

FINAL PROJECT REPORT
ON
DIVING INTO THE ANIME -VERSE



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INTRODUCTION

➤ **Welcome to Aniflix: Where Anime Dreams Come Alive**

In the vast realm of digital entertainment, emerges a haven dedicated to the artistry, emotion, and boundless storytelling of anime. Aniflix, a visionary Over-The-Top (OTT) platform, invites you to embark on a journey where every frame tells a tale, and every moment resonates with the magic of anime.

➤ **About Aniflix:**

Aniflix stands as a testament to the passion for anime, transcending the ordinary to create an immersive experience for enthusiasts, seekers of adventure, and lovers of the extraordinary. With a commitment to curate the finest selection of anime content, Aniflix is not merely a platform; it's a gateway to a universe where imagination knows no bounds.

➤ **Our Vision:**

At Aniflix, we envision a world where the vivid landscapes of anime become a shared reality, where characters come to life not just on screens but in the hearts of our viewers. We strive to be the catalyst that sparks joy, kindles emotions, and fosters a sense of community among anime aficionados worldwide.

➤ **The Aniflix Experience:**

Immerse yourself in a carefully crafted collection of timeless classics, contemporary gems, and hidden treasures waiting to be discovered. Our intuitive interface, powered by cutting-edge technology, ensures that every recommendation is tailored to your unique tastes, making each visit to Aniflix a personalized journey.

➤ **Beyond Streaming:**

Aniflix is more than just a streaming service; it's a cultural hub where fandom thrives. Engage with fellow anime enthusiasts, share your thoughts, and participate in events that celebrate the diverse tapestry of anime. From exclusive premieres to virtual conventions, we invite you to be an active part of the Aniflix community.

➤ **Our Promise:**

As stewards of the anime universe, we pledge to uphold the highest standards of quality, diversity, and innovation. Aniflix is not just a platform; it's a promise to deliver an unparalleled anime-watching experience that transcends expectations and leaves an indelible mark on the hearts of our viewers.

BUSINESS PROBLEM

➤ WHY THIS ANALYSIS?

- **Strategic Investment**: Aniflix needs to decide where to allocate resources for acquiring or producing content. This includes determining which anime genres, studios, and content types are most promising for the platform's success.
- **User Preferences**: To make informed decisions, the company must understand user preferences at a granular level. This involves analyzing data to identify trends in what genres and types of content resonate with different user segments.
- **Competitive Edge**: Aniflix aims to gain a competitive edge by strategically partnering with studios and creators whose content aligns with viewer preferences. This involves evaluating the performance of competitors and identifying content gaps.
- **Optimizing Ratings and Popularity**: The company seeks to identify factors that contribute significantly to high ratings and popularity among viewers. This understanding is crucial for creating a content strategy that not only attracts a large audience but also retains and engages them over time.
- **Data-Driven Decision-Making**: Aniflix acknowledges the importance of leveraging data for decision-making. This includes utilizing machine learning and predictive analysis to forecast the potential success of content based on historical data.

BUSINESS PROBLEM STATEMENT:

Aniflix, an anime-based OTT platform, is seeking to optimize its resource allocation and content strategy to maximize audience engagement and viewership. The company possesses a vast database of information about anime series, including their genres, studios, ratings, and popularity metrics. The goal is to leverage this data to identify the most promising genres, studios, or content types to invest in, while also uncovering the factors that contribute most significantly to high ratings and popularity among viewers.

OBJECTIVES:

- Build a diverse platform as a go-to for anime enthusiasts, laying the foundation for future growth and attract and engage early adopters by offering unique and captivating content,
- Differentiate Aniflix from other OTT platforms by strategically selecting genres and content types that set it apart in the anime streaming landscape.
- Prioritize user experience to create a seamless, user-friendly platform that encourages user retention and positive word-of-mouth recommendations.
- Make strategic content investments with a focus on optimizing limited resources to maximize the impact on user acquisition and satisfaction.
- Embrace an iterative approach, constantly adapting content strategies based on early user feedback and market trends to improve offerings over time.
- Actively engage with the community to understand their preferences, create a sense of belonging, and foster a dedicated user community around Aniflix.
- Forge strategic partnerships with emerging studios and creators, leveraging their potential to grow alongside Aniflix as a new platform in the industry.
- Build brand awareness and recognition by consistently delivering high-quality, curated content that aligns with the expectations of the target audience.
- Implement data-driven decision-making to guide growth strategies, using analytics to identify emerging trends and capitalize on opportunities unique to a new platform.
- Generate anticipation and excitement around Aniflix's launch through strategic marketing and promotion, creating a buzz within the anime community.

DATA SET:

Introduction to Dataset

Within the scope of our analysis pertaining to anime content, the dataset used was obtained from Kaggle's 'Anime Dataset 2022' by Vishal Mane. This dataset serves as a foundational resource providing comprehensive information crucial to our examination of anime titles, genres, ratings, and related attributes. The dataset can be accessed at Kaggle's repository: [Kaggle Anime Dataset 2022](#).

DATABASE TABLES:

1. **Anime Table:** Stores information about anime series like the unique ID assigned to it, story plot, English alias for each anime and if the anime has finished airing or not the popularity it has gained.

Results		Messages				
	Telecast_ID	Title	English	Synopsis	Status	Popularity
1	1	Shingeki no Kyojin	Attack on Titan	Centuries ago, mankind was slaughtered to near ext...	Finished Airing	21500
2	2	Death Note	Death Note	Brutal murders, petty thefts, and senseless violence ...	Finished Airing	21501
3	3	Fullmetal Alchemist: Brotherhood	Fullmetal Alchemist Brotherhood	After a horrific alchemy experiment goes wrong in th...	Finished Airing	21502
4	4	One Punch Man	One Punch Man	The seemingly unimpressive Saitama has a rather u...	Finished Airing	21503
5	5	Sword Art Online	Sword Art Online	Ever since the release of the innovative NerveGear, ...	Finished Airing	21504
6	6	Boku no Hero Academia	My Hero Academia	The appearance of "quirks," newly discovered super ...	Finished Airing	21505
7	7	Naruto	Naruto	Moments prior to Naruto Uzumaki's birth, a huge de...	Finished Airing	21506
8	8	Tokyo Ghoul	Tokyo Ghoul	A sinister threat is invading Tokyo: flesh-eating "gho...	Finished Airing	21507
9	9	Kimetsu no Yaiba	Demon Slayer Kimetsu no Yaiba	Ever since the death of his father, the burden of sup...	Finished Airing	21508
10	10	Hunter x Hunter (2011)	Hunter x Hunter	Hunters devote themselves to accomplishing hazar...	Finished Airing	21509
11	11	Kimi no Na wa.	Your Name.	Mitsuha Miyamizu, a high school girl, yearns to live t...	Finished Airing	21510
12	12	Shingeki no Kyojin Season 2	Attack on Titan Season 2	For centuries, humanity has been hunted by giant, ...	Finished Airing	21511
13	13	Steins;Gate	Steins;Gate	Eccentric scientist Rintarou Okabe has a never-endi...	Finished Airing	21512
14	14	Boku no Hero Academia 2nd Season	My Hero Academia Season 2	At UA Academy, not even a violent attack can disrupt ...	Finished Airing	21513
15	15	No Game No Life	No Game, No Life	Sixteen sentient races inhabit Disboard, a world ove...	Finished Airing	21514

2. **Production Team Table:** Stores information about the Production Teams that produce anime. This table will tell about the genre of the Production Teams. It will also tell the themes of it and the studio in which it is produced.

Results		Messages						
	Producers	Licensors	Studios	Source	Genres	Themes	Producers_ID	Broadcast_ID
1	Bandai Visual	Funimation, Band...	Sunrise	Original	Action, Sci-Fi	Adult Cast, Space	1	100143
2	Kadokawa Shoten, Rond...	ADV Films, Funim...	Hal Film Maker	Manga	Comedy, Drama, Fantasy, Romance	Mahou Shoujo, Reverse Harem, Super Power	100	102564
3	TV Asahi, Harmony Gold	Discotek Media	Toei Animation	Manga	Action, Adventure, Drama, Sci-Fi	Space	1000	103471
4	Unknown	Unknown	Shin-Ei Animation	Unknown	Comedy, Supernatural	Super Power	10000	114556
5	Unknown	Unknown	Unknown	Original	Avant Garde, Comedy, Horror	Unknown	10003	107445
6	Unknown	Discotek Media	Palm Studio	Unknown	Action, Adventure, Sci-Fi	Mecha	10005	112031
7	Bandai Visual, TV Asahi, ...	Bandai Entertain...	Telecom Animation Film	Original	Adventure, Drama	Unknown	1001	110369
8	Bandai Visual, Notes	Unknown	Lerche	Manga	Comedy, Supernatural	Parody	10012	101197
9	WAO World	Unknown	Unknown	Unknown	Drama	Historical	10013	110844
10	Unknown	Unknown	WAO World	Original	Drama	Historical	10014	107363
11	TV Tokyo, Marvelous, Ni...	4Kids Entertainm...	Gallop	Manga	Action, Fantasy	Strategy Game	10015	102341
12	Imagine	Unknown	Ascension	Original	Comedy	Martial Arts	10016	107077
13	Unknown	Unknown	Toei Animation	Manga	Adventure, Fantasy, Sci-Fi	Martial Arts, Super Power	10017	103222
14	Bandai Visual	Discotek Media, B...	Gainax	Original	Action, Comedy, Drama, Sci-Fi	Mecha, Space	1002	102301
15	Aniplex, AIC	Aniplex of America	AIC Build	Light novel	Comedy, Romance	Otaku Culture	10020	101205
16	Nippon Television Netwo...	GKIDS	Studio Ghibli	Manga	Romance	Historical, School	10029	101249
17	Bandai Visual	Media Blasters, M...	AIC	Manga	Comedy, Romance, Supernatural	Unknown	1002	103010

3. **Telecast Table:** Stores information about the telecasts of anime episodes. It will tell about the start and the end date of the episodes. Also, it can tell if the episodes are still aired or not.

Results		Messages						
	Rating	Score	Scored_Users	Ranked	Popularity	Members	Favorites	Producers_ID
1	R - 17+ (violence & profanity)	8.5310001373291	519803	1002	21500	3524109	155695	16498
2	R - 17+ (violence & profanity)	8.62100028991699	485487	732	21501	3504535	159701	1535
3	R - 17+ (violence & profanity)	9.13099956512451	900398	12	21502	2978455	207772	5114
4	R - 17+ (violence & profanity)	8.51099967956543	19066	1112	21503	2879907	59651	30276
5	PG-13 - Teens 13 or older	7.20100021362305	990254	29562	21504	2813565	64997	11757
6	PG-13 - Teens 13 or older	7.921000038147	871325	6722	21505	2708684	52169	31964
7	PG-13 - Teens 13 or older	7.97100019454956	784527	5982	21506	2557342	71876	20
8	R - 17+ (violence & profanity)	7.79099988937378	708575	9082	21507	2556441	47433	22319
9	R - 17+ (violence & profanity)	8.5310001373291	774255	1042	21508	2550468	83110	38000
10	PG-13 - Teens 13 or older	9.04100036621094	538454	92	21509	2464157	188649	11061
11	PG-13 - Teens 13 or older	8.86100006103516	701857	222	21510	2429958	83505	32281
12	R - 17+ (violence & profanity)	8.50100040435791	650516	1192	21511	2395390	20123	25777
13	PG-13 - Teens 13 or older	9.08100032806396	268716	42	21512	2299690	175248	9253
14	PG-13 - Teens 13 or older	8.14099979400635	568249	3902	21513	2268720	17147	33486
15	PG-13 - Teens 13 or older	8.10099983215332	427730	4402	21514	2201000	46672	19815
16	PG-13 - Teens 13 or older	8.24100017547607	470641	2892	21515	2188005	100796	1735
17	R - 17+ (violence & profanity)	8.70100021362305	302272	402	21516	2041322	101425	1575

4. **Rating Table:** Stores information about the ratings for each anime episode. It will also tell which anime was popular during which year. It will also tell the ranks of the anime episodes.

Results		Messages					
	Telecast_Id	Episodes	Status	Start_Aired	End_Aired	Premiered	Broadcast_ID
1	1	25	Finished Airing	7-Apr-13	29-Sep-13	Spring 2013	100101
2	2	37	Finished Airing	4-Oct-06	27-Jun-07	Fall 2006	100102
3	3	64	Finished Airing	5-Apr-09	4-Jul-10	Spring 2009	100103
4	4	12	Finished Airing	5-Oct-15	21-Dec-15	Fall 2015	100104
5	5	25	Finished Airing	8-Jul-12	23-Dec-12	Summer 2012	100105
6	6	13	Finished Airing	3-Apr-16	26-Jun-16	Spring 2016	100106
7	7	220	Finished Airing	3-Oct-02	8-Feb-07	Fall 2002	100107
8	8	12	Finished Airing	4-Jul-14	19-Sep-14	Summer 2014	100108
9	9	26	Finished Airing	6-Apr-19	28-Sep-19	Spring 2019	100109
10	10	148	Finished Airing	2-Oct-11	24-Sep-14	Fall 2011	100110
11	11	1	Finished Airing	26-Aug-16	Not Available	Unknown	100111
12	12	12	Finished Airing	1-Apr-17	17-Jun-17	Spring 2017	100112
13	13	24	Finished Airing	6-Apr-11	14-Sep-11	Spring 2011	100113
14	14	25	Finished Airing	1-Apr-17	30-Sep-17	Spring 2017	100114
15	15	12	Finished Airing	9-Apr-14	25-Jun-14	Spring 2014	100115
16	16	500	Finished Airing	15-Feb-07	23-Mar-17	Winter 2007	100116
17	17	25	Finished Airing	6-Oct-06	20-Jul-07	Fall 2006	100117

DATA ANALYSIS:

1. TABLE NAME: Studio wise Investment Analysis

The objective is to assist the company in selecting studios for potential collaboration, aiming to secure OTT premiere releases on their platform. This analysis helps in identifying studios whose anime productions consistently receive higher average ratings and popularity. Such data can guide the company in establishing partnerships with top-performing studios, increasing the likelihood of acquiring sought-after content for exclusive premieres on their OTT platform.

Results Messages			
	Studios	AvgRating	AvgPopularity
1	Wit Studio, CloverWorks	8.76099967956543	22005
2	Madhouse, ONIRO	8.5310001373291	21806
3	Madhouse, Satelight, Graphinica	8.36100006103516	21668
4	Studio Bind	8.36099990208944	23581
5	Gainax, Tatsunoko Production	8.34099960327148	21547
6	J.C.Staff, Egg Firm	8.29349994659424	22144
7	Tezuka Productions, MAPPA	8.2810001373291	21833
8	Tencent Animation & Comics, China Literature Li...	8.23099994659424	23334

2. TABLE NAME: Binge Watch

The objective here is to identify completed anime series that boast high popularity, indicating a strong preference among viewers for binge-watching entire series in one go. The objective is to pinpoint finished anime titles that are not only completed but also enjoy significant popularity, thereby signaling a preference among audiences for shows that can be binge-watched.

	Title	Genres	Status	AveragePopularity
1	Fukuro	Horror, Suspense	Finished Airing	39152
2	Emerald no Oka	Drama	Finished Airing	39042
3	Do You Remember That Night?	Avant Garde	Finished Airing	38889
4	Feed	Avant Garde	Finished Airing	38856
5	I'm Here	Avant Garde	Finished Airing	38795
6	Zone: Intro	Action, Avant Garde	Finished Airing	38786
7	Shiri Play	Avant Garde	Finished Airing	38739
8	Konna Koto Soudou	Supernatural	Finished Airing	38721

3. TABLE NAME: **Genre Wise Engagement**

This analysis generates a comprehensive output containing genre-wise metrics such as average ratings, average popularity, and the total count of anime titles. This data becomes instrumental in understanding audience preferences, highlighting genres that perform exceptionally well or attract more viewership. Consequently, this information can guide strategic decisions related to content curation, genre-specific promotions, and audience engagement initiatives on an OTT platform or within an anime content business.

	Genres	AvgPopularity	TotalAnime
1	Fantasy, Suspense	42921	1
2	Adventure, Fantasy, Gourmet	42874	2
3	Drama, Fantasy, Sports	42754	1
4	Drama, Gourmet	42638	1
5	Drama, Horror, Erotica	42506	1
6	Avant Garde, Mystery	42243	1
7	Avant Garde, Erotica	42136	5
8	Avant Garde, Horror, Suspense	41708	2

4. TABLE NAME: **Anime Plot**

The analysis here provides a comprehensive glance at anime storylines along with audience ratings, helping users understand the plotlines of various anime titles and the English alias for each of the anime. This consolidated information enables users to explore storylines while also gauging the overall reception and ratings by the audience at the same time the number of users who have rated the anime. This view serves as a valuable resource for users seeking to explore anime narratives and their corresponding viewer feedback in turn bringing profit to the company through the animes being rewatched.

	Title	Synopsis	English	Score	Scored_Users
1	Shingeki no Kyojin	Centuries ago, mankind was slaughtered to near ex...	Attack on Titan	8.5310001373291	519803
2	Death Note	Brutal murders, petty thefts, and senseless violence ...	Death Note	8.62100028991699	485487
3	Fullmetal Alchemist: Brotherhood	After a horrific alchemy experiment goes wrong in th...	Fullmetal Alchemist Brotherhood	9.13099956512451	900398
4	One Punch Man	The seemingly unimpressive Saitama has a rather ...	One Punch Man	8.51099967956543	19066
5	Sword Art Online	Ever since the release of the innovative NerveGear, ...	Sword Art Online	7.20100021362305	990254
6	Boku no Hero Academia	The appearance of "quirks," newly discovered super...	My Hero Academia	7.9210000038147	871325
7	Naruto	Moments prior to Naruto Uzumaki's birth, a huge de...	Naruto	7.97100019454956	784527
8	Tokyo Ghoul	A sinister threat is invading Tokyo: flesh-eating "gho...	Tokyo Ghoul	7.79099988937378	708575

5. Table Name: **Anime based Upon Source**

The objective here is to categorize anime titles based on their sources such as Manga or light novels, along with the Genre it belongs to and for the views to know which studio owns it along with the rating it has got. OTT platforms can finely curate content libraries and deliver personalized recommendations, enhancing user engagement.

	Title	Genres	Studios	AverageRating	ProductionTeam
1	Shingeki no Kyojin	Action, Drama	Wit Studio	8.5310001373291	Production I.G, Dentsu, Mainichi Broadcasting Syst...
2	Death Note	Supernatural, Suspense	Madhouse	8.62100028991699	VAP, Konami, Ashi Productions, Nippon Television ...
3	Fullmetal Alchemist: Brotherhood	Action, Adventure, Drama, Fantasy	Bones	9.13099956512451	Aniplex, Square Enix, Mainichi Broadcasting Syste...
4	Boku no Hero Academia	Action	Bones	7.9210000038147	Dentsu, Mainichi Broadcasting System, Movic, TOH...
5	Naruto	Action, Adventure, Fantasy	Pierrot	7.97100019454956	TV Tokyo, Aniplex, Shueisha
6	Tokyo Ghoul	Action, Fantasy, Horror	Pierrot	7.79099988937378	Marvelous AQL, TC Entertainment, Shueisha
7	Kimetsu no Yaiba	Action, Fantasy	ufotable	8.5310001373291	Aniplex, Shueisha
8	Hunter x Hunter (2011)	Action, Adventure, Fantasy	Madhouse	9.04100036621094	VAP, Nippon Television Network, Shueisha

6. Table Name: **Impact of Censor Board**

The analysis here allows evaluation of how a specific censor board's ratings impact anime popularity, aiding in strategic decisions around content strategy, licensing negotiations, and audience segmentation. By collaborating with licensors, this analysis informs whether the inclusion of Kids-rated anime can restrict younger audiences which might lead to loss of a great percentage of viewers who are kids. It empowers the platform to implement effective parental controls, curate a diverse content library, and improve the overall user experience by offering age-appropriate content.

	Censor_Board	Rating	AvgScore
1	Funimation	G - All Ages	6.52009084007957
2	Funimation, Bandai Entertainment	G - All Ages	6.50099992752075
3	Funimation, Bandai Entertainment, Kadokawa Pictur...	G - All Ages	8.13099956512451
4	Funimation, Discotek Media	G - All Ages	7.20100021362305
5	Funimation	None	6.73099994659424
6	ADV Films, Funimation	PG - Children	7.48099994659424
7	Funimation	PG - Children	6.77300000190735
8	ADV Films, Funimation	PG-13 - Teens 13 or older	7.02808334430059

7. Table Name: **Anime Duration**

This idea allows the platform to determine the episode count for a specific anime title, such as 'Death Note'. From a content management perspective, this facilitates strategic decisions around content recommendations, scheduling, and marketing efforts, enabling the platform to promote longer series effectively or highlight shorter ones for users seeking concise content, thereby optimizing audience engagement and retention.

```
The count of the episodes for Anime Death Note 37
```

```
Completion time: 2023-12-02T19:35:55.3372770-08:00
```

8. Table Name: **Anime Fusion Score**

This analysis helps by incorporating both rating and popularity factors, this function generates a weighted score, placing higher emphasis on a show's popularity. This weighted score reflects not only critical ratings but also the collective sentiment of the audience, influencing users' decisions on what to watch. This approach aligns with the behavior of viewers who often rely on the popularity and buzz surrounding a show when selecting content. Leveraging this function, the platform can optimize content suggestions, promotions, and user engagement strategies.

	Title	Score	Popularity	Unified_Score
1	Shingeki no Kyojin	8.53	21500	6455.97
2	Death Note	8.62	21501	6456.33
3	Fullmetal Alchemist: Brotherhood	9.13	21502	6456.99
4	One Punch Man	8.51	21503	6456.86
5	Sword Art Online	7.2	21504	6456.24
6	Boku no Hero Academia	7.92	21505	6457.04
7	Naruto	7.97	21506	6457.38
8	Tokyo Ghoul	7.79	21507	6457.55

A COMPLETE SUMMARY

SUMMARY:

Aniflix, an anime-focused OTT platform, aims to enhance resource allocation and content strategies for maximizing audience engagement and viewership. With an extensive database encompassing anime series details like genres, studios, ratings, and popularity metrics, the company seeks to leverage this wealth of information.

The primary objective is twofold: first, to pinpoint the most promising genres, studios, or content types for investment.

Second, to uncover key factors driving high ratings and popularity among viewers. This data-driven approach will guide Aniflix in making informed decisions, strategically allocating resources, and tailoring content offerings to elevate user engagement and viewership on their platform.

The analysis covers popular genres, storyline details, studio source categorization, censor board impact, episode counts, and a balanced rating system, aiding in optimal content curation for better user engagement.

CONCLUSION:

In conclusion, leveraging the comprehensive dataset available to Aniflix presents a significant opportunity to drive strategic decisions and maximize the platform's impact in the anime industry. Assumptions around data reliability, user behavior insights, market relevance, partnership opportunities, quality evaluation, audience expansion, and data-driven decision-making form the foundation for optimizing content strategies, user engagement, and platform enhancements.

By utilizing this dataset effectively, Aniflix can better understand viewer preferences, identify promising genres and studios, improve user experiences, stay updated with market trends, and foster strategic partnerships. The assumptions underlying the dataset usage allow for informed decision-making, ensuring a focus on high-quality content, audience expansion strategies, and continuous adaptation to evolving viewer preferences.

It's crucial to acknowledge the need for ongoing validation of these assumptions, ensuring the dataset's accuracy and relevance over time. As Aniflix moves forward, a data-driven approach combined with continuous observation, adaptation to changing trends, exploration of new ventures, and the leveraging of innovative technologies will amplify the platform's effectiveness, providing a more engaging and satisfying anime streaming experience for its audience.

REFERENCES:

"Anime Database 2022." Kaggle, 2022,
www.kaggle.com/datasets/harits/anime-database-2022.