Web Series Analysis

Task 1: Trend of Web Series Released Per Year

Question

Use a Line Chart in Tableau to visualize the trend of web series released per year.

Answer

The Year field is placed in the Columns shelf to represent time on the X-axis. The Series ID field is placed in the Rows shelf and aggregated as CNT(Series ID) to calculate the total number of web series released each year. The years are sorted from smallest to largest to maintain chronological order.

A Line Chart is used to show the trend over time. To highlight individual data points, CNT(Series ID) is added again and displayed as circle markers on the line. This makes it easier to identify the exact number of web series released in each year while still showing the overall trend clearly.

Task 2: Distribution of IMDB Ratings Across Streaming Platforms

Question

Use a Box Plot in Tableau to analyze how IMDB ratings vary across different streaming platforms.

Answer

The Streaming Platform field is placed on the Columns shelf to represent different OTT platforms on the X-axis. The IMDB Rating field is placed on the Rows shelf to represent rating values on the Y-axis. A Box Plot is selected to visualize the distribution of ratings for each platform.

The box plot displays the median, quartiles, and range of IMDB ratings for each streaming platform. Any points outside the whiskers represent outliers, indicating unusually high or low-rated web series. This visualization allows easy comparison of rating spread and consistency across platforms.

Task 3: Top 5 Highest Rated Web Series

Question

Use a Horizontal Bar Chart in Tableau to showcase the top 5 web series with the highest IMDB ratings.

Answer

The Web Series Title field is placed on the Rows shelf to display the names of the web series. The IMDB Rating field is placed on the Columns shelf to represent rating values. A Horizontal Bar Chart is selected for clear comparison among the top-rated series.

To show only the top performers, the web series are sorted in descending order of IMDB Rating, and a Top 5 filter is applied. For better visual appeal and clarity, the Title field is added to the Marks

card under Color, which assigns different colors to each bar and enhances readability. Data labels are enabled to display exact rating values.

Task 4: Genre Distribution of Web Series

Question

Use a Bar Chart in Tableau to show the count of web series belonging to each genre.

Answer

The Genre field is placed on the Columns shelf to represent different genres on the X-axis. The Series ID field is placed on the Rows shelf and aggregated as CNT(Series ID) to calculate the number of web series in each genre. The genres are sorted in descending order based on the count to make comparison easier.

A Bar Chart is selected to clearly visualize the distribution of web series across genres. To improve visual clarity, Genre is added to the Marks card under Color, assigning different colors to each genre. Data labels are enabled to display the exact count of web series for each genre.

Task 5: Relationship Between Number of Episodes and IMDB Rating

Question

Use a Scatter Plot in Tableau to observe whether web series with more episodes tend to have higher IMDB ratings.

Answer

The Number of Episodes field is placed on the Columns shelf to represent the total episodes on the X-axis. The IMDB Rating field is placed on the Rows shelf to represent rating values on the Y-axis. A Scatter Plot is selected to visualize the relationship between these two variables.

Each mark in the scatter plot represents an individual web series. To enhance clarity and visual appeal, the Streaming Platform or Genre field can be added to the Marks card under Color, allowing comparison across categories. Data points are spread across the chart, making it easier to observe trends, clusters, or outliers between episode count and ratings.

Task 6: Platform-Wise Average IMDB Rating by Genre

Question

Analyze which genres perform best on which streaming platforms in terms of average IMDB ratings using a Heatmap.

Answer

The Genre field is placed on the Rows shelf to list different genres vertically. The Streaming Platform field is placed on the Columns shelf to represent platforms horizontally. The IMDB Rating field is placed on the Marks card and aggregated as AVG(IMDB Rating).

A Heatmap is selected as the visualization type. The AVG(IMDB Rating) measure is mapped to the Color shelf, where darker or more intense colors represent higher average ratings. This color variation makes it easy to compare genre performance across different platforms at a glance.

This setup allows quick identification of which genre-platform combinations have the highest and lowest average IMDB ratings, highlighting performance patterns across OTT platforms.

Task 7: Episodes Per Season Analysis

Question

Compute and compare the average number of episodes per season for each web series using a suitable visualization.

Answer

To analyze episodes per season, a calculated field Episodes per Season is created by dividing Total Episodes by Number of Seasons. The Web Series Title field is placed on the Columns shelf to represent each series on the X-axis. The calculated Episodes per Season field is placed on the Rows shelf to represent the average number of episodes per season.

A Bar Chart is selected for visualization. In the case of a bar chart, bars allow easy comparison across web series. For a bubble chart, the Episodes per Season value is mapped to Size, making higher ratios visually prominent. Sorting the series in descending order helps highlight series with the highest episodes per season.

This setup enables clear comparison of episode distribution patterns across different web series.

Task 8: IMDB Rating vs. Number of Seasons (Grouped by Platform)

Question

Examine whether there is a relationship between the number of seasons and IMDB ratings of web series, grouped by streaming platform, using a Scatter Plot.

Answer

The Number of Seasons field is placed on the Columns shelf to represent the X-axis, while the IMDB Rating field is placed on the Rows shelf to represent the Y-axis. A Scatter Plot is selected to analyze the relationship between these two variables.

To compare trends across platforms, the Streaming Platform field is added to the Marks card under Color, which groups and differentiates data points by platform. Each mark represents an individual web series. This grouping allows visual comparison of how ratings vary with season count across different platforms and helps identify platform-specific patterns, clusters, or outliers.

Task 9: Identify the Most Consistent Genre in Ratings

Question

Identify the genre with the lowest variance in IMDB ratings to determine the most consistent viewer reception.

Answer

To measure rating consistency, a calculated field named Rating Variance is created using the variance aggregation function:

Calculated Field:

VAR([IMDB Rating])

The Genre field is placed on the Rows shelf, and the calculated Rating Variance field is placed on the Columns shelf. This setup computes the variance of IMDB ratings for each genre.

A Table or Bar Chart is selected to compare variance values across genres. The genres are sorted in ascending order of Rating Variance so that the genre with the lowest variance (most consistent ratings) appears at the top. Data labels are enabled to display exact variance values for clarity.

This visualization makes it easy to identify which genre shows the least variation in ratings, indicating stable and consistent audience reception.