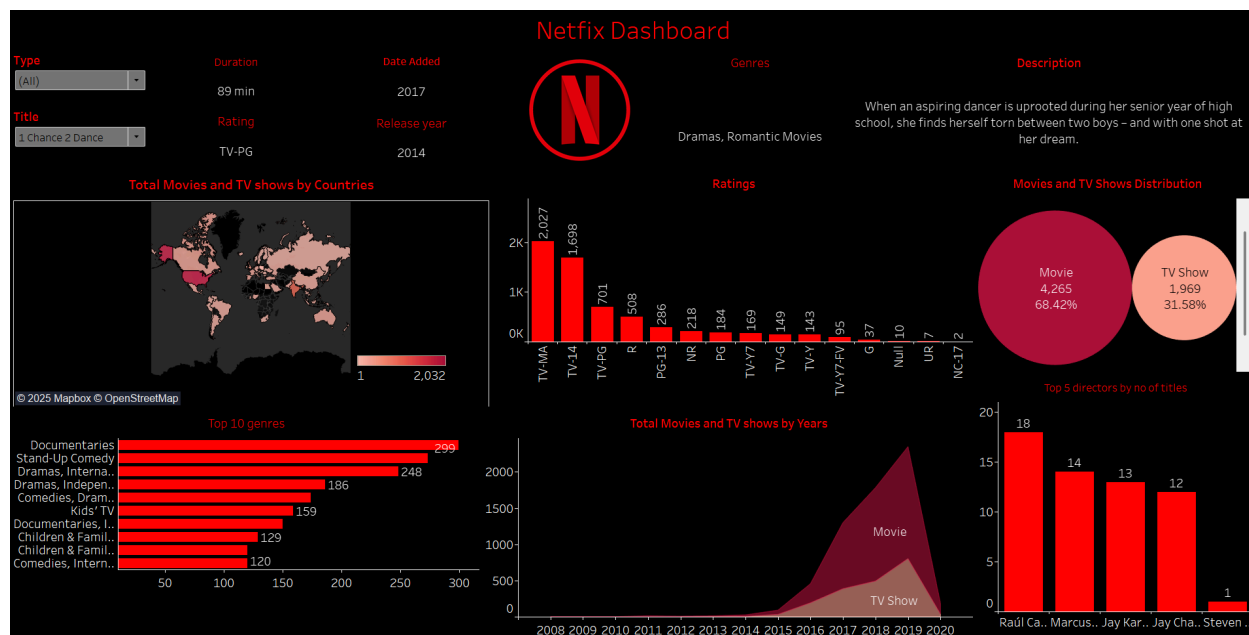# Netflix Titles Dashboard in Tableau

Introduction

This document presents an interactive dashboard created in Tableau using the Netflix Titles dataset, titled **"Netflix Dashboard**." The dashboard visualizes the distribution of movies and TV shows across countries, genres, ratings, years, and directors. Below, I describe the visualizations, the data they represent, and my design choices. The dashboard is published on Tableau Public.

[Click here](#) to view the published dashboard.


Visualizations and Design Choices

1. Map: Total Movies and TV Shows by Country
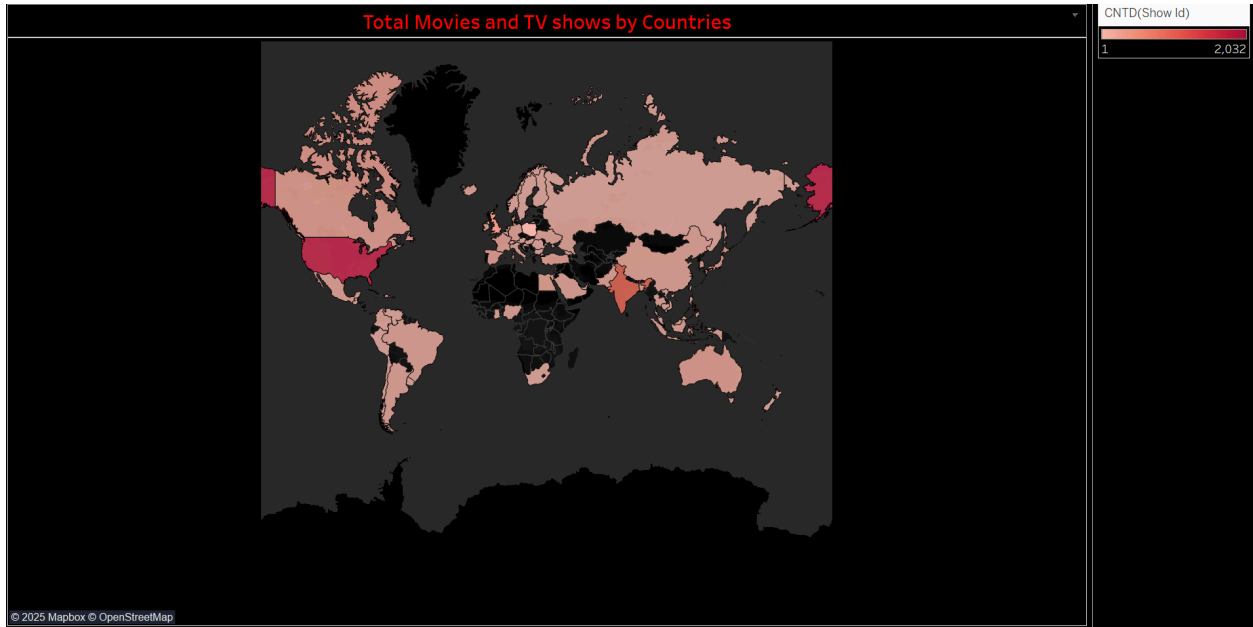
A choropleth map showing the number of movies and TV shows by country, with a color gradient from light (1 title) to dark red (2,032 titles). The U.S. has the highest count (2,032), followed by India and the UK.

Design Choice: I used a map to visualize geographic distribution, with a color gradient to highlight countries with the most content, making it easy to identify key markets like the U.S.
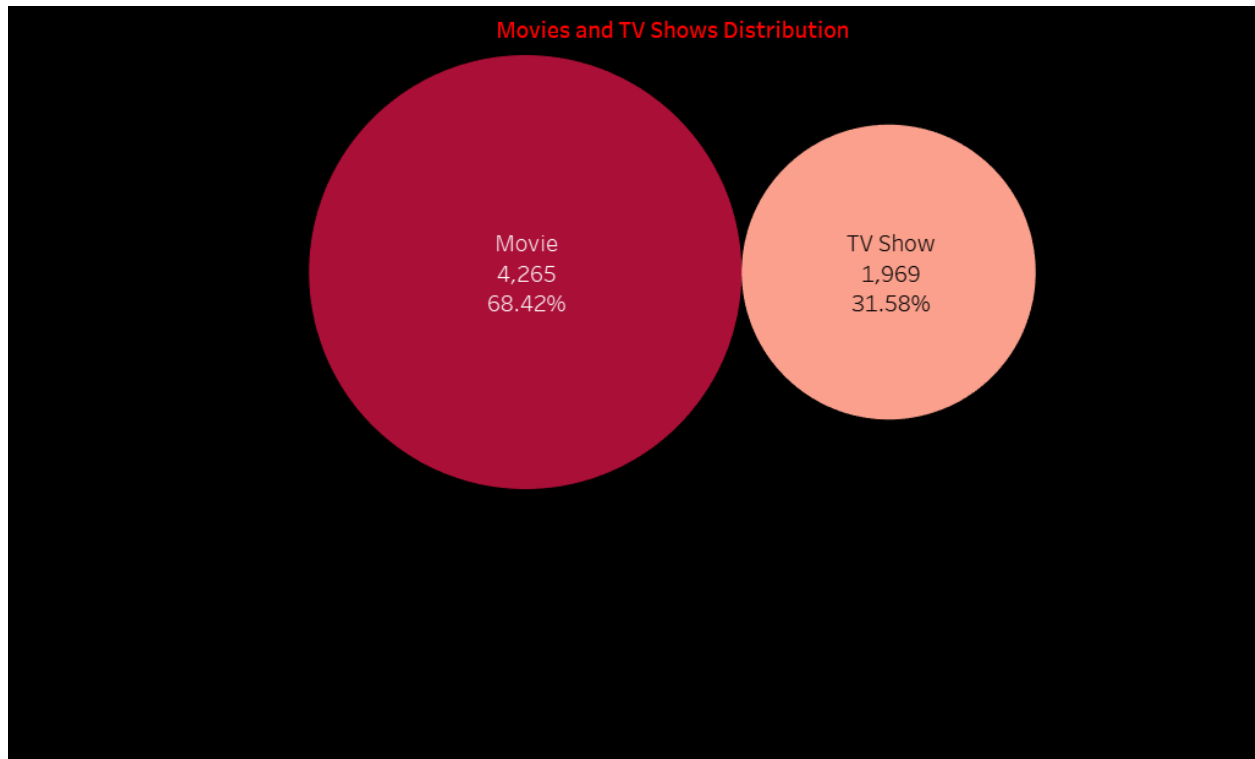
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2. Bar Chart: Ratings
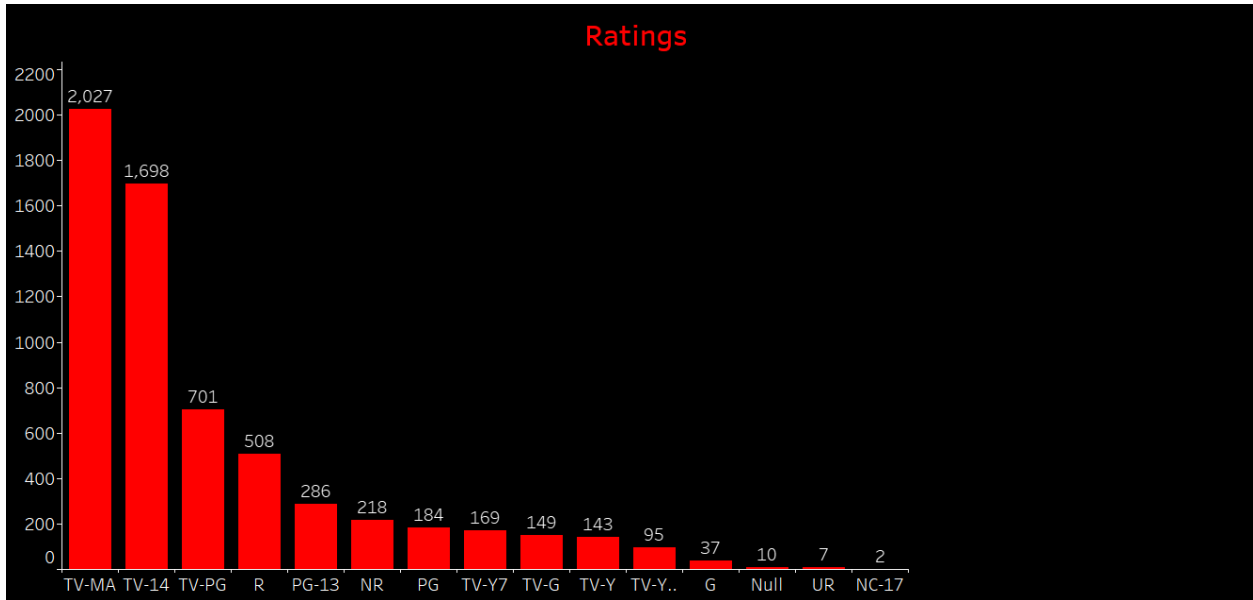
Displays the count of titles by rating (e.g., TV-MA: 2,027, TV-14: 1,698, R: 701). TV-MA is the most common rating.

Design Choice: I chose a bar chart to compare the frequency of ratings, providing a clear view of the most common content ratings on Netflix.

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3. Bubble Chart: Movies and TV Shows Distribution

Shows the split between movies (4,265, 68.42%) and TV shows (1,969, 31.58%), with movies in red and TV shows in beige. Bubble size represents the count of titles.

Design Choice: I used a bubble chart to visually compare movies versus TV shows, with bubble size emphasizing the dominance of movies on Netflix and colors for clarity.
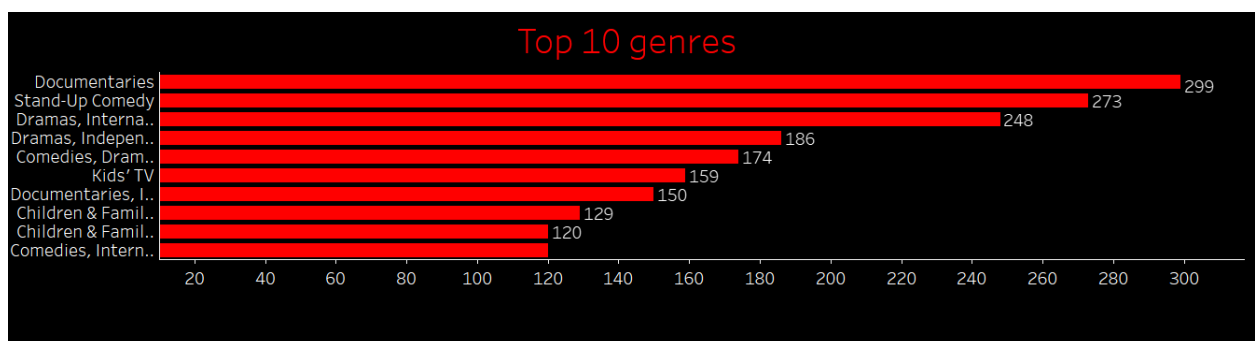
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4. Bar Chart: Top 5 Directors by Number of Titles

Top 5 directors by no of titles
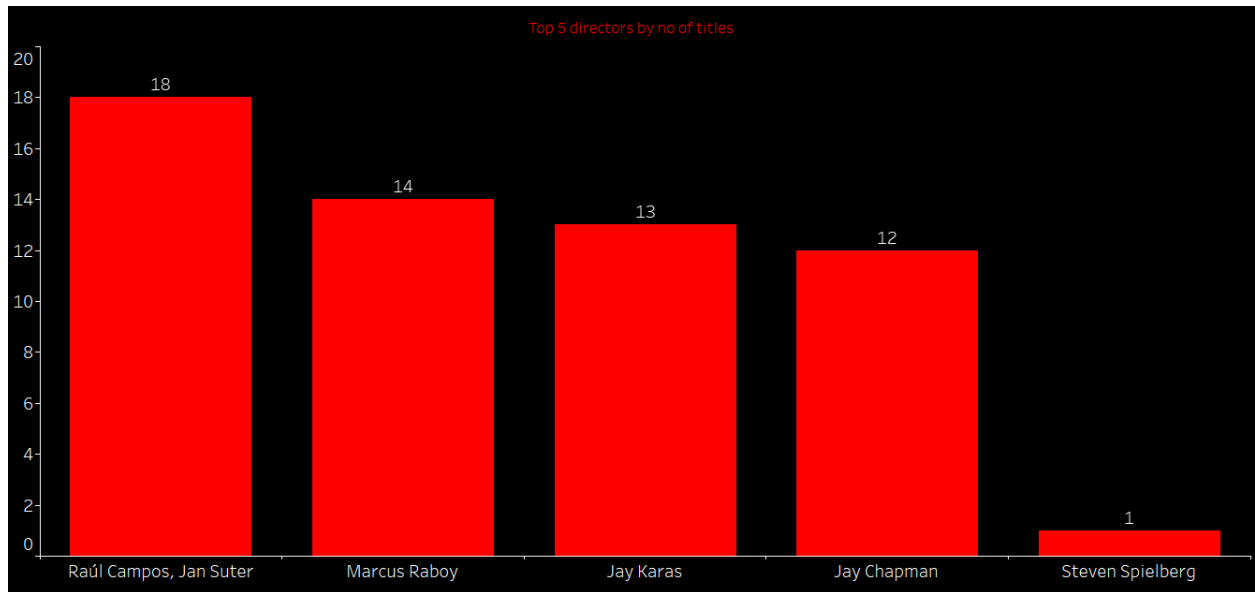
Lists the top 5 directors by title count: Raúl Campos (18), Marcus Raboy (14), Jay Karas (13), Jay Chapman (12), and Steven Spielberg (1).

Design Choice: I included a bar chart to highlight the most prolific directors, helping identify key contributors to Netflix's content.

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5. Bar Chart: Top 10 Genres

Shows the top 10 genres by title count: Documentaries (299), Stand-Up Comedy (298), Dramas, International (186), Comedies, Dramas (159), and others.

Design Choice: I used a bar chart to display the most popular genres, making it easy to see viewer preferences, with Documentaries and Stand-Up Comedy leading.

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6. Area Chart: Total Movies and TV Shows by Years

Total Movies and TV shows by Years
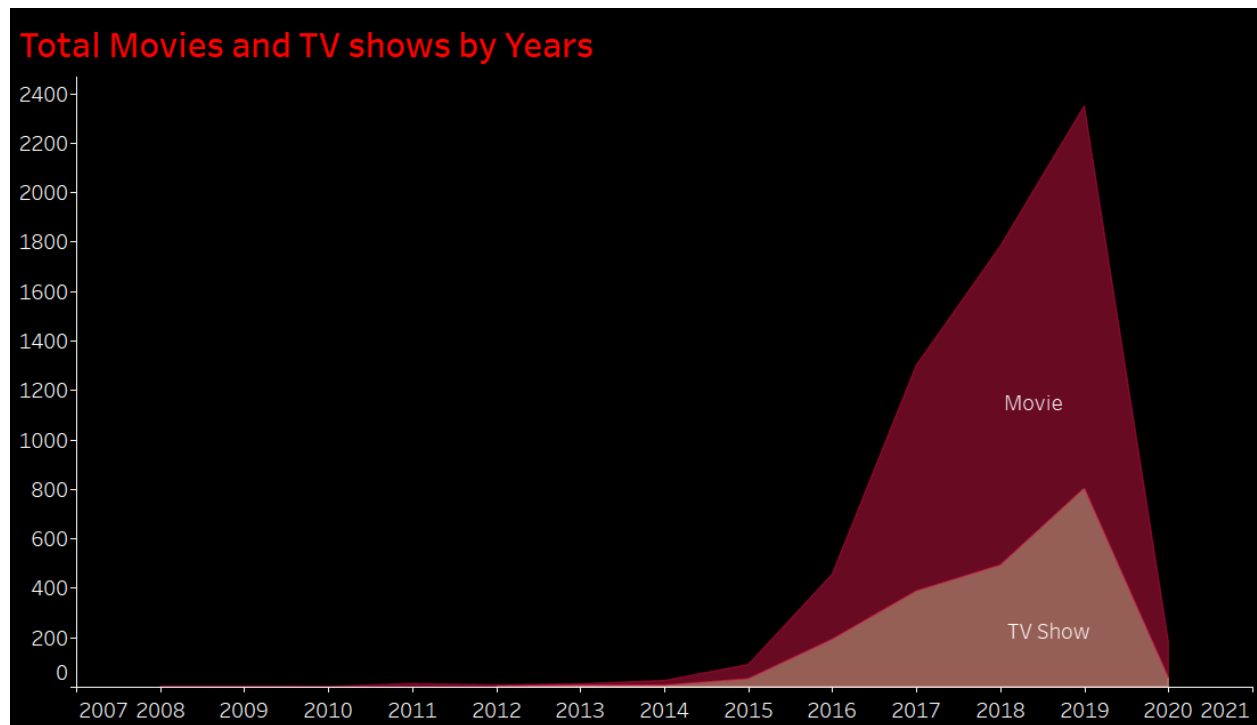
Visualizes the number of movies (red) and TV shows (beige) released from 2008 to 2020. Both peak around 2018–2019, with movies consistently outnumbering TV shows.

Design Choice: I chose an area chart to show trends over time, with stacked areas to compare the growth of movies and TV shows, highlighting a peak in content production.

Insights Deduced

1. **Content Distribution**: The U.S. leads with 2,032 titles, followed by India and the UK.

2. **Dominant Content-Type**: Movies account for 68.42% of content, significantly outnumbering TV shows.

3. **Top Ratings**: TV-MA and TV-14 are the most common content ratings.

4. **Genre Popularity**: Documentaries and Stand-Up Comedy dominate in terms of title count.

5. **Content Peak Period**: Content production peaked between 2018–2019, with a decline in recent years.

Conclusion

The Netflix dashboard uses a map, bar charts, a bubble chart, and an area chart to analyze the distribution of movies and TV shows by country, ratings, type, directors, genres, and years. These visualizations provide insights into content distribution, audience preferences, and production trends.