# 📌 Title: Netflix Dashboard – Global Content Insights

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## ☐ Introduction:

This Tableau dashboard project, titled **"Netflix Content Analysis"**, explores and visualizes Netflix's vast content library. The dashboard focuses on the distribution of TV Shows and Movies across various countries, genres, ratings, and release years. The purpose is to deliver business intelligence insights regarding content trends, content type breakdown, and viewer targeting strategy using interactive visualizations.

By transforming Netflix metadata into dynamic visuals, this project enhances the understanding of global content strategies, helping stakeholders make data-driven content decisions.

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## 🔍 Research Background:

Netflix, as a global OTT leader, hosts thousands of TV shows and movies across genres and countries. This project investigates:

- The imbalance between Movies vs. TV Shows.
- The most dominant genres and countries in Netflix's content catalog.
- Temporal content addition trends.
- Ratings distribution and average durations.
- Country-wise contribution and preferences.

These insights can be used by content teams, marketers, and strategists to plan new releases, acquisitions, and audience segmentation.

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## 🎯 Aim:

To build a dynamic, multi-layered Tableau dashboard that enables:

- Clear differentiation of content by type, rating, and duration.
- Discovery of content trends by year and country.
- Evaluation of genre popularity and frequency.
- Visual storytelling through data for strategic decision-making.

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## 🛠☐ Data Pipeline:

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⬇ Data Collection
    ↳ Netflix Titles Dataset (CSV)
      [Includes: Title, Type, Genre, Country, Date Added, Rating, Duration,
etc.]

🔧 Data Cleaning & Preparation
    ↳ Handled null values
    ↳ Standardized country and genre entries
    ↳ Extracted year from 'date_added'
    ↳ Split multi-genre and multi-country entries for accurate counts

📊 Tableau Dashboard Development
    ↳ KPI Cards (Total Movies, TV Shows, Countries)
    ↳ Donut Charts – Type-wise distribution
    ↳ Bar Charts – Top Genres, Ratings
    ↳ Area/Line Chart – Year-wise content additions
    ↳ Map – Country-wise content density

⬆ Output
    ↳ Interactive dashboard published locally or to Tableau Public
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# 📈 Report & Insights:

## 📄 Dashboard Page 1: Global Content Overview

- ✅ **Donut Chart** showing the share of Movies vs TV Shows.
- ✅ **KPI Cards** display total number of titles, countries, genres, and average durations.
- ✅ **Bar Chart** reveals the most frequent ratings (e.g., TV-MA, TV-14).
- ✅ **Horizontal Bar** visualizes top genres by count.

## 🌍 Dashboard Page 2: Country-Level & Temporal Analysis

- 📌 **Map View** shows content distribution by country.
- 📌 **Line Chart** displays annual addition trends (2010–2020).
- 📌 **Filtered View** by country, type, and rating.

## 🎞 Dashboard Page 3: Deep Dive Exploration (Optional)

- Advanced filtering by genre, duration, and year.
- Tooltip popups with title descriptions and durations.
- Action filters linking charts together.

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# 🖼 Dashboard Preview:

*(A high-resolution snapshot of the Tableau dashboard with major visual elements)*



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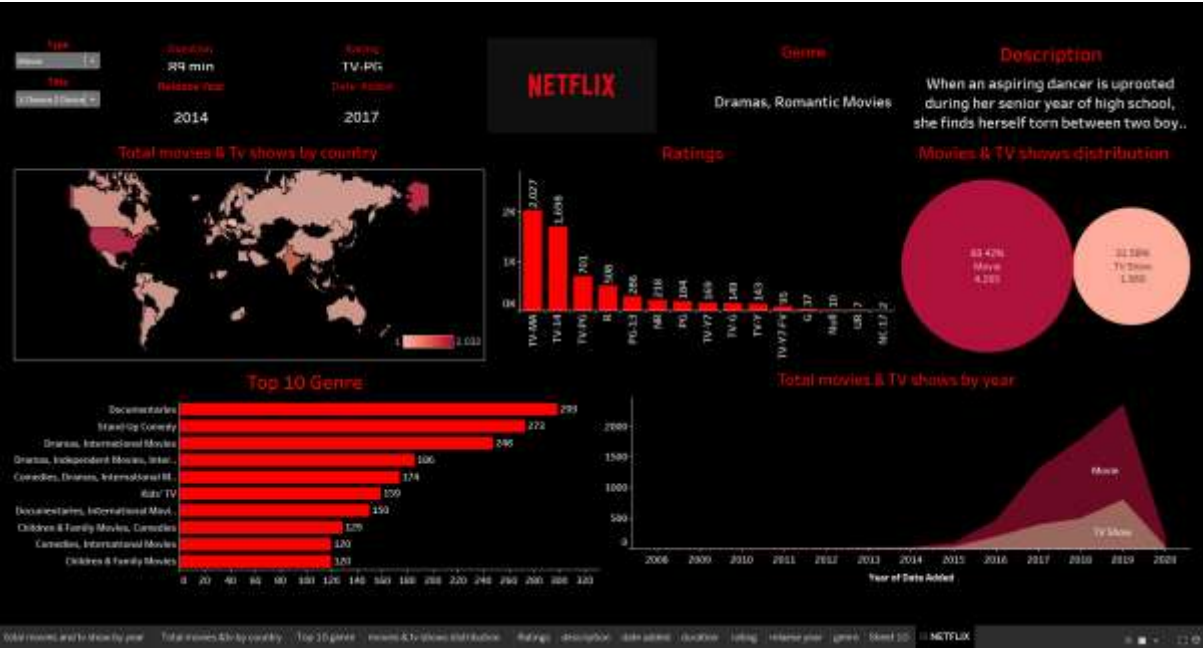
## 💡 Key Findings:

- **Movies** make up the majority of Netflix's library (~68%).
- The **USA** and **India** contribute the highest number of titles.
- Most content is rated **TV-MA**, indicating mature audiences.
- **Documentaries**, **Comedies**, and **Dramas** dominate the genre list.
- Highest content addition occurred in **2019**, peaking during global OTT growth phases.

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## ✅ Conclusion:

This Tableau dashboard highlights global Netflix content trends, genre diversity, and distribution strategies. The findings can support content curation, licensing decisions, and regional targeting by analyzing how content types vary across countries and over time.

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## 📁 Files Included:

```yaml
yaml
CopyEdit
📦 Netflix-Tableau-Dashboard/
├── Netflix_Dashboard.twbx              # Tableau Packaged Workbook
├── Screenshot 2025-06-18 164736.png    # Dashboard Image
└── README.md / BI Documentation.pdf    # This documentation file
```