

NETFLIX EDA DASHBOARD IN MS-EXCEL:

NOTE:

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

Performed EDA on the following points:

- 1) Content-type (i.e. Movie and TV-Show) Contribution
- 2) Genre wise Contribution
- 3) Ratings Given
- 4) Yearly Contribution
- 5) Monthly Trends
- 6) Country-wise Contribution

Netflix Content Performance

This dashboard provides a **data-driven overview of Netflix's content catalog**, focusing on the distribution of Movies and TV Shows, top genres, content release trends, ratings.

The aim is to **understand patterns and strategies** behind Netflix's growing library and how it aligns with its global expansion.

1. Movies vs TV Shows Contribution

- Netflix's catalog is heavily dominated by **Movies**, making up the majority of total titles.
- TV Shows contribute a smaller but **steadily growing** share — showing Netflix's increasing investment in long-form content.

2. Genre & Content Type Analysis

- Genres such as **International Movies**, **Dramas**, and **Comedies** dominate Netflix's content library.
 - These genres also have a higher proportion of Movies compared to TV Shows, reflecting Netflix's early focus on movie licensing and production.
 - TV content is more concentrated in fewer genres, suggesting a more targeted strategy.
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3. Ratings Distribution

- **TV-MA** (Mature Audience) leads the rating types, indicating a strong focus on **adult-oriented content**.
 - Family-friendly content (PG, G) exists but is less dominant.
 - This distribution reflects Netflix's core target demographic and content positioning.
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4. Yearly Trends — Content Growth Over Time

- Content additions have significantly increased since **2015**.
 - This surge aligns with Netflix's **global expansion and original content push**.
 - The yearly donut and pie charts clearly highlight **key growth years** where Netflix scaled its library aggressively.
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5. Monthly Trend

- Monthly addition trends show moderate fluctuations throughout the year.
 - There's a **slight peak toward the year-end**, possibly aligning with major releases and holiday viewership demand.
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6. Country-wise Contribution

- The **United States** is the largest content contributor, followed by India, the United Kingdom, and other key regions.
 - This confirms Netflix's strong reliance on **US and Indian content pipelines**.
 - Lesser but notable contributions from Japan, South Korea, Spain, and France indicate Netflix's growing international diversity.
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7. Interactive Slicers

- The dashboard allows users to filter data by:
 - **Month Added**

- Genre
 - Rating
 - Release Year
 - Country
 - Type (Movie or TV Show)
- These slicers make the dashboard **fully dynamic**, enabling decision-makers to drill down and find **specific trends** or **content gaps**.
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Business Insights & Recommendations

- **1. Diversify Content Types:** Netflix can strengthen its **TV show segment** further to improve engagement and retention.
 - **2. Genre Strategy:** Doubling down on top-performing genres like Dramas and International Movies while expanding underrepresented genres can attract new audiences.
 - **3. Leverage Global Content:** U.S. and Indian content dominates, but expanding production in Japan, Korea, and Europe can enhance regional reach.
 - **4. Mature Audience Targeting:** Given the dominance of TV-MA content, targeted marketing for adult audiences can boost viewership.
 - **5. Seasonal Release Optimization:** Using monthly trend patterns, Netflix can strategically plan high-impact releases in peak months.
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Conclusion

This dashboard gives a **360° view of Netflix's content ecosystem** — from content type dominance and genre mix to rating trends and global contributions. Such insights can support:

- Strategic **content acquisition**
- **Regional expansion**
- Genre diversification
- **Release planning** and audience targeting.

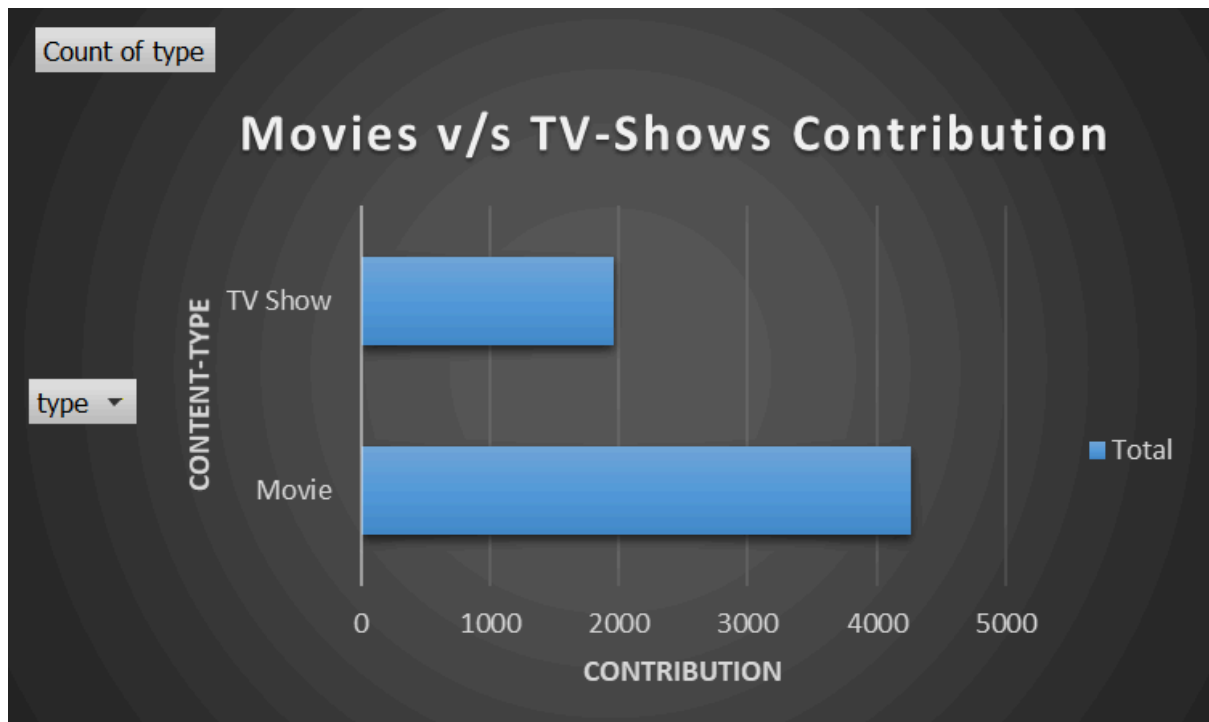
 *Data isn't just numbers — it's Netflix's content strategy, visualized. ✨*

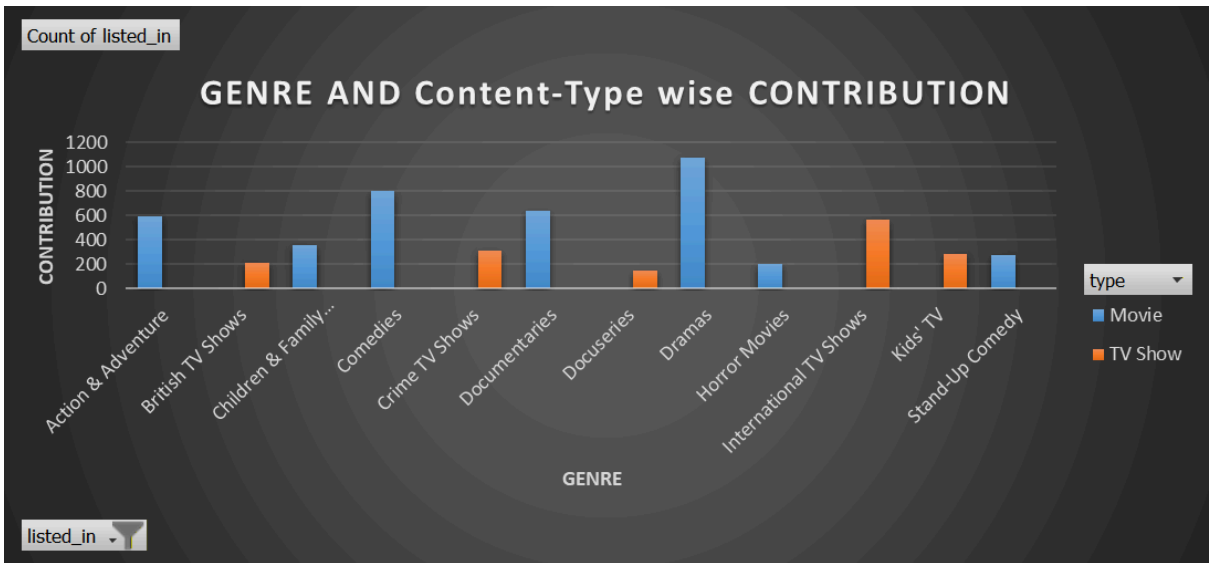
✅ **Pro Tip:**

Add this storytelling as a **text box** or a **slide** to give your dashboard **context and impact** — making it presentation-ready for portfolios, interviews, or case studies.

Would you like me to make a **shorter 4–5 line storytelling summary** too (for the top of the dashboard as a headline)? 📢 ✨

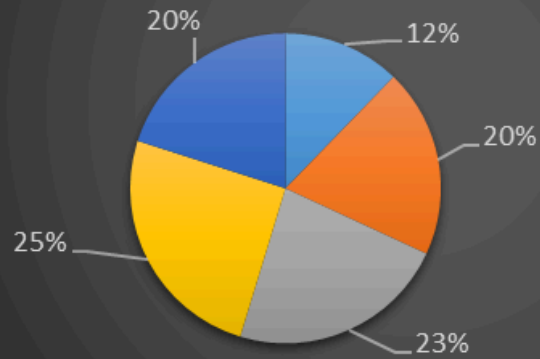
Visualizations done:





Count of show_id

CONTRIBUTION BY YEAR

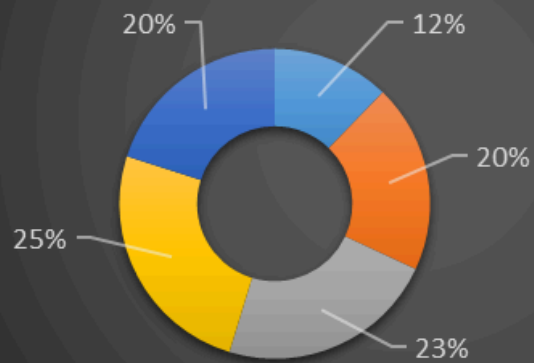


release_year ▼

- 2015
- 2016
- 2017
- 2018
- 2019

Count of show_id

CONTRIBUTION BY YEAR

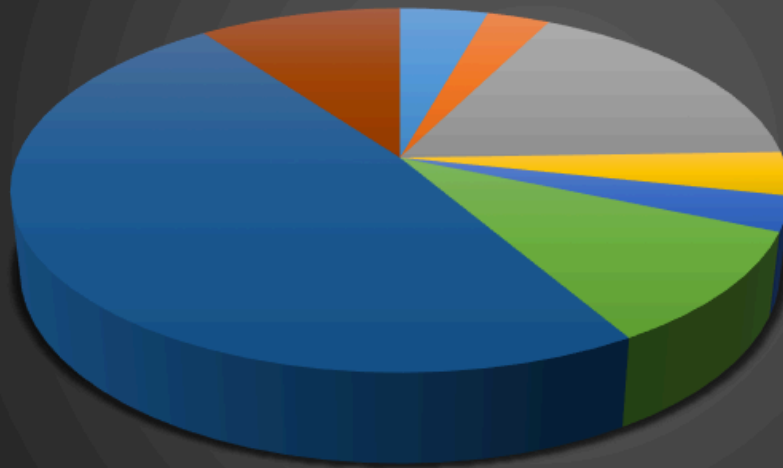


release_year ▼

- 2015
- 2016
- 2017
- 2018
- 2019

Count of country

COUNTRY WISE CONTRIBUTION

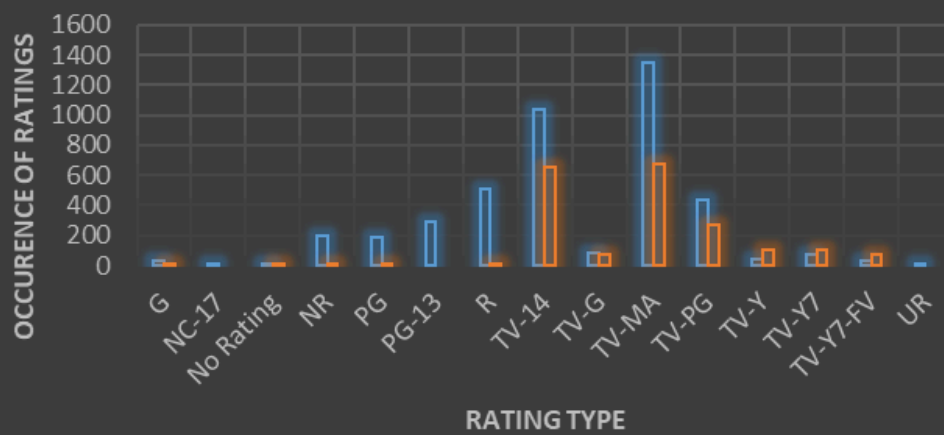


country

- Canada
- France
- India
- Japan
- South Korea
- United Kingdom
- United States

Count of rating

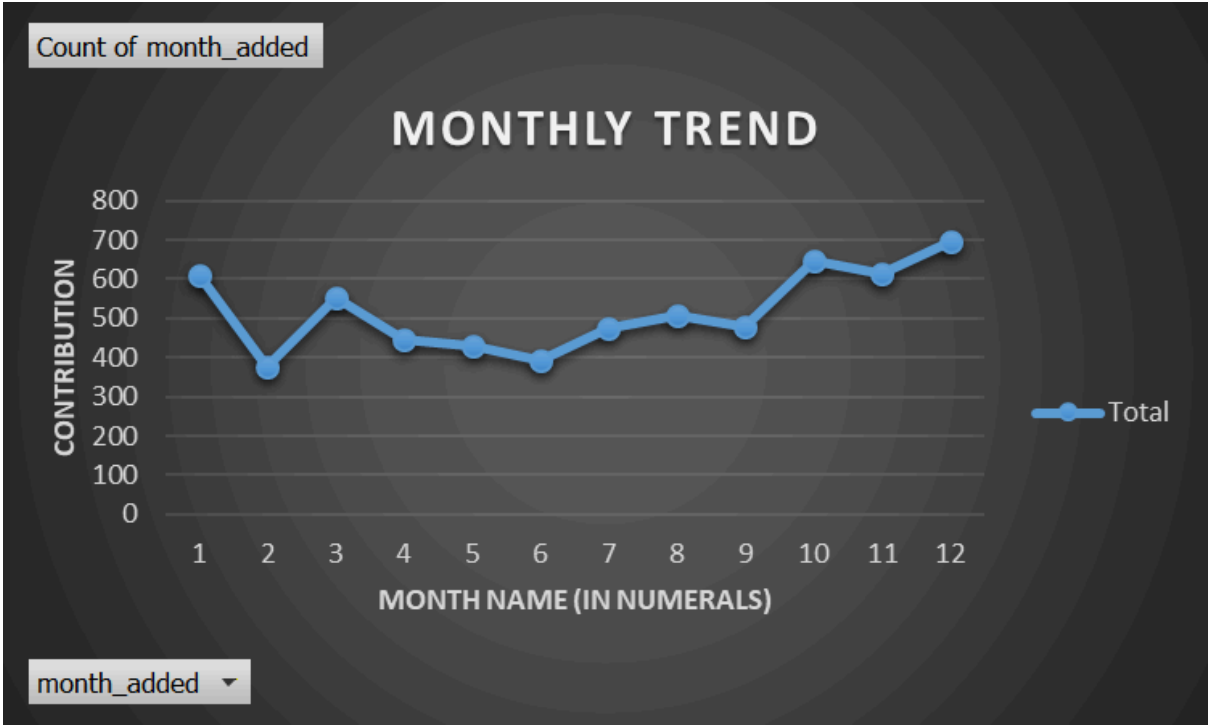
RATINGS GIVEN



type

- Movie
- TV Show

rating



month_added

1

2

3

4

5

6

7

8

listed_in



Action & Adventure

Anime Features

Anime Series

British TV Shows

Children & Family M...

Classic & Cult TV

Classic Movies

Comedies

rating



G

NC-17

No Rating

NR

PG

PG-13

R

TV-14

release_year



1925

1942

1943

1944

1945

1946

1947

1954

country



Argentina

Australia

Austria

Bangladesh

Belgium

Brazil

Bulgaria

Cambodia

type



Movie

TV Show