Netflix Dashboard Project Report

1. Introduction

This project is a comprehensive Excel-based dashboard designed to analyze and visualize data from Netflix. The dashboard provides key insights into content distribution, genres, ratings, and user preferences, presented in an interactive and visually compelling format.

2. Objective

To develop a fully functional Excel dashboard that presents Netflix data in an informative and interactive way, aiding users in understanding content trends, performance, and demographics.

3. Data Source & Sheet Breakdown

The data was sourced and structured into multiple Excel sheets, each playing a specific role in the dashboard's logic. Here's a summary of the relevant sheets:

- - **dataset**: The main dataset containing raw Netflix content information such as title, genre, release year, country, and rating.
- - **dashboards**: Primary dashboard with summarized KPIs, interactive filters, and data visuals (charts, tables).
- - **dashboards2**: Secondary dashboard providing deeper insight into preferences, regional trends, and watchtime metrics.
- - **watchtime**: Contains watchtime data used in generating time-based visualizations.
- - **top10directors**: Shows the top 10 most featured directors on Netflix.
- - **top 10 ratings**: Breaks down the highest-rated content on Netflix.
- - **Top 10 Genres**: Visualizes the most common content genres.
- - **Map / MAP2**: Used for regional distribution charts and map-based visuals.
- - **TV show and movies**: Split of TV shows vs Movies for comparison.
- - **CARDS**: Supports visual card-based summaries (KPIs).

4. Dashboard Highlights

4.1 dashboards Sheet

This sheet features a clean and structured layout of charts including content split by genre and type, trend analysis over the years, and pie charts of genre distributions. Slicers provide dynamic interactivity for users to explore different data filters.

4.2 dashboards2 Sheet

This dashboard digs deeper into user preferences and country-wise analysis. Interactive maps and detailed tables allow a focused look into how content varies by geography and audience behavior.

5. Tools and Techniques Used

- Microsoft Excel (Dashboard creation, Charts, Pivot Tables, Conditional Formatting)
- Slicers and Timeline Filters for interactivity
- Custom Maps and Visual Cards for a modern dashboard look

6. Conclusion

This Excel dashboard project showcases the power of data visualization within traditional tools like Excel. It helps uncover valuable insights about Netflix's content strategy and user preferences. This project reflects a strong understanding of dashboard design, storytelling through data, and visual clarity.