



# DSC 106 Final Project

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What Streaming Service is the  
best for me?



Netflix

Est. 1997

**\$8.99/Month**

- Gold Standard
- Original Content



Hulu

Est. 2007

**\$5.99/Month  
with ads**

- Free with Spotify
- Bundle Deals
- TV option (cable)



Prime Video

Est. 2006

**\$12.99/Month**

- Free with Amazon Prime
- Original Content



Disney+

Est. 2019

**\$6.99/Month**

- Disney Empire
- Free for Verizon customers
- Bundle Deals

# Dataset

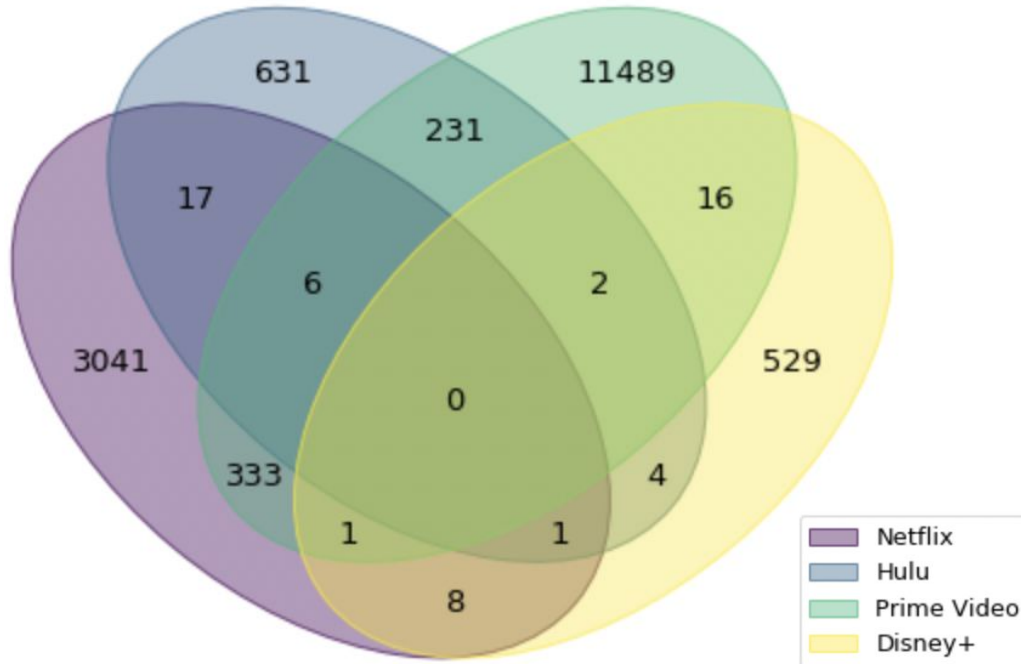
ID	1
Title	Inception
Year	2010
Age	13+
IMDb	8.8
Rotten Tomatoes	87%
Netflix	1
Hulu	0
Prime Video	0
Disney+	0
Type	0
Directors	Christopher Nolan
Genres	Action,Adventure,Sci-Fi,Thriller
Country	United States,United Kingdom
Language	English,Japanese,French
Runtime	148

- 16K observations

- Kaggle Dataset

<https://www.kaggle.com/ruchi798/movies-on-netflix-prime-video-hulu-and-disney>

# How different are they?



## Insights

- Very Little Overlap
- Prime Video & Netflix have the most exclusive Content
- Hulu & D+ don't have much overlap → Bundle
- Amazon Prime has the Most Movies by far

# How different are they?

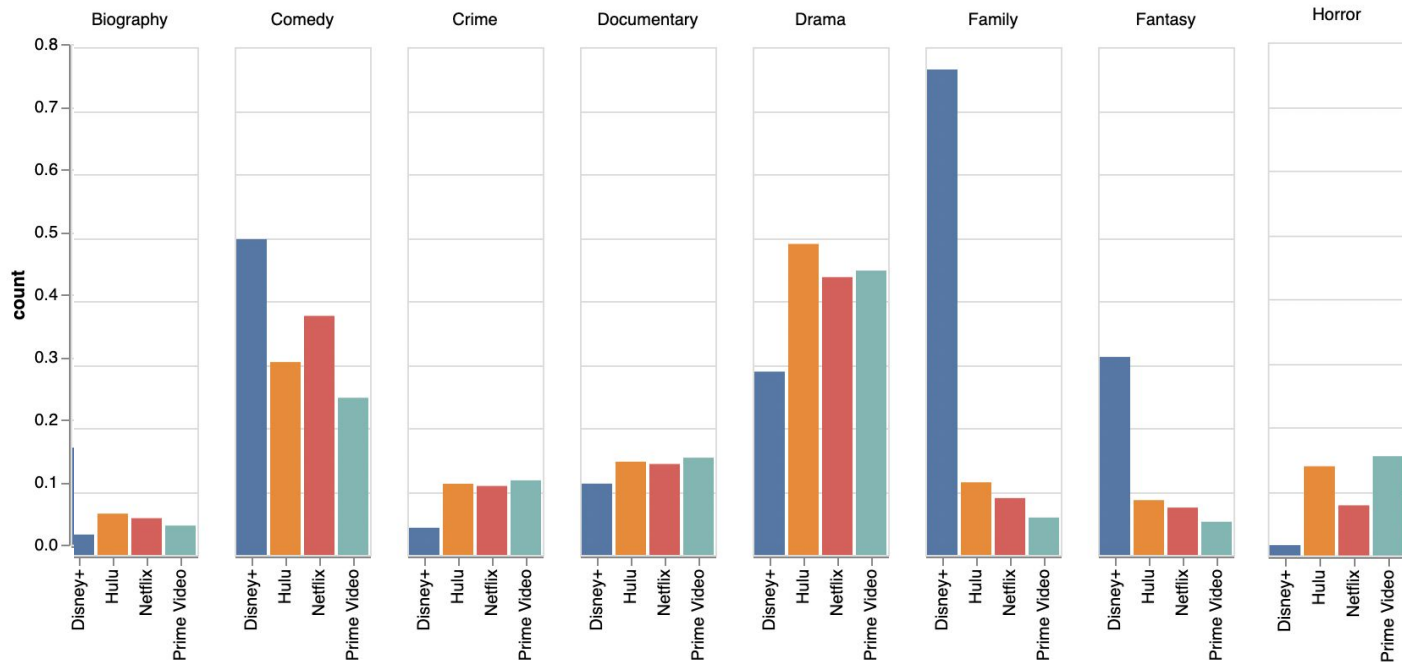
## Challenges

- Making a Venn Diagram with 4 components
- Separate Library (Venn)
- Catering to All types of Color Deficiency

## Techniques & Principles

- Color and Opacity to Show Overlap
- Labeled with Numbers (areas are not indications of size)

# Genres



# Genres

## Insights

- Not Same Across the Board
- Different services are good for different Genres

Ex: Disney

- Strengths: Family, animation, fantasy
- Weakness: Horror, Biography

## Challenges

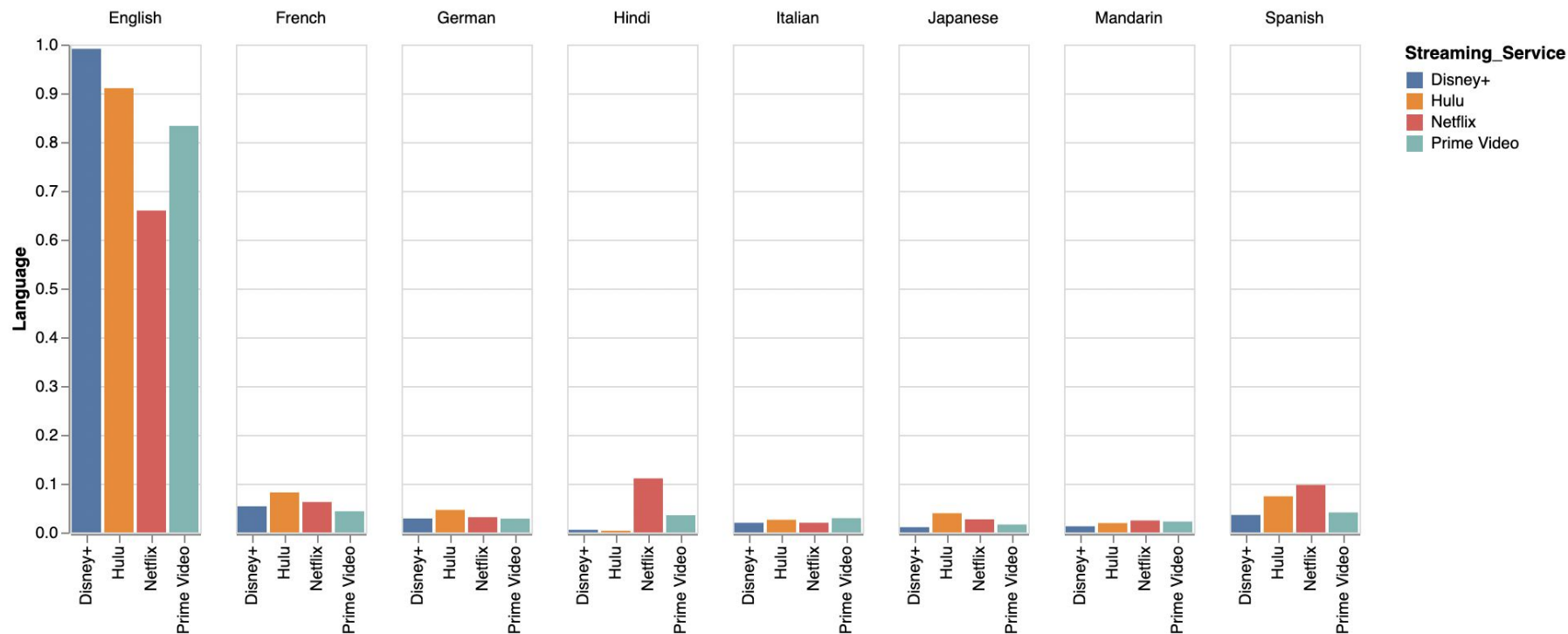
- Data Cleaning

## Techniques & Principles

- Normalization
- Gestalt - Similarity → Color (hue)
- Length as a channel



# Language



# Language

## Insights

- English is Most Common
- Netflix offers most in other languages
- Different Strengths

Ex:

Netflix → Hindi

Hulu → French

## Challenges

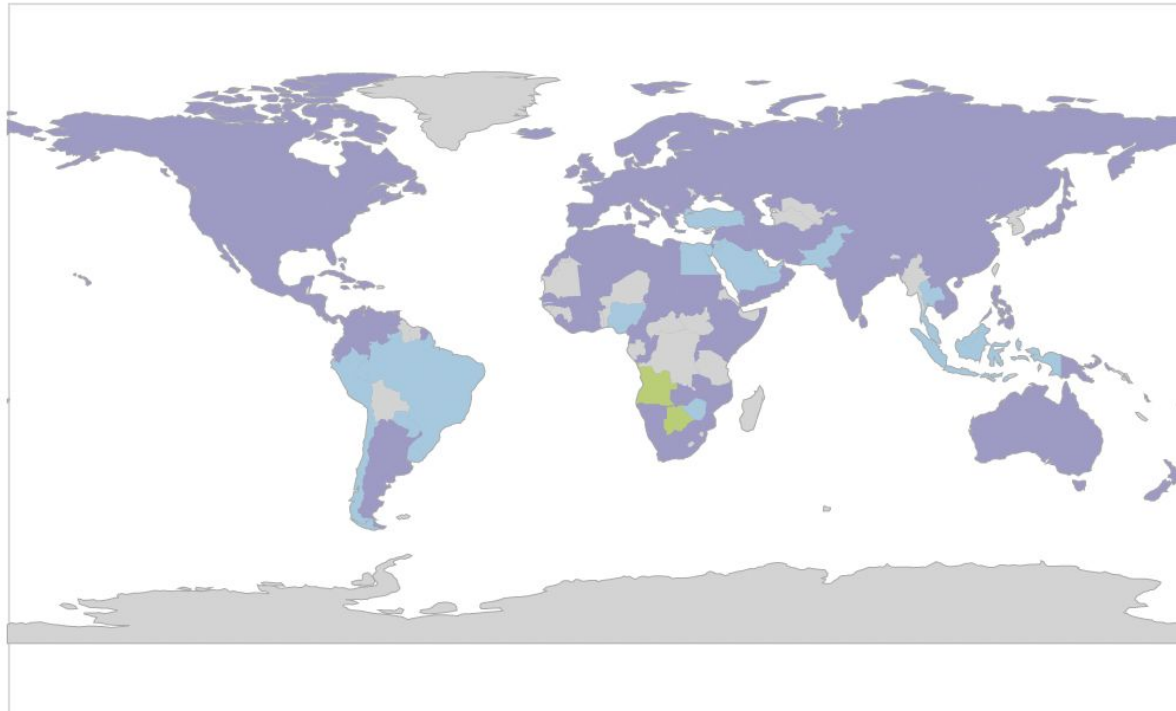
- Data Cleaning
  - Multiple Languages
- Only including top 8 Languages

## Techniques & Principles

- Normalization → better comparison
- Gestalt - Similarity → Color (hue)
- Length as a channel

# Service with Most movies offered in Each Country

Service with Most Movies Offered in each Country



**biggest\_service**

- null
- Disney+
- Netflix
- Prime Video

# Service with Most movies offered in Each Country

## Insights

- Prime Video has the Most offerings in Most Countries
- Few Exceptions

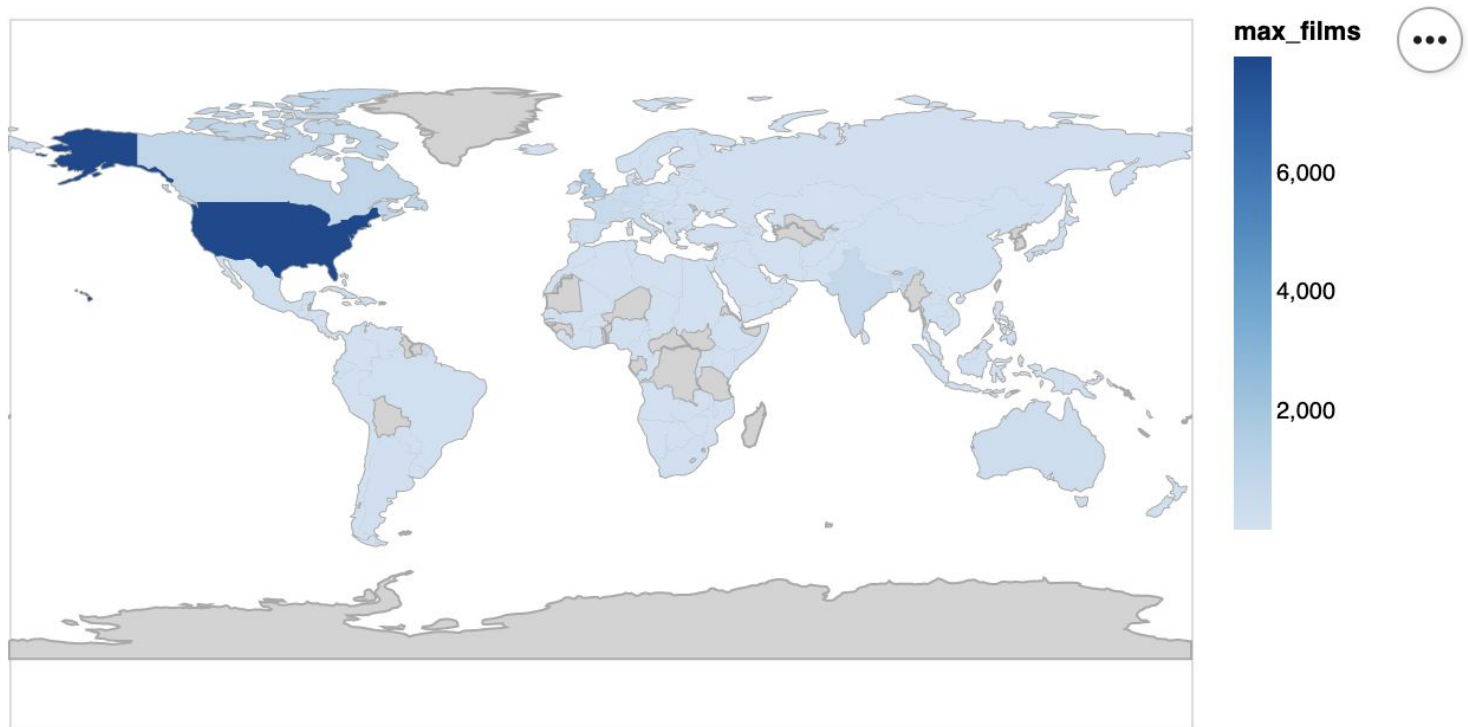
## Challenges

- Data Cleaning
  - Country Names
  - Multiple Country offerings

## Techniques & Principles

- Gestalt - Similarity → Color (hue)
- Choropleth

# Country



# Country

## Insights

- The United States has far more offerings than any other country
  - All four are American companies

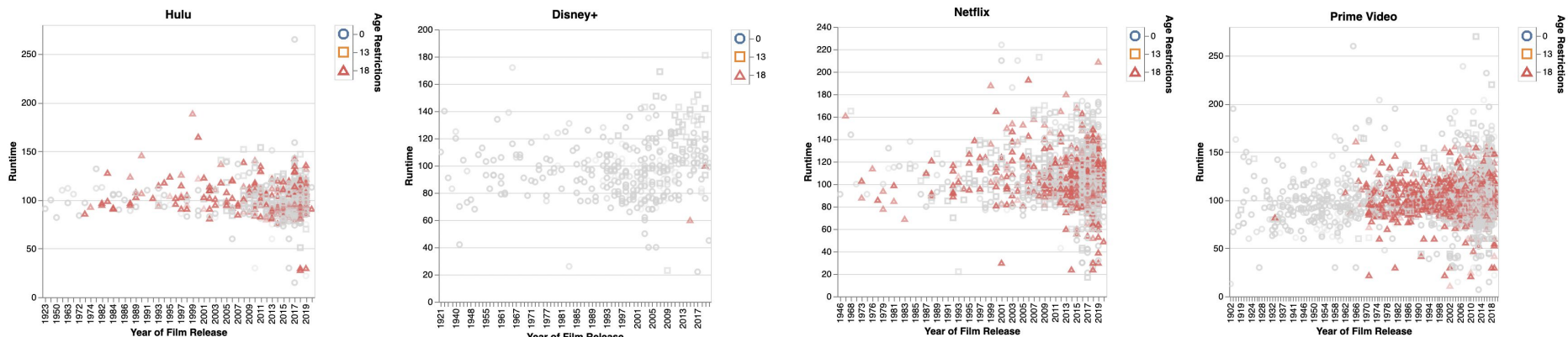
## Challenges

- Capturing the Range
  - US as an Outlier

## Techniques & Principles

- Gestalt - Similarity → Color (hue)
- Saturation
- Choropleth

# Year vs. Runtime vs. Age



## Insights

- Netflix has the most variety in Runtimes
- Prime Video has the most variety in Film Release Dates
- Disney Plus has far less age restricted content and shorter movies overall

### rating

- bad (< 0.55)
- excellent (> 0.75)
- good (0.55 ~ 0.75)

# Year vs. Runtime vs. Age

## Challenges

- Data Cleaning
- Including multiple Variables
- Catering to All types of Color Deficiency

## Techniques & Principles

- Pre - attentiveness → Lower Ratings had less opacity
- Gestalt - Proximity
- Interactive Selection, Zoom in and out
- Separate into Classes





# What Streaming Service is the best for me?

- I only watch movies in English
- I hate Horror, love animation
- I have many young cousins
- I have a short attention span





Questions?