Tableau in the Cloud: A Netflix Original

Albert Wong - Enterprise Reporting Platform
My Background

- Carnegie Mellon Alum
- 2005 - Introduced to BI
- 2011 - Started at Netflix
93 million members
125 hours/day
190 countries
Netflix Culture

- Freedom and responsibility
- Loosely coupled, highly aligned
- Context over control

Google Search: Netflix Culture Deck

Tableau in the Cloud: A Netflix Original
Tableau in the Cloud: A Netflix Original
Single Data Warehouse

Amazon S3

Tableau in the Cloud: A Netflix Original
Accessing Data Warehouse

Tableau in the Cloud: A Netflix Original
Specialized Data Storage

Teradata

Amazon Redshift

Druid

Tableau in the Cloud: A Netflix Original
Visualizing Data
Data Platform Tech Summary

- Culture
- Cloud
- Scalability
- Development

Tableau in the Cloud: A Netflix Original
A Closer Look

- User Account Management
- Emails
- Navigation
- Big Data
- Governance
Authentication Failed

Unable to Authenticate User. Please try again or contact your Administrator for assistance.

To try again click here.

Request ID: Uz2SeQrlAnlAAAslhXAAAACg
Account Management

no account error

signup flow

identify

authenticate

add
Emailing

Tableau in the Cloud: A Netflix Original
Emailing

Python + tabcmd

Tableau in the Cloud: A Netflix Original
Emailing

Tableau in the Cloud: A Netflix Original
Personalization

Tableau in the Cloud: A Netflix Original
Navigation

Data Platform

Workbooks

Views

Data Sources

Permissions

Details

General Filters

- Owner

- Tag

- Modified on or after

- Modified on or before

- Only my favorites

- Only my recently viewed

- Not an asset

- Views: All

- Sheets

Sting Datasets

- apps/

- data/

Tableau in the Cloud: A Netflix Original
Tableau in the Cloud: A Netflix Original
Navigation

Marketing

Trending

<table>
<thead>
<tr>
<th>Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Categories</td>
</tr>
<tr>
<td>Brand</td>
</tr>
<tr>
<td>Campaign Planning &amp; Performance</td>
</tr>
<tr>
<td>Market Overview</td>
</tr>
<tr>
<td>Social</td>
</tr>
<tr>
<td>Testing</td>
</tr>
<tr>
<td>Title Performance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Trending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Performance</td>
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<tr>
<td>Best place to start to get information on what is (including reach/watch)</td>
</tr>
<tr>
<td>Subscriber Trends</td>
</tr>
<tr>
<td>Title Age Dashboard</td>
</tr>
<tr>
<td>Title Performance (&quot;AVS&quot; &amp; &quot;Watchers&quot;) by sub</td>
</tr>
<tr>
<td>Streaming Usage</td>
</tr>
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<table>
<thead>
<tr>
<th>Useful Research and Analysis</th>
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<tbody>
<tr>
<td>Originals Dashboard</td>
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Tableau in the Cloud: A Netflix Original
Connecting to BIG Data

- Hive
- Spark
- presto
- Teradata
- Amazon Redshift
- Druid

Netflix + Tableau API

Tableau data extract

Tableau in the Cloud: A Netflix Original
### Governance

<table>
<thead>
<tr>
<th>ETL</th>
<th>Users</th>
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</thead>
<tbody>
<tr>
<td>Netflix SQL Repository</td>
<td><strong>Tableau in the Cloud: A Netflix Original</strong></td>
</tr>
<tr>
<td>Netflix + Tableau API</td>
<td></td>
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</tbody>
</table>
What’s Next?

Tableau for the Enterprise: tableau.com/enterprise

Tableau Trial: tableau.com/products/trial