


## Proposal For Netflix EDA Analysis

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| <b>Executive Summary:</b> | 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.   |
| <b>Who:</b>               | Stakeholders: Aaron Jones (Head of Marketing Department)<br><br>Audience: Netflix Marketing Department Member   |
| <b>Persona:</b>           | Head Marketing Department   |
| <b>Photo:</b>             |   |
| <b>Job title:</b>         | Marketing Director at Netflix   |
| <b>Demographics:</b>      | VP Brand Group Director, Brand Strategy @ Horizon Media<br>Brand Group Director @ Horizon Media<br>Strategy Supervisor @ PHD Media<br><br>2001-2005 Bachelor of Arts in Advertising, Liberal Arts, Public Relations @ The Pennsylvania State University, University   |
| <b>Goals and tasks:</b>   | He is focused, goal-oriented within a strong leadership role.<br>He is maintaining high quality customer retention rate make the Netflix success since 2016.<br><ul style="list-style-type: none"><li>- Work closely to monitor campaign performance and optimize campaigns</li><li>- 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</li></ul> |

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|                    | - Build close relationships with cross-functional partners to understand, prioritize, and lead strategy on all incoming projects  |
|                    | <p><b>Data Source:</b> consists of tv &amp; movies available on Netflix as of 2019.</p> <p><b>Data Quality:</b> clear and concise</p> <p><b>Data Timeliness:</b> update to data of year 2019</p>  |
|                    | <p><b>Why:</b></p> <p><b>Goals:</b></p> <ul style="list-style-type: none"> <li>• Understanding what content is available in different countries</li> <li>• Identifying similar content by matching text-based features</li> <li>• Network analysis of Actors/Directors and find interesting insights</li> <li>• Is Netflix has increasingly focusing on TV rather than movies in recent years.</li> </ul> <p><b>Intended Outcome:</b></p> <ul style="list-style-type: none"> <li>• Determine fit style tv &amp; movie for each region/country</li> <li>• Retain the old/current customer</li> <li>• Attract new customer to join as member</li> </ul> |
|                    | <p><b>How:</b></p> <p><b>Format:</b> Presentation Slide with Tableau Dashboard Report and alternative research resource</p> <p><b>Presentation Vehicle:</b> Tablet or Desktop</p>   |
| <b>Challenges:</b> | <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>  |