📝 Final Proposal

## Screenshot

**Tableau Public Link***https://public.tableau.com/app/profile/fouzia.ashfaq4735/viz/Netflixproject\_17568647694440/Dashboard1?publish=yes*

## Design Choices

1. **KPIs at the Top (Big Numbers)**I highlighted the main KPIs — 6,232 total titles, 68.4% Movies, 31.6% TV Shows, Average Movie Duration of 99 minutes, and Average TV Show Length of 1.8 seasons — in large, bold numbers at the top of the dashboard. This creates a strong visual hierarchy and ensures my audience sees the most important insights at a glance.
2. **Color-Coding by Type (Movies vs TV Shows)**Throughout the dashboard, Movies and TV Shows are consistently assigned distinct colors. This pre-attentive attribute makes it easy for viewers to instantly distinguish the two categories, especially in bar and trend charts.
3. **Sorted Ratings Breakdown (Audience Focus)**I presented the ratings distribution in descending order, which clearly shows that TV-MA dominates (2,026 titles) followed by TV-14. Sorting avoids clutter and makes it immediately obvious that Netflix’s catalog is heavily skewed toward mature and teen audiences.

## Reflection on Proposal vs Final Deliverable

In my Milestone 1 proposal, I envisioned a broad analysis with many exploratory charts, including global maps and combined duration views. During the exploratory phase, I realized that mixing movie durations (minutes) and TV show durations (seasons) was confusing for the audience. In my final deliverable, I separated them into distinct KPIs and focused the dashboard on catalog size, growth over time, type mix, and audience ratings — the insights that best answer my business question.

Compared to the original proposal, the final design is simpler, more focused, and more impactful. I learned that prioritizing clarity and reducing clutter helps the audience connect with the data more quickly. The process reinforced the principle that “less is more”: a few well-chosen KPIs and charts, supported by thoughtful design, tell a stronger story than trying to show everything at once.