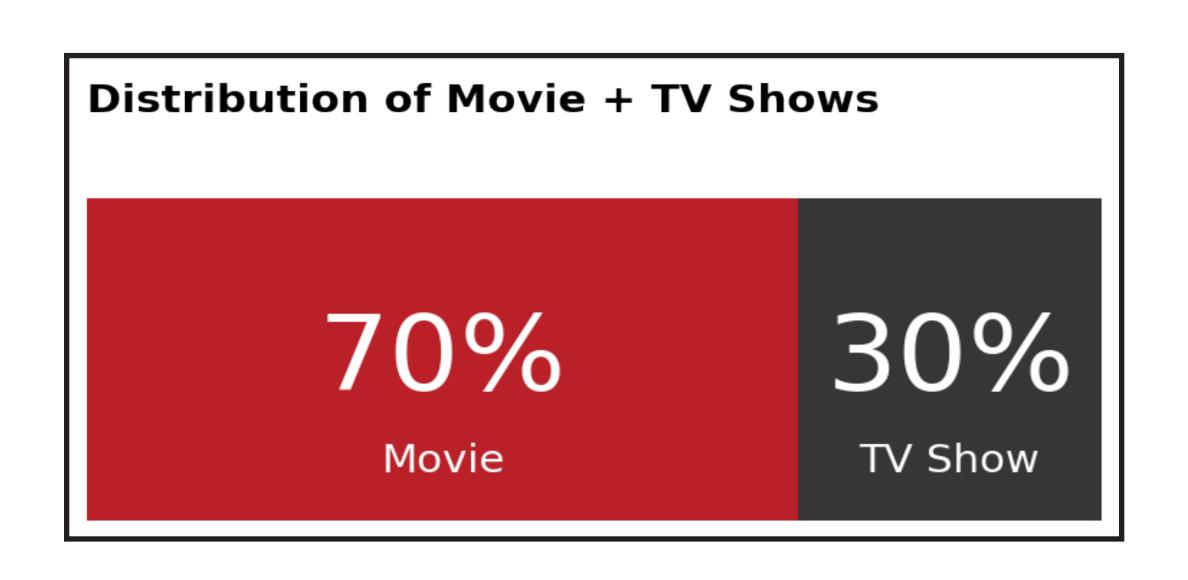
UNDERSTANDING NETFLIX'S CATALOGUE

CONTEXT OF DATASET

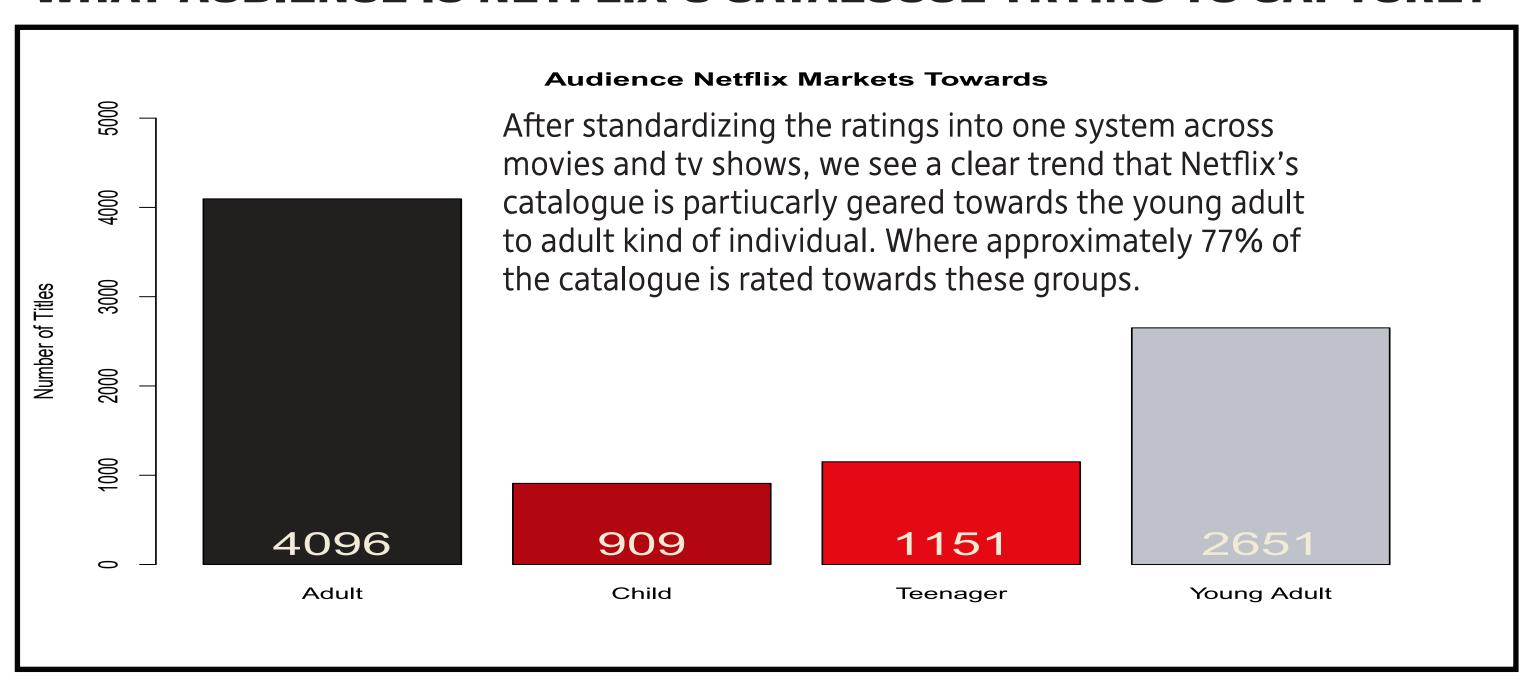
NETFLIX IS ONE OF THE MOST POPULAR VIDEO STREAMING PLATFORMS. HAIVNG OVER 8000 MOVIES AND TV SHOWS AVAILABLE. AS OF Q1 2022 HAVING 221 MILLION SUBSCRIBERS ACROSS THE GLOB. THIS TABULAR DATASET CONSITS OF MOVIE AND TV SHOW LISTINGS AVAIALBLE ON NETFLIX, ALONG WITH ADDITIONAL INFORMATION SUCH AS CAST, DIRECTORS, RATINGS, RELEASE, DURATION, ETC.



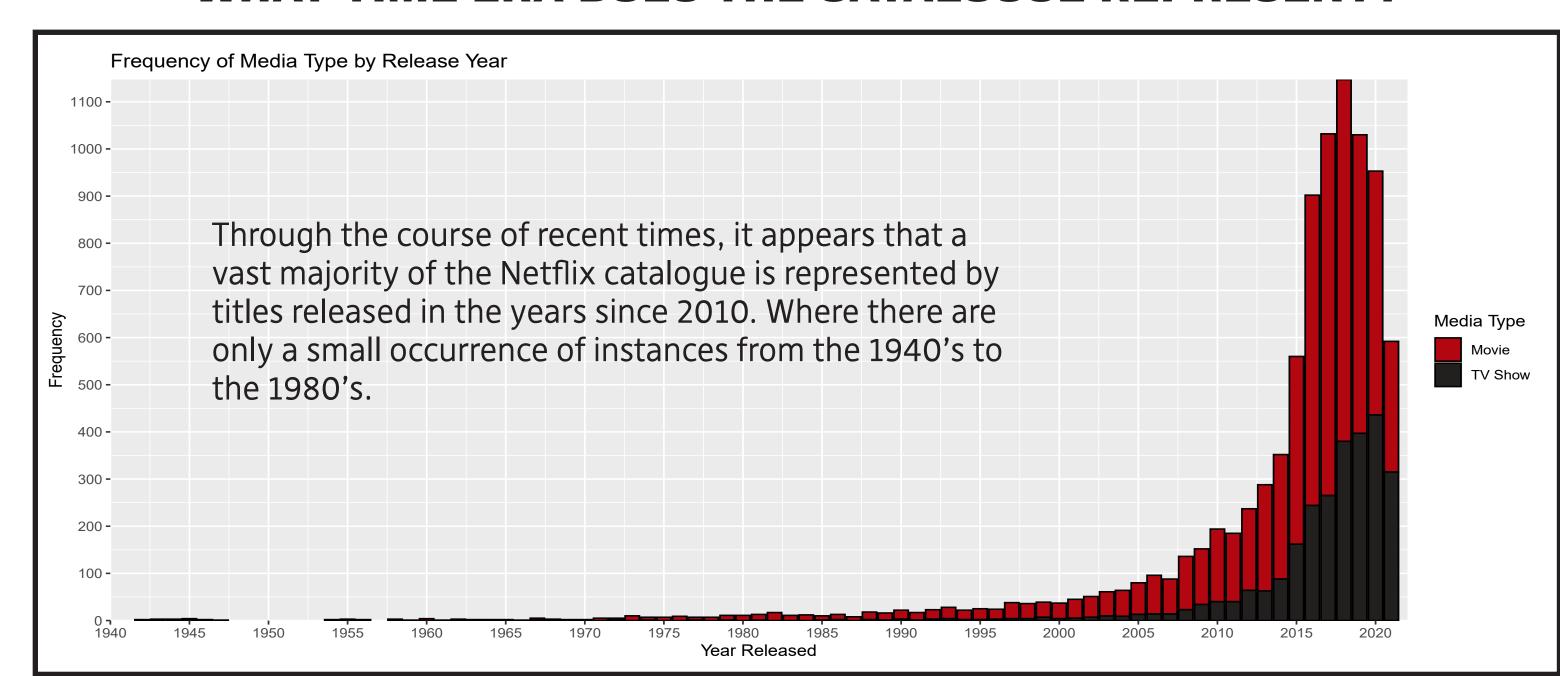
INTENDED AUDIENCE

WITH 221 MILLION SUBSCRIBERS OF NETFLIX, THEY WOULD BE AN IDEAL AUDIENCE THAT WOULD BE INTERESTED IN LEARNING ABOUT THIS SERVICE. ADDITIONALLY, THOSE THAT ARE CURIOUS AS TO HOW INDIVIDUALS HAVE ENJOYED ENTERTAINMENT THROUGH HISTORY THROUGH THE YEARS WANTING TO UNDERSTAND HOW STREAMING HAS TAKEN OVER THE ENTERTAINMENT INDUSTRY.

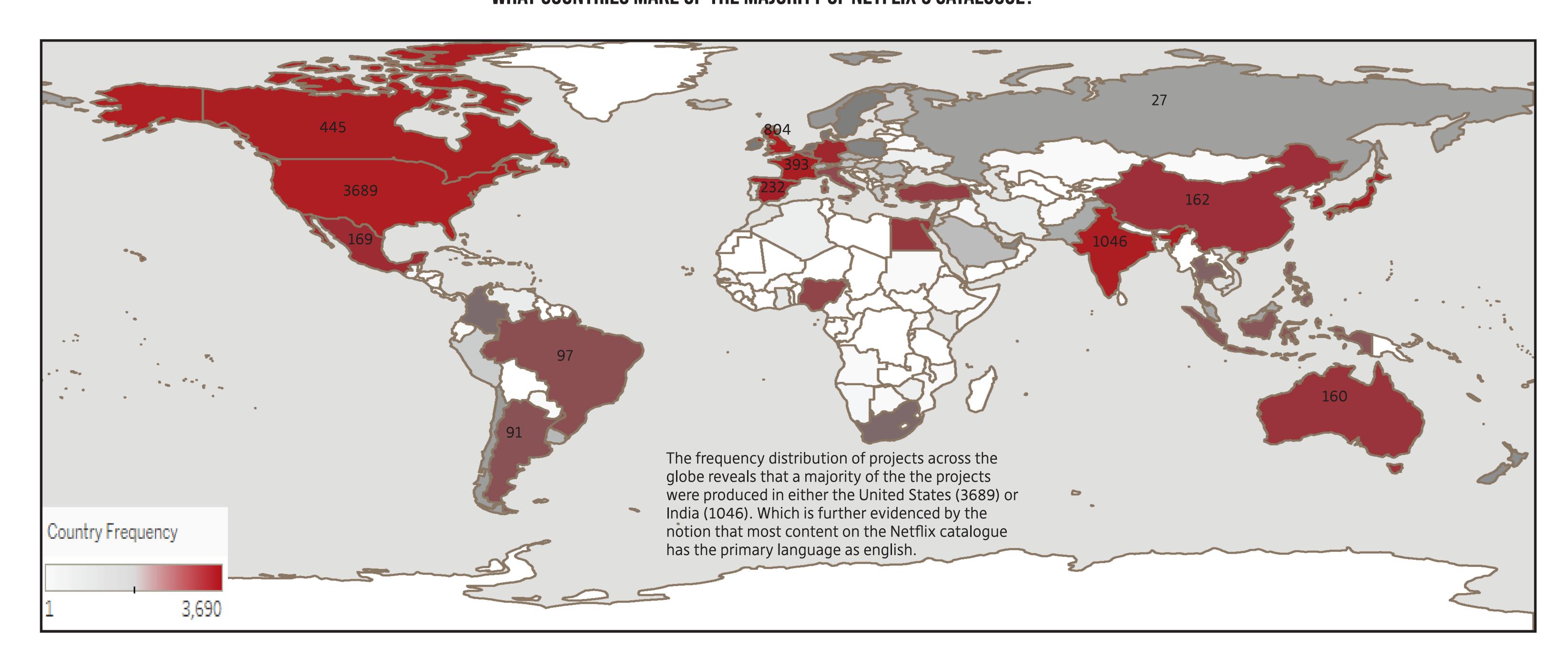
WHAT AUDIENCE IS NETFLIX'S CATALOGUE TRYING TO CAPTURE?



WHAT TIME ERA DOES THE CATALOGUE REPRESENT?



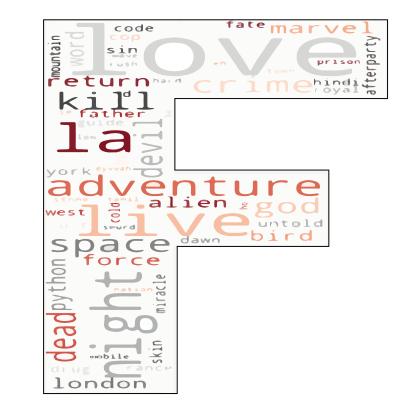
WHAT COUNTRIES MAKE UP THE MAJORITY OF NETFLIX'S CATALOGUE?



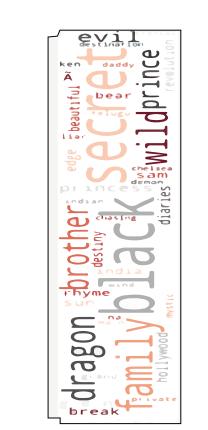
WHICH WORDS ARE TYPICALLY USED IN DESCRIPTIONS WITHIN THE CATALOGUE?

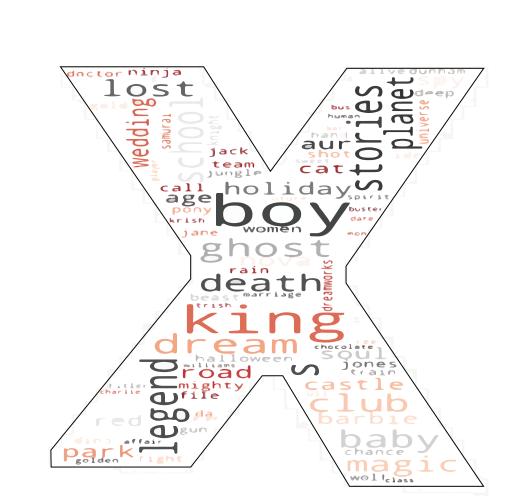












Joshua A. Gaze | Syracuse University | IST-719 Information Visualization | Spring 2022

Tools used: R, Python, Adobe Illustrator Packages utilized:

R - tidyverse, ggplot2, rworldmap, wordcloud, wordcloud2 Python - pandas, numpy, wordcloud

Data Source:

Kaggle - Netflix Movies and TV Shows https://www.kaggle.com/datasets/shivamb/netflix-shows

We see in this wordcloud shown above, that common words included in the descriptions of these catalogue items include 'christmas', 'super', 'pow-er', 'time', 'world', 'girl', 'love', 'adven-

ture','live','family','secret','legend','lost','secret', among many others. Something this can tell us about the general storylines of these projects in the catalogue is that christmas stories are highly valued, action stories wither super powers appear quite often, and adventure tales filled with legends and lost secrets waiting to be discovered.