



COMP5048 ASSIGNMENT 2

Group 10

CONTENTS



INTRODUCTION TO
DATASETS AND
TASKS



IMPLEMENTATION.



VISUALIZATION
AND DISCUSSION



FUTURE APPROACH

INTRODUCTION: DATA AND TASKS

Data set consists of tv shows and movies available on Netflix as of 2019.

- Trend of Netflix content

Task 1



- Top content producing countries

Task 2



- Type of content available on Netflix

Task 3



- Maturity rating analysis

Task 4



- Genre analysis

Task 5

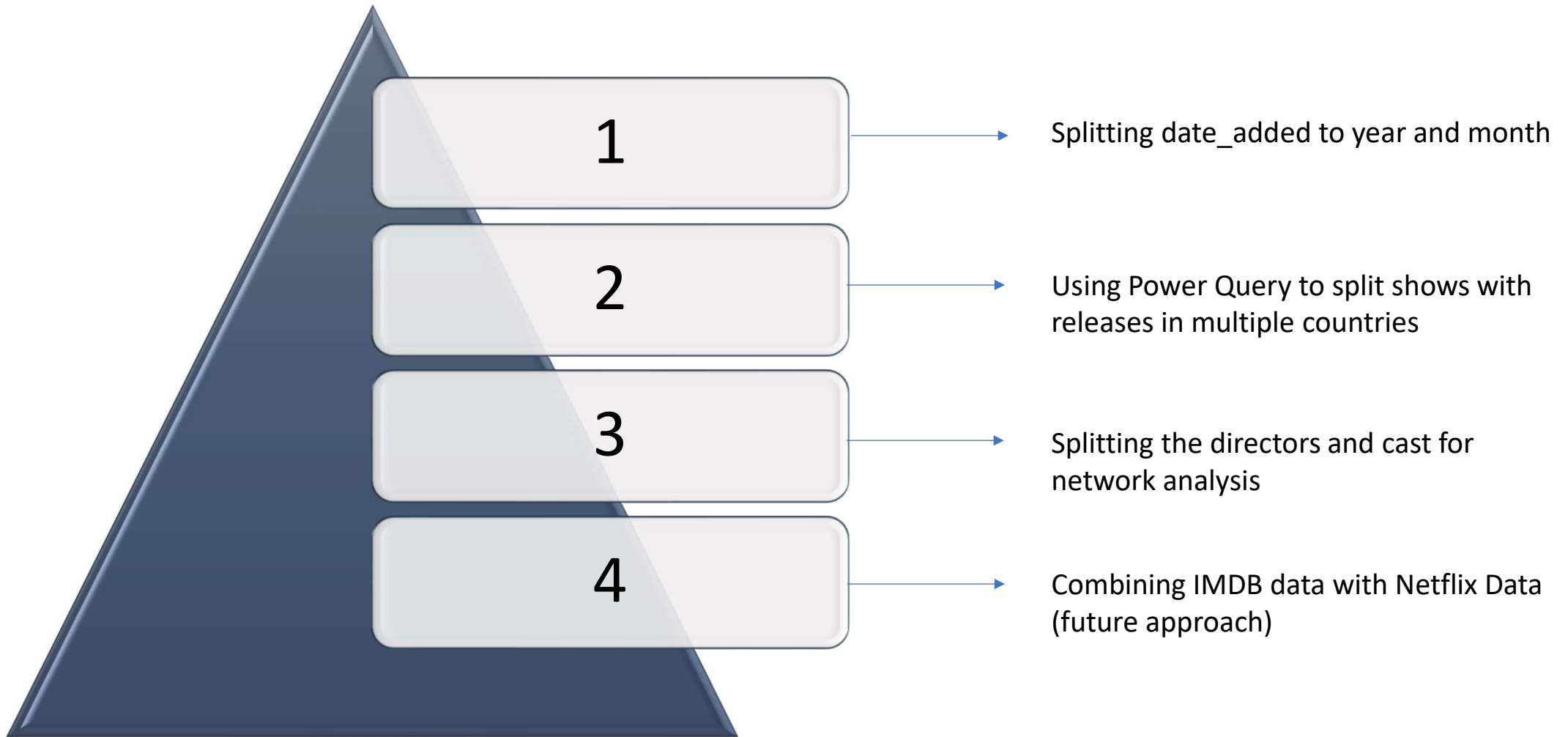


- Trend analysis on duration of TV shows and Movies

Task 6



DATA PRE-PROCESSING



IMPLEMENTATION

Tableau

This tool was used for :

Task 1

Task 4

Task 5

Task 6

Python

This tool was used for :

Task 2

Task 3

Gephi

This tool was used for:

Task 7 (Incubation)

TASK 1 : TREND OF NETFLIX CONTENT

Netflix TV Show Content Around The World in Year 2008



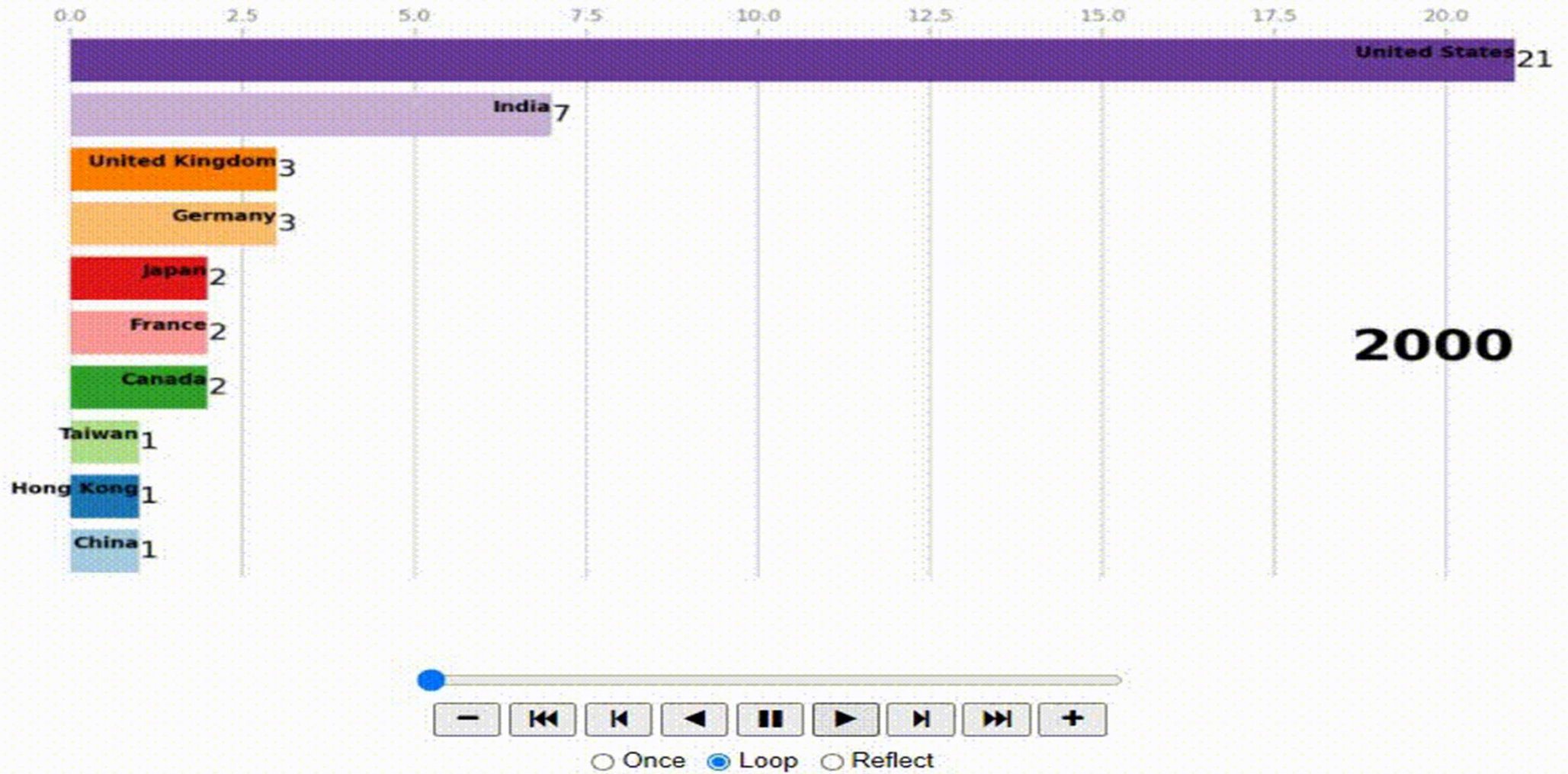
Netflix Movies Content Around The World in Year 2008



- Netflix start to be recognized after 2012.
- US, India, UK, Canada being the highest contribution.
- Rate of increase of Movies over the years is faster than that of TV Shows

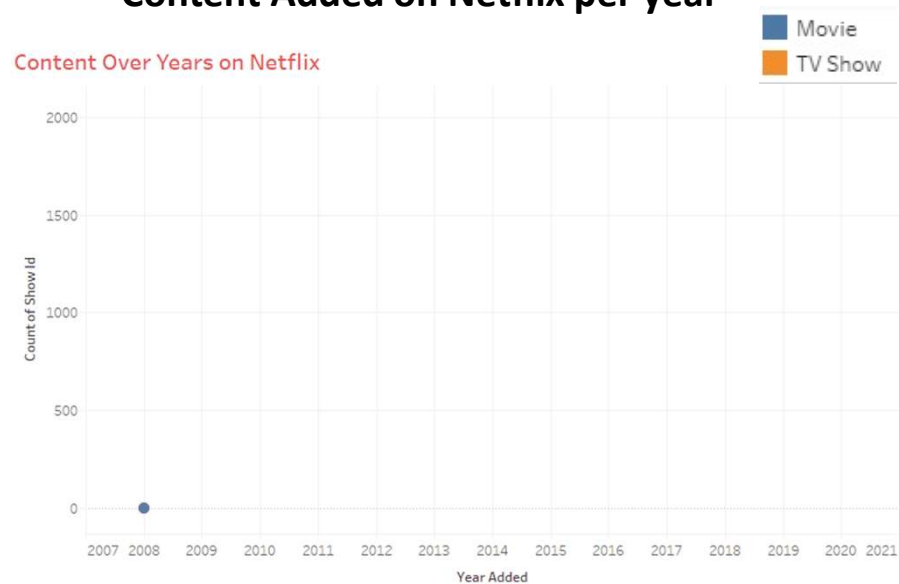
TASK 2 : TOP CONTENT PRODUCING COUNTRIES

Top 10 content producing countries on Netflix from 2000 to 2020

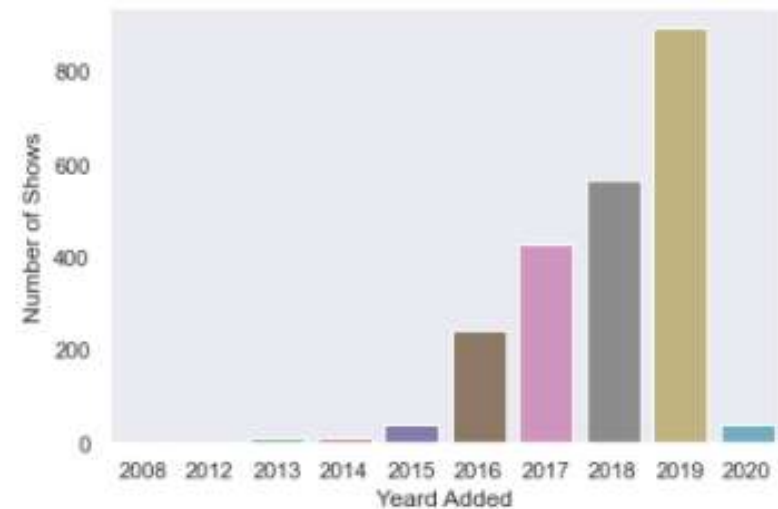


TASK 3 : TYPE AND RATE OF ADDITION OF COTENT

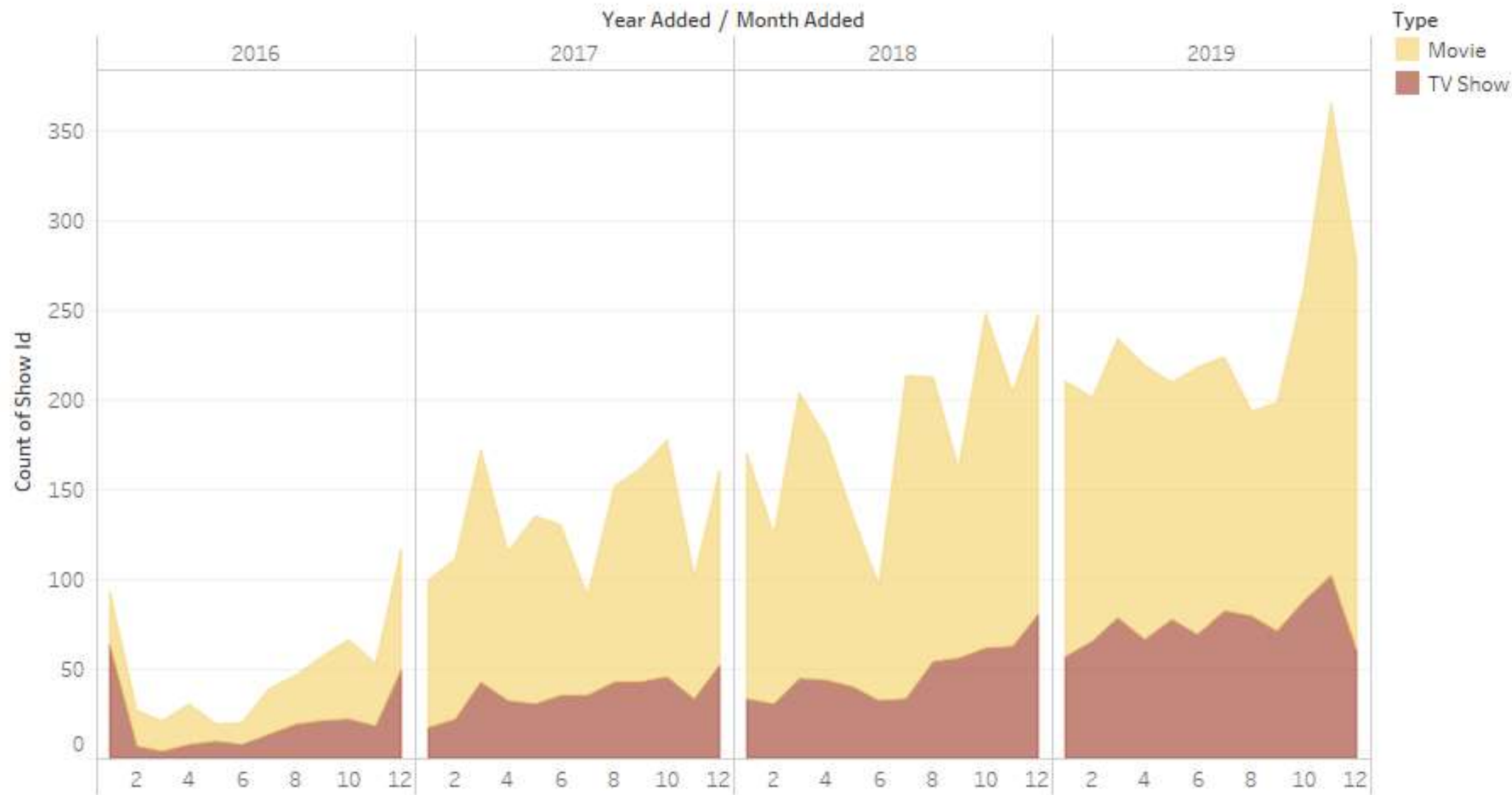
Content Added on Netflix per year



Bar Graph Illustrating the addition of content on Netflix



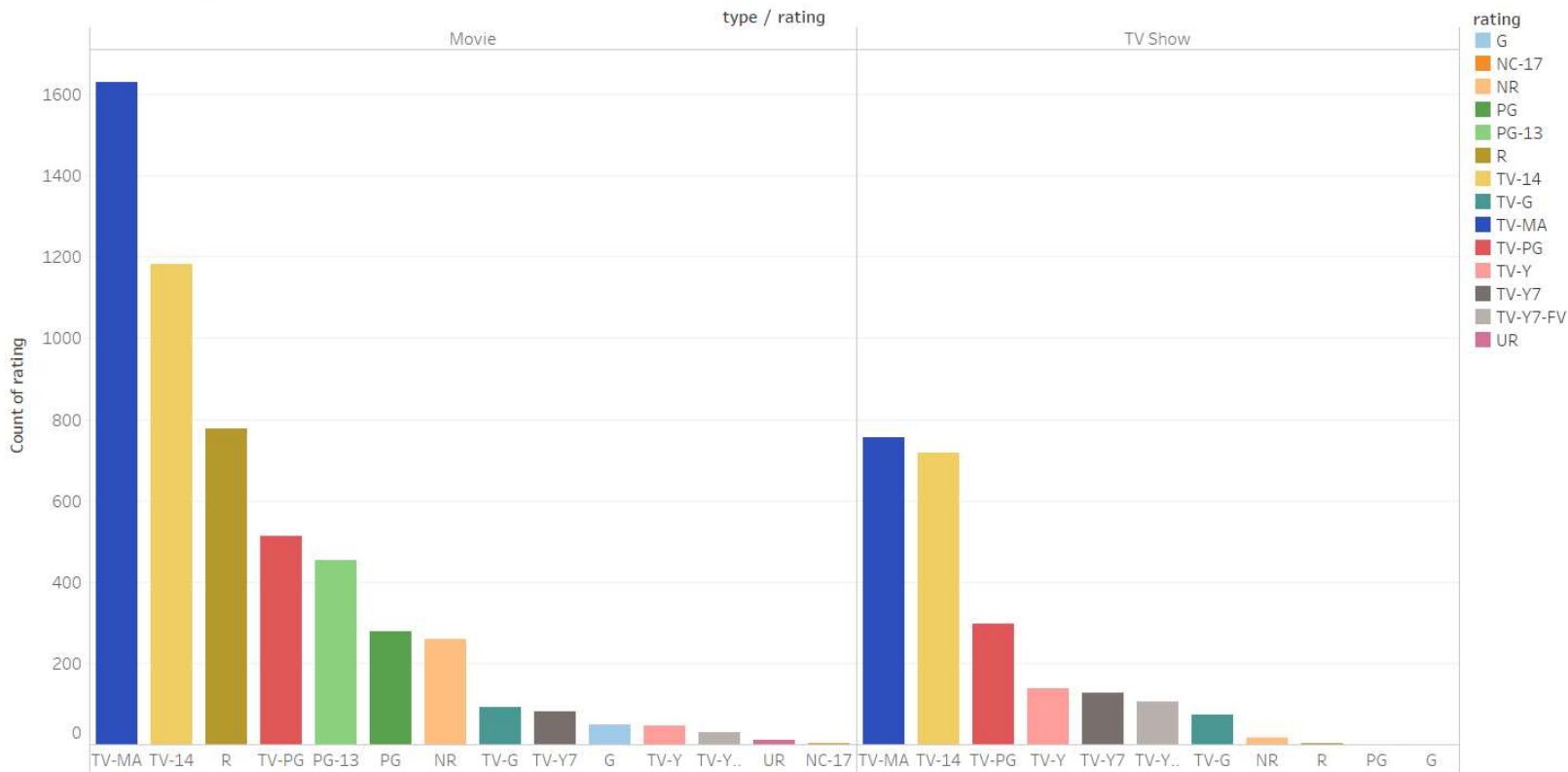
Specific Time for Netflix Content Release



Count of Show Id for each Month Added broken down by Year Added. Color shows details about Type. The view is filtered on Year Added, which keeps 2016, 2017, 2018 and 2019.

TASK 4 : MATURITY RATING ANALYSIS

Maturity Rating of Content

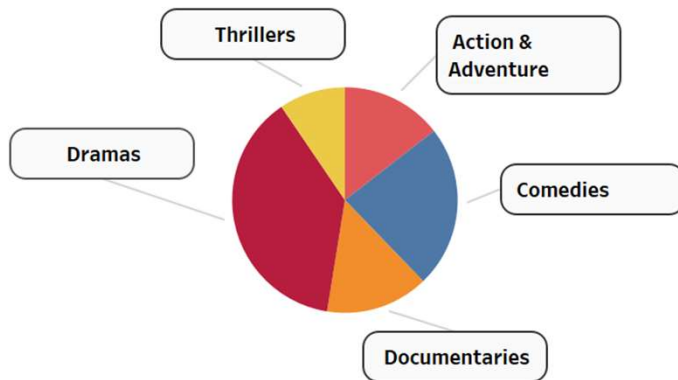


Count of rating for each rating broken down by type. Color shows details about rating. The view is filtered on rating, which excludes Null.

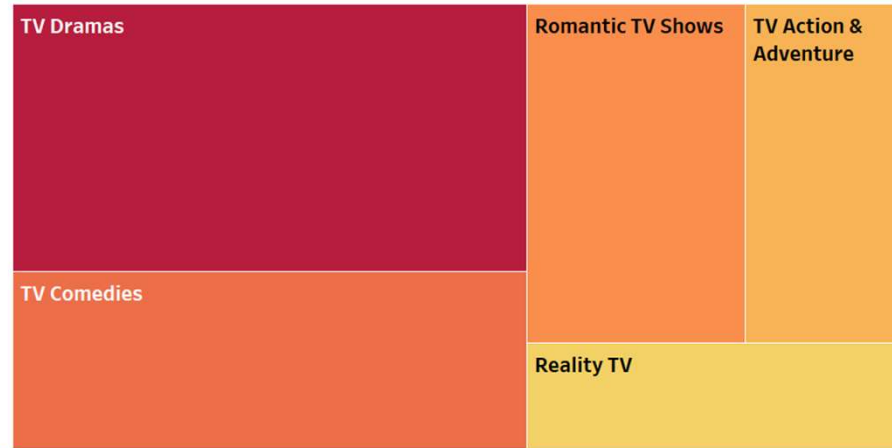
- Majority of content is TV-MA- for mature audiences only.
- 2nd Highest content rated TV-14. Parental guidance required for viewers below 14 years of age.
- Large availability of rated R movies on Netflix because of lack of governance on the internet.

TASK 5 : GENRE ANALYSIS

Top 5 Movies Genre on Netflix



Top 5 TV Show Genre on Netflix



Top 5 Movie & TV Show Genres in Australia



Top 5 Movie & TV Show Genres in U.S.A.



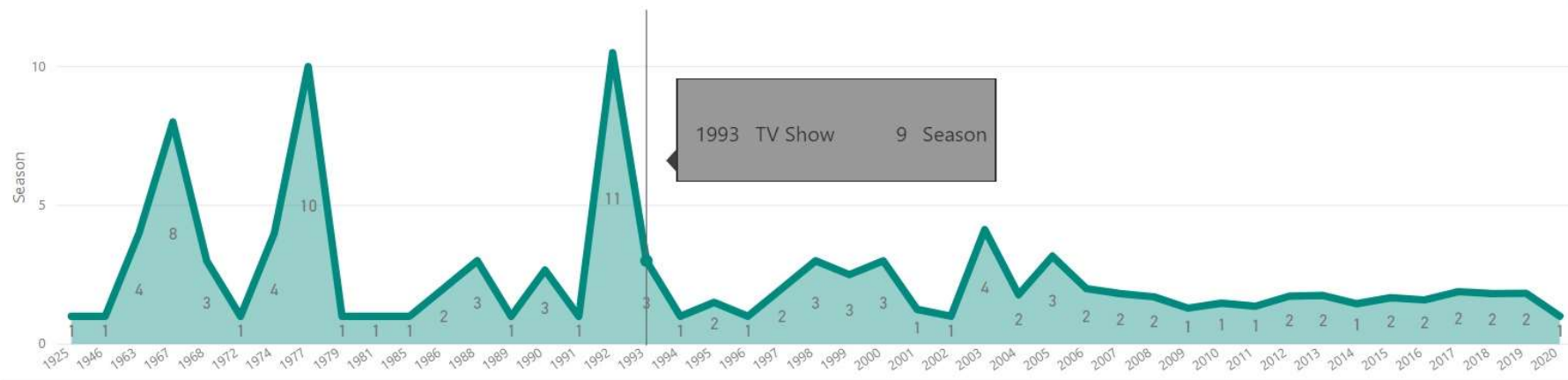
- Drama is the top Genre in the Movie and TV Show category. Drama also happens to be the most available genre in Australia and U.S.A. as well.
- Comedy follows it as the second most available genre on Netflix
- The visualisations are done using a pie-chart, bubble chart and tree-map.

TASK 6 : TREND ANALYSIS ON DURATION OF TV SHOWS AND MOVIES

Movie Average Duration



TV-Shows Average Duration



EVALUATION TECHNIQUES



1. Cognitive Walkthrough

Team members will be presented end to end demonstration of the visualizations and furthermore will be asked for their analytical opinion.

Used For : Task 1, Task 2, Task 6

2. Think Aloud

Different set of users will be referred to and asked to speak out their thoughts while reviewing the visualizations in order to validate their interpretations.

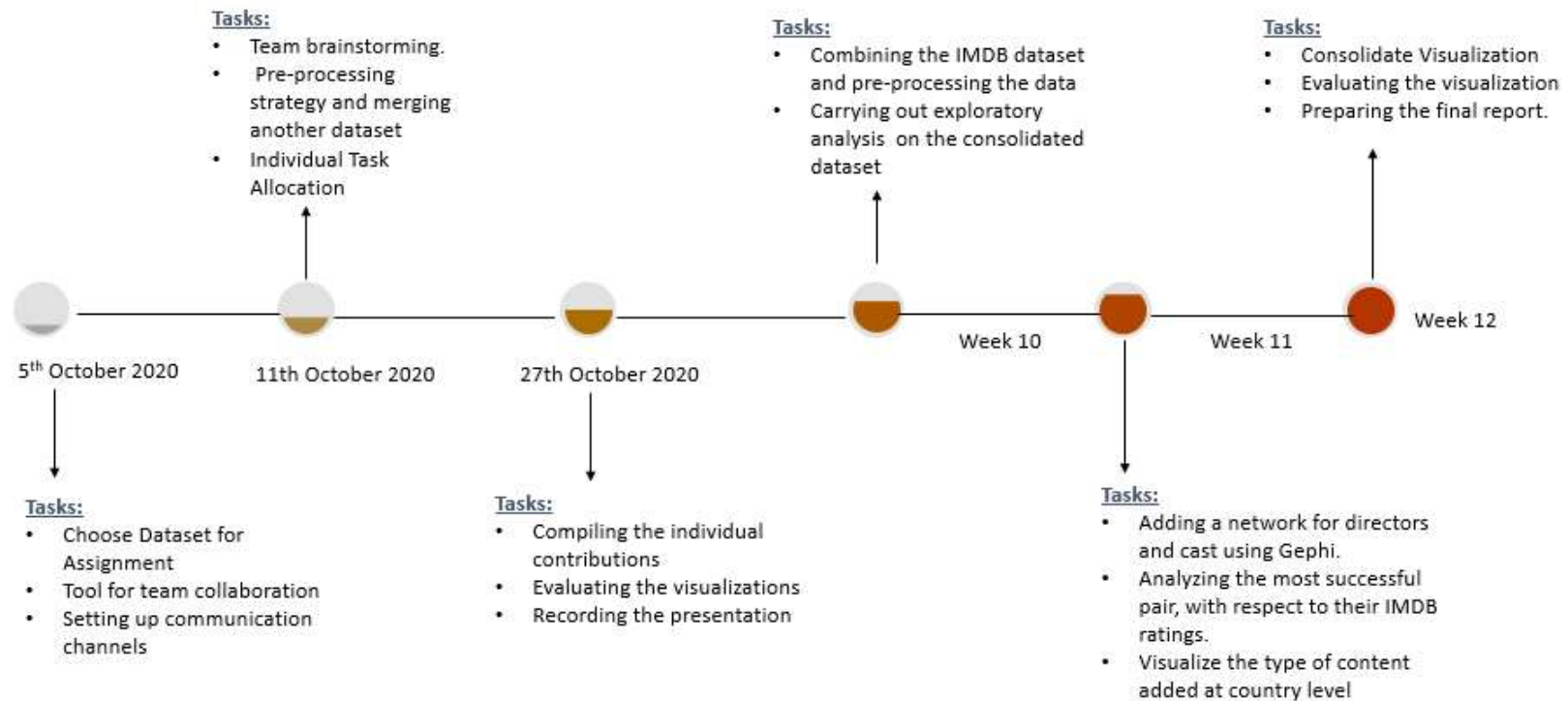
Used For : Task 3, Task 4, Task 5

RESULTS AND DISCUSSIONS



- Overall increase in the availability of Movies and TV shows, catering to the demand in the respective countries.
- Rise in the addition of content post 2016, as it successfully reached out to the masses.
- Majority of content on Netflix has a TV-MA rating and is suitable for mature audiences only.
- There is a higher demand for content belonging to Drama and Comedy genres in countries such as US and Australia.
- Downward trend in the duration of TV shows and Movies over the years since inception.
- Netflix adds most of its content (i.e. TV shows and Movies) between the months of October-December

PLANNING



THANK YOU

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- Shwetali Tonape
- Utkarsh Bele
- Wilson Lobo