

**Weeks 1 & 2 Exercise - Netflix Viewership**  
**Netflix Data Analysis: Visual Story and Call to Action**

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Mar 26, 2025

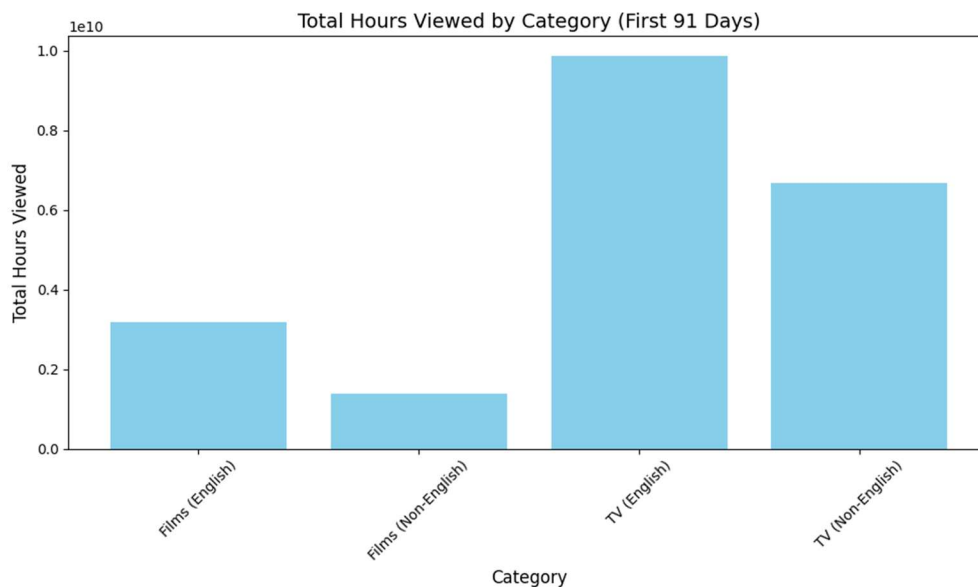
# Netflix Data Analysis: Visual Story and Call to Action

## Audience, Purpose, and Medium

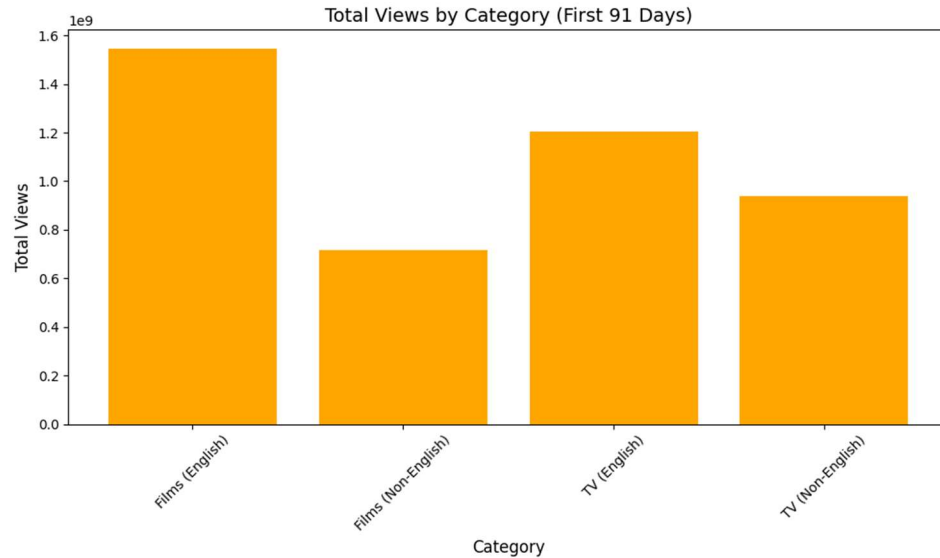
- **Audience:** This analysis targets Netflix's content strategy team, marketing professionals, and data analysts who aim to optimize content performance across regions and categories.
- **Purpose:** The goal is to provide actionable insights into viewing trends across content categories (English vs. Non-English, Films vs. TV) and regions to guide strategic decisions on content investment, marketing campaigns, and regional targeting.
- **Medium:** A detailed report supplemented with eight key visuals will be presented in a Word document format. The visuals will highlight trends in hours viewed, views, and regional preferences for unique shows.

## Key Insights from the Data

### 1. Total Hours Viewed by Category (First 91 Days)

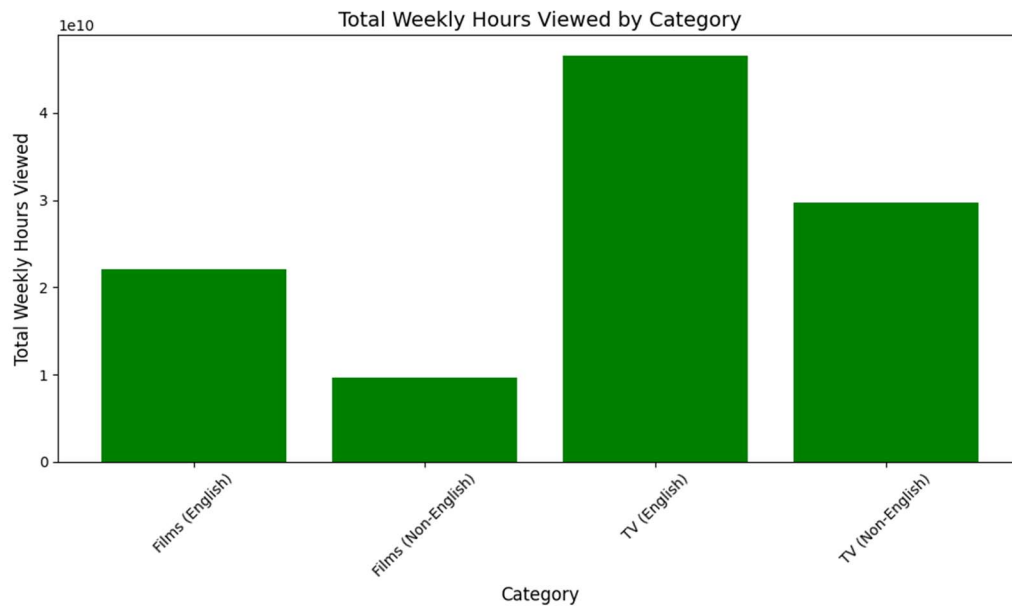


- TV (English) dominates with nearly 9.87 billion hours viewed in the first 91 days, followed by TV (Non-English) at 6.68 billion hours. Films (English) and Films (Non-English) lag significantly behind at 3.19 billion and 1.39 billion hours respectively.
  - English-language TV shows are the most engaging category globally.
- ### 2. Total Views by Category (First 91 Days)



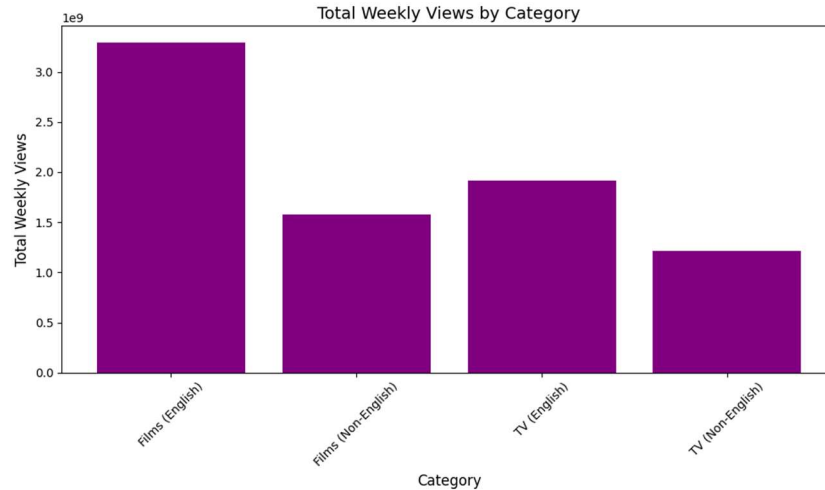
- Films (English) lead total views with 1.54 billion views, followed by TV (English) at 1.20 billion views. Non-English categories have lower viewership numbers.
- While English-language films attract more viewers, TV shows retain engagement for longer durations.

### 3. Weekly Hours Viewed by Category



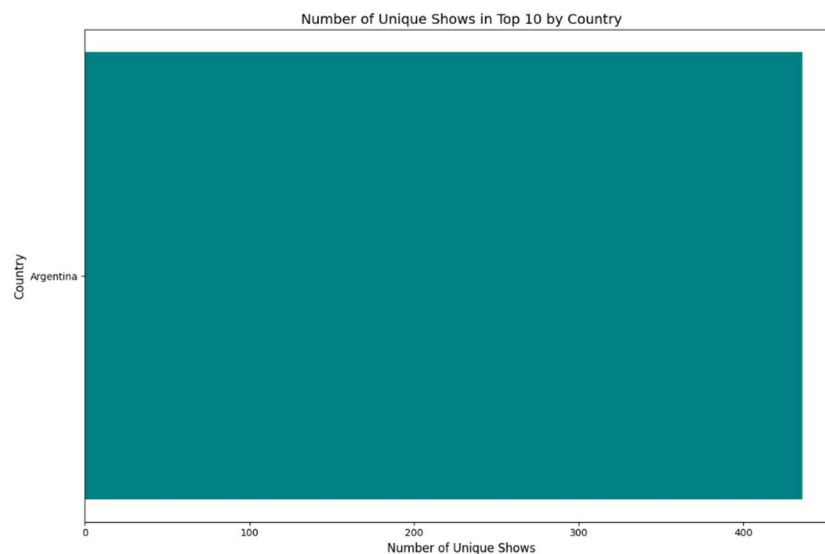
- Weekly data confirms the dominance of TV (English), with over 46 billion total weekly hours viewed globally. Non-English TV follows at nearly 30 billion hours.
- Sustained engagement with English-language TV suggests a strong preference for serialized storytelling.

### 4. Weekly Views by Category



- Films (English) lead weekly views with over 3.29 billion views, indicating their broad appeal despite shorter runtime compared to TV shows.
- Shorter content formats like films maintain high viewership but may not sustain engagement as effectively as TV series.

#### 5. Unique Shows in Top 10 by Country



- Argentina alone contributed 436 unique shows to the global Top 10 rankings.
- Regional diversity in content preferences is significant, emphasizing the need for localized strategies.

#### Design Choices

- **Color Coding:** Each visual uses distinct colors (e.g., blue for hours viewed, orange for views) to differentiate metrics clearly.
- **Bar Charts:** Chosen for their ability to compare categories effectively.
- **Horizontal Layout for Regional Data:** Facilitates readability of country names in the "Unique Shows" chart.

## Ethical Considerations

1. **Data Privacy:** Ensure no personal user data is exposed; only aggregate trends are analyzed.
2. **Bias Mitigation:** Avoid overgeneralizing results; highlight regional variations and cultural differences.
3. **Transparency:** Clearly communicate assumptions and limitations of the datasets.

## Call to Action

1. Increase investment in English-language TV shows while exploring opportunities to expand Non-English TV offerings given their strong engagement metrics.
2. Develop targeted marketing campaigns for films to capitalize on their high viewership numbers.
3. Strengthen regional content production strategies, especially in countries like Argentina that contribute significantly to unique show rankings.
4. Leverage weekly data insights to optimize release schedules and staggered launches for sustained engagement.

By acting on these insights, Netflix can enhance its global content strategy, improve audience retention, and maximize ROI on content investments.