Project Documentation
Netflix vs Disney+ Dashboard

1. Project Planning & Management

1.1 Project Proposal

Overview: A comparative analytical dashboard for Netflix and Disney+ content data.

Objectives:

- Build an interactive Power BI dashboard.

- Compare content volume, genres, and ratings.

- Extract insights about content trends and platform focus.

Scope: Data preparation, modeling, design, development, and documentation.

1.2 Project Plan

Timeline: Data cleaning – Data modeling – Visualization design – Dashboard development – Testing & documentation.

Deliverables: Clean dataset, Power BI report, Documentation, Presentation.

1.3 Task Assignment

Ahmed Waleed Fawzy → Charts and documentation

Kareem Moustafa Mahmoud → UI & UX, Testing

Mohammed Ashraf AbdelHamed → Data Cleaning , Merging & Visualization using Python

Mostafa Rabee Abdel Gafour → DAX and Data Selection

Nada Hatem Mahdy → DAX and Data Selection

1.4 Risk Assessment

- Missing values
- Inconsistent date formats
- Lack of unique keys for joins

1.5 KPIs

- Total titles per platform
- Movies vs TV Shows ratio

- Genre distribution
- Rating distribution
- Average release year

2. Literature Review

Review of streaming platform competition and content distribution patterns between Netflix and Disney+.

3. Requirements Gathering

3.1 Stakeholder Analysis

- Business Owner
- Marketing Team
- Content Strategy Team

3.2 User Stories

- As a decision-maker, I want to compare total content across platforms.
- As a content manager, I want to understand rating distributions.
- As an analyst, I want to filter content by genres and years.

3.3 Functional Requirements

- Display total titles, ratings, genres, and release years.
- Provide platform comparison visuals.
- Support filtering and interaction.

3.4 Non-Functional Requirements

- Fast loading time
- Easy-to-use interface
- Clean and organized visuals

4. System Analysis & Design

Problem Statement: Businesses need insights to evaluate differences in streaming platform libraries.

Use Case: A business analyst interacts with the dashboard to compare and filter content.

Architecture: Power BI Desktop, Power Query ETL, Star Schema modeling.

4.2 Data Flow

- Raw Data → Python → Power Query Cleaning → Data Model → Visualizations

4.3 UI/UX Design

- Netflix colors: Red & Black
- Disney+ colors: Blue & White
- Card-style KPIs and clear layout

4.4 Deployment

- Local execution using Power BI Desktop
- Optional publishing to Power BI Service

5. Testing & QA
Tested relationships, filters, visual interactions, and performance.

6. Final Presentation & Reports
- Full platform comparison.
- Netflix shows higher content diversity.
- Disney+ focuses more on family-oriented categories.
- Insights documented for decision-making.