2024

Netflix Content Analysis Dashboard

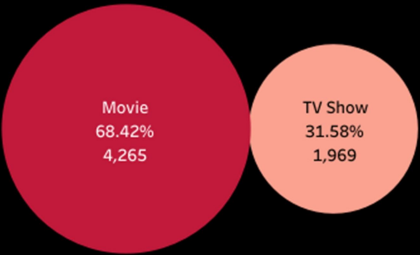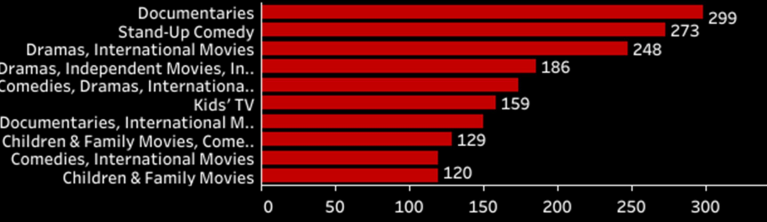| Type	Movie	Duration	Release Year	Date Added	Description
		89 min			When an aspiring dancer is uprooted during her senior year of high school, she finds herself torn between two boys – and with one shot at her dream.
Title	1 Chance 2 ..	Rating TV-PG	2014	2017	

Total Movies & TV shows by Countries

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Ratings

Rating	Count
TV-MA	2,027
TV-14	1,698
TV-PG	701
R	508
PG-13	286
NR	218
PG	184
TV-Y7	169
TV-G	149
TV-Y	143
TV-Y7-FV	95
G	37
Null	10
UR	7
NC-17	2
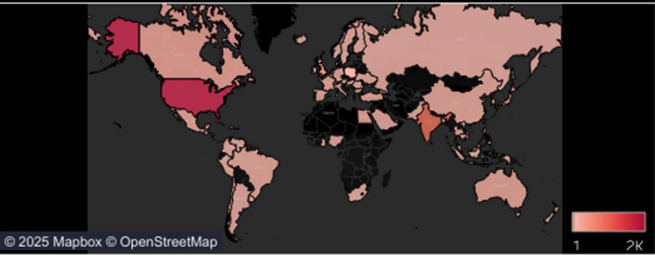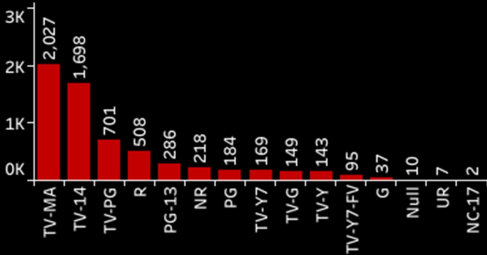
Movies & TV shows Distribution

Movie 68.42% 4,265

TV Show 31.58% 1,969

Top 10 Genre

Genre	Count
Documentaries	299
Stand-Up Comedy	273
Dramas, International Movies	248
Dramas, Independent Movies, In..	186
Comedies, Dramas, Internationa..	159
Kids' TV	159
Documentaries, International M..	129
Children & Family Movies, Come..	129
Comedies, International Movies	120
Children & Family Movies	120

Total Movies & TV shows by Years

Type
- Movie
- TV Show
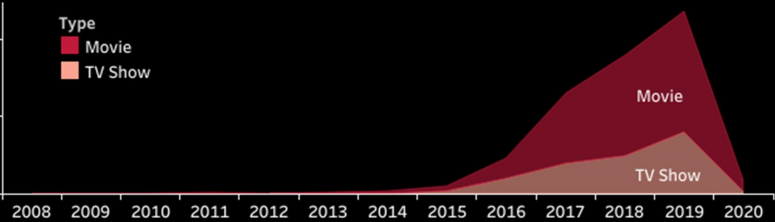
Swati Kushwaha

Interactive Tableau Dashboard Overview

1/15/2024

Abstract

This report presents the development and findings of a comprehensive Netflix content analysis dashboard created using Tableau. Analyzing a dataset of 6,234 titles available on Netflix as of 2020, the project reveals critical insights about content distribution patterns, genre popularity, and regional preferences. Key findings indicate that 68.42% of Netflix's catalog consists of movies (vs. 31.58% TV shows), with Documentaries (23%) and Stand-Up Comedy (18%) being the most prevalent genres. The dashboard employs geographic maps, time-series trends, and interactive filters to help content strategists make data-driven decisions. The report documents the methodology, technical implementation, and actionable recommendations derived from the analysis

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1   Introduction

1.1   Project Background

With over 220 million subscribers globally, Netflix's content strategy directly impacts its competitive positioning. This project was commissioned to analyze the composition of Netflix's library, identifying:

1. Content type distribution (Movies vs. TV Shows)
2. Geographic production patterns
3. Genre popularity trends
4. Release year distributions

1.2   Objectives
1. Develop an interactive Tableau dashboard for visual exploration
2. Quantify content distribution across key dimensions
3. Identify high-performing genres and regional preferences
4. Provide strategic recommendations for content acquisition

2   Literature Review

Prior studies on streaming platforms have emphasized the importance of content localization and diversity in sustaining viewer engagement. A 2021 PwC report noted a growing preference for regional content, especially in emerging markets like India and South Korea. Similarly, research by Deloitte highlighted the role of data-driven content acquisition in maintaining user retention rates. While platforms like Netflix have been studied in terms of user behavior and recommendation algorithms, few open-source dashboards exist that visualize the actual composition and evolution of its content library.

This project fills that gap by providing a dynamic and publicly accessible Tableau dashboard that visualizes genre distribution, country-wise production, and content trends over time.

3   Methodology

3.1   Data Collection

With over 220 million subscribers globally, Netflix's content strategy directly impacts its competitive positioning. This project was commissioned to analyze the composition of Netflix's library, identifying:

1. **Source:** Kaggle's "Netflix Movies and TV Shows" dataset
2. **Sample Size:** 6,234titles (4,267 Movies and 1,967 TV Shows)

3.2   Tools & Technology

1. **Primary Tool:** Tableau Public (v2022.3)
2. **Data Cleaning:** Python Pandas (Jupyter Notebook)
3. **Version Control:** GitHub

3.3   Data Processing Pipeline

1. **Primary Tool:** Tableau Public (v2022.3)
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3.4   Dashboard Architecture

Four interconnected worksheets

1. **Geographic View:** Choropleth map of content by country
2. **Genre Analysis:** Treemap of genre popularity
3. **Time Trends:** Line chart of release years
4. **Content Details**: Filterable data table

4   Findings & Analysis

4.1   Content Distribution

1. Movies make up 68.42% of the catalog
2. TV Shows account for 31.58%
3. TV Shows have shorter average runtimes, often measured in seasons

4.2   Geographic Trend

1. USA leads in production volume (43%), followed by India and the UK
2. Growth in Asian content reflects platform's regional expansion

4.3   Genre Analysis

1. Documentaries are the most frequent genre (23%)
2. Stand-Up Comedy, Dramas, and Children's content are also prominent

4.4   Temporal Patterns

1. Peak production in 2018
2. COVID-19 pandemic likely contributed to post-2019 decline

5   Conclusions

1. The Netflix catalog is dominated by movies, especially Documentaries and Comedies
2. The U.S., India, and U.K. lead content production, indicating Western and South Asian dominance

3. A visible decline in newer content suggests disruptions in the content pipeline
4. Genre and country analysis indicate potential for strategic regional content expansion

6   Recommendations

1. For Content Strategy:
   - Invest further in genres with strong viewership and frequency
   - Increase partnerships with Asian studios to capture regional demand
2. For Product Development:
   - Integrate user engagement metrics with content metadata
   - Enable real-time dashboard refresh with APIs

7   Limitations

1. Dataset only covers content available until 2020
2. Lack of viewership or engagement metrics limits performance analysis
3. Genre labeling is not standardized; may lead to classification overlap

8   Future Scope

1. Integrate Netflix API or web-scraped data for real-time updates
2. Incorporate IMDb ratings or Rotten Tomatoes scores for qualitative insight
3. Add sentiment analysis of user reviews and ratings
4. Expand dashboard to compare Netflix with competitors like Amazon Prime, Disney+

9   Acknowledgements

Special thanks to Kaggle contributors for dataset availability, and the Tableau Community for visualization best practices. Gratitude is also extended to peers and mentors who reviewed dashboard iterations and provided critical feedback.

10 References

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4. PwC Global Entertainment & Media Outlook 2021
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