



An analysis of the biggest streaming service platform

Scientific Data Visualization

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22.06.2022

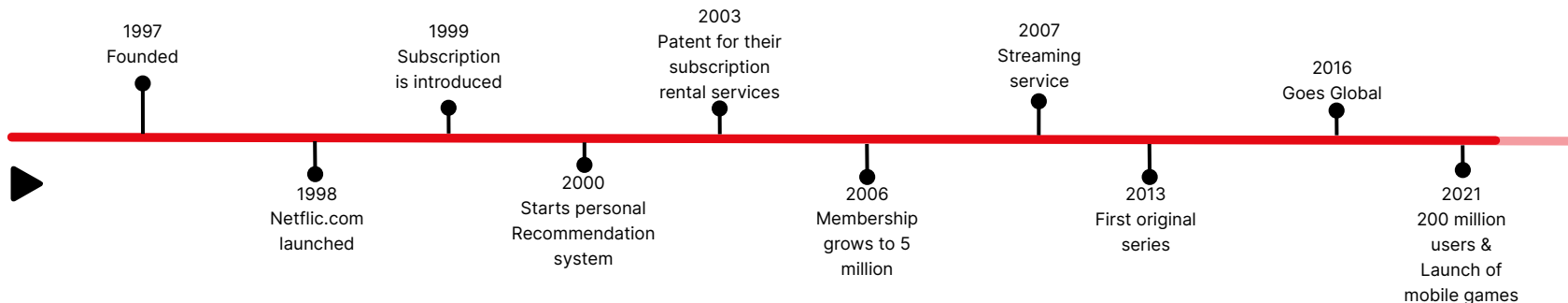
Agenda

1. Introduction
2. The Dataset
3. Data analysis with static graphs
4. Dynamic visualizations in Tableau

Introduction

Netflix is one of the world's leading entertainment services with 221 million [2022] paid memberships in over 190 countries enjoying TV series, documentaries, films and also mobile games across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

Netflix timeline



The Dataset

This data set was created to list all shows available on Netflix streaming, and analyze the data to find interesting facts. This data was acquired in May 2022 containing data available in the United States.

The dataset is composed by two different files. The first about Movies and Shows on the platform and the second one with information about the cast and the credits for every content.

- titles.csv
- credits.csv

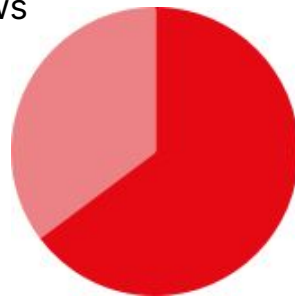


General description

- Number of movies: 3.571
- Number of shows: 1.938
- Range of release year 1945 to 2022

credits.csv has 16.859 lines
titles.csv has 5.509 lines

35,33% Shows



65,10% Movies

Available variables

Whats included in the dataset?

Titles Dataset

Title ID

Genre

Runtime

Description

Title

Age Certification

IMDB Votes

Show Type

Release Year

IMDB ID

TMDB Popularity

IMDB Votes

Seasons

Production countries

TMDB Score

Credit Dataset

Person ID

Role: Actor/
director

Character names

ID

Actor/
director names

16+

CC

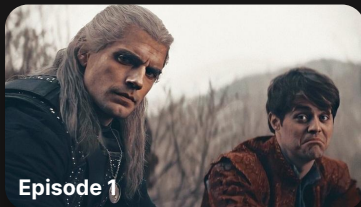
Data Analysis

2022 | English

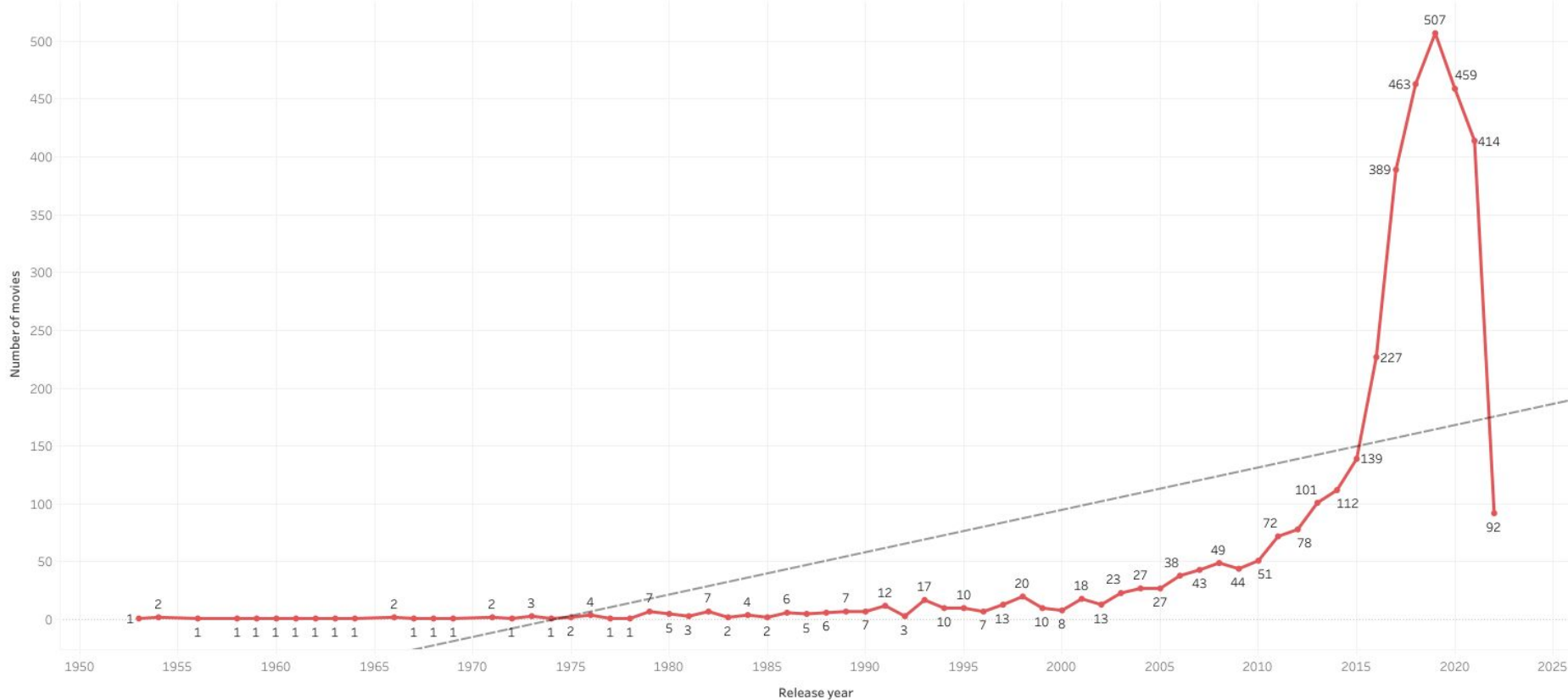
Some graphs about Netflix's data that show trends on the platform and interesting hypothesis to understand better the future of the streaming service.



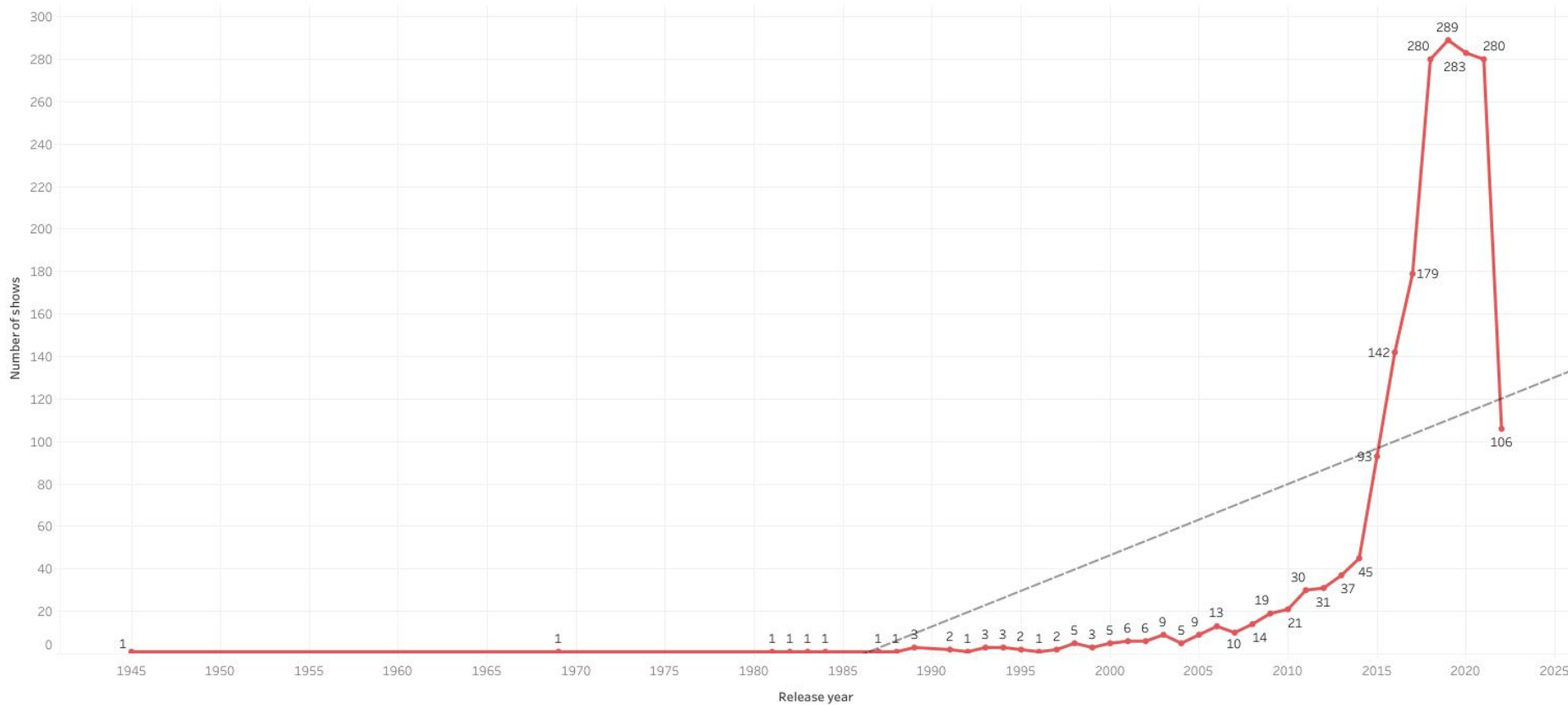
Season 1 ▼



Amount of movies per year



Amount of shows per year



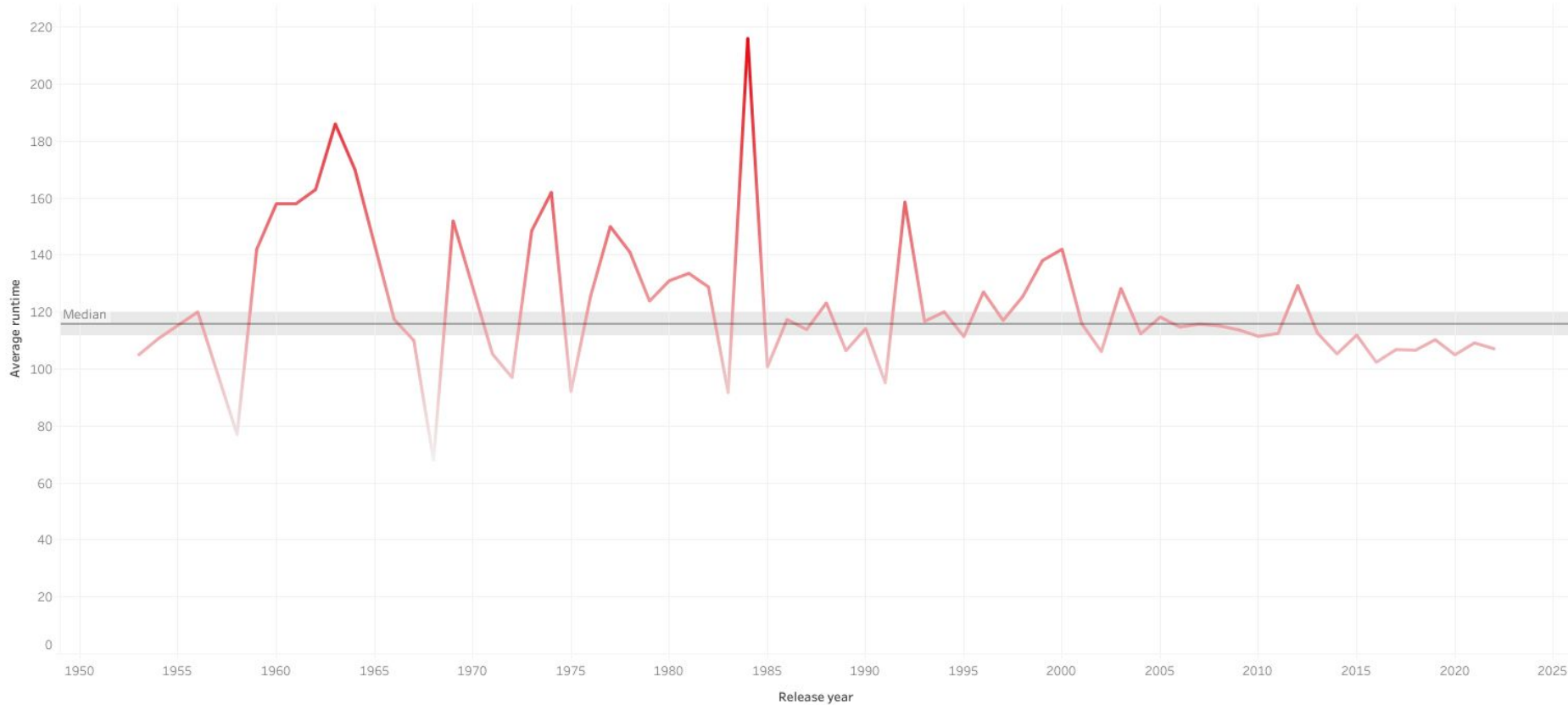
The background of the slide is a promotional image for the Netflix series 'Money Heist' (La Casa de Papel). It features the main cast members, including those wearing the iconic red jumpsuits and Salvador Dalí masks, as well as the characters who are not masked. They are all looking towards the camera with serious expressions.

Interpretation



Movies had a smoother growth than shows because of the amount of Netflix series and shows that are produced by the platform. During the last years more movies and shows are published exclusively on Netflix.

Average runtime of movies per release year



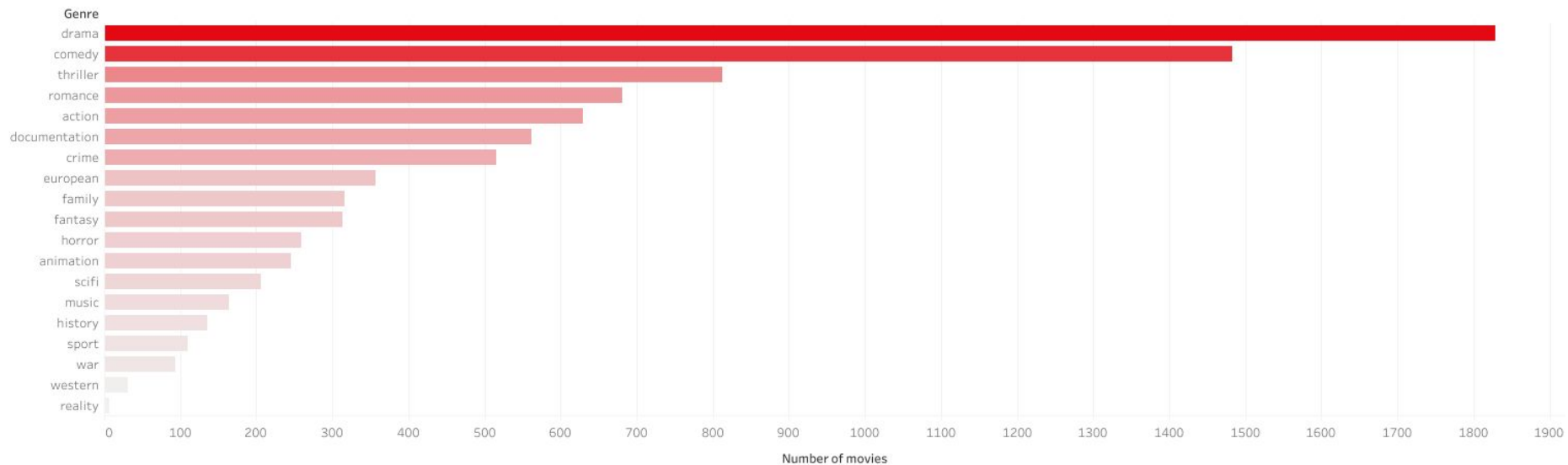


Interpretation

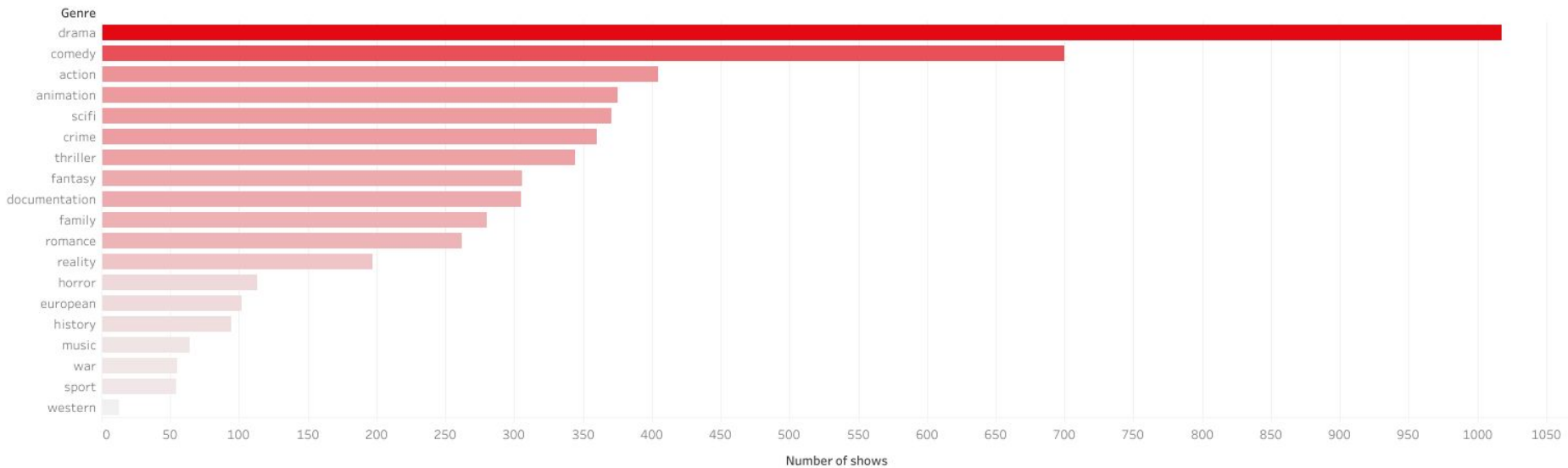


On the platform are being published movies with a shorter duration, probably because of the less attention the users pay for watching movies (or any other content on the web).

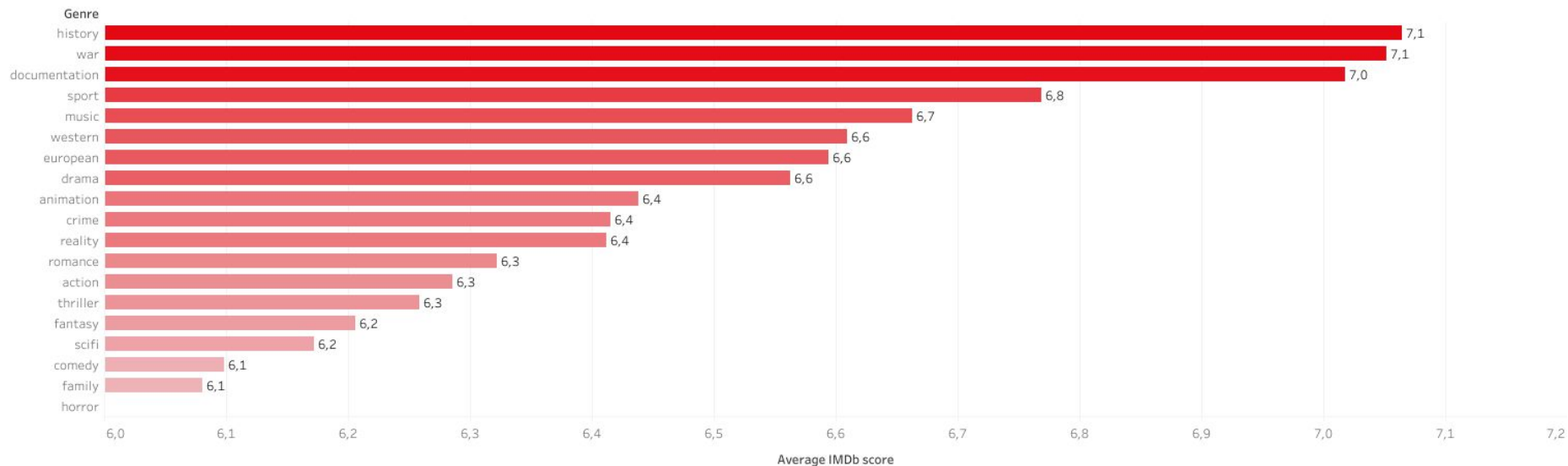
Number of movies per genre



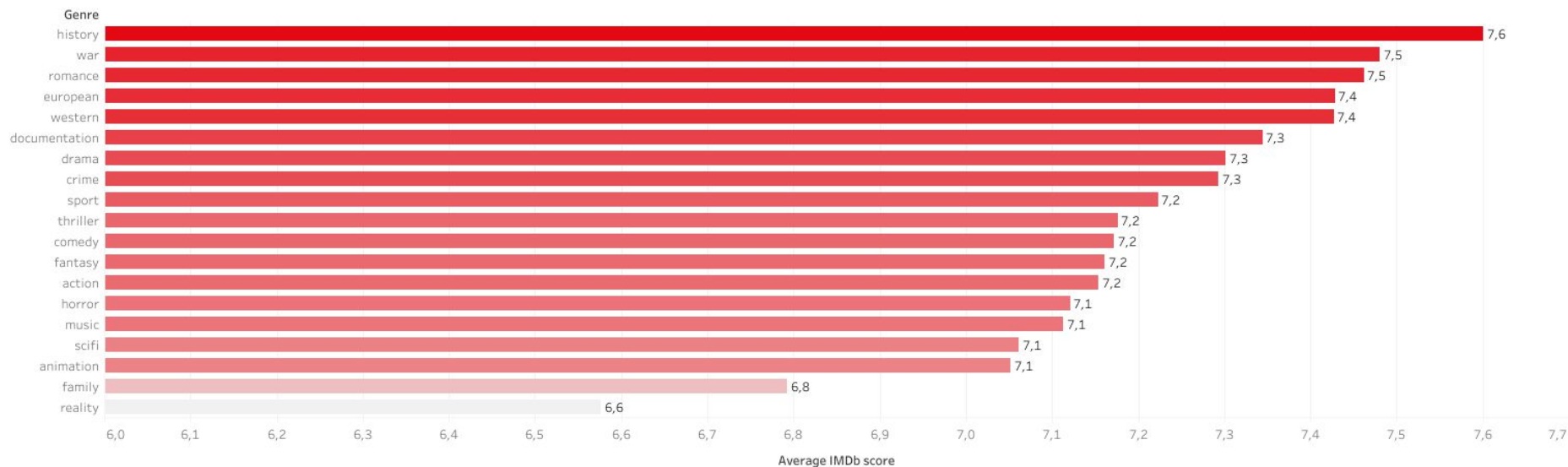
Number of shows per genre



Average score per genre: MOVIES



Average score per genre: SHOWS



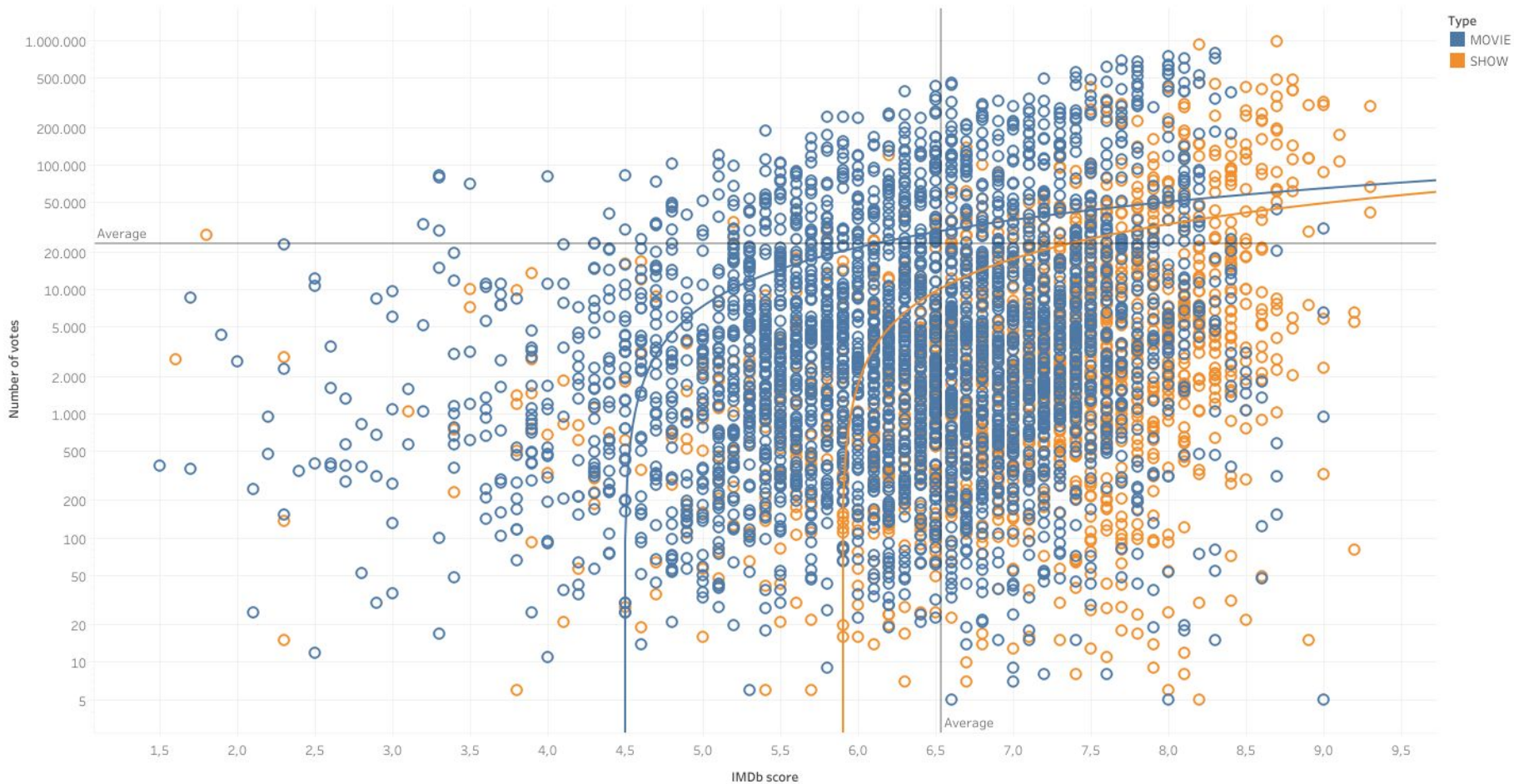
The background of the slide is a promotional image for the TV series 'Money Heist'. It features a large group of people wearing red hooded raincoats and white masks with a stylized mustache and wide eyes. In the foreground, several main characters are visible without masks, including a man with a beard and a woman with long dark hair. The overall tone is dark and dramatic.

Interpretation



Drama and comedy are the most supported genres for either movies and shows, the big difference is that shows in average always have a better score, so they are more appreciated.

Realtion between Score and Number of votes



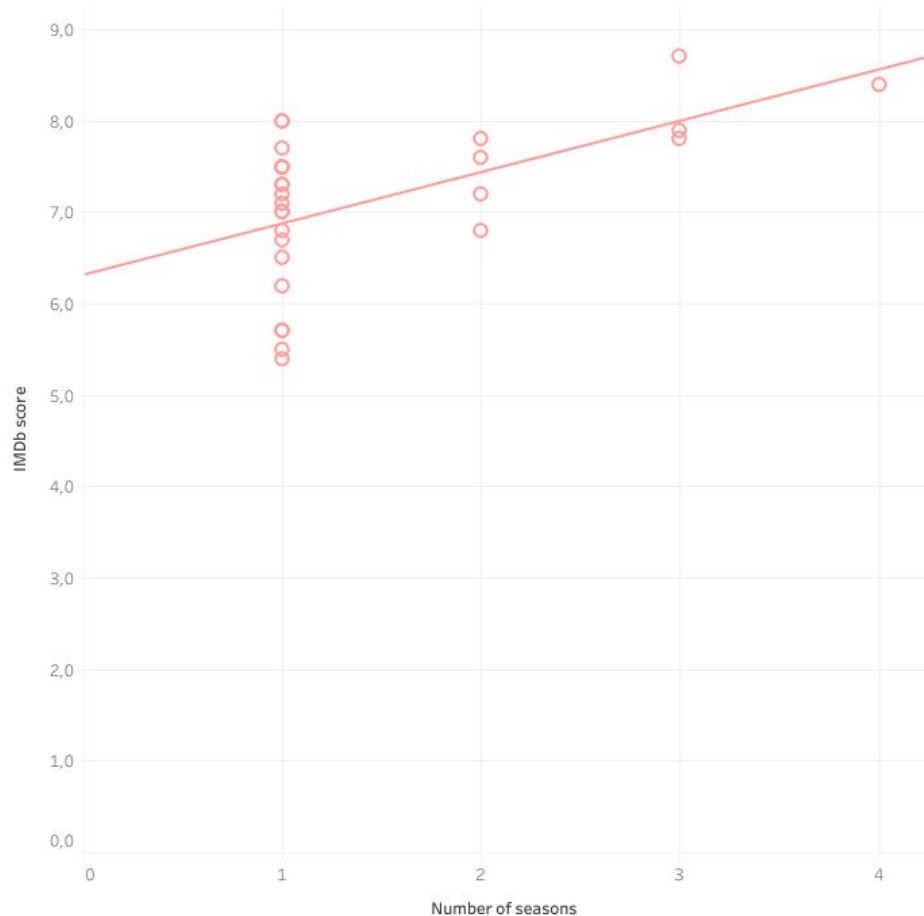


Interpretation

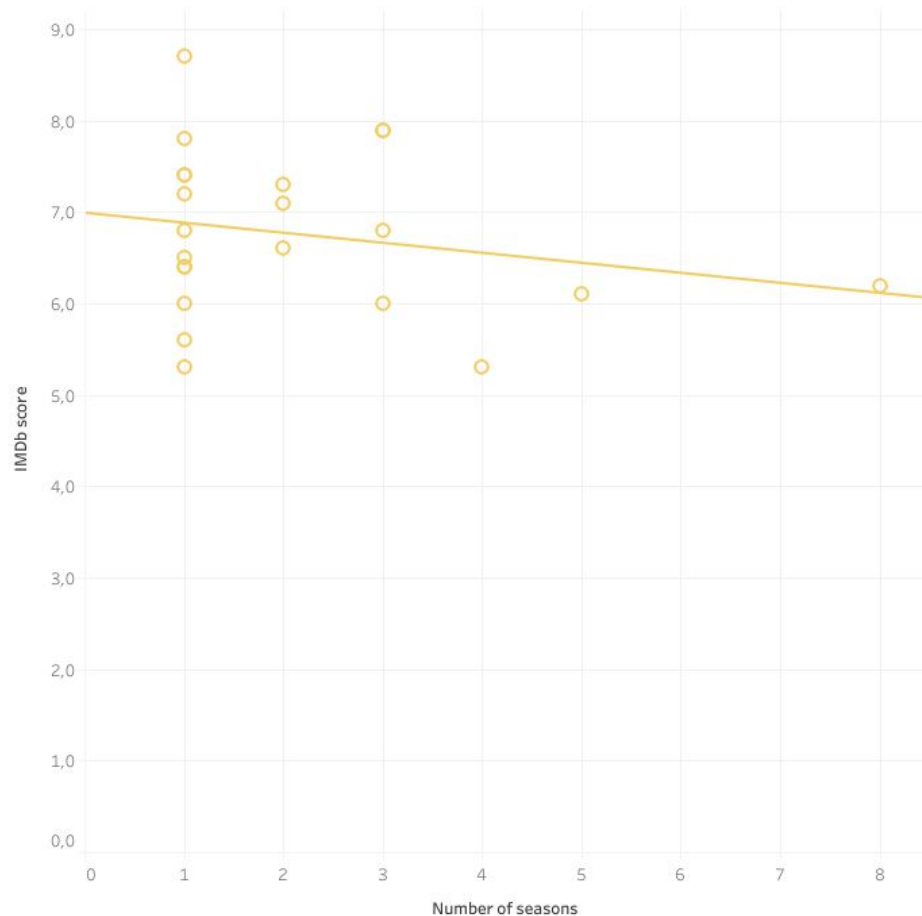


Shows have higher ratings than movies, but the number of votes is higher for the movies, so shows have in average higher score on IMDb even if they have fewer votes.

Correlation between Number of seasons and IMDb score: **Germany**



Correlation between Number of seasons and IMDb score: **Italy**



The background of the slide is a promotional image for the TV series 'Money Heist' (La Casa de Papel). It features a large group of characters wearing red jumpsuits and Salvador Dalí masks, with a few main characters shown without masks. The scene is dimly lit, with a focus on the characters' faces.

Interpretation



In Germany we could say that it's more suggested to produce shows longer than Italy because the IMDb score is directly proportional to the number of seasons. While in Italy is the opposite.

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Number of actors per country





Interpretation



As we saw in these graphs there is a great dominance of movies and actors from the US. That obviously shows that on Netflix US there are mostly US's movies and actors.

Dynamic visualizations in Tableau

All visualizations we made have been done using Tableau, a software used for data visualization and business intelligence activities.

Using Tableau we created an interactive dashboard which display and show graphs with the possibility to filter the data through different variables.

Let's take a look to this tool!



THANKS