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DSC 640 – Weeks 1&2 | Netflix Viewership

## Audience

The audience for this presentation is the creative executives and buyers for them to analyze what movies are doing well so that they can conduct further analysis on the top movies in this presentation, such as genre, actors, cinematography, etc., in order to source other movies that can perform at similar rates.

## Purpose

The purpose is to get the creative executives and buyers to think about what makes these movies different and how they can utilize this information when starting new productions. If we can get more movies that perform at the top, then we will have more success as a company.

## Medium

The story will is being told in a PowerPoint presentation during a meeting with the creative executives and buyers. They will be able to receive a copy of the presentation for their records afterwards. A video was considered for presentation, however, PowerPoint was thought to be more friendly for the audience to return to and use.

## Design

The design was keeping with Netflix colors for company cohesiveness.

## Ethical Considerations

Ethical concerns include eliminating data before analysis – this is always risky and could skew the data. I had three films I was analyzing that were missing data. Sometimes we can take the mean or median of a column to fill in the missing data, however, that did not feel right in this situation since it would have been filling in rankings and runtimes.

Since this is being shared internally at Netflix, this does not have any legal or regulatory guidelines that need to be assessed, and it was required as ethically as possible since it was our own data.