

DASHBOARD NETFLIX CON TABLEAU

Starting from the 'netflix_titles' dataset, which contains the list of all titles available on the platform, I create one or more dashboards that allow the user to extract useful information.

[Link to dataset](#)

[Link to project](#)

Data Exploration

I load the dataset into Tableau and, using the preview, determine if the dataset requires a data cleaning process before creating the dashboards.

netflix_titles.csv	netflix_titles.csv	netflix_titles.csv	netflix_titles.csv	netflix_titles.csv	netflix_titles.csv	netflix_titles.csv	netflix_titles.csv	netflix_titles.csv	netflix_titles.csv	netflix_titles.csv	netflix_titles.csv
Show Id	Type	Title	Director	Cast	Country	Date Added	Release Year	Rating	Duration	Listed In	Description
s1	Movie	Dick Johnson I...	Kirsten Johnson	null	United States	September 25, 2021	2020	PG-13	90 min	Documentaries	As her father n...
s2	TV Show	Blood & Water	null	Ama Qamata, ...	South Africa	September 24, 2021	2021	TV-MA	2 Seasons	International TV ...	After crossing ...
s3	TV Show	Ganglands	Julien Leclercq	Sami Bouajila, ...	null	September 24, 2021	2021	TV-MA	1 Season	Crime TV Shows, ...	To protect his f...
s4	TV Show	Jailbirds New ...	null	null	null	September 24, 2021	2021	TV-MA	1 Season	Docuseries, Real...	Feuds, flirtatio...
s5	TV Show	Kota Factory	null	Mayur More, Ji...	India	September 24, 2021	2021	TV-MA	2 Seasons	International TV ...	In a city of coa...
s6	TV Show	Midnight Mass	Mike Flanagan	Kate Siegel, Za...	null	September 24, 2021	2021	TV-MA	1 Season	TV Dramas, TV H...	The arrival of a ...
s7	Movie	My Little Pony:...	Robert Cullen, Jos...	Vanessa Hudg...	null	September 24, 2021	2021	PG	91 min	Children & Family...	Equestria's divi...

Data Exploration

From the preview, I notice the following issues:

- The 'Show Id' column contains the letter 's' in all records. Removing it and changing the column type to 'integer' speeds up data processing.
- The 'Director,' 'Cast,' 'Country,' and 'Listed In' columns contain multiple values in some records. Thus, a title produced in Italy and Canada is counted separately from titles produced solely in Italy or Canada.
- The 'Rating' column contains some values that should be in the 'Duration' column, such as '86 min.'

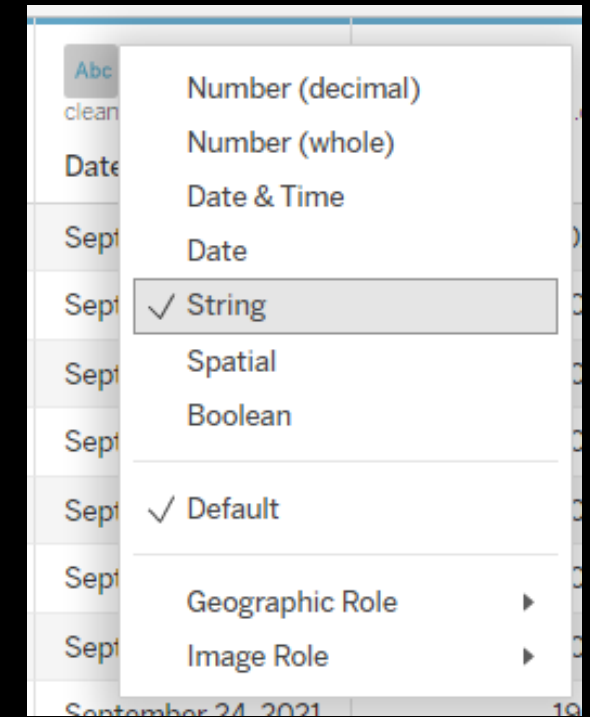
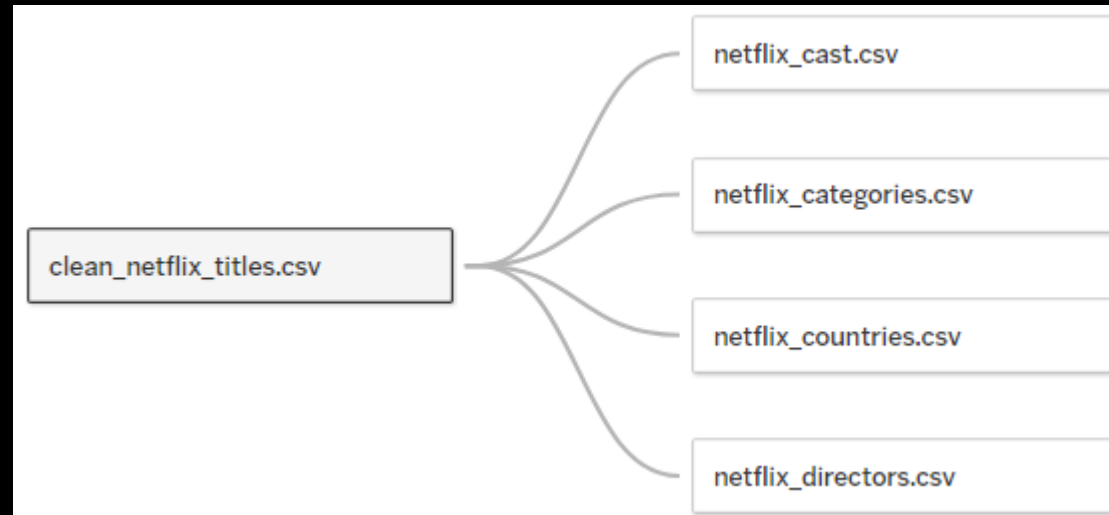
Data Cleaning

[Link to Python script](#)

- I create a Python script to resolve all the listed issues.
- To resolve issues with columns containing multiple values ('Director,' 'Cast,' 'Country,' and 'Listed In'), I decide to create separate tables containing only the 'show_id' and the relevant column. Then, I can link the new tables to the main table, allowing me to count the number of records belonging to a category by counting the 'show_id' in the main table.
- Finally, I remove these columns from the main table.

Data cleaning

- I connect the tables in Tableau using the 'Show Id' fields.
- Change the 'Date Added' column type from 'String' to 'Date.'

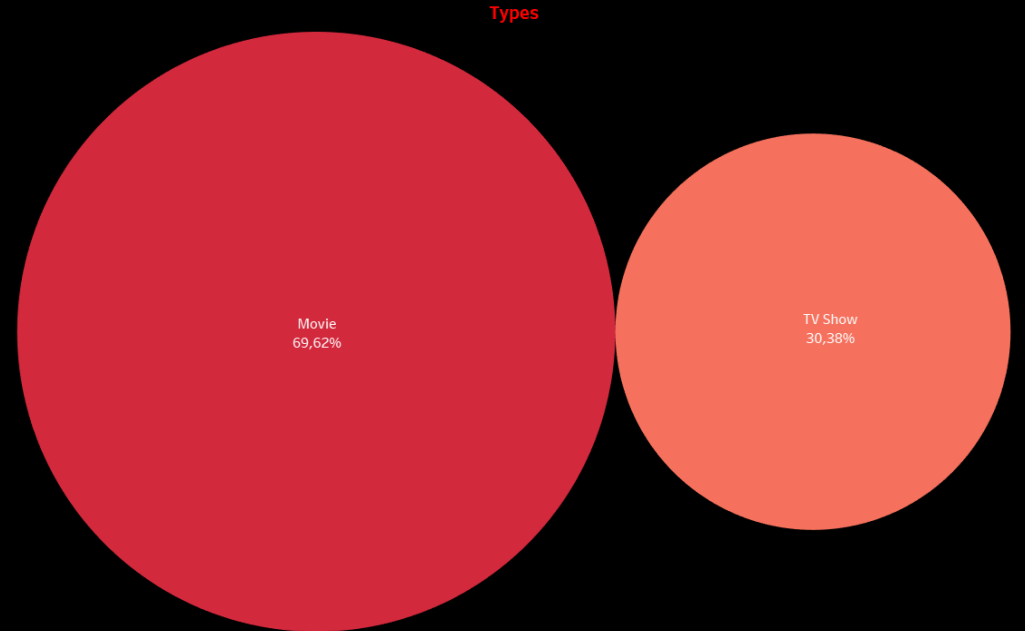


Data Visualization: Sheets

- Now that the dataset is 'clean', I can proceed with Data Visualization.
- For the project design, I choose to use a black background with red and white text and charts, as in this presentation, to reflect Netflix's graphic style.
- I aim to create two dashboards:
 - Overview: Provides an overall view of title distribution.
 - Search: Allows the user to search for titles matching their desired details.

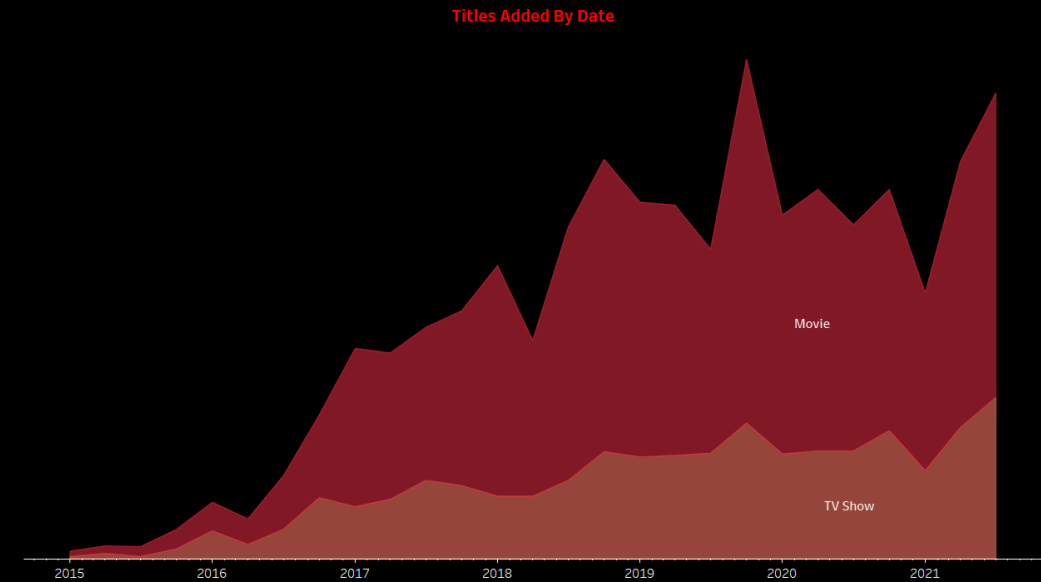
Title Types Distribution

- I use Packed Bubbles to represent the sizes of the two types as two adjacent circles, sized relative to their percentage of the total number of titles.
- I also modify the font and Tooltip of the chart.



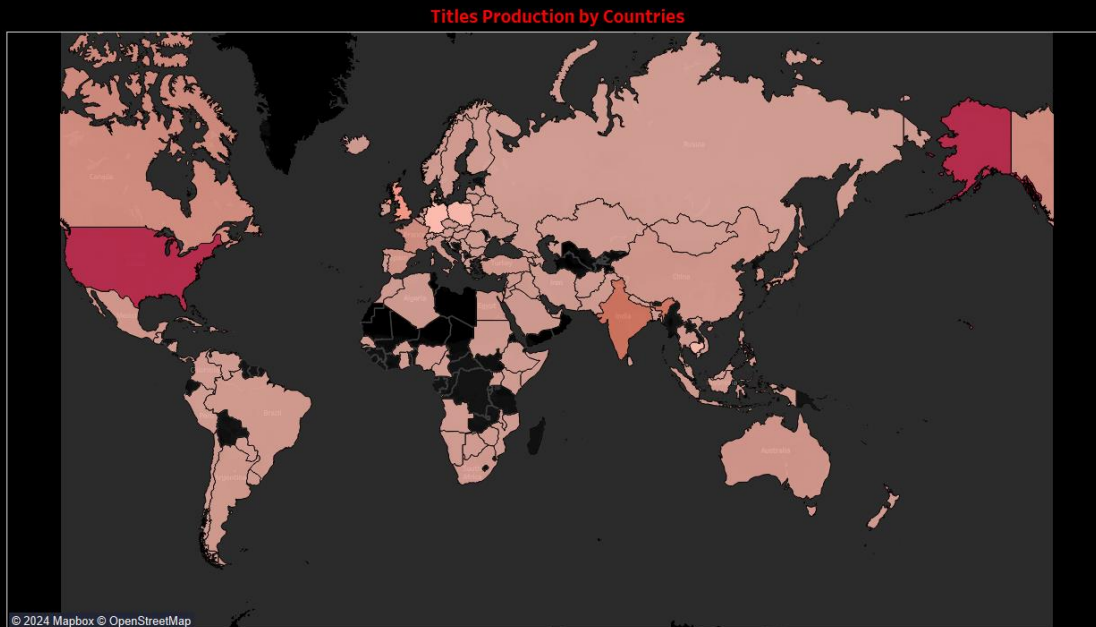
Titles Distribution by Date Added

- I want to give the user the option to choose the time unit for representing the line plot.
- I create a parameter [Custom Time Unit] that allows choosing between [Year, Quarter, Month].
- I create a calculated field [Custom Date Added] that contains the date in the unit chosen in [Custom Time Unit].



Titles Distribution by Countries

- I use a map to represent the distribution of titles by production countries.
- I modify some locations that are otherwise not identified by the map.



Edit Locations

Geographic roles

Country/Region: Country ⚠️ 4 issues

Match values to locations

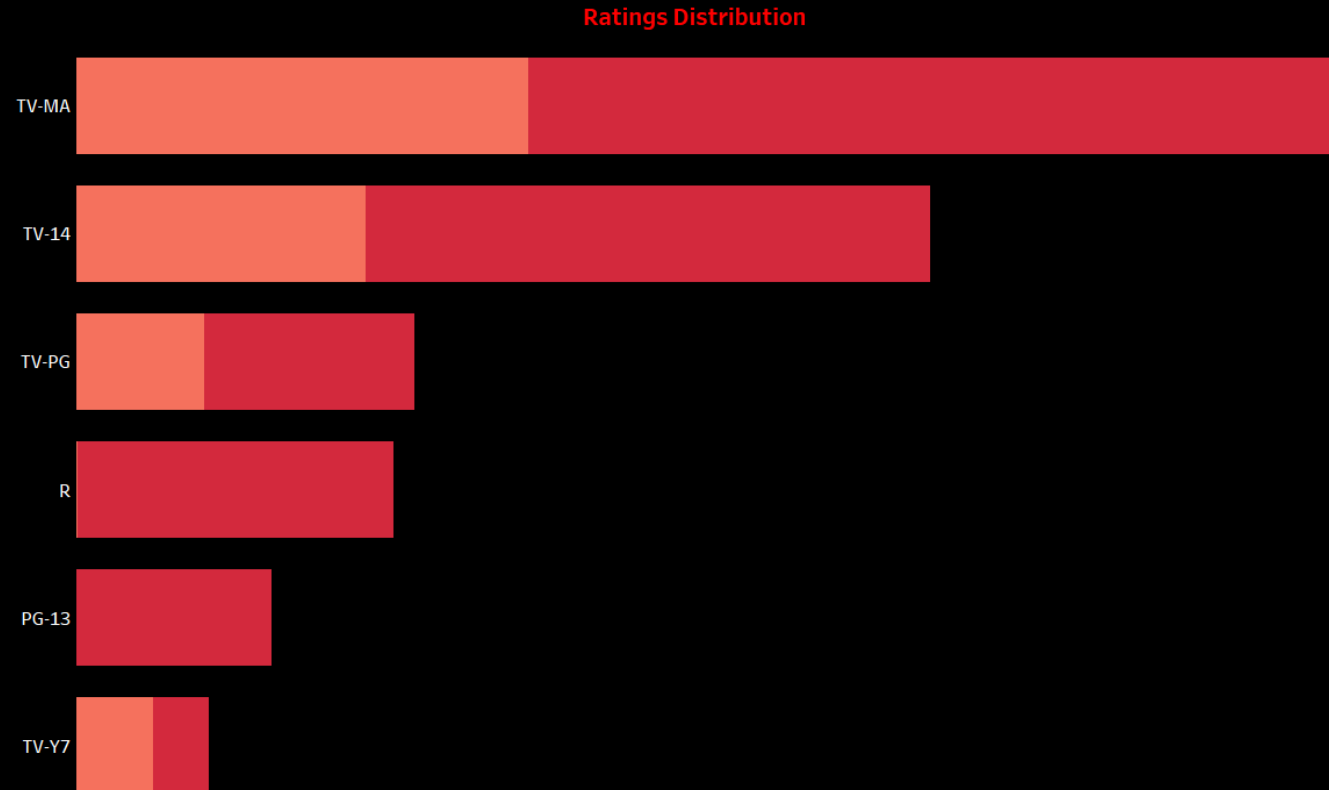
Country/Region	Matching Location
East Germany	Unrecognized
Null	Unrecognized
Soviet Union	Unrecognized
West Germany	Unrecognized
Afghanistan	Afghanistan
Albania	Albania

☐ Show only unmatched locations in drop down list

Reset Matches OK Cancel

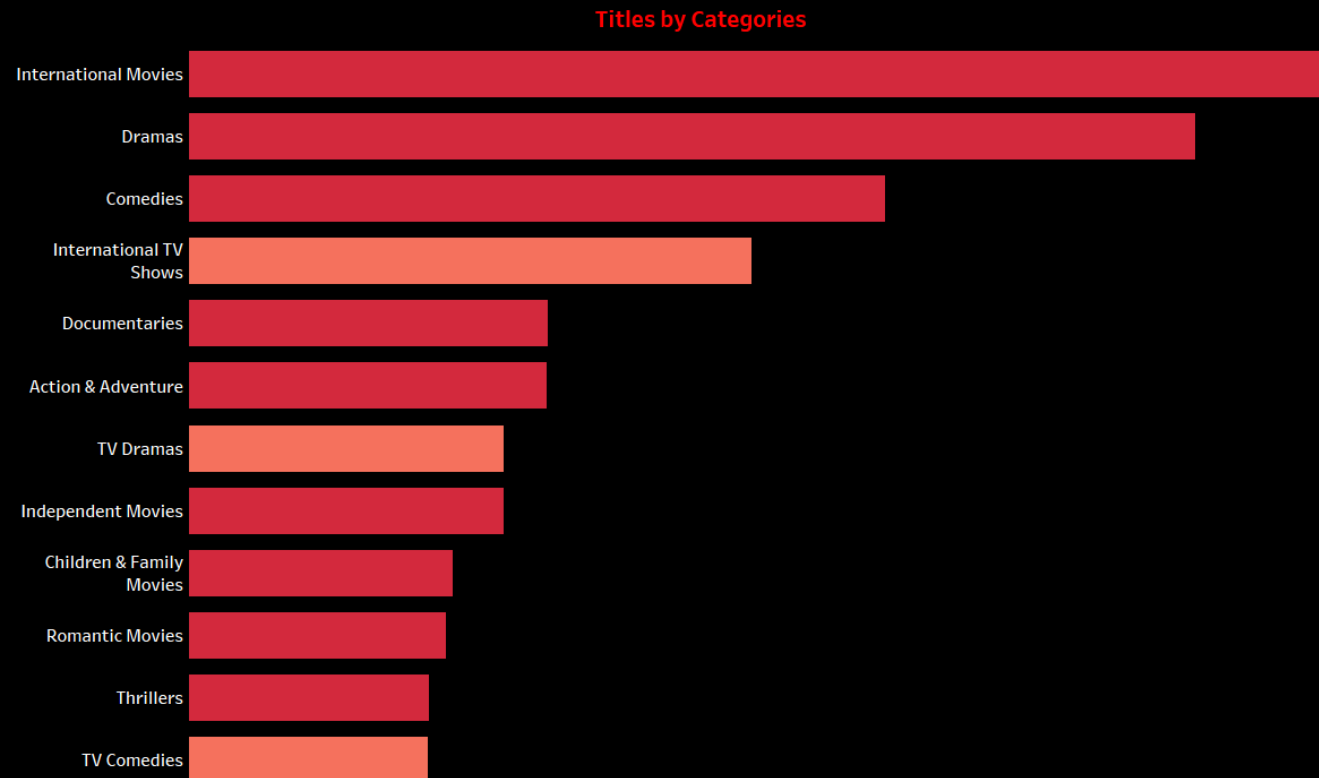
Titles Distribution by Rating

- I create a bar chart to represent the number of titles for each rating.



Categories Distribution

- Netflix's catalog groups titles into categories. Using a bar plot, I visualize the distribution of titles by categories.



Total Titles

- In the Overview dashboard, I want to include a table showing the total number of titles and the number of TV Shows and Movies.
- I create three sheets with these counts.

Total Titles

8.807

Total Movies

6.131

Total TV Shows

2.676

Title Details

- In the Overview dashboard, I also want to include a table showing the details of a selected title.
- I create four sheets for the values:
- Release Year
- Rating
- Category
- Duration

Type	Release Year	Category
TV Show	2012	TV Comedies
Title	Rating	Duration
The Office (U.S.)	TV-14	9 Seasons

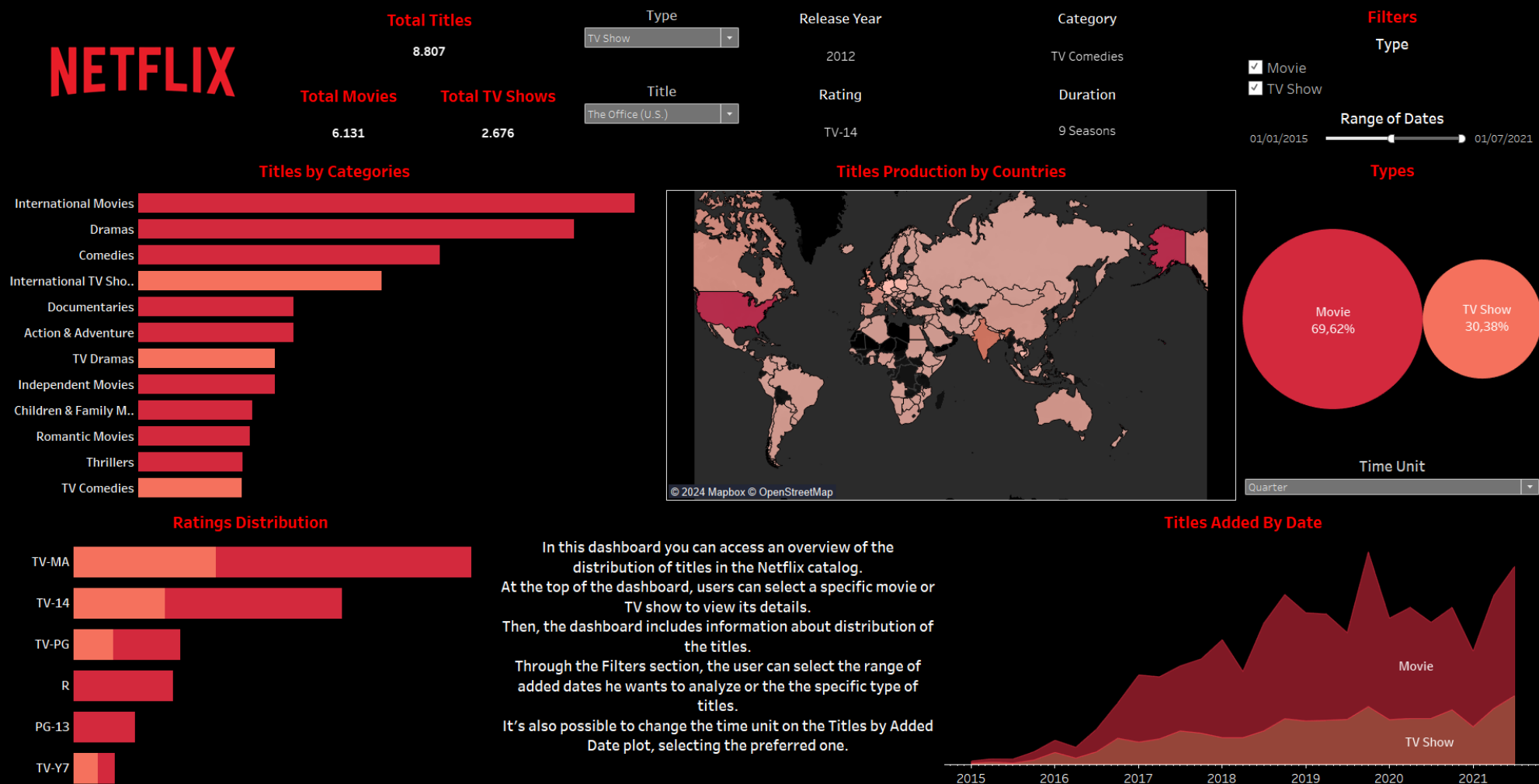
Filters

- In the Overview dashboard, I insert Type and Range of Dates filters, giving the user the option to choose a specific Type or both and the date range when the titles were added.
- These filters apply to all visualizations except Types, which always shows the total relationship between TV Shows and Movies.

Dashboard Overview

- Now that I have all the data ready, I can create the dashboard.
- At the top, from left to right, I insert:
 - Netflix logo
 - Total number of titles
 - Details of the selected title
 - Filters
- Below, I insert all the charts.
- At the bottom center, I insert a description of the dashboard.

Dashboard Overview



Copies

- For the second dashboard, I want to include some representations that give the user the ability to see how the catalog changes by setting some details.
- I create a copy of the Types, Categories, and Ratings sheets so that when filters are applied to these charts, they are not also applied to the representations in Overview.

Search results

- I create the list of titles returned to the user.

Results

1 Chance 2 Dance 1 Mile to You 1BR 1st Summoning 2 Alone in Paris 2 Hearts 2 States 2 Weeks in Lagos 2,215 3 Days to Kill 3 Deewarein 3 Generations 3 Heroines 3 Idiots 3 Seconds Divorce 3 Türken & ein Baby 3% 4L 4th Republic 5 Cowok Jagoan 5 Flights Up 5 Star Christmas 5 to 7 5CM 5Gang 6 Balloons 6 Bullets 6 Days 6 Underground 6 Years 6-5=2 7 años 7 Din Mohabbat In 7 Khoon Maaf 7 Yards: The Chris Norton Story 7:19 7SEEDS 9 9to5: The Story of a Movement 10 Days in Sun City 10 jours en or 10,000 B.C. 12 ROUND GUN 12 Years Promise 13 Reasons Why 13 Sins 13TH 14 Blades 14 Cameras 14 Minutes from Earth 15 August 15-Aug 16 Blocks 17 Again 18 Presents 20 Feet From Stardom 20 Minutes 20th Century Women 21 21 & Over 21 Sarfarosh: Saragarhi 1897 21 Thunder 22 July 22-Jul 23:59 24 Hours to Live 25 Kille 26 Years 27, el club de los malditos 27: Gone Too Soon 28 Days 28 Moons 30 Days of Luxury 30 Minutes or Less 30 Rock 37 Seconds 40 Sticks 42 Grams 45 rpm 46 50 First Dates 50/50 50M2 68 Kill 72 Cutest Animals 72 Dangerous Animals: Asia 72 Dangerous Animals: Latin America 72 Dangerous Places to Live 90 ML 93 Days 99 Songs 99 Songs (Tamil) 99 Songs (Telugu) 100 Days My Prince 100 Days Of Solitude 100 Meters 100 Years: One Woman's Fight for Justice 100% Halal 100% Hotter 122 187 300 Miles to Heaven 365 Days 678 706 1000 Rupee Note 1898: Our Last Men in the Philippines 1920 1922 1983 1994 2012 2015 Dream Concert 2307: Winter's Dream 3022 iAy, mi madre! '76 #Alive #AnneFrank - Parallel Stories #blackAF #cats_the_mewvie #realityhigh #Roxy #Rucker50 #Selfie #Selfie 69 A 3 Minute Hug A Babysitter's Guide to Monster Hunting A Bad Moms Christmas A Beautiful Life A Billion Colour Story A Boy Name Flora A A California Christmas A Chaster Marriage A Choo A Christmas Prince A Christmas Prince: The Royal Baby A Christmas Prince: The Royal Wedding A Classic Horror Story A Clockwork Orange A Dangerous Woman A Fairly Odd Summer A Fall from Grace A Family A Family Affair A Family Man A Family Reunion Christmas A Faraway Land A Flying Jatt A Fortunate Man A Futile and Stupid Gesture A Ghost Story A Glimpse Inside the Mind of Charles Swan III A Good Wife A Grand Night In: The Story of Aardman A Gray State A Haunted House A Haunted House 2 A Haunting at Silver Falls: The Return A Heavy Heart A Home with A View A House of Blocks A Kid from Coney Island A Kind of Murder A Korean Odyssey A Land Imagined A Leaf of Faith A Life of Speed: The Juan Manuel Fangio Story A Little Chaos A Love So Beautiful A Love Song for Latasha A Love Story A Man Called God A Man For The Week End A Mighty Team A Mission in an Old Movie A Monster Calls A Most Violent Year A Murder in the Park A new Capitalism A New York Christmas Wedding A Night at the Roxbury A Noble Intention A Patch of Fog A Perfect Crime A Perfect Day For Arsenide A Perfect Ending A Perfect Fit A Perfect Man A Place in the Stars A Plastic Ocean A Princess for Christmas A Private War A Queen Is Born A Remarkable Tale A Scandal! A Second Chance A Secret Love A Separation A Series of Unfortunate Events A Serious Man A Silent Voice A Single Man A Sort of Family A Sort of Homecoming A Stoning in Fulham County A Sun A Taiwanese Tale of Two Cities A Tale of Love and Darkness A Tale of Two Kitchens A Thin Line Between Love & Hate A Thousand Goodnights A Thousand Words A Touch of Green A Trip to Jamaica A truthful Mother A Twelve Year Night A Very Murray Christmas A Very Secret Service A Way Back Home A Wednesday A Week Away A Week in Watts A Whisker Away A Year In Space A Yellow Bird A Young Doctor's Notebook and Other Stories A.D. Kingdom and Empire A.I.C.O. Aadu 2 Agee Se Right Aajcha Divas Majha Aakhri Adaalat Aalorukkam Aamir Aapla Manus Aarakshan Aashayein Aashik Awara Aata Pita Aaviri Abby Sen ABCD 2 ABCD: Any Body Can Dance Abdo Mota Abducted in Plain Sight Abdullah, The Final Witness Abhinetri Abha Fahita: Drama Queen Abnormal Summit Abominable Christmas About a Boy About Time Absurd Planet Abyss Abzurdah Acapulco La vida va Accepted Accident Accidentally in Love Accomplice Across Grace Alley Across The Line Across the Universe Act of Valor Action Replay Acts of Vengeance Acts of Violence Ad Vitam Adam Ruins Everything Adam: His Song Continues Addicted to Life Adhugo Adore Adrift Adrishya Adú Advantageous Aelay Æon Flux Aerials Africa African America Afronta! Facing It! After After Life After Maria After Porn Ends 3 After the Raid After We Collided Afterlife of the Party Afterschool Aftershock Against the Tide Agatha and the Truth of Murder Agatha Christie's Crooked House Age of Glory Age of Rebellion Age of Samurai: Battle for Japan Age of Tanks Agent Agent Raghav Aggretsuko Agneepath Agyaat Ahaan Ahista Ahista Ai Weiwei: Never Sorry Ainori Love Wagon: African Journey Ainori Love Wagon: Asian Journey Ainsley Eats the Streets Ainu Mosir Air Force One Air Strike Airplane Mode Aisa Yeh Jahaan Aitraaz Aiyaa Aiyaa AJ and the Queen Ajab Prem Ki Ghazab Kahani Ajabnya Cinta Ajeeb Daastaans AJIN: Demi-Human Ajji AK vs AK Akame ga Kiiii! Akulah Balqis Al acecho Al Hayba Ala Vaikunthapurramuloo Alakada Reloaded Alarmoty in the Land of Fire Alaska Is a Drag Albert Pinto Ko Gussa Kyun Aata Hai? Albion: The Enchanted Stallion Alejandro Sanz: What I Was Is What I Am Aleli Alex Strangelove Alexandria ... Why? Alexandria: Again and Forever ...

Filters

- I insert the Type, Categories, and Rating filters.
- All filters apply to all visualizations, allowing the user to see how the specific choices impact the dataset distribution.



The image shows three filter controls stacked vertically. Each control consists of a label above a grey rectangular bar with a small downward-pointing arrow on the right side. The labels are 'Type', 'Listed In', and 'Rating'. The grey bars contain the text '(All)' on the left side.

Type

(All)

Listed In

(All)

Rating

(All)

Dashboard Search Titles

- On the left, I insert the Netflix logo and filters.
- In the center and bottom left, I insert the graphical representations.
- On the right, I insert the search results.

Dashboard Search Titles

NETFLIX

Users have the option to specify the details of their desired title and subsequently discover analogous titles within the Netflix catalog.

Type

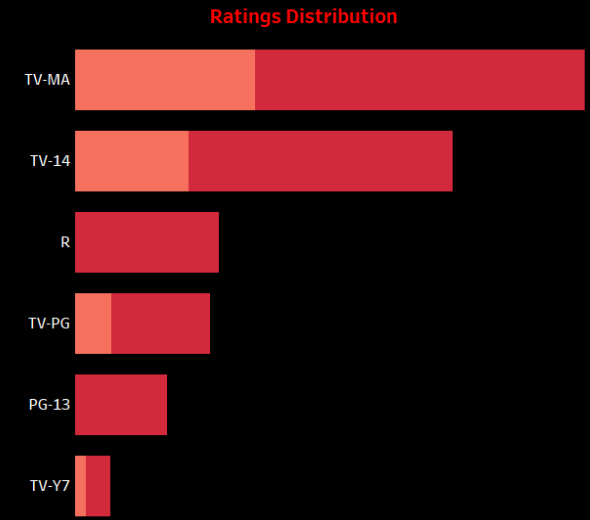
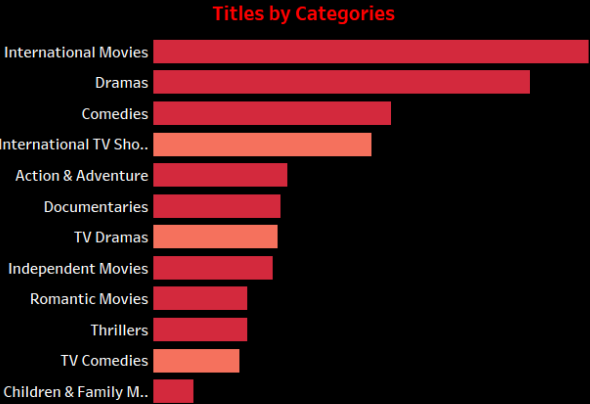
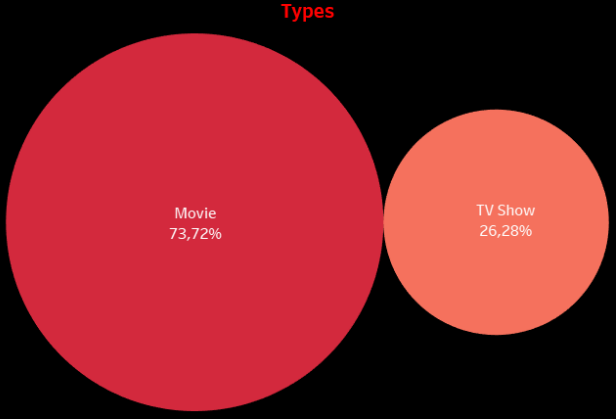
(All)

Listed In

(All)

Rating

(All)



Results

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Conclusion

- With these dashboards, I aim to provide the user with the clearest possible view of the distribution of titles in the Netflix catalog.
- Having a clear idea of the catalog's composition is very useful for knowing where to insert titles so that customers have the widest possible choice in all areas.
- For adding new titles, it would also be helpful to have viewing data to know which categories are the most watched and which are less so, allowing for a more targeted catalog based on customer preferences.