PROJECT II

PART 1:

Create two or more graphics that relate to your field of study and explain their design choices for their charts and graphs: aesthetics, color choice, chart type, and what design elements convey to the viewer

For this part I have taken Netflix Dataset.

Netflix is one of the internet streaming services, worldwide. Here I have taken dataset from Kaggle, with 12 columns, including show_id, titles, years, release country, ratings, genre, type, and genre. Each column gives whether it belongs to movie type or Web Series aka TV shows type. The data is historic data from 1959, though Netflix started the streaming service late, it had initially displayed the old movies and TV shows, before producing itself.

Here is the timeline of Netflix, it shows when it first started as Mail service, then moving forward with time it started the streaming service. This is an overview of the lifecycle which is still in progress. I used Canva to create this timeline diagram.

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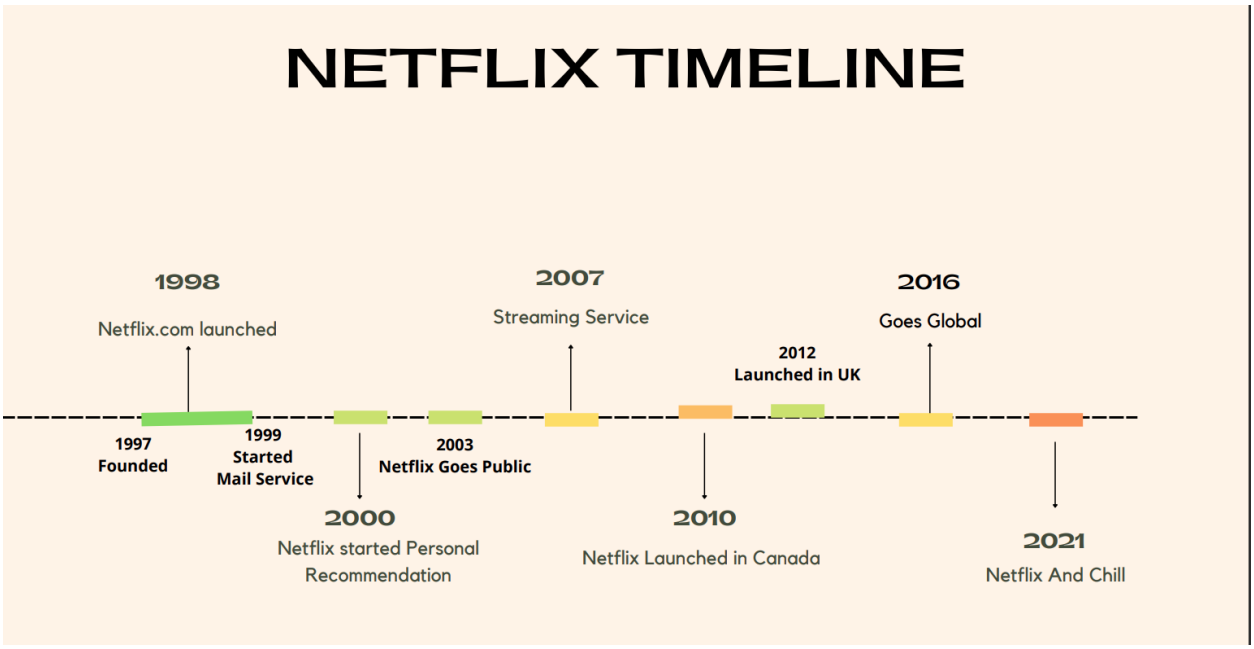
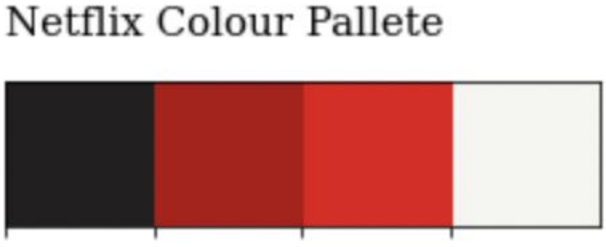
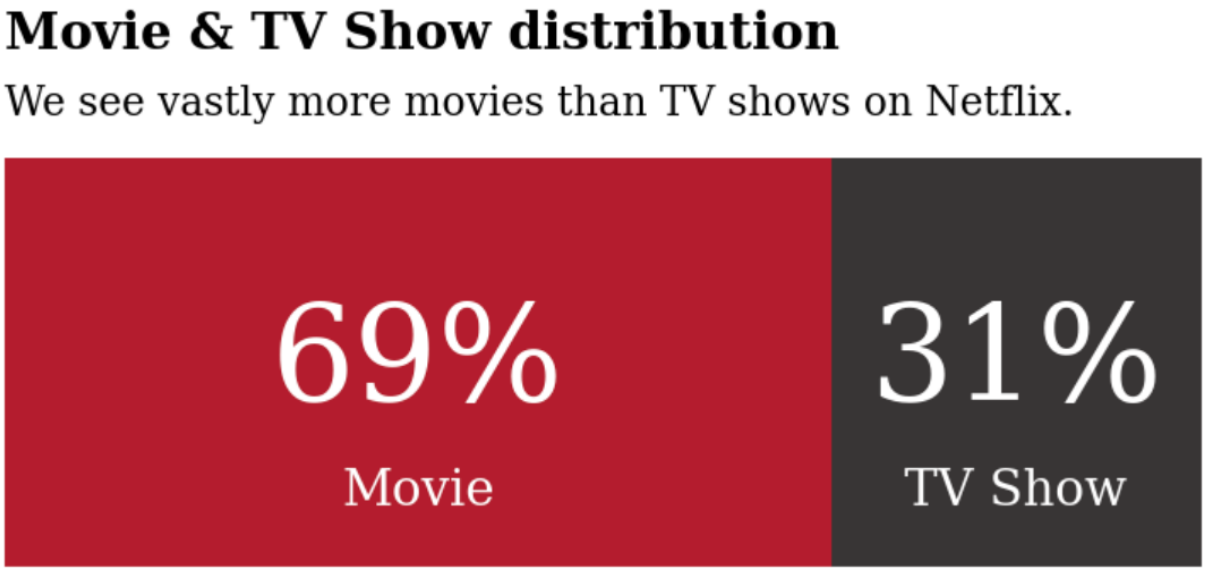


The Netflix logo has these 4 colors in it. I have used python with pandas , matplotlib, seaborn and NumPy libraries and jupyter Notebook as IDE to create this chart and few more.. I have used the same palette colors for all my visuals as it shows the sentiments better. User can relate to the charts/graphics more when they seem more relatable.



After doing some manipulations and transformation on the dataset, we get can see from the below diagram how the Netflix distributes the percentage of Movie and TV shows. Here, we can see it produces more Movies per year than TV shows.



From the heatmap, it can been most of the movies/tv shows are released in United States, followed by India and United Kingdoms. This is an historic dataset and can be changed in coming years. Like the movie release can be a different number altogether in next few decades.

This is an interactive heatmap, created using tableau, the empty boxes are the countries with some number of movie releases but due to less space could not be shown here.

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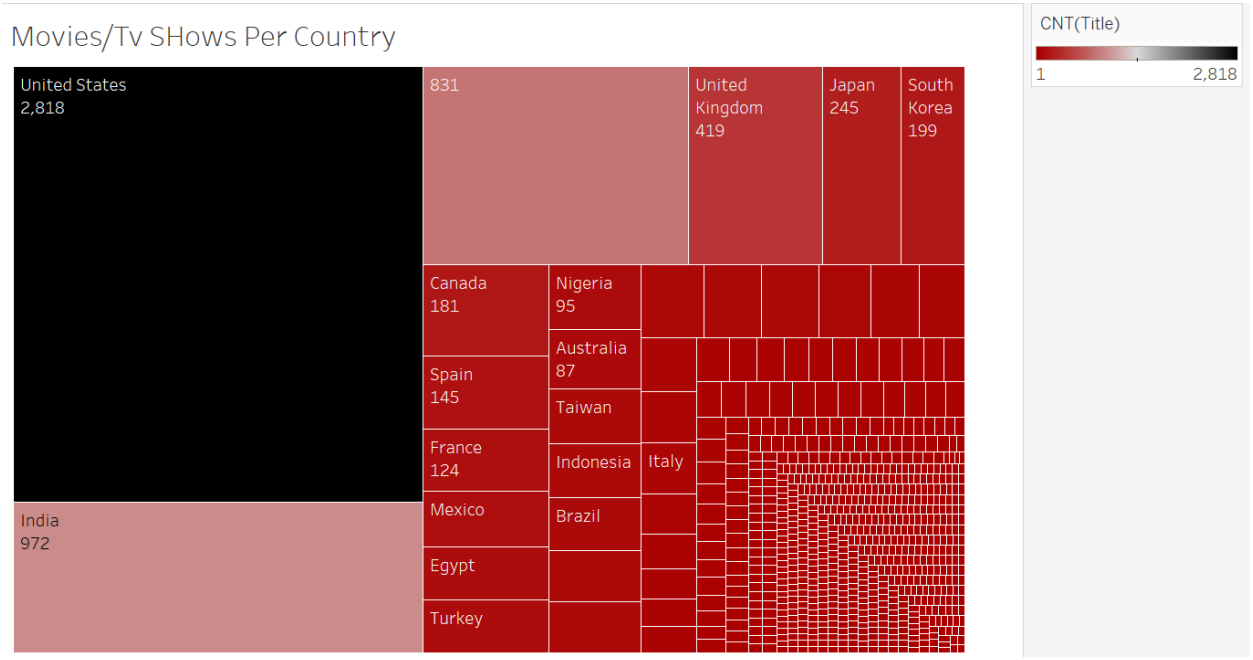
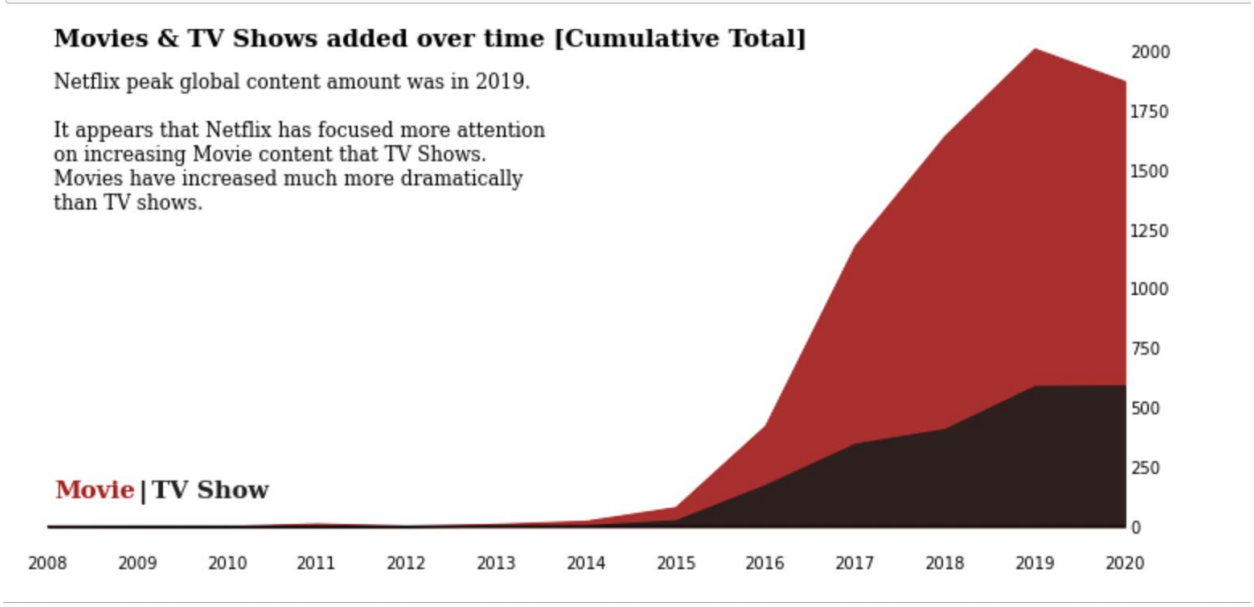


We all know that each year different number of movies and TV shows are being released. Here, we are looking at the cumulative sum of the movies and TV shows over the time from 2008-2020.



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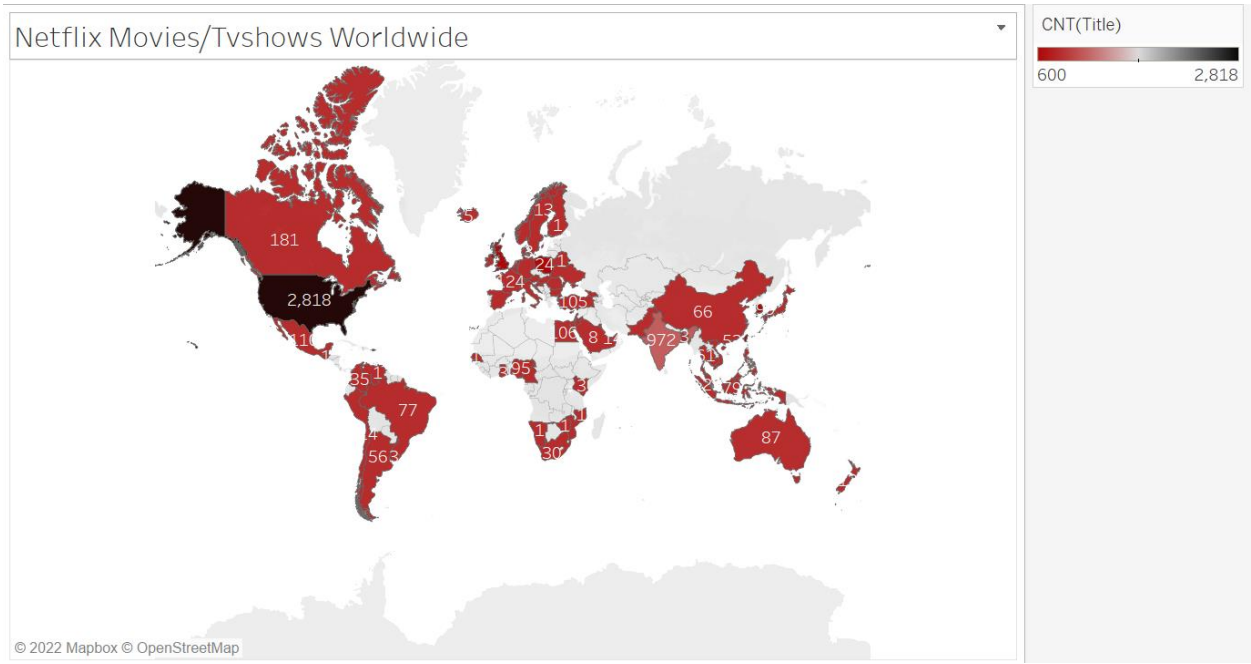
PART 2

Interpret and analyze three or more graphical examples from your field and explain How well do your chosen examples convey information or tell a story? Does the research design match the graphical design?

Comment on their design choices and how would you improve them

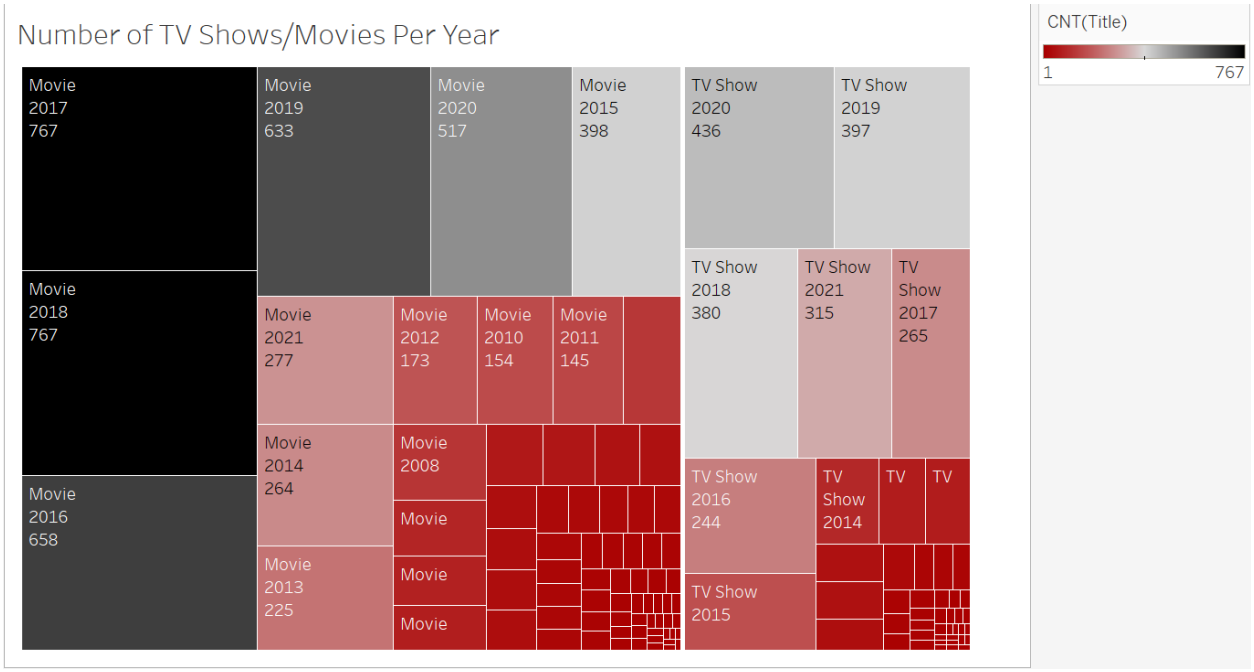
1. This is a map graph, built using Tableau. The color are chosen according to the Netflix color Palette and it feels good here, as it aligns with the dataset we are using.
   I feel the that the interactive graph are only useful when we can hover over them, as they show the whole information then. So, seeing it this way is little confusing and lack for information.
   I think if we can use bubble graph to show the total number of movies worldwide with the legend with country names.



2. This is a heatmap, showing information about the total number of movies and TV shows per year.

   The color pallet is same as the other graphs and aligns most with the Netflix Logo, but as it is converging there are more colors like gray and peach which are not in the Netflix logo, which can make this heatmap little vague.

   The information displayed on graph are sufficient to understand that if we are talking about the movie or TV shows.



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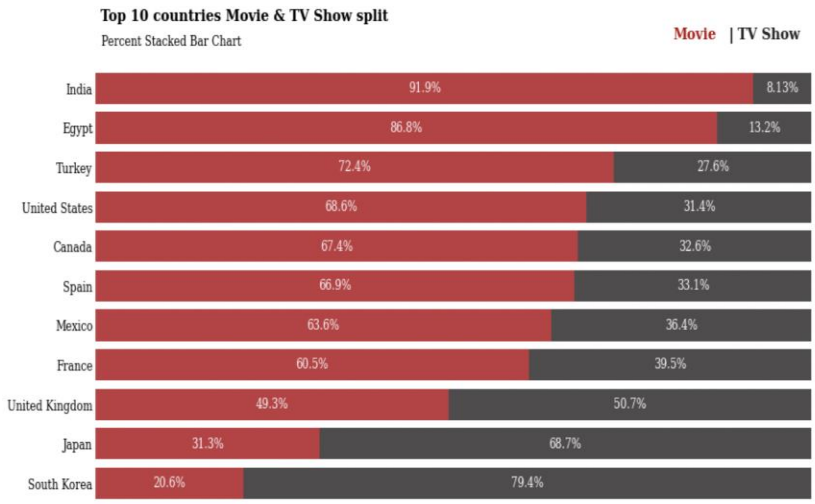
3.



Insight

Interestingly, Netflix in India is made up nearly entirely of Movies.

Bollywood is big business, and perhaps the main focus of this industry is Movies and not TV Shows.

South Korean Netflix on the other hand is almost entirely TV Shows.

The underlying resons for the difference in content must be due to market research conducted by Netflix.