

Data Challenge 2022 Pitch Project

Hello Data Challenge Finalists! Here is the prompt and dataset for the project work portion of the program. **Each finalist will work on their own pitch deck**, but will meet with their group a few times throughout the summer to talk out any roadblocks and get mentor feedback. The last group meeting will be when each finalist presents their product proposal.

***Please note: the product scenario listed below is completely hypothetical and was created just for Data Challenge 2022.***

The New Product:

You're part of an experimental team -- and you've finally convinced Mark to fund some exploration into starting “Zuckflix.” The project doesn't have a large budget, so the data team has been tasked with investigating what content we should be buying and producing for Zuckflix.

We have access to a dataset with information about content on Netflix -- and we'd like to analyze trends in the content they're adding to their catalog (the first secret of operations research: when in doubt, copy the market leader 😉) -- hopefully with this, we can figure out what to shoot first!

The Dataset:

* [**Netflix Movie & TV Shows**](https://www.kaggle.com/shivamb/netflix-shows) **dataset on Kaggle**

*This dataset should provide all the information you need to analyze trends and create your pitch, but you are welcome to incorporate other data sources if you so choose.*

The Exploratory Phase:

**Begin by exploring how the content that Netflix has added each year has changed over time. Some questions you might consider are:**

* Are there notable differences by country?
* What genres have gotten more or less popular?
* Is Netflix investing more in TV shows or movies? What trends are there in the length of movies or the number of seasons of TV shows?
* Are there certain actors or directors that Netflix seems to like?

The Pitch Phase:

Now that you're an expert in Netflix’s offerings, you need to pitch Mark on a strategy for Zuckflix.

**Make a recommendation for what type of content we should have on Zuckflix**. **In addition to your overall recommendation, pick a country and make a recommendation for the type of content we should have for that country in particular.**

**In your pitch deck, you should:**

* Pitch your overall and country-specific recommendations in a 5 minute presentation.
* Support your recommendations using your findings from the exploratory phase.
  + Be sure to include visualizations of your findings, Mark loves charts.
  + Note: you don’t need to include all the exploration you did, only the findings that are relevant to the recommendations you are making!

**What we are looking for:**

PRESENTATION​

* Can someone with limited data science experience follow your presentation?​
* Are figures, tables, and charts presentable and easy to understand? ​
* Did you answer the question? Are your recommendations clear?​

CREATIVITY​

* Are you able to get meaningful insight from the data?​
* Does your presentation tell a non-obvious story?​

STRATEGIC THINKING​

* Are your answers practical?​
* Are your takeaways actionable?

**Data Visualization Tips:**

* Keep your visualizations simple, highlighting the insight that supports your recommendations.
* Bar charts and line charts are very effective for comparing metric values or different subgroups
* Try to stay away from pie charts as they are difficult for the human brain to interpret accurately