**Week1&2**

**Netflix Data Analysis**

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DSC 640 – Data Presentation & Visualization

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**Audience and Purpose**

The primary audience for this analysis includes Netflix content strategists, marketers, and media analysts. These stakeholders can use the insights to understand global and regional viewing trends, identify the most successful categories and titles, and align future content creation with audience preferences. The purpose of this analysis is to present actionable insights on content performance globally and regionally, focusing on maximizing viewer engagement and enhancing content strategies.

**Medium and Design Choices**

The analysis was presented using six distinct visualizations designed to highlight key trends:

Bar Charts to display top-viewed shows globally and total views by category.

Comparative Analysis of regional preferences to showcase variations in audience choices.

Trend Graphs to track weekly rankings and cumulative performance.

Call to Action embedded within the visuals and findings to encourage data-driven decision-making.

Design choices focused on clarity and accessibility, using simple, intuitive visual formats. Labels, legends, and annotations were included to ensure that the visualizations could be interpreted without additional context.

**Ethical Considerations**

Changes to the Data: Data was cleaned to standardize column names, remove duplicates, and fill or exclude missing values where necessary. No substantive modifications were made to the data’s meaning or structure.

Legal and Regulatory Guidelines: The datasets appear publicly available and do not include personal or sensitive information. However, adherence to data usage policies set by Netflix and other sources was maintained.

Risks in Transformations or Visualizations: Misrepresentation could occur if data filters or transformations skewed the findings. For example, excluding outliers without proper labeling could distort overall trends. Clear labels and transparency about filtering decisions were implemented to mitigate this risk.

Assumptions in Data Processing:

* Missing values were treated as data gaps rather than zeros.
* Flags and undefined fields were excluded if their purpose was unclear, potentially overlooking nuances.

Data Credibility and Sourcing: The data was sourced from structured, publicly available Netflix records. While considered credible, verification against primary Netflix reports would further ensure accuracy.

Ethical Acquisition: The datasets appear ethically sourced and publicly accessible, but confirmation of usage permissions and limitations is recommended for broader dissemination.

Mitigation of Ethical Risks:

Clearly labeling transformations and exclusions in the visualizations.

* Including a disclaimer about assumptions and data gaps.
* Proactively addressing any identified ambiguities in the analysis.

By addressing these ethical considerations, the analysis strives to maintain transparency, accuracy, and ethical responsibility, providing stakeholders with reliable insights for strategic decision-making.