POWER-BI EDA DASHBOARD:

NOTE:
Performed Data cleaning using Python and imported the cleaned dataset into PowerBI for EDA (i.e. Exploratory Data Analysis):

Power BI Storytelling — Netflix Content Analysis Dashboard

Project Objective:
The goal of this Power BI dashboard is to **analyze Netflix's global content catalog** to uncover trends in content type, genre preferences, ratings distribution, geographical contributions, and content release patterns over time.
By transforming raw data into an **interactive and insightful visualization**, this dashboard helps reveal **Netflix's content strategy** and provides actionable business insights.

---

1. Content Type Insights — Movies vs TV Shows

- The dashboard reveals that **Movies make up the majority** of Netflix's content library.
- TV Shows, though fewer in number, have shown a **steady increase over time**, indicating Netflix's growing investment in **series-based storytelling** to improve viewer engagement and retention.

---

2. Genre Distribution & Popularity

- Genres like **International Movies**, **Dramas**, and **Comedies** dominate Netflix's catalog.
- A limited but impactful number of TV shows exist in specific genres, showing a **targeted genre strategy** for series.
- This distribution reflects Netflix's strong global focus on content diversity.

---

3. Ratings Breakdown

- **TV-MA (Mature Audience)** is the most frequent rating, highlighting Netflix's **core audience segment**: adults.
- Ratings like PG, G, and TV-Y are less represented, indicating limited focus on family-friendly content.

---

4. Yearly & Monthly Trends

- Content addition trends show a **sharp rise after 2015**, aligning with Netflix's **global expansion strategy**.
- Monthly trend analysis indicates **seasonal spikes**, especially toward the **end of the year**, when viewership is higher.

---

5. Country-wise Contribution

- The **United States** leads in total content contribution, followed by **India**, **United Kingdom**, and other regions such as **Canada**, **Japan**, and **South Korea**.
- This reflects Netflix's **content acquisition partnerships** and strategic focus on key markets.

---

6. Interactive Dashboard Features

- The Power BI dashboard includes interactive **slicers** for:
    - Content Type (Movie / TV Show)
    - Genre (Listed In)
    - Rating
    - Release Year
    - Country
- These allow **dynamic filtering**, enabling users to drill down into specific segments and gain **customized insights** in real time.

Business Insights & Recommendations

- **1. Content Strategy:**
  Netflix can balance its catalog by increasing investment in TV shows to keep users engaged over longer periods.

- **2. Genre Optimization:**
  Expanding high-performing genres and experimenting with underrepresented categories may help attract new audiences.

- **3. Market Expansion:**
  U.S. and India dominate content contribution; expanding production in **emerging markets** like Japan, Korea, and European countries can further diversify the library.

- **4. Audience Targeting:**
  With TV-MA content being dominant, Netflix should continue strengthening adult-focused marketing while also exploring family-friendly content segments.

- **5. Seasonal Release Strategy:**
  Utilize **monthly and yearly trend data** to strategically schedule major releases during peak viewership periods.

Conclusion

This Power BI dashboard transforms raw Netflix title data into a **clear narrative about content trends and strategic focus**.
It provides:

- **Descriptive analytics** → to understand current distribution
- **Diagnostic insights** → why certain patterns exist
- **Strategic implications** → for content, genre, and market planning.

In short: this dashboard reveals how Netflix builds, diversifies, and distributes its content across the globe.

DAX QUERIES USED:

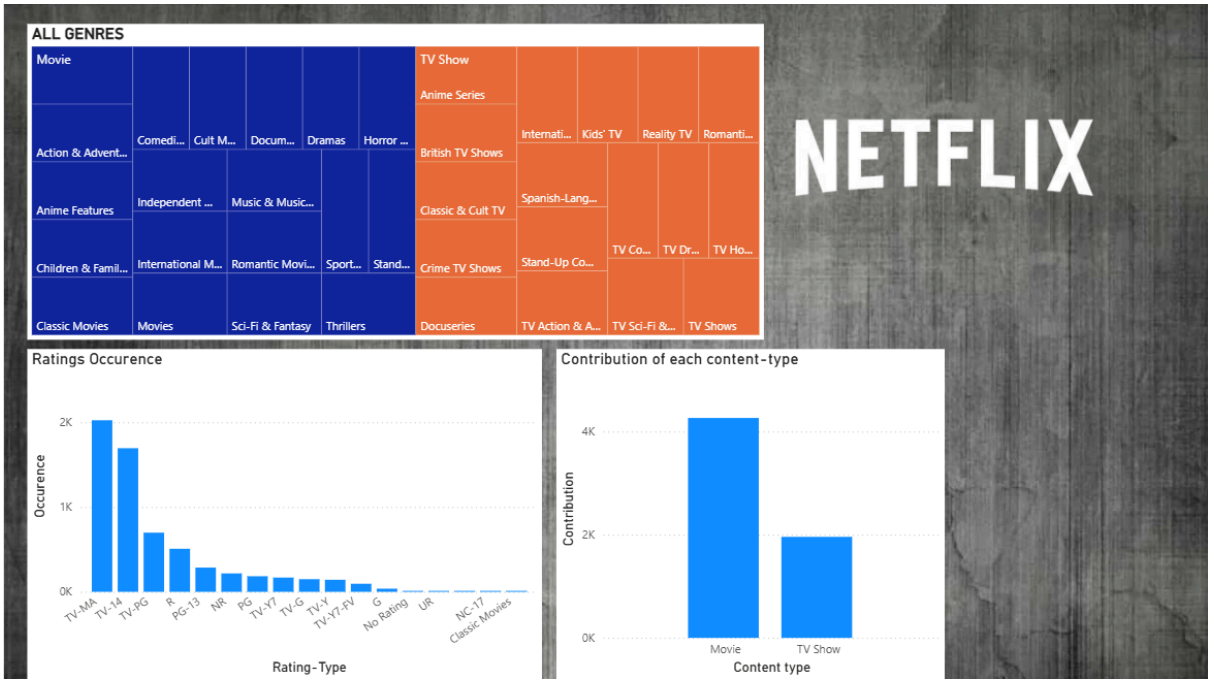
```
Titles Added Per Year =
COUNT('cleaned_throughPython_netflix_titles'[show_id])

Total Movies =
CALCULATE(COUNTROWS('cleaned_throughPython_netflix_titles'),'cleaned_throughPython_
netflix_titles'[type]="Movie")

Total Titles =
COUNTROWS('cleaned_throughPython_netflix_titles')
```

```
Total TV Shows =
CALCULATE(
    COUNTROWS('cleaned_throughPython_netflix_titles'),
    'cleaned_throughPython_netflix_titles'[type] = "TV Show"
)
```

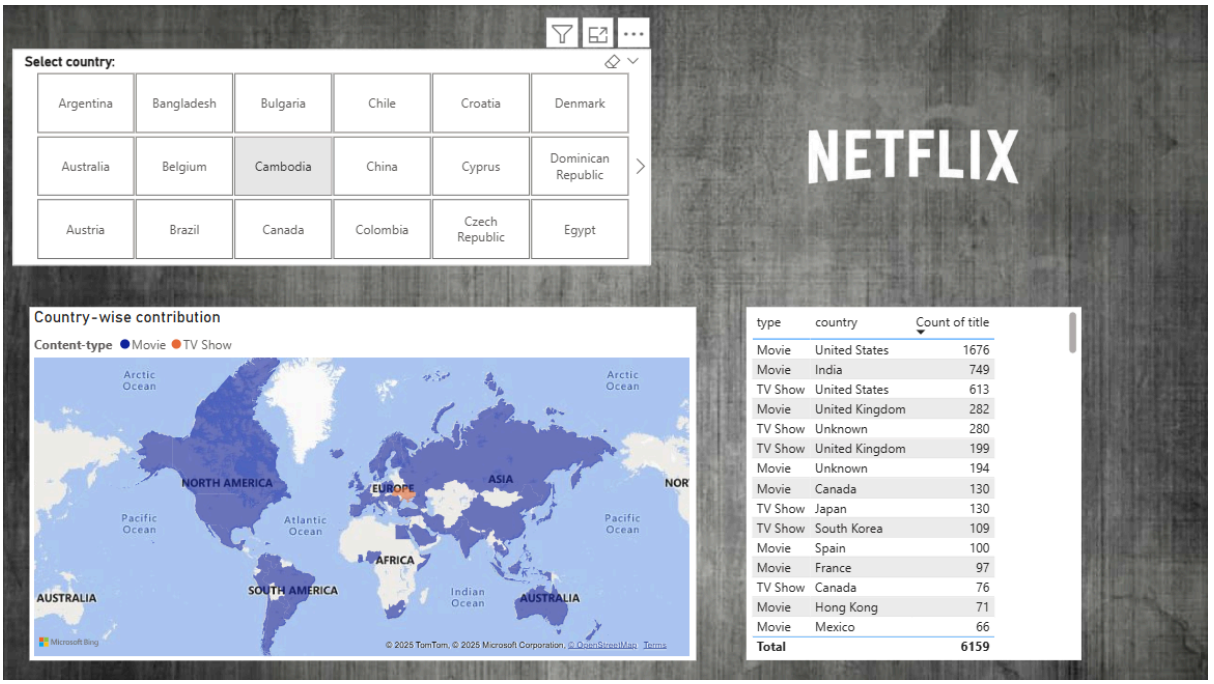
Dashboards Created:

1) **Overview:**

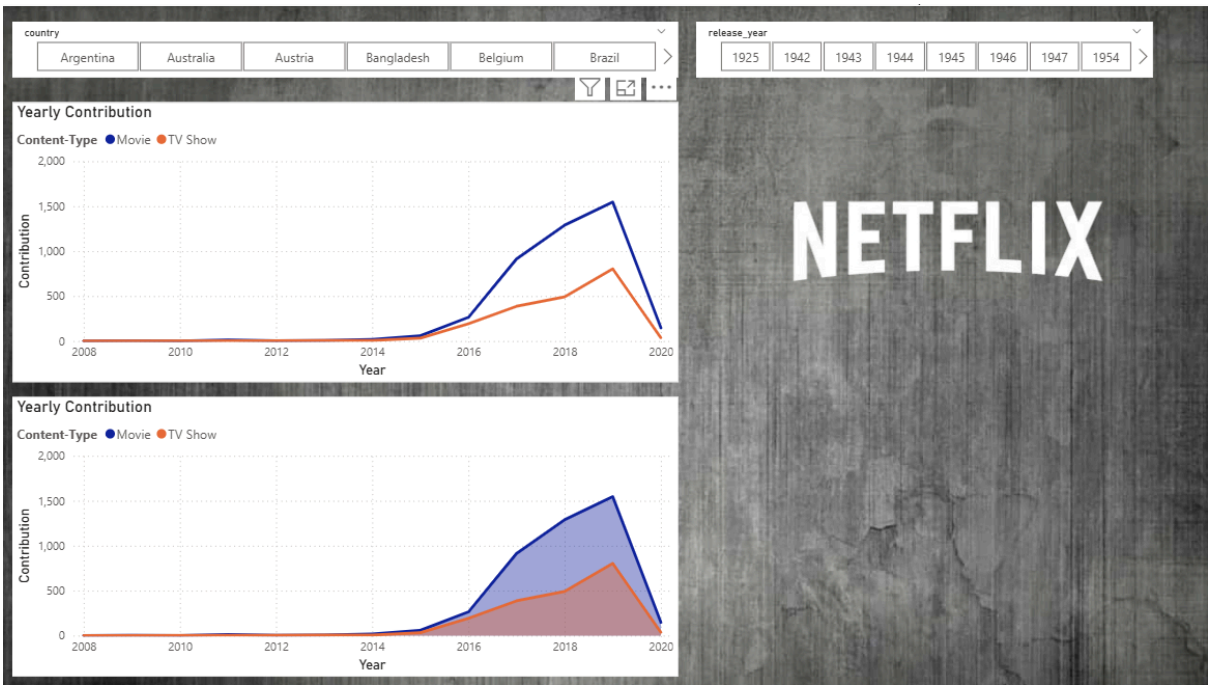
2) **Genres , Content-type and Ratings:**



3) Countries:



4) Yearly Trends:


country
Argentina
Australia
Austria
Bangladesh
Belgium
Brazil
release_year
1925
1942
1943
1944
1945
1946
1947
1954
Yearly Contribution
Content-Type Movie TV Show
Contribution
2,000
1,500
1,000
500
0
2008
2010
2012
2014
2016
2018
2020
Year
Yearly Contribution
Content-Type Movie TV Show
Contribution
2,000
1,500
1,000
500
0
2008
2010
2012
2014
2016
2018
2020
Year
NETFLIX