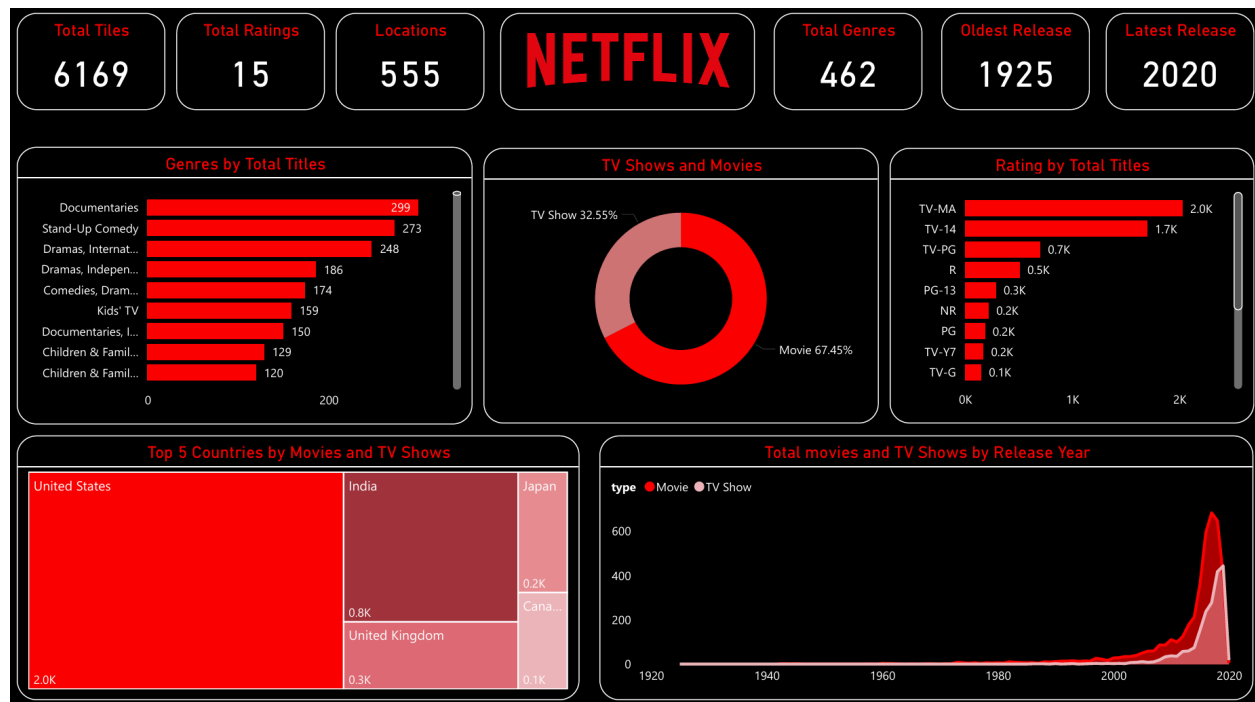


# Netflix Titles Dashboard in Power BI

## Introduction



This document presents an interactive dashboard created in Power BI using the Netflix Titles dataset, titled "**NETFLIX Dashboard**". The dashboard visualizes the distribution of movies and TV shows across genres, ratings, countries, and years. Below, I describe the visualizations, the data they represent, design choices, and insights.

## Visualizations and Design Choices

### 1. KPIs: Total Titles, Ratings, Locations, Genres, Oldest, and Latest Release

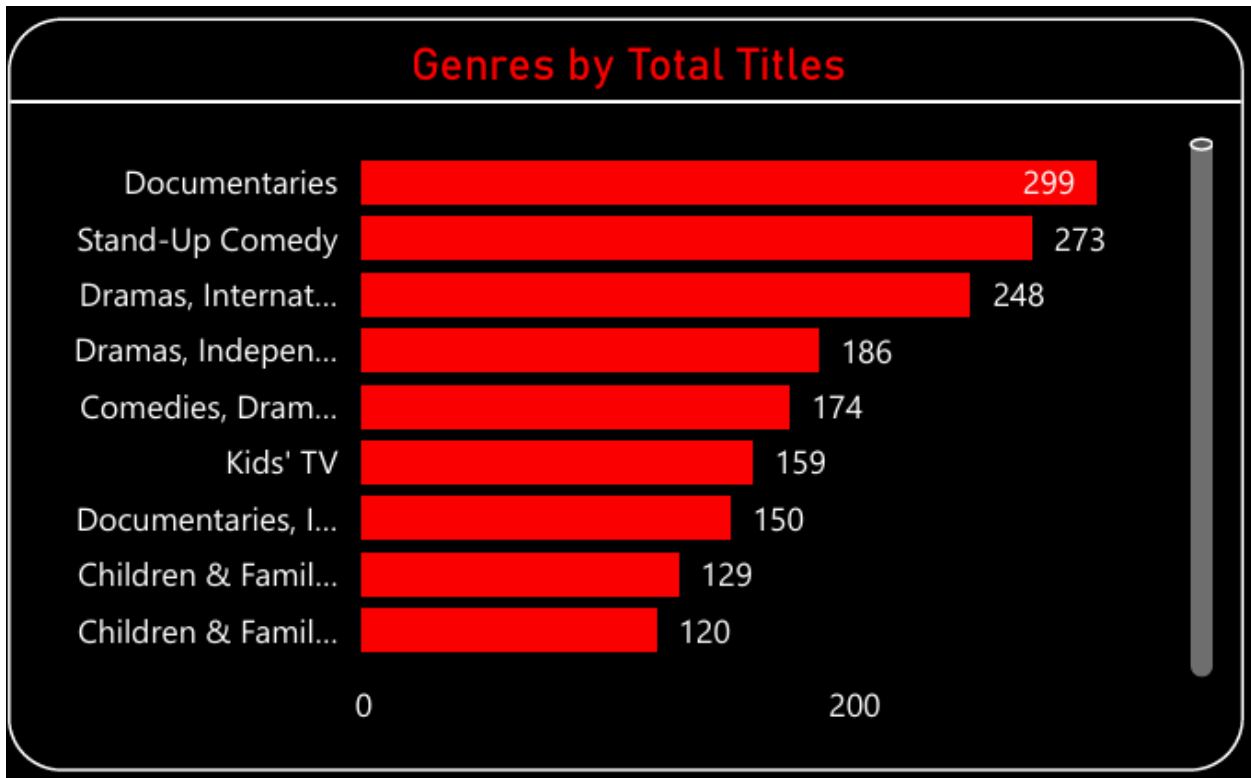


Shows total titles (6,169), ratings (15), locations (555), genres (462), oldest release (1925), and latest release (2020).

**Design Choice:** I included KPIs to provide a quick overview of key metrics, placed at the top for visibility.

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2. Bar Chart: Genres by Total Titles

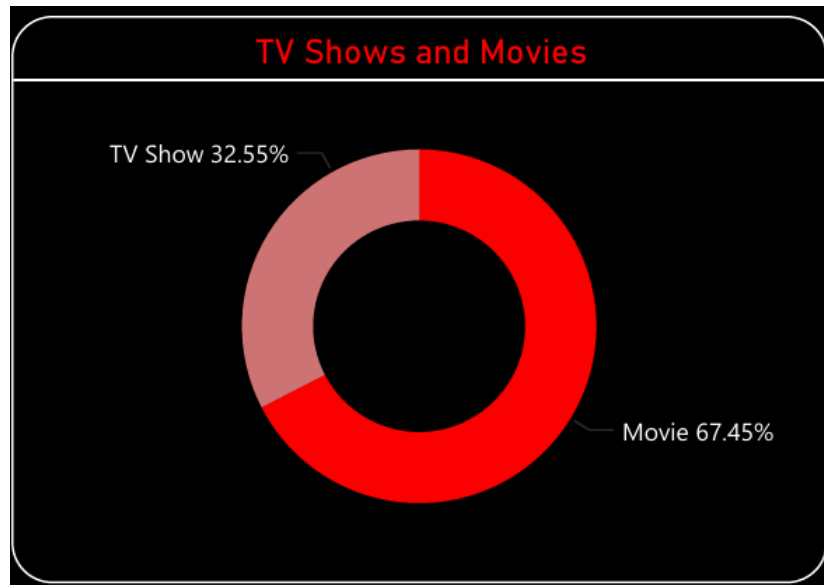


Shows top genres: **Documentaries** (299), **Stand-Up Comedy** (273), **Dramas, International** (248).

**Design Choice:** I used a bar chart to highlight the most popular genres, making it easy to identify viewer preferences.

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3. Donut Chart: TV Shows and Movies

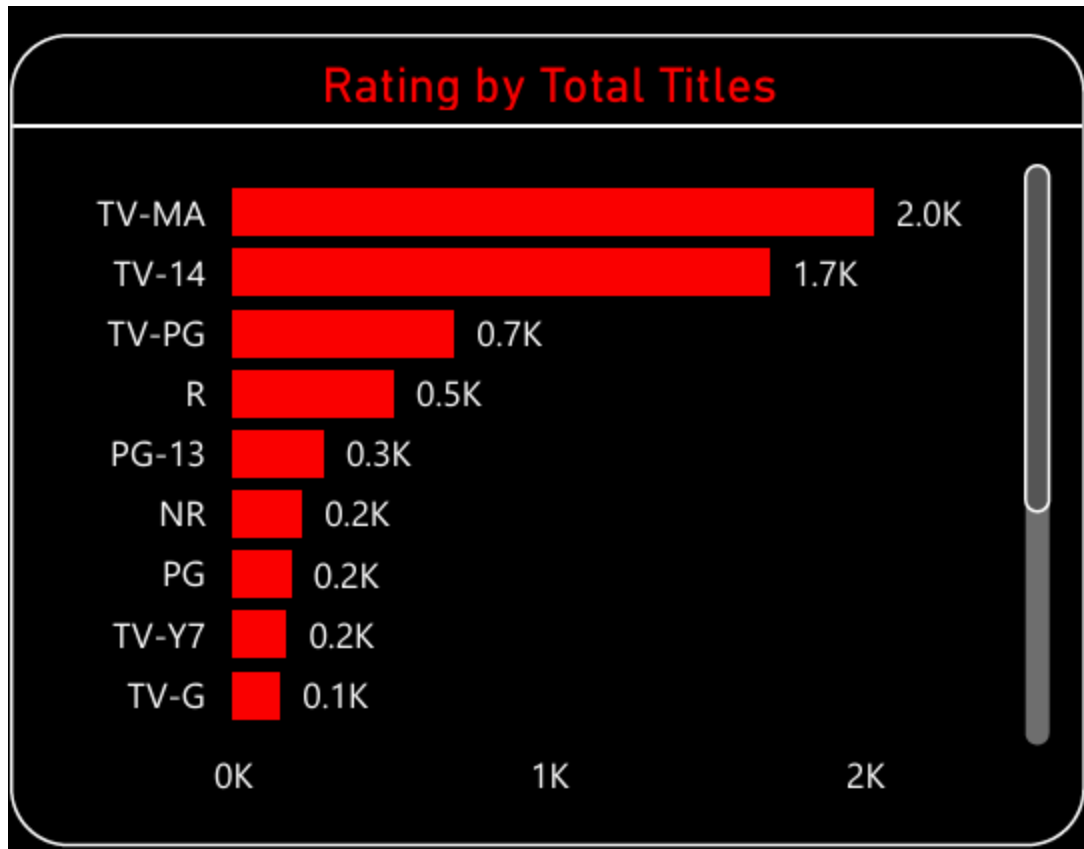


Shows the split: **Movies** (67.45%), **TV Shows** (32.55%).

**Design Choice:** I chose a donut chart to visually compare movies versus TV shows, emphasizing the dominance of movies.

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#### 4. Bar Chart: Rating by Total Titles

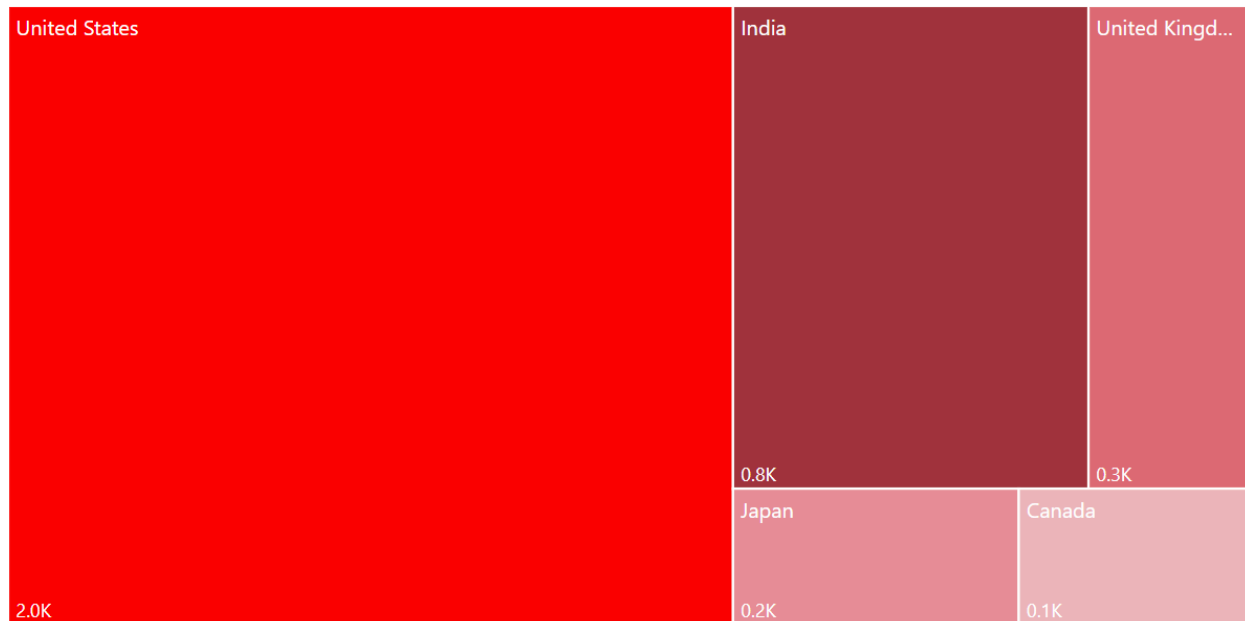


Shows ratings: TV-MA (2.0K), TV-14 (1.7K), TV-PG (0.7K).

**Design Choice:** I used a bar chart to compare the frequency of ratings, highlighting the prevalence of mature content.

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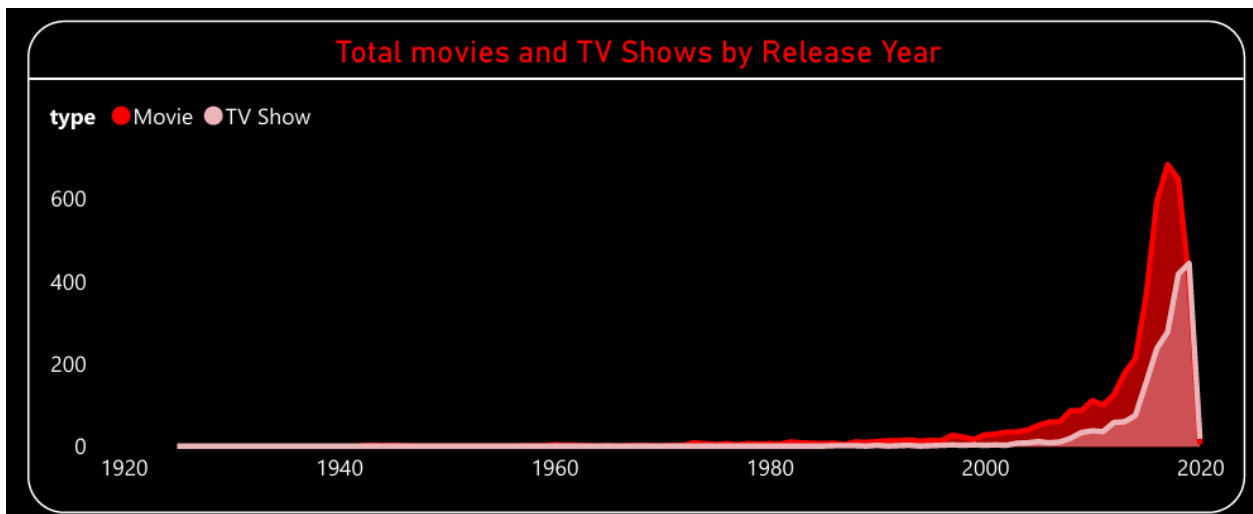
## 5. Treemap: Top 5 Countries by Movies and TV Shows



Shows top countries: United States (2.0K), India (0.8K), United Kingdom (0.3K), Japan (0.2K), Canada (0.1K).

**Design Choice:** I used a treemap to show the hierarchical distribution of titles by country, with rectangle size reflecting the title count.

## 6. Area Chart: Total Movies and TV Shows by Release Year



Visualizes movies and TV shows from 1920 to 2020, peaking around 2018–2019, with movies consistently outnumbering TV shows.

**Design Choice:** I chose an area chart to show trends over time, with stacked areas to compare the growth of movies and TV shows.

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## Interactivity Features

The dashboard includes slicers for Type (Movies, TV Shows), allowing users to filter data dynamically. Tooltips provide additional details on hover, enhancing exploration.

**Design Choice:** I added slicers and tooltips to make the dashboard interactive, enabling users to focus on specific content types and gain deeper insights.

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## Insights Deduced

1. **Content Distribution:** Movies dominate (67.45%) over TV shows (32.55%), indicating a focus on movie content.
  2. **Genre Preferences:** Documentaries (299) and Stand-Up Comedy (273) are the most popular genres, suggesting strong viewer interest in these categories.
  3. **Rating Trends:** TV-MA (2.0K) and TV-14 (1.7K) are the most common ratings, indicating a large amount of mature content.
  4. **Geographic Focus:** The U.S. (2.0K titles) and India (0.8K) lead in content production, highlighting key markets for Netflix.
  5. **Production Trends:** Content production peaked around 2018–2019, with a sharp increase since 2000, reflecting Netflix's growth in original content.
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## Conclusion

The Netflix dashboard uses KPIs, bar charts, a donut chart, a treemap, and an area chart to analyze the distribution of movies and TV shows by genres, ratings, countries, and years. These visualizations, along with slicers and tooltips, provide insights into content distribution, audience preferences, and production trends.