Netflix Viewership

**Audience:** The primary audience for this presentation is Netflix’s content and marketing teams, including executives who need to make strategic decisions based on viewership data. This audience is familiar with the general data but requires clear, actionable insights and recommendations.

**Purpose:** The purpose of this analysis is to provide actionable insights into viewer preferences and content performance on Netflix. The goal is to guide strategic decisions regarding content production, marketing, and regional focus to enhance viewer engagement and optimize content offerings. Additionally, this will aid in deciding what shows or films to cut or renew.

**Medium:** The chosen medium is PowerPoint, which is ideal for visually presenting data in a clear and engaging manner. PowerPoint allows for the integration of various visualizations, making it easier to convey complex data insights effectively.

**Design Choices:**

* **Color:** Used to differentiate between categories and show performance, ensuring clarity and focus on key data points.
* **Text:** Kept concise and informative, highlighting key statistics and insights relevant to each visualization.
* **Alignment:** Ensured consistent alignment across slides for a professional and organized appearance.
* **Sizing:** Visualizations were sized to fit well on slides without overwhelming the audience, maintaining readability.
* **Spacing:** Adequate spacing around visuals and text to enhance clarity and avoid clutter.

**Ethical Considerations:**

* **Data Changes:** No significant changes were made to the data; however, filtering was applied to focus on relevant top categories and shows.
* **Legal Guidelines:** The data used complies with general guidelines for handling viewership data.
* **Risks:** Risks include potential misinterpretation of data due to visualization complexity. To mitigate this, clear labels and summaries were provided.
* **Assumptions:** Assumptions included that data was accurately reported and no significant data was omitted without clear explanation.
* **Data Sourcing:** Data was sourced from Netflix datasets. They were also provided for this project.
* **Ethical Acquisition:** Data was acquired ethically, with no personal or sensitive information included.