

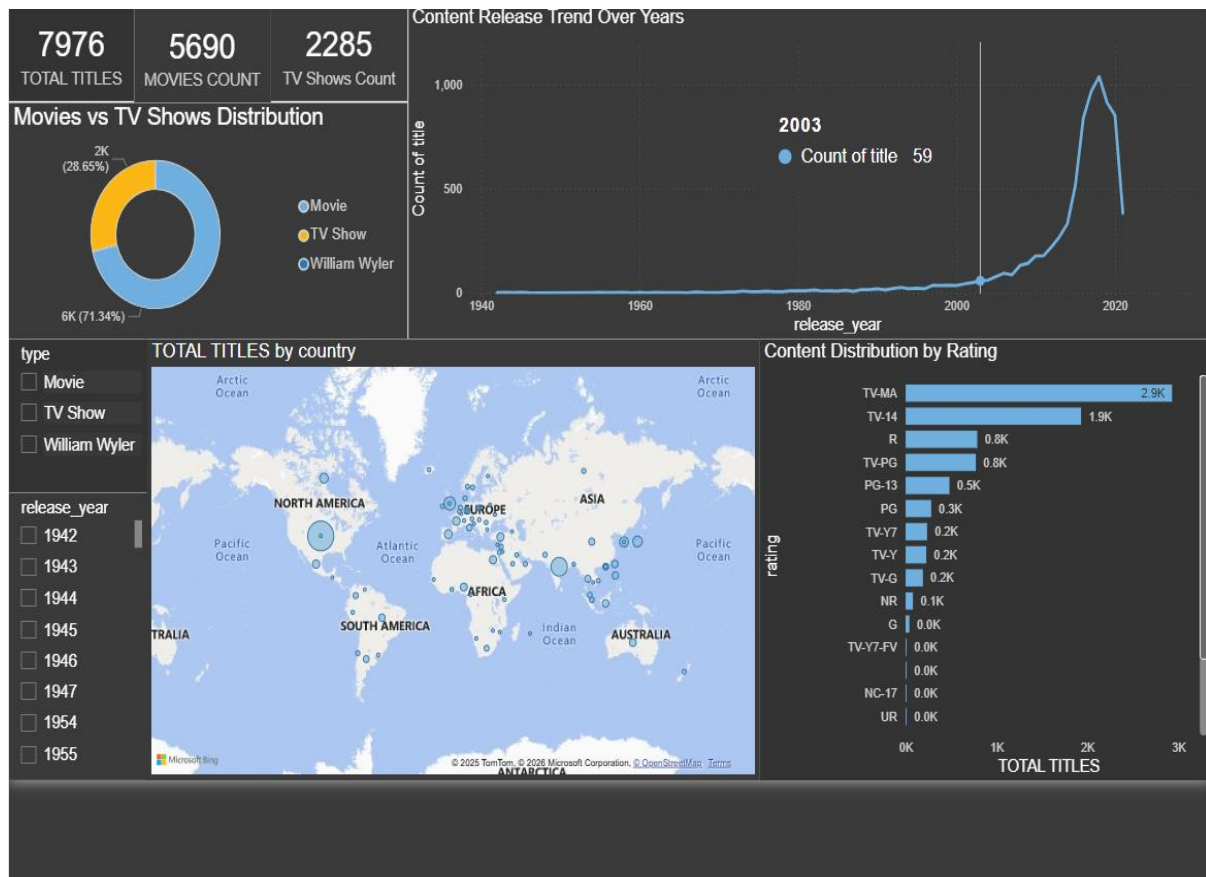
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Project Title:

Netflix Content Analysis Dashboard using Power BI



Project Objective:

The objective of this project is to analyse Netflix's content library to understand the distribution of movies and TV shows, content growth over time, geographical availability, and rating-wise classification.

This dashboard helps identify content trends and supports data-driven insights.

Dataset Used:

- Source: Kaggle
- Dataset Name: Netflix Movies and TV Shows
- Key Columns:
 - Title
 - Type (Movie / TV Show)
 - Country
 - Release Year
 - Rating
 - Duration

Tools & Technologies:

- **Power BI Desktop**
- Data cleaning using **Power Query**
- DAX measures for KPIs

Data Cleaning & Preparation:

The following data preprocessing steps were performed:

- Removed blank and null values
- Handled inconsistent values in duration and country columns
- Converted release year to numeric format
- Split and cleaned multi-value fields where required
- Ensured correct data types for analysis

Dashboard KPIs:

- Total Titles
- Total Movies
- Total TV Shows

Visualizations Created:

- **Donut Chart:** Movies vs TV Shows distribution
- **Line Chart:** Content release trend over years
- **Map Visual:** Total titles by country
- **Bar Chart:** Content distribution by rating
- **Slicers:** Type, Release Year

This dashboard provides insights into content trends, helping stakeholders understand user preferences, regional content distribution, and rating patterns for better content strategy planning.