STREAMING SERVICE BUSINESS CASE PRESENTATION

MSBA 1 – NLP – TEAM 8:

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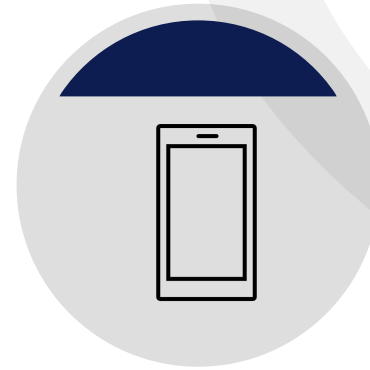
AGENDA

BUSINESS CASE

ANALYTICS

SHINY APP

RECOMMENDATIONS

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BUSINESS CASE

Our company

- Streaming website

- We are aiming to understand behavior

Why this market ?

- **T**he average American subscribes to 4 streaming services.

- The average American streams 8 hours of content daily

BESTStreaming.com

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ANALYTICS SURVEY

- Research question:
  a. Are potential customers watching a movie at night?
  b. Influencing factors
    - being at home
    - company
    - time of the day
    - genre
    - device
    - home
    - snack
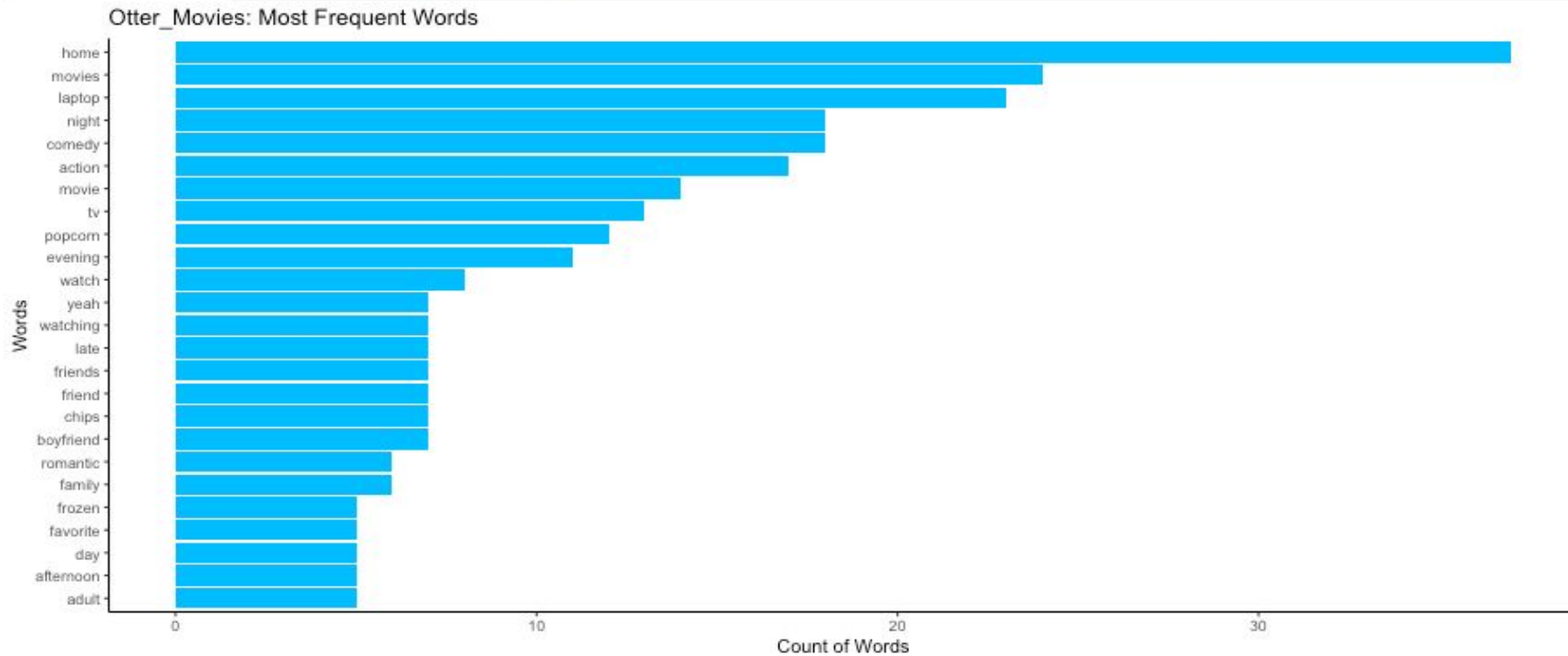- **Survey:** with random group of potential customers

SHINY APP (⅓)

Likelihood of Watching Movie Tonight

SHINY APP (3/3)

Likelihood of Watching Movie Tonight

Frequent Words   Sentiment Analysis   Bigrams

Main Business Concern

24
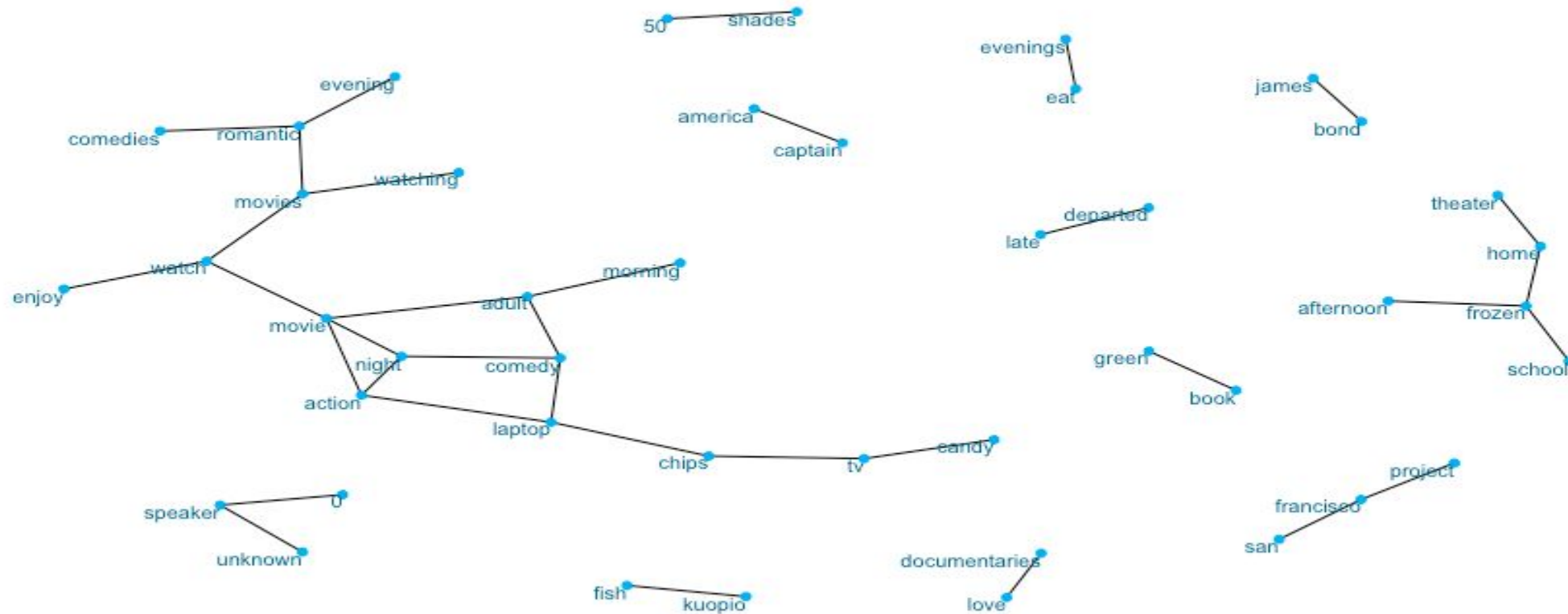
SUCCESS

43

Survey: n = 43

Results

most people watch movies:

- at home (38/43)
- on their laptop (23 / 43)
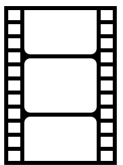- in the evening & night (28 / 43)
- comedies favorite genre (19 / 43)

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RECOMMENDATIONS

Laptop friendly screening platform

Afternoon comedies and kids movies

Evening thriller, romantic drama and action movies

RECOMMENDATIONS FOR THE FUTURE

Ask how people choose their streaming service

Knowing our audience, start marketing campaigns on social media

Attracting people by their age group and favorite likely genre

THANK YOU

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BESTStreaming.com

QUESTIONS IMPROVED

- Where are you this evening (e.g. home, ...)?

- What are your favorite movie?

- What time of the day are you normally watching movies?

- What is your favorite type of movie (e.g documentary…)?

- How do you watch movies (e.g. laptop,...) ?

- What is your favorite snack when you watch movies?

- With whom do you enjoy watching a movie?

Resources

Slide3 3:

(https://www.indiewire.com/2020/04/average-american-streaming-eight-hours-daily-1202225085/)

Link to recording:

APPENDIX

Christopher:
https://otter.ai/u/VOrClvz5eTMeEdGzoSmjrgORSps

Gabriel:
https://otter.ai/u/qj0ZU9fBDr9r2r2bQPxy5jWDAo8

Anna:
https://otter.ai/u/KfrFlZTSbnKXe7QryEAezWG-f4A

Alejandra:
https://otter.ai/u/WuS9jTwog8F6wy1ekqOcptFqqH0