Homework Assignment: Choosing and Creating the Right Chart for your Dataset

1. **Average Hours Viewed by Category Bar Chart**

A graph of green rectangular objects

Description automatically generated

Why I chose this chart:

* Bar charts are a great choice when it comes to comparing categorical data
* It gives a simple visual contrast of viewing engagement in a per-content type
* The vertical bars provide an easy way to compare the size of one or more categories

Business Insights:

* Specifically, TV shows, especially those English language series, simply dominate Films when it comes to the raw number of viewing hours
* On average, English-language TV shows pull in around 1 billion viewing hours within 91 days of release.
* Indeed, non-English shows outperform both English and non-English films, indicating high international audience engagement.
* This data points to Netflix's reasoning for continuing its strategy of spending the majority of its production budget on TV series—particularly in English, for which it can expect the widest viewership.

1. **Runtime vs Views Scatter Plot**

A graph with colorful dots

Description automatically generated

Why I chose this chart:

* Use Cases: Check scatter plots are perfect to see the relationship between two numerical variables
* While still a very simplistic chart, the color coding per category adds another level of analysis
* As you conduct this experiment, you may be able to observe trends that will correlate content length with viewership.
* Hovering over titles pieces offers detailed information about those pieces with interactive tooltips

Business Insights:

* The close-to-no correlation between views and runtime suggests that it is the right marketing/chasing the perfect content that is more important than length.
* The total views for TV shows, whether English or non-English language, is high even with a longer runtime.
* We see that on average, films bias lower left (lower run time, fewer views) relative to the average TV show, which may be due to the difference in nature of film vs series consumption.
* Some visualizations above serve as important pointers for Netflix's content strategy, indicating that:
* Increased investment in TV series, mainly English-language titles, should nudge the greatest amount of viewing.

It is acceptable to vary your content length as long as you are committed to the content length that the story calls for, not to a specific length of time they should run.

The success of non-English content is enough to keep the investment in its production around the world