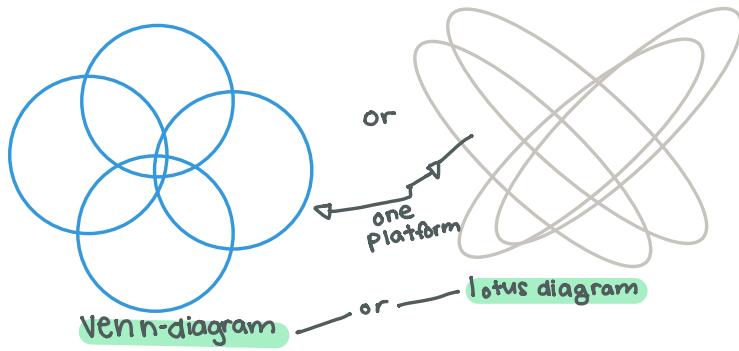
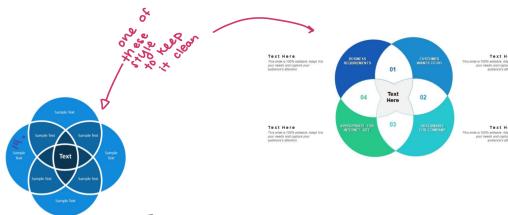


Overview Visualisation

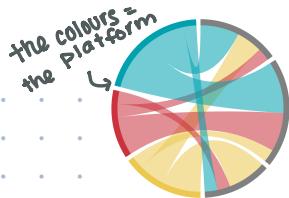
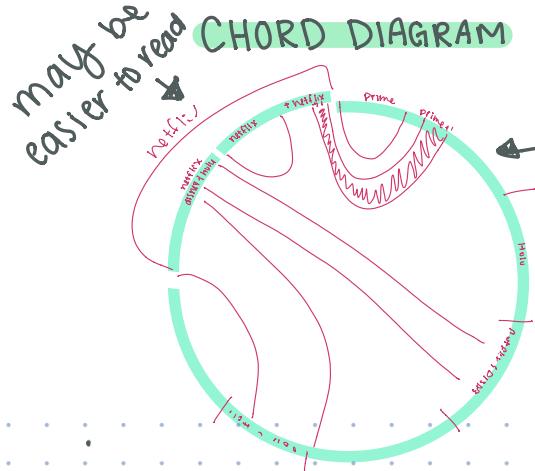


- Pro: can work really well to show intersection between linked titles
- Con: may be difficult to do in D3
• opposite facing categories won't connect if not the lotus

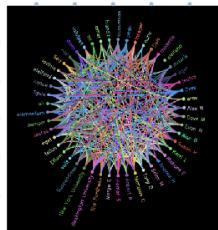
Venn Diagram 4 Circles Including Business Requirements



↳ Can also help people to end up deciding between 2 (e.g. if 50% movie shared between Netflix and Prime, get Netflix & Prime instead).



CIRCULAR NETWORK (force directed graph)



- ↳ would probably work best for the in-depth view rather than the comparison but could be really cool
- may cause the vis to run slower

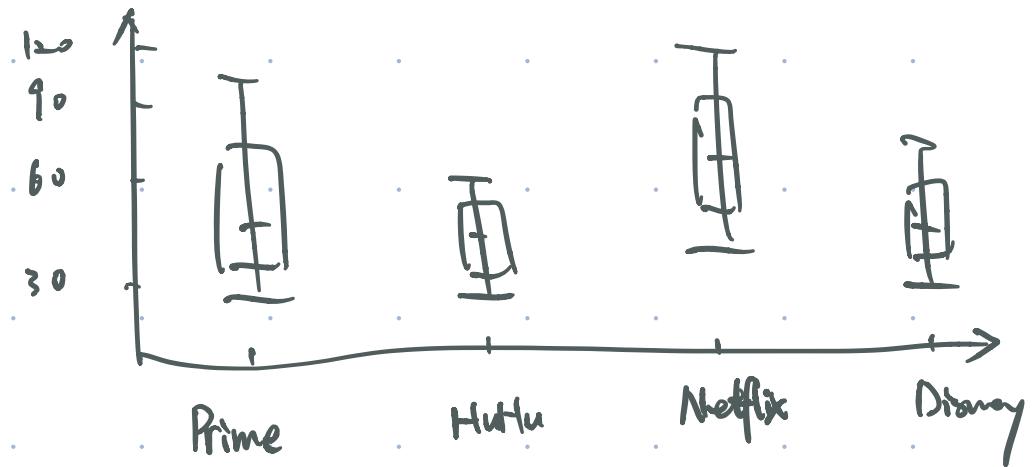
↳ added note:
We tried this but it's slowed this page down so much that it was not showing the idea of overview → zoom more details

Potential Idea:

- maybe can shorten it a bit so rather than showing 16000+ points show a node where size = count of connections exist between platforms

① Runtime

Runtime in 4 Platform.

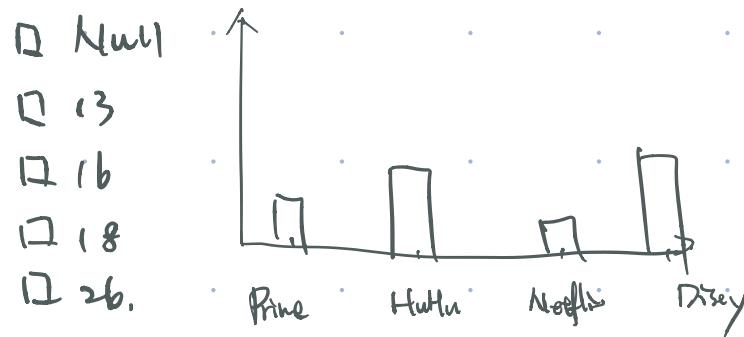


Pro : Max. Min. mean. ...

② AGE.

target group age.

type 1



type 2





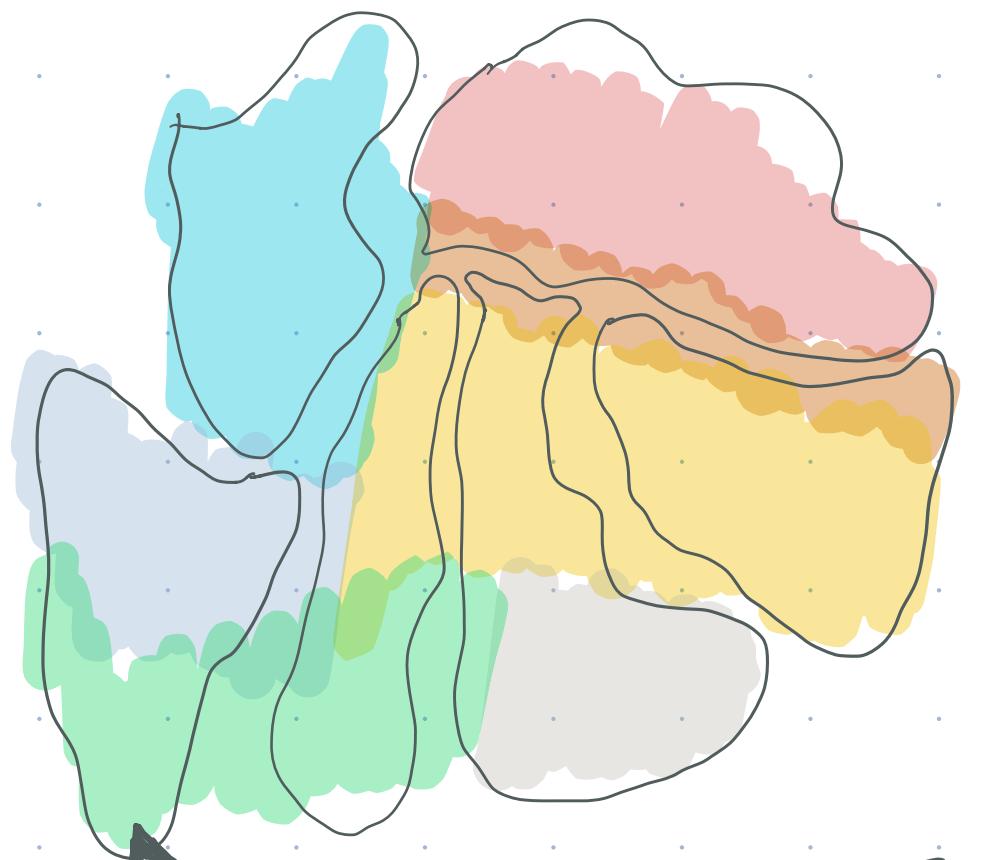
(H)

Average_IMBD

(L)

• Country. ✓

- Count of the movie
- Year (refact on the new/old movie)
- genres



Prime

Hulu.

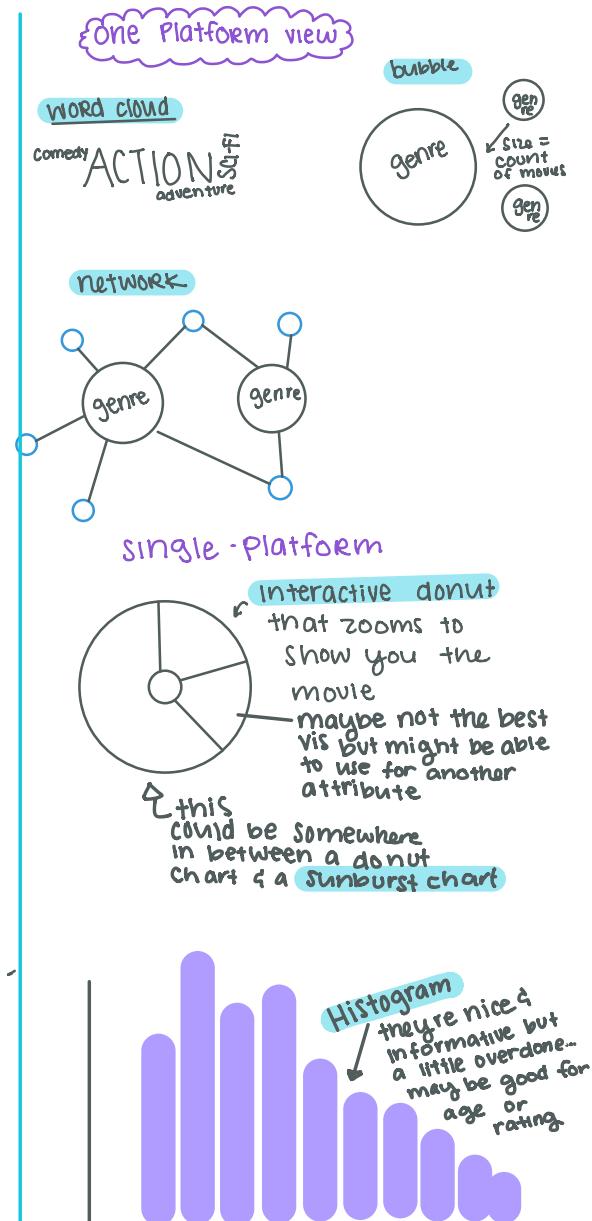
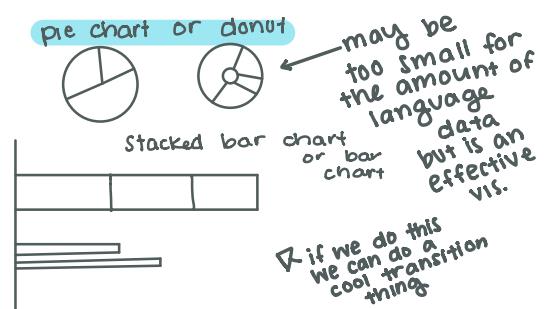
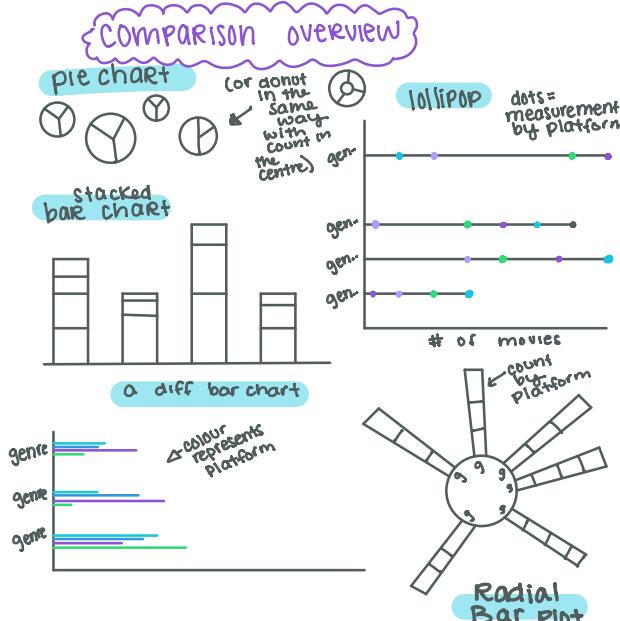
- count of movie
- new movie ?
- genres

Netflix.

Disney

CATEGORICAL Data

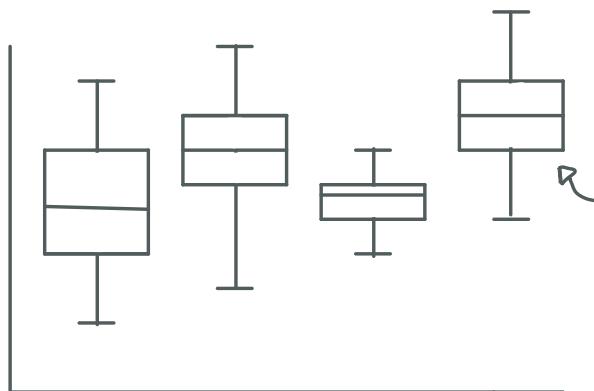
* note:
these started off as separate ideas for different categorical data types (language, genre, and age, but they were combined later)



Initial thoughts:

- network is cool - want to try it out, maybe for languages?
- radial bar chart may be hard to read
- pie chart will WORK well

CONTINUOUS Data

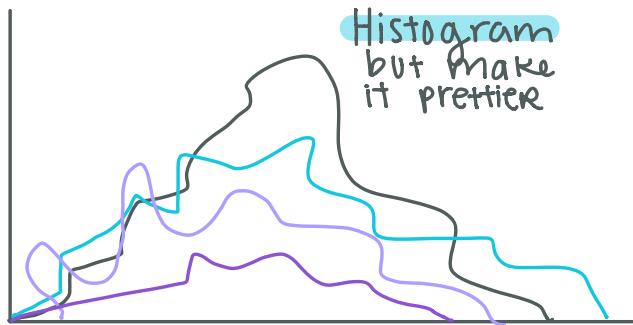


SBS box plots would work particularly well with:
• ratings (imdb & rotten tomatoes)
• runtime

each box represents 1 platform

Pro: this can help to show people which platform is most consistent

according to research, Prime beats all in terms of quantity of movies, but they also have some of the worst rated ones



EDITORS' PICK | Jun 18, 2020, 11:28pm EDT | 11,390 views
Amazon Prime Now Has 3X More Movies Than Netflix



John Koetsier Senior Contributor
Consumer Tech
John Koetsier is a journalist, analyst, author, and speaker.

Apr 22, 2016 1:34pm PT

Amazon Prime Video Has 4 Times Netflix's Movie Lineup, But Size Isn't Everything

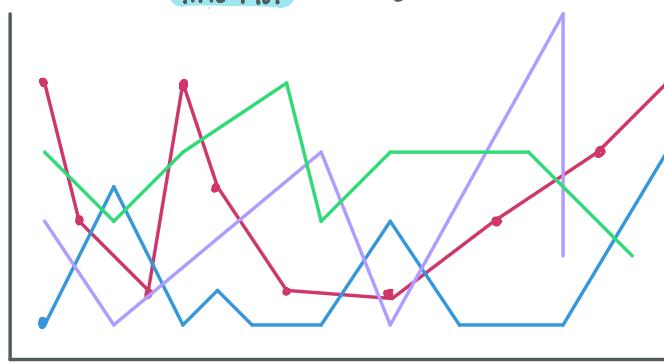
By Todd Spangler

HOME > DIGITAL > NEWS



Courtesy of Lionsgate

SCATTER Plot/for years
line plot

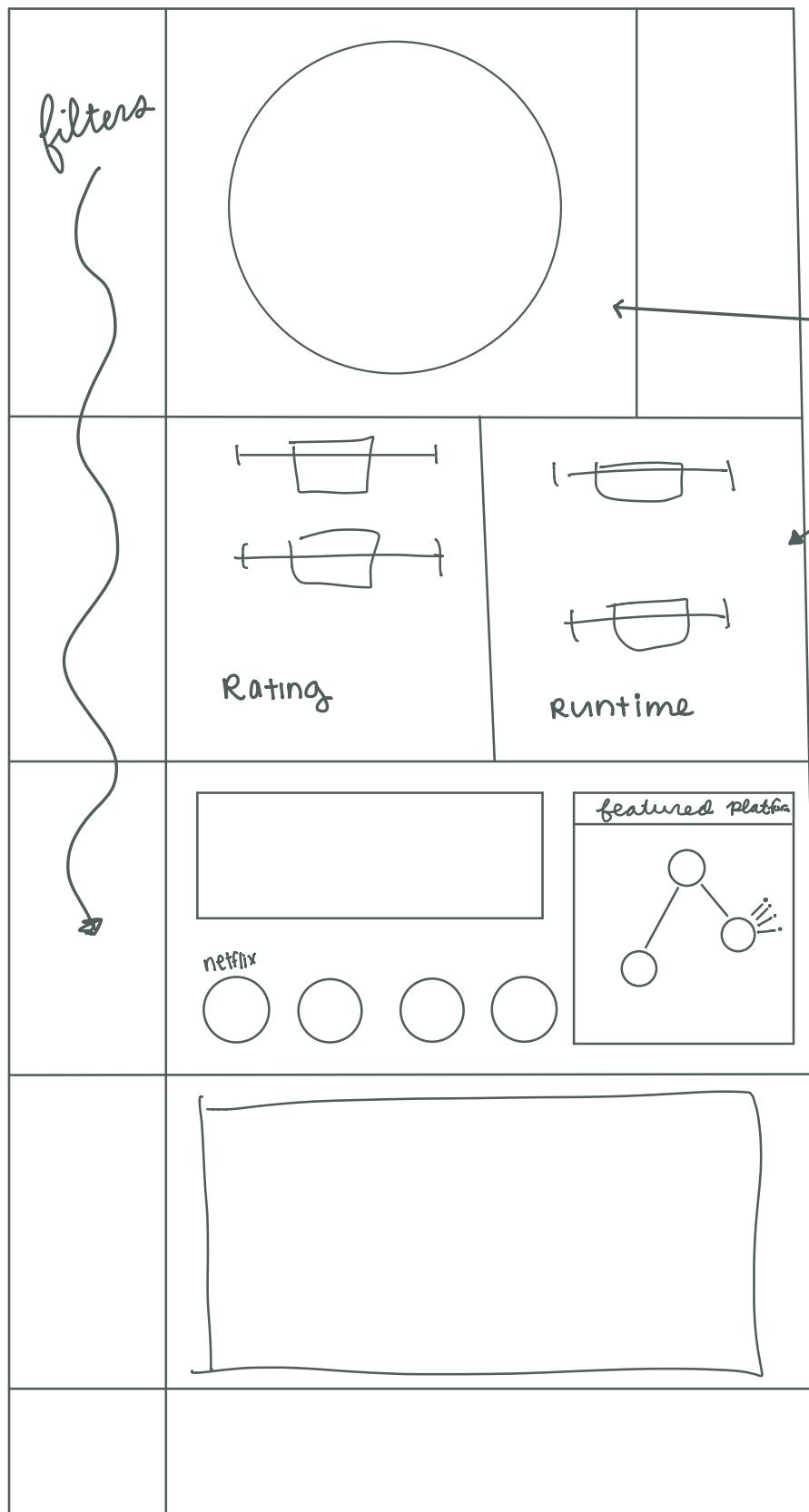


pro: easy comparison /easy to read

con: depending on how many years, it may be really small

disney & prime have significantly more old movies than netflix & hulu

Layout Ideas



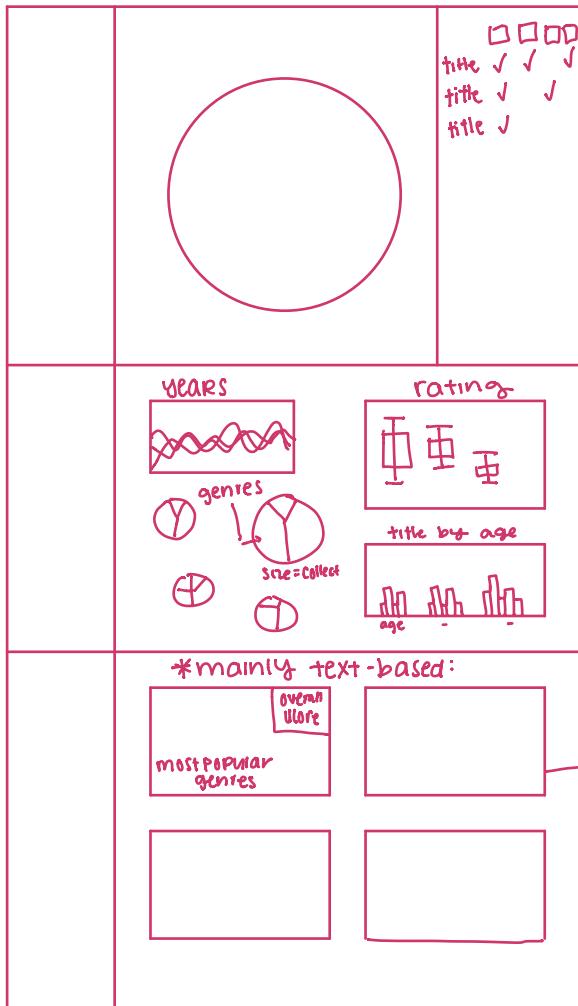
main overview
(either chord,
circle network
or venn diagram)

either
horizontal or
vertical

depends on how the
vis looks

Main 4 single platform views

- SBS box plot for comparing rating
- zoomable sunburst → in depth view of one platform



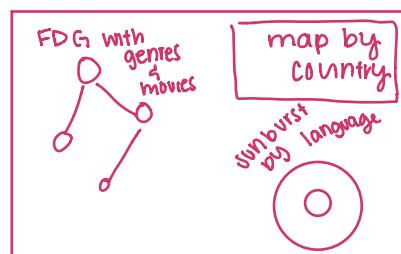
The Idea:
Similar to the previous page but allow the user to click on "quick facts" which loads a separate HTML page about their chosen platform

Pros:
some things are difficult to compare bc there's just too much data, so this might be a good alternative

more comparison charts

following the idea of: overview → zoom details

could give you a more in-depth view of one platform



* Dashboard look



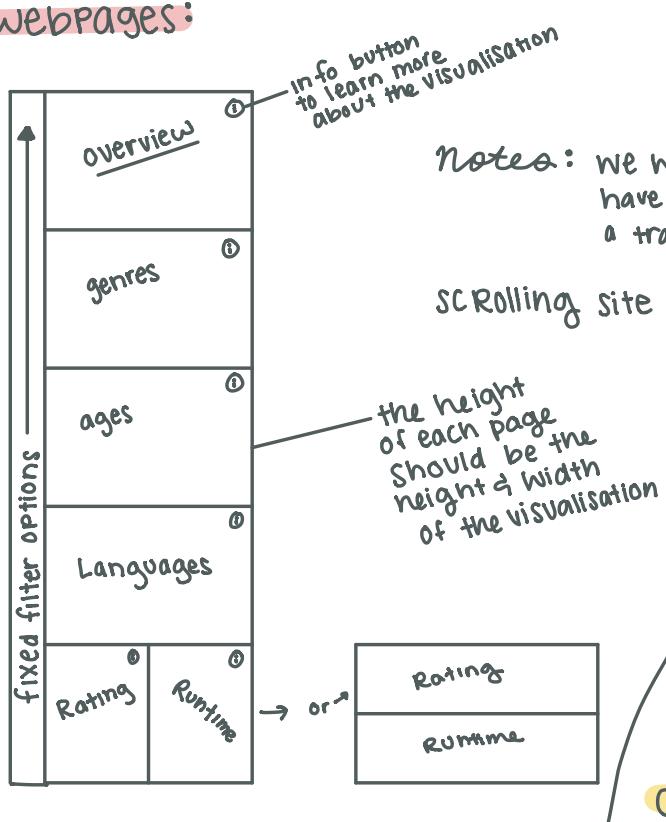
We also considered a dashboard look (but with a dark theme)



Pros: it looks more like a traditional visualisation
 Cons: may be too much information on one page & its harder to resize to be friendly on all window sizes (mobile, full screen, split screen)

final sketches ❤

webpages:



overview

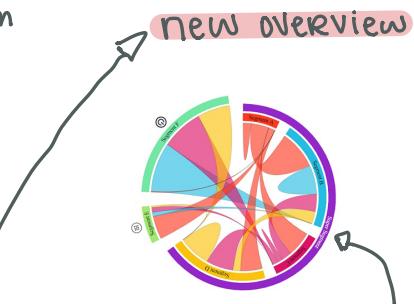
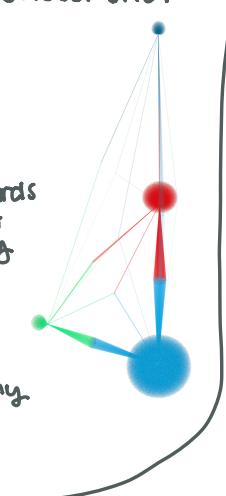
After making a force directed graph, we ended up going with the chord graph instead.

This is because so many nodes were weighted towards Prime & we couldn't get it to load in a nice way.

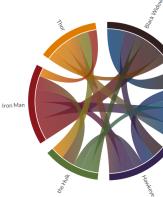
We also realised this may be too much info for an overview, so we replaced it. There's too many nodes for this to be an effective visualisation.

however, we like the idea of being able to look at the list of movies.

Screenshot:



chord diagram



this colour is the platform colour

gradient colours like this.
the colour of the source → colour of target & vice versa.

why?

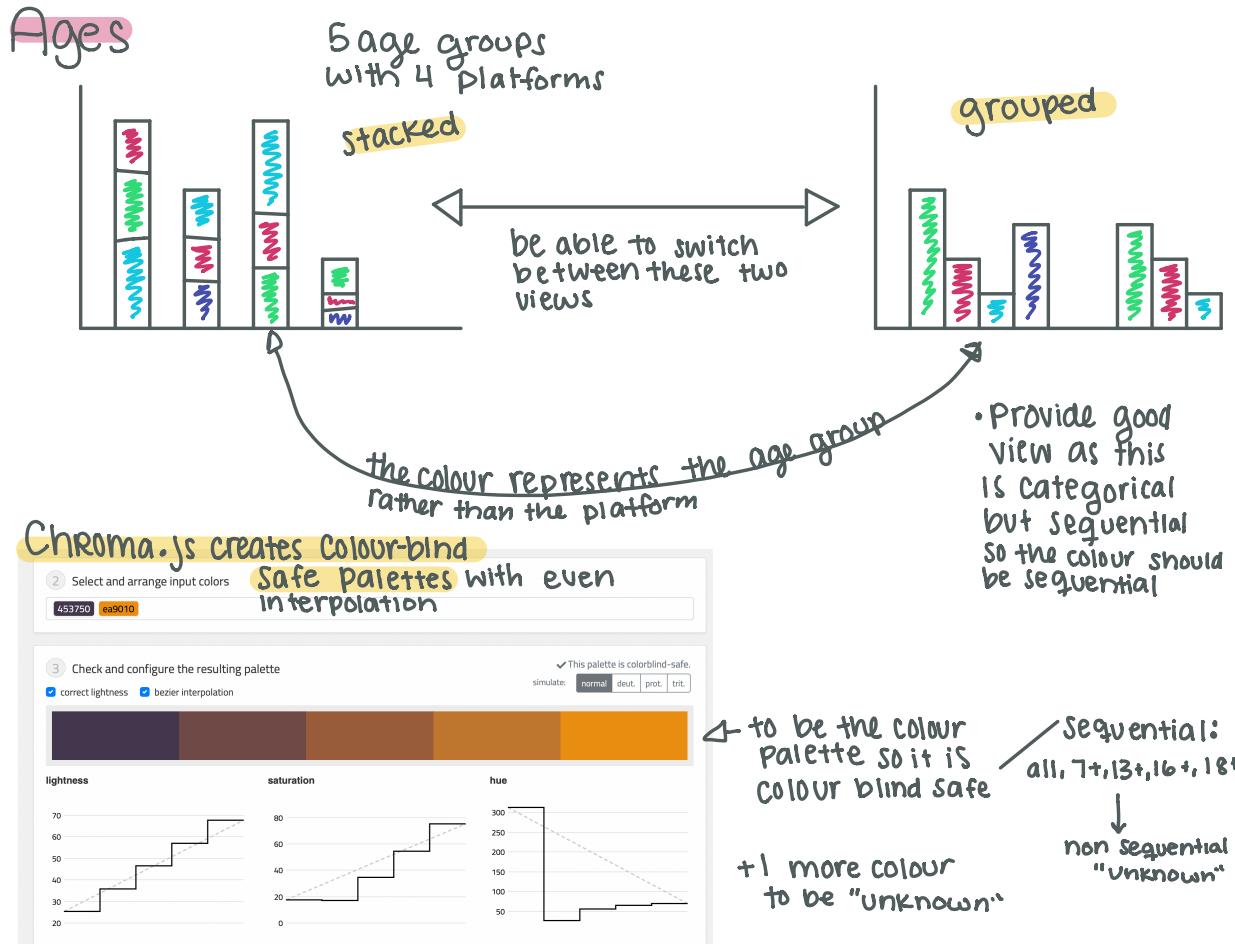
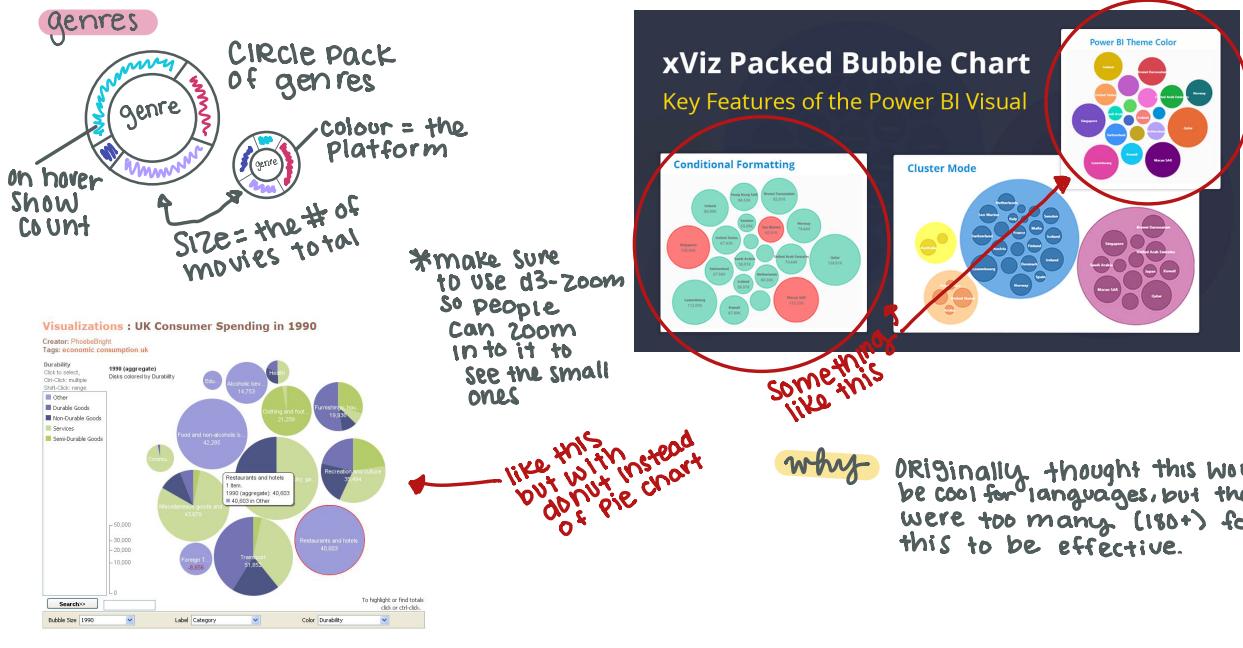
This will help people proportionally visualise the # of movies in the streaming service. If 2 platforms share a lot, don't get those 2.

*movie list table

the platforms

Movie Product Comparison Table				
	Cow	Soy	Almond	Oatmeal
Contains lactose	✓	✗	✗	✗
High in calcium	✓	✗	✓	✗
High in protein	✓	✓	✗	✓
Low in sugar	✗	✓	✓	✗

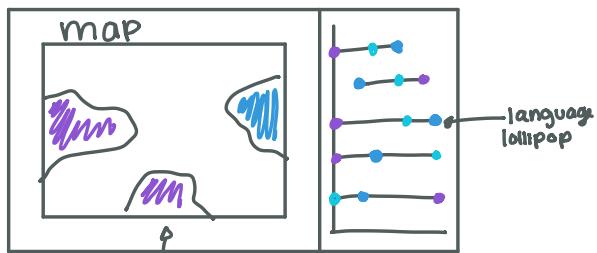
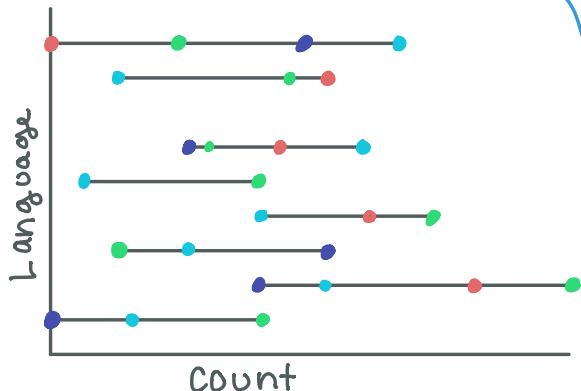
movie title



Languages

*if we have time,
do this Split with
a map

Lollipop Chart



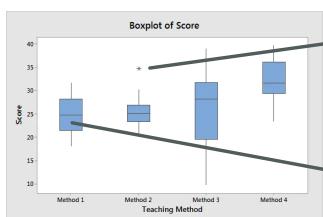
Colour = the platform with the most movies from that country

We think language Should be priority because movies can be produced in 1 country but available in many languages. ALSO because it's not country specific, eg both Mexico & Spain speak Spanish so it will matter more what language a movie is in, rather than the country.

*this kind of graph but with paging so there's not 100+ lines on the page.
Order it from most popular to least popular languages (by count)

Rating & Runtime

Both boxplots so put them on the same page



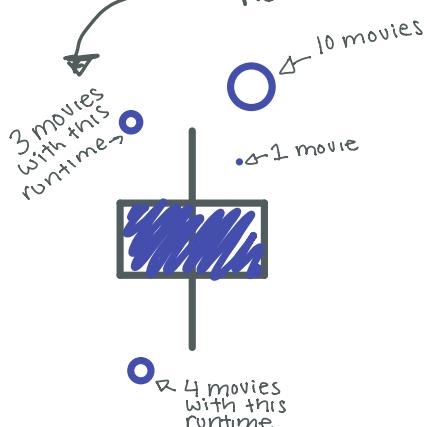
shows outliers in the data better than any of the other ones

represents 1 platform

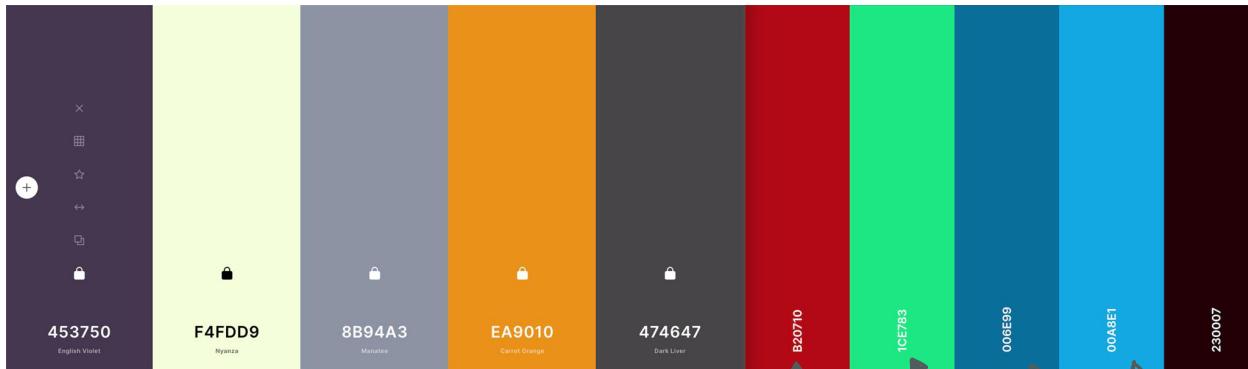
Colour of points & boxes = the platform colour

for outliers
scatterpoints but only for outliers.

In testing, there were still too many points so we switched to 1 outlier per runtime/rating, that tells you the count of movies with that outlier. The size of the point represents the count of points with that value example



COLOUR Palette ❤



* Besides the platform colours, the colours were chosen so they complement & do not distract from the main 4 colours

Amazon Prime Blue Logo Color - by SchemeColor.com