# Data Analysis Project

## Data Analyst: Marbella Elpantja

## Client/Sponsor: KapanLagi.Com

## Purpose:

*Write a brief description of why this project is happening below. Why is this project happening? What are the goals?*

The goal of this project is to study the top 10 most popular TV shows on Netflix in Indonesia starting from January 2024 and ending in April 2024. The project will determine what Indonesians consider the top 10 binge-worthy series available on Netflix, the famous streaming media company, by browsing through Netflix weekly presented list of most-watched TV series accumulated per country.

Since Netflix keeps its viewership data confidential, identifying the top 10 series constantly favored by Indonesian Netflix subscribers can only be done by researching through the weekly lists of top 10 favorite shows in Indonesia displayed on the official Netflix website for 17 weeks starting from January 1 2024 and ending on April 28 2024. The top 10 Netflix shows in Indonesia is determined by documenting how many weeks every show that secures a spot in the weekly list of top 10 favorite Netflix shows in Indonesia manage to hold its place in the top 10 list.

After identifying the top 10 Netflix shows in Indonesia for the first 4 months, the project will study and present the reasons of the popularity of those shows in Indonesia by going through Quora and Reddit, top 2 influential content-sharing and discussion platforms, for Indonesian discussion of those shows.

## Scope / Major Project Activities:

*What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.*

| Activity | Description |
| --- | --- |
| Collecting Data | Collect Netflix-produced weekly lists of top 10 most-watched TV series of Netflix in Indonesia for 17 weeks from 1st of January to 28th of April 2024. |
| Identifying top 10 overall Netflix shows in Indonesia | Analyze weekly lists retrieved from Netflix website to document the top 10 shows that most constantly show up on those lists. |
| Identifyng causes of popularity for top 10 Netflix shows in Indonesia | Analyze Indonesian discussion prompts on Reddit and Quora to find widely-agreed upon reasons of popularity for these shows. |
| Delivering final report | Present the top 10 Netflix series according to Indonesian subscribers and its most probably reasons of popularity |

## This project does not include:

*Specify the things that this project isn’t responsible for doing (out of scope). For instance, “this project does not involve a summation of 2019 data analysis”*

* Any non-series content on Netflix, such as movies
* Any series content outside the timeline of the project (January 1st- April 28th 2024)
* Reddit and Quora discussions prior to January 2023
* Reddit and Quora discussions that are not specific to Indonesia
* Providing recommendations on how to create popular series in Indonesia

## Deliverables:

*A specific list of things that your project will deliver.*

| Deliverable | Description/ Details |
| --- | --- |
| Dataset of Netflix weekly lists of top 10 most-watched shows in Indonesia for the first 17 weeks of 2024 | This dataset can be presented in spreadsheet software or database |
| Chart of top 10 overall most popular Netflix shows in Indonesia from January 1, 2024 to April 28, 2024 | A data visualization tool displaying the overall top 10 most popular Netflix shows in Indonesia and how many weeks those shows secure a spot on the weekly top 10 most watched shows in Netflix Indonesia. |
| Documentations of popularity reasons | A list of most widely-presented reasons for popularity for each show in the project’s overall top 10 most popular Netflix shows in Indonesia. Reasons are researched by analyzing discussion of those shows in Quora and Reddit, |
| Final report | A final report detailing the top 10 overall most popular Netflix series in Indonesia for the first 4 months of 2024,, its release date and production cast, and its most-likely causes of popularity |

## Schedule Overview / Major Milestones:

*The expected schedule for the project. This can be defined by milestones (e.g. “all data is cleaned and processed”), periods of time (“Week 1 / Week 2”), or other ways based on the needs of the project.*

| Milestone | Expected Completion Date | Description/Details |
| --- | --- | --- |
| *Data review* | *5/6/2024* | *Compile the weekly list of top 10 most-watched Netflix series in Indonesia for the first 17 weeks of 2024 in spreadsheet application or database* |
| *Data analysis* | *5/10/2024* | *Initial data analysis completed to determine the overall top 10 most popular show in Netflix Indonesia for the first 4 months of 2024* |
| *Data visualization creation* | *5/15/2024* | *An appropriate form of data visualization tool is created and presented regarding the particulars of project’s top 10 most popular shows in Netflix Indonesia* |
| *Popularity reasons analysis* | *5/21/2024* | *Analysis of popularity reasons from Indonesian Quora and Reddit discussion boards are completed and documented* |
| *Final report* | *5/31/2024* | *Final report detailing all the work outcomes and methodologies* |

## \*Estimated date for completion:

*This is my “if all goes well and I have everything I need, this is when I’ll be done” date.*

May 31, 2024.