



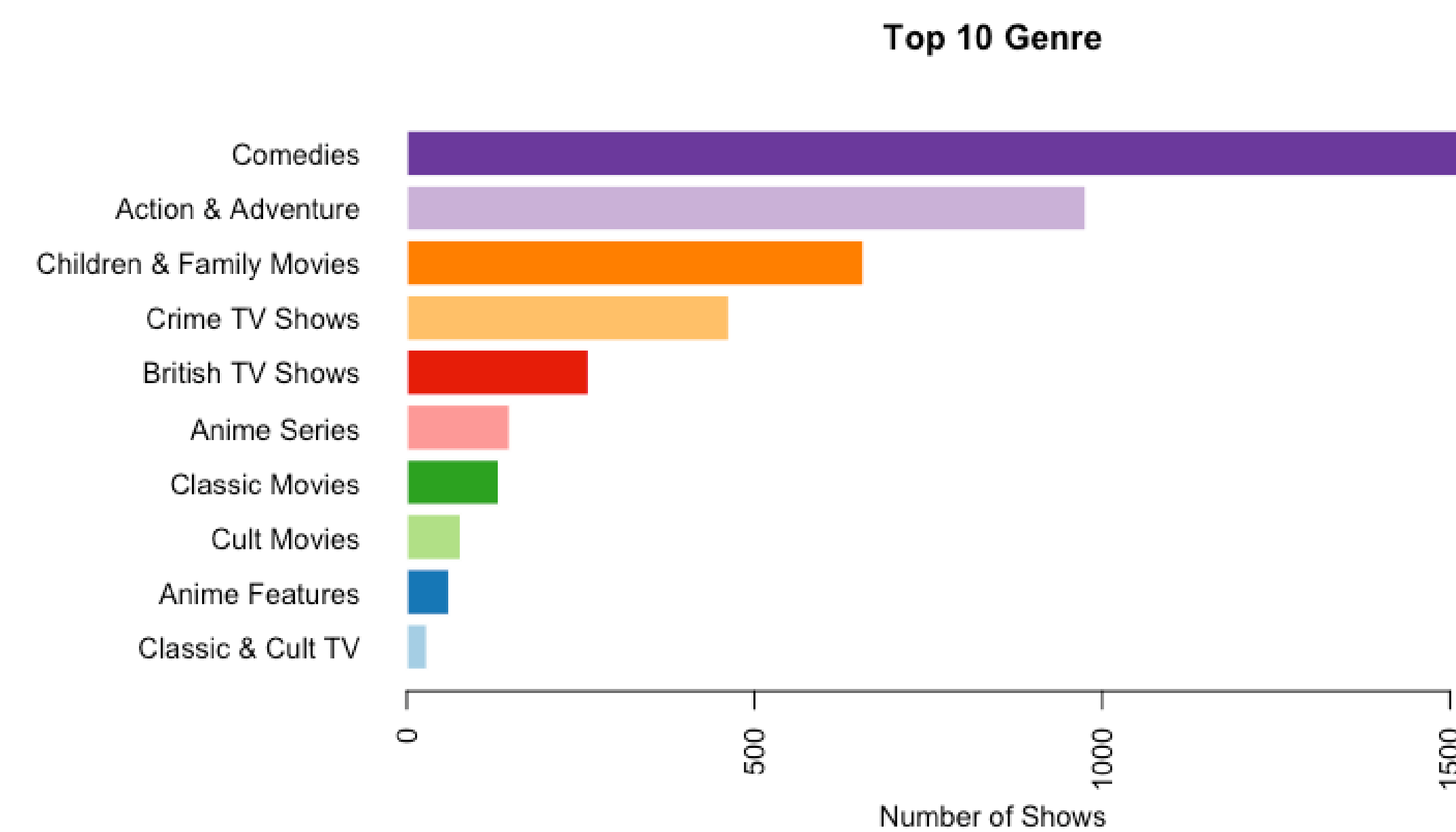
THE AMAZING NETFLIX

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IST 719 - Information Visualization



Story:

Netflix has been ruling the online streaming platform for a decade now. However, the landscape has changed significantly in the last year because of other services like Apple TV+, HBO Max, Disney +, Comcast's Peacock, Hulu and Amazon Prime Video. Question is will it succumb to the competition?

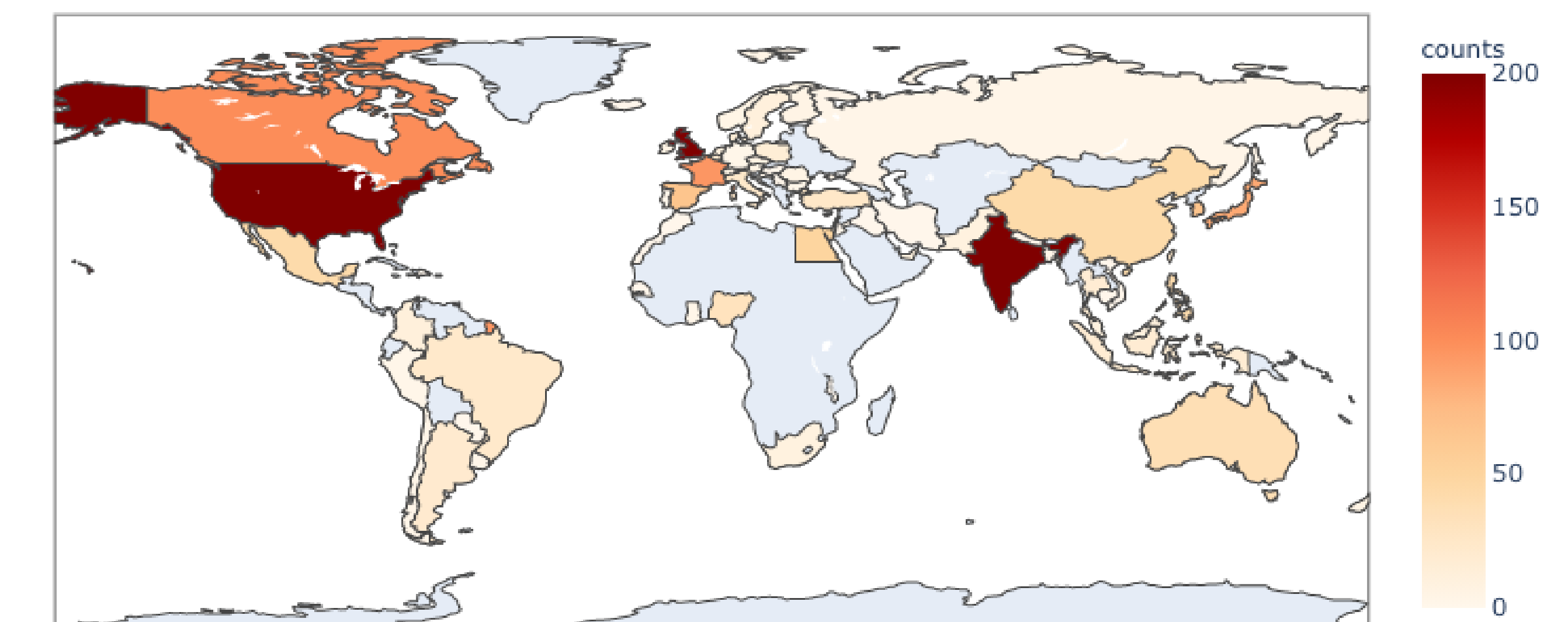
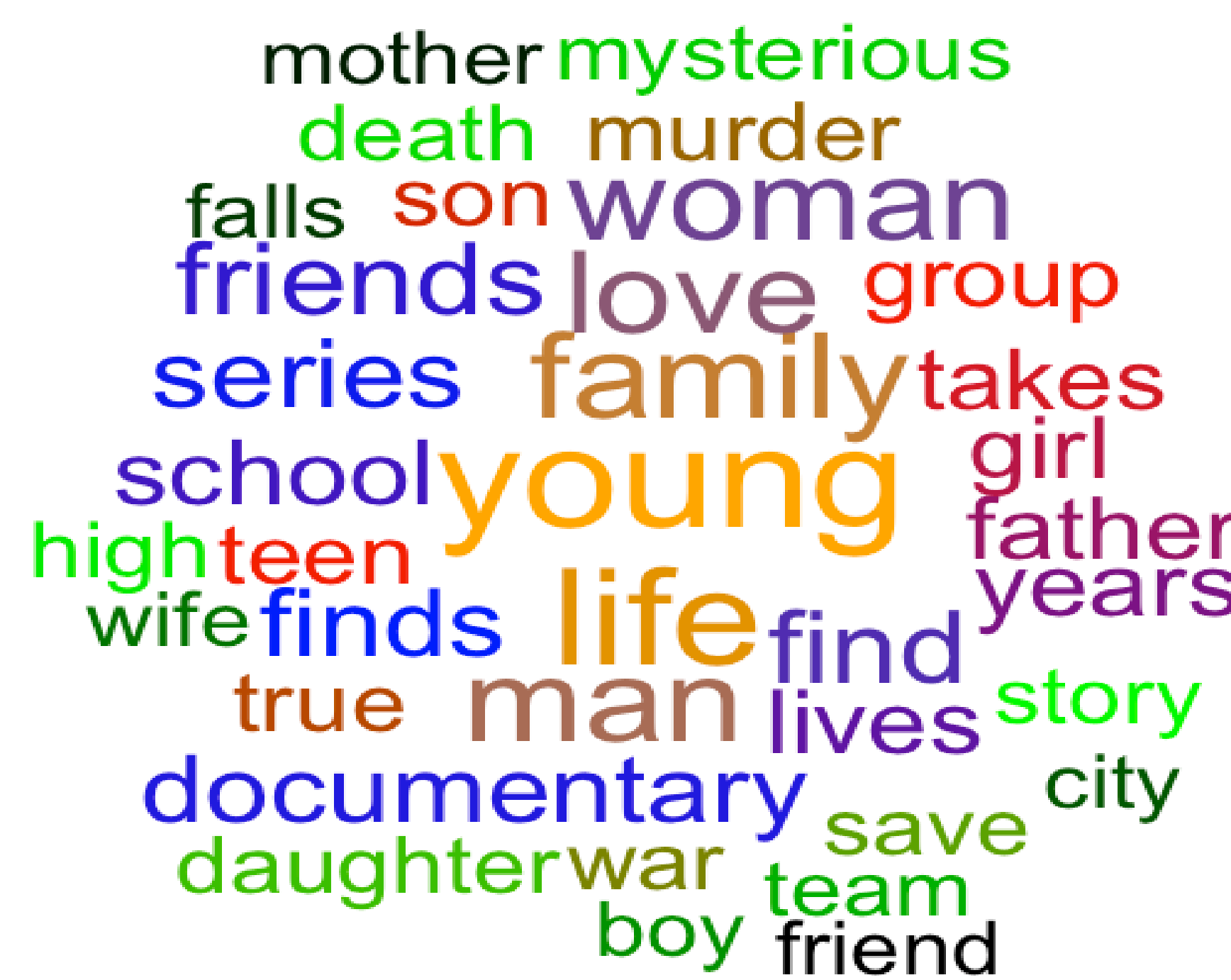
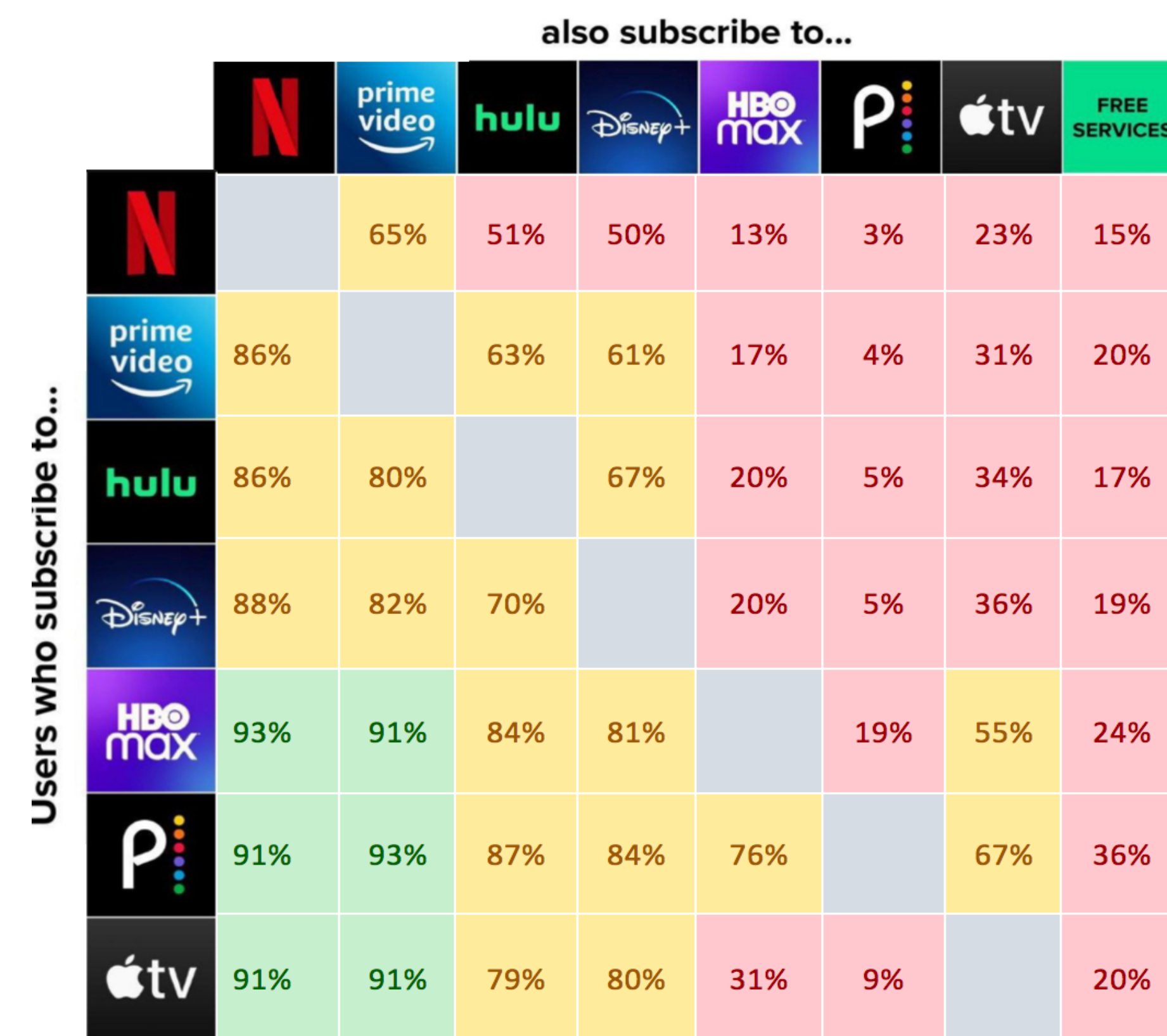
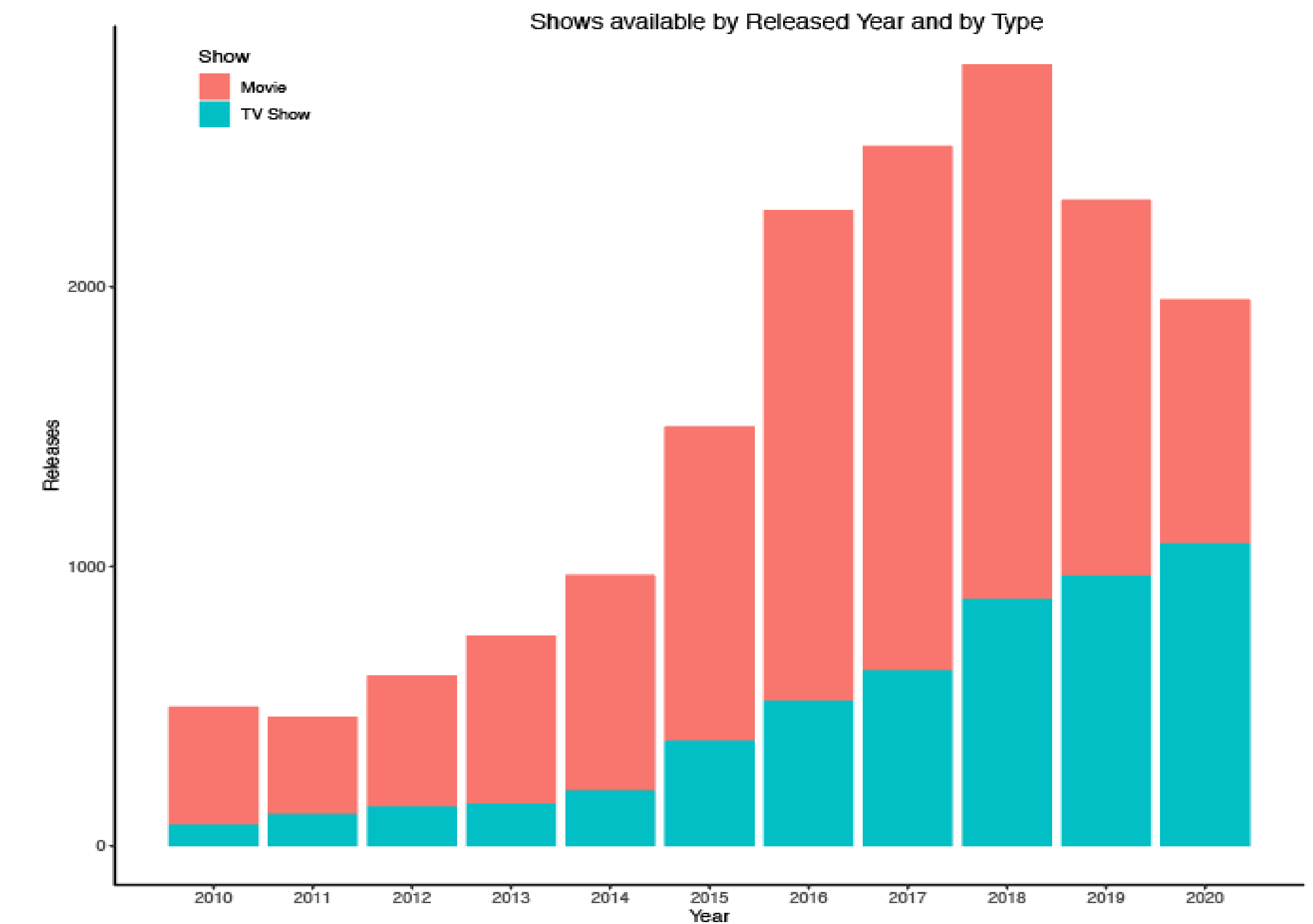
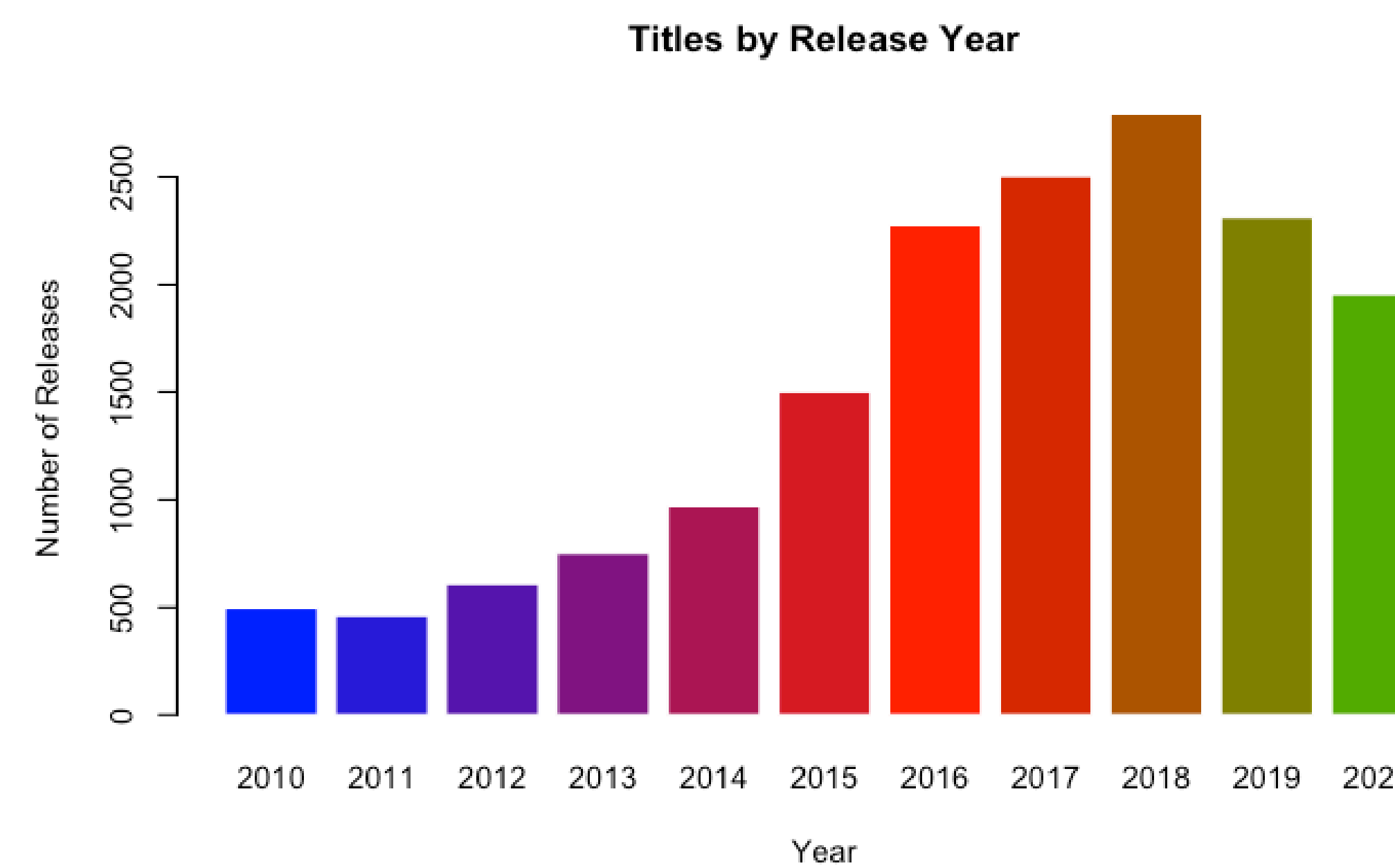


Audience:

- * New/Existing Netflix subscribers
- * Online streaming platform providers/partners
- * Marketing analysts, media distributors

Questions:

- * What are the top 10 Genre?
- * What is the distribution over the past years?
- * What is the distribution by Show type?
- * What are the major countries producing contents?



Conclusion:

Netflix still leading the charter mainly because of its diverse contents made available to audiences across the world focusing mainly on family, woman, friends, both young and elder members. In addition, Netflix as well started producing its own shows and movies to compete against to sustain in the market. All these made Netflix see their subscription number rise under quarantine worldwide.

Dataset Description:

This dataset from Kaggle, consists of movies and tv shows in Netflix available as of 2020. Over 2000, titles released in various countries between 1925 and 2020 are available in this dataset. It includes title, show ratings, listed category, description, running duration, cast, director etc

References:

<https://www.kaggle.com/shivamb/netflix-shows>
<https://color.adobe.com/create/color-wheel>
<https://socviz.co/groupfacettx.html>
<https://www.owler.com/company/netflix>
<https://www.fool.com/investing/2020/09/15/netflix-is-killing-the-competition-in-this-one-key/>

Data Size:

Total Number of Observations: 7787
 Total Number of Variables: 12
 Data Size is (12*4) * (7787/100) = 3737.76