

the **BIG IDEA** worksheet

Complete worksheet using your dataset you chose for the final

Project Name: **Netflix Global Engagement Analysis**

Who is your **AUDIENCE**?

1. List the primary groups or individuals to whom you’ll be communicating.

* Content Creators and Production Studios
* Streaming Platform Competitors
* Media Analysts and Investors
* Advertising Partners
* Entertainment Industry Executives

1. If you had to narrow that to a single person, who would that be?
   * Content Creators and Production Studios
2. What does your audience care about? Looking at the dataset, we can see hours viewed globally, which tells us about content performance and viewer engagement. Content creators and production studios can use this data to:
   * Understand which types of content perform well globally
   * Identify viewing patterns across different genres
   * Analyze the success of different content formats (movies vs. series)
   * Track how long content remains engaging after release
   * Measure the impact of marketing and release strategies
3. What action does your audience need to take? Content creators and studios need to use this viewing data to make informed decisions about:

* Which types of content to produce
* How to allocate production budgets
* When to release new content
* What genres to focus on
* How to structure series (number of episodes, season length)

What is **AT STAKE**?

1. What are the benefits if your audience acts in the way you want?

* Increased return on investment (ROI) through better-targeted content production
* Higher viewer engagement leading to more successful shows and movies
* More efficient budget allocation based on proven viewing patterns
* Better competitive positioning in the streaming market
* Stronger negotiating position for future content deals

1. What are the risks if they do not?
   * Wasted production budgets on content types that don't engage viewers
   * Loss of market share to competitors who better understand viewer preferences
   * Decreased relevance in an increasingly competitive streaming market
   * Missed opportunities to capture emerging viewing trends
   * Lower ROI on content investments
   * Potential loss of valuable talent to better-informed competitors

Form your **BIG IDEA**

Netflix's engagement data reveals critical viewing patterns and content performance metrics that can drive smarter production decisions and higher ROI; failing to act on these insights risks creating content that doesn't resonate with viewers, leading to decreased engagement and wasted production budgets.

**References**

Netflix. (2024). What We Watched: A Netflix Engagement Report. Netflix About: <https://about.netflix.com/en/news/what-we-watched-a-netflix-engagement-report> [Accessed October 2024]