

# Project Progress Report

**Title:** The Role of Data Visualization in Communicating Viewer Trends to Decision Makers in OTT  
**Platforms:** A Netflix Case Study

**Team Name Members:**  
**Group 13**

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## 1. Progress Made So Far:

- Finalized the project topic and submitted the Idea Summary.
- Dataset selected: *Netflix TV Shows and Movies* from Kaggle.
- Loaded the dataset into Power BI and began data cleaning.
- Removed records with null IMDb scores and filtered for movie content.
- Extracted the **primary genre** from nested lists in the `genres` column using Power Query.
- Created two Power BI visuals:
  - **Titles Released Per Year:** A column chart showing Netflix's content growth over time.
  - **Average IMDb Score by Genre:** A bar chart identifying high-performing genres based on viewer ratings.

## 2. Bottlenecks or Barriers to Project Progression:

- Genre and production country fields required custom transformations due to nested list format.
- Group meeting coordination has been limited by overlapping schedules.
- Deciding the best visual formats to analyze more complex relationships (e.g., runtime vs. engagement) is still ongoing.

## 3. Strategy to Overcome Barriers:

- Assign tasks: some members focus on visuals, others on drafting insights and final paper sections.
- Schedule weekly short sync-ups to check progress and adjust as needed.
- Use resources like Kaggle notebooks and Power BI community examples to guide visualization choices.

## 4. Path to Next Deliverable (Summary of Work To Do):

- Build visual: **Runtime vs IMDb score** to explore viewer engagement trends.
- Compare **TV shows vs. Movies** on popularity and rating metrics.
- Create a map or chart showing **global production trends** (by country).
- Finalize Power BI dashboard layout.
- Begin writing main sections of the final report: Introduction, Analysis, Insights, Conclusion.
- Start outlining the presentation deck.

