1. Timothy Suk
2. Disney Entertainment’s Data Analysis
3. https://github.com/t1msuk/sql-project
4. I am interested in the analyst role at Disney Entertainment due to my passion for the entertainment industry and a strong interest in data driven decision making. This position is an excellent match for my career aspirations as it combines my analytical skills with my enthusiasm for media and entertainment, particularly in understanding and forecasting audience behaviors. Working at Disney, a leader known for its innovative approach to entertainment and strategic use of analytics, would allow me to contribute meaningfully to data-informed strategies that enhance viewer experiences and business outcomes. The role's focus on analyzing content performance and developing actionable insights aligns perfectly with my goal to influence entertainment content and scheduling strategies through data analysis.
5. The project I propose aims to analyze historical TV ratings and viewer engagement data to forecast audience preferences and ratings for Disney's linear content. This problem is central to the core responsibilities of the analyst role, which includes performing detailed content performance analyses and developing insights to support strategic content and scheduling decisions. By employing SQL for robust data manipulation, a data engineering pipeline to handle and process extensive datasets, and visualization tools to effectively communicate findings, this project is not only feasible but also crucial for optimizing programming schedules and marketing strategies to enhance viewer satisfaction and increase viewership. This approach leverages my skills in data analytics and is directly applicable to the needs and goals of the position at Disney Entertainment.
6. Data Sources:

a. Nielsen TV Data (WebScraping/API)https://www.nielsen.com/data-center/top-ten/
b. Social Media Sentiment Data (API) https://x.com/home

7. I'll use SQL to merge and analyze the data, starting with queries to calculate average ratings and viewer trends. Join operations will help correlate social media sentiment with viewership, while window functions will track changes over time. My visualizations will include time series graphs to display trends in ratings, and bar charts to show the relationship between social media reactions and viewer numbers. These visualizations will highlight key insights and forecast potential shifts in audience preferences.