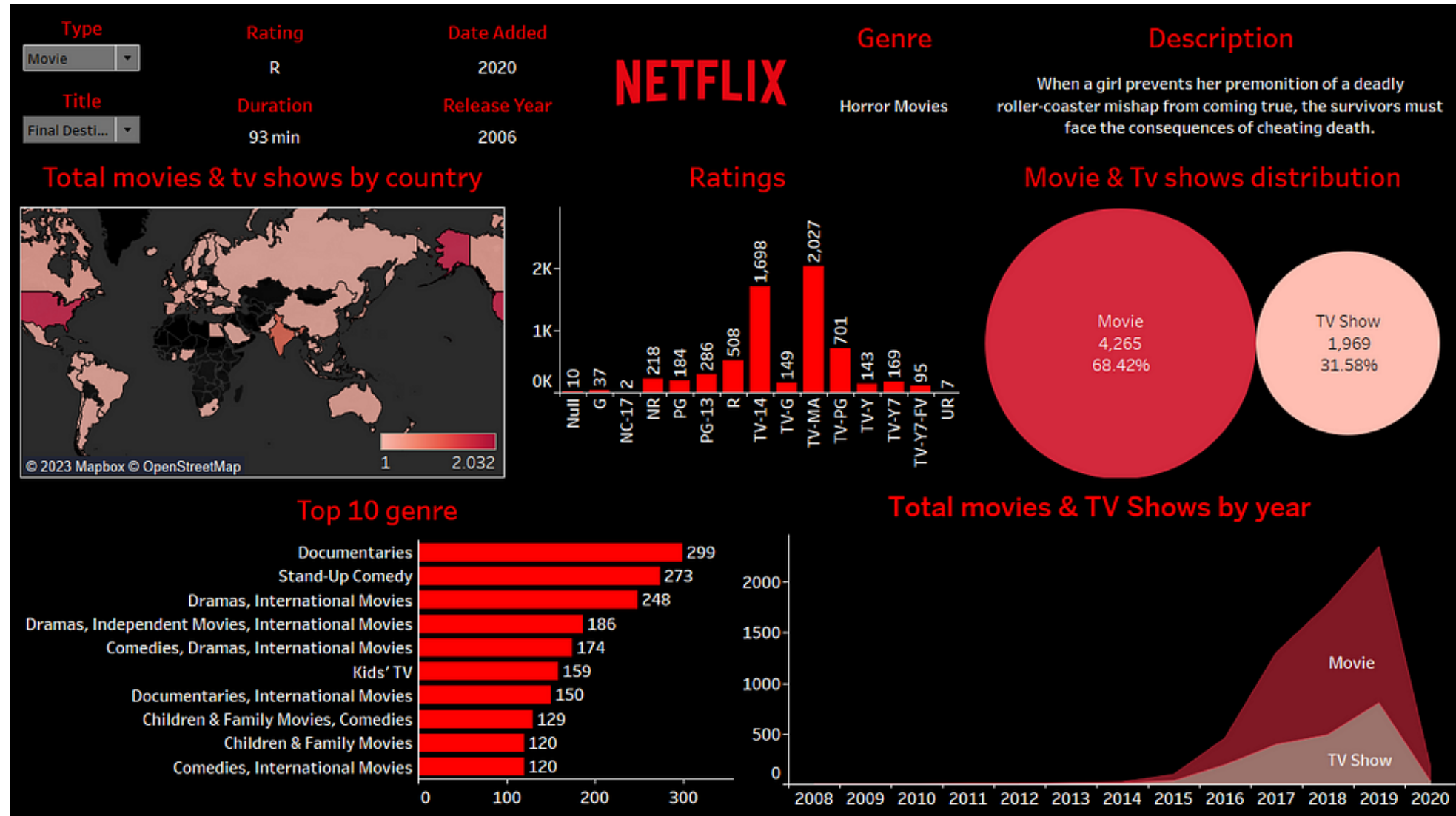# Data Visualization Critique

Data Visualization Critique

The presented dashboard serves as an analysis tool for Netflix, a well-known platform for streaming movies and TV shows. This dashboard allows you to explore content distribution across various parameters, including years, genres, age ratings, and countries. Multiple comparisons are drawn between different variables; however, the dashboard fails to convey a clear purpose or message. Defining a primary message will significantly increase the effectiveness and utility of the dashboard.

Apart from labels, no explanation is provided for the data points and their relationships for any of the graphs in the dashboard. This makes it challenging for the viewers to understand the purpose of the charts and their relevance. Including a clear and descriptive title that summarizes the chart's main message is necessary to explain what the graph represents or what message it intends to convey. These observations assist viewers in grasping the significance inherent in the data.

The graph placed in between, illustrating the count of content by rating, appears disorganized. The data points or categories are not sorted in any discernible order. This lack of sorting disrupts the viewer's ability to identify trends or make meaningful comparisons. Sorting the data by the increasing number will make the visualization more coherent. Furthermore, the elements within the visualization appear to be placed haphazardly, with no apparent structure or alignment. This chaotic arrangement further confuses the viewer.

One of the most striking issues with this visualization is the excessive visual overload. There are numerous data points, lines, and colors, making it difficult to discern the main message or focus of the charts. Simplifying the design by removing the unnecessary elements from the visuals can help the reader infer the visual easily. The dashboard also lacks a clear visual hierarchy that guides the viewer's attention. All elements appear equally important, resulting in a lack of emphasis on critical data points or trends.

Despite incorporating Netflix's brand colors, the chosen color scheme within the dashboard lacks visual appeal. It deviates from the smooth and visually pleasing aesthetic of the Netflix brand. The colors appear sharp and jarring to the eye, diminishing the overall user experience and potentially impacting the viewer's perception of the content. Using color purposefully to highlight the critical points in the dashboard will create a more appealing display.

In summary, the visuals lack clarity, causality, and sorting. In addition to clutter and lack of pattern, the visuals create confusion and ambiguity in the reader's mind. To enhance the effectiveness of the visual, a complete overhaul is needed, in which the focus needs to be on simplicity, clarity, and prioritization of critical points.

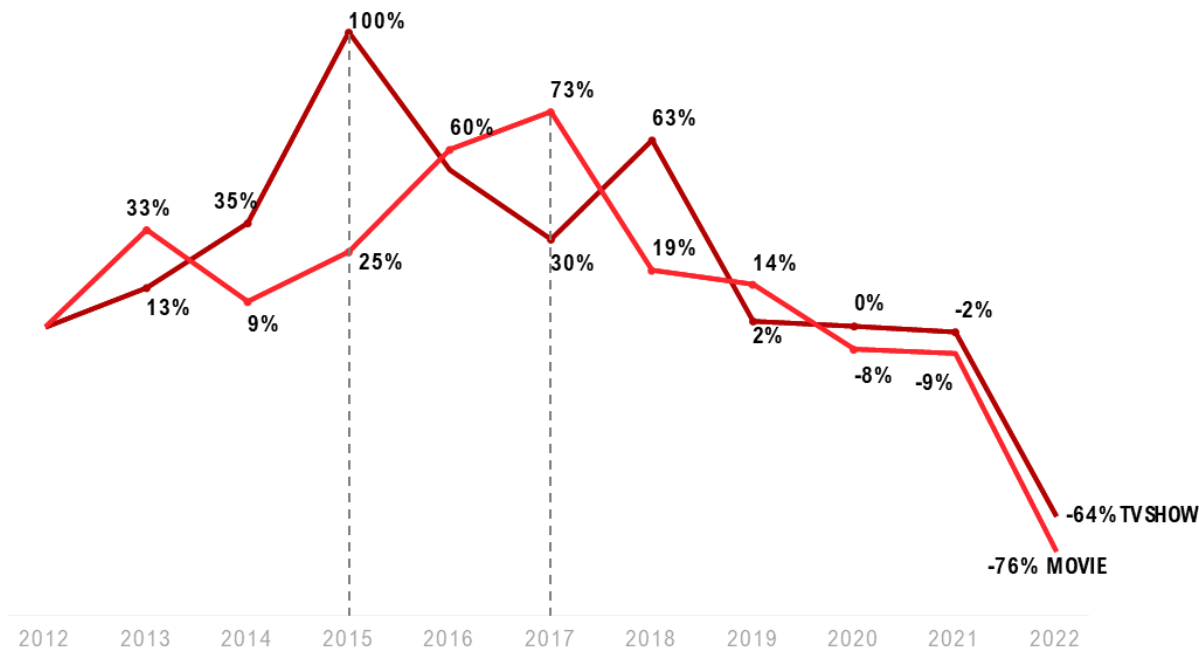# Data Visualization Redesign
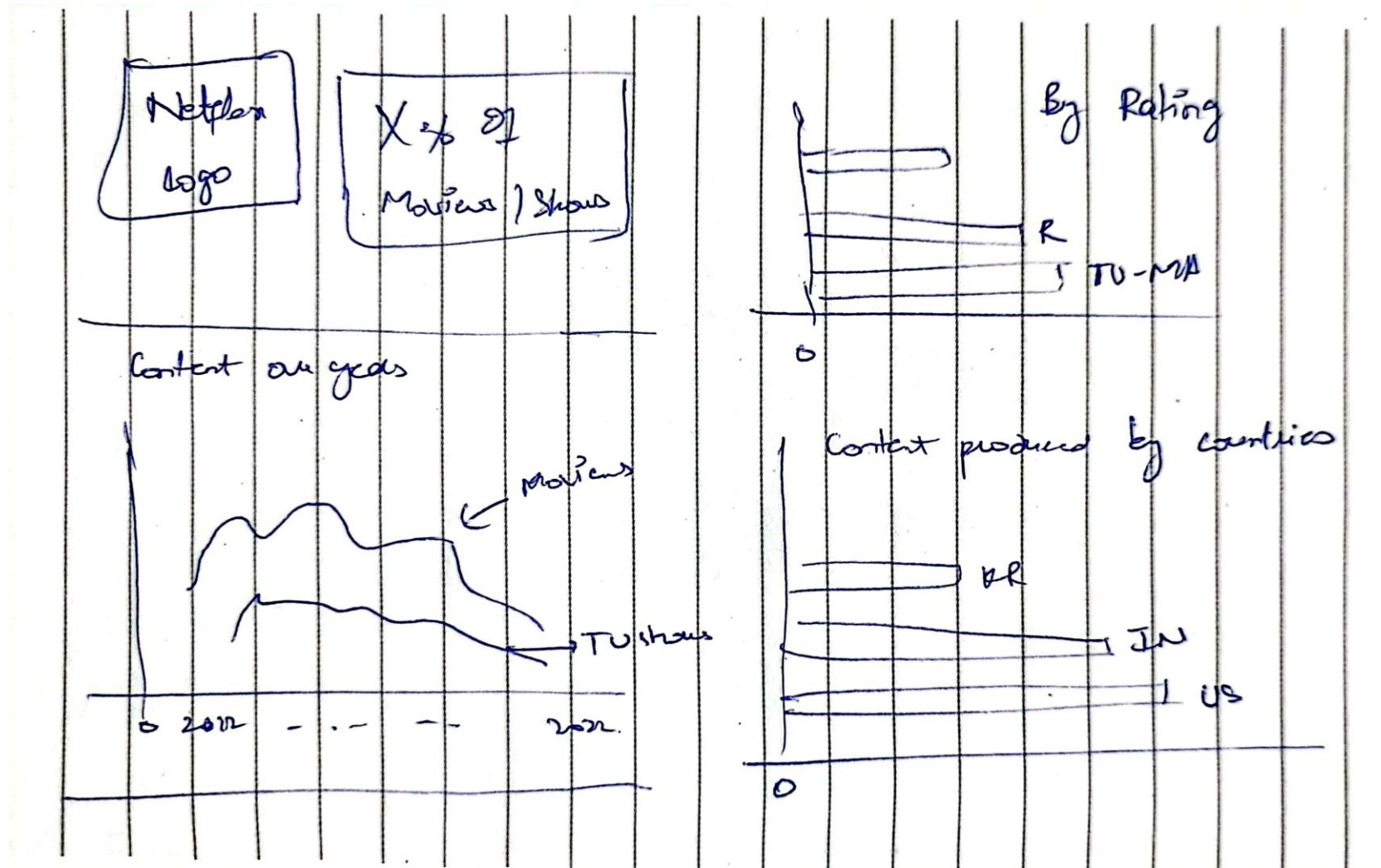
The Final Redesign

NETFLIX

63% of the total content released on Netflix comprised **Movies**

Movies	TV Shows
3,139	1,845

The Target Audience For Netflix Is Aged 17 And Older
The most content produced is in TV-MA rating, followed by R rating.

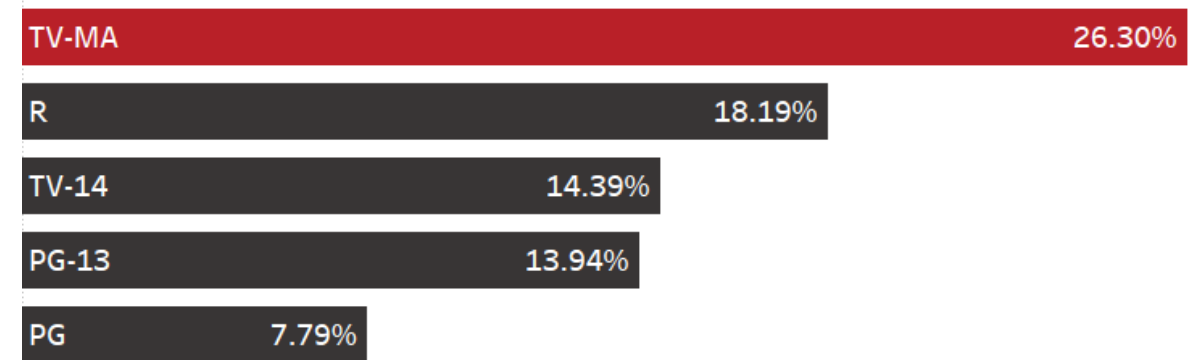| Rating	Percentage
TV-MA	26.30%
R	18.19%
TV-14	14.39%
PG-13	13.94%
PG	7.79%

Most Significant Rise In Content Over The Last 10 Years?
TV Shows saw the largest increase in 2015, while Movies peaked in 2015. However, both experienced a sharp drop in 2022.

The US Has Generated **40%** Of The Total Content Over The Years
The U.S. dominated with 45% content production in 2017 but dropped to 33% by 2022 as other countries increased output.