Netflix Viewership

For this presentation the audience shall be the executives of Netflix. This being the case they would have a good understanding of the data used in the presentation. The call to action in this presentation is: we must free up server space to allow for more tv series to be added to the platform. The purpose is more of a recommendation for a change in what we can provide to our customers. I’m hoping that the executives walk away knowing that most of the viewers watch tv series on the platform. Tv series tend to have a longer run time than movies and this would allow for opportunities of ad placement that can provide additional profit to the company. On the other hand, more customers may not want to watch the ads, and this could lead to an increase in upgraded memberships.

The Medium I chose to use is a PowerPoint presentation. If a meeting with the executives take place in a conference room or zoom call, the power point would be the best option as I would have their attention in person. I’d prefer the coloring of the power point to be neutral. I would want the focus to be on the data and other images would be distracting. As for the graphs I went with basic colors and equal spacing to make them easy to read. I did add red font to the call of action to highlight it.

For the ethical considerations the were no changes made to the data and there are no legal or regulatory guidelines for the data since this does not contain any personal information. There could be a risk of potentially misleading the executives. The all top ten ranking list shows an equal split of movies and tv series being in the top ten. However, when this is broken down by country this is not the case. The data was provided in an ethical manner and is credible as this is provided publicly by Netflix. There was no need to clean or transform the data. The only columns that were missing information were the season titles for movies, which was not needed for my presentation. I did assume that there was no missing data in the remaining columns as I went directly to tableau with the data. Since the only ethical concern I identified was with the “all top ten” having equally split categories I would need to disclose this during the presentation or explain what data I’m using for the graph.