INFO 4602/5602 Information Visualization

INDIVIDUAL PROJECT PRESENTATION

(MY DASHBOARD REPORT)

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Context/environment for dashboard design and development

The movie industry is rapidly shifting from traditional theaters to streaming platforms like Netflix

Understanding what makes a movie successful across both platforms is vital for studios and content creators

This dashboard was designed to explore and compare:

- Audience ratings

- Revenue performance

- Popular genres

- Runtime patterns

- Release year trends

Motivation for dashboard (why this dashboard impacts the real-world)

Streaming services have disrupted the traditional movie industry, leading to changing audience behaviors

Studios, producers, and platforms need **data-driven insights** to guide investment in content

This dashboard helps:
- Identify what makes a movie successful on Netflix vs in theaters
- Understand which genres and formats resonate with modern viewers
- Analyze trends in viewer ratings, runtimes, and seasonal performance

Useful for:
- **Content strategists** planning future releases
- **Marketing teams** targeting the right platforms
- **Data analysts** exploring media trends

Few key research questions that my dashboard seeks to answer

▶ What are the most popular movie genres on Netflix and in theaters?

◢ Do higher-rated movies generate more revenue?

How has the number of movie releases changed over the years?

Which movies are the **highest rated** and **top grossing**, and where were they released?

(Real-world) data source and discussion

Dataset: Netflix Dataset

Source: kaggle Movies and TV Shows Dataset

The Movies Dataset

Source: Kaggle The Movies Dataset

Cleaned and merged both datasets based on movie titles
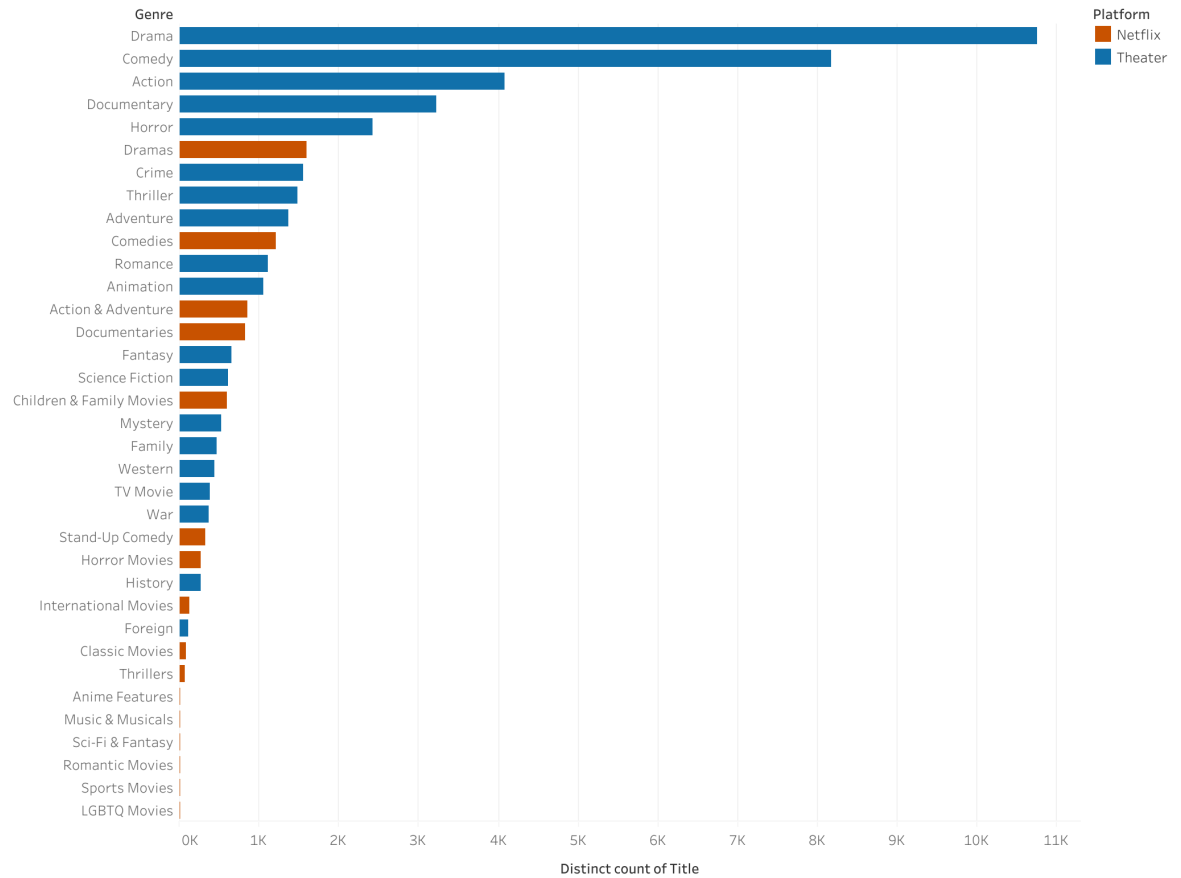
Tagged platform as either "Netflix" or "Theater"

Focused only on movies (not TV shows) for consistent comparison

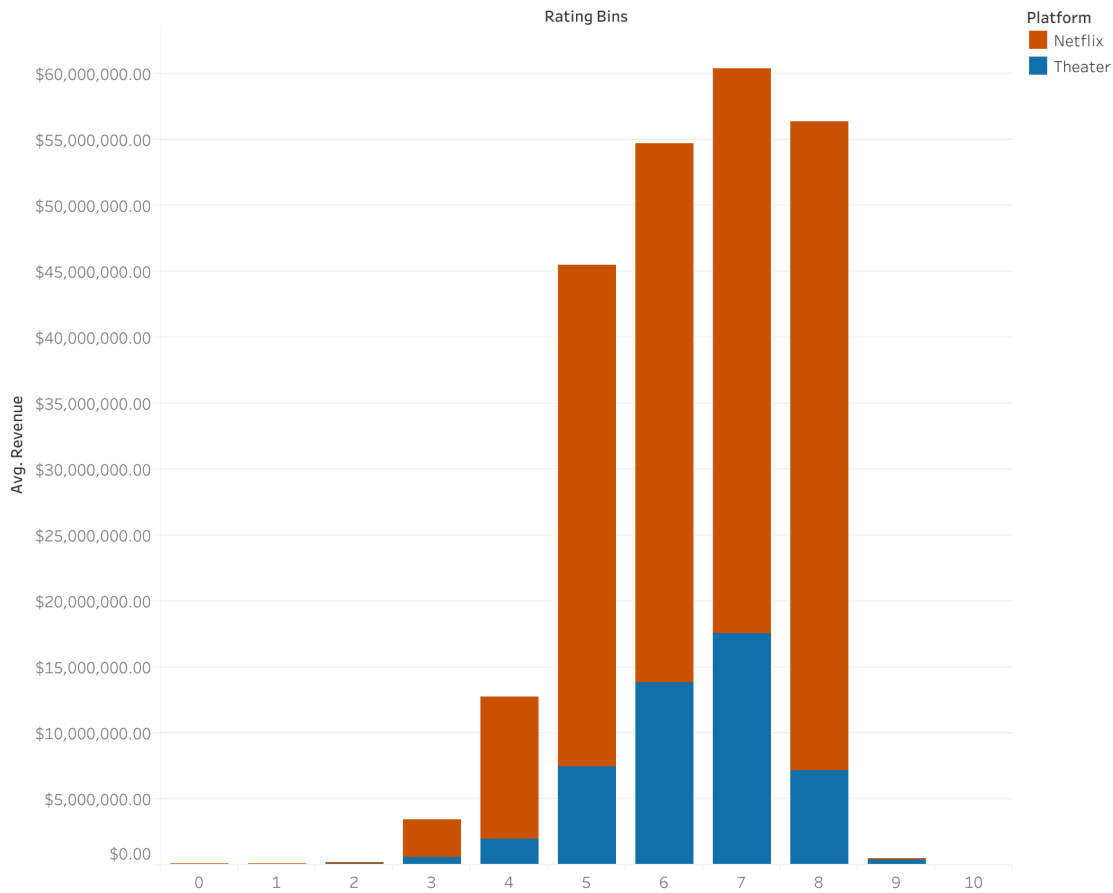Combined vote counts, ratings, and genres for richer insight

Presentation and discussion of individual dashboard charts

Top Genres by Platform

Genre

	Distinct count of Title
Drama	
Comedy	
Action	
Documentary	
Horror	
Dramas	
Crime	
Thriller	
Adventure	
Comedies	
Romance	
Animation	
Action & Adventure	
Documentaries	
Fantasy	
Science Fiction	
Children & Family Movies	
Mystery	
Family	
Western	
TV Movie	
War	
Stand-Up Comedy	
Horror Movies	
History	
International Movies	
Foreign	
Classic Movies	
Thrillers	
Anime Features	
Music & Musicals	
Sci-Fi & Fantasy	
Romantic Movies	
Sports Movies	
LGBTQ Movies	

Platform
Netflix
Theater

Distinct count of Title

Ratings vs Revenue

Rating Bins

Platform
- Netflix (orange)
- Theater (blue)

Avg. Revenue

Y-axis values
$60,000,000.00
$55,000,000.00
$50,000,000.00
$45,000,000.00
$40,000,000.00
$35,000,000.00
$30,000,000.00
$25,000,000.00
$20,000,000.00
$15,000,000.00
$10,000,000.00
$5,000,000.00
$0.00

X-axis: 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Average Rating by Genre (Theater)

Genre

Action	
Adventure	
Animation	
Comedy	
Crime	
Documentary	
Drama	
Family	
Fantasy	
Foreign	
History	
Horror	
Mystery	
Romance	
Science Fiction	
Thriller	
TV Movie	
War	
Western	

3.0 3.5 4.0 4.5 5.0 5.5 6.0 6.5 7.0 7.5

Avg. Vote Average
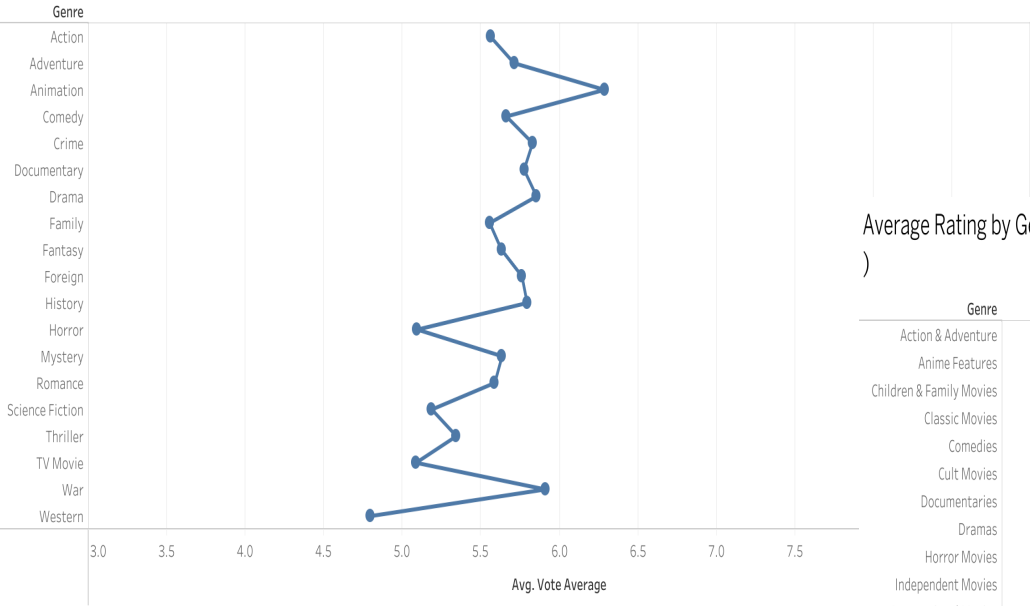
Average Rating by Genre (Netflix)

Genre

Action & Adventure	
Anime Features	
Children & Family Movies	
Classic Movies	
Comedies	
Cult Movies	
Documentaries	
Dramas	
Horror Movies	
Independent Movies	
International Movies	
Music & Musicals	
Sci-Fi & Fantasy	
Stand-Up Comedy	
Thrillers	

3   4   5   6   7   8   9

Avg. Vote Average
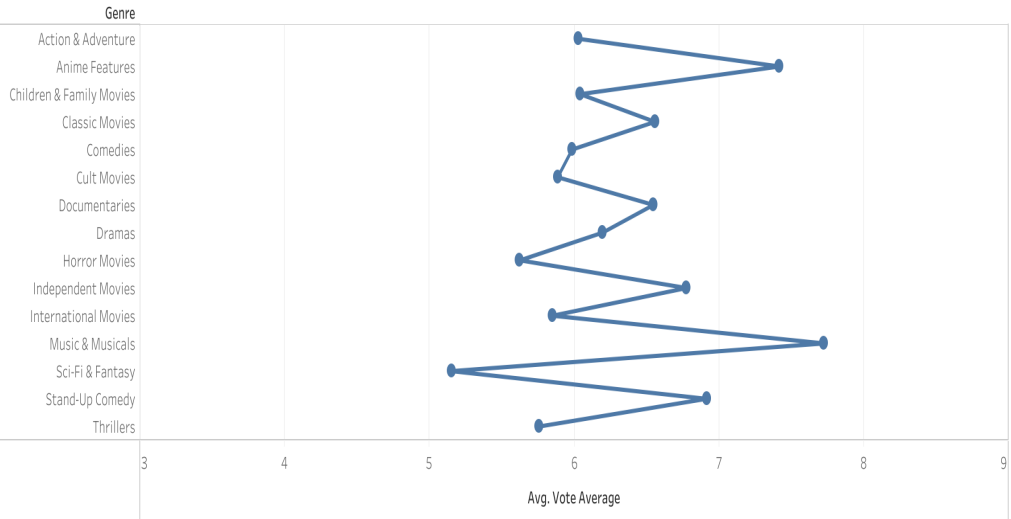
Movies Released Per Year

Release Year

Platform
- Netflix
- Theater
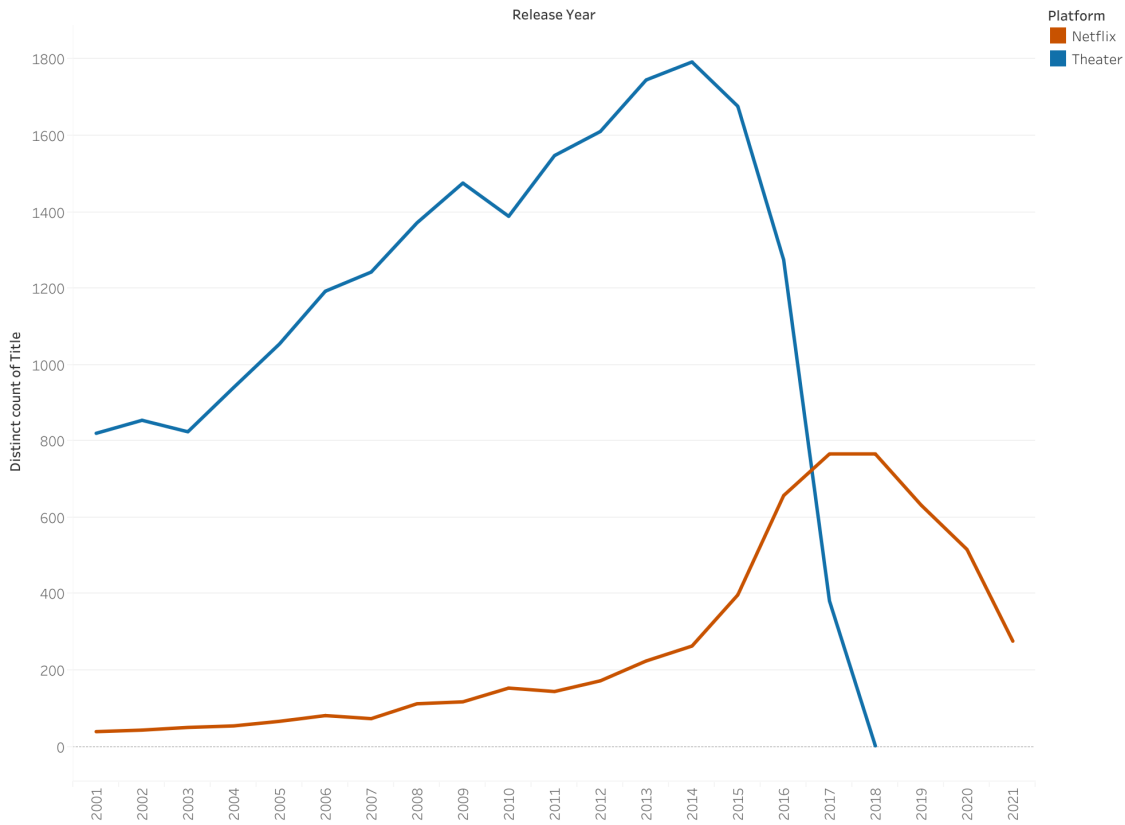
Top 10 Highest Rated Movies

Title

Platform
■ Theater

Beauty and the Beast	
Alice in Wonderland	
The Avengers	
Harry Potter and the Deat..	
Titanic	
Star Wars: The Force Awa..	
Furious 7	
Avengers: Age of Ultron	
Avatar	
Jurassic World	

0   2   4   6   8   10   12   14   16   18   20   22   24   26   28
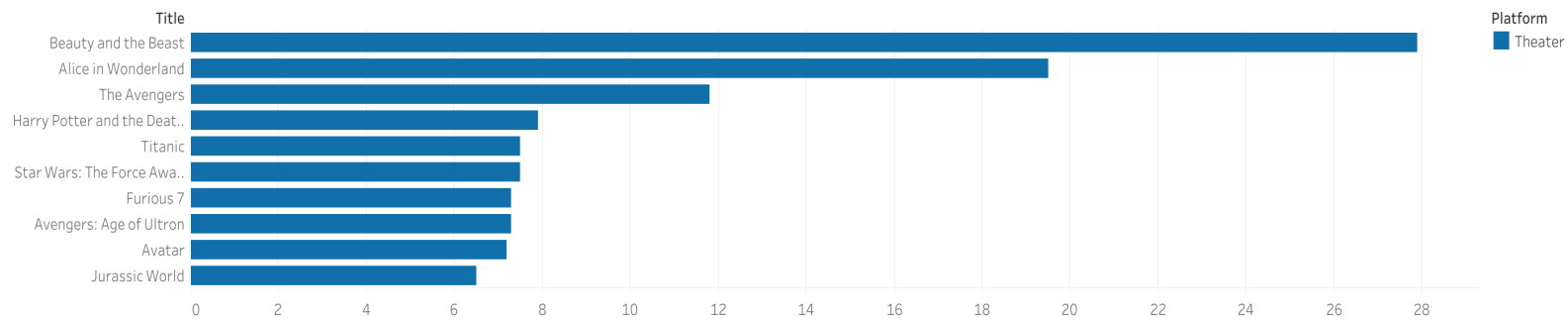
Top 10 Grossing Movies (Theater Only)

Title

Platform
■ Theater

Avatar	
Star Wars: The Force Awa..	
Titanic	
Beauty and the Beast	
Alice in Wonderland	
The Avengers	
Jurassic World	
Furious 7	
Avengers: Age of Ultron	
Harry Potter and the Deat..	

0M   200M   400M   600M   800M   1000M   1200M   1400M   1600M   1800M   2000M   2200M   2400M   2600M   2800M

Revenue
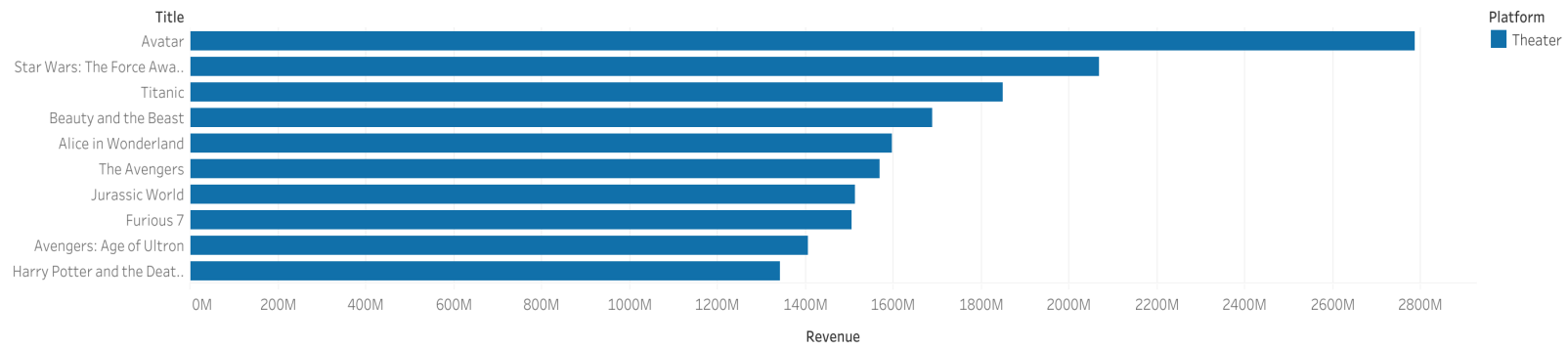
Presentation and discussion of dashboard

https://public.tableau.com/views/Book1_17434342764010/Dashboard1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Answers to 3 key research

1. What are the most popular movie genres on Netflix and in theaters?

- **Netflix:** Top genres include **Documentaries**, **Comedies**, and **Thrillers**.

- **Theaters:** Most common are **Dramas**, **Action**, and **Adventure**.

2. Do higher-rated movies generate more revenue?

- Movies with ratings between **6 and 8** have the **highest average revenue**.

- So, **moderately high-rated movies** generate the most revenue — not necessarily the highest-rated ones.

3. How has the number of movie releases changed over the years?

- Theater releases peaked around 2016, followed by a decline

- Netflix shows exponential growth post-2016

Recommendations

🎬 **Focus on Platform-Specific Genres**: Theaters should prioritize drama and action, while Netflix can strengthen its edge in documentaries and thrillers.

⏱️ **Optimize Movie Runtimes**: Netflix should continue favoring shorter films, while theaters can maintain longer formats for immersive experiences.

⭐ **Ratings ≠ Revenue**: High ratings don't always lead to box office success — marketing and timing are just as critical.

📈 **Streaming Growth Needs Curation**: Netflix's volume strategy works, but maintaining content quality will be key to long-term engagement.

URL/ web link for online hosted dashboard

https://public.tableau.com/views/Book1_17434342764010/Dashboard1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link