Harsh Bajpai

Business Requirement Document

Dashboard Title: Netflix Content Insights Dashboard

Purpose

This interactive Tableau dashboard visualizes key trends in Netflix's content library across various dimensions including genre, country, release year, rating, and content type.

Designed for exploration and content discovery, it helps users and analysts identify popular genres, growth patterns, and regional content distribution through interactive filtering and visual storytelling.

Business Value & Insights

- Identifies top-performing genres like Dramas and Documentaries across the global catalog.

- Analyzes content growth trends with peak additions between 2015 and 2018.

- Reveals regional content strengths, especially in the U.S. and India.

- Highlights content type split showing ~70% Movies and ~30% TV Shows.

- Maps rating-based content distribution to support demographic targeting strategies.

- Enables strategic content decisions on licensing, production, and regional expansion.

Key Performance Indicators (KPIs)

- Total Movies & TV Shows by Year

- Content Ratings Distribution (TV-MA, TV-14, TV-PG, etc.)

- Top 10 Genres by Volume

- Country-wise Content Availability

- Movies vs TV Show Ratio

Charts and Visualizations

- Bar Chart: Top 10 Genres based on content count.

- Map Chart: Global content distribution by country.

- Area Chart: Movies & TV Shows added by year.

- Donut Chart: Movies vs TV Show proportion.

- Bar Chart: Content categorized by Rating.

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Filters and Interactivity

- Filter by content Title, Type, Release Year, Date Added, Rating, Genre.

- Click-based filtering (e.g., selecting a rating to filter genres).

- Interactive map for regional content exploration.

- All visuals and KPIs dynamically update upon filter selection.

- Tooltips on hover for quick insights.

Export Options

- Dedicated PDF export option for sharing insights.

- Captures current filter state and visuals.

- Branding and styling preserved in exported version.

Harsh Bajpai

Netflix Dashboard

Title	Release Year	Duration	Genre	Description
1st Summoning	2018	94 min		Student filmmakers uncover occult rituals tied to an abandoned warehouse, then gradually realize the horror is closer than they think.
Type	Date Added	Rating	Horror Movies, Independent Movies	
All	2019	TV-MA		

Top 10 Genre

Top N: 10

Genre	
Dramas, International Mo..	14.015%
Documentaries	362
Stand-Up Comedy	
Comedies, Dramas, Intern..	
Dramas, Independent Mo..	
Kids' TV	
Children & Family Movies	
Children & Family Movies, ..	
Documentaries, Internati..	
Dramas, International Mo..	

X-axis: 0 20 40 60 80 100 120 140 160 180 200 220 240 260 280 300 320 340 360 380 400

Total Movies & TV Shows by Country

Map values: 15, 181, 199, 66, 172, 2,818

Legend: 1 — 2,818

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Total Movies & TV Shows by Year

Y-axis: 0 200 400 600 800 1000 1200 1400 1600 1800 2000
X-axis: 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

Movie
TV Show

Movies & TV Shows Distribution

30.4% TV Show
69.6% Movie

Ratings

Rating	Value
TV-MA	3,207
TV-14	2,160
TV-PG	863
R	799
PG-13	490
TV-Y7	334
TV-Y	307
PG	287
TV-G	220
NR	80
G	41
TV-Y7-FV	6

Y-axis: 0 500 1000 1500 2000 2500 3000