



Netflix Movies and TV Shows Data Visualization



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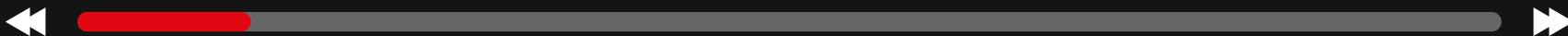
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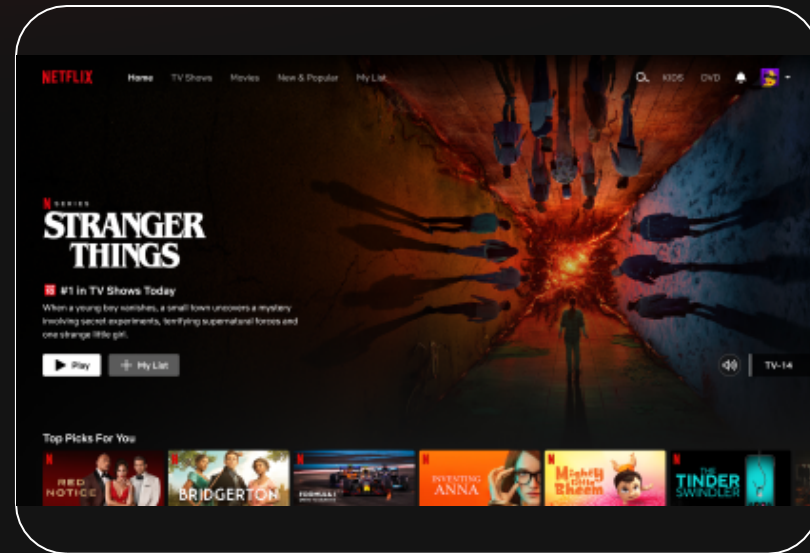
| Business Problems & Objectives

How can Netflix increase market share by understanding regional preferences ?

Netflix is experiencing constant market share decline. In order to capture more market share, understanding regional preferences and viewing patterns is essential.

Enhancing Netflix's appeal and relevance in top-performing countries will be achieved through the following steps:

1. Narrow down to our focus to movies
2. Identifying Top Countries
3. Analyzing Country-Specific Preferences
4. Tailoring Content and Strategies
5. Monitoring and Adaptation





| Sources

<https://www.kaggle.com/datasets/shivamb/netflix-shows>



Sources Considered

We considered multiple sources like: Netflix Prize data, Netflix User Base Dataset, Netflix popular movies dataset, Netflix IMDB Scores, Netflix Movies and TV Shows



Sources Evaluated

All data sources are evaluated based on the following criteria:

- Relevance
- Completeness
- Quality
- Granularity
- Applicability



Sources Selected

We selected the following datasets:

1. Netflix Movies and TV Shows dataset (e.g.actors, directors, ratings, release year, duration, and etc.)
2. Netflix Market Share across years
3. Number of new subscribers across years





| EDA and Data Transformations



Data Preprocessing

Drop NA values as needed
Split texts for genres and countries
Explore columns to count productions in different categories



Transformation

Created datasets for number of movies produced in different countries and genres
Combined our dataset with trend of new subscribers and market share data across years into final data source used



EDA

Our key takeaways from EDA are:

1. United States produced most number of movies
2. International Movies has the highest number of production
3. TV-MA the the greatest number of ratings for movies, which means Netflix produced most mature audience only Movies



| Tableau Visualizations

Topic	Graph Type
Market Share Trend	Bar Chart
Growth rate of subscribers	Line Charts
Analyzing Country-Specific Preferences (Genre & Rating)	Choropleth, Lollipop Chart, TreeMap



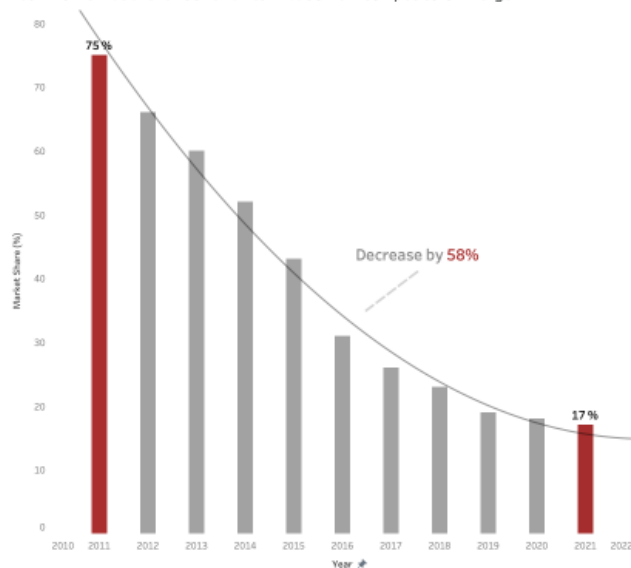
| Tableau Visualizations

Netflix Movies and TV Shows Analysis

Market Share Decline	Movies dominates in Netflix's Productions over year in terms of ...	Growth rate of netflix subscribers and production volumes d...	Growth rate of netflix subscribers decreases synchronously with M...	Countries with genre and rating
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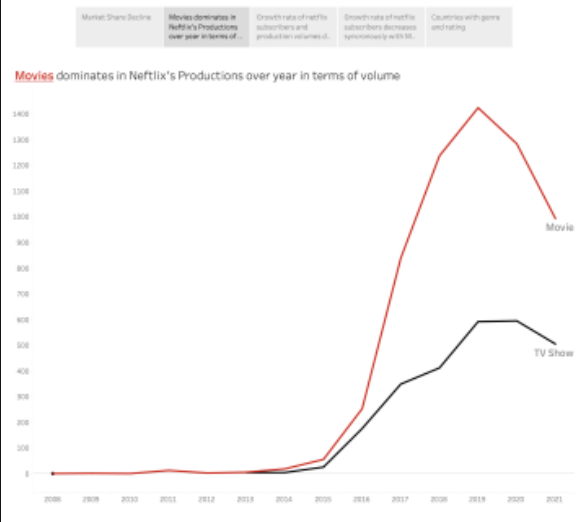
Netflix's Market Share has Fallen to 17% as New Competitors Emerge

Year1
Non-Null Values Only

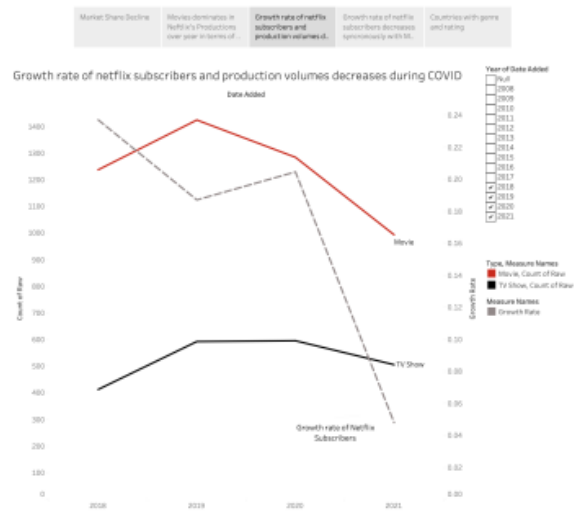


| Tableau Visualizations

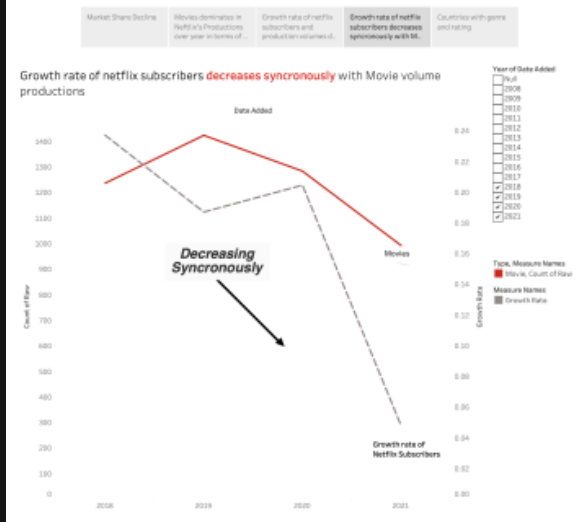
Netflix Movies and TV Shows Analysis



Netflix Movies and TV Shows Analysis



Netflix Movies and TV Shows Analysis



| Tableau Visualizations

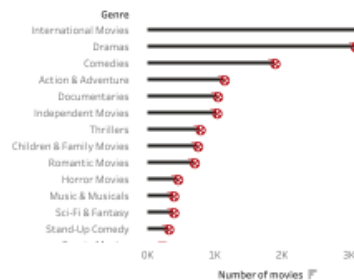
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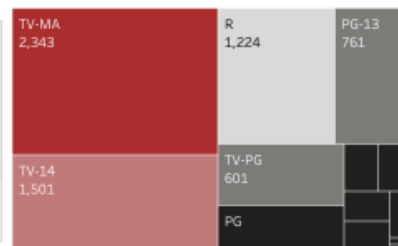
Countries like **US and India** Produced the Most Movies



Country Specific Preferences in terms of **Genre**



Country Specific Preferences in terms of **Rating**

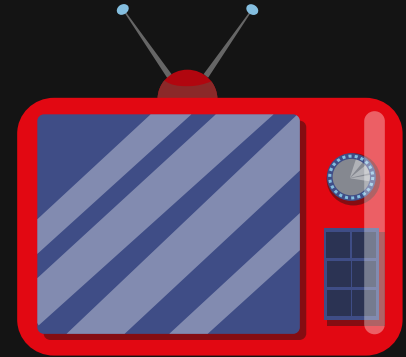




Recommendations and Next Steps

Our Recommendation for Netflix to grow market share is :

- **Maintain strong presence in top performing markets** (US, India, UK, Canada, France) via recommending their preferred genre and ratings.
e.g. Netflix should investigate the importance of movie productions in Dramas, Comedies and International Movies for the genre and TV-MA and rated-R movies for rating in these five countries if assumed that movie productions are aligned with local preferences.
- **Diverse Content Exploration:** Explore more diverse options for movies of different ratings and genres based on the data visualization insights.

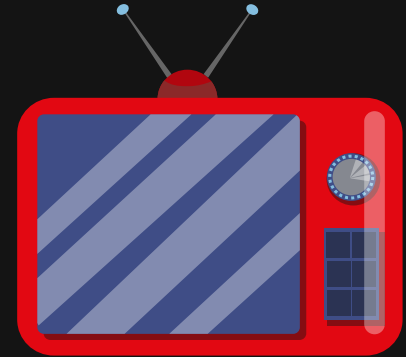




Recommendations and Next Steps

In terms of next steps, Netflix should conduct a series of experimentations or A/B Testings to :

- **Testing Genre Demand through Production Adjustments:** Test demand for genres across different countries and then adjust movie production volumes.
- **Evaluating Supply Adequacy of Popular Genres:** This evaluation involves assessing whether the current content supply in these genres aligns with their popularity and consumption rates. If discrepancies are found, Netflix can strategically pivot to fill these gaps, thereby improving user satisfaction and retention.
- **Identifying Desires for Increased Production in Key Categories:** Beyond merely adjusting to current demands, Netflix should also proactively identify genres and subgenres with potential for growth. This entails analyzing consumption trends, viewer feedback, and broader market analysis to pinpoint areas where increased content production could stimulate viewer interest and engagement.



**Thank you for
Listening**

