



Netflix Data: Cleaning, Analysis and Visualization

This presentation explores a detailed analysis of Netflix movie and TV show data. The data will be cleaned, analyzed, and visualized using a variety of data visualization techniques.

Introduction

This project aims to analyze a large dataset of Netflix movie and TV show information. We will be cleaning the data, identifying key performance indicators, and generating meaningful insights.

1

Data Cleaning

Ensure data consistency and accuracy for reliable analysis.

2

Data Analysis

Identify trends, patterns, and relationships in the data.

3

Data Visualization

Create visually appealing and insightful dashboards.





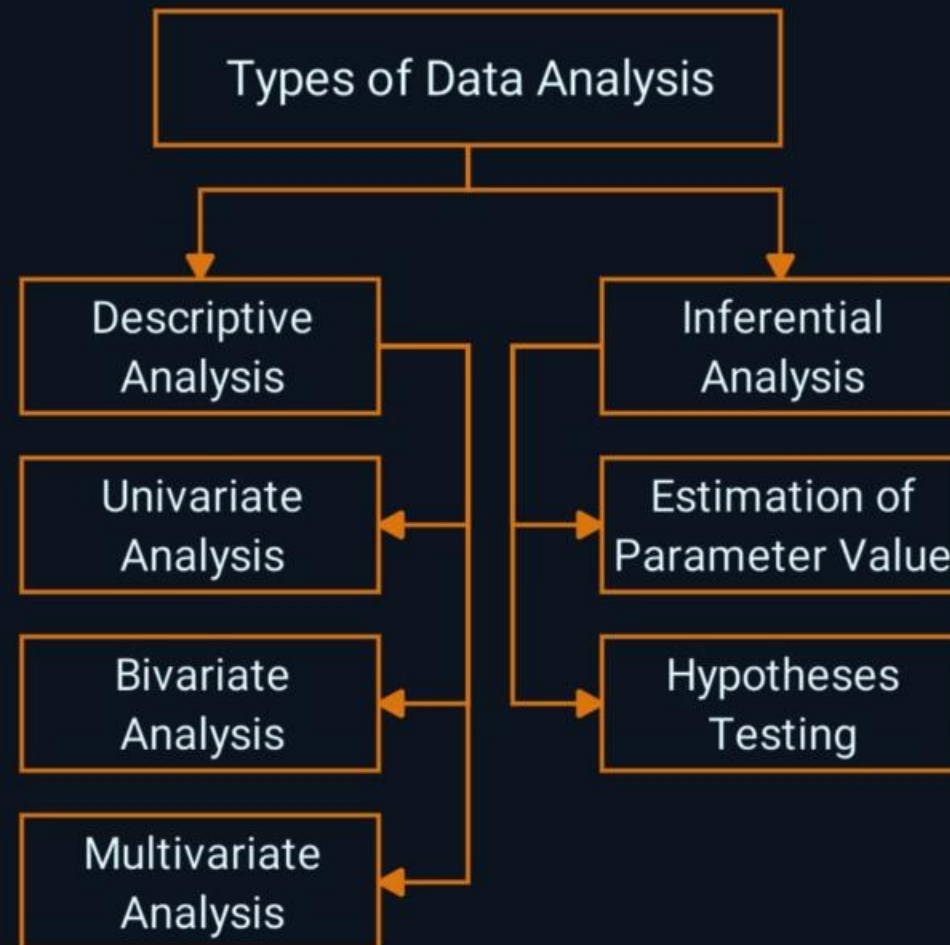
Detail of Data

The Netflix data is a comprehensive database containing detailed information about movies and TV shows available on the platform.

Column	Description
show_id	Unique identifier for each movie or TV show
type	Indicates whether the entry is a movie or TV show
title	Title of the movie or TV show
director	Director of the movie or TV show
country	Country of origin for the movie or TV show
date_added	Date when the movie or TV show was added to Netflix
release_year	Year when the movie or TV show was originally released
rating	MPAA rating for the movie or TV show
duration	Runtime of the movie or TV show in minutes or number of seasons

Main KPIs

Key performance indicators (KPIs) will be used to measure and track the performance of Netflix content.



Number of Movies & TV Shows

Total count of movies and TV shows available on Netflix.

Average Duration

Average runtime of movies and the average number of seasons for TV shows.

Content Popularity

Number of times a movie or TV show is watched.

Content Popularity by Country

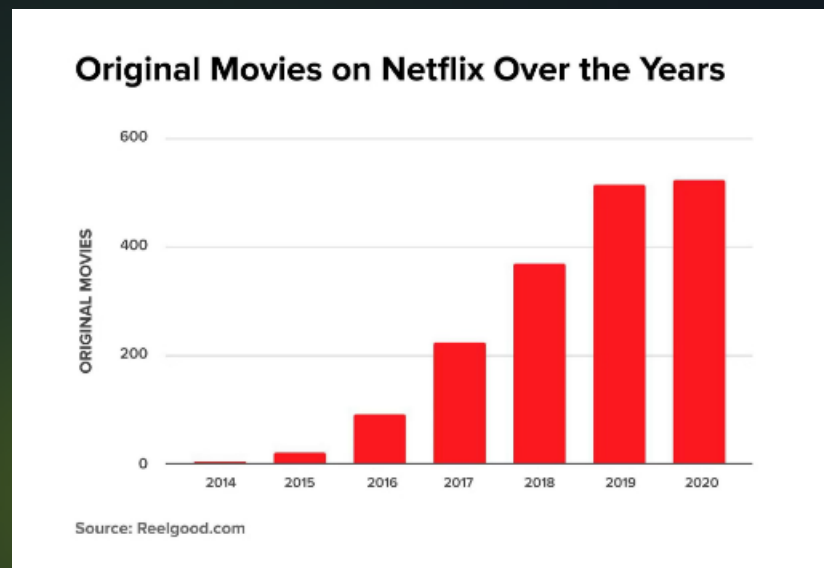
Number of times a movie or TV show is watched, broken down by country.

Mock Up Dashboard

This is a mockup of a dashboard designed to visualize Netflix data. It provides a quick overview of key KPIs and allows for interactive exploration.

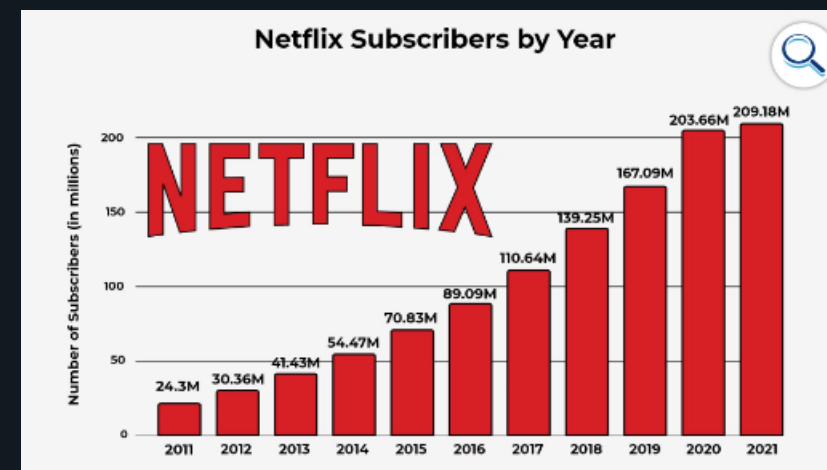
Content Overview

Number of movies and TV shows.



Content Popularity

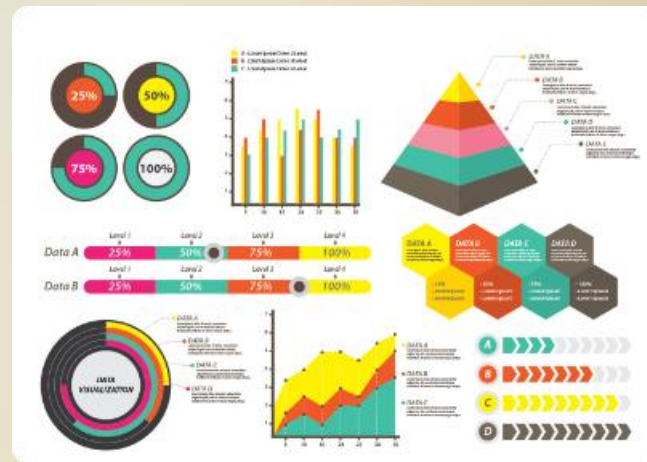
Top 10 most watched movies and TV shows.



Content by Country

Geographic distribution of content.





Main Design Considerations

The dashboard design will prioritize user experience and data clarity.



User Friendliness

Easy to navigate and understand.



Data Clarity

Clear and concise presentation of key information.



Visual Appeal

Visually appealing and engaging design.



Responsiveness

Adaptable to different screen sizes.

Data Insights and Benefits

Analyzing Netflix data can offer valuable insights for the platform and its users.

1

Content Strategy

Identify popular genres and countries to guide future content development.

2

Audience Segmentation

Understand viewing patterns and preferences based on demographics.

3

Personalized Recommendations

Develop more accurate and personalized recommendations for users.

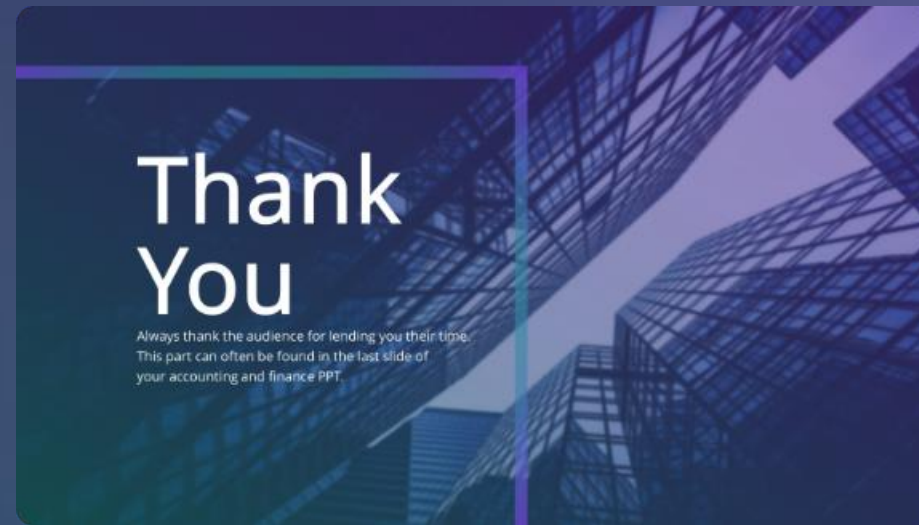
4

Content Optimization

Improve content visibility and discoverability for users.



What does Data Insight do?



Thank You.

I hope this presentation has provided a clear overview of the Netflix data analysis project. Thank you for your time.