Netflix Content Insights Dashboard

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2. Executive Summary

- This project presents an analytical dashboard to explore and visualize Netflix's movie and TV show catalog using a dataset sourced from Kaggle. The dashboard highlights key content trends such as total titles, genre distributions, annual release trends, content type shares (movies vs TV shows), and genre-specific analysis like “Murder Mystery.” It helps identify what type of content dominates the platform, how content evolved over the years, and provides a breakdown by genre and format.

3. Problem Statement

- Netflix continuously expands its content library across various genres and formats. However, stakeholders may lack a quick visual summary of how the content is distributed - by type, genre, and time. This limits their ability to make informed decisions around content curation, marketing, and regional strategy.

4. **Objective**

- To analyze the distribution of movies and TV shows on Netflix
- To identify the most dominant genres and content types
- To track the content growth trend from 2000 to 2020
- To visualize the genre-specific split (e.g., Murder Mystery)
- To create an interactive dashboard with filters and drill-down capabilities

5. **Data Collection**

- The dataset was sourced from Kaggle:

  Dataset Name: Netflix Movies and TV Shows

  Link: https://www.kaggle.com/datasets/shivamb/netflix-shows
- The dataset includes:
  - ❖ show_id, type, title, director
  - ❖ Cast, Country, Date, release_year
  - ❖ Rating, Duration
  - ❖ listed_in

6. **Data Preparation & Transformation**

- The Netflix dataset sourced from Kaggle was mostly clean but required essential preparation and minor cleaning, performed using **Power Query** and **DAX** in Power BI. Below are the steps taken:
- **Power Query Transformations**
  - ❖ **Promoted Headers** – Used the first row as column headers
  - ❖ **Trimmed Columns** – Removed extra spaces from column names and text fields
  - ❖ **Changed Data Types** – Assigned proper data types (Date, Text, Whole Number, etc.)

- ❖ **Renamed Columns** – For clarity and consistency (e.g., type, date_added, listed_in)
- ❖ **Handled Missing Values:**
- ❖ Filled missing entries in the **director** column with "Director Missing"
- ❖ Replaced null values in the **cast** column with "Unknown"
- ❖ **Removed/Filtered Columns** – Kept only relevant columns for analysis

- **DAX / Calculated Columns Added**
  - ❖ 🗓️ **release_year** – Extracted from date_added to support trend analysis
  - ❖ 🕵️ **is_murder_mystery** – A binary column (Yes/No) created by checking if "Murder Mystery" exists in the listed_in (genre) field
  - ❖ 🎥 **content_type_flag** – Used to distinguish between Movies and TV Shows
  - ❖ 📊 **DAX Measures** – Created to calculate Total_Titles, Total_Movies, Total_TV Shows, etc.

7. Key Insights

- 🎬 **Total Content:** 8,000+ titles with 6,000 movies and 3,000 TV shows
- 🔼 **Content Growth:** Major rise in content additions between 2015–2019
- 🍿 **Popular Genres:** Dramas (1,509), Comedies (1,122), Documentaries (815)
- 📺 **Movies Dominance:** ~68% of total content are movies
- 🦹 **Murder Mystery Titles:** A small percentage are tagged as murder mystery
- 📉 **Dip in 2020:** Likely due to production delays during the pandemic

8. Recommendations

- Focus on promoting top-performing genres like Drama and Comedy
- Expand underrepresented genres like Anime and Classic Movies
- Explore reasons for dip in 2020 content (e.g., COVID impact)
- Use genre trends to guide future production and licensing

9. Conclusion

- This dashboard offers a consolidated view of Netflix's content catalog over the years. By understanding trends in genre distribution, format types, and content growth, stakeholders can make better strategic decisions. The interactive nature of the dashboard allows for deep exploration and filtering for personalized insights.

10.Dashboard Overview