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**PROJECT PART 2: Creative Brief**

**TOPIC: Netflix: quantity-over-quality**

**Overview:**

**What is the project?**

The main objective of the project is to analyze the data collected from Netflix over a period. Netflix has a quantity-over-quality problem. This is part of an effort to help solve this. I want to figure out a way to find hidden gems in their catalog but found it exceedingly hard to get the latest dataset that has ratings and many other attributes to help make sense of it.

**What are we designing and why?**

We are designing an infographic to show:

* Which is a more popular tv series or movie?
* Most used language in tv-series/movies?
* Most tv-series/movies are available in which of the countries?
* Some of the hidden gems?
* Relation between different Scores (View Rating, IMDb Score, Rotten Tomatoes, etc)
* Which Year has the most Released movies?

**Drivers:**

**What is our goal for the project? What are we trying to achieve? What is the purpose of our work? What are our top objectives?**

The goal of the project is to find the hidden gems after cleaning and exploring the data analyzing which is the most liked tv series or movie. To achieve this, we’ll:

* Explore the data.
* Clean the data.
* Preparing different charts.
* Analyze the charts.

The goal of the project is to understand the different genres, hidden gems, languages that became popular and evolved with time, and reasons for the same.

**Audience:**

**Who are we talking to? What do they think of us? Why should they care?**

Demographics for the project can be anyone who watches Netflix and would like to see something with a low review count but high ratings (in our case, with a higher hidden gem score). The project analyses the data to help the user to find a good tv series or movie.

**Tone:**

**How should we be communicating? What adjectives describe the feeling or approach?**

Everyone uses Netflix these days to watch a tv series or movie to destress themselves or have self-time to relax. It works as therapy sometimes for people. We can describe it by different genres it provides us to watch such as romantic, comedy, drama, etc.

**Message:**

**What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want the audiences to take away?**

We want the audience to appreciate and accept the preferences of every hidden gem. Respect the choices and be empathetic about the preferences and differences that each genre has to offer.

**Details:**

**List of visualization Formats:**

Different types of visualization are being used to define different kinds of data types for example we’ll be using heatmaps for correlations, pie charts for indicating which is more popular tv series or movies. I’m building this project using python.

Dataset Link: <https://www.kaggle.com/ashishgup/netflix-rotten-tomatoes-metacritic-imdb/code>

Github Link: <https://github.com/Tanejavanshika/Data-visualization->

**Preconceived ideas:**

1. Netflix has a problem of quantity over quality so there are many hidden gems that we don’t watch.
2. Different countries have different availability of the data.

**Limitation and Restriction:**

Since the dataset has a variety of data types it is hard to show it in one type of chart.