FIT 3179 – DATA VISUALISATION

ASSIGNMENT 1

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# INTRODUCTION

This report aims to present the visualization based on the streaming service, Netflix. It focuses on the growth of Movies and TV Shows available in Netflix and answers questions such as “Is Netflix focusing more on Movies rather than TV Shows?”. This visualization is primarily aimed at individuals who enjoy watching Netflix and the insights obtained from this report could be useful in determining whether or not producing Movies would be more profitable than TV Shows. The report also demonstrates the use of Munzner’s What/Why/How framework in brief.

The Dataset for this visualization can be obtained from: <https://www.kaggle.com/shivamb/netflix-shows>

The URL for this visualization can be obtained from this link: <https://public.tableau.com/profile/vionnie.tan#!/vizhome/30092809_Assignment1V1_1/NetflixVisualisation?publish=yes>

# WHAT

The author of this Netflix Dataset is Shivam Bansal and was obtained from Kaggle. It contained all the necessary fields such as Type, Country, Release Year, Rating and Genre. These fields would be the core of the visualization as they help in generating the graphs. However, one problem that arose was that some columns had several values separated by a comma in each row, which meant that some data cleansing had to be done via Python. The creation process of the visualization was straightforward and used the methods that were taught in the tutorials and took around 7 days to complete.

# WHY & HOW

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*Figure 1: Final Netflix Visualization*

**Top 5 Genres of Movies and TV Shows in Netflix**

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*Figure 2: Bar Chart depicting various genres*

The visualization idiom used here is a Bar Chart, which depicts the variety of genres available across Netflix Movies and TV Shows. The Bar Chart only emphasizes on the top 5 genres as increasing this number would only lead to broader genres and readers may not be able to distinguish between the vast choices of the genre as there would be a broader focus point. Each bar is labelled with its genre and type and provides insight towards the type of genres movies or tv shows tend to have.

**Top 10 Countries where Movies and TV Shows were produced**

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*Figure 3: Diverging Bar Chart to differentiate content in various countries*

The visualization idiom used here is a Diverging Bar Chart, with the axis representing the types – Movies and TV Shows. This graph indicates the count of movies and tv shows produced in each country. Here, only the top 10 is shown as increasing this number would only result in non-distinguishable graphs. Users will be able to see the growth in the production of movies and tv shows sectors in each country

**Release of Movies and TV Shows over the decade**

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*Figure 4: Line Chart depicting various content in Netflix*

The visualization idiom used here is a Line Chart, with quantitative attributes representing the count and ordinal attributes representing the year. This graph is the core of the visualization, as it shows the growth of both movies and tv shows across all years. It uses points as its marks which aids in further solidifying the clear difference between movies and tv shows. The line chart is also interactive as it changes depending on which country, we are viewing in Figure 3. Gridlines are removed in this line chart to reduce chartjunk.

**Ratings of Movies and TV Shows in Netflix**

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*Figure 5: Tree Map depicting various ratings*

The visualization idiom used here is a TreeMap. The TreeMap was chosen because ratings didn’t have many categories, which would help showcase a clear hierarchical structure (FusionCharts, 2020). Here, the quantitative attribute being focused is the percentage of the ratings – with larger areas depicting higher percentages. The difference in proportions of movies and tv shows could be viewed from the tooltip as it shows how much of the rating is occupied by movies or tv shows. The TreeMap is also interactive as its proportion changes depending on which country, we are viewing. Gaining a clear hierarchical structure could inform the users regarding how well movies or tv shows perform with the specified rating.

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# APPENDIX: 5 DESIGN SHEET METHODOLOGY

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