Xin Tang

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Data Presentation and Visualization

DSC640-T301

**Netflix Analysis**

**Write Up**

**Story background:** I am a world-famous independent producer; Netflix wants to make a top hitter based on a top seller book. I am in the process to persuade Netflix what format the title need to be made into: Movie or TV.

**Customer**: Netflix Media production team.

**Purpose**: Do an analysis of Netflix view time data record to decide if movie or TV will be more successful to make the title more financially profitable.

**Method**: the 3 Excel files will be analyzed using excel build in pareto and charting tool. Then they are loaded into MS powerBI tool to perform more analysis and graphs.

**Medium**: Since the audience is not programmers but familiar with office software. The result will be presented in the form of PowerPoint.

**Design**: The audience, Netflix media production team only have a few min to review and make decision, so visual charts will be the primary method to delivery information.

**Visual**:

* Trending chart
* Pie chart
* Bar chart
* Funnel chart with time

**Ethical Consideration**:

* Data is open to the public by Netflix. So, assume there is no copyright.
* This is for internal discussion between me and Netflix and have financial consequence, so the analysis and related decision-making process will not be open to the public.