NETFLIX

Movies & Tv Shows Analysis

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PROJECT'S PROCESS OVERVIEW

Find the right Dataset

We started looking for our possible dataset. After a deep analysis, we chose https://www.kaggle.com/shivamb/netflix-shows database.

Explore and Clean Your Data

We started digging to see what we've got and how we could link everything together to explore what insights could be obtained from this dataset. The next step consisted of cleaning the data.

Enrich Your Dataset

Once we have cleaned our data, it was time to manipulate it in order to get the most value out of it. During this step we added 3 new columns through VBA codes.

Build Helpful Visualizations

This was a good time to start building graphs. When you're dealing with large volumes of data, visualization is the best way to explore and communicate our findings. Here we dealt with coding (to create charts) and pivot charts.

Create an Interactive Dashboard on Power Bi

Power Bi is a business analytics solution that allows the user to visualize your data. In power bi we were able to create a functional report and share it to power bi online service.

DEEP ANALYSIS ON EACH STEP

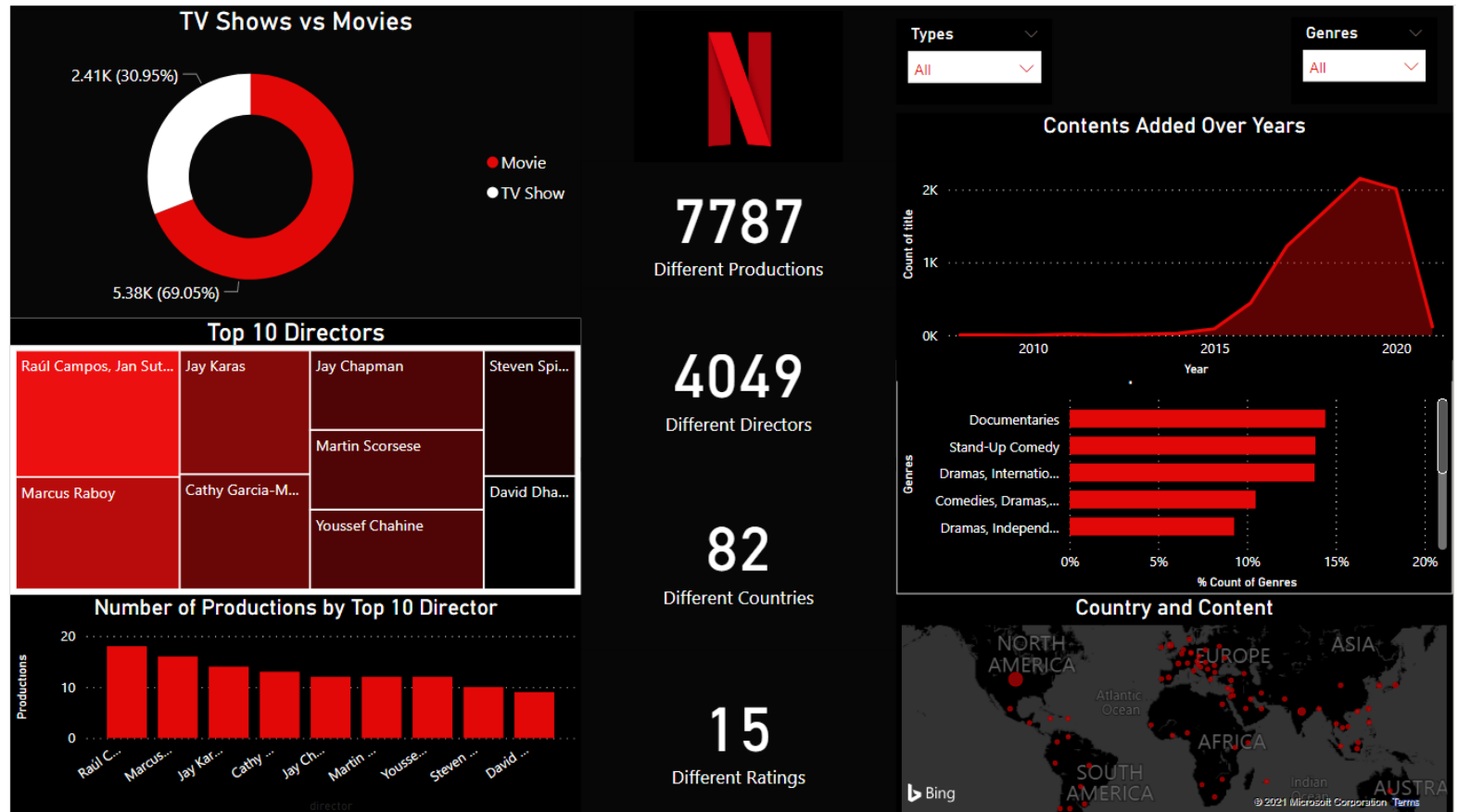| Dataset selection	Master worksheet and Charts	Pivot Charts and Tables	Power Bi
1. Comparison of different datasets on Kaggle and GitHub. 2. Final choice: Netflix dataset (12 columns and 7789 rows).	1. Master excel worksheet with n buttons where each one executes a specific VBA code. 2. Different worksheet representing two different charts (Type, Rating) also built through VBA codes.	1. Manually creation of 4 different pivot charts and tables (Top 10 genres, Contents Added over Years, Top 10 directors, Top 10 countries by continent). 2. Input box asking the user to save the file.	1. Creation of a Power Bi Report importing Excel collected data 2. Sharing the report on Power Bi Online Service.

FINAL REPORT

- Understanding what content is available in different countries.
- Identifying similar content by analyzing different features.
- Network analysis of Directors.
- Is Netflix has increasingly focusing on TV rather than movies in recent years?

Thank You

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