

Phase 1-A and 1-B

Group 8

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Exploratory Visualizations for OTT Platforms

WHAT:

Netflix stands as one of the most widely used platforms for streaming media and video content. They boast over 200 million subscribers worldwide and offer a vast library of over 8,000 movies and television shows. Like Netflix, there are multiple other streaming platforms like Amazon Prime Video, Disney Plus, and Hulu.

The dataset we will be visualizing encompasses comprehensive information about every movie and TV show accessible on all the above-mentioned platforms, encompassing details like the cast, directors, ratings, release year, duration, and more. With the information available we'll be able to make geospatial and other detail-oriented visualizations.

WHY:

1. (Action: Explore) the (Target: Spatial Data) distribution of content based on the country of production using a cartogram visualization. This will provide insights into which countries are the primary producers of movies and TV shows on Netflix, Amazon, and Disney.

2. (Action: Compare) the (Target: Distribution) represents the number of movies and TV shows available on each streaming platform (Netflix, Amazon, and Disney). This bar chart will allow for a straightforward comparison of content offerings across the platforms.

3. (Action: Track) a (Target: Trends) showcasing the dynamic changes in the number of TV shows and movies available on each platform over time. Create two separate visualizations for TV shows and movies, allowing viewers to see how the content libraries have grown or changed over the years.

4. (Action: Analyze) the (Target: Features) depicting the duration of movies over time. This line chart will enable us to observe trends in the average duration of movies available on streaming platforms, potentially highlighting shifts in viewer preferences or content strategies.

HOW: The final visualization will contain:

The Geospatial Cartogram introduces the geographical aspect of content production, revealing which countries contribute significantly to Netflix, Amazon, and Disney.

This geographical insight aligns with the Bar Chart (Number of Movies and TV Shows), which quantifies the total content offerings on each platform.

The Bar Chart Race (Content on Each Platform) complements these static representations by depicting the changing content catalog over time, allowing viewers to track growth or decline.

The Line Chart (Duration of Movies Through Years) correlates with the Bar Chart Race by presenting how movie durations evolve, providing context to the shifting content landscape.

Relation between Visualizations

The line and bar charts will be presented based on the country the user clicks on.
The bar chart race will be independent of other visualizations.

Interaction between of the user will help:

Geospatial Data Interaction: Clicking on a country in the Geospatial Cartogram redirects users to a separate page showcasing two charts: a Bar Chart displaying the number of Movies and TV Shows for each platform in the selected country, and a Line Chart illustrating the Duration of Movies through Years in that country. This interaction allows users to investigate content statistics and trends specific to their country of interest.

Bar Chart Race Interaction: On the homepage, users can access the Bar Chart Race depicting content trends on each platform (TV Shows and Movies). Playback controls let users start the animation to track changes over time (Play) or pause it to focus on a specific year (Stop).

Bar Chart Interaction - Filtering TV Shows and Movies: Within the Bar Chart displaying the count of Movies and TV Shows for each platform, users can interact by applying filters, toggling between "TV Shows" and "Movies" to view data specific to their content type preference. This interaction enables users to concentrate on the content category that piques their interest, facilitating a more targeted analysis.

We will integrate a custom LLM chat for just the CSV data where users can chat with the data and get specific details about the data using the chat feature.

For eg -

Q - Which actor has the most content on Netflix in the USA?

A - John Doe