

## Personas

### Persona 1: Movie Enthusiast

- **Name:** Alex Johnson
- **Demographics:** 28-year-old professional, lives in a New York City, enjoys exploring global cinema and television series during leisure hours.
- **Goals:** Wants to discover critically acclaimed movies and shows across various genres and countries. Prefers data-backed recommendations, such as the most popular movies or highest-rated series.
- **Challenges:** Overwhelmed by the vast Netflix catalog, making it difficult to decide what to watch.

### Persona 2: Data Analyst in Entertainment

- **Name:** Priya Sharma
- **Demographics:** 32-year-old data scientist working for a media consulting firm, based in India.
- **Goals:** Aims to analyze Netflix trends to provide actionable insights to clients, such as predicting future content preferences or identifying gaps in regional content.
- **Challenges:** Needs clean, structured datasets and advanced visualizations to create compelling reports.

## User Stories

1. **As Alex Johnson, a movie enthusiast,**  
I want to see a visualization of the most popular genres and their ratings on Netflix, so that I can easily choose a movie or TV show that matches my interests.
2. **As Priya Sharma, a data analyst,**  
I want access to a heatmap of null values and their distributions in the dataset, so that I can quickly evaluate data quality before diving into analysis.
3. **As Alex Johnson,**  
I want a detailed comparison of the average movie durations by country, so that I can choose films that align with my available time and interest in international cinema.
4. **As Priya Sharma,**  
I want a trend analysis of the number of movies and TV shows released over the years, so that I can identify shifts in Netflix's content strategy and advise stakeholders accordingly.