

Netflix Project Summary

I worked on an end-to-end data visualization project using a real-world Netflix dataset containing over 8,700+ titles including movies and TV shows. The dataset had attributes such as title, type, director, country, release year, date added, duration, genre, and rating.

❖ Tools Used:

- **MySQL** – Data transformation, data cleaning, aggregations, and business logic.
- **Tableau** – Dashboard creation, interactivity, and data storytelling.

❖ Project Work

➤ SQL work

Explored the dataset to understand column meanings and inconsistencies.

Checked null values across the table.

Checked duplicates.

● Solved Business Questions

1. How many Movies vs TV Shows are there on Netflix?
2. What type of content (Movies vs TV Shows) dominates Netflix's catalog over the years?
3. What countries produce the most content on Netflix?
4. What are the top genres ("listed_in") offered on Netflix?
5. In which YEAR(release year) does Netflix add the most content?
6. What are the most common movie durations or TV show formats (e.g., number of seasons)?
7. Which directors have contributed the most content to Netflix?
8. Which is the oldest and newest show on Netflix?
9. Which countries have more TV Shows than Movies?

➤ Dashboard in Tableau

Created an interactive Netflix-themed dashboard with:

- **KPI Cards** for Total Titles, Duration, Release Year, and Ratings
- **Map**: Titles by Country
- **Bubble Chart**: Distribution of Movies vs TV Shows
- **Area Chart**: Total Movies and TV Shows added over time
- **Bar Charts**: Top 10 Directors, Genres, and Ratings
- **Filters**: Title, Type

➤ Key Business Insights:

The key findings are as follow:

- Movies dominate the catalog with ~69.69% share.
- Content addition peaked around 2018–2021.
- The USA, India, and UK are the top contributors.
- Popular genres include Dramas, Documentaries, and Stand-up Comedies.
- TV-MA and TV-14 are the most common ratings.

❖ Outcome:

This project demonstrated my skills in data wrangling, SQL logic, and data visualization. It helped me develop a business-focused, visually compelling dashboard suitable for executive-level decision-making and portfolio presentation.

THANK YOU