Netflix Content Analysis Dashboard

Introduction

The streaming market has become extremely competitive over the years, with a cascade of industry giants fighting to be the king of the industry.Netflix, an industry giant itself, relies heavily on data-driven insights to inform their content acquisition, production, and strategic positioning. To make informed decisions that align with business goals and user demand, Netflix must understand trends in content growth, genre composition, geographic distribution, and audience targeting.

The purpose of this dashboard is to analyse Netflix's content catalogue using historical title data, with the goal of identifying meaningful patterns in how content has evolved over time. The dashboard is designed for a general analytics or business audience, such as content strategists or decision-makers, who require a high-level yet insight-driven overview of Netflix's content strategy.
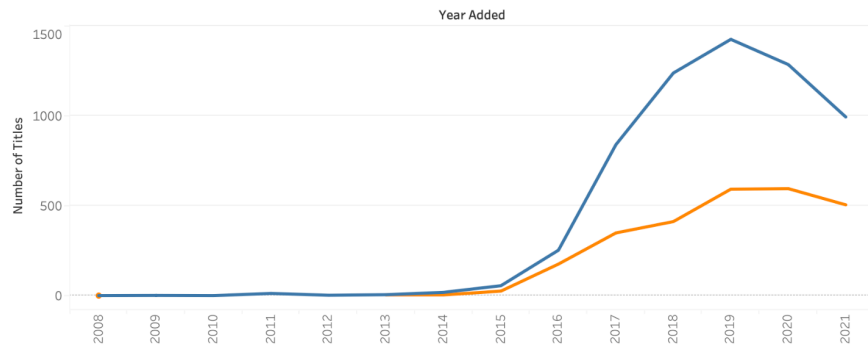
Data Source and Preparation

For this analysis I used a *Netflix Titles* dataset that I found from Kaggle (Kaggle, 2021). The dataset contains metadata on various films and television that are available on the platform, including content type (i.e. Movie or TV Show), genre classification, country of origin, content rating, release year, and the year the title was added to Netflix.

I used Tableau Public for this project, which involved verifying data types, creating calculated fields whenever necessary (such as extracting the year a title was added), and handling missing or null values to ensure the results were accurate. Distinct counts of Show ID were used consistently across visuals so as to avoid double counting and to ensure reliable comparisons between categories.
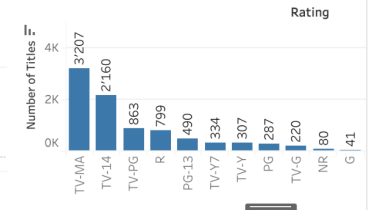
Dashboard Overview and Visualisations

The dashboard for this analysis consists of five main visualizations, each designed to highlight a different aspect of Netflix's content strategy.
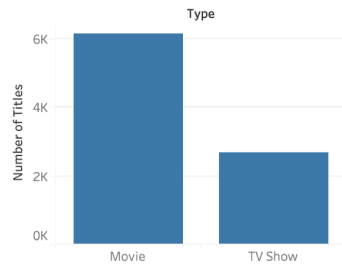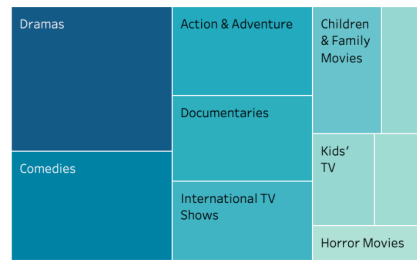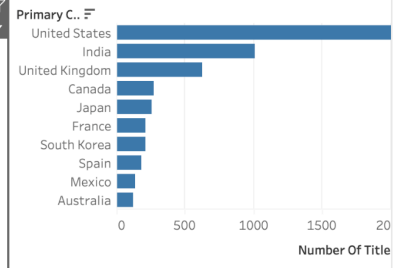
Titles Added Over Time

Year Added

Number of Titles

1500
1000
500

2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

Type
■ Movie
■ TV Show

Number of Titles
275

Rating Distribution

Rating

Number of Titles

4K
2K
0K

3'207 | 2'160 | 863 | 799 | 490 | 334 | 307 | 287 | 220 | 80 | 41

TV-MA | TV-14 | TV-PG | R | PG-13 | TV-Y7 | TV-Y | PG | TV-G | NR | G

Type Split

Type

Number of Titles

6K
4K
2K
0K

Movie | TV Show

Genre Composition of Netflix Content

Dramas	Action & Adventure	Children & Family Movies
Comedies	Documentaries	Kids' TV
	International TV Shows	Horror Movies

Top Countries

Primary C..

United States
India
United Kingdom
Canada
Japan
France
South Korea
Spain
Mexico
Australia

0 | 500 | 1000 | 1500 | 20

Number Of Title
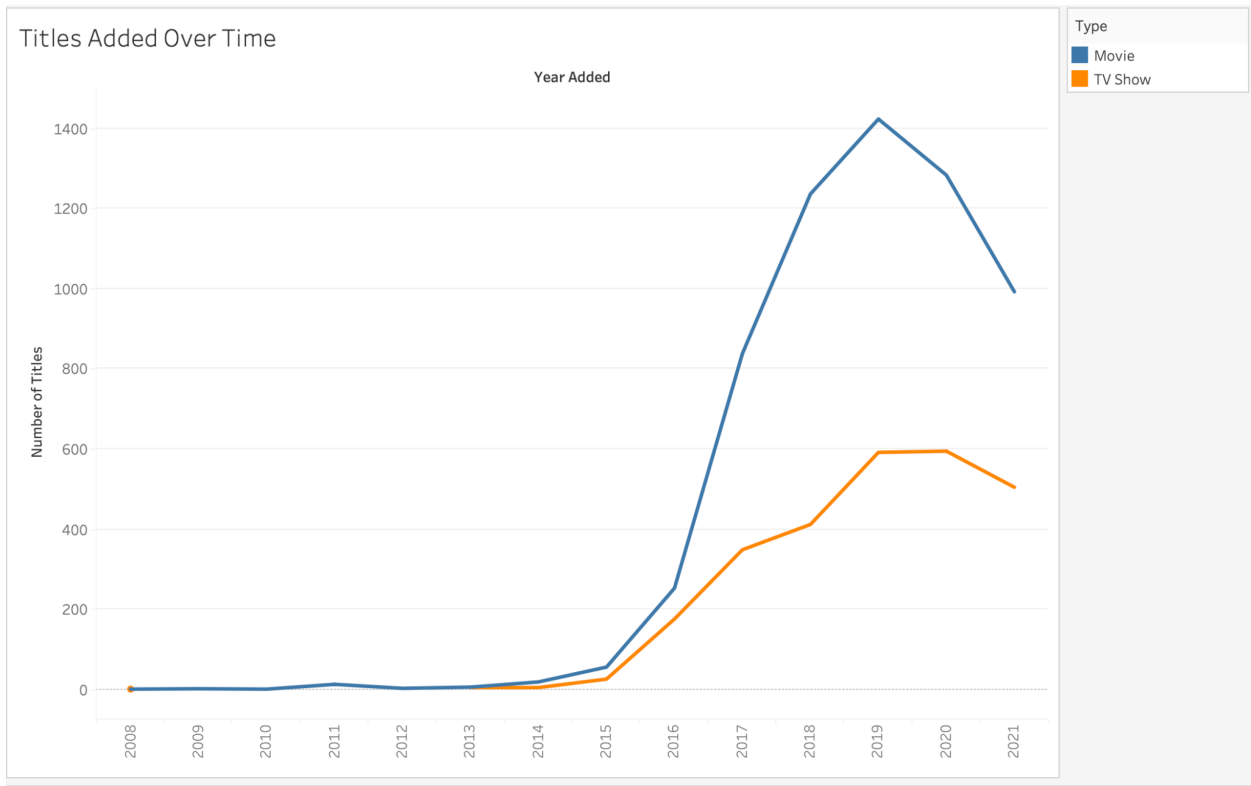
Titles Added Over Time (Line Chart)

My first visual is a line chart that represents the number of titles added each year, separated by Movies and TV Shows. It illustrates long-term growth trends and compares how different content types have evolved over time.
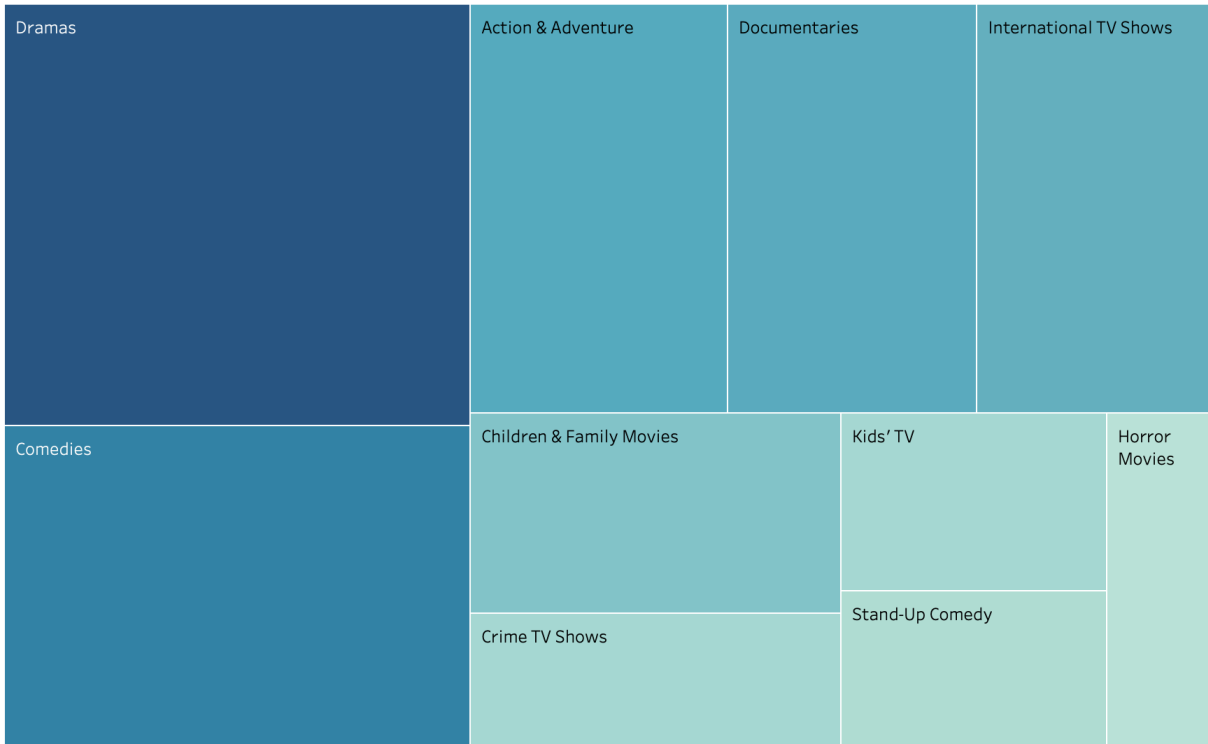
Type Split (Bar Chart)

For my second visual, I selected a bar chart to represent (and compare) the total number of "Movies" versus "TV Shows" available on Netflix. In doing so, I was able to depict an overview of how the platform's catalogue is structured.
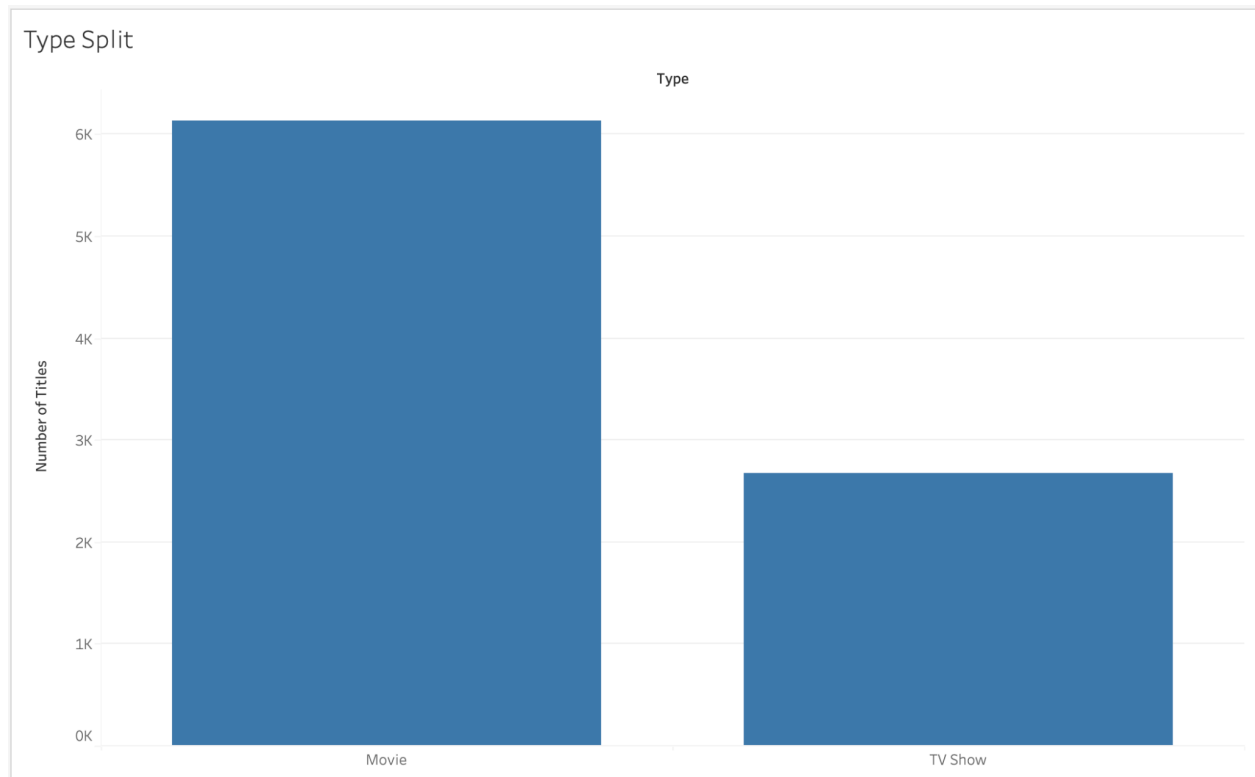
Genre Composition (Treemap)

My third chart is a treemap that visualises the relative size of major genres within Netflix's catalogue. In other terms, this chart represents how many TV shows and/or movies are under each genre. By using area and colour intensity, it is easy to understand and gives a broad but clear idea of which genres dominate the platforms catalogue.

Genre Composition of Netflix Content

| Dramas | Action & Adventure | Documentaries | International TV Shows |
| | | | |

Comedies	Children & Family Movies	Kids' TV	Horror Movies
		Stand-Up Comedy	
	Crime TV Shows		

Top Countries (Geographic Map)

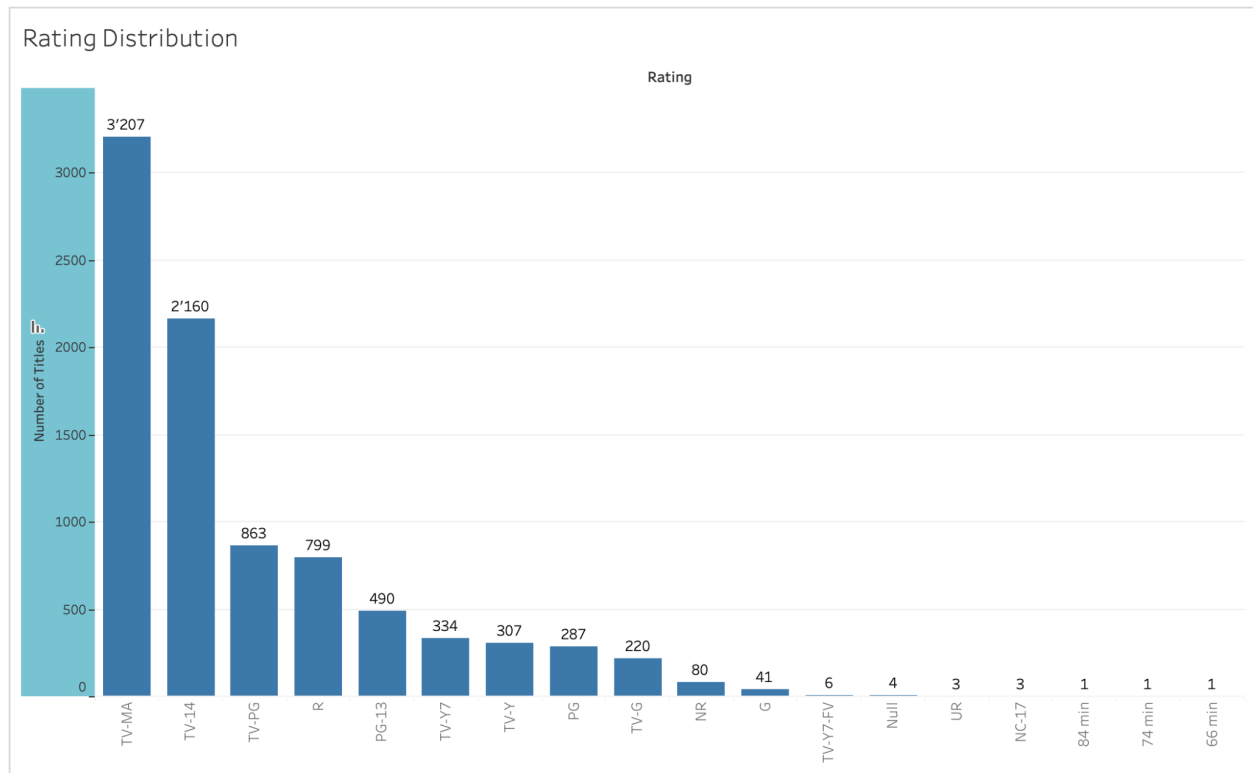A filled map displays the geographic distribution of Netflix content by primary country of origin. This visual highlights regional dominance and global reach in a more intuitive way than a traditional bar chart.

Top Countries (2)
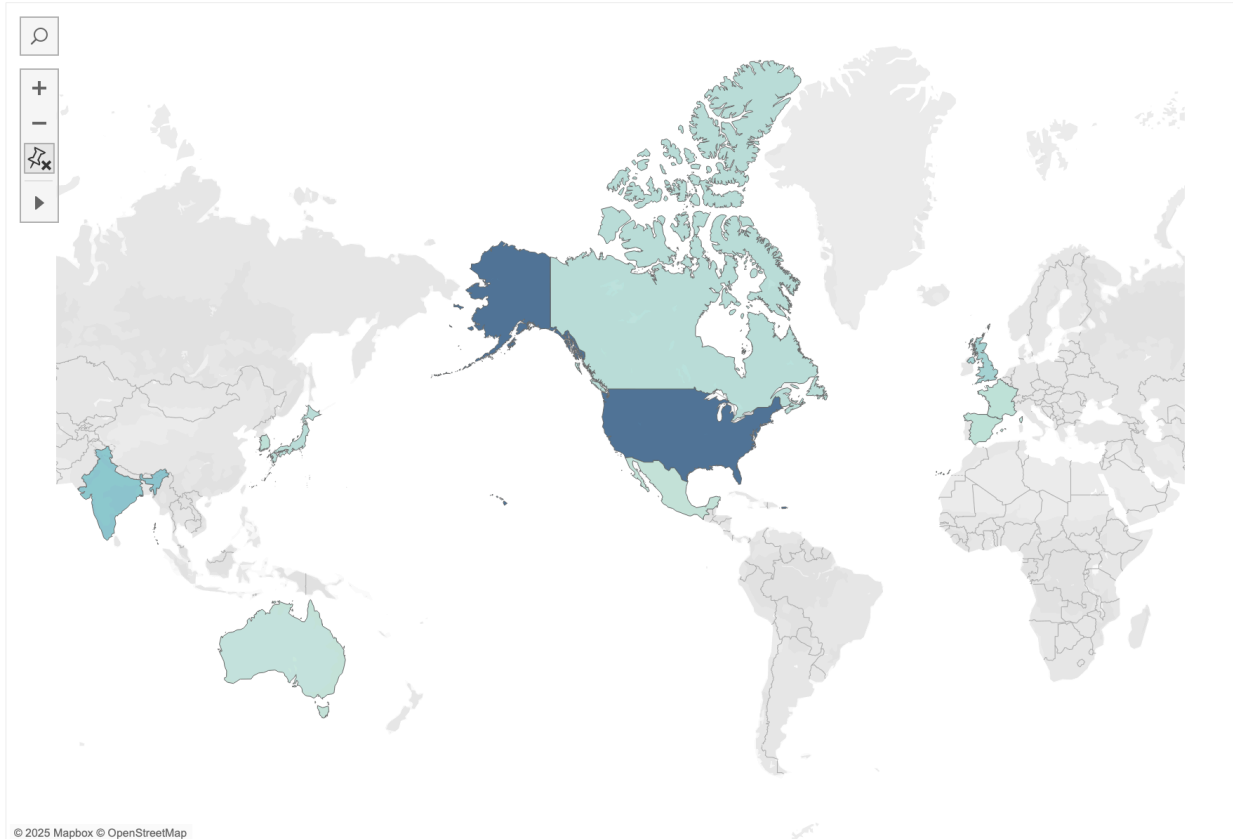
Rating Distribution (Bar Chart)

This chart shows the number of titles by content rating, providing insight into Netflix's audience targeting and maturity-level focus.

Rating Distribution

Rating

Number of Titles

Rating	Count
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
Null	4
UR	3
NC-17	3
84 min	1
74 min	1
66 min	1

Together, these visuals create a cohesive dashboard that balances trend analysis, categorical comparison, and geographic context.

Business Relevance and Decision-Making Value

Beyond visualising trends, the primary value of this dashboard lies in its ability to support strategic decision-making. By consolidating multiple dimensions of Netflix's catalogue into a single interactive view, the dashboard allows decision-makers to quickly identify patterns that may influence content acquisition, production planning, and audience targeting.

For example, understanding long-term growth trends in titles added over time can help Netflix assess whether its current content investment strategy is sustainable or requires adjustment. A slowdown in content additions may indicate a shift toward quality over quantity, budget constraints, or changes in market demand. Similarly, comparing movies and TV shows helps clarify how Netflix balances short-form content with long-form engagement strategies.

The genre and geographic visualisations are particularly valuable for informing global expansion decisions. The treemap highlights which genres dominate the catalogue, while the geographic map provides an intuitive overview of where content production is concentrated. Together, these visuals can help Netflix identify underrepresented regions

or genres that may present opportunities for growth. Overall, the dashboard functions not only as a descriptive tool, but as a practical decision-support system that enables stakeholders to translate data into actionable insights.

Key Insights and Analysis

This dashboard reveals several fascinating insights about Netflix's catalogue and trends. To start with, it reveals just how rapid the growth of Netflix's content catalogue has been since 2015, particularly for movies. Specifically, the line chart illustrates a sharp increase in titles added between 2016 and 2019, although this is followed by a slight decline in the most recent years. This suggests a period of aggressive expansion, likely driven by global market penetration increased investment in original content and On the other hand, the type split highlights that Netflix's catalogue is primarily dominated by movies as opposed to TV shows. Although TV shows usually drive the platform's long-term engagement, the dominance of movies may indicate a strategy which prioritizes high release frequency and lower production commitment per title. From the treemap, we can observe that dramas and comedies are Netflix's most prevalent genres, followed by action & adventure and documentaries. This suggests that Netflix prioritises genres with broad audience appeal, which makes sense given that part of their goal is to boost subscriptions and revenue. At the same time, the significant amount of action & adventure and documentary content shows a dedication to diversifying its offering.

From the geographic map, we can see that Netflix is present in almost every continent, and this speaks to their global content strategy as well as their increasing emphasis on international markets. Additionally, the United States appears to be the dominant source of Netflix content, with noticeably higher intensity compared to other countries such as India and the United Kingdom.

Finally, the rating distribution visual indicates that there is a strong concentration of content in mature and teen-oriented categories like TV-MA and TV-14; we can infer from this that Netflix primarily targets older audiences, while still maintaining a smaller selection of family-friendly and children's content.

Altogether, these insights indicate a content strategy defined by a balance between scale, diversity, and audience alignment. Netflix's emphasis on high-volume movie releases allows it to maintain a steady stream of new content, while its continued investment in TV shows supports long-term viewer engagement. At the same time, the dominance of specific genres and countries reflects both audience preferences and production realities, highlighting areas where Netflix may already have a competitive advantage. However, the presence of international content across multiple regions speaks to their strategic desire to appeal to global audiences rather than solely relying on domestic markets. All in all, the dashboard illustrates how Netflix leverages content

variety and geographic reach to strengthen its position in an increasingly competitive streaming landscape.

Limitations and Assumptions

While this dashboard provides valuable insights, it is important to acknowledge the limitations at play. Firstly, the selected dataset represents only a snapshot of Netflix's catalogue and does not account for titles that have been removed over time. Secondly, country attribution is based on a primary country field, which may oversimplify international co-productions.

In addition to technical limitations, it's also important to consider potential biases within the dataset. The chosen dataset, after all, only reflects publicly documented content and may not entirely represent Netflix's strategic priorities or their internal performance metrics. Moreover, titles from certain regions (i.e. the United States, may be overrepresented due to differences in data availability or reporting practices.

There is also an inherent limitation in using metadata to infer audience preferences or content success. This is because while genre, rating, and country of origin provide useful context, they do not capture viewer engagement, satisfaction, or cultural impact. As a result, conclusions drawn from this analysis should be considered exploratory instead of definitive. Acknowledging these biases is essential in ensuring a responsible use of data in decision-making and to avoid overgeneralising insights beyond what the dataset can support.

Furthermore, its worth noting that because genre classification is limited to high-level categories, it may not fully capture the thematic complexity of a given work. For example, a title can be a drama and an action movie at the same time like "Spider-Man 2". A title may also be a romance and a comedy at the same time "Anyone But You". These details are worth noting, but the dashboard is still effective for conducting high-level strategic analysis and providing exploratory insights.

Conclusion

Overall, the Netflix Content Analysis dashboard successfully demonstrates how data visualisation can bolster strategic understanding of a digital content platform like Netflix. By combining time-series analysis, categorical comparisons, genre composition, geographic distribution, and audience targeting insights, this dashboard provides a balanced, meaningful view of the platform's evolving content strategy.

Additionally, the use of Tableau allowed me to create a dashboard that is both interactive and clear in its message, allowing users to quickly identify patterns and trends that would be difficult to detect from the raw data. Ultimately, this report not only reinforces the importance of data-driven decision-making in digital enterprises, but also highlights just how insightful a dashboard can be in turning datasets into actionable insights.

References

Kaggle (2021) *Netflix Movies and TV Shows*. Available at:
https://www.kaggle.com/datasets/shivamb/netflix-shows(Accessed: 14 December 2025).

Tableau (2025) *Tableau Public*. Available at: https://www.tableau.com/ (Accessed: 14 December 2025).