PROJECT TITLE: *Data Visualization on Netflix Analysis*

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1. Introduction:

The proposed project aims to create a compelling data storytelling experience through Netflix data visualization. The project will leverage various data sources to present insightful narratives about Netflix content rise, trends, variety of content and the people who joined the Netflix either as an actor or as a director. By adhering to the guidelines of identifying stakeholders, understanding the audience, involving subject-matter experts, addressing data sources and quality, and setting clear goals, the project intends to deliver valuable insights to a broad range of users.

2. Who:

Stakeholders, Audience and SMEs: The project will involve collaborating with the:

- ✓ *Content Acquisition and Production Teams:* They are responsible for selecting, licensing, and producing content for Netflix.

- ✓ *Data Science and Analytics Teams*: They would be responsible for deriving insights from the content data to inform various decisions.

- ✓ *Product Development Teams*: They would use insights from the analysis to improve the content recommendation algorithms and user interfaces, enhancing the overall user experience.

- ✓ *Marketing and Promotion Teams*: These teams would leverage content analysis insights to create targeted marketing campaigns and promotions for specific content genres or audience segments.

- ✓ *Viewer Insights Teams*: They will focus on understanding viewer behaviour and preferences. The content data analysis would be crucial for shaping their understanding of what viewers like and dislike.

- ✓ *Legal and Compliance Teams*: This team would ensure that the content data analysis adheres to privacy regulations and copyright laws.

- ✓ *Content Creators and Partners*: External content creators and partners who provide content to Netflix would be stakeholders since the analysis could impact the demand for specific types of content.

- ✓ *Finance Teams*: These stakeholders would be interested in understanding how the analysis might impact viewer engagement, subscriptions, and ultimately, the company's financial performance.

- ✓ _Senior Management and Executives_: They will be interested in the analysis's strategic implications, such as identifying trends that could shape the company's content acquisition and business strategies.

- ✓ _Investors and Shareholders_: They will be concerned about how the content analysis might influence the company's performance and financial outlook.

- ✓ _User Experience Teams_: They will use insights from the analysis to design features that align with viewer preferences.

- ✓ _Quality Control and Compliance Teams_: These teams ensure that the content aligns with quality standards and guidelines.

- ✓ _Localization and Internationalization Teams_: They will be interested in understanding how different content performs in various regions.

3. What:

Data Sources: Multiple data sources will be utilized, including each country records, directors and casting member records, listed category records and title along with their ratings records.

Data Quality: Thorough data cleaning and validation processes will be implemented to ensure accuracy and reliability. Outliers, missing values, and inconsistencies will be addressed to prevent misleading visualizations.

4. Why:

Business Goals: The primary purpose of the project is to provide an engaging and informative data-driven narrative about the Netflix content engagement with audiences and the growth witnessed in the past few years.

Intended Outcome: The goals of the project include:

- ✓ Presenting an easy-to-understand visual format of how much content is produced in this industry.

- ✓ Highlighting the significant rise of types of categories.

- ✓ Outline in which country the most content is developed and how many people have come from that country.

5. Data Storytelling Design: The project will follow a structured approach to data storytelling:

- ✓ _Introduction:_ Clearly state the purpose and significance of the data story.

- ✓ _Data Exploration:_ Showcase various metrics, such as content categories, country involved over the years, and the contribution of actors and directors, using interactive visualizations.

- ✓ _User Interaction_: Provide interactive elements that allow users to explore the data on their own and draw their own insights.

- ✓ _Conclusion_: Summarize key findings, emphasize takeaways, and encourage users to consider the implications of weather data on their lives.

6. Conclusion: In conclusion, the data analysis of Netflix content has provided valuable insights into viewer preferences, content trends, and user engagement patterns. By analysing this rich dataset, we've identified key genres that resonate strongly with our audience, enabling more informed content acquisition and production decisions. These insights will not only drive strategic content decisions but also contribute to a more tailored and engaging entertainment platform for our viewers worldwide.