DSC 640 Netflix Viewership

Brian Reppeto

Bellevue University

DSC 640

Prof. Williams

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Audience:  
 The main audience includes media analysts, content strategists, streaming platform executives, and entertainment industry stakeholders. The secondary includes students and researchers studying media trends and consumer behavior.

Purpose:  
 The primary purpose of this exercise is to analyze and convey trends in Netflix content consumption. I will specifically be focusing on content categories, popularity by region, viewing habits, and overall engagement. By highlighting these insights, I aim to assist in understanding consumer preferences and guiding strategic decisions about content acquisition, production, and marketing.

Medium:  
 The medium for this project is a PowerPoint presentation with six visuals extracted from data Power BI. This presentation format will allow the audience to easily comprehend complex data trends through clear, engaging visuals accompanied by brief explanatory text.

Design Choices:

1. Visual Types:
   * Category Distribution (Pie Chart): Shows the breakdown of Netflix content Globally by category (Films/TV, English/Non-English). This clarifies the diversity of content offerings.
   * Cumulative Weeks in Top 10 (Stacked Bar Chart): Displays regional engagement by category. This helps highlight content preferences across different regions.
   * Views per Runtime (Funnel Chart): Compares viewing efficiency across categories, providing insight into user engagement relative to content duration.
   * Content Volume by Year/Month (Line Chart): Tracks content releases over time, illustrating seasonal trends in new releases.
   * Top 10 Shows by Category by hours viewed in the first 91 days(Stacked Bar): Highlights the most engaging categories in the critical early viewing period.
   * Top 5 Shows by Hours Viewed (Stacked Bar): Identifies Netflix’s most successful shows, offering benchmarks for future content.
2. Color and Clarity:  
   The visuals use distinct color palettes to differentiate categories and ranks, ensuring readability. Legends and labels are kept clear and concise.
3. Layout:  
   Each visual is spaced strategically, with captions and annotations summarizing key takeaways. This layout supports a logical flow, building a narrative from broad category insights to specific show performances.

Ethical Considerations:

1. Bias and Representation:  
   Care was taken to present data objectively, ensuring all categories (Films/TV, English/Non-English) receive balanced attention. This prevents reinforcing biases toward certain types of content.
2. Privacy and Data Integrity:  
   The data used in these visuals is aggregated and anonymized, maintaining user privacy. Ethical standards ensure that no personally identifiable information is exposed.
3. Fair Representation:  
   The story highlights diversity in global viewing habits and avoids favoring any region or language, reflecting Netflix's global audience.

In conclusion, this visual story effectively communicates Netflix’s content trends and insights using well-designed visuals, tailored for decision-makers in the entertainment industry. The design choices and ethical considerations ensure clarity, and fairness.