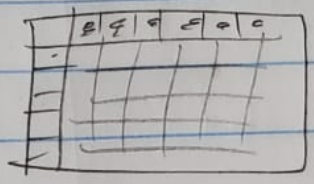
THE AMAZING NETFLIX

SATHISH KUMAR RAJENDIRAN
IST 719 INFORMATION VISUALIZATION

competitor Analysis



STORY

Audience

Question ①

Geo map
country wide distribution

Question 2

Chart 1

Question 2

chart 2

Question 3

chart 3

Summary Section

wordcloud

summary points

multi dimensional chart

Dataset Description

References

Work in Progress Report

Name, Section & Title

THE AMAZING NETFLIX

Sathish Kumar Rajendiran
2021-0113 IST 719 - Information Visualization

Dataset Description

This dataset 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. Data size of this dataset as follow,
Number of Rows: 7787
Number of Columns:12
Data Size: (12*4) * (7787/100) = **3737.76**

References

This dataset is sourced from https://www.kaggle.com/shivamb/netflix-shows.
In addition, below are the other URLs referred
https://www.fool.com/investing/2020/09/15/netflix-is-killing-the-competition-in-this-one-key/
https://color.adobe.com/create/color-wheel
https://socviz.co/groupfacettx.html

Story

Netflix has been ruling the online streaming for a decade now. Since 2019, There has been a decline in their number of shows/movie releases with recent burst of major competitors like Prime Video, HBO Max, Disney + with its Marvel acquisition etc. However, with stronger subscriber's base and retention rate, Netflix is still among the favorite for millions of its subscribers. We are here to explore few interesting facts like, contents available in different countries, increase in trend over years, famous categories, shows by ratings, etc.

Audience

This poster is targeted for an existing Netflix subscribers / any new subscribers looking for movie/tv-shows online platform subscription across globe, Upcoming Online streaming platform providers/partners, marketing analysts, media distributors or anyone with monthly popcorn subscriptions, who looking for ways to finish their popcorn.

Data Questions

1. What countries contributing more contents to Netflix?
2. Trend analysis over time
3. What are the major categories/genre of the movies/shows available?
4. What is the Movie vs TV-Shows distribution?
5. Who are the major audiences (family, kids, adults, etc.)?

Appendix

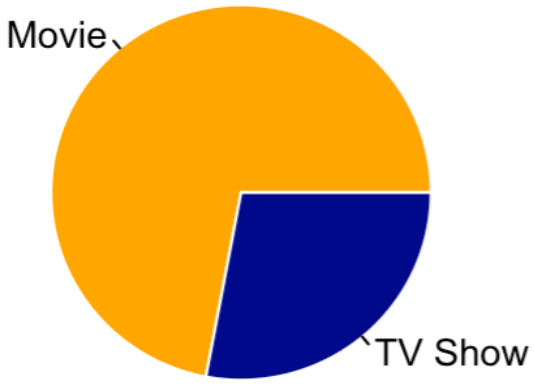
Data Processing & Visualization

1. Dataset Preparation
    a. Data extraction
    b. Preprocessing
    c. Dataset Size analysis
2. Build Single Dimension Plots
    a. Titles by Year released – Bar Plot
    b. Titles by Rating – Line chart
    c. Total number of Titles by Type – Pie Chart
    d. Top 10 Genre – Horizontal bar plot
3. Build Multi Dimension Plots
    a. Available shows by year released by Type - Stacked bar chart
    b. Available shows by year released by Rating - Stacked bar chart - beside
4. Other Analysis
    a. Wordcloud

Structure

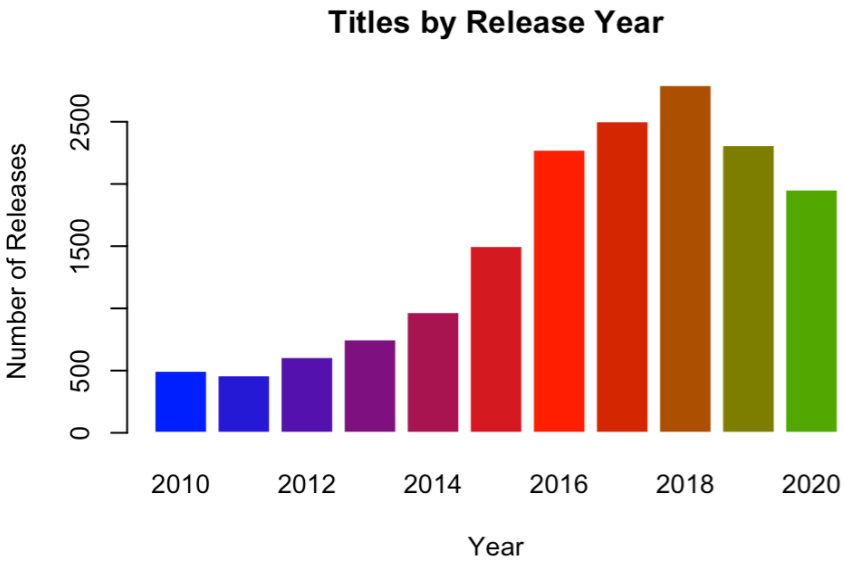
```
 $ show_id     : chr [1:19904] "s1" "s1" "s1" "s2" ...
 $ type        : chr [1:19904] "TV Show" "TV Show" "TV Show" "Movie" ...
 $ title       : chr [1:19904] "3%" "3%" "3%" "7:19" ...
 $ country     : chr [1:19904] "Brazil" "Brazil" "Brazil" "Mexico" ...
 $ date_added  : chr [1:19904] "August 14, 2020" "August 14, 2020" "August
 $ release_year: int [1:19904] 2020 2020 2020 2016 2016 2011 2011 2009 20(
 $ rating      : chr [1:19904] "TV-MA" "TV-MA" "TV-MA" "TV-MA" ...
 $ duration    : chr [1:19904] "4 Seasons" "4 Seasons" "4 Seasons" "93 mir
 $ listed_in   : chr [1:19904] "International TV Shows" "TV Dramas" "TV Sc
 $ description : chr [1:19904] "In a future where the elite inhabit an isl
d paradise far from the crowded slums, you get one chance to join t"| __tr
cated__ "After a devastating earthquake hits Mexico City, trapped survivor
 $ count       : num [1:19904] 1 1 1 1 1 1 1 1 1 1 ...
 - attr(*, "na.action")= 'omit' Named int [1:1045] 43 44 94 95 96 167 237
  ..- attr(*, "names")= chr [1:1045] "43" "44" "94" "95" ...
```

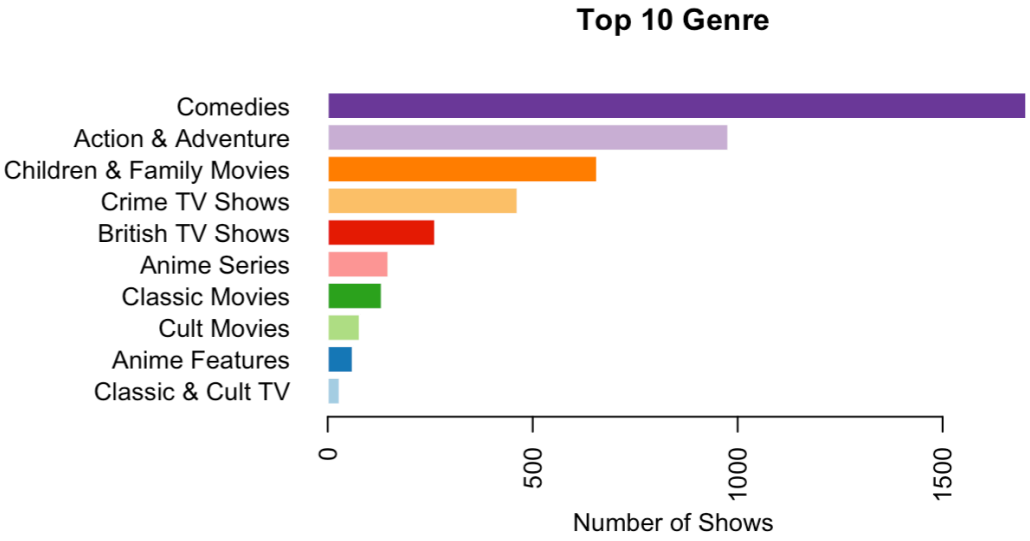
Titles by Show Type

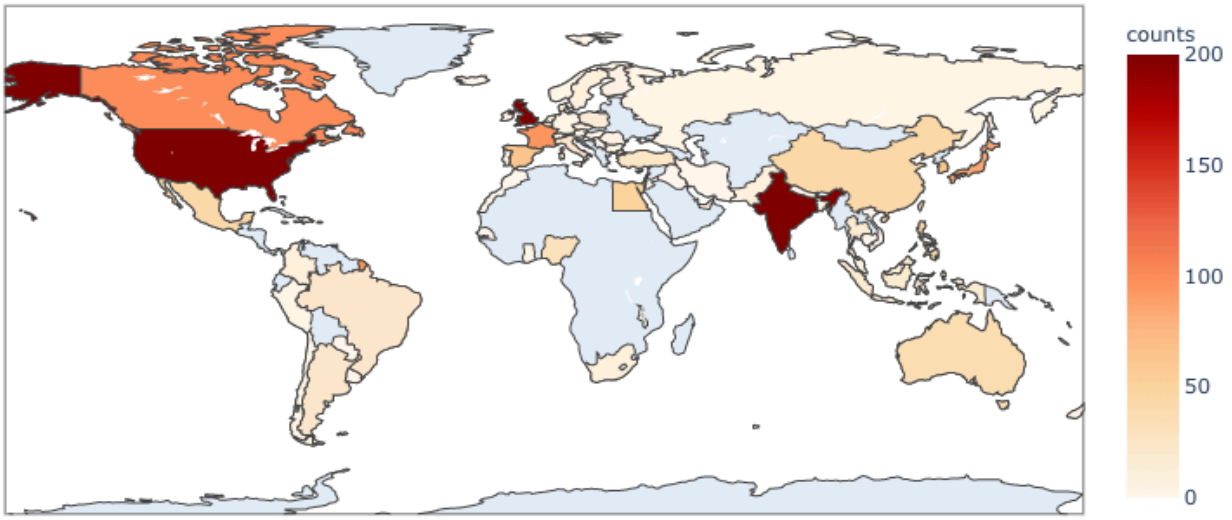


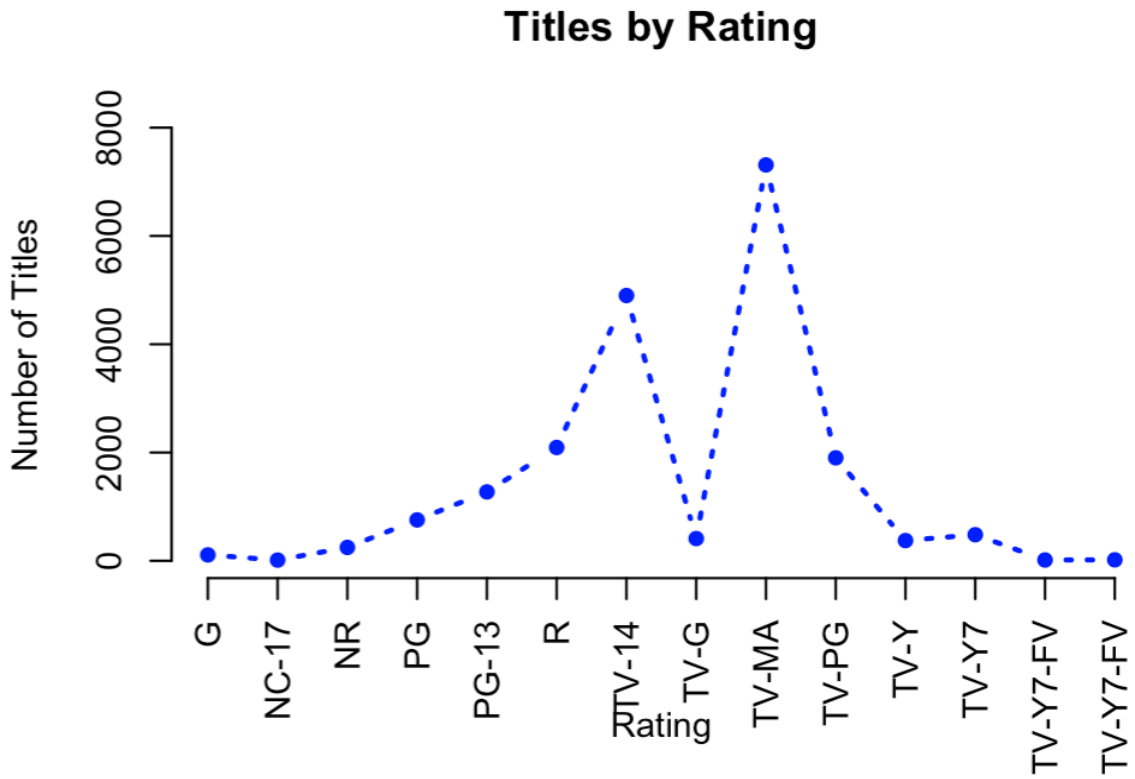
also subscribe to...

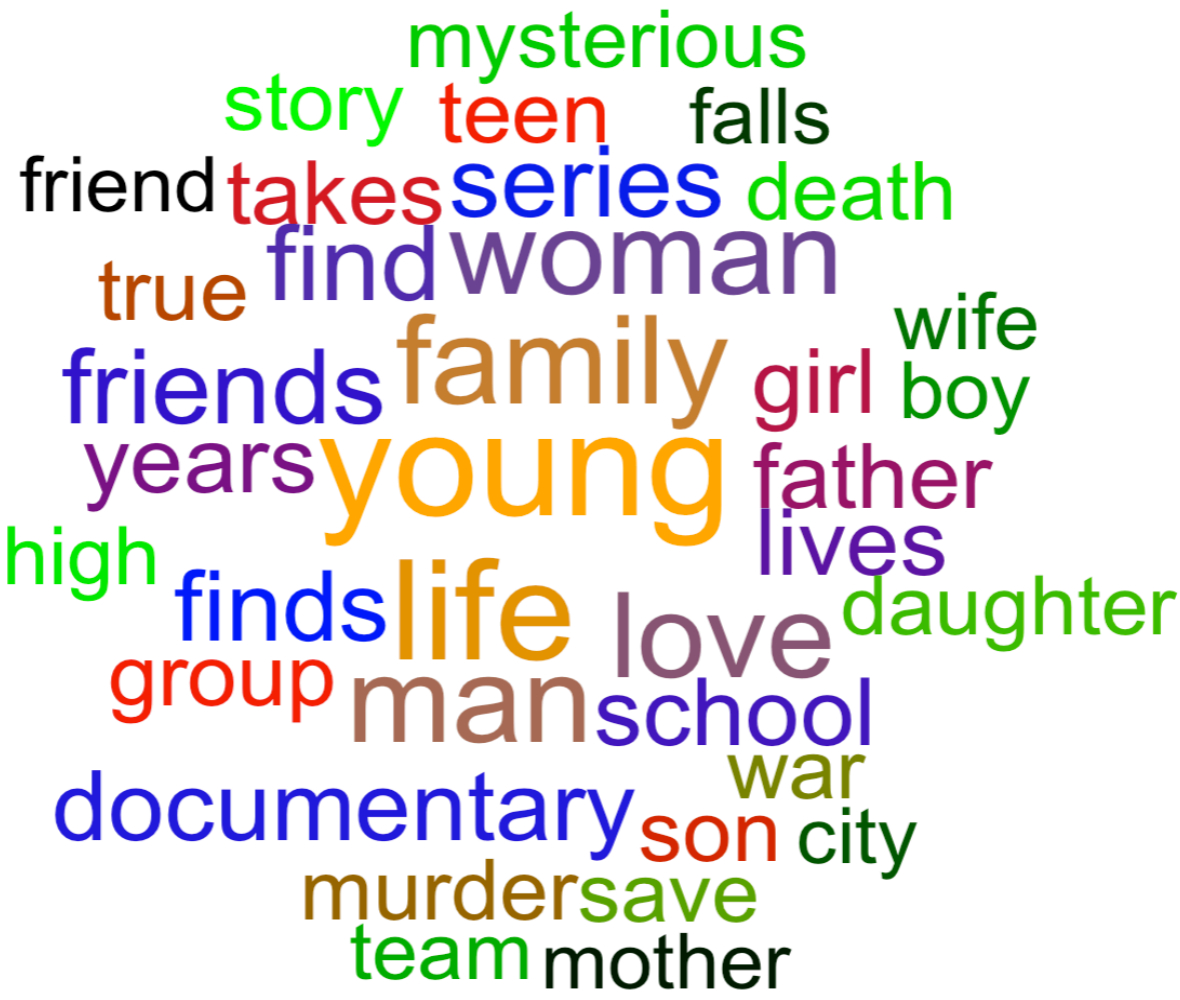
Users who subscribe to...	N	prime video	hulu	Disney+	HBO max	P	tv	FREE SERVICES
N		65%	51%	50%	13%	3%	23%	15%
prime video	86%		63%	61%	17%	4%	31%	20%
hulu	86%	80%		67%	20%	5%	34%	17%
Disney+	88%	82%	70%		20%	5%	36%	19%
HBO max	93%	91%	84%	81%		19%	55%	24%
P	91%	93%	87%	84%	76%		67%	36%
tv	91%	91%	79%	80%	31%	9%		20%


Titles by Release Year
Number of Releases
0
500
1500
2500
2010
2012
2014
2016
2018
2020
Year

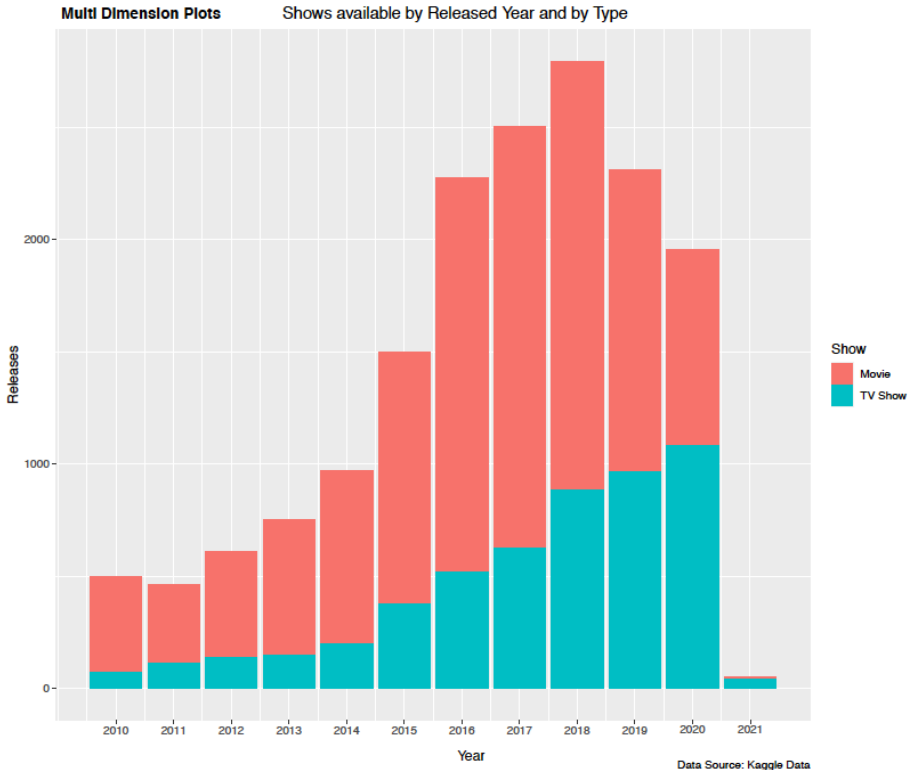

Top 10 Genre
Comedies
Action & Adventure
Children & Family Movies
Crime TV Shows
British TV Shows
Anime Series
Classic Movies
Cult Movies
Anime Features
Classic & Cult TV
0
500
1000
1500
Number of Shows

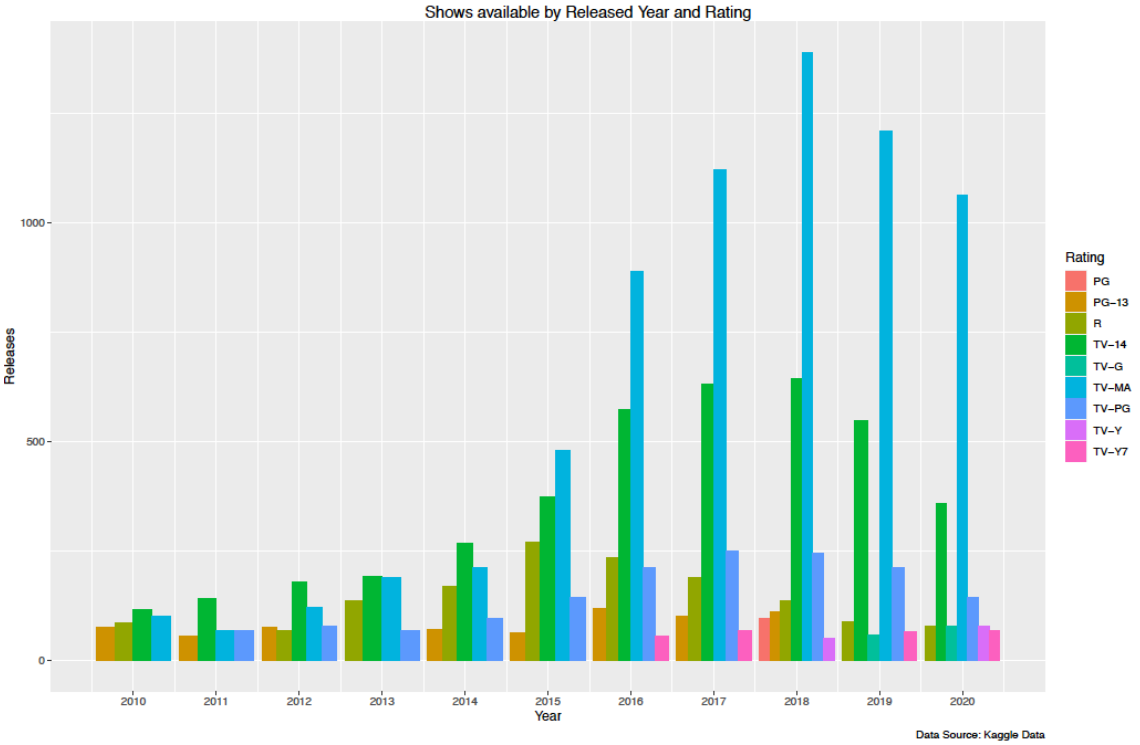

counts
200
150
100
50
0


Titles by Rating
Number of Titles
0
2000
4000
6000
8000
G
NC-17
NR
PG
PG-13
R
TV-14
TV-G
TV-MA
TV-PG
TV-Y
TV-Y7
TV-Y7-FV
TV-Y7-FV
Rating


mysterious
story
teen
falls
friend
takes
series
death
find
woman
true
wife
family
friends
girl
boy
years
young
father
lives
high
finds
life
love
daughter
group
man
school
war
documentary
son
city
murder
save
team
mother

Multi Dimension Plots





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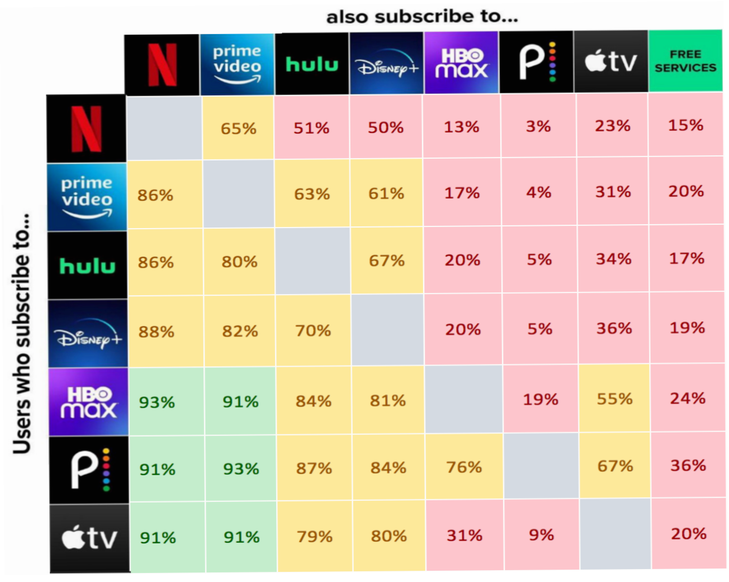
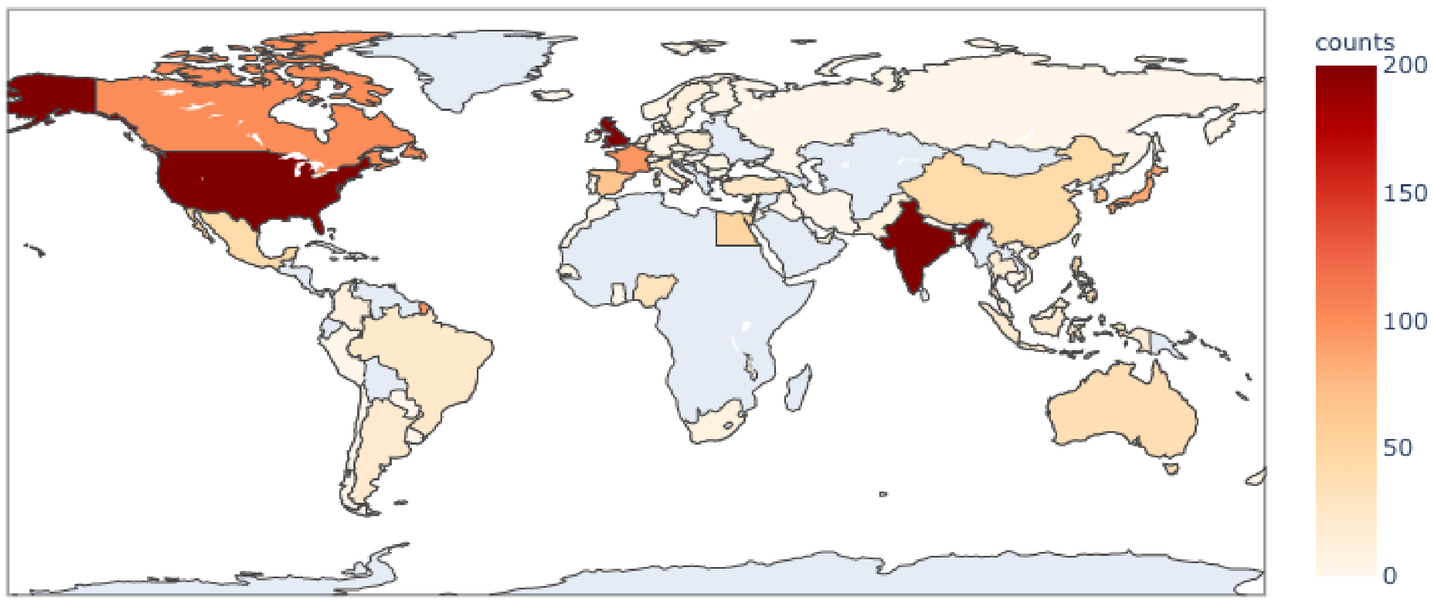


STORY

Audience

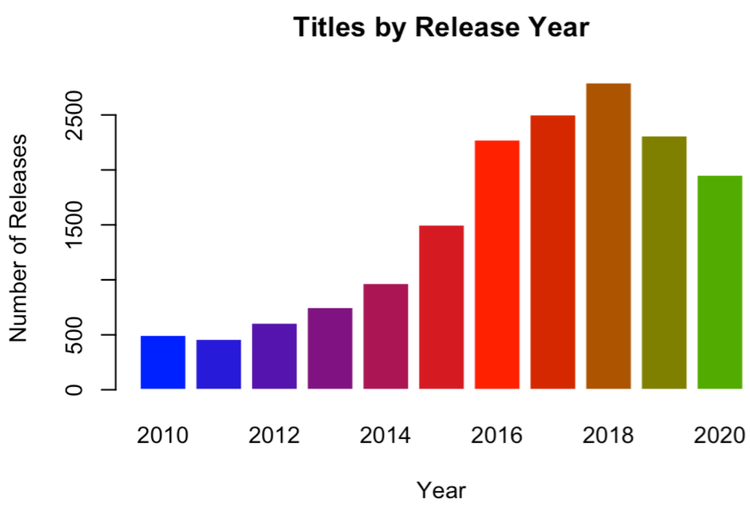
Question 1

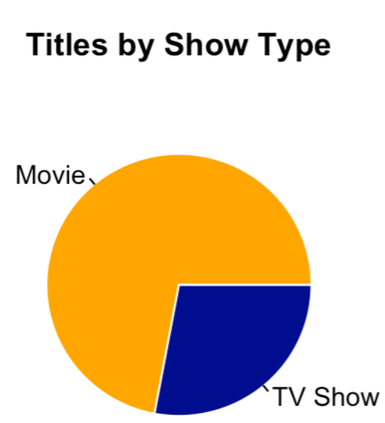


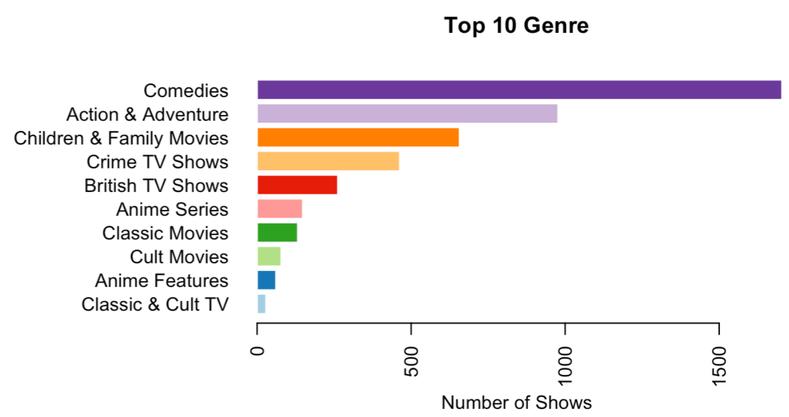
Question 2

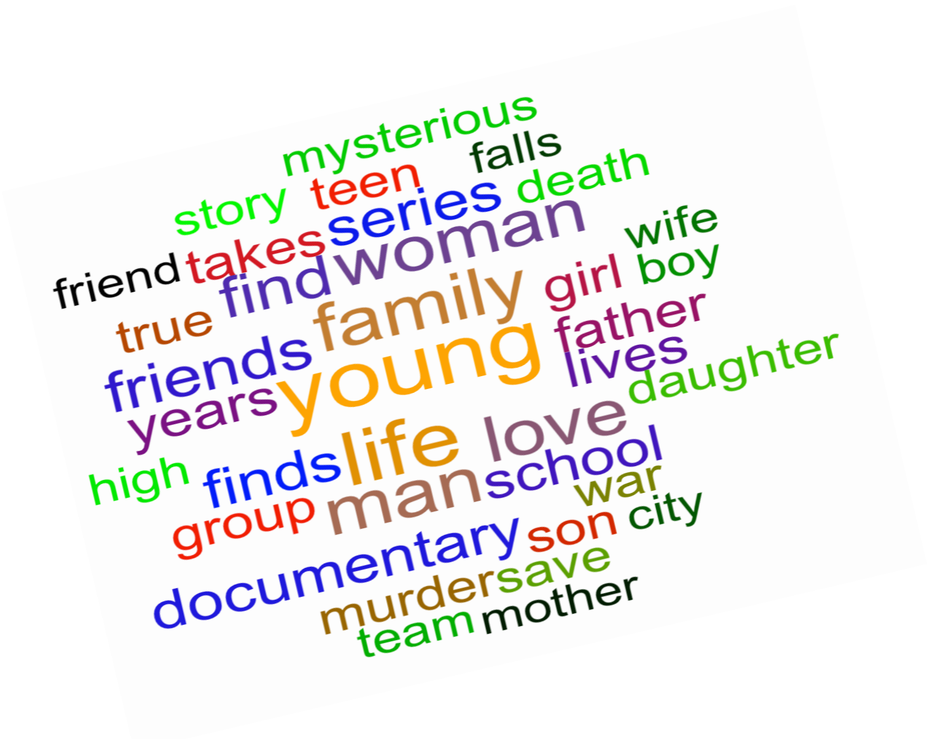
Question 3

Question 4

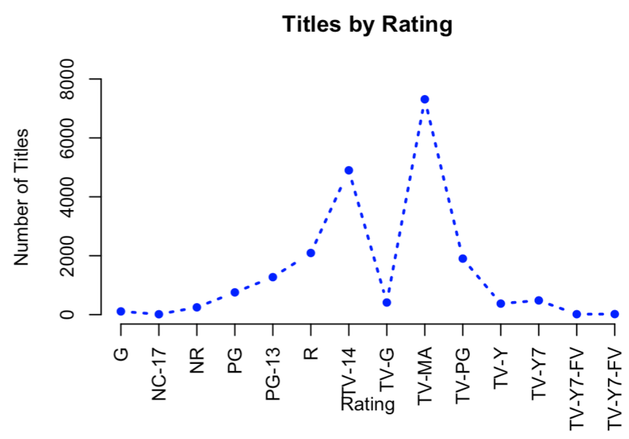








Summary



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