**Netflix Viewership Analysis**

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**Scenario Use case**

I am part of a team of data analysts at a small, independent production company that has been tracking Netflix’s global viewing trends and want to pitch a new show concept to Netflix executives.

**Audience**

* **Netflix Executives:** Executives are data-literate, interested in global trends, and focused on maximizing viewership and subscriber engagement. They want concise, impactful insights.
* We **assume the executives have general knowledge of Netflix data**, not necessarily the granular data.

**Purpose**

* **Call to Action:** To secure a development deal and funding for a new show.
* Demonstrate a clear, data-driven opportunity for a new show concept that aligns with current global viewing trends.

**Medium**

* **PowerPoint Presentation:** This allows a concise, visually compelling presentation.

**Pitch to Stakeholders**

"Executives, we've analyzed Netflix's global viewing data and identified a significant opportunity. Non-English TV shows are experiencing a surge in popularity worldwide. Our dashboard highlights countries where these shows dominate the top 10. By examining successful titles, we see consistent high performance. We also see that the runtime of shows has some impact on views. Finally, we see that staggered launches can have a positive impact on weekly views. Therefore, we propose a new the Non-English TV show, ‘Squid Game’ in other country, for a new season. We believe this show will resonate globally and deliver exceptional viewership."

**Design**

* **Color:** Use Netflix's signature red and black for brand consistency. Complement with neutral grays and blues for readability.
* **Text:** Employ clear, concise language. Use bold fonts for titles and key metrics. Keep descriptions brief and to the point.
* **Alignment:** Maintain consistent alignment for a clean, professional look. Use grid layouts for visual balance.
* **Sizing:** Scale visuals appropriately to highlight key data points. Use larger font sizes for crucial metrics.
* **Spacing:** Provide ample white space to prevent visual clutter.

**Ethical Considerations:**

1. **Data Changes**:
   1. We standardized category names in all-weeks-countries-netflix to align with the other datasets, ensuring consistent analysis.
   2. We aggregated data potentially masking certain nuances.
   3. Country code needed for plotting map graph was used using \*\* this resulted in dropping of certain rows.
2. **Legal/Regulatory**: Netflix’s data is publicly available for analysis, so we are not violating any direct legal restrictions. However, we must be mindful of how we present and interpret the data.
3. **Risks**:
   1. Generalizing global trends could overlook cultural differences.
   2. By only looking at the top 10, we are ignoring a huge portion of shows.
4. **Assumptions**:
   1. We assume that high viewership translates to subscriber satisfaction and retention.
   2. We assume the past trends will continue.
   3. We assume that the data is accurate.
5. **Data Source/ Verification**: Data was sourced from publicly available Netflix top 10 data. We verified the data for its completeness, consistency, and uniqueness.
6. **Ethical Acquisition**: Data was sourced from publicly available Netflix top 10 data, ensuring ethical acquisition
7. **Mitigation**:
   1. We acknowledge the limitations and assumptions in the presentation.
   2. Conduct further market research to validate trends and cultural nuances.
   3. Label any data that was filtered or changed.
   4. Include disclaimers that the data is based on past performance and does not guarantee future results.

**Presentation Summary**

* **Bar Chart**:

Use data from “most-popular-netflix” to check which category has most viewed hours in first 91 days. A graph of different colored squares

AI-generated content may be incorrect.

* 1. Data shows customers are interested in TV shows more than Films.
  2. It is interesting to see TV Non-English has higher hours viewed than Films.
* **World Map**:

Use all-weeks-countries-netflix and all-weeks-global-netflix to create a filled map showing cumulativeweeks\_intop10 for Non-English TV. A map of the world

AI-generated content may be incorrect.A map of the world

AI-generated content may be incorrect.

* 1. Non-English & local content are having more (almost double) cumulative weeks in Top 10 than English and local content.
  2. This is an opportunity to explore
* **Bar Chart**:

Use all-weeks-countries-netflix and all-weeks-global-netflix to understand the Top and Bottom Countries having Non English & Local content in the cumulative weeks in Top 10.A graph of a number of people

AI-generated content may be incorrect.

* 1. Non-English-speaking countries have highest number of non-English shows on cumulative Top 10.
  2. Even English-speaking countries picked are having non-English shows in Top 10.
* **Line Chart:**

Use all-weeks-global-netflix to show the weekly rank and hours viewed of top-performing Non-English TV shows. A graph showing the top non-english tv shows

AI-generated content may be incorrect. A graph showing the number of tv shows

AI-generated content may be incorrect.

* 1. Top shows are Squid Game, The Glory, Extraordinary Attorney Woo, Café con aroma de mujer, All of us are dead.
  2. People are watching more mature adult shows like Squid Game, which has very high viewership.
* Scatter Plot:

Use most-popular-netflix to create a scatter plot with runtime on the x axis and views first 91 days on the y axis. A graph with a line

AI-generated content may be incorrect.

* 1. Very few shows have runtime over 8 hours.
  2. The sweet spot is between 4-8 hours for shows with high viewership.
* Side by Side Bar Chart:

Use all-weeks-global-netflix to show the weekly hours viewed for shows with and without staggered launches. A blue and pink rectangles

AI-generated content may be incorrect. A graph of a graph showing the impact of a launch

AI-generated content may be incorrect.

* 1. Staggering launch on TV Shows viewing hours is very close to average weekly hours viewed.
  2. TV Shows with staggering launch have higher peaks in average hours viewed by week than the regular shows.

By combining data analysis, compelling visuals, and a clear call to action, we can effectively present our show concept to Netflix executives.