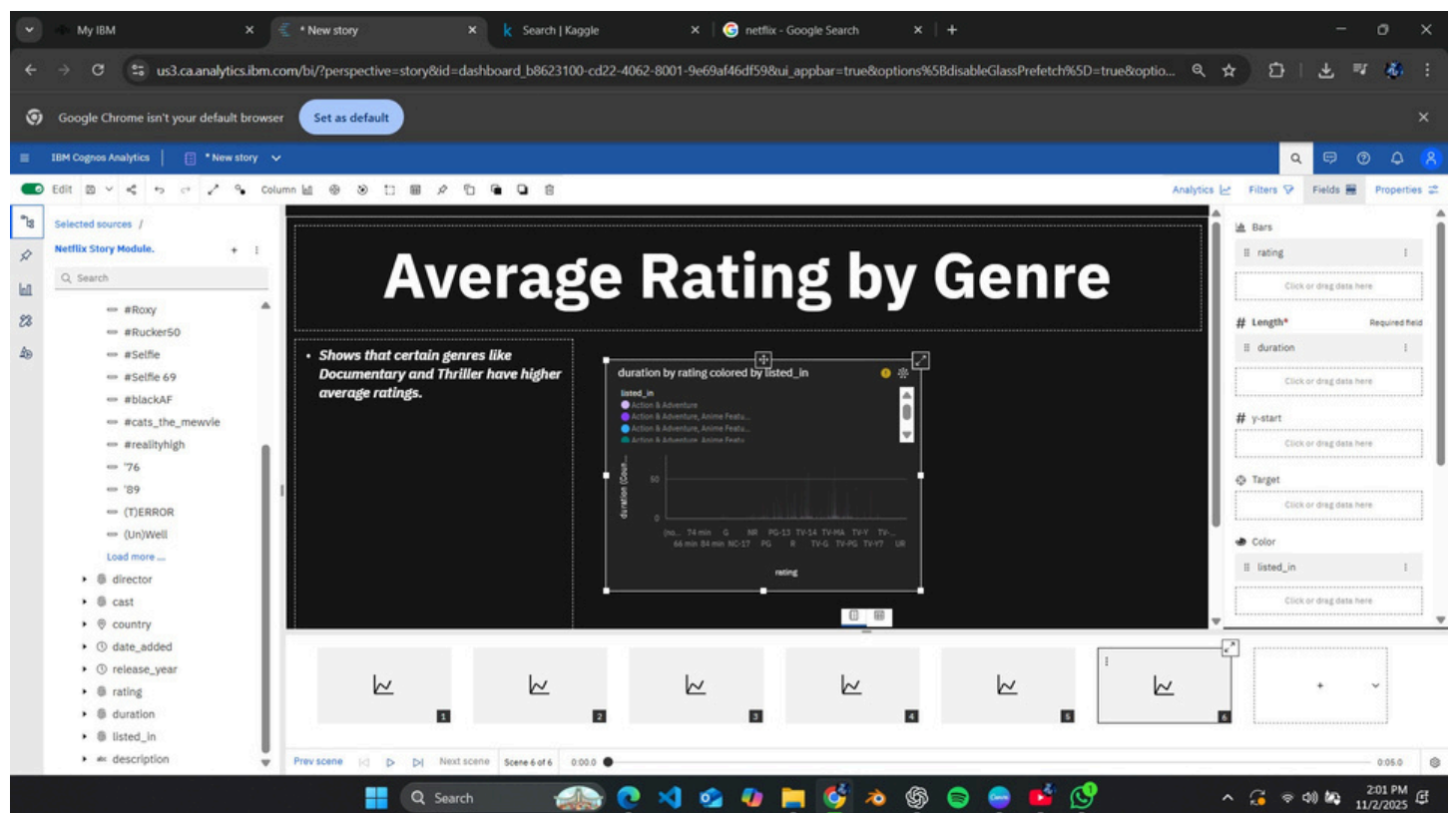


The screenshot displays the IBM Cognos Analytics interface. At the top, there's a navigation bar with tabs for 'My IBM', 'New story', 'Search | Kaggle', and 'Netflix - Google Search'. Below this is a browser address bar showing a URL from 'us3.ca.analytics.ibm.com'. The main workspace is titled 'Top 10 Producing Countries'. It contains a text block on the left with the text: '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 scatter plot with 'release\_year' on the x-axis (ranging from 0 to 1) and 'show\_id' on the y-axis. The data points are colored by director, with a legend on the right showing directors like A. L. Viper, A. Roshan, A. Roshan, A. Roshan, A. Roshan, A. Roshan, A. Roshan, A. Roshan, A. Roshan, A. Roshan. The interface also shows a left sidebar with a list of sources, a top navigation bar, and a right sidebar with a list of fields.

## Scene 5 – Popular Genres on Netflix

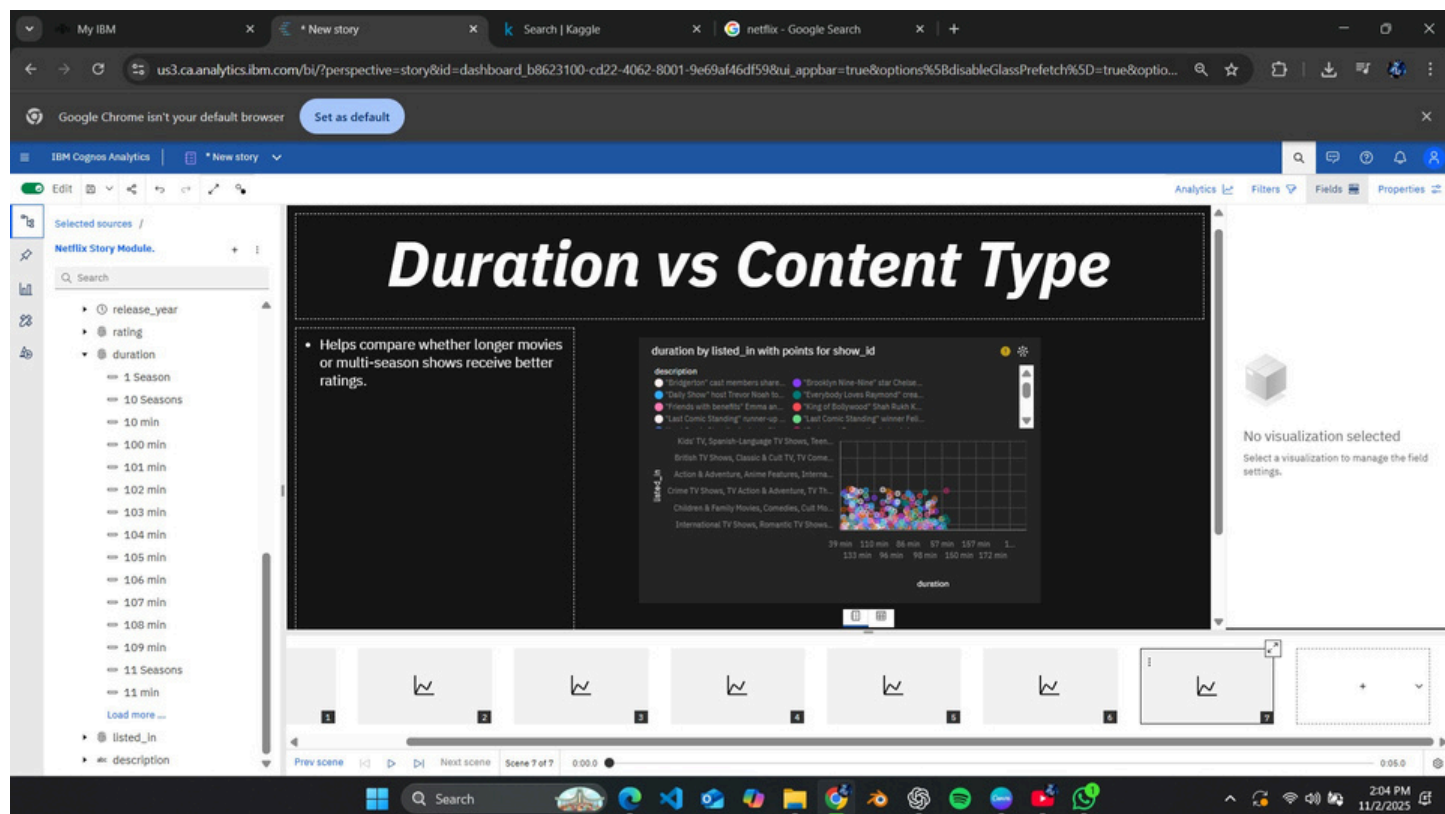


## Scene 6 – Average Rating by Genre

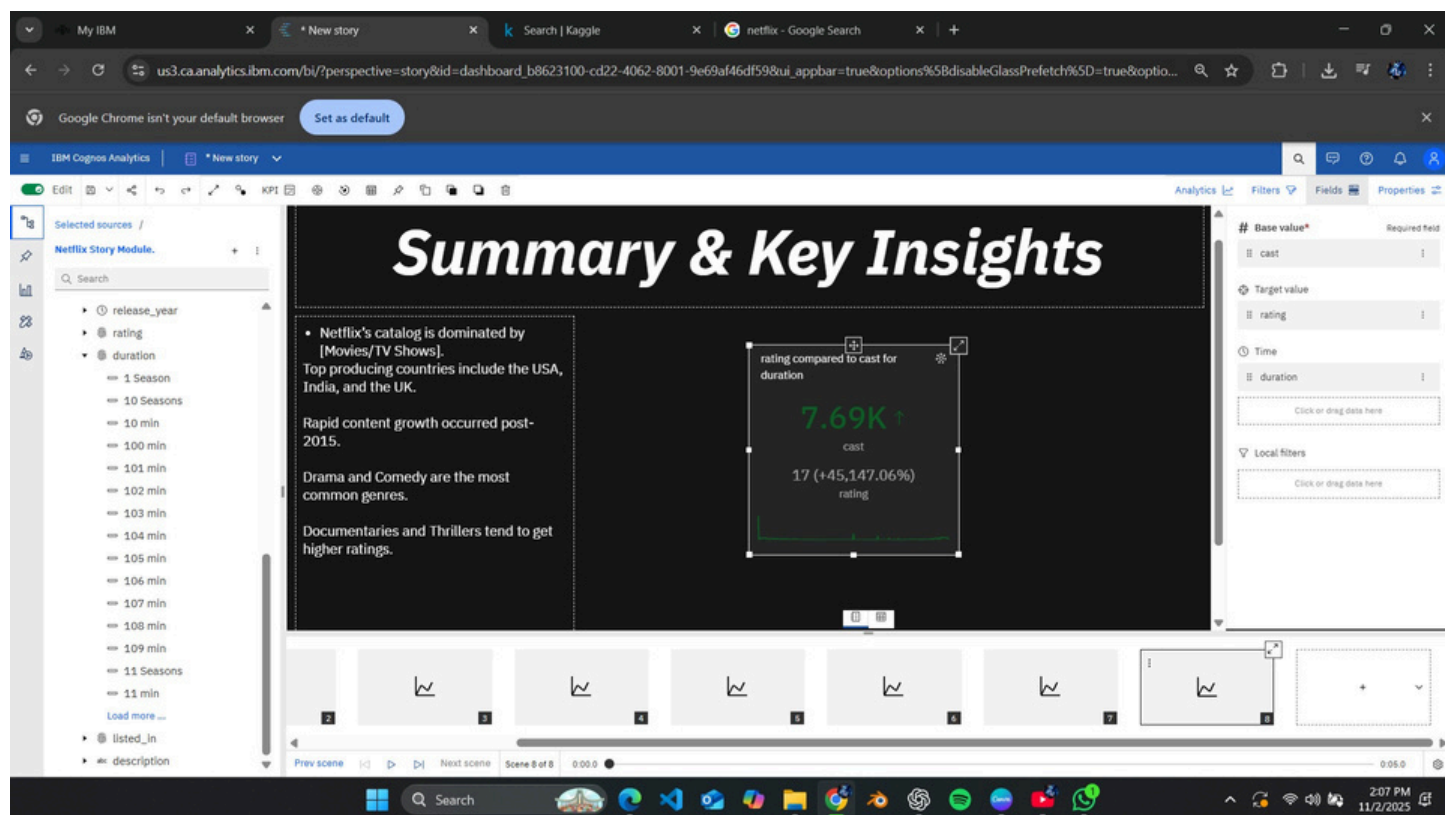




## Scene 7 – Duration vs Content Type



## Scene 8 – Summary & Key Insights



REVIEWED

BY-YASH PANDEY