Project Proposal: Netflix Titles Dashboard

**Executive Summary**

This project explores the Netflix Titles dataset to uncover trends in content distribution, production, and diversity across movies and TV shows. The dataset provides rich metadata on titles, genres, release years, countries, and formats. I selected this dataset because of the global relevance of streaming services and Netflix’s leadership in the market. By analyzing this data, the project will deliver insights into how Netflix’s library has evolved over time, which genres dominate, and how its global presence has expanded.

**Why: Business Case and Objectives**

The streaming industry is highly competitive, with companies relying on data-driven strategies to understand consumer preferences and market opportunities. Netflix, as a pioneer, provides a valuable case study of content strategy.

**Objectives:**

* Identify year-over-year trends in Netflix content releases.
* Compare distribution of movies versus TV shows.
* Highlight the most common genres across the library.
* Explore geographical distribution of titles to assess Netflix’s global reach.

**Expected Outcomes:**

* Provide stakeholders with benchmarks to evaluate Netflix’s content strategy.
* Deliver an engaging, interactive dashboard that also appeals to general entertainment audiences.
* Strengthen data storytelling and dashboard development skills using Tableau.

**Who: Target Audiences and Personas**

**Audience Segment 1: Business Stakeholders**

* **Persona:** *Sarah Kim* (Age 38, Media Strategy Manager)
* **Goals:** Benchmark Netflix’s content trends against competitors to inform strategy.
* **Challenges:** Requires clear, concise insights without technical jargon.
* **Context:** Reviews dashboards on desktop in professional meetings.

**Audience Segment 2: General Entertainment Enthusiasts**

* **Persona:** *Ahmed Ali* (Age 24, College Student)
* **Goals:** Explore Netflix’s catalog trends and discover new genres or shows.
* **Challenges:** Prefers intuitive, visually engaging dashboards.
* **Context:** Views on mobile or tablet in casual settings.

**What: Dataset Description**

* **Dataset Used:** *Netflix Titles Dataset (netflix\_titles.xlsx)*
* **Contents:** Title, type, director, cast, country, date added, release year, rating, duration, and genre.
* **Rationale for Selection:**
  + Publicly available and suitable for Tableau Public sharing.
  + Comprehensive metadata covering multiple analytical dimensions.
  + Clean format (.xlsx) enabling straightforward integration into Tableau.

**Key Analytical Dimensions:**

* Release year (content trends over time).
* Type (movie vs. TV show distribution).
* Country (geographical spread of titles).
* Genres (popularity and diversity).

**How: Proposed Presentation Approach**

The findings will be presented through a **multi-frame Tableau dashboard** with interactive elements.

**Planned Visualizations:**

* Line chart: Annual content releases over time.
* Bar/Pie chart: Movies vs. TV shows distribution.
* World map: Country-level distribution of titles.
* Word cloud or stacked bar chart: Genre frequency.

**Presentation Vehicle:** Optimized for desktop viewing but designed to be responsive for tablets and mobile devices.

**Challenges and Peer Review Questions**

**Foreseeable Challenges:**

* Incomplete or missing country data may affect accuracy of geographical analysis.
* Multiple genre labels per title may complicate frequency analysis.
* Dataset reflects availability, not audience demand or popularity, limiting interpretive scope.

**Questions for Peer Review:**

1. Does the proposed story structure (time, format, genre, geography) communicate a compelling and useful narrative?
2. Should the emphasis be placed more on business strategy insights for stakeholders or on exploratory, user-friendly insights for casual audiences?

**Conclusion**

This proposal outlines a structured plan for developing a Netflix dashboard that balances professional insights for stakeholders with engaging exploration for general users. By leveraging Tableau’s storytelling capabilities, the project aims to create a data-driven narrative that is both informative and visually compelling.