

# Netflix Content Dashboard: Data Analytics Report

---

## 1. Introduction

This project is based on a data analysis and visualization of Netflix's content library. Using Tableau as the primary BI tool, this report explores content distribution patterns, user interest areas, and metadata insights to support strategic content and marketing decisions.

## 2. Ask

### 2.1 Business Task

The objective is to analyze Netflix's global catalog to identify trends in genre distribution, ratings, and content types across different regions. The outcome will assist stakeholders in understanding user preferences and guiding regional and content acquisition strategies.

### 2.2 Business Objectives

- Understand regional content distribution
- Identify most popular genres
- Analyze rating classifications
- Evaluate balance between movies and TV shows

### 2.3 Stakeholders

- Content Strategy Team
- Marketing Team
- Data Analytics Department
- Regional Acquisition Leads

## 3. Prepare

### 3.1 Dataset Source

The dataset was sourced from Kaggle, consisting of Netflix titles data. It includes metadata such as title, type, country, date added, rating, duration, and genre. Data was imported into Tableau for analysis.

### 3.2 Data Fields Used

- Show ID
- Type (Movie or TV Show)
- Country

- Date Added
- Rating
- Genre (Listed In)
- Duration

### 3.3 Limitations

- Incomplete or missing country and date values
- Genre field contains multiple overlapping categories
- No user engagement or viewing data available

## 4. Process

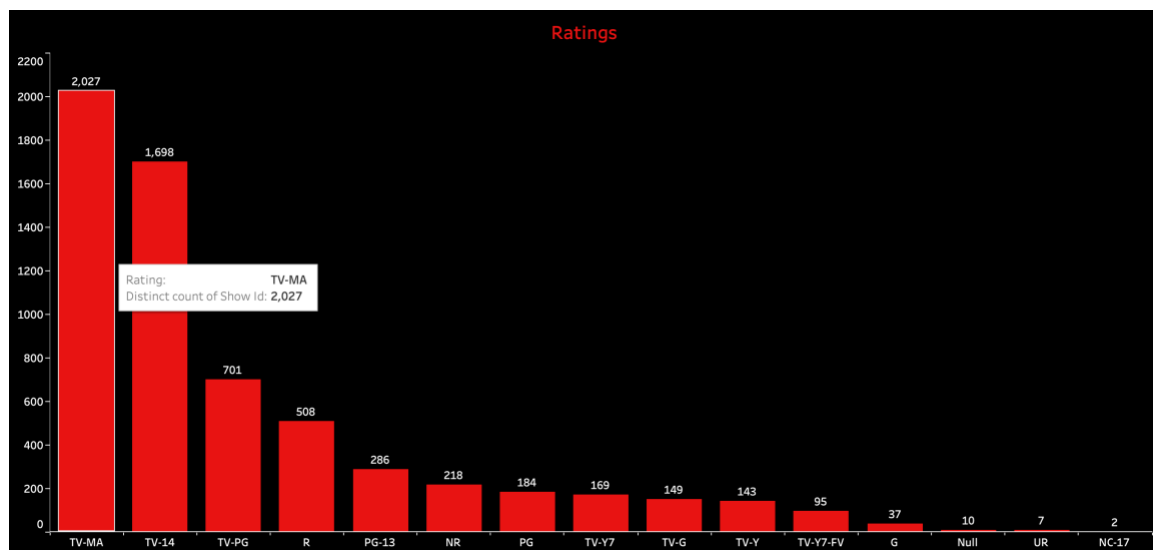
The data was cleaned and processed within Tableau. Key preparation steps included:

- Filtering null or missing values
- Extracting year from 'Date Added' field
- Splitting genre field to extract primary genres
- Creating calculated fields for visualization

## 5. Analyze

Insights generated from visual analysis:

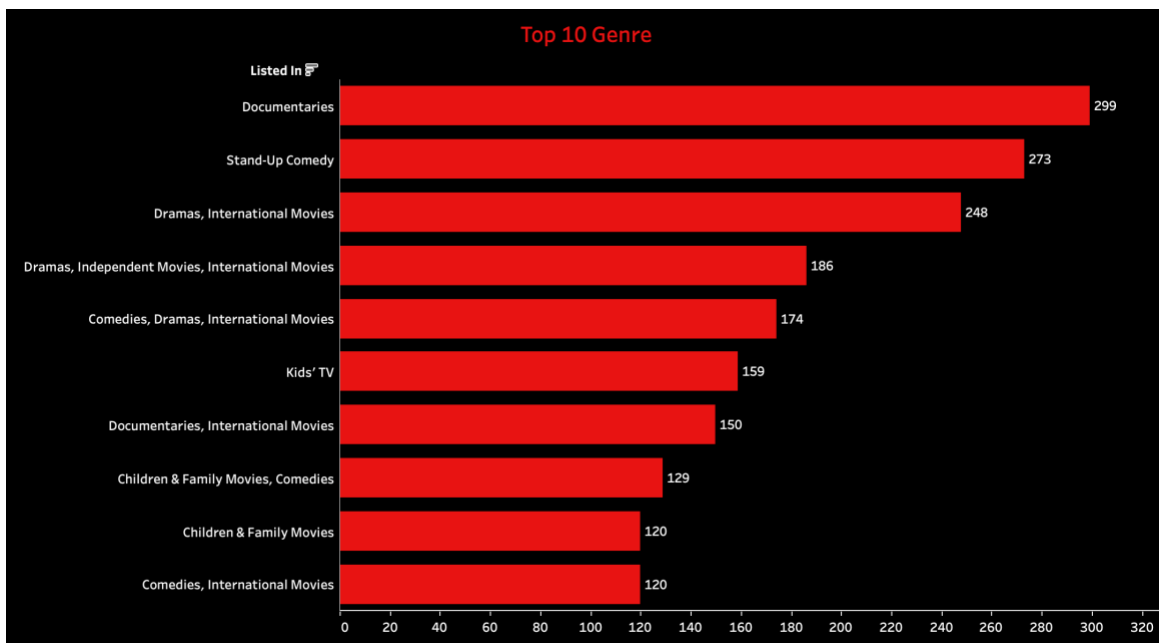
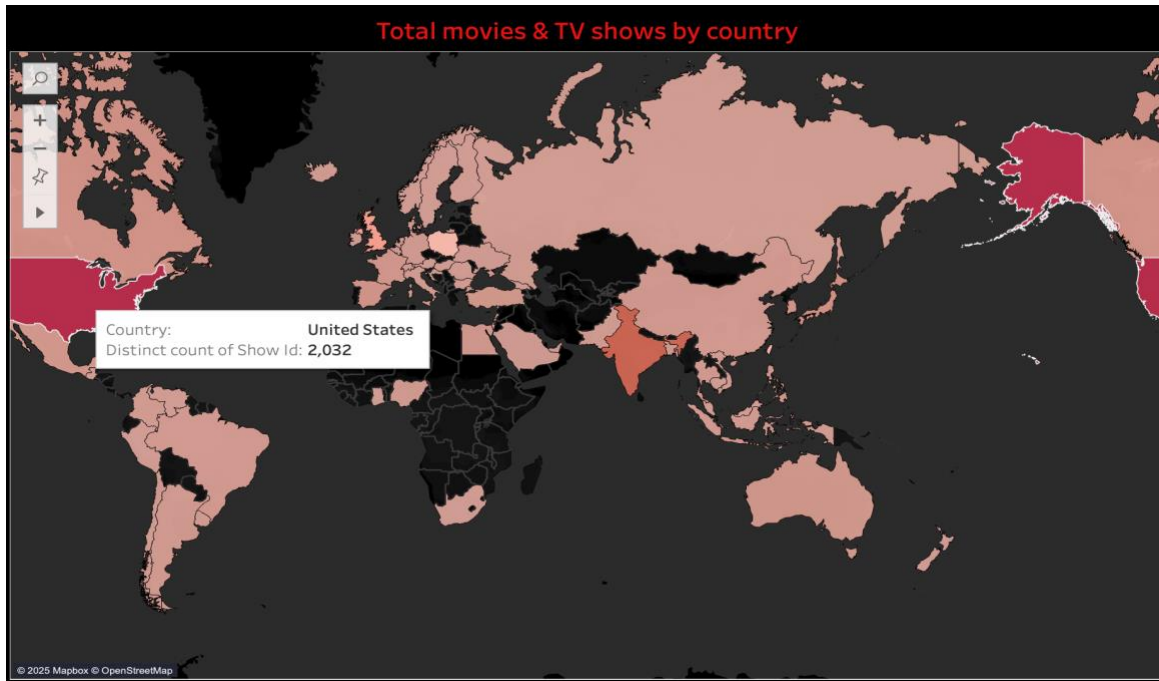
- The United States and India have the highest volume of Netflix titles
- Documentaries and Stand-Up Comedy are among the most common genres
- TV-MA and TV-14 are the most frequent ratings
- Movies outnumber TV shows in the total content pool



## 6. Share

### 6.1 Visualizations and Key Insights

- A global map shows content distribution by country
- A horizontal bar chart visualizes the top 10 most common genres
- A vertical bar chart depicts distribution of titles across rating categories
- Metric cards highlight total number of titles analyzed (6,234)





## 7. Act

### 7.1 Strategic Recommendations

- Focus marketing campaigns on content categories that show high user preference, such as documentaries and comedy
- Consider increasing TV show offerings in countries where movies dominate
- Use rating trends to align promotional materials with audience maturity levels
- Normalize genre classification to improve user content discovery