NETFLIX GLOBAL VIEWERSHIP INSIGHTS

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Chart Selection Reasoning

1. Line Chart for Viewership Trends Over Time

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* Perfect for showing temporal patterns and trends
* Allows easy identification of peaks, troughs, and seasonal patterns in viewership
* The continuous nature of the data (weekly hours viewed) makes a line chart ideal for visualizing the trend

1. Horizontal Bar Charts for Top 5 Titles

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* + Excellent for comparing categorical data
  + Horizontal orientation allows for better readability of long title names
  + Separated into four categories (Films/TV, English/Non-English) for clear comparison
  + Length of bars provides an immediate visual understanding of relative popularity

1. Choropleth Map for Global Popularity

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* + Effectively shows geographical distribution of viewership
  + Color coding helps quickly identify regions with higher/lower engagement
  + Interactive nature allows for country-specific details

1. Scatter Plot for Viewer Engagement

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* + Perfect for showing a correlation between two variables (runtime vs. views)
  + Each point represents a show/movie
  + Helps identify if there's any relationship between content length and viewership
  + Clustering patterns can reveal optimal content duration

**Business Insights:**

1. **Content Length and Engagement Patterns**

* The viewer engagement scatter plot shows that content between 50-100 hours has the highest concentration of views
* There's a notable drop-off in total views for content longer than 150 hours
* This suggests optimal content duration for maximum engagement should be targeted around 75-100 hours

1. **Regional Content Strategy**

* The global popularity map shows strong viewership in North America, Western Europe, and parts of Asia
* Non-English content (like "Squid Game") performs exceptionally well globally
* This supports Netflix's strategy of investing in local content that can travel well internationally

1. **Viewing Behavior and Content Performance**

* Average watch time per user is 9.65 hours, which is significant engagement
* "Squid Game: Season 1" dominates with 746.94 average watch time and 3.1M total views
* Weekly viewing trends show cyclical patterns with peaks potentially corresponding to major release dates or seasonal viewing habits

1. **Content Portfolio Distribution**

* The platform maintains 2,245 unique titles with an average of 1,730 new titles per year
* Both English and Non-English content appear in top performers, indicating successful globalization
* Original series (like "Stranger Things," "Bridgerton") consistently appear in top rankings, validating Netflix's investment in original content

These insights can inform content acquisition, production decisions, and market expansion strategies while helping optimize the content library for maximum viewer engagement.