NETFLIX - DATA VISUALIZATION
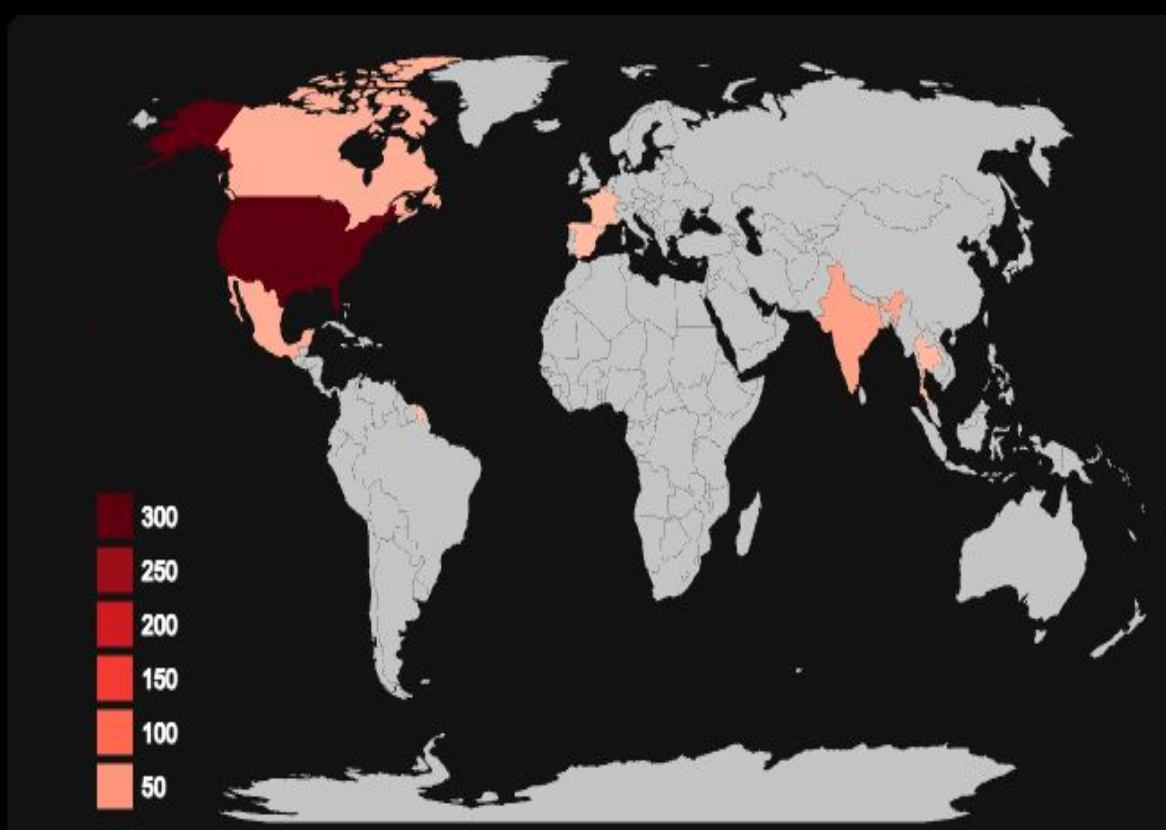
GROUP NO. 23 : SAYED BILAL BARI & NITIN SINGH

INTRODUCTION

- **Quest** to uncover the secrets behind what makes Netflix tick.
- **Tracking** trends in show and movie preferences.
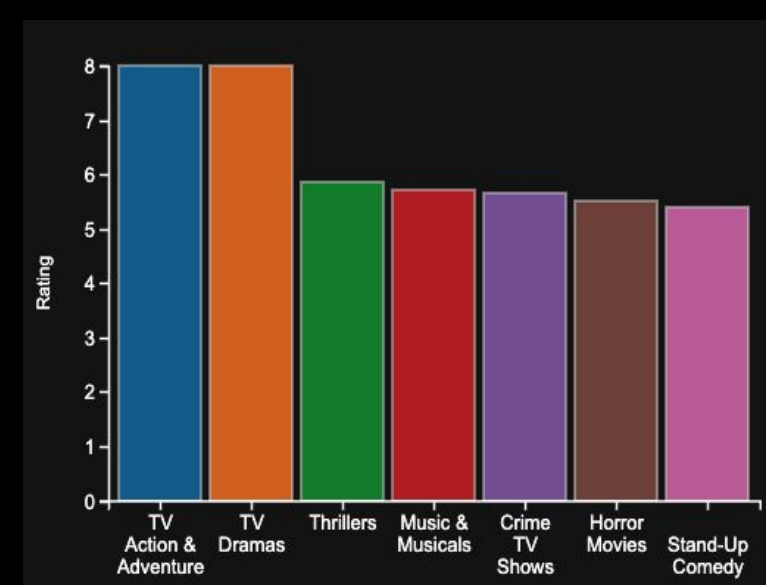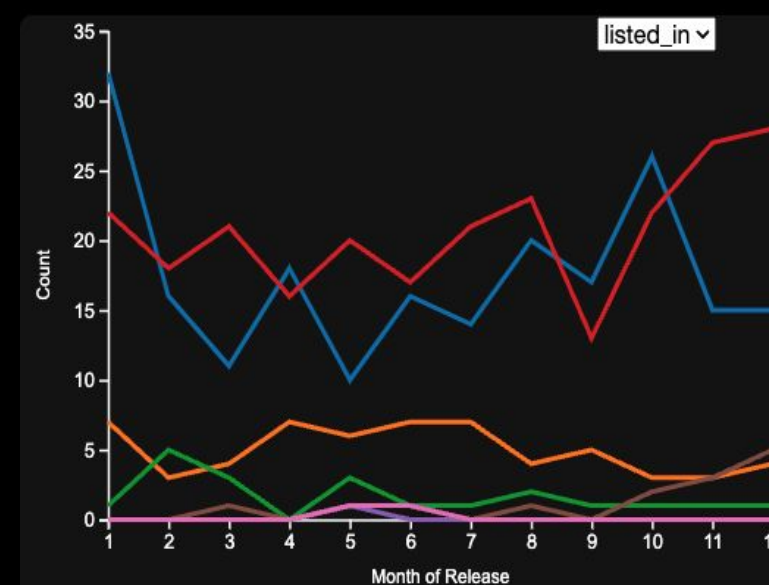- **Identify** the directors and stars dominating the top-watched lists

DATA

- The dataset columns - **titles**, **genres**, **release dates**, **cast**, and more.
- It's a blend of **creative** and **business** aspects.
- We've incorporated movie ratings from **IMDB**.
- Extracted and merged using **Kaggle** datasets

OBJECTIVES

- **Genre Trends**: Are superheroes still popular, or are dramas and comedies making a comeback?
- **Global Content Mix**: How does content vary across different regions?
- **Star Power**: Which actors and directors consistently draw in high ratings?
- **Seasonal Viewing**: Do horror films dominate October, and are family movies the go-to in December?
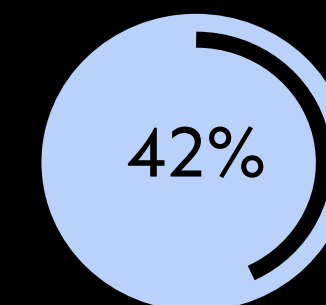
METHODOLOGY

- **Filter and Find**: Easily search for specific content, like comedies from the 2000s.
- **Dive Deeper**: Click on any graph or map for more detailed information.
- **Hover for More**: Get additional information by hovering your cursor over any point of interest.
- **Mix and Match**: Change one graph based on what you're viewing in another for seamless exploration.
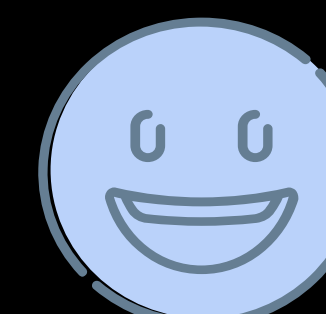
INSIGHTS

- 42% — **Horror Movies** stand out as the most released on Netflix
- **USA** is the prime producer of content on Netflix
- **Stand up** comedy content increased by **10x** over the last decade
- **English** people love their musicals while **Canadians** enjoy their thrillers more
- **Kevin Hart** has featured in most Netflix productions
- **Inverse correlation** between movie **duration** and **rating**