


Proposal For Netflix EDA Analysis

Executive Summary:	Netflix is an application that keeps growing bigger and faster with its popularity, shows and content. By analyze this dataset with a content-based recommendation system and a wide range of different graphs and visuals to illustrate different categories fit for different country styles.
Who:	Stakeholders: Aaron Jones (Head of Marketing Department) Audience: Netflix Marketing Department Member
Persona:	Head Marketing Department
Photo:	
Job title:	Marketing Director at Netflix
Demographics:	VP Brand Group Director, Brand Strategy @ Horizon Media Brand Group Director @ Horizon Media Strategy Supervisor @ PHD Media 2001-2005 Bachelor of Arts in Advertising, Liberal Arts, Public Relations @ The Pennsylvania State University, University
Goals and tasks:	He is focused, goal-oriented within a strong leadership role. He is maintaining high quality customer retention rate make the Netflix success since 2016. <ul style="list-style-type: none">- Work closely to monitor campaign performance and optimize campaigns- Develop and execute the go-to-market activity in the US, Canada, Australia, and New Zealand focusing on marketing and media campaigns across our diverse slate of Original Series

	- Build close relationships with cross-functional partners to understand, prioritize, and lead strategy on all incoming projects
What:	<p>Data Source: consists of tv & movies available on Netflix as of 2019.</p> <p>Data Quality: clear and concise</p> <p>Data Timeliness: update to data of year 2019</p>
Why:	<p>Goals:</p> <ul style="list-style-type: none"> • Understanding what content is available in different countries • Identifying similar content by matching text-based features • Network analysis of Actors/Directors and find interesting insights • Is Netflix has increasingly focusing on TV rather than movies in recent years. <p>Intended Outcome:</p> <ul style="list-style-type: none"> • Determine fit style tv & movie for each region/country • Retain the old/current customer • Attract new customer to join as member
How:	<p>Format: Presentation Slide with Tableau Dashboard Report and alternative research resource</p> <p>Presentation Vehicle: Tablet or Desktop</p>
Challenges:	<p>The data set is very number heavy so creating a visualization that is not too number heavy will be difficult.</p> <p>The data set is based on timeline 2019, however the interest for customer will be change so quickly since there is many resources out there could be watch online through internet not just TV</p>

My Viz Dashboard Link

https://public.tableau.com/profile/david.chen2882#!/vizhome/Netflix_16146416629320/Dashboard-KPIAnalysis

Highlight of Design Choice

1. Understanding available in different countries

By analyze which country got most movie/show would identify which country get most of customer, and could be use as reference what are mean categories/genre we should

look for to add to system to keep the retention rate from the customer

2. Network analysis of Actors/Directors and find interesting insights

Analyze through top genre and director would identify which is most popular one in the last few year and look for pattern when make decision tree to come in choice which type of movie/show should be consider to added into system for attract people. However, this require more information since we need some feedback from customer to know this is good or bad choice when we added into system.

3. Is Netflix has increasingly focusing on TV rather than movies in recent years.

As overall comparison, both movie/TV show is adding more and more each year compare to historical result. However, most of show are movie when take the choice which to get into system. Even though the percentage TV add into is much high than movie due to limit of number TV put into system, but movie get much more total number into the system each year. As conclusion, I think movie is take more important in the system when we compare either sum of total number or show of each year put into the system.

Most of graph was design to solve the question original when create this proposal, however during the process indeed found out that it does require more information on the customer such as retention rate, favorite channel/show of feedback from customer, new customer register rate. By adding those factors to take into consider would be more useful in further analysis like how customer satisfied with current program and which kind of show/movie would make new customer to join the application as new customer.