
NETFLIX USAGE ANALYSIS

Personal use case: To analyze Netflix account viewing history for the period of 7 months in Tableau Public.

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Role: Data Analyst

1. Executive Summary.

The data I am analyzing is my Netflix account viewing history obtained from Netflix website. The account is a 4 screen – 5 user account. I have downloaded the viewing history of all 5 people who are sharing my account.

Netflix collects stats like the number of titles watched or time spent watching movies or series. These stats include average time per day watching Netflix and record time watching Netflix in a single day. Also, there is a table with the user's viewing activity where you can sort and filter data by each user who is using the account.

We can see the viewing history by using this link [<https://www.netflix.com/settings/viewed>] if you have an active subscription. In case we require detailed personal data like search history, payments, login devices and IP addresses, we can request for complete data about the account from Netflix. Now I have just obtained the data of viewing history in Viewing activity page which shows watched titles with its viewing date in chronological order.

2. Why.

Everyone spends ample amount of time using Netflix in everyday/regular basis and analyzing the data will help in understanding patterns, similarities, time-consumption etc on Netflix. Since I am learning Tableau and new to the tool, I thought that it would be more efficient to learn if I already know and be familiar with the data that I am working and doing the analysis in Tableau.

3. **Who.**

In this case my audience are the ones who are familiar with Netflix, Movies and TV and streaming/OTT services like Hulu, Prime, Apple TV and Disney+. Anyone who is interested in gaining insights about data analytics, data visualization and exploring into Tableau visualizations and dashboards can also fit into my project's audience.

4. **What.**

Dataset is obtained from my own Netflix account and I cannot share the complete data at the moment, I have however changed the name of users as A, B, C, D, E instead of the actual names in order to secure the data of users in my account.

5. **How.**

I would start off with overall time consumption in my Netflix account irrespective of users, then I am planning to split the data user wise and later on I will divide the time into two time periods (pre-covid19 and post-covid19). In total I am planning to do 3 main dashboards, 1 story and 'N' number of visualizations that help my analysis.

6. **Challenges.**

Data needs to be preprocessed, new calculated fields, parameters and bins needs to be created for better representation of the data. The data I first obtained has only few columns, also I need to remove the clutter in the data.
