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**Subscriber Analytics Enhancement at ESPN+**
https://github.com/Lpchaitin/SQL-Project/tree/main

I selected the **Data Analyst Intern** role at **ESPN+** because it aligns with my career goals in data analytics, particularly within the entertainment and sports sectors. The job involves developing a subscriber insights dashboard using **SQL**, **Snowflake**, **Tableau**, and **Databricks**, which are tools I'm eager to master. This position will provide hands-on experience working with big data and business intelligence tools, helping me achieve my long-term goal of becoming an expert in data visualization and dashboard development. I'm excited about this role because ESPN+ sits at the intersection of sports, entertainment, and technology, offering the opportunity to create actionable insights from subscriber data and drive business decisions in a dynamic industry.

The problem I aim to solve is identifying key trends in subscriber activity at ESPN+ by creating a dashboard that tracks basic metrics like subscription growth, active users, and engagement rates. This will allow executives to quickly assess how subscribers are interacting with the platform and identify areas for improvement. Using SQL to extract data, Databricks to process it, and Tableau to create visualizations, I can provide an easy-to-understand report that helps guide decisions on improving subscriber engagement

**Data Sources:**

1. API data source, ran in jupyter notebook to create mock data, the file is present in the github
2. Web scraping data from Mockaroo.com, https://my.api.mockaroo.com/sql_project.json?key=9dcf43a0

These data sources are both full of AI generated subscriber analytics which will replicate ESPN+ user analytics in my project.

This project involves collecting subscriber data from Snowflake, Google Analytics, the Twitter API, and web scraping ESPN+ to build a unified dataset. The data is cleaned and transformed using Databricks, and key metrics like engagement, subscription growth, and demographics are extracted with SQL. An interactive Tableau dashboard is then developed with filters and drill-downs, enabling stakeholders to explore insights and support decision-making. Final recommendations are presented based on the analysis.