Netflix Content Dashboard: Data Analytics Report

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Tool Used: Tableau Public

Dataset: Netflix Titles Dataset (e.g., Kaggle)

Total Records Analyzed: 6,234 titles

Dashboard Purpose: To analyze global Netflix content distribution by country, genre, type, and rating.

# 1. Executive Summary

This analysis presents an overview of Netflix's content library, exploring the types and ratings of shows, geographic content availability, and genre classification. The dashboard supports content strategy, marketing alignment, and regional planning by providing visual insights into what content is offered and how it is categorized.

# 2. Data Overview

- Total Titles: 6,234

- Content Types: Movies and TV Shows

- Key Fields Analyzed:

- Show ID (unique)  
 - Type (Movie, TV Show)  
 - Listed In (Genre)  
 - Country  
 - Rating

# 3. Key Analytical Components

## a. Global Distribution of Content

Visualization: World Map  
Insights:  
- Titles are unevenly distributed across countries.  
- The United States and India have the highest volume of Netflix content.  
- African and some Asian countries show lower title availability, indicating potential regional licensing limitations or strategic focus.

## b. Top 10 Genres

Visualization: Horizontal Bar Chart  
Insights:  
- Documentaries and Stand-Up Comedy are the most frequent genres.  
- Genres such as “Dramas, International Movies” and “Children & Family Movies” show strong cross-listing.  
- Genre overlap is frequent, with many titles tagged under multiple genres.

## c. Ratings Distribution

Visualization: Vertical Bar Chart  
Insights:  
- The rating TV-MA dominates the content pool, indicating a large amount of content suited for mature audiences.  
- Other prevalent ratings include TV-14, TV-PG, and R.  
- Family and children-safe ratings such as TV-Y, PG, and G are present but in much smaller quantities.

# 4. Design Summary

- Layout: Tiled dashboard with multiple visual zones.  
- Color Scheme: High-contrast theme using black background with red and white highlights.  
- Interactivity: Static dashboard with no filters enabled at present.  
- Device Optimization: Dashboard preview set to custom size (1800 × 900), suitable for desktop viewing.

# 5. Analytical Conclusions

1. Content Bias Toward Mature Audiences: Majority of titles are rated TV-MA, indicating Netflix’s focus on adult content.  
2. Dominance of Certain Countries: Distribution data shows a concentration of titles in key markets, which can be linked to licensing, market size, or language availability.  
3. Content Strategy Insights: Genre patterns suggest Netflix heavily invests in documentaries, stand-up comedy, and drama, likely due to high viewer engagement in these categories.  
4. Need for Genre Disambiguation: Multiple genre combinations suggest a lack of distinct tagging, which may impact content discovery.

# 6. Recommendations

- Introduce filters for year added, country, and content type to enable deeper insights.  
- Normalize genre tags to reduce redundancy and improve categorical accuracy.  
- Add time series data to visualize how Netflix’s library has grown or shifted over the years.  
- Consider enhancing accessibility by improving color contrast for users with visual impairments.

# 7. Limitations

- Dashboard lacks dynamic filters and date-based trend analysis.  
- Genre tags are not normalized (e.g., "Comedies, Dramas, International Movies").  
- The dataset does not include detailed metadata like viewer ratings or duration analytics.

# 8. Appendix (Optional Enhancements)

The dashboard can be expanded with:  
- Time-based line charts (e.g., Titles added per year)  
- Pie chart distribution by type or genre  
- Interactive filters by country, rating, and year  
- KPI indicators for total TV shows, total movies, and year-over-year growth