**Visualization of Netflix Movies and TV Shows**

<https://www.kaggle.com/shivamb/netflix-shows?select=netflix_titles.csv>

The data I chose to visualize is a table of around 7000 movies and shows on Netflix. I wanted to focus on visualizing the countries where most content was produced and look at trends in these countries and across the board. What inspired me was that I was aware most Netflix content was produced in western countries for English-speaking audiences, however I’d recently seen way more foreign content and wanted to see if Netflix was gradually targeting more global audiences with their content.

The main view I created is a kind of tree map showing the top ten countries that produce Netflix content. I chose a tree map because it shows data proportionally, to give viewers a glimpse of how the United States, the United Kingdom, and India are heavily favored for content relative to other countries. I didn’t just want to show the top ten--I wanted to show how wide the differences are between the biggest and smallest. In terms of aesthetics, I chose to use differences in luminance to display the columns where the larger columns are darker than the others, so it would be easy to differentiate between sizes. Because of the size differences in columns, I could not display the flag and count on each column, so I chose to do it for the top three countries that make up the vast majority of content produced. In addition, I added a hover feature so it would show the flag, country name, and count of each column when you hover over it. This was intended to make it interactive. I think the flags are important as there’s not much differentiation in color, so the flags make it very clear which column represents which country.

Clicking on any country’s column takes you to a unique bar chart showing how many movies/shows were produced that year in the country you clicked on. I generated the bar chart automatically, based on available data per country, so the years covered varies from country to country. Bars are a great way to compare quantity/magnitude, especially over a smaller number of variables like these charts. The background color of the view matches that of the country column, and there is the country flag and name in the top left, so it feels like a consistent experience and it is easy to identify which country you clicked. Though I could have gotten more creative, I chose black and white for the chart to create the most contrast and make it easy to visualize trends over the years. I added a click anywhere feature to return back to the main view, as these bar charts are essentially supposed to be pop-ups from the columns (hence the consistent UI).

The last view I created is the comparative view, accessed by clicking the Compare button. This ranks countries by the proportion of content produced that year (country’s total production / sum of top ten countries’ total production). I created lines to show changes in rankings in hopes of seeing increased diversification in production. The black lines and large white text were done to maximize readability. The lines are intended to show the countries in different years are related to themselves. I found this the easiest format to display as a straight line indicates no change, and increases or decreases are super easy to detect visually. I was quite surprised to see how over time, the top three countries remained the same and other countries went down or hardly moved, apart from South Korea from 2018 to 2019.