

ADTA 5250 : Final Presentation

Netflix Data Analysis

DATASET:

I chose 'Netflix titles' dataset from Kaggle :

https://www.kaggle.com/code/chirag9073/netflix-data-analysis/data?select=netflix_titles.csv

Netflix, Inc. is a Los Gatos, California-based subscription video-on-demand over-the-top streaming service and production company. Reed Hastings and Marc Randolph founded Netflix in Scotts Valley, California, in 1997. It provides a film and television series library through distribution deals as well as its own productions, known as Netflix Originals. It is a well-known media and video streaming platform. They have over 8000 movies or television shows available on their platform, and as of mid-2021, they had over 200 million subscribers worldwide.

This tabular dataset contains listings of all Netflix movies and TV shows, along with information such as cast, directors, ratings, release year, duration.

DATA CLEANING:

I removed null values from the ratings column.

Worksheet-1

Movies and Tv shows released over the years

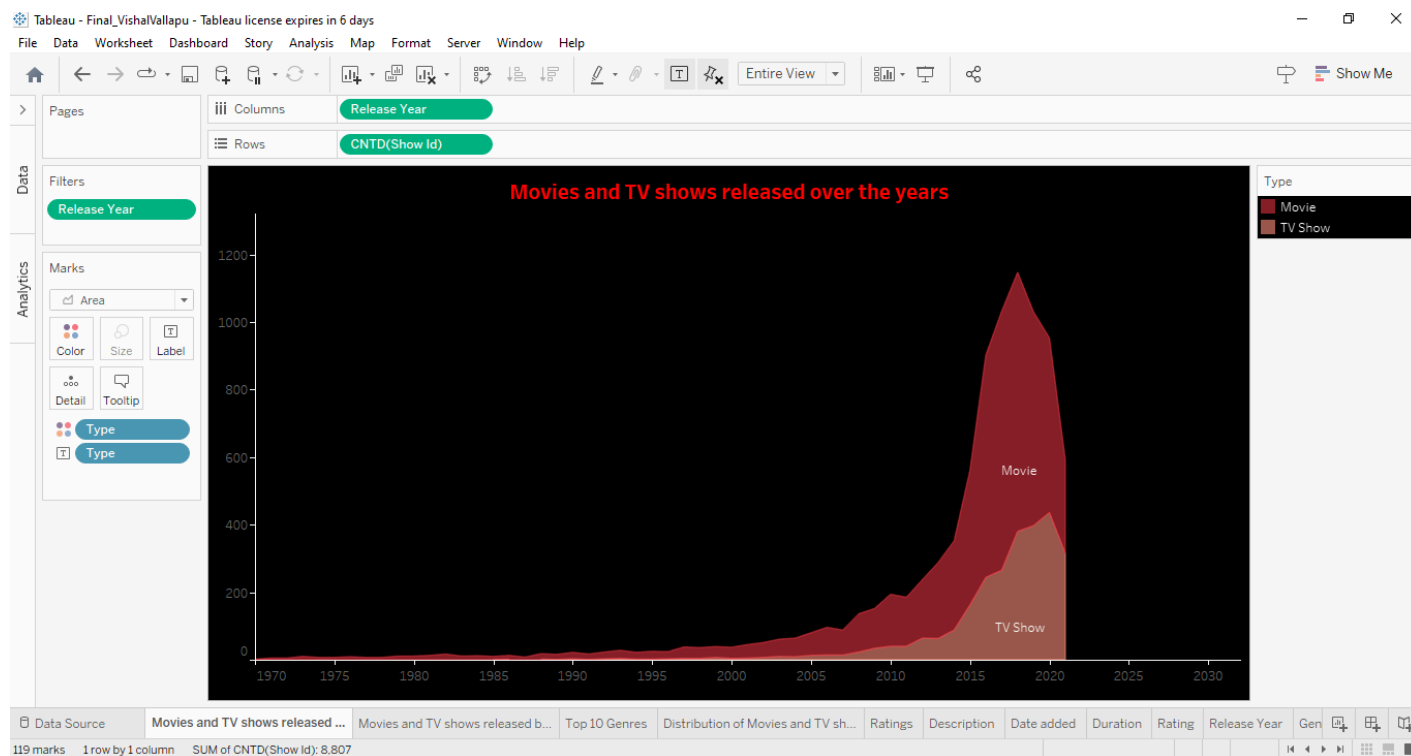


Figure: Movies and Tv shows released over the years

I used an area chart to depict movies and series over the years. Since Netflix has a Black and Red theme, I tried to replicate the same color theme in my visualization. I changed the background color to Black and font, area chart color to Red. I added the Release year variable to the columns and the Show Id variable to rows. Dark shade of Red represent movies and light shades of Red represent tv shows.

Insights drawn: Number of movies are more compared to TV shows. Number of movies and tv shows started to peak post 2010, when the digital revolution started.

Audience: Netflix management and the audience can have a proper estimate of the movies and TV shows they are releasing.

Vishal Vallapu

Why I chose Area Chart: To depict a time series analysis a line chart or area chart would be a perfect fit. I felt the area chart would look visually appealing so I selected Area chart.

Worksheet 2

Movies and TV shows released by the countries

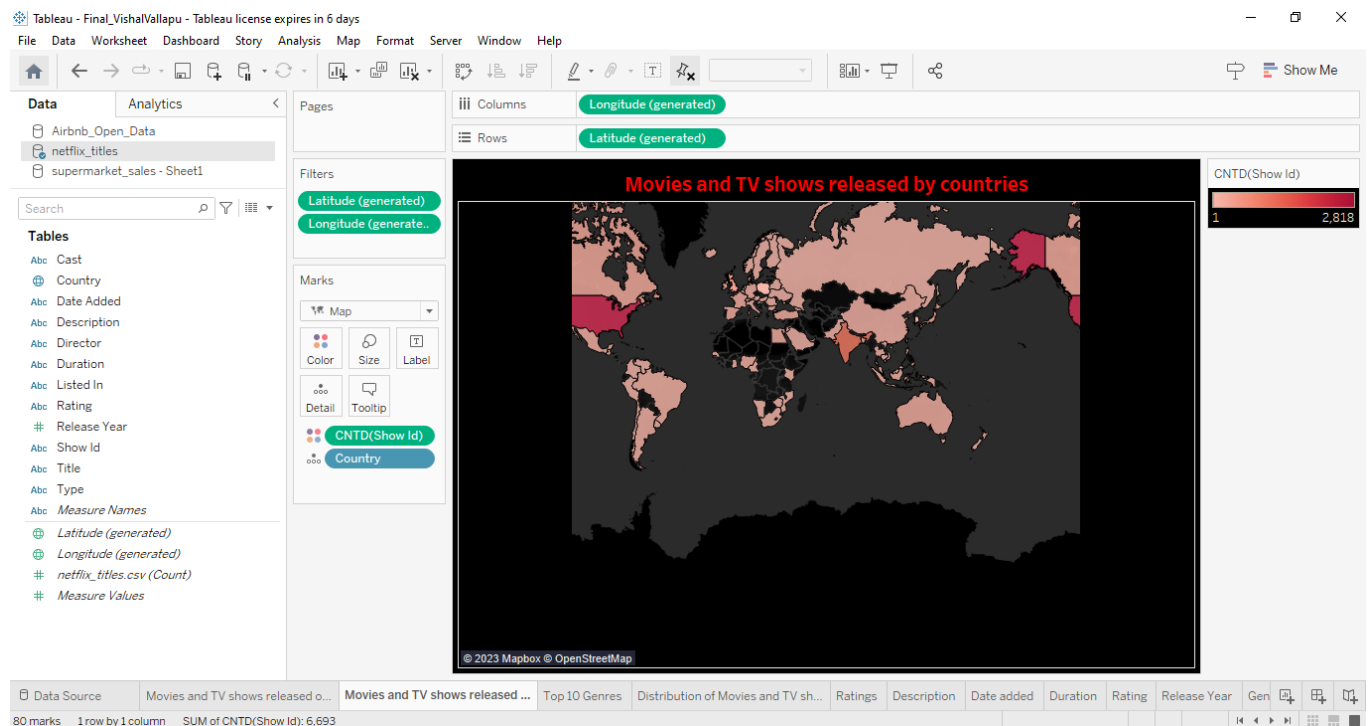


Figure: Movies and TV shows released by the countries.

The above worksheet depicts the world map showing tv shows and movie releases by various countries. I double clicked on the Country variable in the Dimensions section to get a world map view. Latitude and Longitude got added to the rows and columns respectively. Since Netflix has Black and Red by right clicking on the screen and selecting the format option and adding Black color to the background.

Insights drawn:

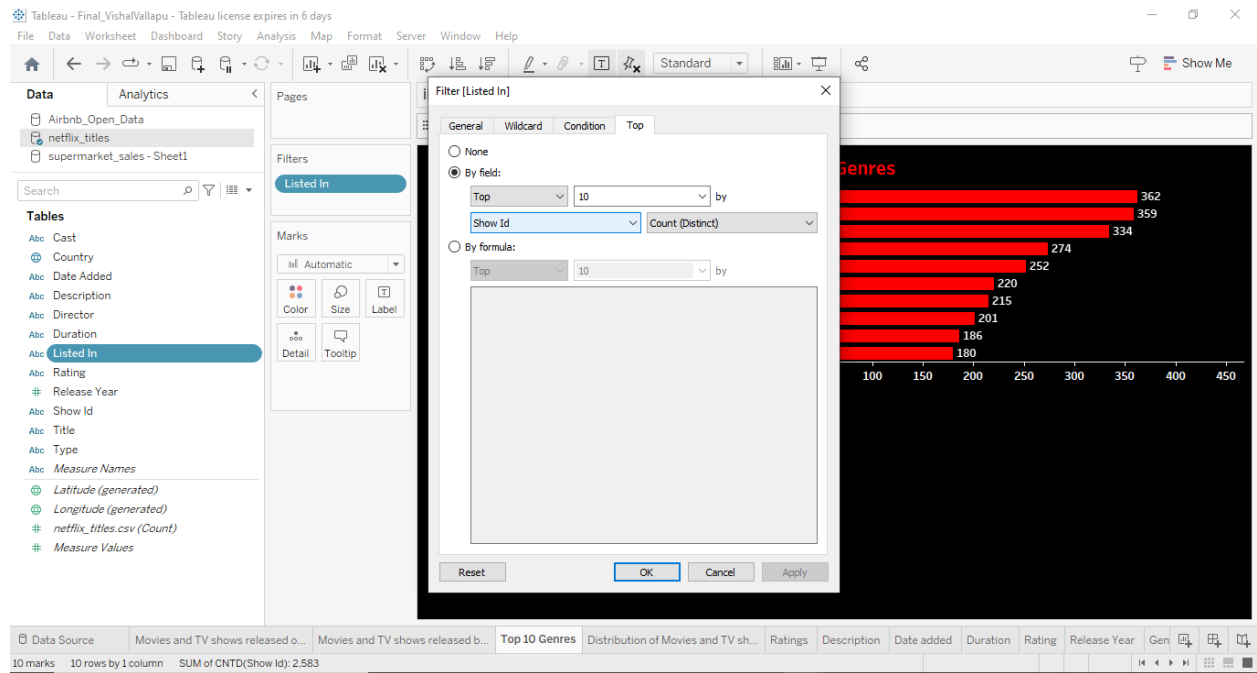
Most movies and tv shows are released from the United States of America.

Intended Audience: Management of the company , Film industries can gauge the content coming from all over the world.

Why I choose Map: I felt Map is the perfect way to represent the content released by various countries and it would be easy for the audience to understand where the content is released without much effort of knowing the exact geographical area.

Worksheet-3

Top 10 Genres



I placed Show Id in columns and 'Listed in' in rows to get all the genres available. I filtered the top 10 genres among all the available genres and represented them in the form of horizontal bar charts. I have also included the labels on the bar chart to see the exact number of films available in that genre.

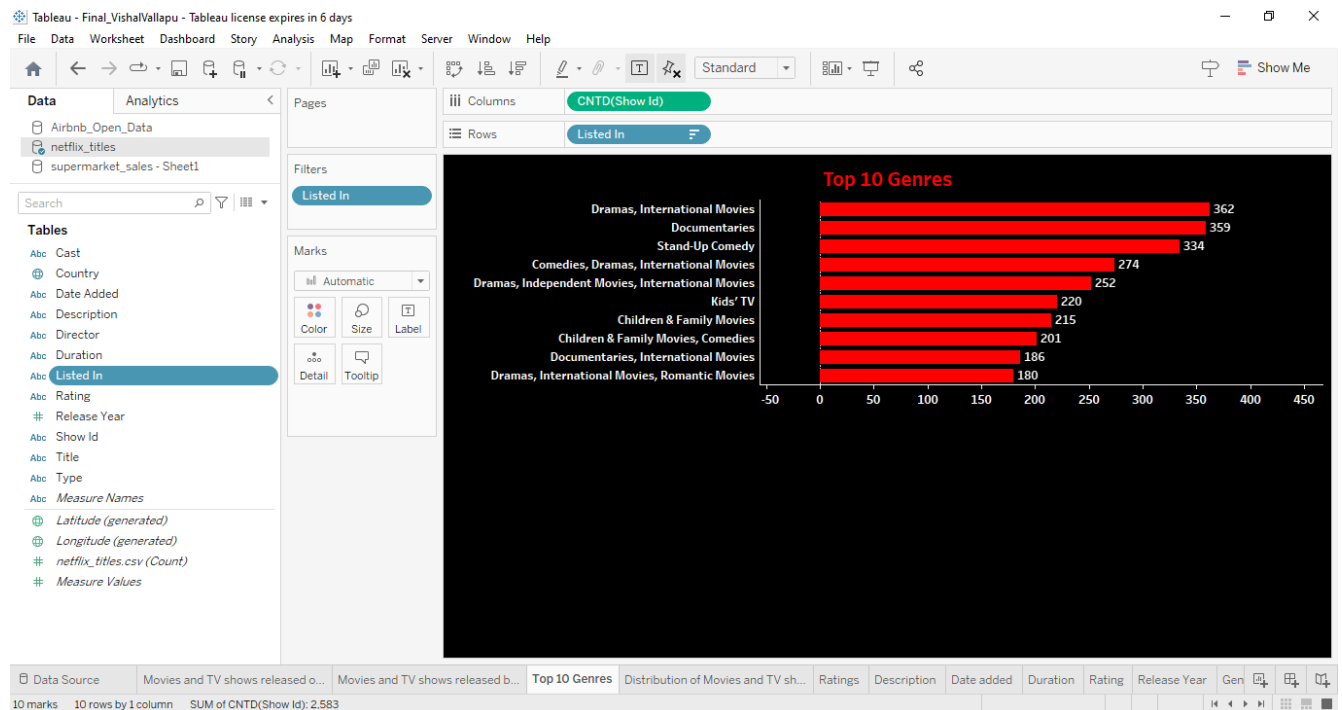


Figure: Top 10 Genres based on number of movies and tv shows .

Insights drawn :

We can see that Dramas, International Movies stand out to be the highest number and Romantic genre movies are the lowest.

Intended audience:

Netflix management , viewers, Producers of the movies/tv shows.

Why I chose bar chart-

Bar chart is perfect when there is a nominal variable and quantitative variable. I also added label to get the exact number of movies/tv shows made in that specific genre.

Worksheet 4

Distribution of Movies and tv shows:

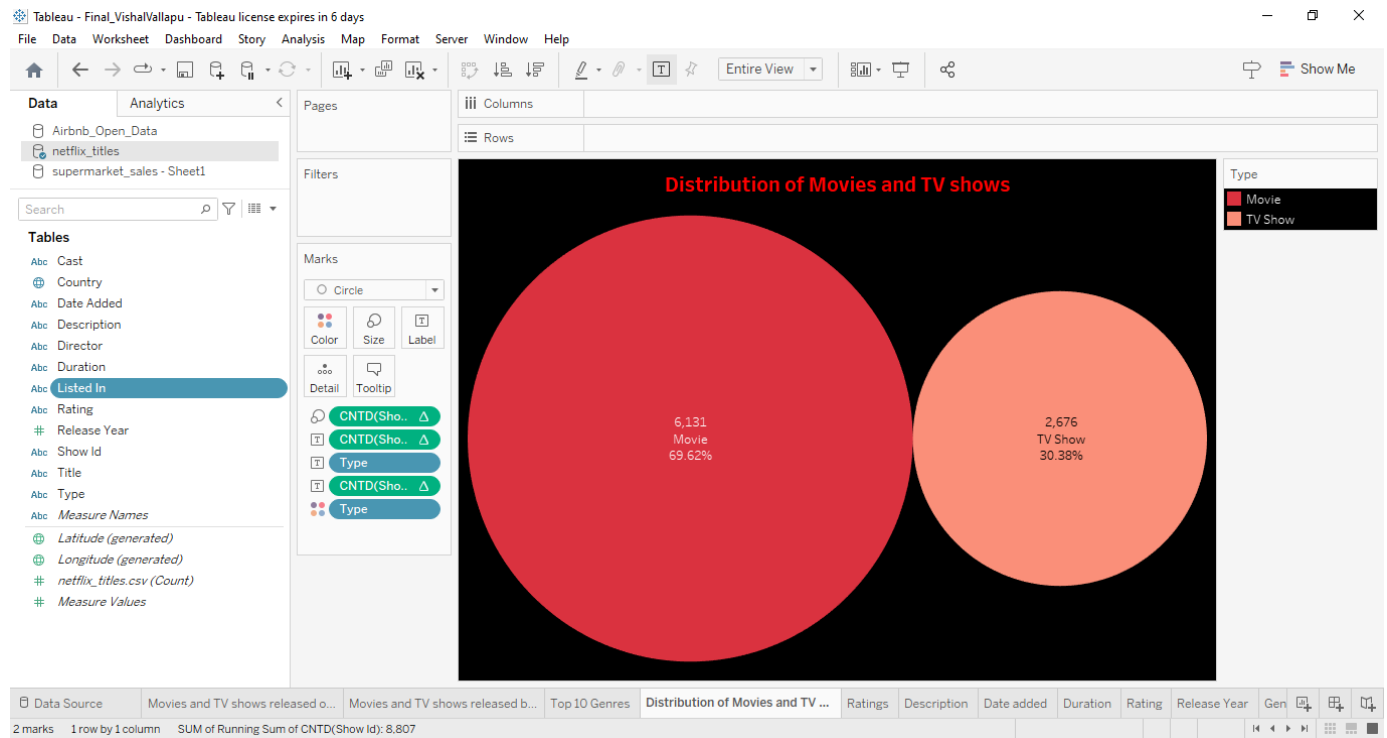


Figure : Distribution of Movies and Tv shows in the Netflix

I placed the Type variable in the rows and selected a 'packed bubbles' chart for presenting the number of movies and tv shows.

I also added the Percentage to the packed bubbles by clicking on the dropdown menu of Show Id and clicking on 'Quick table calculation' and then selected 'Percent on Total'.

Insights drawn:

We can see that the number of movies is more (6,131 and 69.62%) than Tv shows (2,676 and 30.38%).

Intended Audience: Netflix management , viewers, Producers of the movies/tv shows.

Why did I choose a packed bubble chart ?-

Vishal Vallapu

I felt a packed bubble chart would be more visually appealing in the final dashboard as I used bar charts, map in the previous worksheets already . I wanted to use a different chart yet give a significant meaning in just one glance.

Worksheet-5

Ratings for Movies and Tv shows

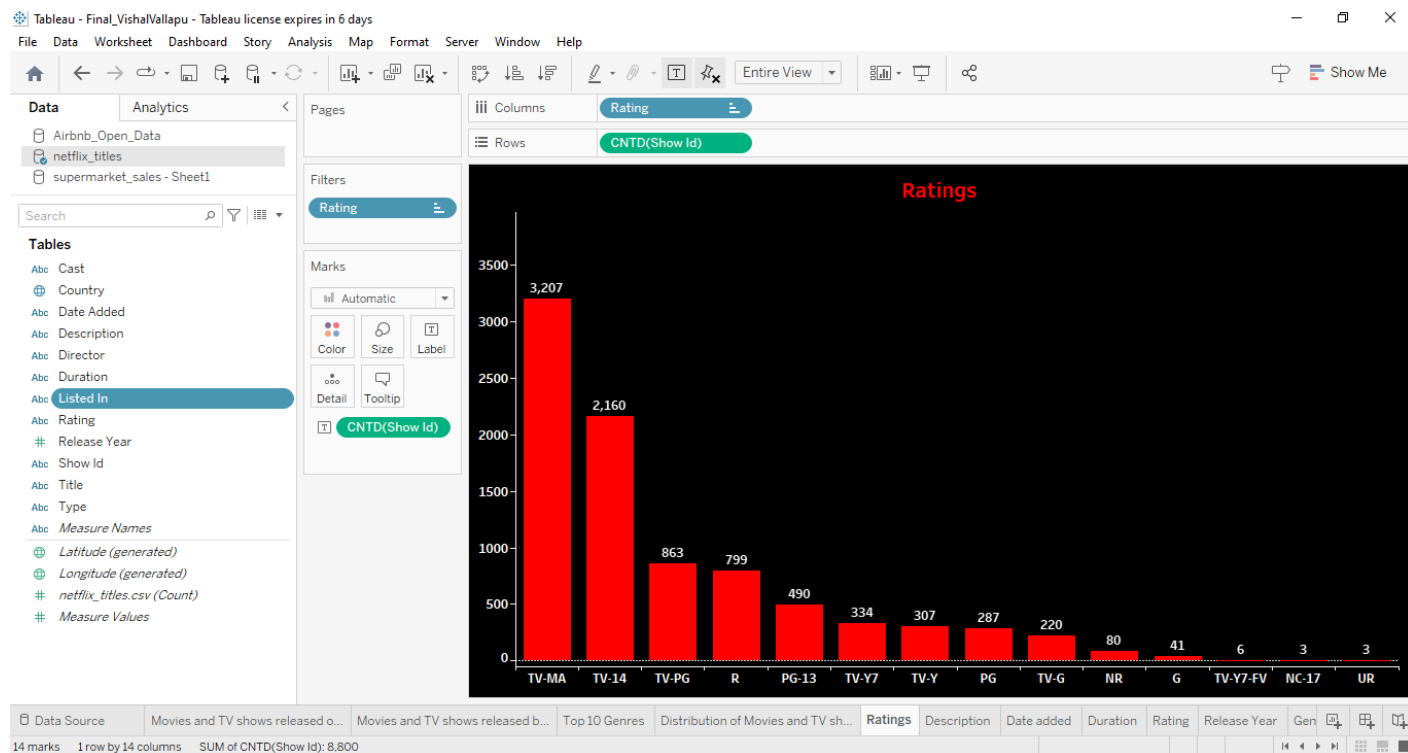


Figure: Ratings for Movies and TV Shows.

I placed the 'Ratings' variable in the column and 'show Id' in rows. I filtered out the null values by dragging the ratings variable to the filter section.

I sorted the bars in the descending order to make it visually appealing.

Insights drawn:

We can see that TV-MA ratings are in highest number and UR rating being the lowest.

Intended Audience: Netflix management , viewers, Producers of the movies/tv shows.

Why did I choose Bar chart?-

Bar chart is perfect when there is a nominal variable and quantitative variable. I also added labels to get the exact number of ratings.

Worksheet-6

Description

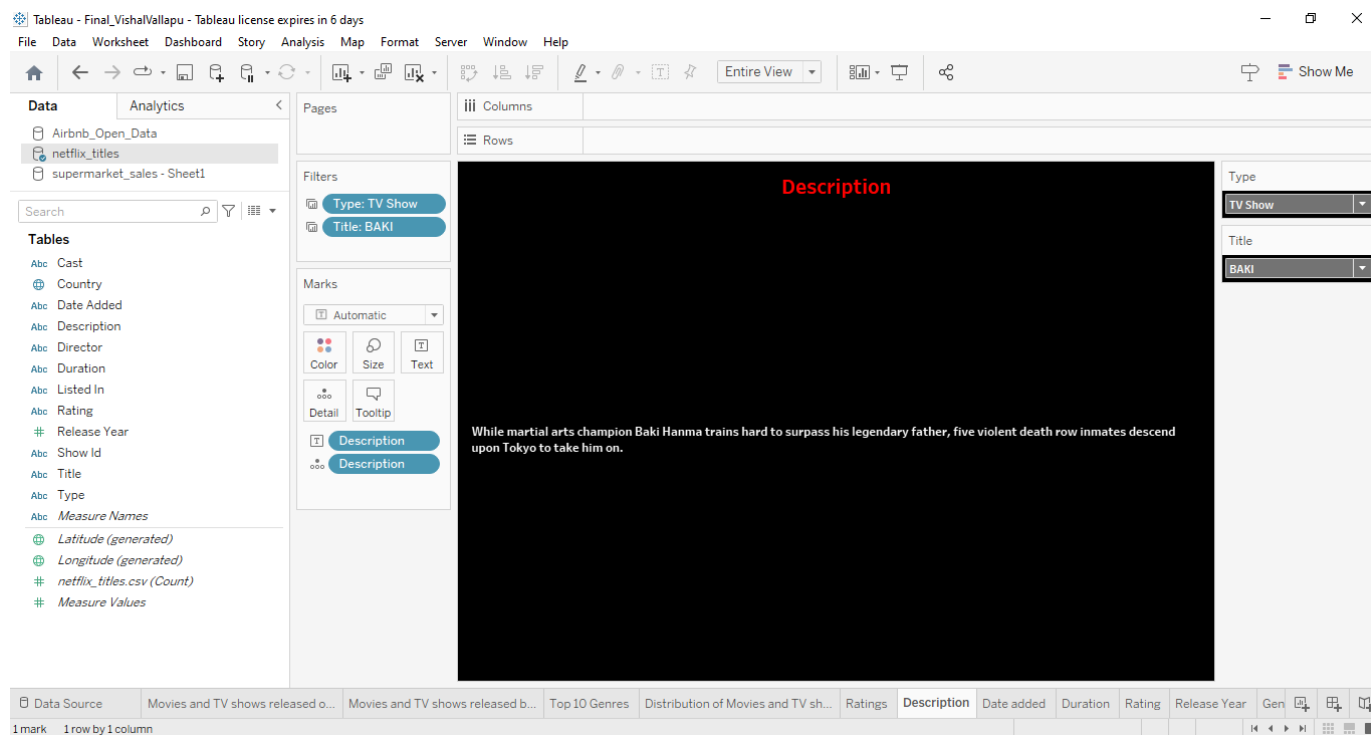


Figure: Description of movie or tv show selected in the dropdown.

INTERACTIVE ELEMENTS : I added Type in the Filter section and selected 'show filter' option and then selected 'single value drop down' option . Similarly, I have added a 'Title' dropdown menu .

There are 2 interactive elements-

- 1.Drop down menu of type
2. Drop down menu of the title

I changed the background to Black color and the font color to Red and Description to White color.

Insights drawn:

We can see that the description of the selected Movie/Tv show appears on the screen when the title is also selected.

Worksheet-7

Date added

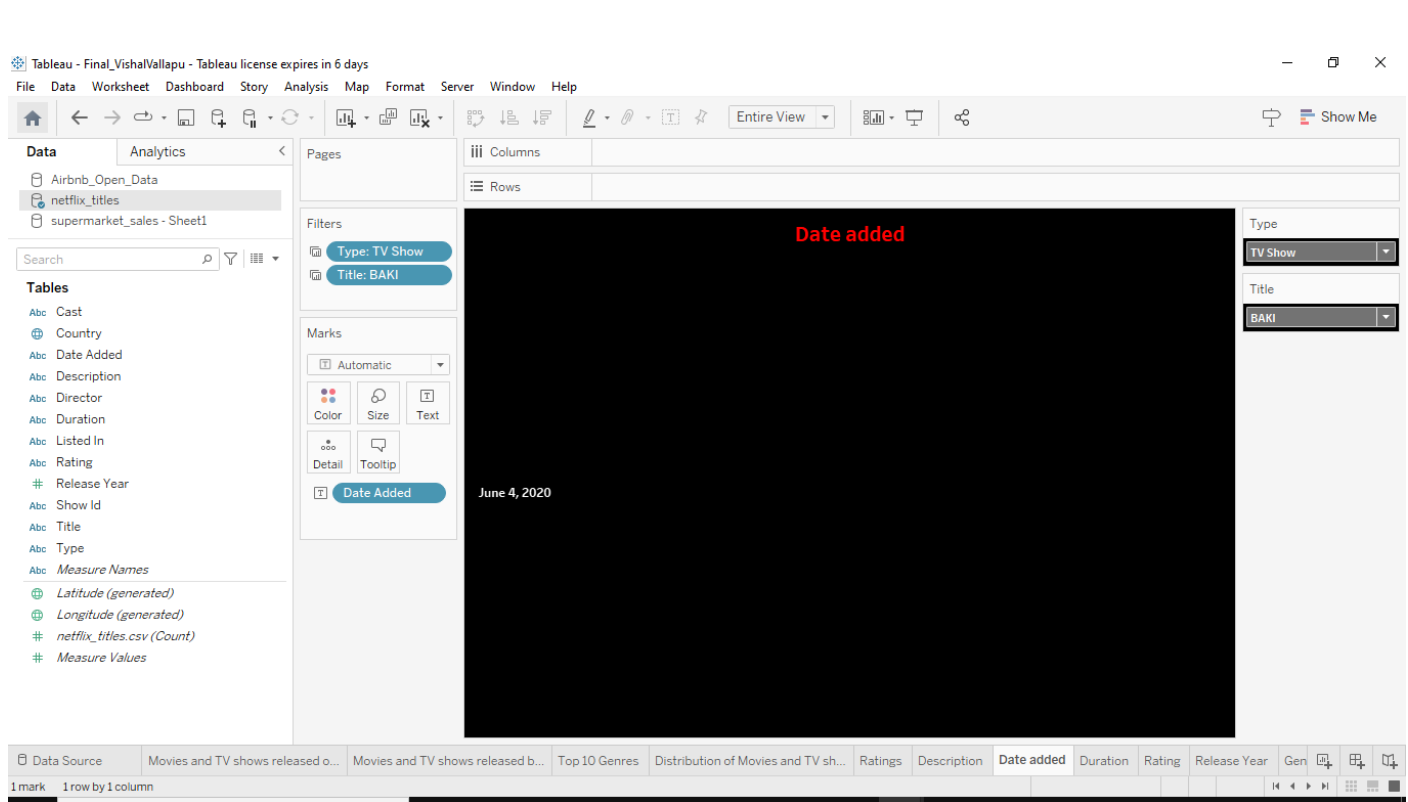


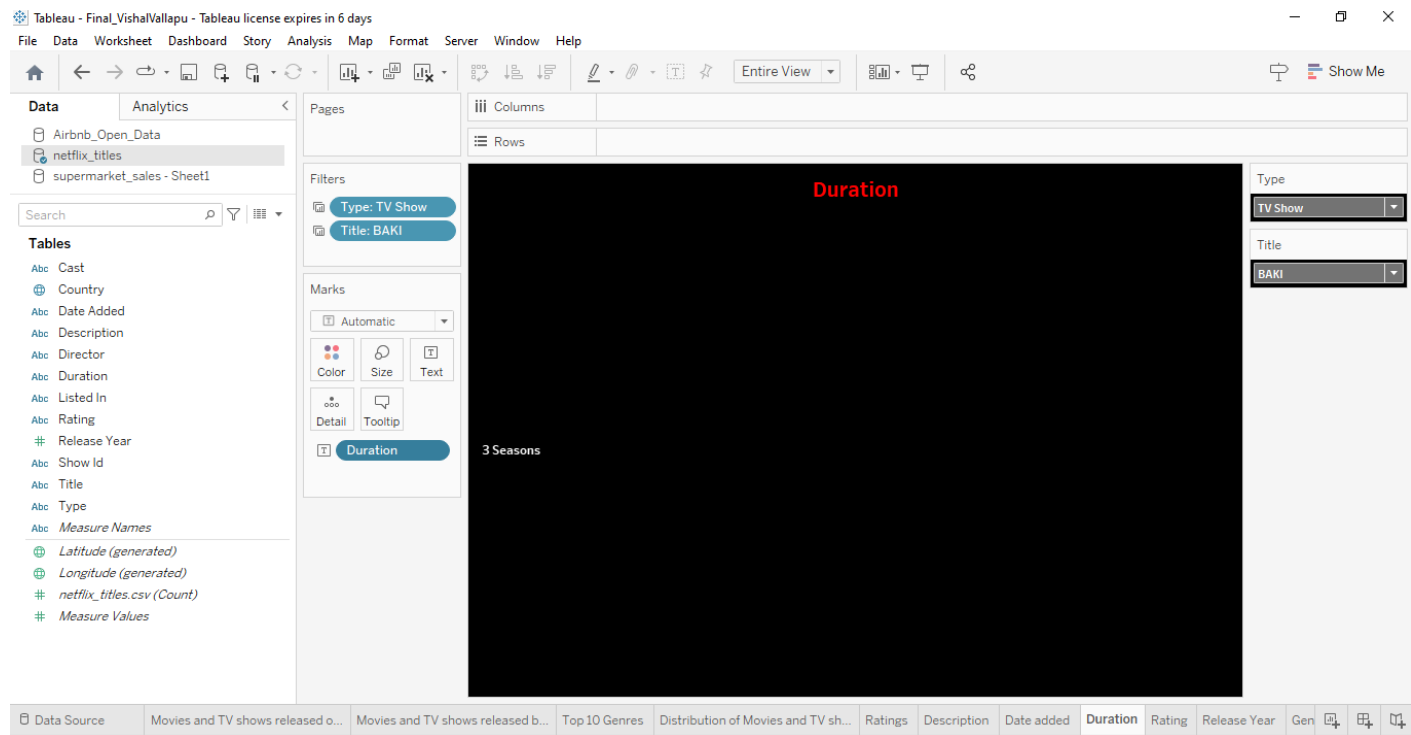
Figure: Date added to Netflix is displayed on the screen.

I duplicated the previous worksheet and edited the worksheet name to Date added and placed the data added variable in the marks section.

Observation: We can see the movie/tv show date added to Netflix.

Worksheet-8

Duration of the movie/tv show selected

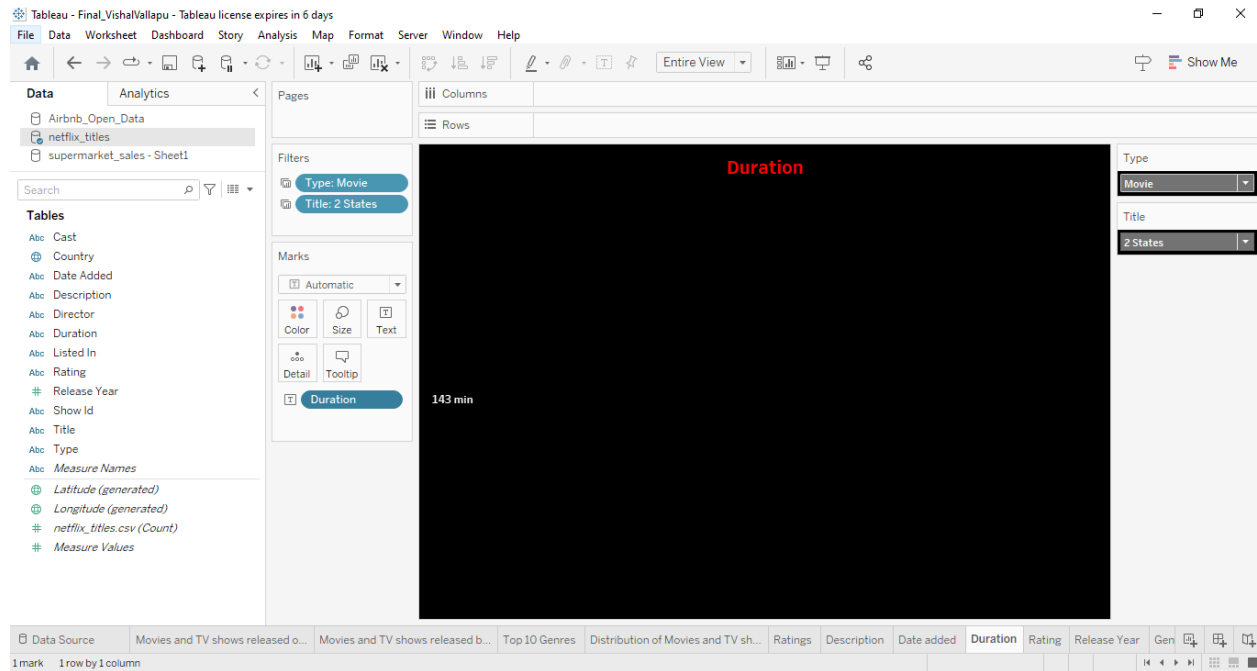


I duplicated the previous worksheet and edited the sheet name to Duration.

Observation:

Since the selected type is a TV show , number of seasons are displayed .

Vishal Vallapu



If a movie is selected, number of minutes are displayed.

Worksheet-9

Individual rating of the movie/TV show

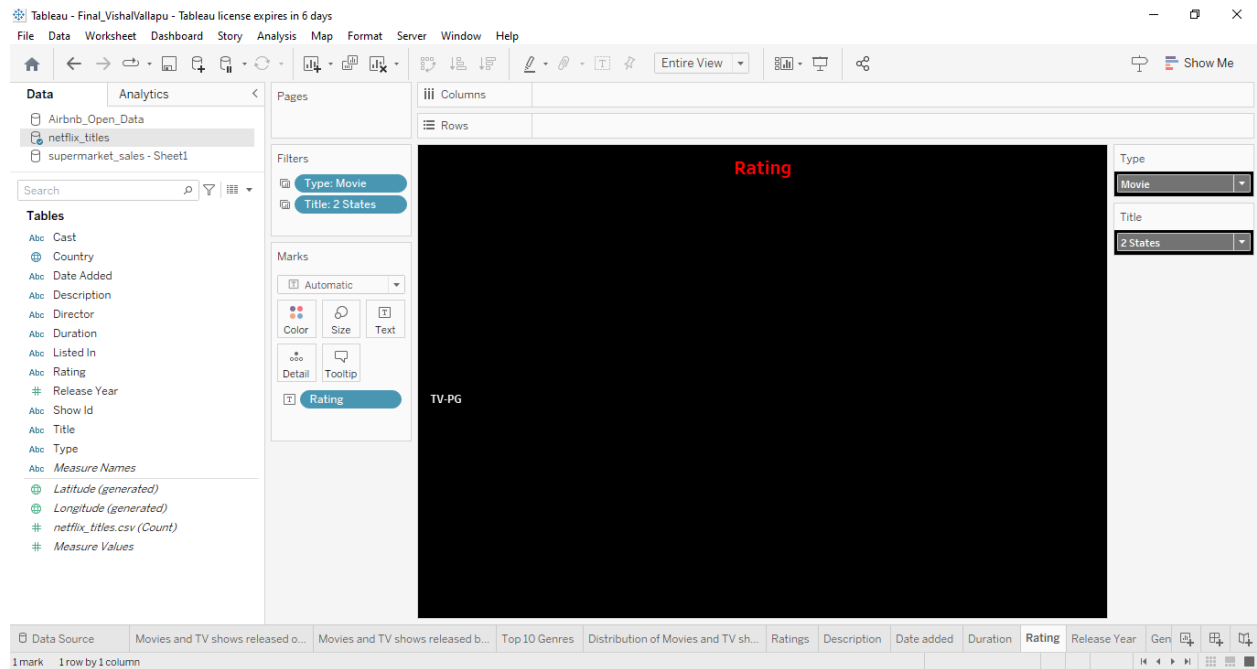


Figure: Individual rating of the movie/TV show is displayed.

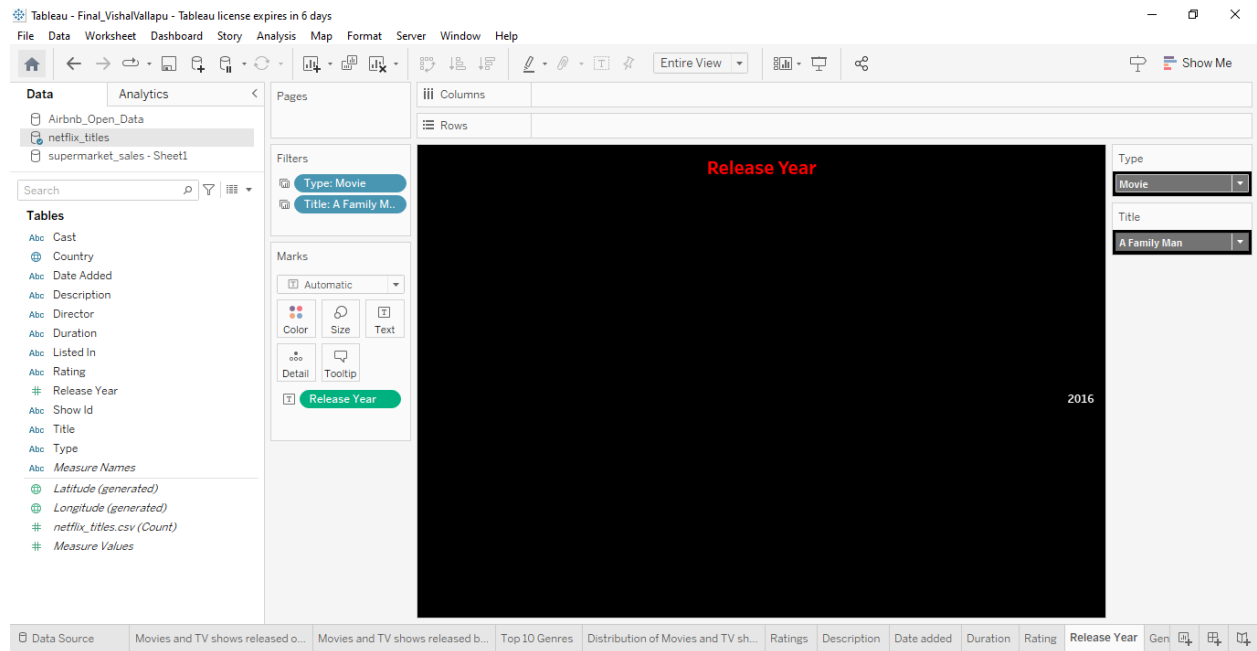
I duplicated the previous slide and edited the worksheet name to Rating and placed Rating the Marks section.

Observation:

Rating of the Movie/TV show selected in the dropdown menu will appear on the screen.

Worksheet-10

Release year of the Movie/TV show selected



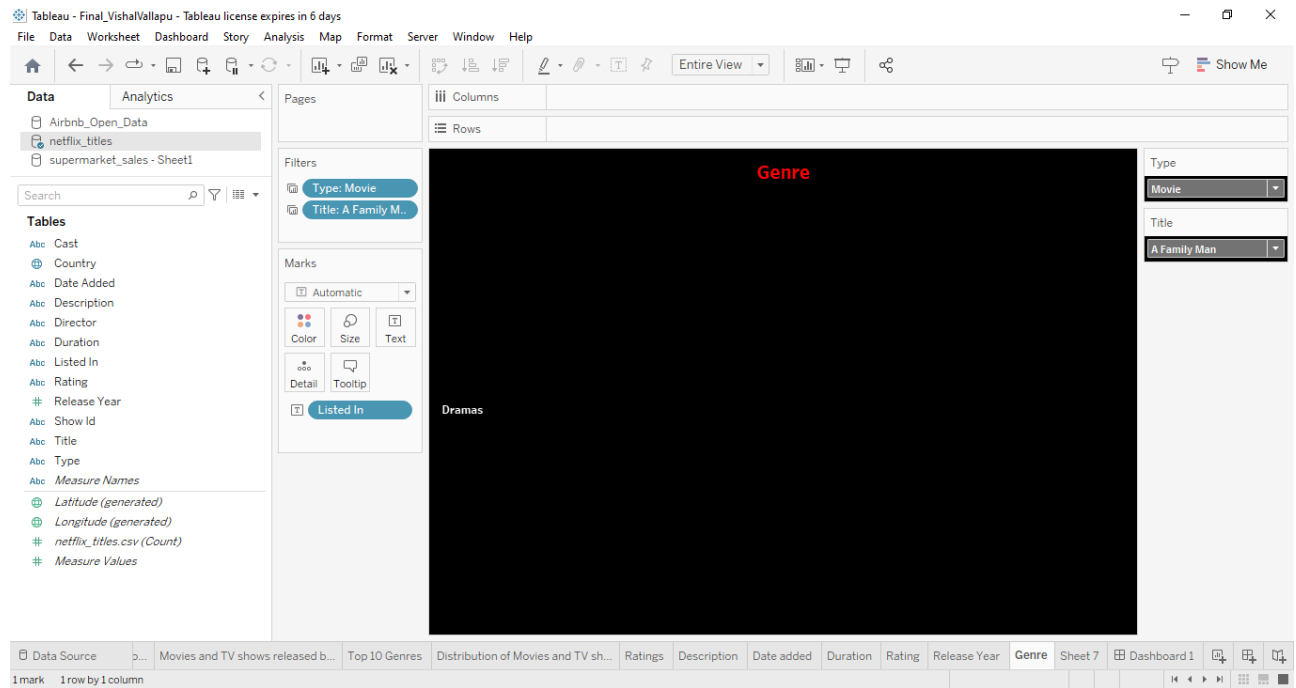
I duplicated the previous worksheet and edited the worksheet name to Release year of the movie/tv show selected.

Observation:

I selected a movie named “ A Family Man”. It’s release year ‘2016’ appears on the screen.

Worksheet-11

Genre of the movie/ TV show selected



I duplicated the previous worksheet and edited the worksheet title to Genre and placed the 'Listed in' variable in the Marks section.

Observation:

I selected a movie named 'A Family Man'. Its genre 'Drama' is displayed on the screen.

DASHBOARD

