**Audience Demographic Profiling - Entertainment Sector**

Pooja Joshi & E.Code [E25007]

# Overview :

This report covers the analysis and profiling of audience demographics in the entertainment sector. The goal is to identify key insights from the data that can inform strategic decisions regarding content targeting, sponsorships, and audience engagement. Visualizations and metrics are used to highlight correlations between popularity, attendance, sentiment, and valuation.

# Objective:

The main goal is to profile the audience demographics by analyzing the correlations between key metrics such as popularity, sentiment, and attendance.

# Assigned Task(s) :

Analyze demographic trends, visualize key metrics, and explore relationships between variables.

# Task Details :

**Task 1: Exploratory Data Analysis (EDA)**  
● **Status:** In Progress   
● **Details:** Performed data cleaning and created basic statistical analyses to understand the relationships between key variables like popularity, sentiment scores, and attendance.

**Task 2: Visualization of Demographic Trends**  
● **Status:** In Progress  
● **Details:** Developed key visualizations, including bar charts and scatter plots, to identify trends and correlations between metrics such as popularity vs. sentiment, attendance vs. valuation, and audience engagement levels. These visualizations highlight the impact of content popularity on user retention and revenue generation.

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**Progress :**

● **Accomplishments:** Successfully created visualizations that show preliminary trends between audience engagement metrics and content popularity. Generated graphs like popularity vs. sentiment and attendance vs. valuation to assess relationships.   
● **Metrics:** 75% of the dataset has been processed for correlations. Key visualizations completed for initial data trends.

# Challenges and Solutions :

● **Challenges Faced:** The dataset lacked complete demographic details, making it difficult to analyze specific audience segments. Additionally, missing values for sentiment scores required preprocessing.   
● **Solutions Implemented:** Interpolated missing data using statistical techniques, and focused on visualizing available variables to analyze trends across audience behaviors. Refined visualizations based on feedback to ensure clarity

# Next Steps :

#### ****Upcoming Tasks:****

● **Upcoming Tasks:** Continue refining visualizations by adding more demographic data and segmenting the audience further based on behavior and time periods.   
● **Goals:** Finalize visualizations and continue correlation analysis between different metrics to generate actionable insights for strategic decisions.

# Conclusion :

# Summary: The analysis of audience demographic profiling is progressing, with visualizations revealing important relationships between popularity, sentiment, and attendance. Additional data will refine the visualizations and enhance the depth of the insights **Acknowledgments**: Thank the audience for their time and attention.

# Instructions:

1. Use Google Docs. Single Column
2. TNR stands for Times New Roman: B - Bold
3. Use images as required with proper references
4. Use charts, tables as per your requirement.
5. Number of Pages: 2 to 8 for each task report.