

Proposal Content Outline

Name: Chris Marji

Project Name: Optimization of AVOD Content Distribution

GitHub Repository Link:

<https://github.com/Chrizzm/SQL-Portfolio-Project/blob/main/README.md>

Job Description

Selection Reason: Chosen for its perfect alignment with my academic background and aspirations in data analytics within the entertainment sector.

Career Relevance: This role leverages my analytical skills to shape content strategies, enhancing viewer engagement and revenue—key steps toward becoming a lead data analyst.

Interest Explanation: Attracted to this role at Sony because it combines my interest in Sony's innovative projects with my enthusiasm for analytics on platforms like YouTube and Facebook, impacting content performance and business outcomes.

Problem

Objective: Optimize AVOD content distribution to enhance viewer engagement and maximize advertising revenue.

Job Relevance: Tackles the core responsibilities of the Operations Analyst role by enhancing content strategy and distribution.

Feasibility: Well-suited for SQL and visualization tools to analyze large datasets and present insights that facilitate strategic decisions.

Data Sources

API: YouTube Analytics API for viewer engagement and performance data.

Web Scraping: Market trends from industry news sites.

Collection Methods: Data will be gathered via API and scraping scripts.

Relevance: Provides crucial insights into performance and market trends, essential for optimizing content strategies.

Solution

Approach: Analyze viewer engagement and market data to identify optimal content types and release schedules.

SQL and Visualizations: Use SQL to aggregate data by demographics and engagement metrics; employ visualizations like trend lines and heat maps to highlight viewer preferences and peak engagement periods.