

## NETFLIX POWERBI PROJECT:

### DAX QUERIES:

# Create Measures (DAX)

Go to **Modeling** → **New Measure**. Add these:

## 1. Total Movies

```
Total Movies = CALCULATE(COUNTROWS('cleaned_netflix_titles'),  
'cleaned_netflix_titles'[type] = "Movie")
```

## 2. Total TV Shows

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

## 3. Total Titles

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

## 4. Average Movie Duration

```
Average Movie Duration =  
AVERAGE('cleaned_netflix_titles'[duration_minutes])
```

## 5. Average TV Show Seasons

```
Average TV Show Seasons =  
AVERAGE('cleaned_netflix_titles'[duration_tvshows])
```

## 6. Titles Added Per Year

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

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# Recommended Visualizations

## Page 1 – Overview Dashboard

- **Cards** → Show
  - Total Movies
  - Total TV Shows
  - Total Titles
- **Donut Chart** → % Movies vs % TV Shows (type).
- **Column Chart** → Number of titles added by year\_added.

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## Page 2 – Genre & Rating Analysis

- **Treemap** → Distribution by `listed_in` (genres).
- **Stacked Bar Chart** → Titles by `rating` (TV-MA, PG, etc.).
- **Clustered Column Chart** → Genre count split by Movies vs TV Shows.

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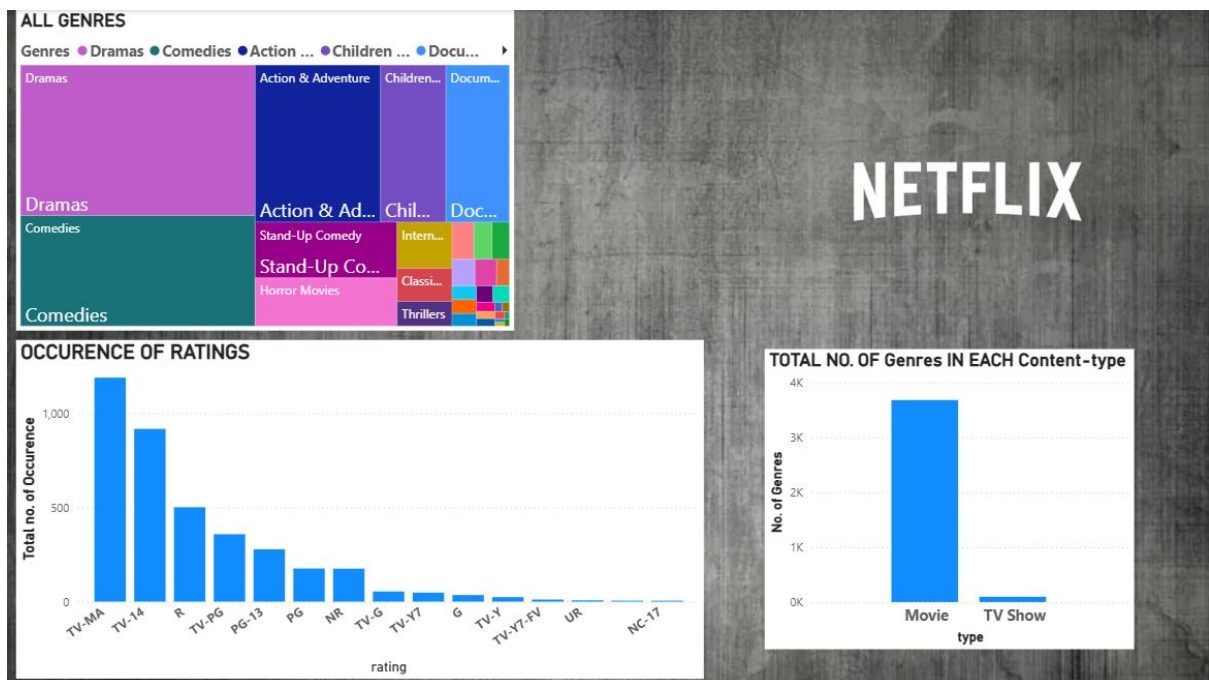
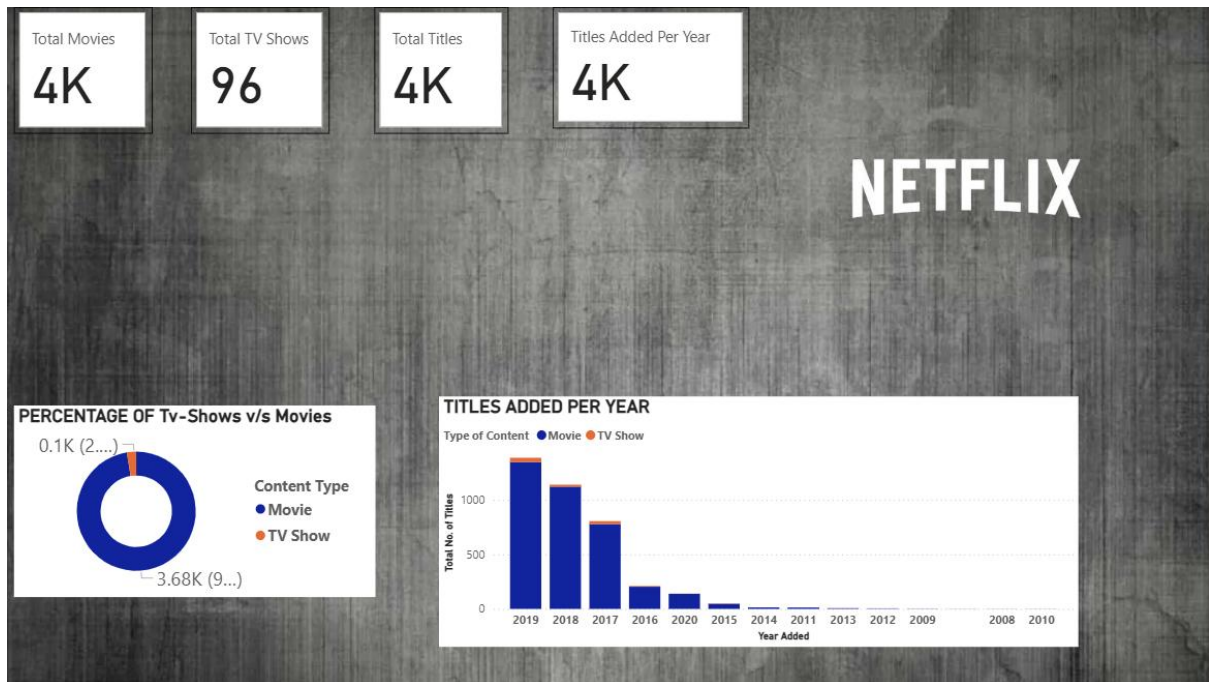
## Page 3 – Country Insights

- **Map Visual** → Number of titles per `country`.
- **Bar Chart** → Top 10 countries by number of titles.

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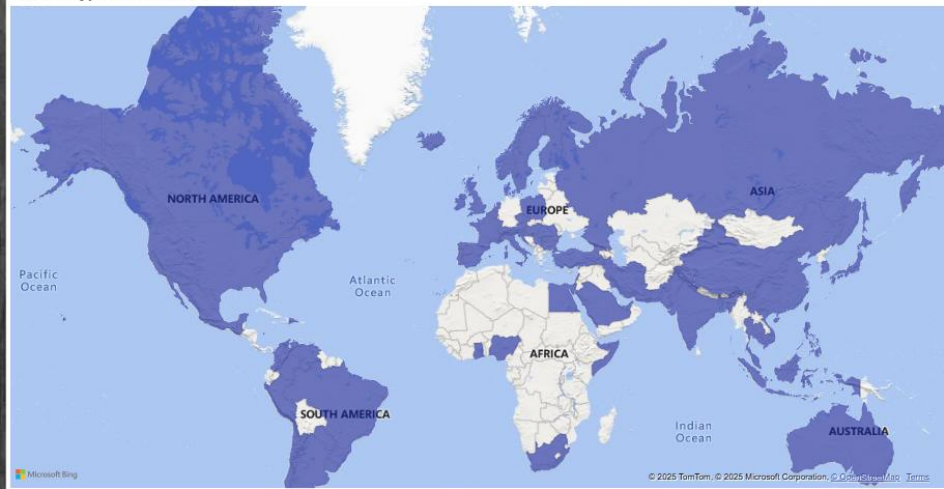
## Page 4 – Trends

- **Line Chart** → Titles added over years (`year_added`).
- **Area Chart** → Growth of Movies vs TV Shows by `year_added`.
- **Slicer Filter** → Year, Country, Type.



## TOTAL NO. OF CONTENTS CONTRIBUTED BY EACH COUNTRY

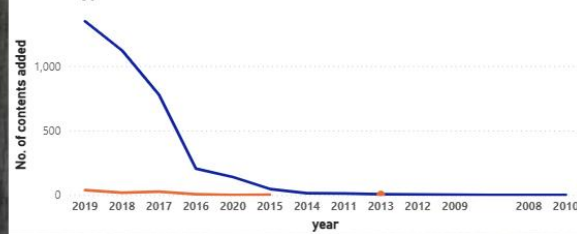
Content Type ● Movie ● TV Show



NETFLIX

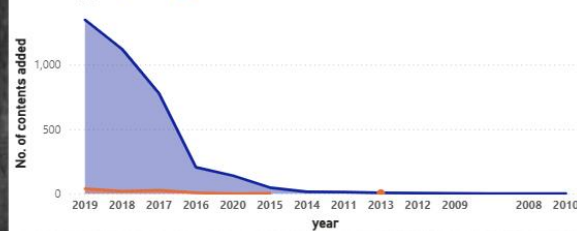
## CONTENTS ADDED IN EACH YEAR

Content Type ● Movie ● TV Show



## CONTENTS ADDED IN EACH YEAR

Content Type ● Movie ● TV Show



NETFLIX

COUNTRY

All

