

UC Davis Tableau Project Final Presentation

Project Created and Presented by Makmurry Akbar

Url to data story on Tableau Public:

<https://public.tableau.com/app/profile/makmurry.akbar/viz/NetflixMovieTVShowRatingDashboard/Netflix>

A write-up highlighting three specific design choices you made in light of your audience, and an explanation of why you made those choices

3 Specific Design Options Made:

- Use of Color and Contrast as Pre-attentive attributes in Maps as well as in Bar Charts.
- Use labeling to help users understand the visualization
- Use of filters, actions, and hierarchies to aid user interactivity and exploratory analysis with visualizations.

Reasons for choosing a design:

- The use of color and contrast to make it easier for the audience to differentiate categories between Movies and TV Shows
- The use of interactive filters helps the audience select and search for information apart from the main visualizations presented and also limits information based on a certain period.
- Use of labels to help the audience better understand the intent of the visualizations and have a quick idea of the message each story point is trying to convey.

Your original project proposal with a short reflection on how your final project compares to your original project proposal. Have your plans changed? What did you notice or learn during the process?

Comparing my initial project proposal to the final project, I would say that my theme and goals haven't changed much. There are many things to pay attention to and learn during the project work process, for example in the preparation of datasets that require data cleaning, because not all the data we get is ready to be analyzed.

I also learned that to create data visualizations, data that has sufficient dimensions and metrics is needed so that the visualization results are more informative. In making visualization designs it is also necessary to focus on the needs of the audience

The project Proposal Attached Below

UC Davis Extension Creating Dashboards and Storytelling with Tableau Basic Data Storytelling Design Checklist

Project Proposal

By : Makmurry Akbar

Executive Summary

[Netflix](#) is one of the most popular media and video streaming platforms. They have more than 8000 movies or tv shows available on their platform, and by mid-2021, they will have more than 200 million subscribers globally. This is quite interesting to analyze considering that many people like to watch movies.

Why

Business Cases/Other Purposes

1. Personal Purpose: Many film titles present interesting film posters, but often the films we watch do not meet expectations based on the film posters, therefore with this analysis the hope is that we can find out film recommendations according to our interests.
2. Business Goal: Provides insights from data for business reference

Who

1. **Stakeholders:** Netflix Strategy Lead
2. **Viewer:**

Quantitative Audience Snapshot:

- Entrepreneurs, Movie Viewers
- Age : 18 - 40
- No background in data analysis

Qualitative Audience Snapshot: Persona 1: Ann

Persona 1: Netflix - Subscriber : Ann



Role: Clothing and accessories designer

Age: 24 Years

Gender : Female

Education: Bachelor of Fashion Design

Objective:

Ann wants to know the movie current trend and the popular moment this

She wants to categorize films best based on rating age and movie rating

And Information other for reference field his business

Challenges and Needs:

Ann is a persistent girl but not quite good at numbers and data

She needs information based on existing data to reference his clothes and accessories designs

Context:

Ann access Netflix every end week using smartphone or laptop

What

Data Source: Kaggle

Datasets:

<https://www.kaggle.com/datasets/victorsoeiro/netflix-tv-shows-and-movies?sort=votes&select=titles.csv>

This data set was created to list all the shows on Netflix streaming, and analyze the data to find interesting facts. This data obtained in July 2022 contains data available in the United States. Data can be accessed legally and free of charge. The data consists of a category column and a numeric column (rating, vote, popularity) so it is quite interesting to analyze

Data Quality: Need to do Data cleaning

How

Format - Narrated dashboard with story points

Presentation Tools – tablets, mobile phones, desktops, and projectors.

Challenge

1. Provide content-based recommendations using genre, rating, popularity
2. Identify the main content available on the stream.
3. Analyze exploratory data to find interesting insights.

Can you provide other input?