

Assignment 1
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3. Using Tableaus to discuss what you find from the given data or your own data. Please provide source code and visualization results.

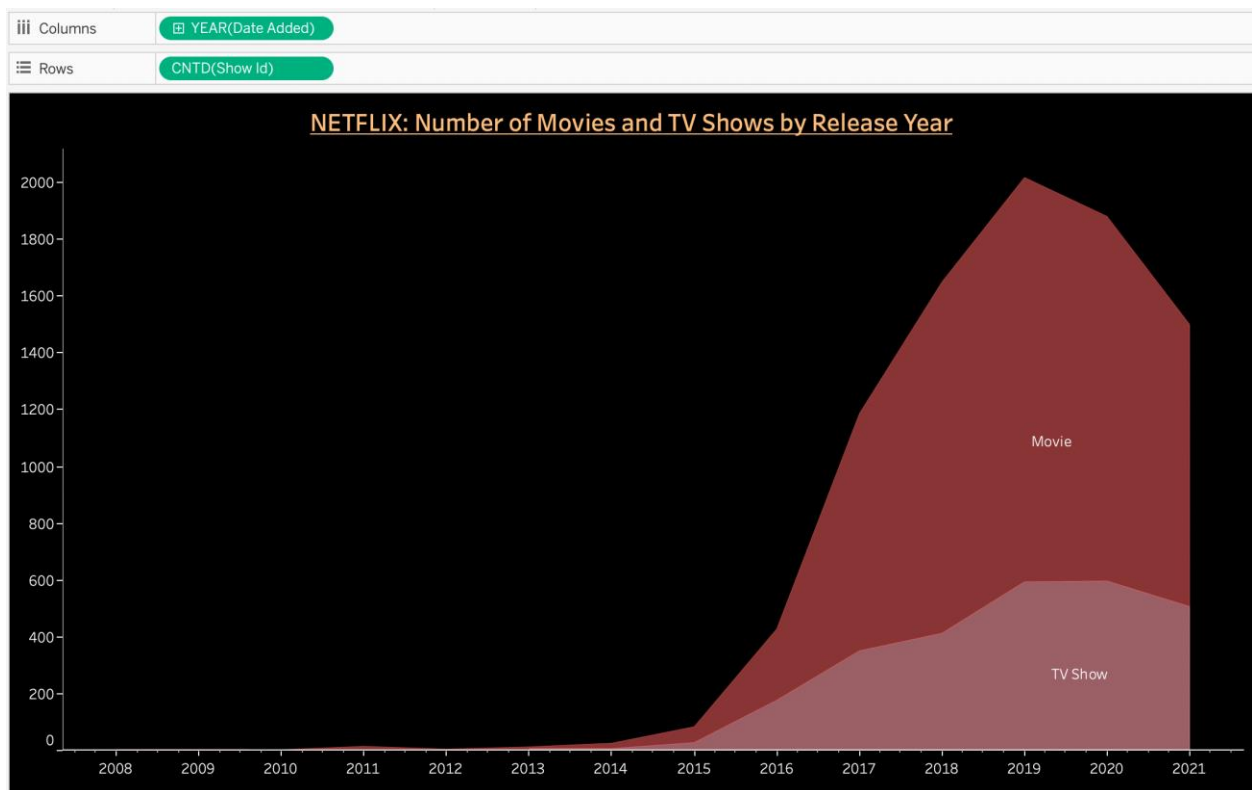
Tool Used: Tableau

Data Visualization on: NETFLIX data

Description: Data Visualization of Netflix data can provide a wealth of insights about the trends in streaming content, geographic trends, rating, genre preferences, etc.

Here are the few visualization results on Netflix cleaned data.

1. Total number of movies and tv shows by release year:



Explanation:

Chart used: Area Chart (used for showing changes in data over time)

The above Area chart shows the total number of movies and TV shows that were released in each year on Netflix.

X-Axis: Release Year

Y-Axis: Total number of movies and tv shows

Observations:

1. Number of movies and TV shows added to Netflix has increased steadily over time [2008-2021].
2. Before 2014, Netflix content only had movies but over time, they started adding tv shows, however movie contents are still higher than tv shows.
3. In 2019, there were nearly 1900 movies which was the largest increase in number of movies added by Netflix. In the same 2019, there were nearly 600 tv shows which was the largest increase in number of tv shows added by Netflix.
4. After 2020, number of movies and tv shows is descent.

2. Total number of movies and tv shows by Country:

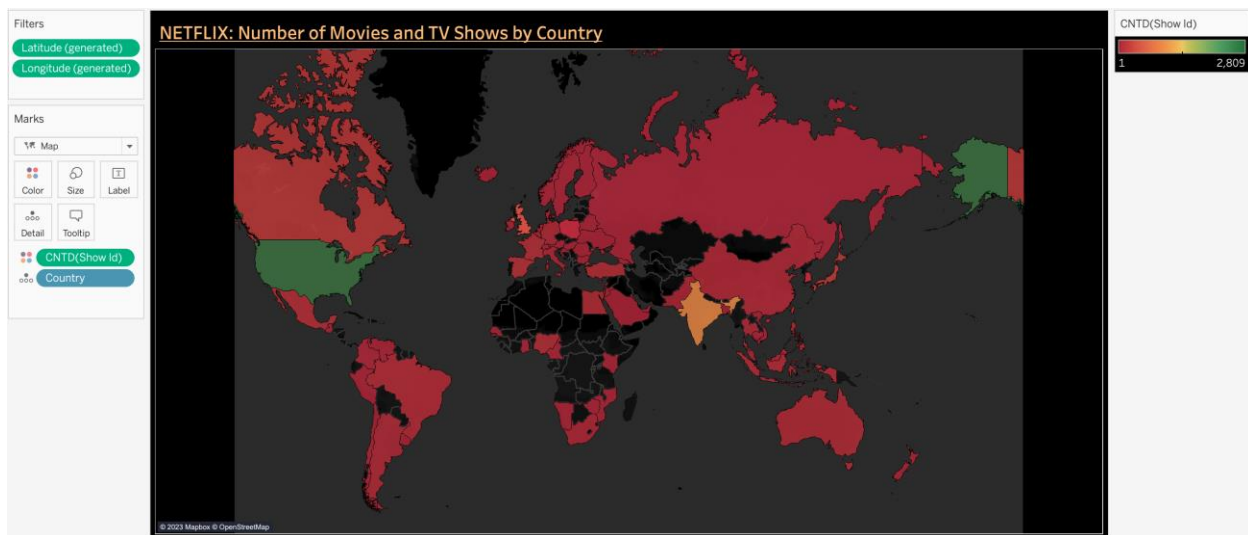


Chart used: Map (used to show geographic patterns and relationships within data)

The above map shows the preferences and trends of total number of tv shows and movie productions from different regions of the world.

Legend Bar: The range of movies and tv shows is 1 to 2809 and the count is differentiated using light (lowest) to dark (highest) color shades.

Observations:

1. United States has the highest count (total no of movies and tv shows produced:2809) compared to other countries which shows it plays a major role in the global entertainment industry.
2. India has the second highest count, and it also gets greater share of localized contents.
3. Countries with least count like Russia, Poland and many more can be targeted for potential area of growth and expansion using marketing strategies.

3. Percentage of Movies and TV Shows:

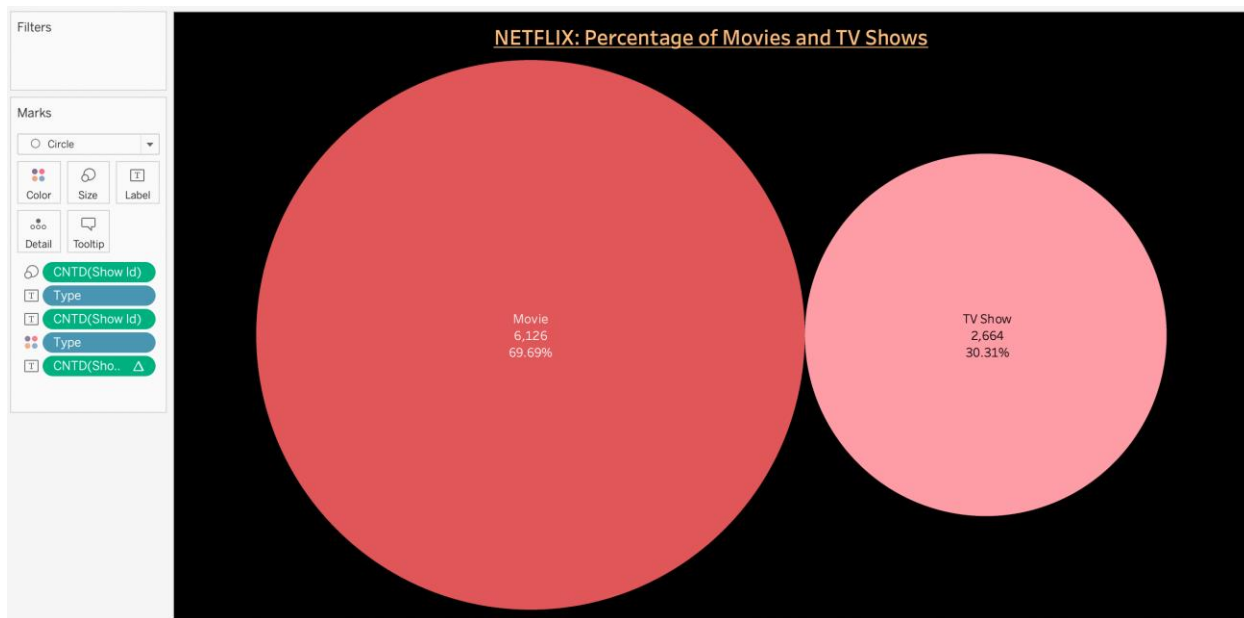


Chart used: Circle chart (used to compare the sizes of different parts)

The above chart shows how the total number of contents is divided into different parts (Movie/TV Shows) and its difference.

Observations:

1. From the given data, Netflix has a greater percentage of movies compared to TV shows.
2. Despite having a larger number of Movies, Netflix still offers a significant percentage of TV shows in recent years because TV shows are generally longer and provide viewers with more content to watch over an extended period.

4. Content distribution by Rating:

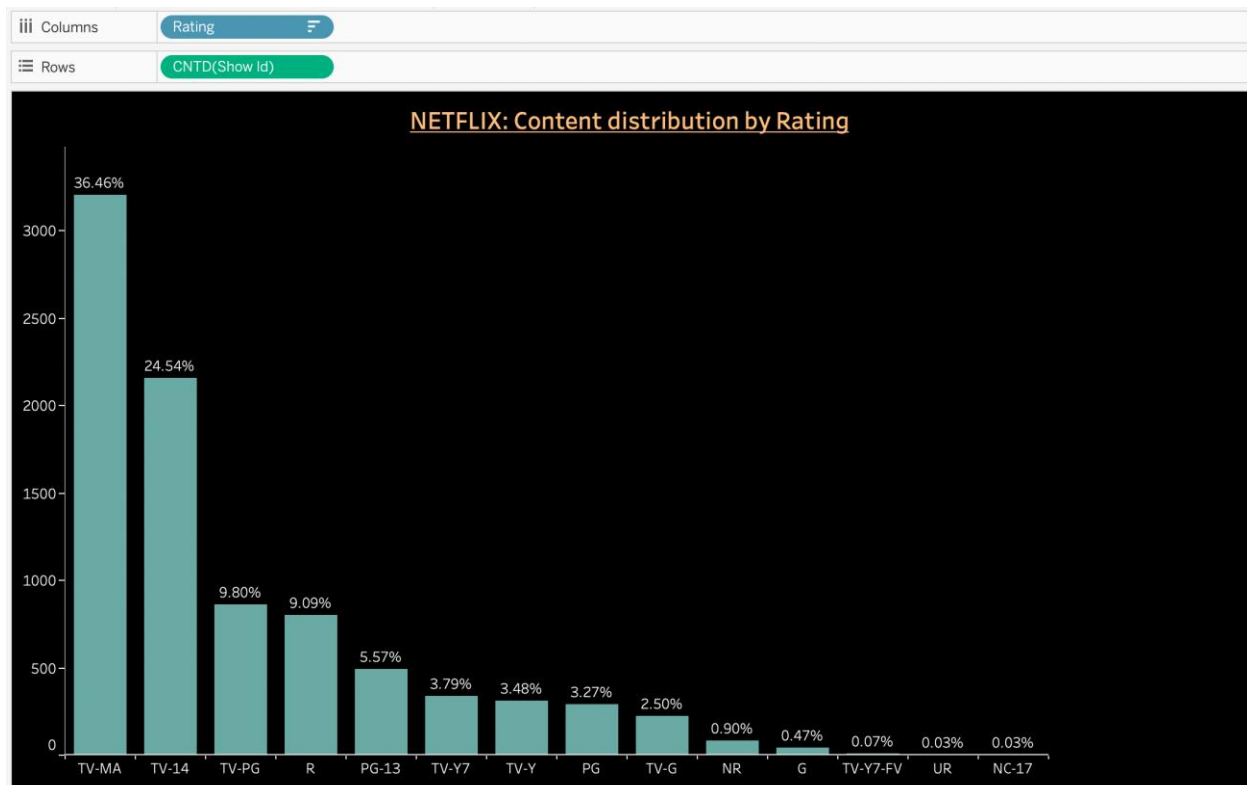


Chart used: Bar chart (used to compare data across different categories)

The above chart shows the frequency of movies and TV shows that fall into different content ratings.

X-axis: Ratings

Y-axis: Total number of contents on Netflix.

Observations:

1. From the given data, there is a high percentage of TV-MA rated contents which focuses more on matured audience. Netflix focuses more on adult audience.
2. TV-Y7-FV, UR, NC-17 rated contents are given least preferences by Netflix users which focuses on age group below 17.
3. Only very minor percentage of contents by Netflix are not rated (UR, NR) according to this chart.

5. Top 10 Category trending on Netflix:

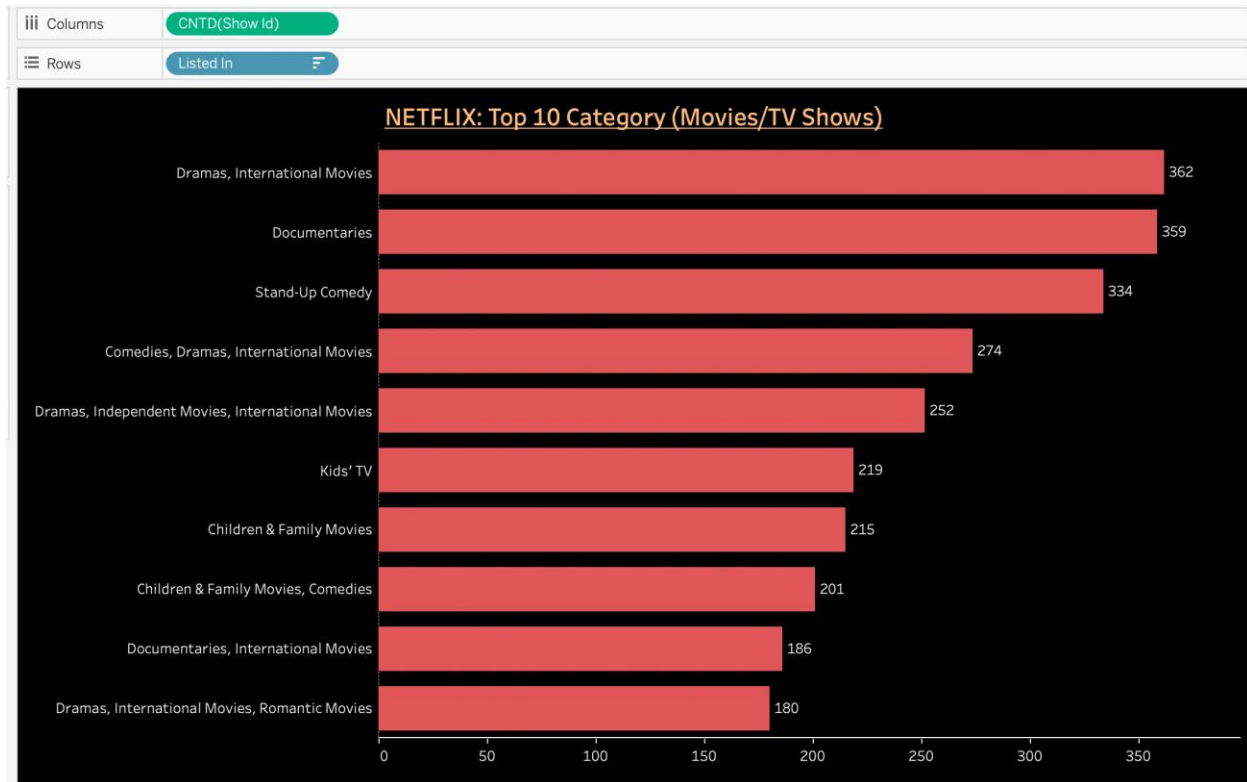


Chart used: Horizontal bar chart (same as bar chart useful when the labels of categories are too long)

The above chart shows top ten genres based on total number of contents available on Netflix.

X-axis: Total number of contents

Y-axis: Genre

Observations:

1. From the above chart, we can see Netflix offers a wide variety of content to cater to the diverse interests of its viewers.
2. Dramas category has nearly the highest preference overall and most popular among Netflix users.
3. Kid's TV also has higher numbers, and this insight shows Netflix contents are also popular among users irrespective of age group.
4. Netflix caters to a global audience and offer content from a variety of cultural backgrounds as the top 10 genre includes more international contents.

6. Top 10 directors with more movies:

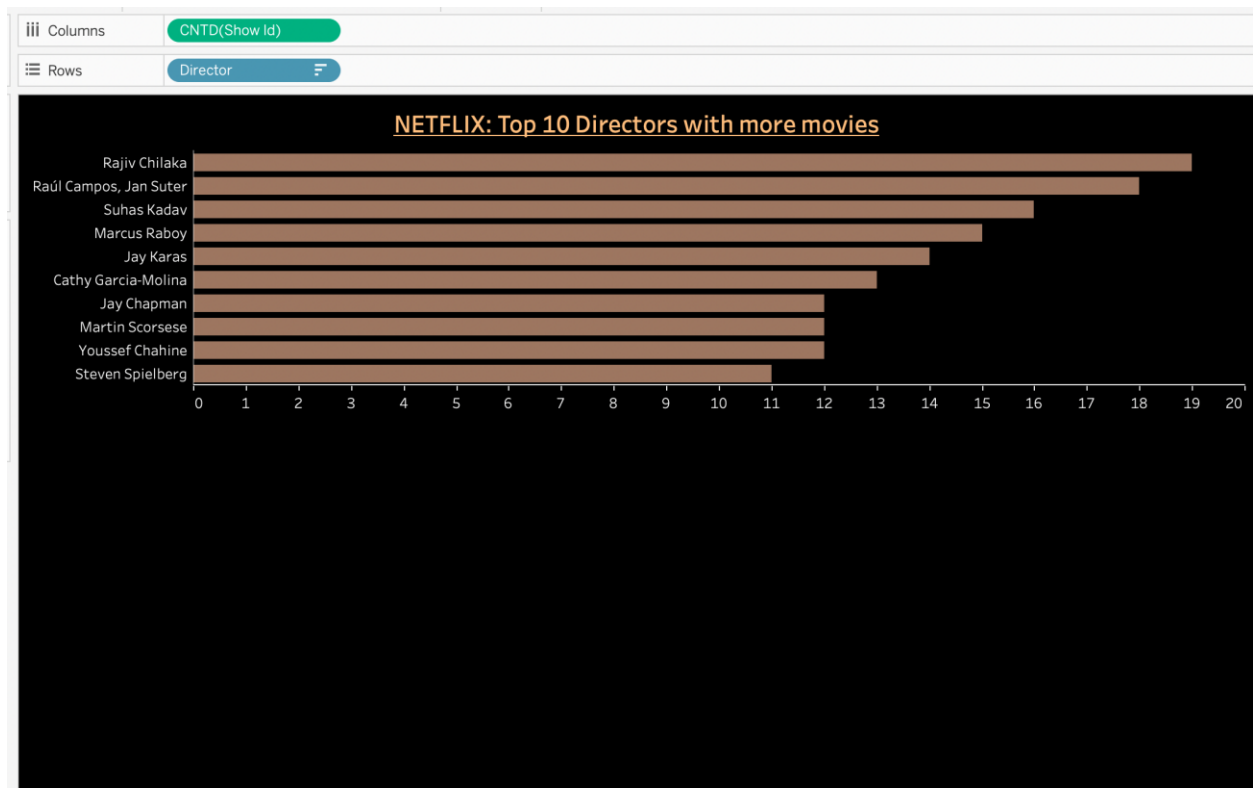


Chart: Horizontal bar chart

The above chart shows top ten directors who has directed a greater number of movies which is available on Netflix.

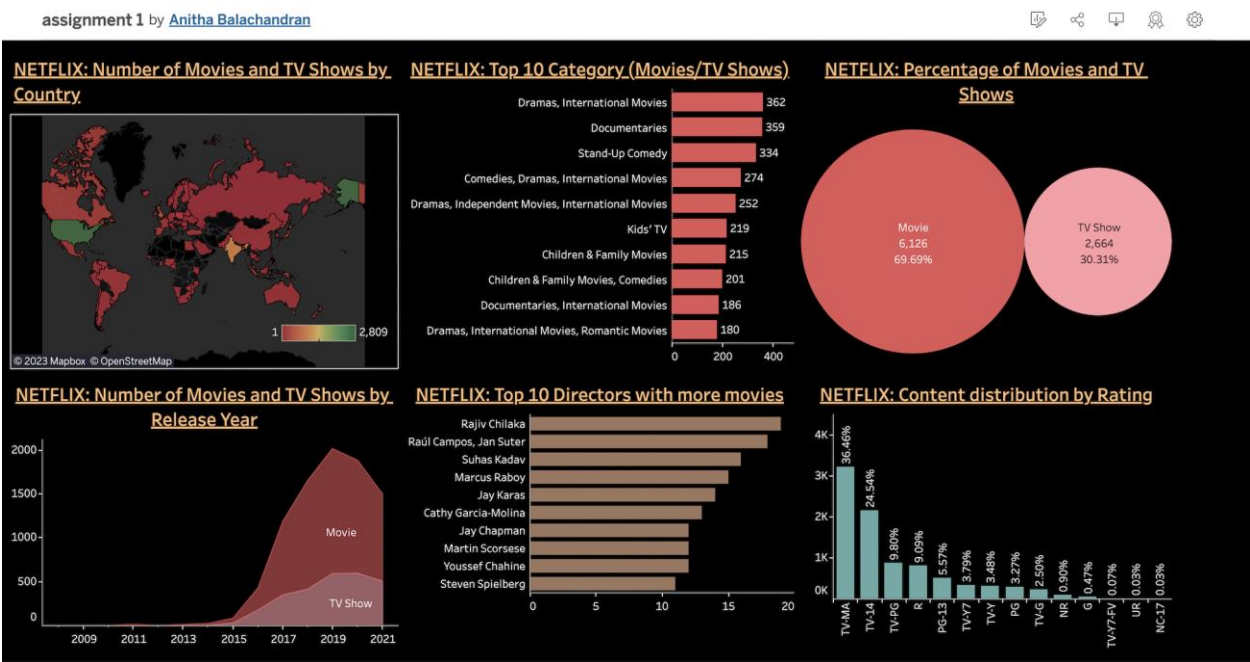
X-axis: Number of movies directed

Y-axis: Directors

Observation:

1. From the chart, we can see that Netflix invests with more established directors to provide high quality and interesting content to its viewers.
2. Most of the Rajiv Chilaka's movies are available on Netflix which interests user, likewise others.

Dashboard:



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