

NETFLIX

Tableau in the Cloud: A Netflix Original

Albert Wong - Enterprise Reporting Platform

My Background

NETFLIX



- Carnegie Mellon Alum
- 2005 - Introduced to BI
- 2011 - Started at Netflix



93 million members
125 hours/day
190 countries

Data Platform

Hadoop, Hive, Pig
Spark
Presto

Teradata
Amazon Redshift
Druid

MicroStrategy
Tableau
D3

R
Jupyter
Zeppelin

S3
Python
Portal

Data Engineering

Data Pipelines
Visualizations
Metrics

Data Science

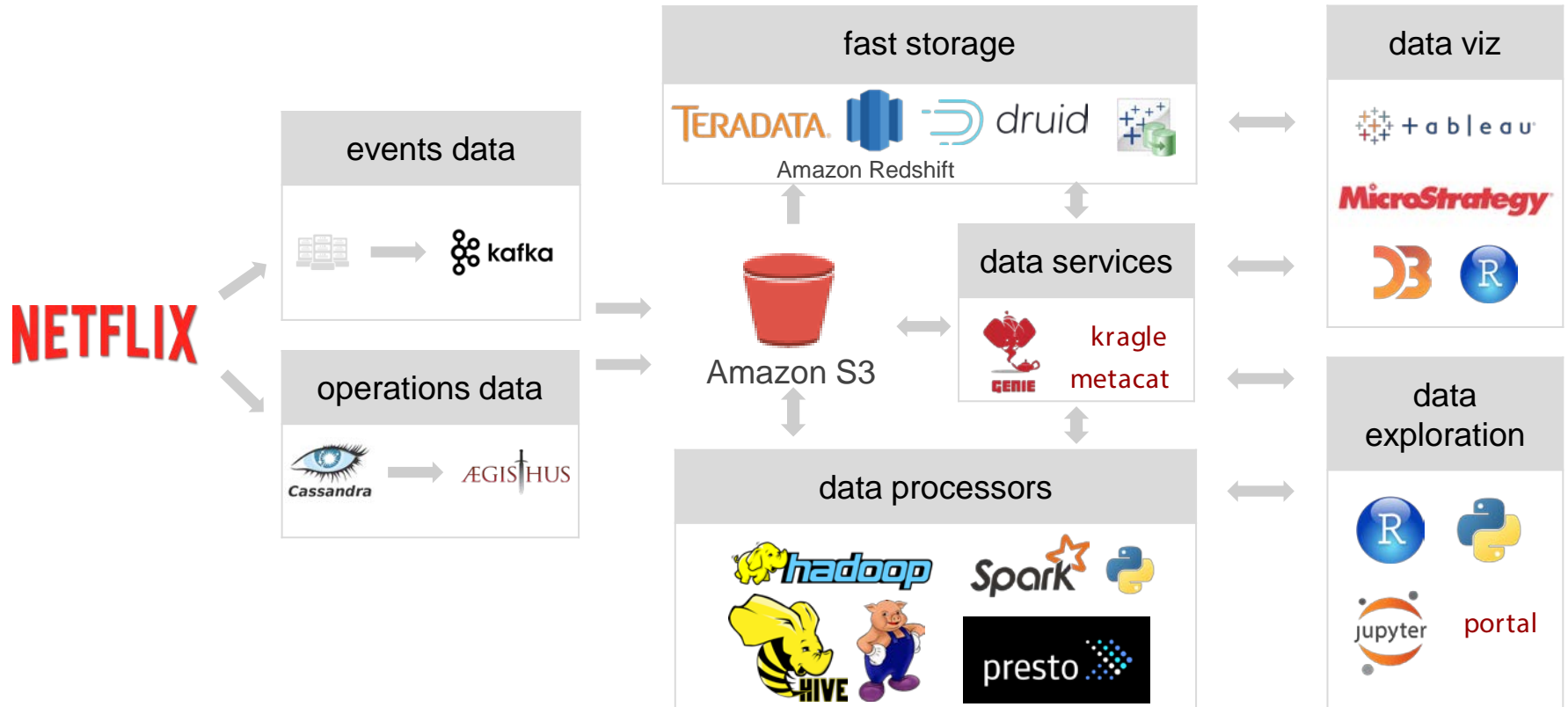
A/B Testing
Algorithms Research
Machine Learning

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



Google Search: Netflix Culture Deck





Single Data Warehouse

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Amazon S3

Accessing Data Warehouse

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Specialized Data Storage

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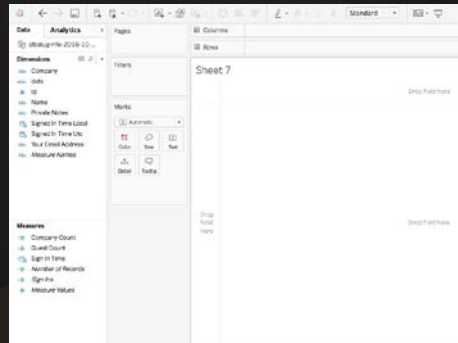
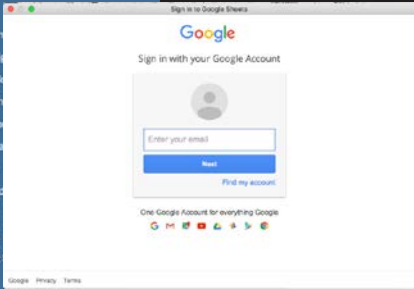
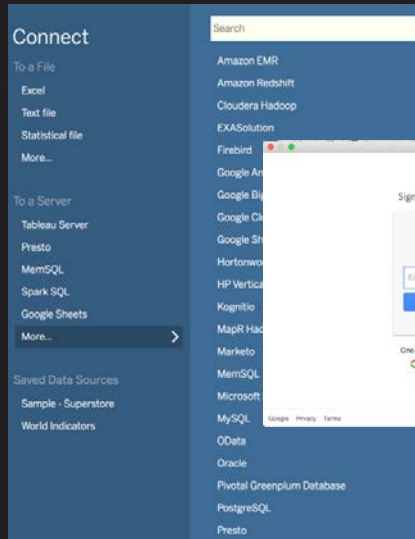


Amazon Redshift



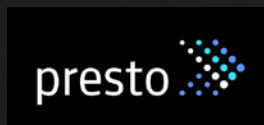
Visualizing Data

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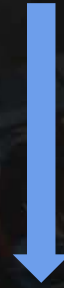
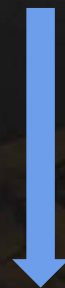
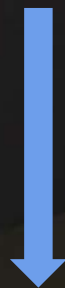


Connecting to Data

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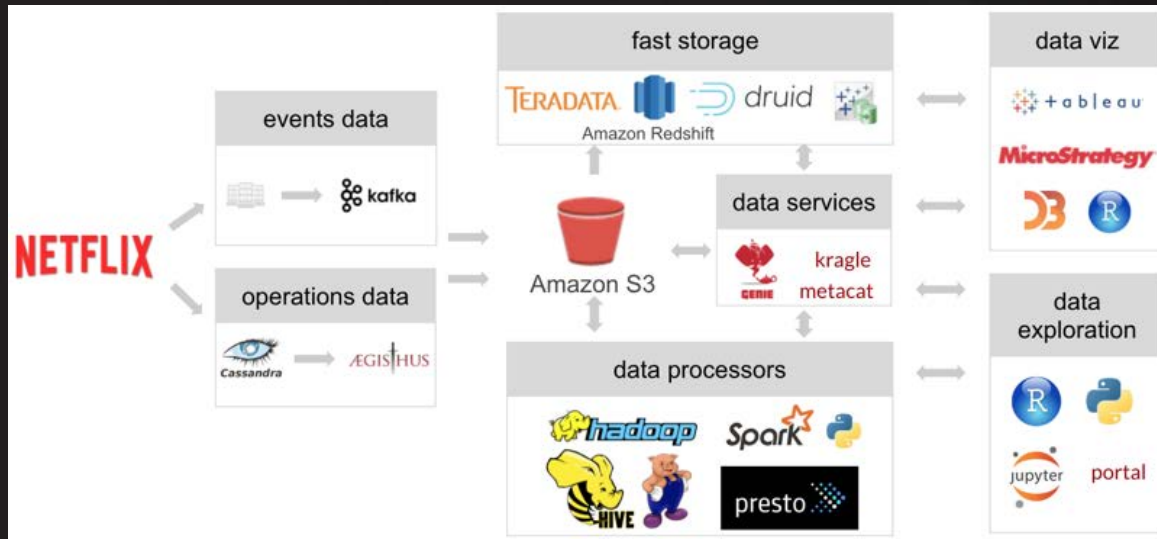


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Data Platform Tech Summary

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- Culture
- Cloud
- Scalability
- Development

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A Closer Look

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

Distinguishing Desktop and Server

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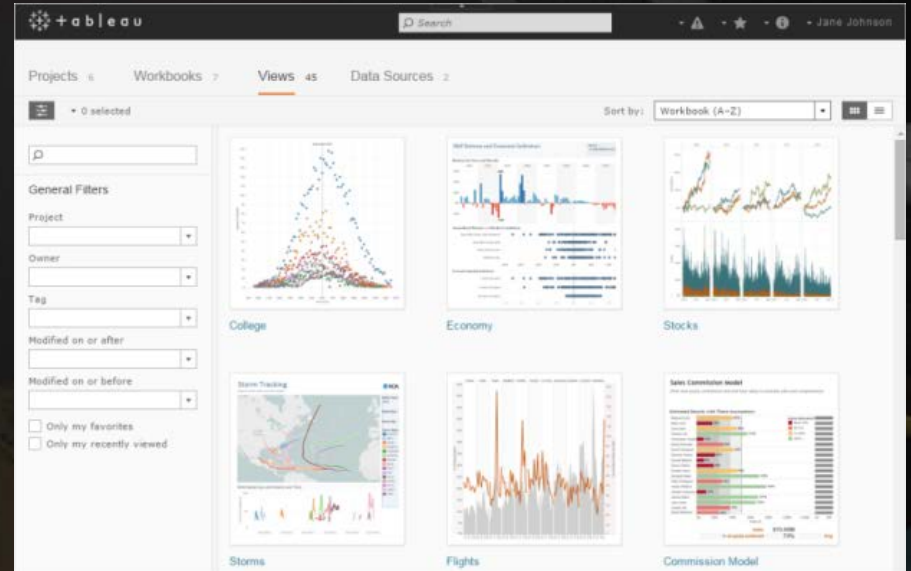


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Authentication Failed

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

To try again click [here](#).

Request ID: Uz2SeQrIAnIAAAsIhXAAAACg

Account Management

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Tableau in the Cloud: A Netflix Original

Account Management

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no account error

redirect

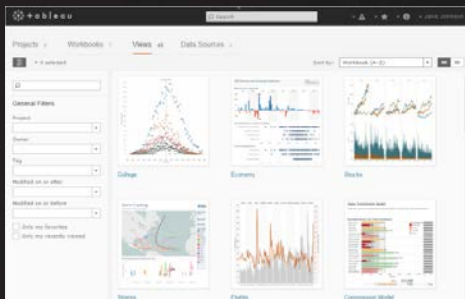
signup flow

identify

authenticate

add

redirect



Emailing

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Original View Subscribe

This View All Views

Schedule

Subject Line

Emailing

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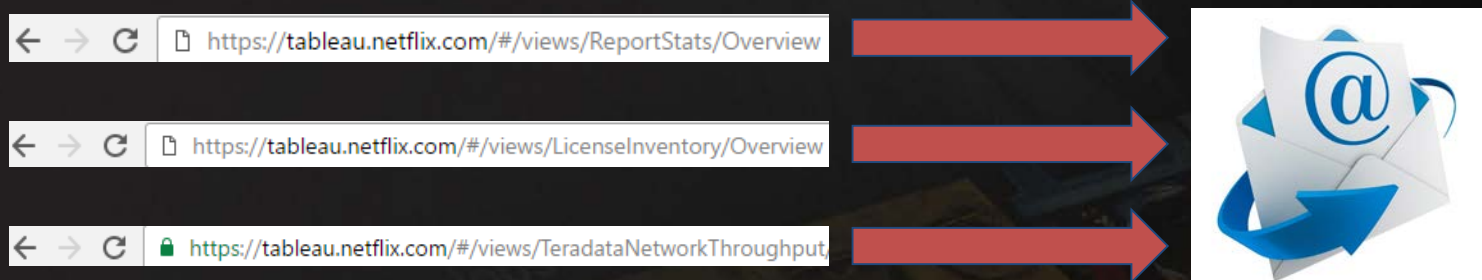


+ tabcmd

Tableau in the Cloud: A Netflix Original

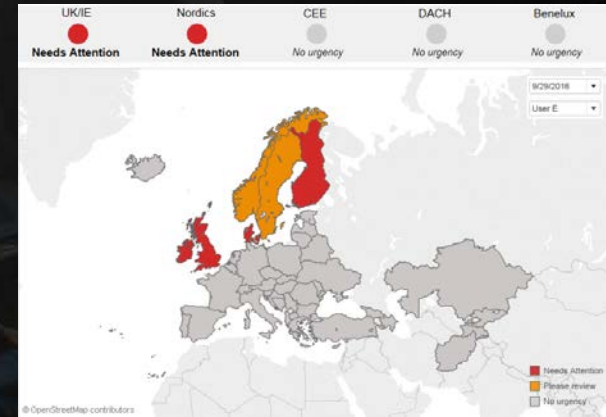
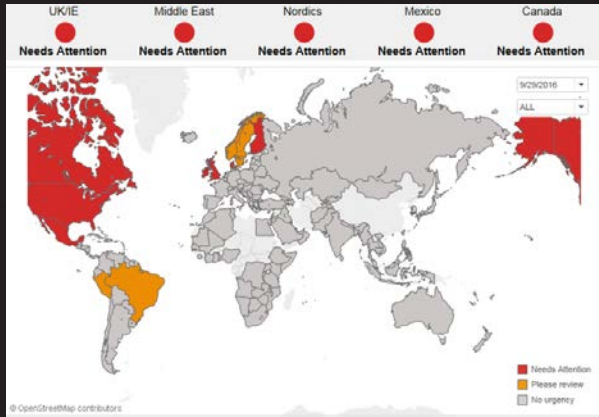
Emailing

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Personalization

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Navigation

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Tableau Data Platform interface showing a list of workbooks. The interface includes a navigation bar with tabs for Content, Users, Groups, Schedules, Tasks, Status, and Settings. The main content area displays a table of workbooks with columns for Name, Views, and Sheets. A sidebar on the left contains general filters for Owner, Tag, and Modified dates, along with checkboxes for 'Only my favorites', 'Only my recently viewed', and 'Has an alert'.

Name	Views: All	Sheets
Report Stats	2,204	3
License Inventory	92	3
Canary	86	1
Partner Ecosystem Dashboard with Dim	57	1
Content Performance Season Grain 906MM with LOD Calc - Redshift	51	1
TeradataNetworkThroughput	45	1
metacat_prod	37	1
Button Study with Dims	17	1
Genie Prod Dashboard	13	1

Tableau Enterprise Manager interface showing a list of reports under the 'Delivery Processing Analysis' category. The interface includes a navigation bar with tabs for Shared Reports, OOTB, Operations Analysis, and Delivery Processing Analysis. The main content area displays a list of reports with columns for Name, Owner, and Modified date. A sidebar on the left contains a navigation tree with categories like Recents, Shared Reports, Data Platform, OOTB, Dashboards, Operations Analysis, Data Load, Delivery Processing, Inbox Message Analysis, Performance Analysis, Project Analysis, Real Time Analysis, Resource Utilization, User Analysis, MV Reports, MV Objects, and History List.

Name	Owner	Modified
111. Weekly Subscription Activity	Administrator	10/7/15 10:07:01 AM
113. User Subscription Statistics	Administrator	10/7/15 10:07:01 AM
115. Top 10 Subscribed Reports	Administrator	10/7/15 10:07:01 AM
117. Top 10 Longest Executing Subscriptions	Administrator	10/7/15 10:07:01 AM

Web browser showing the 'Index of /' page for shiny.netflix.com. The page displays a list of links for 'apps/' and 'data/'.

Index of /

- apps/
- data/

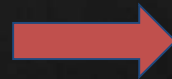
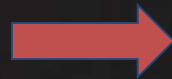
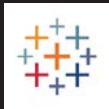
Sting Datasets interface showing a list of datasets. The interface includes a navigation bar with a 'Sting Datasets' title and an 'Add Dataset' button. The main content area displays a list of datasets with columns for Name, Description, Tags, and Owner. A sidebar on the left contains a search bar and a 'Hide Retired Datasets' checkbox.

Name	Description	Tags	Owner
%Busy - Prototype	Percent Busy - Prototype		mjarley

Tableau in the Cloud: A Netflix Original

Navigation

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The screenshot shows the 'Reports Discovery' page in the Netflix Big Data Portal. It features a table with columns for Platform, Name, Tags, Description, Category, Sub-Category, Views, and Hidden. The table lists several reports, including 'Carter Test Deployment', 'Latest Prod Launchpad', 'Report Tools', 'ETL Catalog', 'ETL Status', and 'Current Platform'.

Platform	Name	Tags	Description	Category	Sub-Category	Views	Hidden
EMR	Carter Test Deployment	EMR	EMR Test Deployment	Cloud Platform	EMR	1048	False
EMR	Latest Prod Launchpad	EMR	Latest Prod Launchpad	Cloud Platform	EMR	1047	False
EMR	Report Tools	EMR, Reports, Analytics	Report Tools	Cloud Platform	EMR	1046	False
EMR	ETL Catalog	EMR, Catalog	ETL Catalog	Cloud Platform	Scheduling	86	False
EMR	ETL Status	EMR, Status	ETL Status	Cloud Platform	Scheduling	86	False
EMR	Current Platform	EMR, Platform	Current Platform	Cloud Platform	EMR	86	False

Navigation

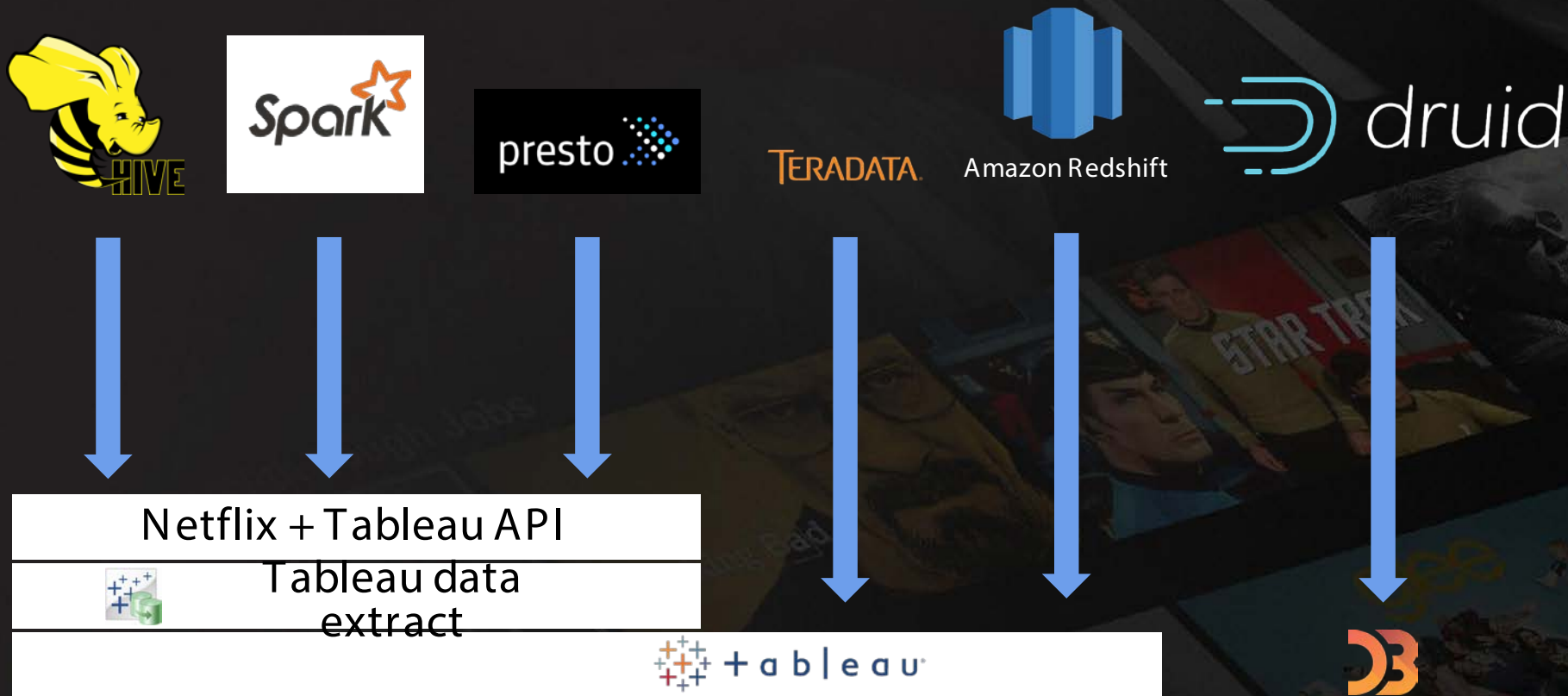
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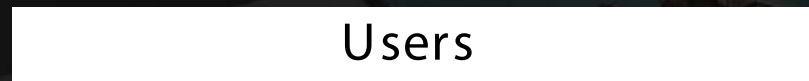
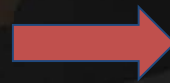
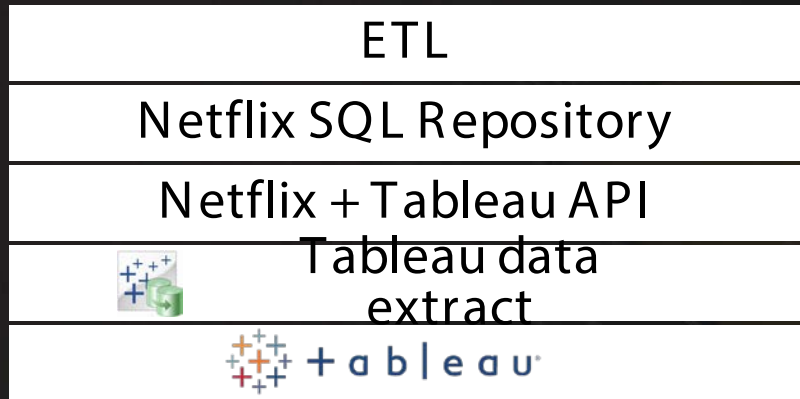
The screenshot shows a navigation interface for a marketing dashboard. On the left is a vertical sidebar with a red header containing the 'DEA' logo and the word 'Marketing'. Below the header is a search bar and a list of menu items, each with an icon. The 'Trending' item is highlighted with a grey background. On the right is the main content area, which is currently displaying the 'Trending' view. It features a list of dashboard cards, each with an icon, a title, and a brief description. The 'Originals Dashboard' card at the bottom is highlighted with a blue background.

Menu Item	Trending Item
Search	Content Performance Best place to start to get information on what is (including reach/watch)
All Categories	Subscriber Trends
Brand	Title Age Dashboard Title Performance (*AVS* & *Watchers*) by sub
Campaign Planning & Performance	Streaming Usage
Market Overview	Originals Dashboard
Social	
Testing	
Title Performance	
Trending	
Userful Research and Analysis	

Connecting to BIG Data

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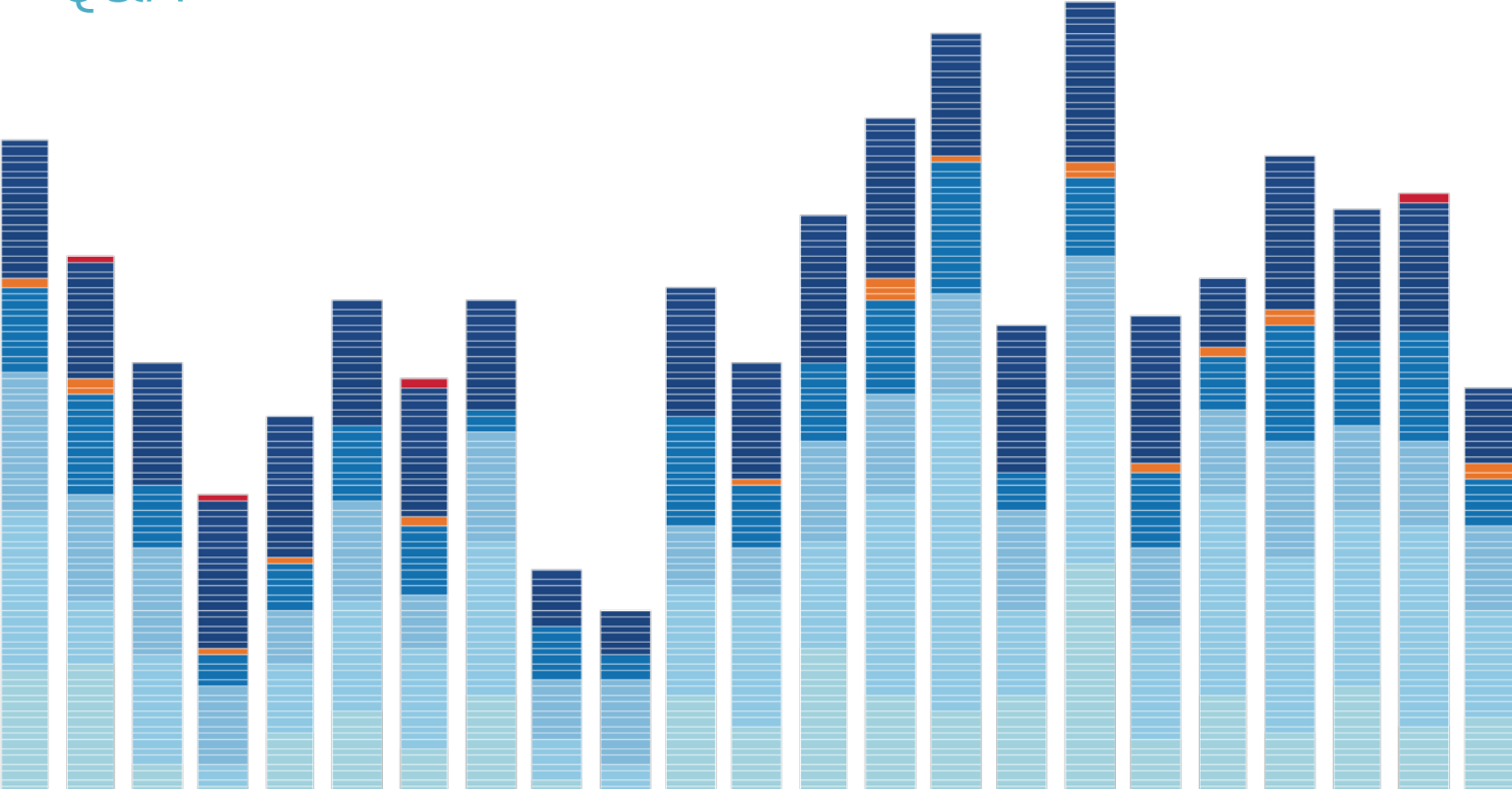


@albertcwong

@netflixdata

jobs.netflix.com

Q&A



What's Next?

Tableau for the Enterprise: tableau.com/enterprise

Tableau Trial: tableau.com/products/trial



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