



Apple TV+ Analysis

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What Data Was Analyzed?

Movies & TV Shows

We analyzed the data for all movies and shows on Apple TV+ as of March 2023.

These consist of both originals and licensed films such as *Charlie Brown*.

Age and IMDB Ratings

We wanted to gather a comprehensive picture of the demographics Apple is trying to appeal to. We felt that *age certification ratings* were a way we could obtain that information.

IMDB ratings are also available for each title as we will see in our interactive visualization coming up.

Successes and Obstacles

The background image shows three men in sports attire. The man in the center has a beard and is wearing sunglasses and a blue cap. The man on the left is wearing a dark blue shirt with a white Nike logo. The man on the right is wearing a white cap and a blue and red striped shirt. They are all looking off-camera to the right.

- We found the data easy to work with and clean for manipulation.
- The data was very recent, which allowed us to reliably analyze it.
- We had many interesting data-points to choose from.

- Providing enough visuals for all the interesting data-points became as obstacle as the deadline approached.
- Having to setup the same database on our local machine made it difficult to see the same data and visualizations across the team.

Questions & Comments

