Disney+ Content Insights Dashboard – Presentation Explanation

1. Project Overview

This dashboard provides a comprehensive analysis of Disney+ content, focusing on:

- Content volume and trends

- Audience ratings and quality

- Genre and language diversity

- Global reach and content strategy

The goal is to understand what type of content Disney+ offers, how it performs, and how quickly it reaches the platform.

Problem Statement:

Disney+ hosts a diverse and expanding content library, but understanding its content mix, quality, global reach, and release strategy is challenging without a unified analytical view.This project aims to analyze Disney+ content data to uncover insights into content distribution, audience and critic ratings, genre and language diversity, release trends, and the time taken for content to be added to the platform, enabling data-driven evaluation of Disney+'s content strategy.

2. Key Performance Indicators (Top Section)

▶ **Total Titles – 852**

This represents the total number of unique movies, series, and episodes available on Disney+ .Each title is counted only once, ensuring accurate reporting.

▶ **Average Metascore – 61.32**

This indicates the average critic rating across all Disney+ content. A score above 60 suggests generally favorable reviews, showing Disney+ maintains consistent content quality.

▶ **Total IMDb Votes – 54 Million**

This reflects audience engagement. High IMDb votes indicate strong popularity and widespread viewer participation across the platform.

▶ Average Content Age – 28.75 Years

This shows the average age of content since its original release. It highlights Disney+'s balance between:

- Classic legacy content

- Modern releases

▶ Total Genres – 5K

This represents the total number of genre associations. Since a single title can belong to multiple genres, this metric shows content diversity, not unique genre names.

3. Filters (Top Left)

Users can dynamically filter content by:

- Year

- Director

- Country

- Language

- Actor

This allows custom exploration, such as:

- Only Indian content

- Only English movies

- Content from a specific time period

4. Distribution of Movies vs Series

This donut chart shows the content mix:

- Movies make up the largest portion

- Series and episodes together form a smaller but important share

Insight: Disney+ focuses more on movies, while still investing in episodic content.

5. IMDb Rating vs Metascore Correlation

This scatter plot compares:

- Audience ratings (IMDb)
- Critic ratings (Metascore)

Each dot represents one title.

Insight:

- There is a positive relationship
- Titles liked by audiences often receive good critic reviews as well

This validates content quality consistency.

6. Top Languages by Number of Titles

This bar chart highlights language diversity.

Insight:

- English dominates the platform
- Other languages like French and Spanish show Disney+'s global expansion strategy
- "Unknown" indicates legacy or missing metadata

7. Trend of Content Released by Year

This line chart shows how content releases evolved over time.

Insight:

- Steady growth in content additions
- Movies consistently dominate yearly releases
- Series growth reflects changing viewer preferences

8. Top 10 Most Common Genres

This chart displays the most frequently used genres.

Insight:

- Family and Animation lead the list
- Adventure and Fantasy are also prominent

- This aligns with Disney's brand identity and audience focus

9. Content Rating Distribution

This bar chart shows how content is classified by age suitability.

Insight:

- Majority of content is family-friendly
- Limited mature-rated content
- Confirms Disney+'s positioning as a safe platform for all age groups

10. How Quickly Shows Are Added to Disney+ After Release

This chart shows the time gap between original release and Disney+ availability.

Insight:

- Most content is added after 1 year
- Newer titles appear faster
- Reflects licensing strategy and exclusivity agreements

11. Global Content Distribution (Map)

This map shows country-wise content presence.

Insight:

- Strong presence in North America and Europe
- Growing footprint in Asia and South America
- Highlights Disney+'s global content strategy

12. Overall Conclusion

This dashboard reveals that Disney+:

- Maintains high-quality content
- Focuses on family-friendly entertainment
- Has a strong global reach
- Balances classic and modern content
- Expands steadily across languages and regions