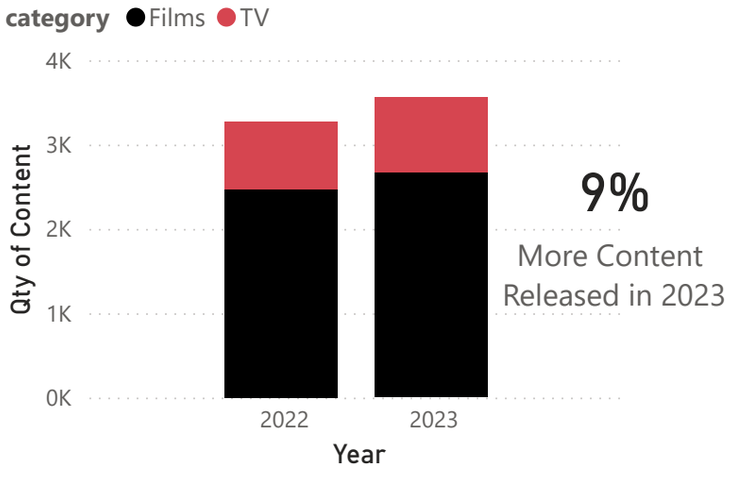
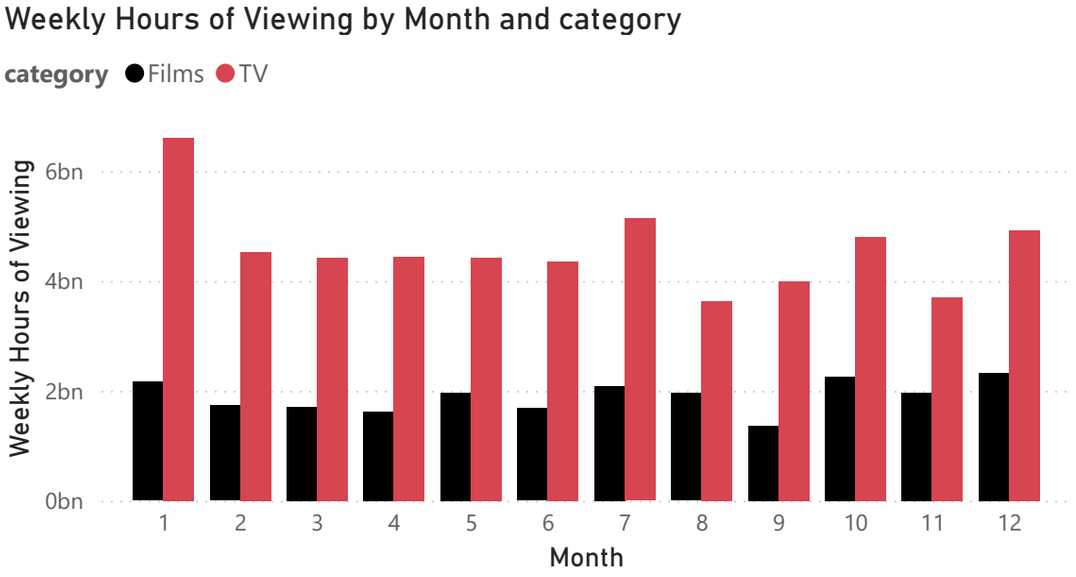
NETFLIX

Films
31,749,880,000
Weekly Hours Viewed

TV
76,331,840,000
Weekly Hours Viewed



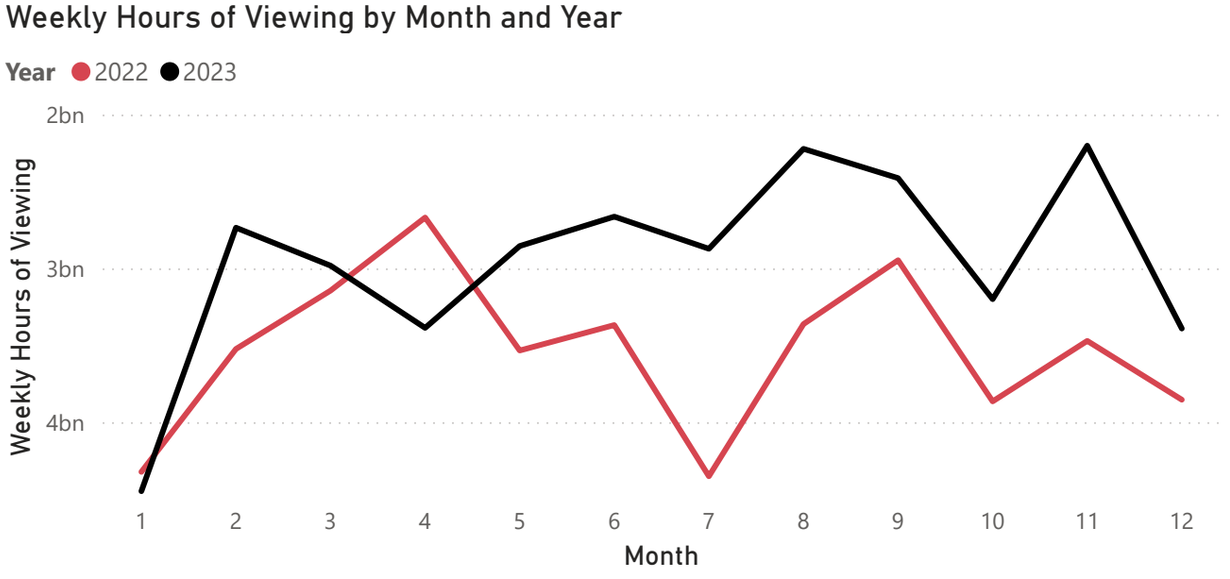
TV is more popular than Films



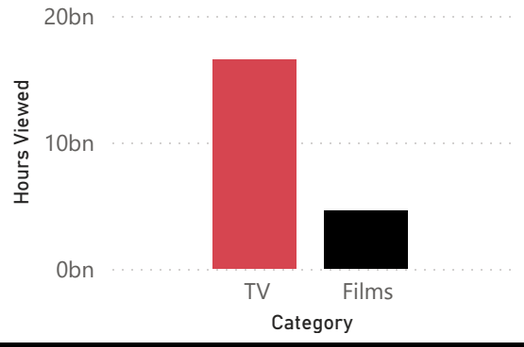
Films get less views & spend less time in Top 10

TV
3.71
Avg Weeks in Top 10

Films
2.47
Avg Weeks in Top 10



People are watching more Netflix



TV Shows keeps our Users on the App Longer

Netflix Viewership Week 1-2

Sam Kluthe DSC640

The primary audience for this dashboard is a non-technical business decision-maker, such as a Producer of actual content, looking for the next project to partake in. The visuals are designed to communicate insights quickly and intuitively, allowing the Producer to evaluate differences between Films and TV shows without needing to interpret raw data or technical metrics. Which project category do they put their focus in? This is the question. Because Producers typically values clarity and direct storytelling, the layout highlights key metrics at the top of the report and supports them with trend-based visuals throughout the page.

The purpose of the dashboard is to explain how user behavior differs between Films and TV content, how viewership varies across months and years, and how content availability has changed over time. The top card visuals show total weekly hours viewed for each content type, using black to represent Films and red to represent TV. This establishes the central insight that TV content generates substantially higher engagement on Netflix. The bar visual that compares content quantity between 2022 and 2023 reinforces this trend by showing a measurable increase in total releases, supporting the narrative that Netflix expanded its content library by approximately nine percent year-over-year. The line charts separated by month and year provide a more detailed view of seasonal viewing patterns. These visuals also show how TV content consistently outperforms Films, which is further supported by

the “Average Weeks in Top 10” metric that highlights longer platform engagement for TV titles.

Power BI was selected as the visualization medium because it enables the combination of multiple viewership metrics into a single, interactive report page. Consistent color choices, with red representing TV and black representing Films, help the viewer easily distinguish categories as they move between visuals. Cards are used for quick, high-impact metrics, while line and bar visuals provide additional depth and comparison points. Supporting text placed near each graph guides interpretation and strengthens the overall narrative by summarizing the main takeaway from each visual. This is a perfect dashboard that can be sent via email, or handed out during a coffee chat.

Ethical considerations were addressed by ensuring the analysis did not misrepresent trends or create misleading comparisons. Partial-year data was excluded from month-based visuals to avoid implying declines where information was incomplete. Additionally, when reviewing the most popular films across countries, noticeable biases appeared in regions with limited economic resources. Several highly ranked films were disproportionately represented in developing or third-world countries, suggesting that viewership patterns may have been influenced by factors outside of user preference, such as restricted access to newer content, limited content localization, or bandwidth constraints. Because of this, the dashboard intentionally avoids drawing conclusions about why certain titles were popular in specific countries and instead focuses on global

platform-level patterns. This prevents oversimplification of cultural or structural differences and supports a more responsible and unbiased interpretation of the data.