

Data visualization project - 2021/2022

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NETFLIX

The Netflix Dataset

	show_id	type	title	country	date_added	release_year	rating	duration	listed_in	description
0	s1	Movie	Dick Johnson Is Dead	United States	September 25, 2021	2020	PG-13	90 min	Documentaries	As her father nears the end of his life, filmm...
1	s2	TV Show	Blood & Water	South Africa	September 24, 2021	2021	TV-MA	2 Seasons	International TV Shows, TV Dramas, TV Mysteries	After crossing paths at a party, a Cape Town t...
2	s3	TV Show	Ganglands	NaN	September 24, 2021	2021	TV-MA	1 Season	Crime TV Shows, International TV Shows, TV Act...	To protect his family from a powerful drug lor...
3	s4	TV Show	Jailbirds New Orleans	NaN	September 24, 2021	2021	TV-MA	1 Season	Docuseries, Reality TV	Feuds, flirtations and toilet talk go down amo...
4	s5	TV Show	Kota Factory	India	September 24, 2021	2021	TV-MA	2 Seasons	International TV Shows, Romantic TV Shows, TV ...	In a city of coaching centers known to train l...
...
8802	s8803	Movie	Zodiac	United States	November 20, 2019	2007	R	158 min	Cult Movies, Dramas, Thrillers	A political cartoonist, a crime reporter and a...
8803	s8804	TV Show	Zombie Dumb	NaN	July 1, 2019	2018	TV-Y7	2 Seasons	Kids' TV, Korean TV Shows, TV Comedies	While living alone in a spooky town, a young 9...
8804	s8805	Movie	Zombieland	United States	November 1, 2019	2009	R	88 min	Comedies, Horror Movies	Looking to survive in a world taken over by zo...
8805	s8806	Movie	Zoom	United States	January 11, 2020	2006	PG	88 min	Children & Family Movies, Comedies	Dragged from civilian life, a former superhero...
8806	s8807	Movie	Zubaan	India	March 2, 2019	2015	TV-14	111 min	Dramas, International Movies, Music & Musicals	A scrappy but poor boy worms his way i

Netflix dataset from
<https://www.kaggle.com>
Contains 8808 **Movies** and
TV Shows produced
worldwide, from 1925 to
2021

Frequent words on **titles**



Frequent words on **descriptions**



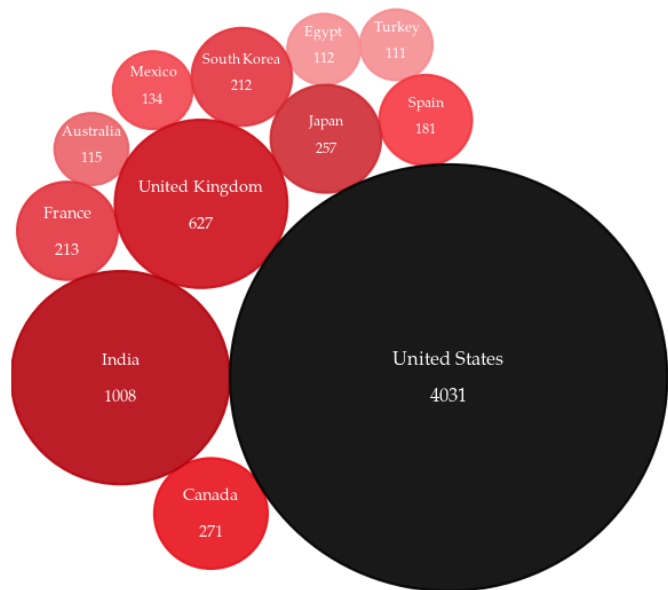
Three questions to be addressed by visualization

- 1) Which countries have made the most significant contribution on Netflix?
What about Italy in particular?
- 2) What is the duration of new contents? How were the released scheduled?
- 3) How is the content targeted? Did the trend change over the years?

- 1) Which countries have made the most significant contribution on Netflix?
What about Italy in particular?

How much difference between countries contribution?

Total number of the items per country on Netflix.



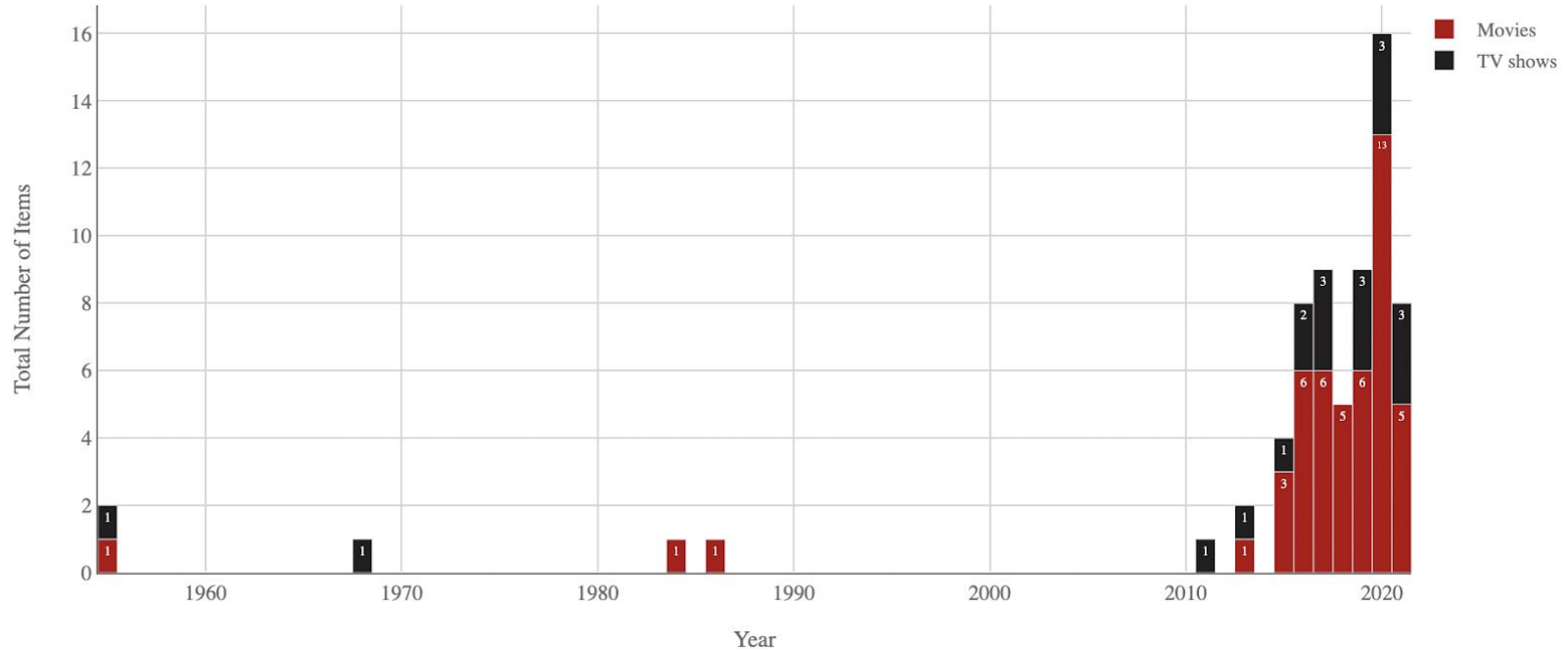
Contribution of different Countries on Netflix

Asia and Africa have the least contribution.



Contribution of Italy on Netflix

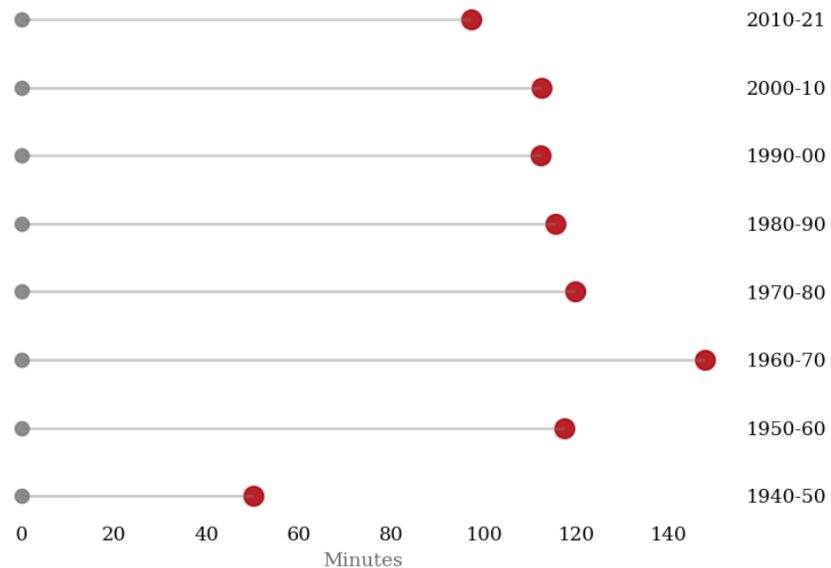
Italy has screened 67 items on Netflix so far, most of which were movies and produced after 2010.



2) What is the duration of the new content? How were the releases scheduled?

How long?

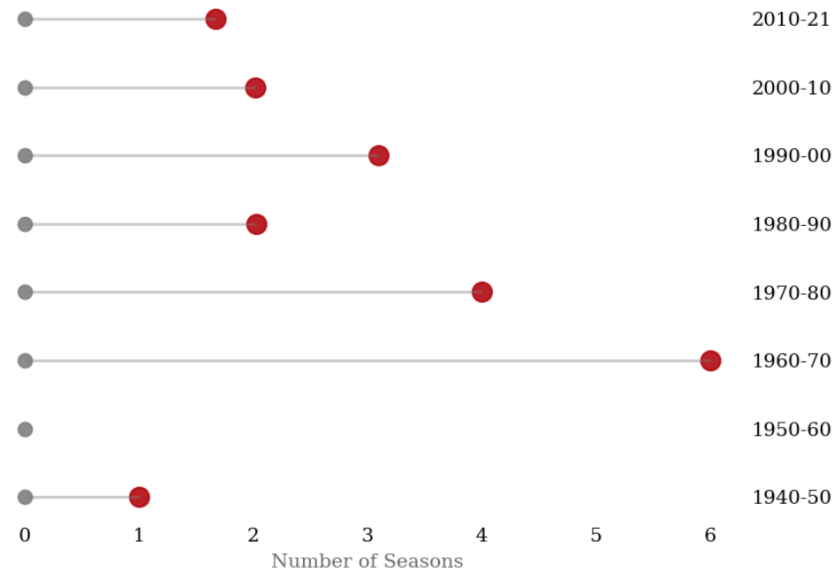
Duration of the released films in different decades



Film's duration is **decreasing** from 1960 to nowadays

How many seasons?

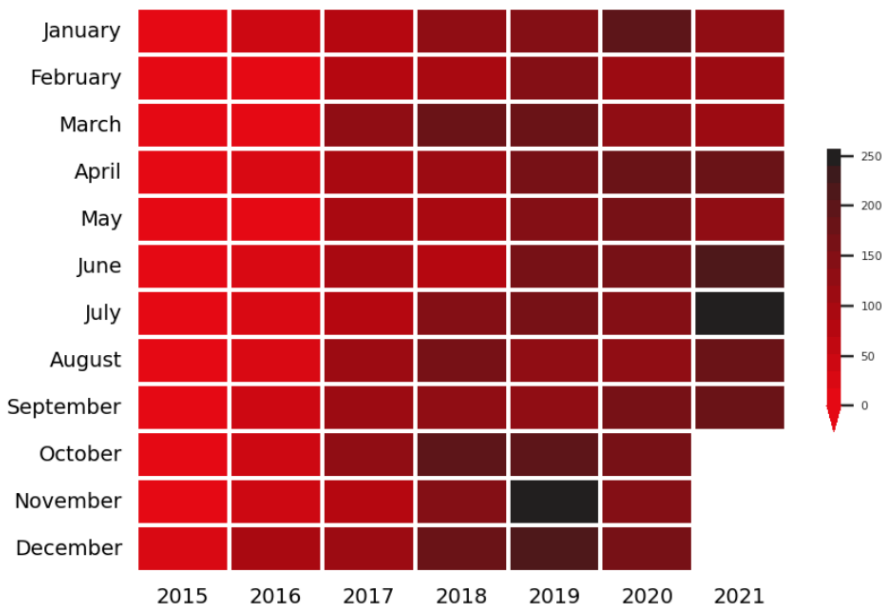
Number of seasons of the released TV series in different decades



The number of seasons of **TV shows** are **decreasing** from 1960 to nowadays

New content every day

Number of released items from 2015 to 2021



The rate of new content is **increasing** over years

In particular, this is the release **schedule** between 2018 and 2021

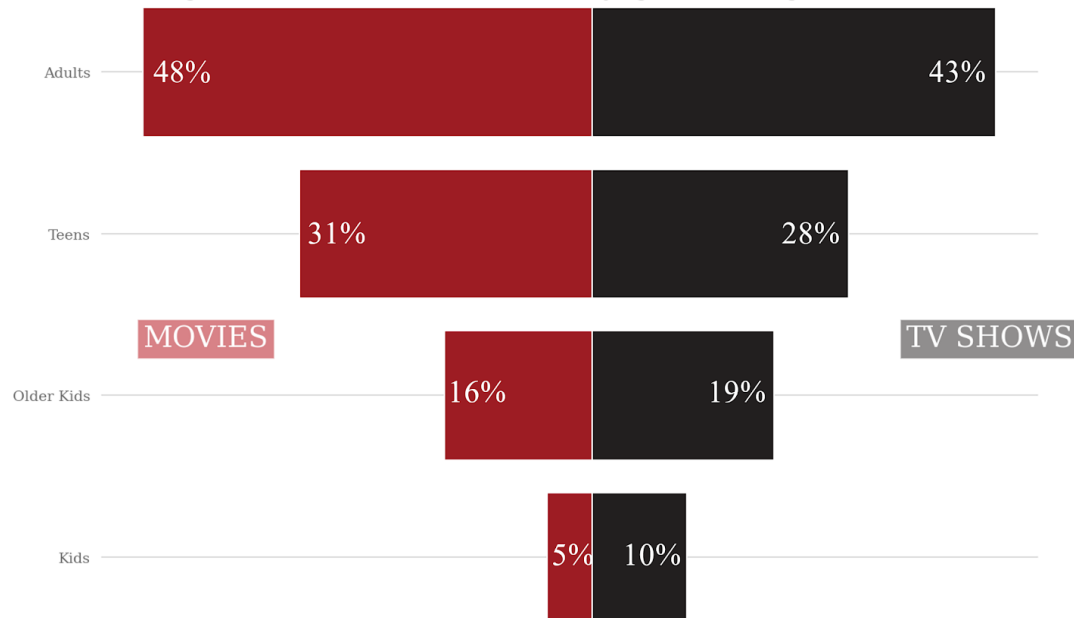


Friday is the best day to see a new content!

3) How is the content targeted? Did the trend change over the years?

Is Netflix investing in content for the younger ones?

Percentages of Movies and TV Shows divided by age-related target audience

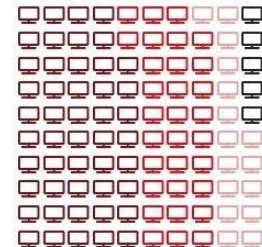


Here are considered just the **first 10** contributing countries

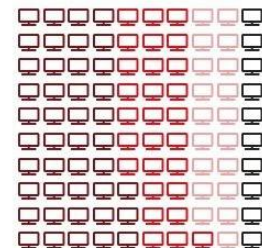


It seems there are more **TV Shows** than **Movies** addressed to **Kids**

Movies targets



TV Shows targets



Adults
 Teens
 Older Kids
 Kids

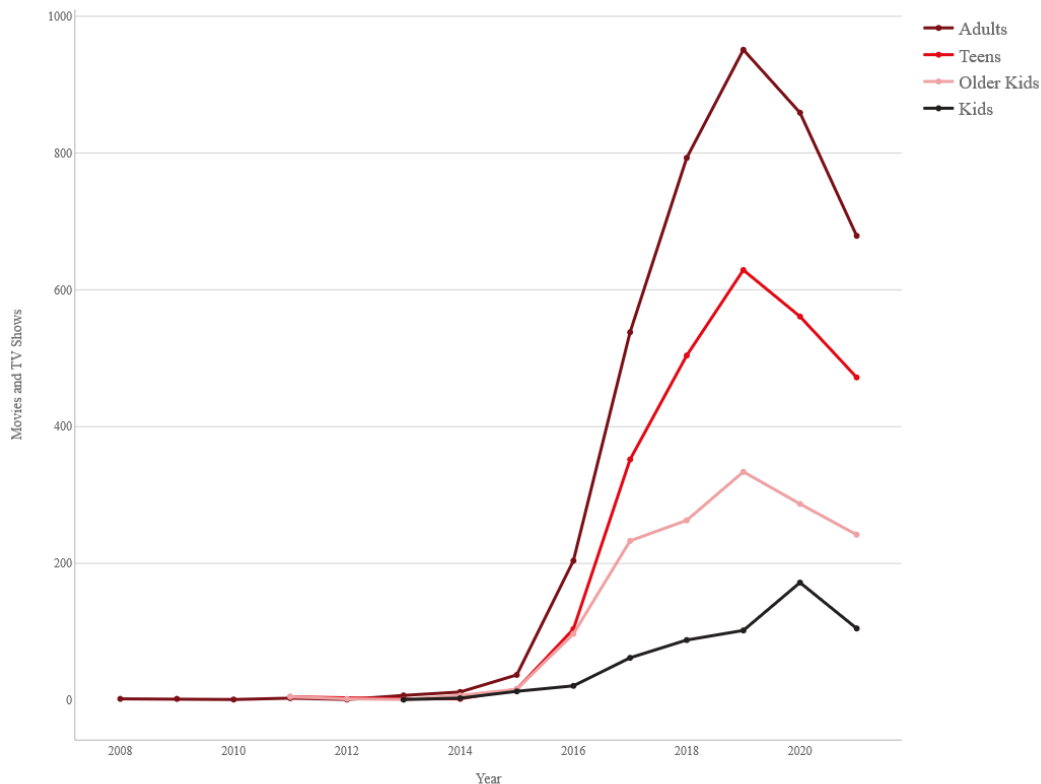
However in general there's **not much content** for them on the platform

We can see that the platform has essentially **not changed** its target audience during the years

Local Rating Values	Adults (18+)	Teens (13+)	Older Kids (7+)	Kids (All)
MPAA (Movies)	NC-17 NR Unrated R	PG-13	PG	G
TVPG (TV Shows)	TV-MA	TV-14	TV-Y7 TV-Y7-FV TV-PG	TV-G TV-Y

Maturity Ratings combine movie and TV ratings into levels, with recommended audience age groups
(<https://www.amazon.com/gp/help/customer/display.html?nodeId=G2C2CPZWGZWHZ42J>)

Has the trend always been the same?



Individual contributions

- Dataset manipulation: Elham Babaei, Romina Doz, Flavia De Santis
- Contribution of countries on Netflix and contribution of Italy: Elham Babaei
- When is the content released and what is its duration: Romina Doz
- Which is the target audience and how did it change: Flavia De Santis
- Refinements and presentation: Elham Babaei, Romina Doz, Flavia De Santis