

NETFLIX DATA VISUALIZATION

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Project Idea:

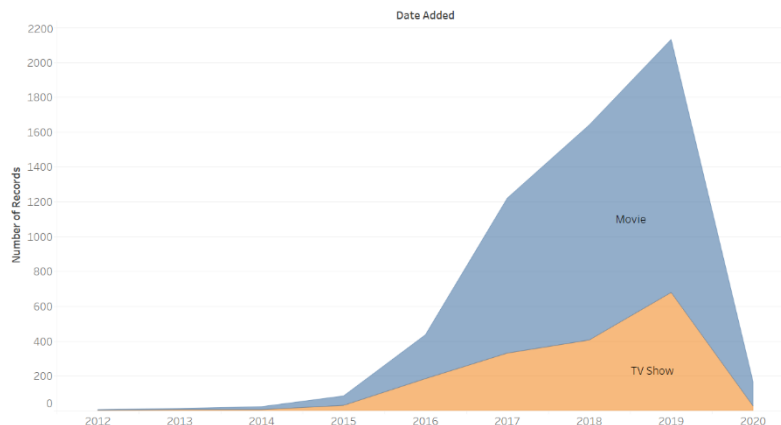
- To understand what content is available in different countries.
- To obtain Insights on growing trends in top media-consuming countries.
- Is Netflix has increasingly focusing on TV shows rather than movies in recent years?

Why this Project topic:

I was never a big fan of Netflix and never had a subscription for the same until Quarantine hit the states, and I started binge-watching movies and few TV shows on that platform. That is when I realized Netflix had grown its name over the years, and I wanted to know many insights that it had. In 2018, a blog discharged a fascinating report, which shows that the quantity of TV appears on Netflix has almost significantly increased since 2010. The spilling administration's number of motion pictures has diminished by over 2,000 titles since 2010, while its number of TV shows has about significantly increased. It will be fascinating to investigate what every other knowledge gathered from the dataset.

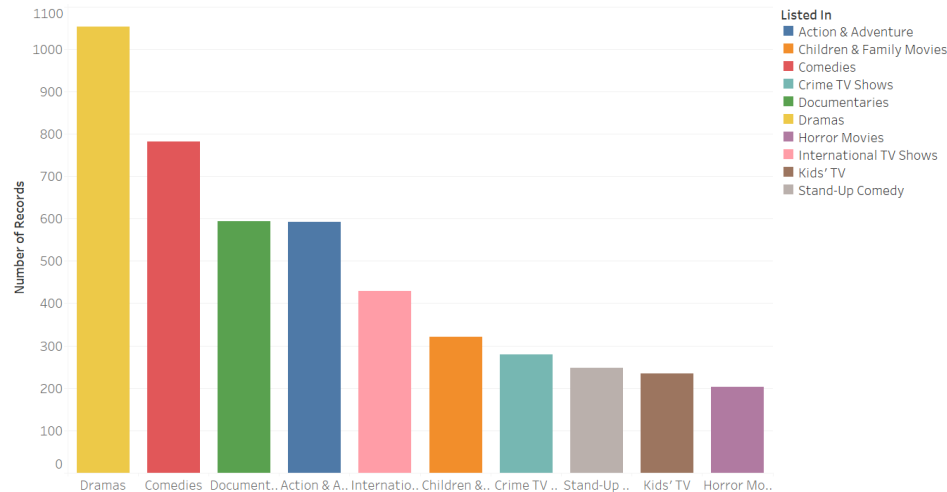
Project Report:

Movies v/s TV Shows



The first trend that I wanted to analyze was how the focus was directing for the last ten years with regards to Movies and TV show production. As we see from the graph, it is evident that movies always have the upper hand to TV shows. Netflix is still one of the favorite platforms for Movies & TV shows, and that is the reason there are so many of them starred on Netflix. But if you can see the visualization, then it indicates that Movies are as much as three times than that of 2019. This surge concludes that there are more Movies as compared to TV shows on Netflix.

Genre Distribution:



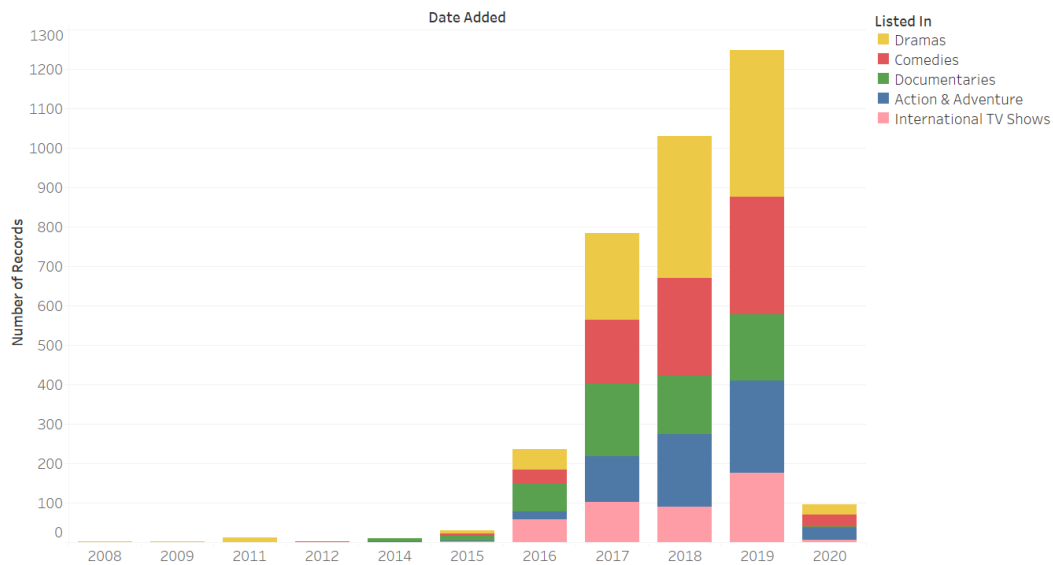
One of the most confusing things, while you want to choose a movie/tv show, is to decide which Genre you want to watch. This adds more value to the term 'genre' as it helps one to have all their favorite movies/tv-shows under one category. If you can see the above visualization, there are ten different genres in which Netflix had divided all their content, which they upload on the web. But, out of these ten only 2 are the most watched; they are Drama & Comedies. Everyone loves drama in their life, especially when some other individuals are involved in a show. It makes this Genre a favorite globally as you have lots of stories around from which you can generate a script full of drama.

Further, the most lovable genres which are a hit in every part of the world are comedies, helping one to forget all the stress and tension in their lives and enjoy the show to the full. This has more records as even kids can watch them as the content is mostly under-adult. I specifically emphasized on the word kids as if you can see the bar graph above, the genre Kids' TV is not generating good results for Netflix like Horror Movies. These two genres have something in common, which puts them at the bottom, i.e., they have a smaller number of audiences as compared to other types. Kids' TV is only for kids as the name suggests (or some adults want to revisit their childhood), and Horror Movies are for cold-blooded people who have a heart like a stone. Similarly, one can decide on what content they want to watch on Netflix by looking at the different genres and their ratings.

Year-wise distribution of Genre:

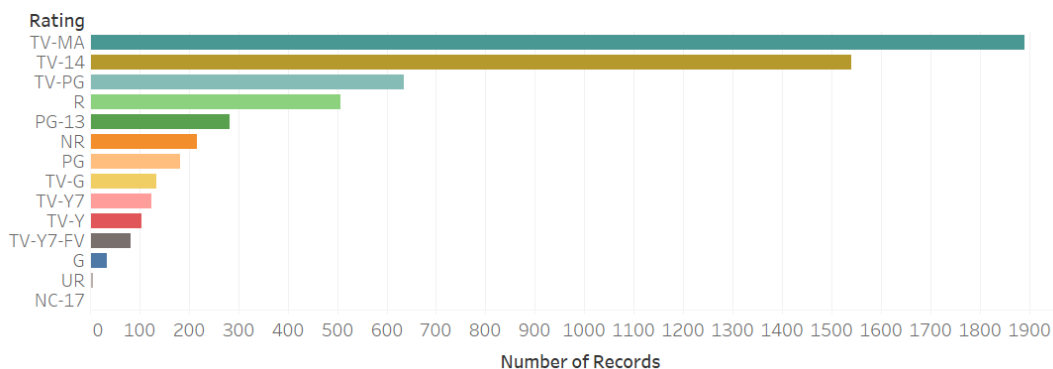
We just discussed genres in the above paraphrase. To elaborate more on how Netflix is working on creating or adding content, we can see a trend from the below visualization that genres play an essential role in the same. Right from 2016, Netflix is adding more content for the genres Dramas and Comedies as they are the favorites. They are going the extra mile by creating more and more content in almost 12+ local languages and invested nearly \$15 bn in generating original content. Netflix always believes that their customers (viewers) should always be happy. Vincent Lombardi rightly says it, "*It takes months to find a customer,*

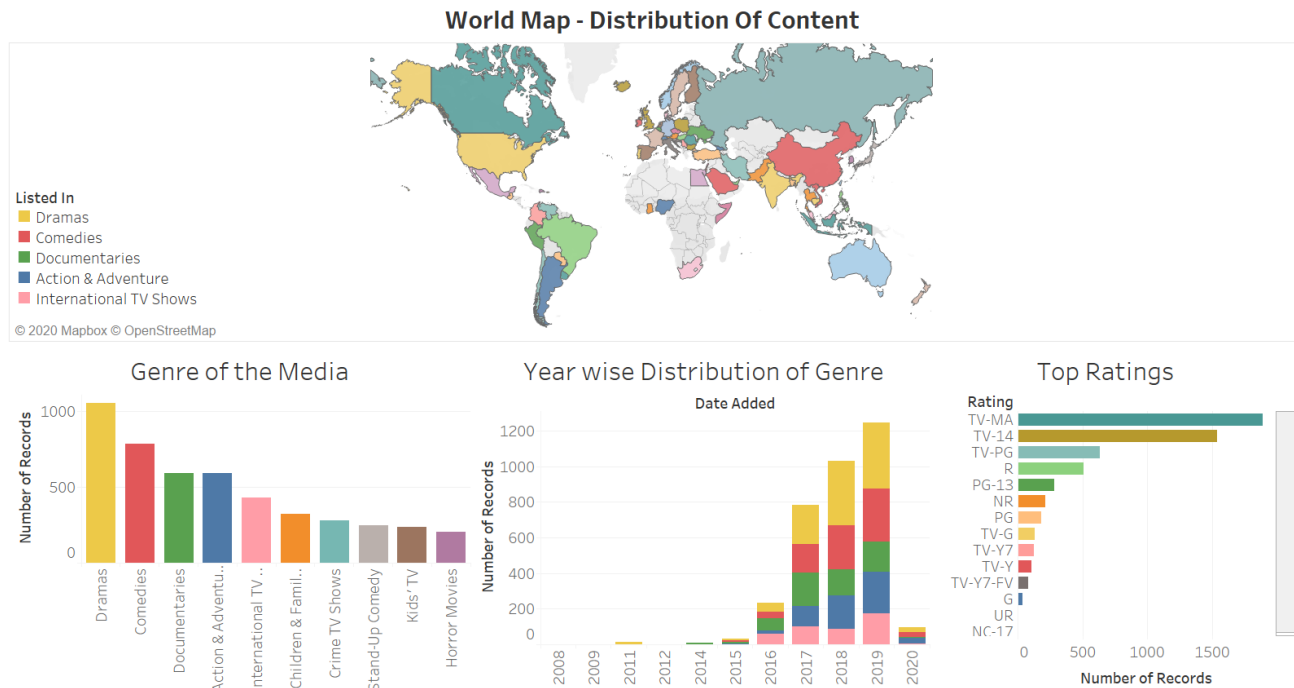
seconds to lose one." Netflix is building its own brand value by producing 'Netflix Original' content and genres play an essential role in the same. While generating this content, Netflix will consider that Action & Adventure and International TV Shows are not that like by their viewers, and they can avoid investing much in those genres.



Ratings:

Ratings are technically more concerned for the movie makers or tv show producers. IMDB rating is one of the most trustworthy databases for ratings, and Netflix have structured their ratings which is similar to the same, but they have differentiated them as per their viewer's age groups. In the above visualization, one can see that Netflix concentrates more on generating adult content as they have a lot of TV-MA ratings. Apart from that, they are focused on uploading content, which is also for underage viewers but with parental guidance. They are still struggling with UR and NR-17 ratings as they are mostly underrated.





Global Distribution – Dashboard:

We did discuss different visualizations in the whole report. When we integrate all of them, we just have one thing in our mind, how will Netflix utilize this data to understand what content is available in different countries. The above visualization helps us to understand the global distribution of content for Netflix, and all of it revolves around the Genre of the Media, Year wise Distribution of Genre, and the Top Ratings for their content. If Netflix wants to rule their business, then they should focus more and more towards producing more shows or movies which are in demand. Also, they should consider all the above visualizations, which will optimize their research and help them give the best to their viewers. If the viewers are happy, then they will indeed get more subscriptions, and that what matters to them.

Data Source:

Netflix Movies and TV Shows from Kaggle

(<https://www.kaggle.com/shivamb/netflix-shows>)