

In Netflix Data Analyst Shoes

In Netflix Data Analyst Shoes

30 min

Netflix is the most famous streaming startup in the world and revolutionized how and when people watch content.

Project

Netflix collects all the data you can imagine and even more! They have millions of dollars of budget every year to invest into new content with the goal of pleasing the customer, increase the watch time, decrease the churn and eventually grow the subscriber base.

Today they need your help visualising the current state of their catalogue.

GOALS

- Ingest the dataset
- EDA it
- Create some visualisations and metrics to:
 - Identify which genres are the most present on the platform
 - Identify in how many countries Netflix is available
 - Identify which country has the most content
 - Identify dominant genre per country
 - Identify if there are seasonality in the catalogue release

Scope of this project

First download the dataset here [netflix](#)

Helpers

To help you achieve this project, here are a few tips that should help you:

Make sure the column you will use have the right format# Check data type of each column and adjust if needed

Perform the EDA steps as we've discussed to clean your dataset#

Use multiple type of Charts to show the above# Eventhough Netflix wants to have hot-zones per hour and per day of week, you should first start small. Pick one day at a given hour and then start to generalize your approach.

Deliverable

To complete this project, your team should:

- Have a multiple page dashboard answering the questions above
- "Brand" the dashboard by using Netflix colours branding (red and black)
- (Optional) Publish the dashboard to a workspace (Note: This requires a Pro license)