

NETFLIX ANALYSIS USING TABLEAU

PROJECT REPORT

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Introduction

Tableau is a visual analytics platform that transforming the way of use data to solve problems, empowering people and organizations to make the most of their data.

As the market-leading choice for modern business intelligence, their analytics platform makes it easier for people to explore and manage data, and faster to discover and share insights that can change businesses and the world.

Everything we do is driven by our mission to help people see and understand data, which is why our products are designed to put the user first, whether they're an analyst, data scientist, student, teacher, executive, or business user. From connection through collaboration, Tableau is the most powerful, secure, and flexible end-to-end analytics platform.

NETFLIX

At Netflix want to entertain the world. Whatever our taste, and no matter where live, give us access to best-in-class TV shows, movies and documentaries. Their members control what they want to watch, when they want it, with no ads, in one simple subscription. Netflix are streaming in more than 30 languages and 190 countries, because great stories can come from anywhere and be loved everywhere. Netflix are the world's biggest fans of entertainment, and they're always looking to help you find your next favorite story.

Review of literature

Tableau site is used. Tableau disrupted business intelligence with intuitive, visual analytics for everyone.

Tableau was founded in 2003 as a result of a computer science project at Stanford that aimed to improve the flow of analysis and make data more accessible to people through visualization. Co-founders Chris Stolte, Pat Hanrahan, and Christian Chabot developed and patented Tableau's foundational technology, VizQL—which visually expresses data by translating drag-and-drop actions into data queries through an intuitive interface.

Since our foundation, they've continuously invested in research and development at an unrivaled pace, developing solutions to help anyone working with data to get to answers faster and uncover unanticipated insights.

This includes making machine learning, statistics, natural language, and smart data prep more useful to augment human creativity in analysis. And we not only offer a complete, integrated analytics platform, but also proven enablement resources to help customers deploy and scale a data-driven culture that drives resilience and value through powerful outcomes. Tableau was acquired by Salesforce in 2019, and our mission remains the same to help people see and understand their data. Today, organizations every where—from non-profits to global enterprises, and across all industries and departments—are empowering their people with Tableau-drive change with data

Tableau helps people drive change with data

Data ♦has limitless potential to transform businesses and the world—as long as people are empowered to use it. Our community is using Tableau to build a **data culture** and to change lives.

The Tableau Community

More than one million active, diverse, and engaged members inspire and support one another through community forums, 500+ worldwide user groups, and unique events like the annual Tableau Conference.

Netfilx

At 1997, Reed Hastings and Marc Randolph had an idea to rent DVDs by mail. They tested the concept by mailing themselves a DVD. The DVD arrived intact, and the idea for Netflix was born.

And there's more ahead. Keep an eye out for exclusive products from beloved titles like *The Witcher* and *Stranger Things*, as well as new Netflix logo-wear from Japanese fashion house BEAMS.

These limited-edition items join the vast assortment of consumer products we've made available through our trusted partners. (For example, you can also find a wide range of *Yasuke* products at Target).

Objectives and Methodology

Objectives

- Analysis a huge data in tableau.
- Download and install tableau software.
- Study about tableau.
- Netflix data download as excel format.
- Analysis Netflix data using tableau.

Methodology

- Select an excel sheet of Netflix data.
- Upload these data into tableau.
- Analysis of different types program conduct in Netflix.
- Different country base analysis also done.
- Analysis different categories of programs
- Different directors are tied with Netflix.

Discussion

To create a connection of Netflix title with Netflix_title_cast, Netflix_title_category, Netflix_title_country, Netflix_direction

Then Create data sheet 1, sheet 2, sheet 3 and sheet 4.

After create a worksheet. And reach final result.

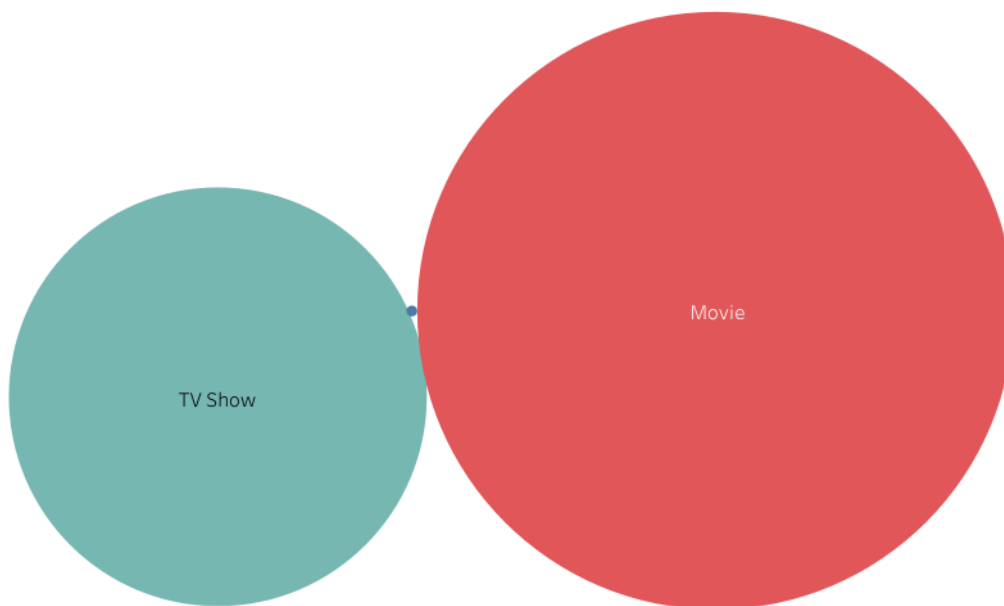
Analysis

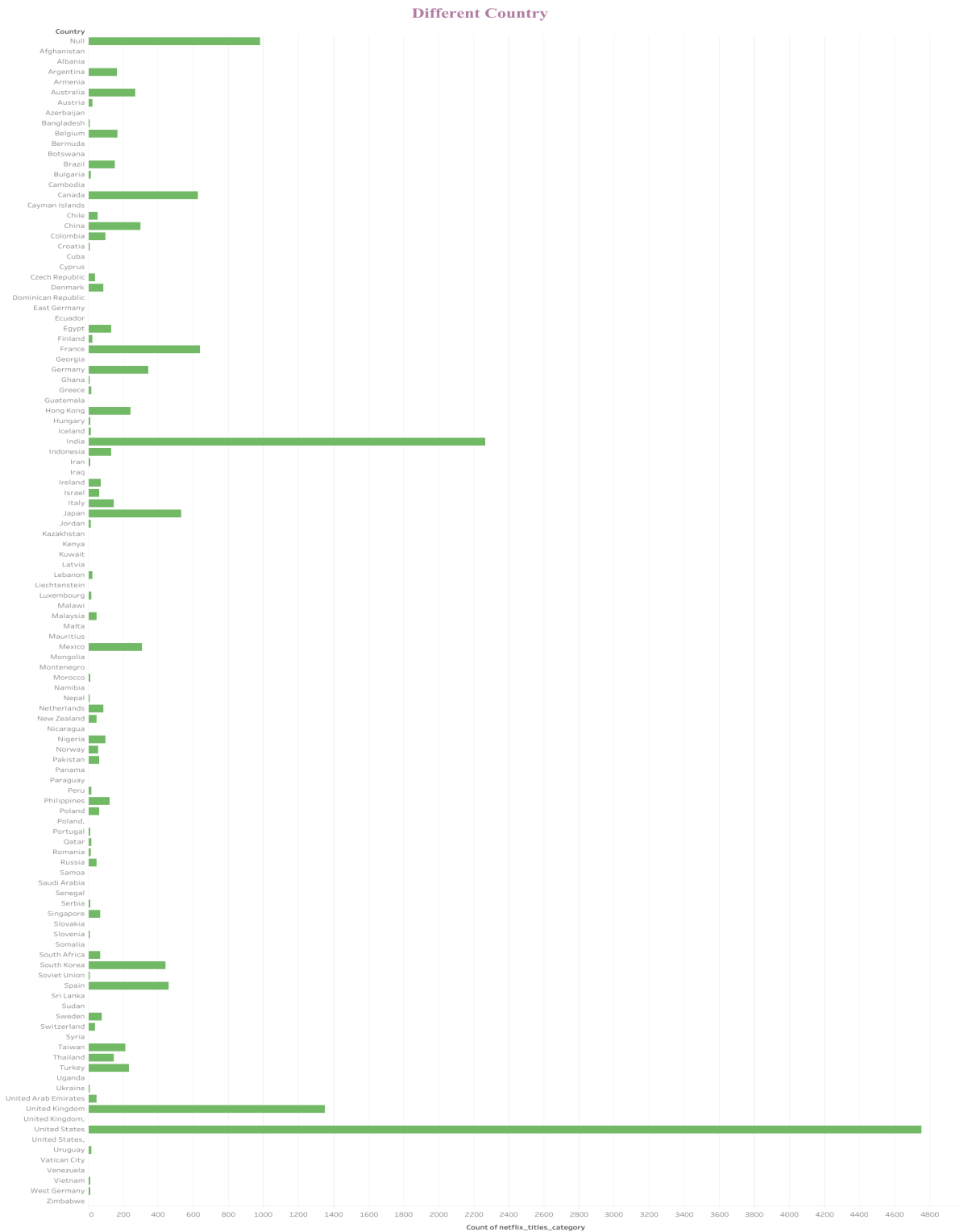
Sheet 1

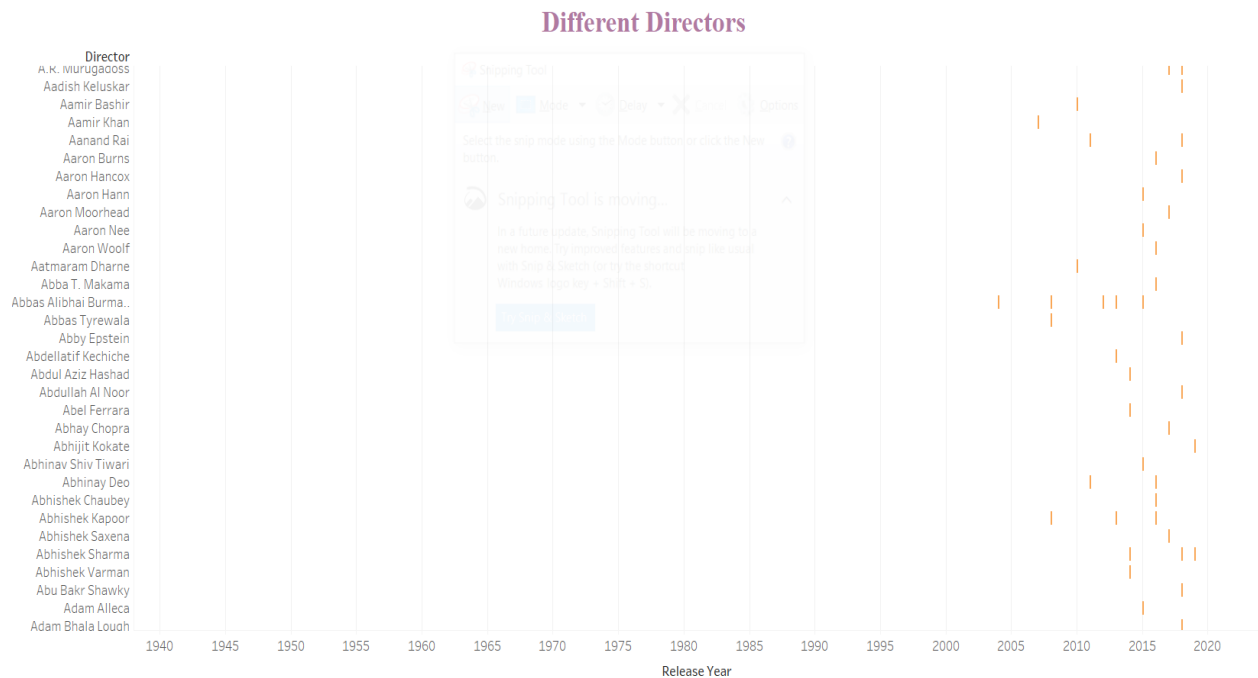
Type of program

Type

- Null
- 1944
- Movie
- TV Show

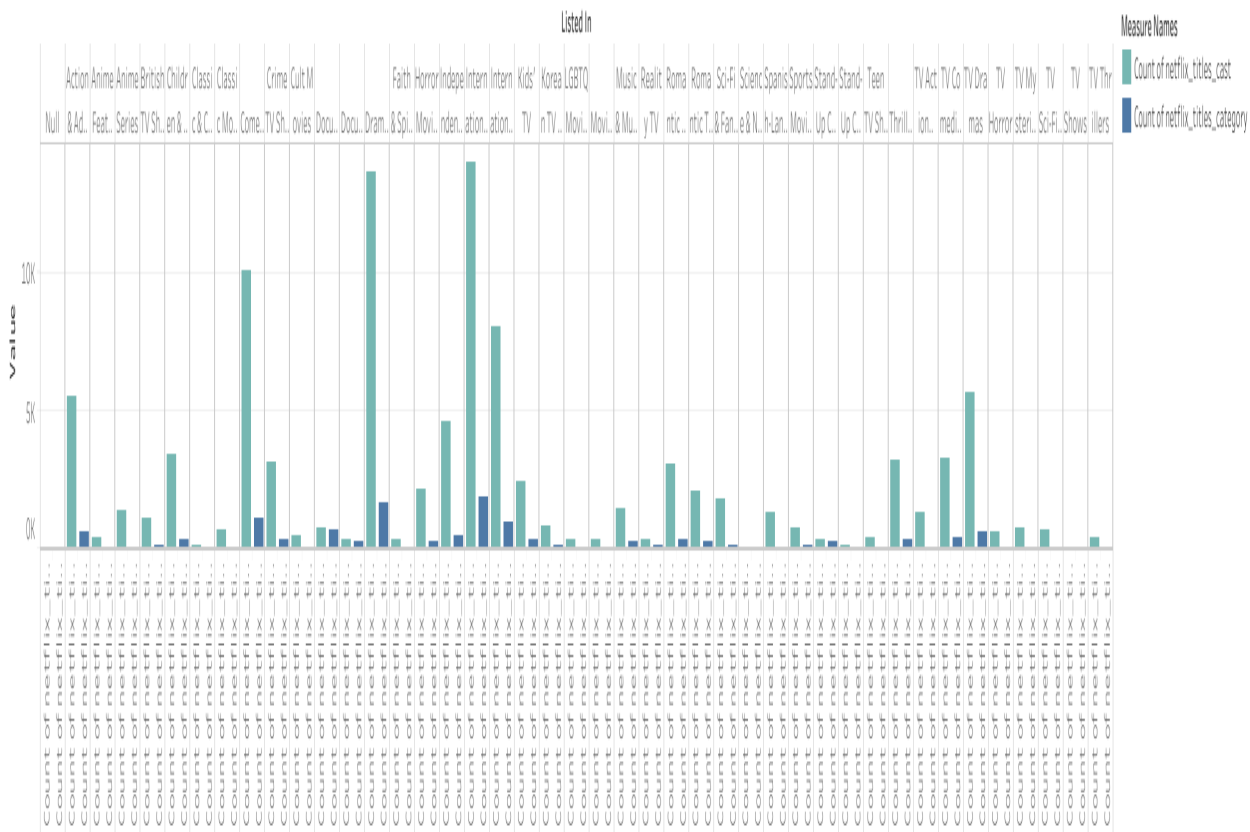






Sheet 3

Different categories of program



Netflix Programs Analysis

A Venn diagram with two overlapping circles. The left circle is teal and labeled "TV Show". The right circle is red and labeled "Movie". The overlapping region is shaded a darker color, representing the intersection of the two sets.

Director	Release Year
A. L. Vijay	2016, 2017
A. Salaam	1975
A.R. Murugadoss	2016, 2017
Aadish Keluskar	2017
Aamir Bashir	2009
Aamir Khan	2007, 2010
Anand Rai	2010, 2017
Anand Dhanraj	2015

Country	Count of netflix_titles.category
Null	~4500
Afghanistan	~50
Albania	~50
Argentina	~200
Armenia	~50
Australia	~500
Austria	~500

[illegible]