

**NETFLIX**

**DATA VISUALISATION**

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# MAIN PURPOSE

TO SHOW THE GROWTH OF **NETFLIX** OVER THE  
YEARS THROUGH VISUALIZATIONS.

# INTRODUCTION TO DATA

SHOW_ID	Indicates the unique identifier of the movie/show
TYPE	Indicates the type of content i.e., movie or TV show
TITLE	Gives the title of the movie or TV show
DIRECTOR	Name of the director who directed the movie/show
COUNTRY	The country in which the movie/show was made
DATE_ADDED	The date on which the content was added to Netflix
RELEASE_YEAR	The year in which the content was released to public
RATING	The content rating given to the movie/show i.e, PG-13, PG etc
DURATION	The running time of the movie or TV show
LISTED_IN	The genre under which the movie/show comes
AREA	The geographic area for which the data is presented
YEARS	The years and quarters for which the data is presented
REVENUE	The yearly and quarterly revenues for the years presented
SUBSCRIBERS	The yearly and quarterly subscriber base for the years presented

# Netflix brand palette

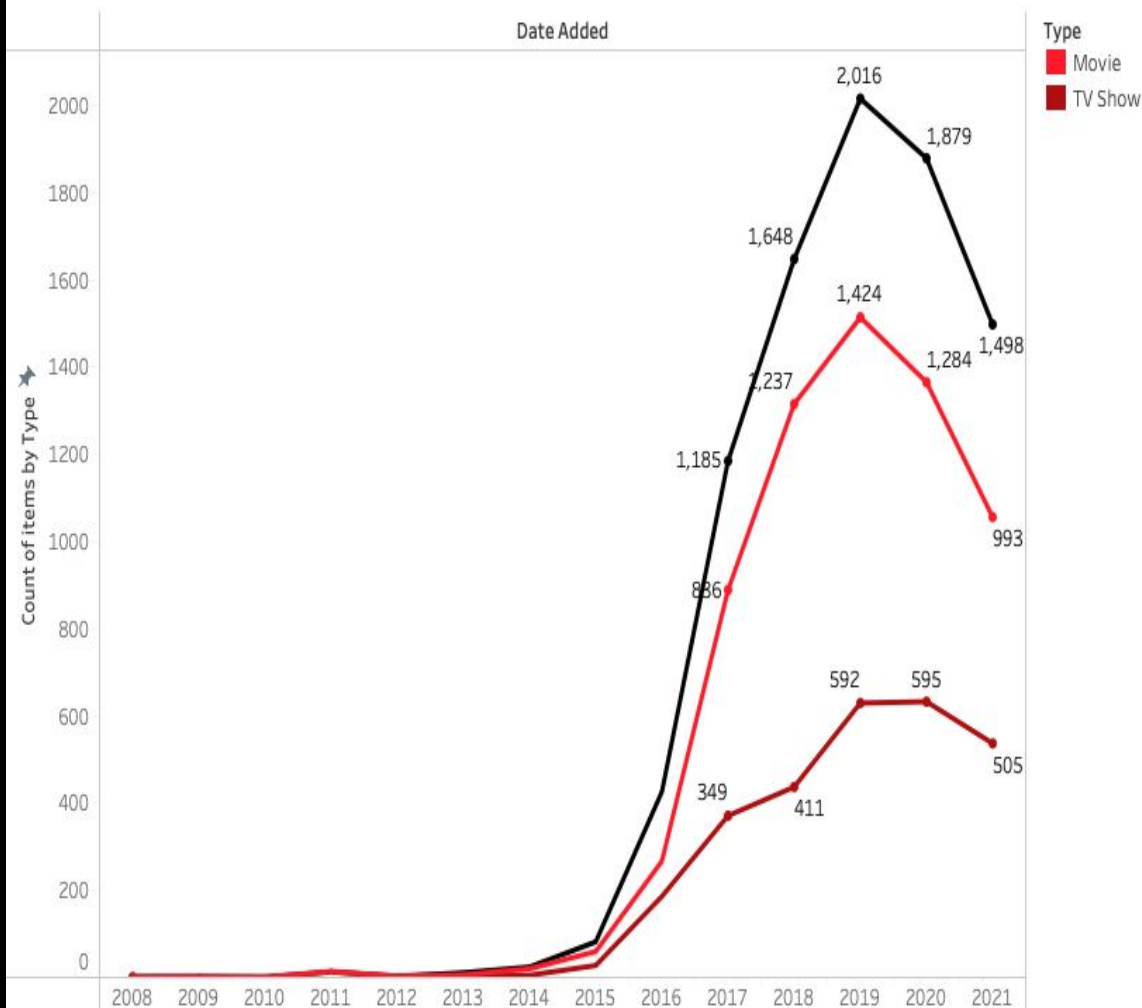


## VISUALIZATION 1:

# ANALYSIS OF HOW NETFLIX CONTENT HAS GROWN OVER THE YEARS

**MOST CONTENT WAS ADDED IN 2019**

Number of contents added through the years

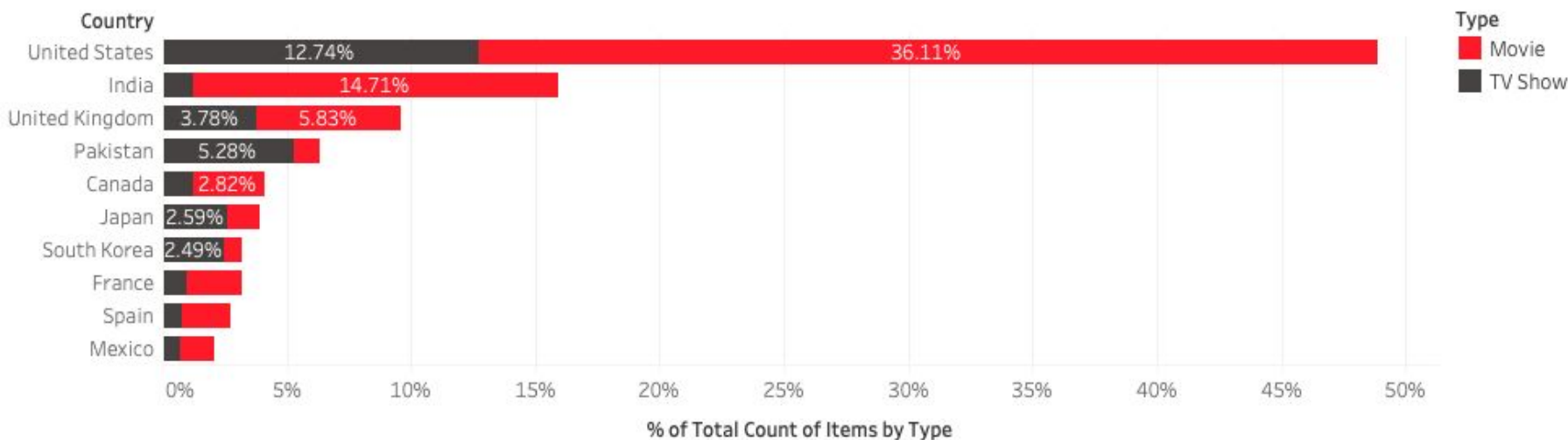


## VISUALIZATION 2:

# WHICH COUNTRIES DOES **NETFLIX** HAS THE MOST CONTENT IN?

THE US **HAS THE MOST CONTENT FOR VIEWERS FOLLOWED BY INDIA AND THE UK.** THE US, INDIA, AND CANADA **ARE MOSTLY DOMINATED BY MOVIES** WHEREAS PAKISTAN, JAPAN AND SOUTH KOREA **HAS MORE NUMBER OF TV SHOWS AS COMPARED TO MOVIES.**

Top 10 countries Movies & TV Shows Split

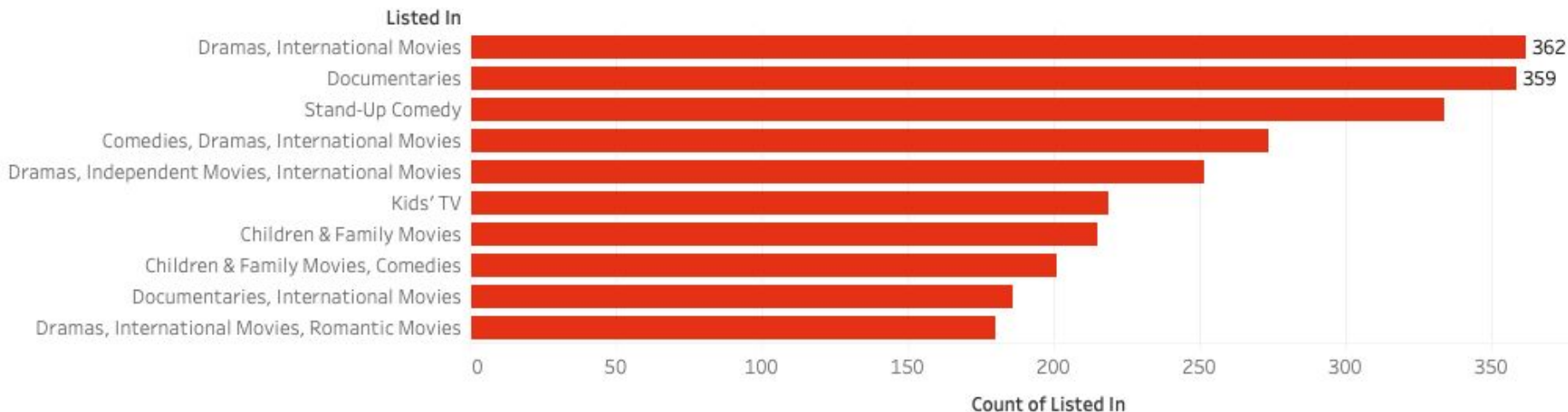


## VISUALIZATION 3:

# WHAT ARE THE TOP GENRES THAT DOMINATE NETFLIX?

INTERNATIONAL MOVIES ESTABLISH A CLEAR DOMINATION OVER THE OTHER GENRES WITH DRAMAS AND COMEDIES ALSO GARNERING A RESPECTABLE AUDIENCE

### Top Genres in All



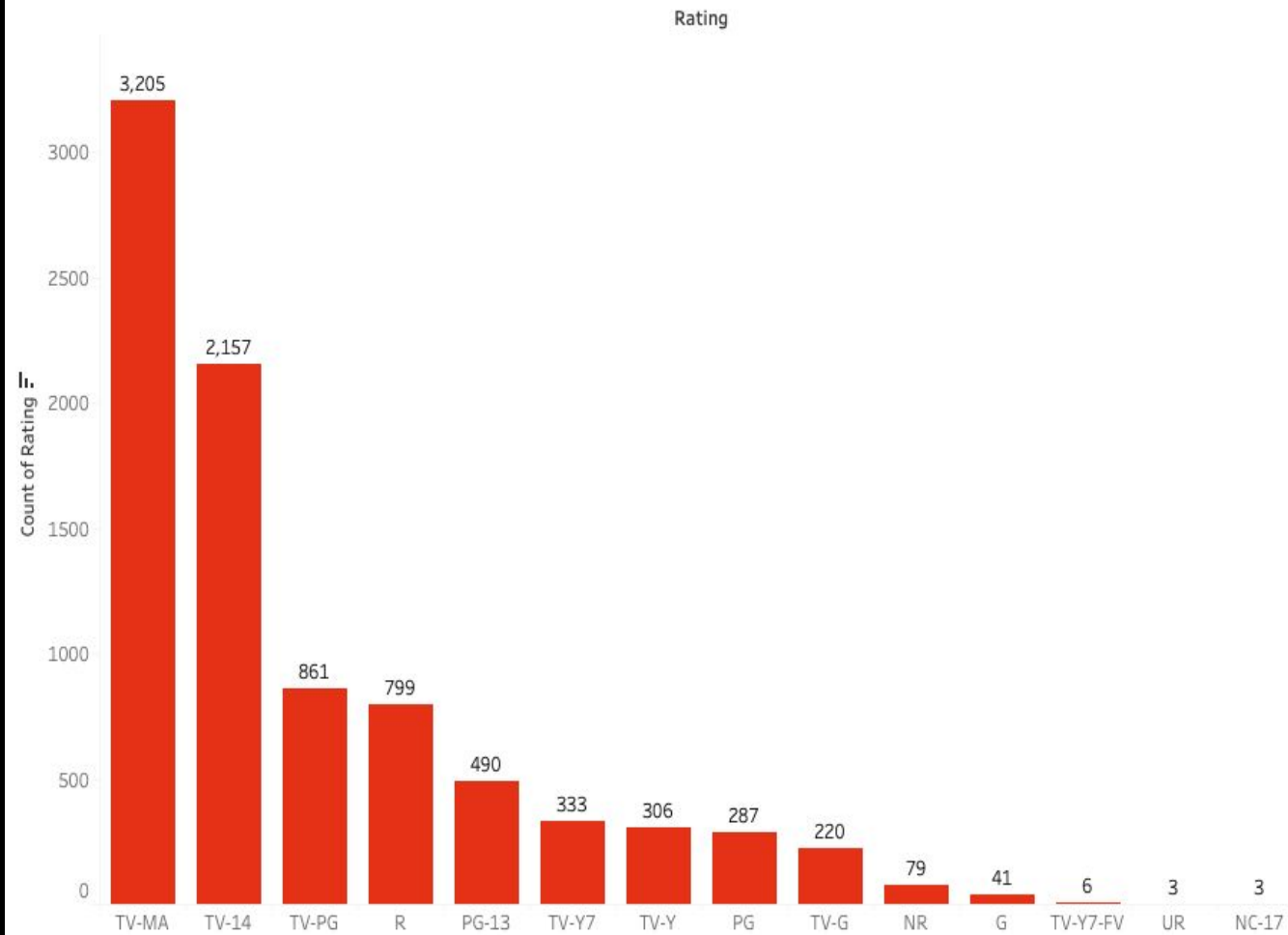


## VISUALIZATION 4:

# BREAKDOWN OF NETFLIX CONTENT BASED ON CONTENT RATING

TV-MA AND TV-14 ARE THE  
MOST POPULAR KIND OF  
CONTENT CONSUMED

Movies & TV shows rating Count

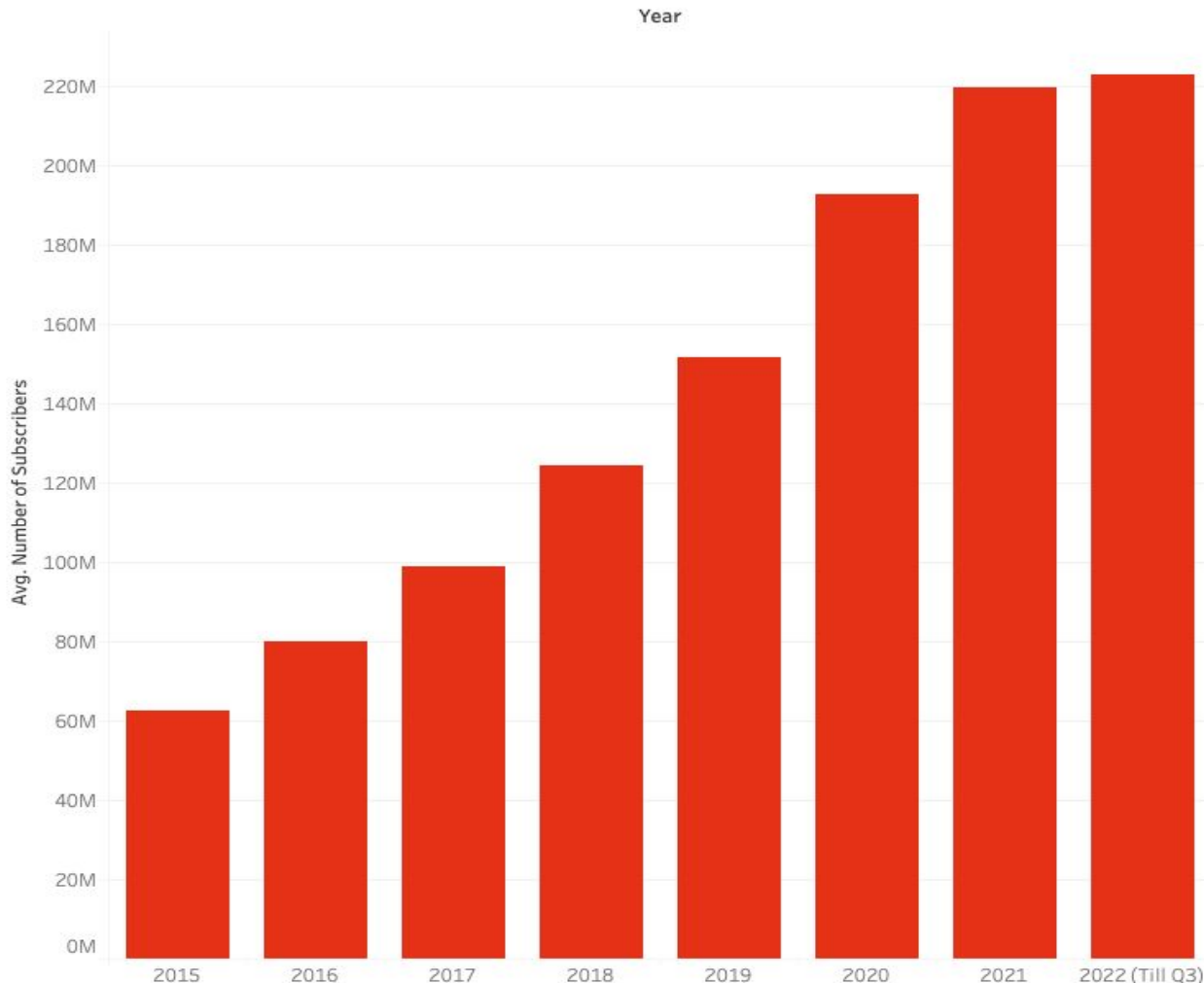


## VISUALIZATION 5:

# ANALYSIS OF NETFLIX'S SUBSCRIBER BASE OVER THE YEARS

NETFLIX'S SUBSCRIBER BASE HAS  
BEEN CONSTANTLY GROWING WITH  
2022 HAVING ALREADY REACHED  
RECORD HIGHS WITH QUARTER OF  
THE YEAR LEFT

Average Number of Subscribers Per Year

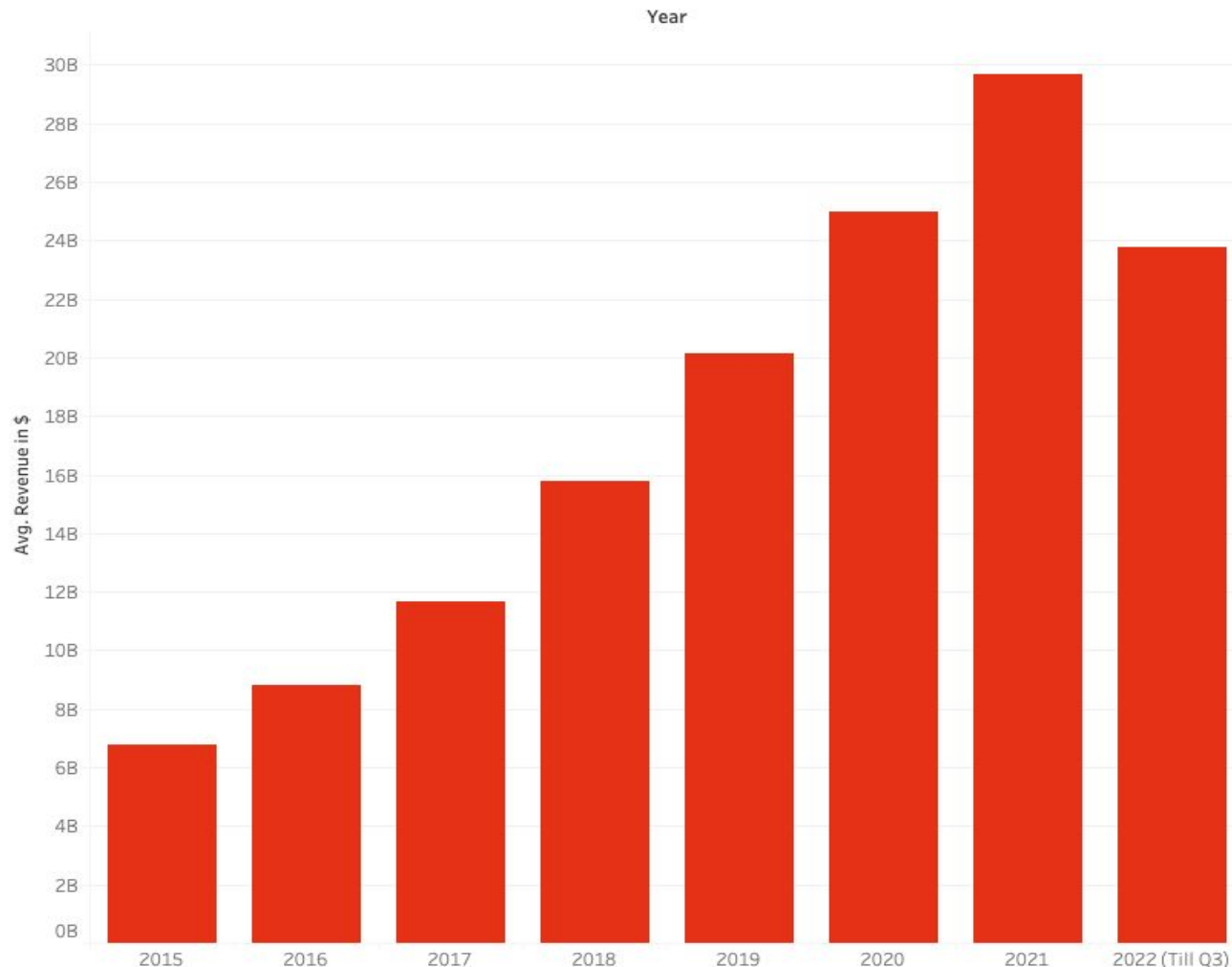


## VISUALIZATION 6:

# ANALYSIS OF NETFLIX'S REVENUE OVER THE YEARS

NETFLIX HAS ALWAYS ENJOYED A HEALTHY GROWTH IN REVENUE AS COMPARED TO PREVIOUS YEARS, BUT HAS FOR THE FIRST TIME SEEN A DECLINE IN 2022

Average Revenue by Year



# WHY THE CHOSEN **VISUALIZATIONS** ARE A GOOD FIT?

- **LINE GRAPH** MAKES IT EASY TO NOTICE THE DIFFERENCE BETWEEN THE NUMBER OF MOVIES, TV SHOWS, AND TOTAL CONTENT ADDED YEARLY.
- **STACKED BAR CHART** IS A GOOD FIT AS IT HELPS TO COMPARE THE BREAKDOWN OF MOVIES AND TV SHOWS IN A COUNTRY AND ALSO GIVES AN IDEA OF THE TOTAL CONTENT A COUNTRY HAS.
- **BAR CHART** MAKES IT EASY TO RECOGNIZE TRENDS. EX: INCREASE IN SUBSCRIBERS OVER THE YEARS AND DECREASE IN REVENUE IN 2022.
- **LABELS** HELP IN IDENTIFYING THE EXACT VALUE AT A PARTICULAR TIME.

## **VISUALIZATIONS TAKEAWAYS**

**ALL OF THE VISUALIZATIONS TOGETHER SHOW THE STRONGHOLD THAT **NETFLIX** HAS MAINTAINED IN THE OTT INDUSTRY AND HOW IT IS GROWING FROM STRENGTH TO STRENGTH. THE VISUALIZATIONS ALSO HELP IN IDENTIFYING THE AREAS IN WHICH **NETFLIX** CAN IMPROVE EVEN FURTHER TO HELP REGAIN IT'S LOST REVENUE.**

# POSSIBLE **POLICY INTERVENTION**

TO INCREASE **NETFLIX'S** REVENUE, THE FOLLOWING ARE THE RECOMMENDATIONS:

- INCREASE THE **NUMBER OF CONTENT** ON THE PLATFORM.
- FOCUS ON **MORE COUNTRIES AND LANGUAGES** APART FROM THE UNITED STATES OF AMERICA AND ENGLISH.
- FOCUS ON **TOP GENRES** SUCH AS DRAMAS AND DOCUMENTARIES, AND ON **POPULAR TYPE OF CONTENT** SUCH AS TV-MA, TV-14 ETC.

# THANK YOU

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