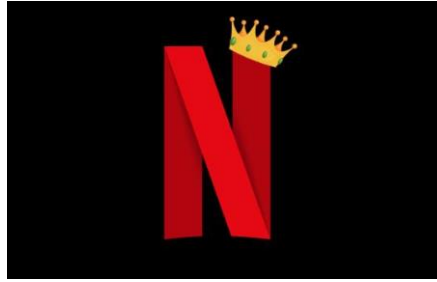# Data Visualization on NETFLIX

Purpose:

In this isolated period, I understood part of individuals are spending in viewing the Netflix web series and movies. So, it intrigued me to do information investigation on this dataset. The objective of the data is to break down the intrigue bits of knowledge of TV Shows and Movies as of late. The dataset comprises of 12 columns and 6172 rows.

These were my few questions I have visualised as whole project

1. Country preferences on type?
2. What is the most content watched?
3. What is the duration of most of the movies?
4. Quadrant analysis on rating, country, and genre.
5. Which is the highest rating watched movie and TV Show

**Map Visualization**

Using Map, we can see that Asian countries prefer Dramas more and hence they liked to watch more of TV Shows while North and South America prefer more of Movies. But if you focus on India particularly, we can see that South and north India prefer watching more movies than central India. To get clearer picture let's see what kind of genres leads more.

Bubble Chart

From above graph we can see majority of viewers prefer International content genre in both TV Shows and Movies which has rating of TV-14 and TV-MA.

TV-MA: MATURE AUDIENCE ONLY This program is specifically designed to be viewed by adults and therefore may be unsuitable for children under 17. This program contains one or more of the following: graphic violence (V), explicit sexual activity (S), or crude indecent language (L).

TV-14: PARENTS STRONGLY CAUTIONED This program contains some material that parents would find unsuitable for children under 14 years of age. Parents are strongly urged to exercise greater care in monitoring this program and are cautioned against letting children under the age of 14 watch unattended. This program contains one or more of the following: intense violence (V), intense sexual situations (S), strong coarse language (L), or intensely suggestive dialogue (D).
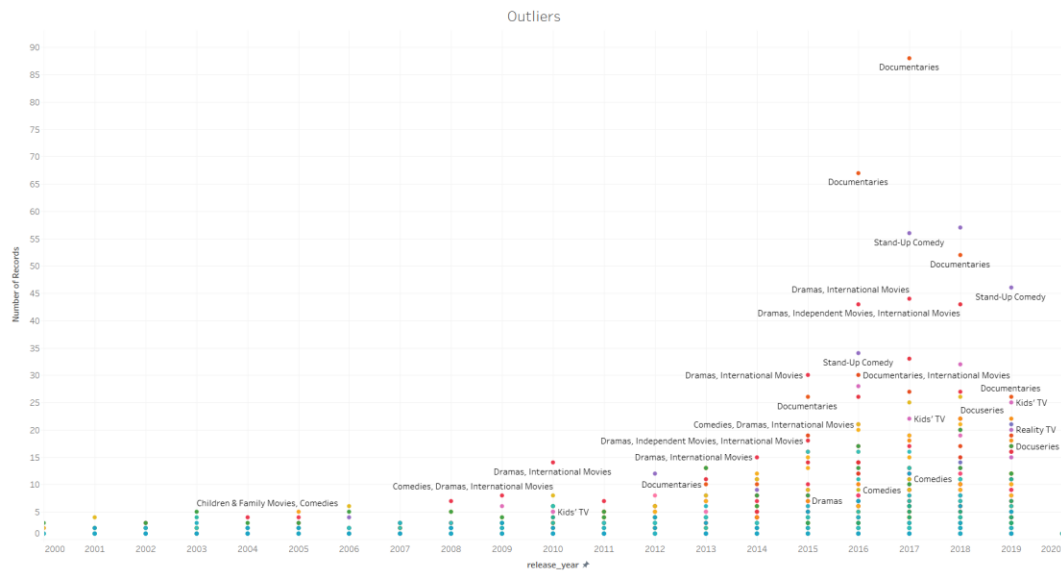
Outliers explained using scatter plot

An outlier is an observation that lies an abnormal distance from other values in a random sample from a population. In the above graph we can see that each year new genre has been added and from 2017 to 2019, Documentaries falls on outliers. Which means most of the people did not prefer watching those kinds of genre. While 60% preferred watching Stand-up-Comedy, International Movies and Dramas.
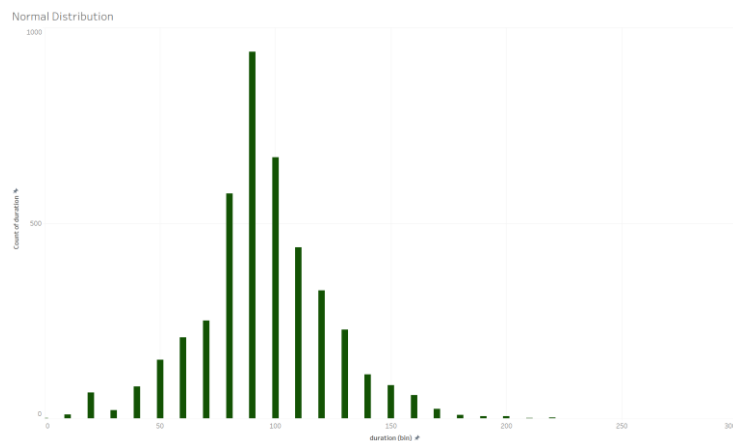

Normal Distribution on Movie Duration.

In the duration graph we can see that majority of the movie duration is 90 mins in Netflix which is symmetric about the mean, demonstrating that information close to the mean are more continuous in the event than information a long way from the mean as it's clear normal distribution. Also, most of the international movies are around the range of 90 – 100 mins of duration.
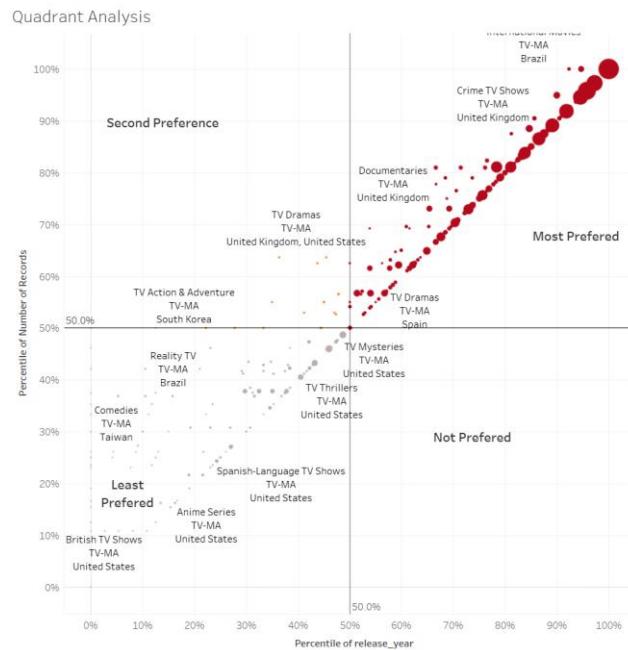
Quadrant Analysis

In quadrant analysis, we can see most preferred genre. So, graph explains that most preferred genre of the users TV-14 are International Movies, Dramas, Action Adventures, Comedies and Sports. While their least preference are Thrillers, Horror Movies, Music and Musicals. For TV-MA most preferred genre are Dramas, International Movies, Horror Movies and Comedies while least preferred is Romantic Movies, Thriller and Sci-Fi.

Now let us see the final story via **DASHBOARD**
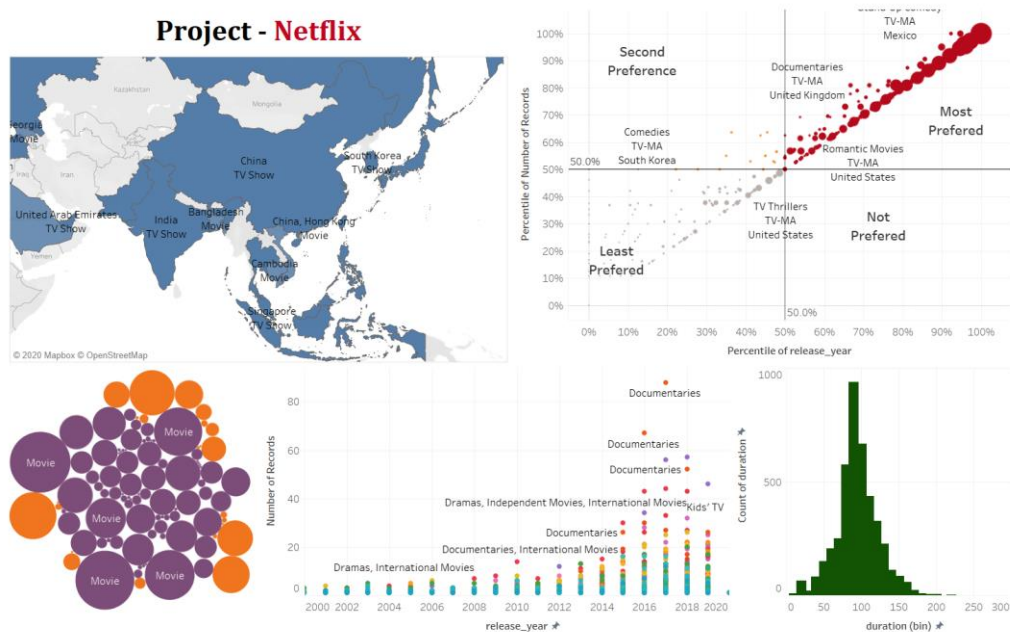
From the above analysis we can say that most of the viewers of the Netflix are TV-MA people who are from Asian and North American countries who likes to watch International Shows and Movies like Game of Thrones, Stranger Things, The Spy, Phobia 2, Shutter and many more which has intense content like violence, explicit sexual activity (S), or crude indecent language (L). All these movies and show's duration range from 2 – 2.5 hrs. In conclusion we can say that Netflix is holding its balance by targeting the audience above 21yrs of age who prefers to watch mature content as there are so many releases on TV-MA rating lately.