**The Netflix Experience**

**Netflix Movies and TV Shows: Dashboarding Viewer Behavior and Content Performance**

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# **1. Executive Summary:**

This project aims to develop interactive and insightful dashboards using Power BI for Netflix content. In today's dynamic entertainment industry, gaining insights into user engagement and content trends is crucial for strategic decision-making.

# **2. Problem Statement:**

Background - Netflix has a data-focused culture and uses data to personalize the viewing experience for its members.

Objective - The primary objective of this project is to leverage Power BI to analyze Netflix data, extract meaningful insights, and create interactive visualizations for stakeholders. The dashboard will focus on key performance indicators, providing a visual representation of critical business metrics.

Scope: Analyze the type of content, genre, ratings and customer viewership of all contents across different regions.

# **3. Data Sources:**

Acquired Netflix data from a legitimate source – Kaggle.

This tabular dataset consists of listings of all the movies and tv shows available on Netflix, along with details such as - cast, directors, ratings, release year, duration, etc.

**4. Methodology:**

Data Integration - Extract and integrate data from the respective source into Power BI.

Data Cleaning and Preparation - Ensure the dataset is clean and structured for analysis, addressing missing or inconsistent data.

Dashboard Design - Utilize Power BI's extensive visualization capabilities to present data in a visually engaging manner. This includes interactive charts, graphs, and tables.

Interactivity - It will feature intuitive navigation, filters, and tooltips, making it accessible to both technical and non-technical users.

# **5. Expected Outcomes:**

Interactive dashboards - Providing real-time insights into user engagement.

Reginal and Demographic insights - Understanding what content is available in different countries

Enhanced Understanding – Viewership trends based on genre and ratings.

Enhanced decision making - Does Netflix have more focus on TV Shows than movies in recent years.

# **6. Tools and Technologies:**

Power BI Desktop: For data preparation, modelling, and creating visualizations.

Excel or Power Query: For data cleaning and preprocessing if needed.

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# **7. Risks and Challenges:**

Data Cleaning - Ensuring the dataset is free of errors and inconsistencies for accurate analysis.  
  
Data Quality - Maintaining accuracy and consistency in the dataset to draw valid conclusions.  
  
User Adoption - Training stakeholders unfamiliar with dashboard tools to encourage usage and data-driven decision-making.

# **8. Conclusion:**

The Netflix Data Analysis project with Power BI aims to provide stakeholders with interactive, visually appealing insights into user behaviour and content preferences on the platform. By leveraging Power BI's capabilities, this analysis will enable better decision-making and potentially lead to improvements in content recommendation and delivery.

**GitHub Link:** https://github.com/vis2403