Data Immersion
Exercise 1.1
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Analytics and Its Importance

Netflix Article

The first article I read was from Netflix. “Discovering Creative Insights in Promotion Artwork” is an article that explains how Netflix uses data analytics to help their creative strategist create artworks for movies and shows that help members decide what to watch. The two methods they use are Top-Down and Bottom-Up. The top-down approach allows creative minds to identify an image based on attributes that typically make an image successful. They model these using Computer Vison and Machine Learning techniques. The bottom-up method is more open where they don’t use any prior guesses of what is successful and let the data create its own patterns and features. Typically, they use image clustering to help infer a trend in what has been successful in the past and from that they are able to create a similar artwork for new movies and tv shows.

These two artwork approaches create data for Netflix to analyze. It shows them what members are interested in based on what attracts their attention by essentially judging a movie by its cover artwork. From there Netflix can categorize it’s members by their preferred genres of movie, what artwork is more likely to get them interested in the movie and how to market new movies to them based on the artwork presented.

Non-Business

In the Health and Human Service article, they discuss collecting data and information on civilians to make it easier for them to easily acquire services from different social service facilities. They go further to explain that collecting information on city issues such as graffiti removal, 311 and 911 calls and neighborhood data can help business dealing with those particular issue process the information easier. Going back to the civilians being able to go to any Social Service facility without having to complete duplicate paperwork, that would make social works caseloads straightforward. They don’t have to reprocess additional paperwork to deal with the same case just because it was processed through a different facility. This innovative method allows for more direct attention to matters at hand.

Routine Life

Context: After getting home from work I have to walk the dog, feed the bird, shower, make dinner, eat, decompress from my day, and put the animals and myself to bed.

Goal: Determine the best plan of action to complete tasks efficiently and maximize decompression time.

Data: Calculate time available from the moment I get home until bedtime. Create an evening agenda with strict time constraints. Collect data for how long each evening task takes to complete over a week.

Description: Analyzing the approximate time it takes to complete evening tasks I can build an evening routine that will allow me to use my time wisely and efficiently.