



NETFLIX CONTENT ANALYSIS

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LET'S START!





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WHAT'S NEXT

A black and white photograph showing the silhouettes of several people's heads and shoulders from behind, all facing towards a bright, overexposed area that suggests a stage or a screen. The scene is dimly lit, with some bokeh light spots visible in the background.

INTRODUCTION



BUSINESS PROBLEM



We leverage Netflix API, Netflix Top 10 and YouTube API data to provide insights into content performance and marketing strategies. The Netflix Top 10 data shows viewer preferences, while YouTube data reveals off-platform engagement and promotion. By combining these datasets, we can analyze trends, regional preferences, and audience behavior. Using YouTube Analytics, we access detailed viewer statistics and perform demographic analysis, helping Netflix refine content recommendations and optimize marketing strategies for different audience segments.

Content Performance Analysis | Marketing Effectiveness | Audience Engagement | Content Trend Prediction | Regional Preferences | Genre Analysis



DATA FEEDS

1



Netflix API
Data

2



Netflix Top
10 Lists

3

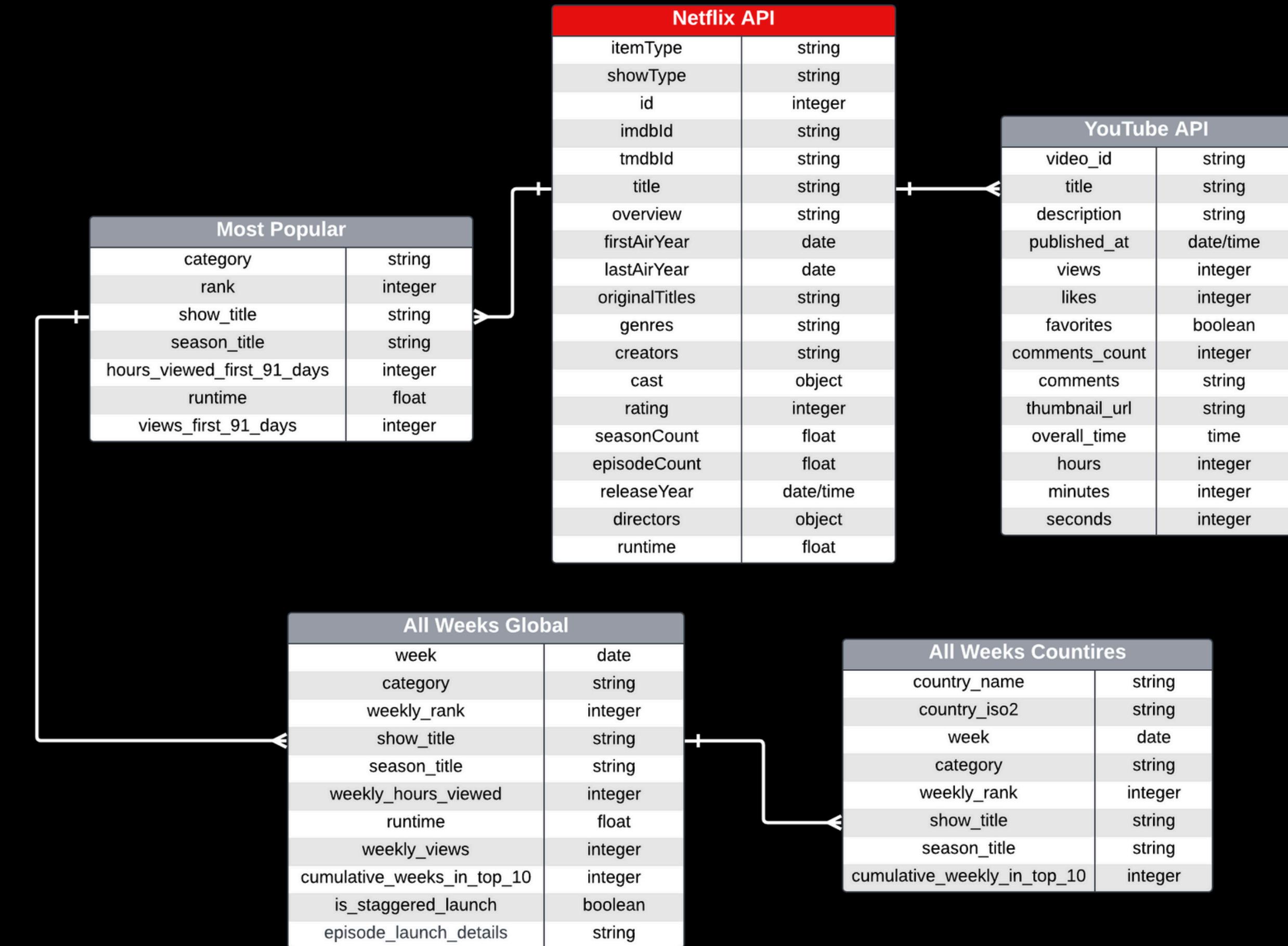


YouTube
API

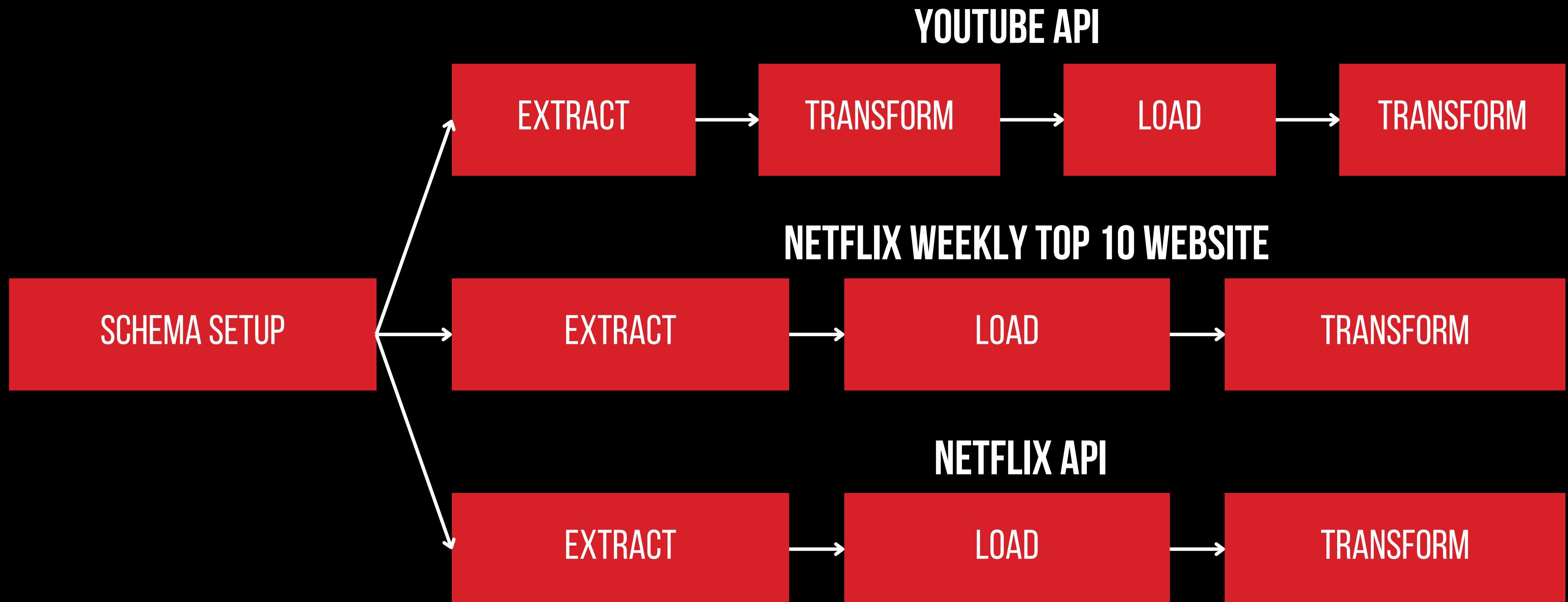


DATA MODEL

ERD DIAGRAM

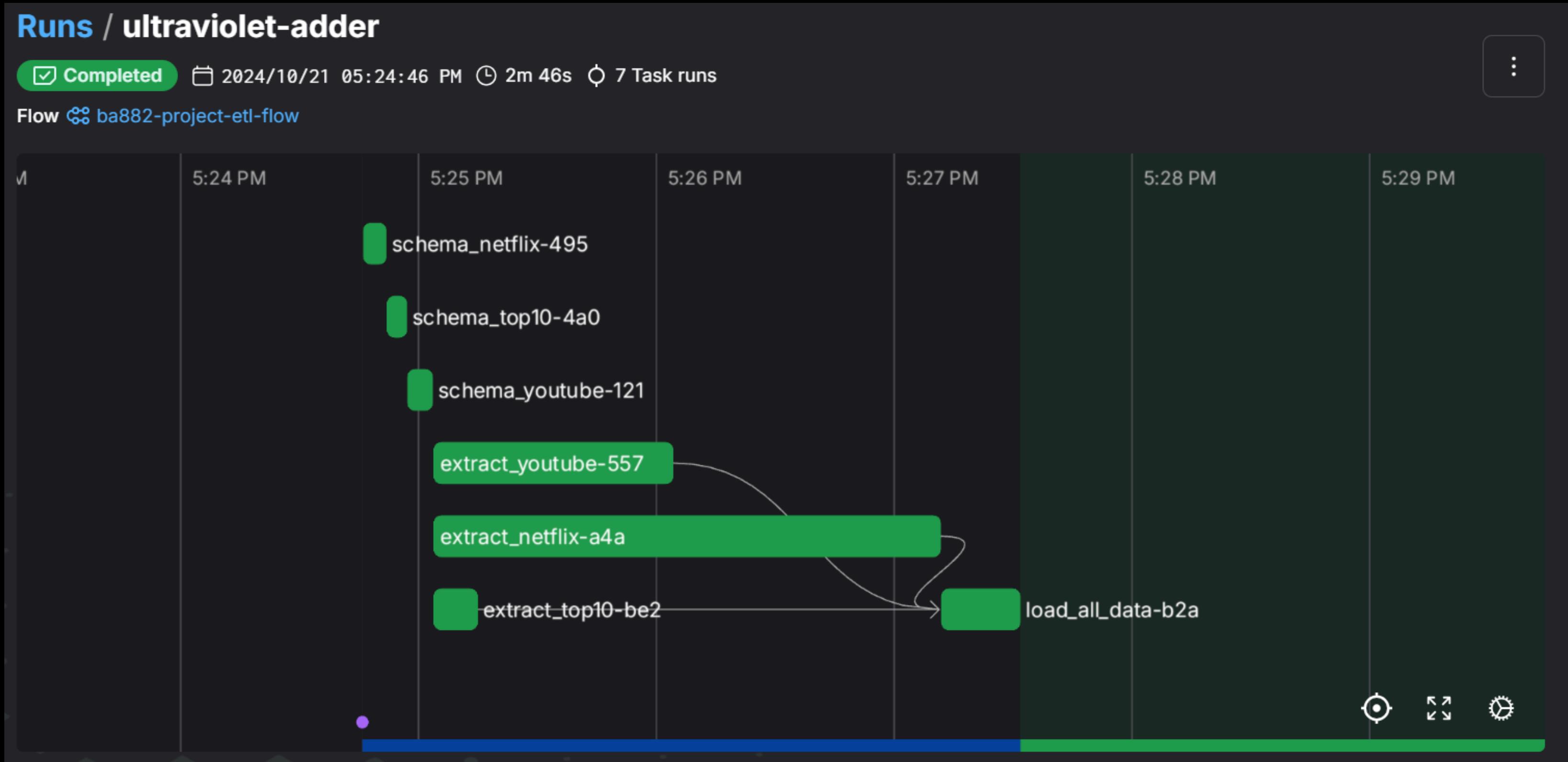


DATA PIPELINE





PREFECT FLOW & ORCHESTRATION





PREFECT FLOW & ORCHESTRATION

Flows / BA882-Project-EtLT-Flow

Flow Runs 1 total

Task Runs 6
2 Running
4 Completed 100%

Runs Deployments Details

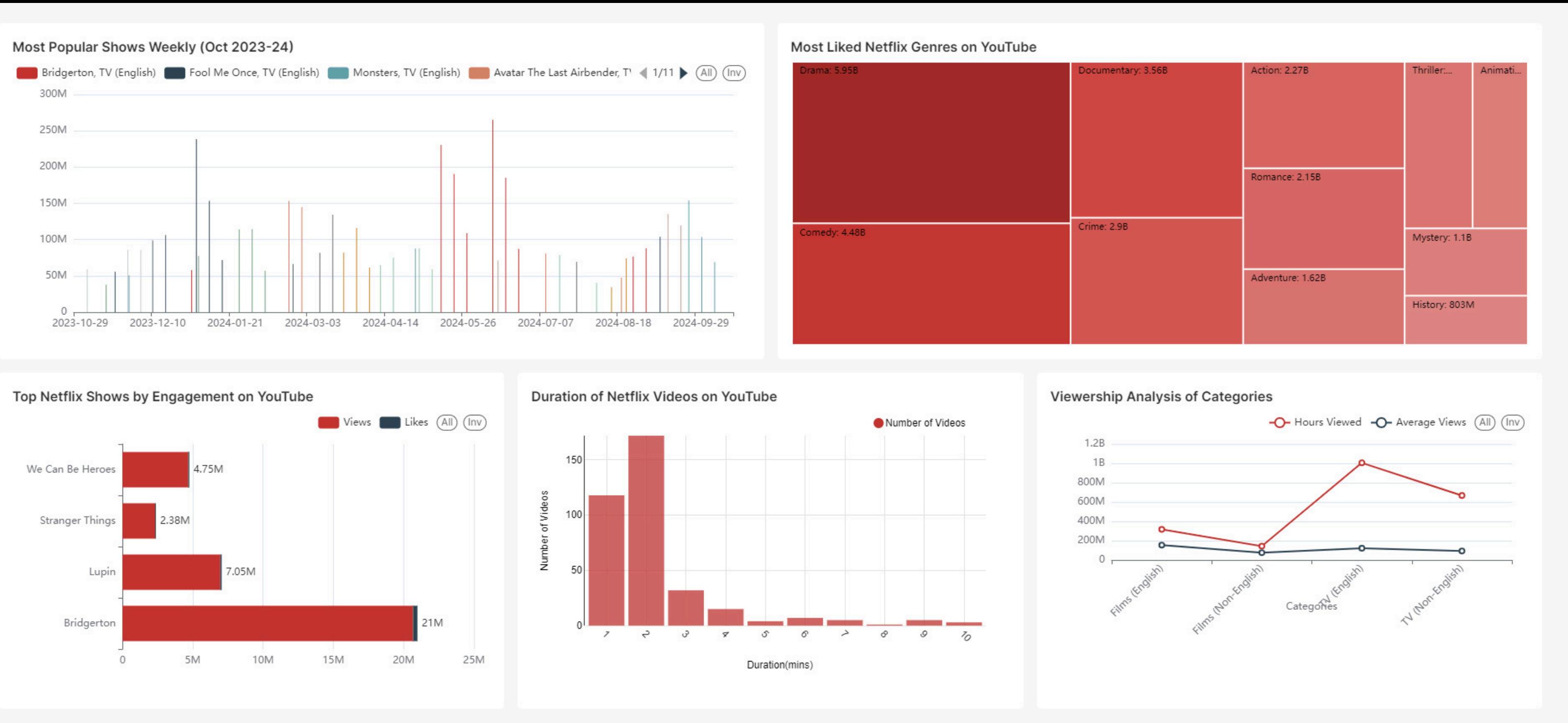
4 Flow runs Search by run name All run states Newest to oldest

BA882-Project-EtLT-Flow > chestnut-galago auto-scheduled prod
Scheduled Scheduled for 2024/10/25 01:00:00 AM 0 Parameters
Deployment ba882-project-elt Work Pool ba882-05-pool Work Queue default ●

BA882-Project-EtLT-Flow > dexterous-mongrel auto-scheduled prod
Scheduled Scheduled for 2024/10/24 01:00:00 AM 0 Parameters
Deployment ba882-project-elt Work Pool ba882-05-pool Work Queue default ●



SUPERSET DASHBOARD



A dark, grainy image of a movie scene showing two people from behind, looking towards a bright screen or window. The scene is framed by a large red play button graphic.

SEE WHAT'S NEXT.



UPCOMING...

1

MLOps

Boost predictive analytics and content recommendations

2

Regional Viewing

Detailed insights into regional viewing habits for targeted marketing and content creation

3

Additional Data

Better for machine learning tasks and deeper insights

