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Data Insights

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Objectives and Overview

BLUF: Key performance indicators (KPI's) and data points (DP's) are being leveraged to provide critical insights for the Streamifiably development team, leveraging cross-functional collaboration to surpass errors with event action implementation.

Data Insights Team: The Streamifiably development team is requesting assistance identifying issues regarding event implementation through the analysis of associated metrics. Developers are leveraging cross-functional teams to ensure the reliable validation of events.

Data points (DP) from events will be evaluated to gain data insights on key performance indicators (KPI's) and metrics to assess patterns within customer navigation, media consumption, and consumption duration from customers.

Task Considerations: There's an extensive list of factors that likely contribute to errors in event implementation and validation. Data points will confirm or deny the role of:

- ❖ Code Issues: Is there a break down in the provided code? Are newly incorporated strings impacting the efficacy of existing code?
- ❖ Data Discrepancy: Are there inaccuracies in the data? Is all available or applicable data being reported properly? Should reporting criteria be adjusted?
- ❖ Tool Limitations: Is the current program capable of executing task? What modifications may be required?

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Analytic Implementation

BLUF: User events define and capture key user interactions within each section of the app, such as viewing a show, adding to a watchlist, and starting a live TV playback.
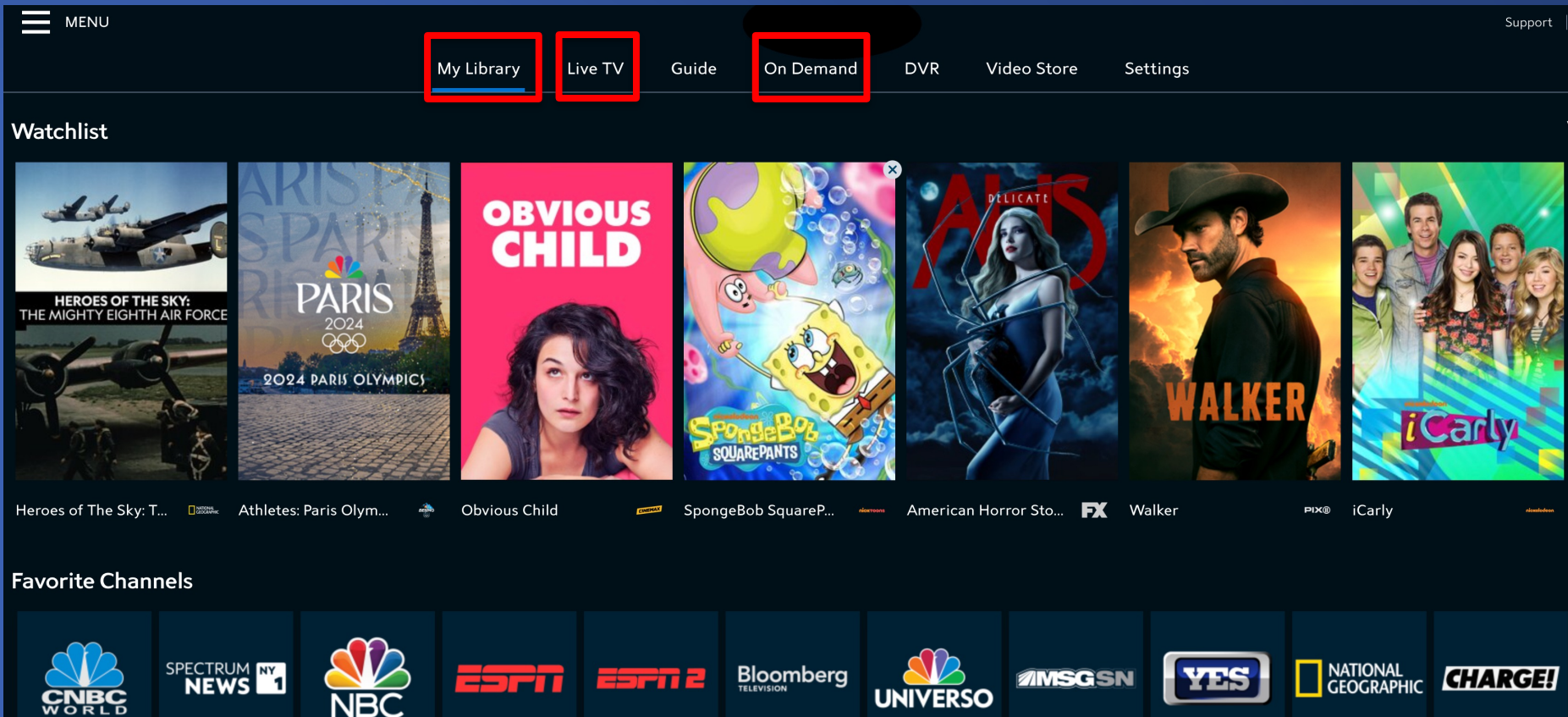
Analyst Comment: The outlined action-events are highly trafficked by customers, guaranteeing the accuracy of data evaluated and ensuring improvements to quality assurance (QA) that customers will perceive, increasing customer satisfaction with Streamifiably platforms.

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Analytic Implementation

BLUF: User events define and capture key user interactions within each section of the app, such as viewing a show, adding to a watchlist, and starting a live TV playback.

My Library

Event 1: Recently Watched
- ❖ **Data Point:** User ID, Timestamps, Content ID, Duration Watched

Event 2: Favorite Channel
- ❖ **Data Point:** User ID, Timestamp, Channel ID

Event 3: Watchlist
- ❖ **Data Point:** User ID, Timestamps, Action (Add/Remove), Content ID

Analysis gained from DP's:
- ❖ Recently Watched: Tracks content that users have recently viewed.
- ❖ Favorite Channels: Allows users to mark channels as favorites.
- ❖ Watchlist: Users can add content to their watchlist to watch later.

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Analytic Implementation

BLUF: User events define and capture key user interactions within each section of the app, such as viewing a show, adding to a watchlist, and starting a live TV playback.

Live TV

Event 1: Channel Selected
- ❖ **Data Point:** User ID, Timestamps, Channel ID

Event 2: Playback Started
- ❖ **Data Point:** User ID, Timestamp, Content ID, Playback Duration

Event 3: Playback Paused
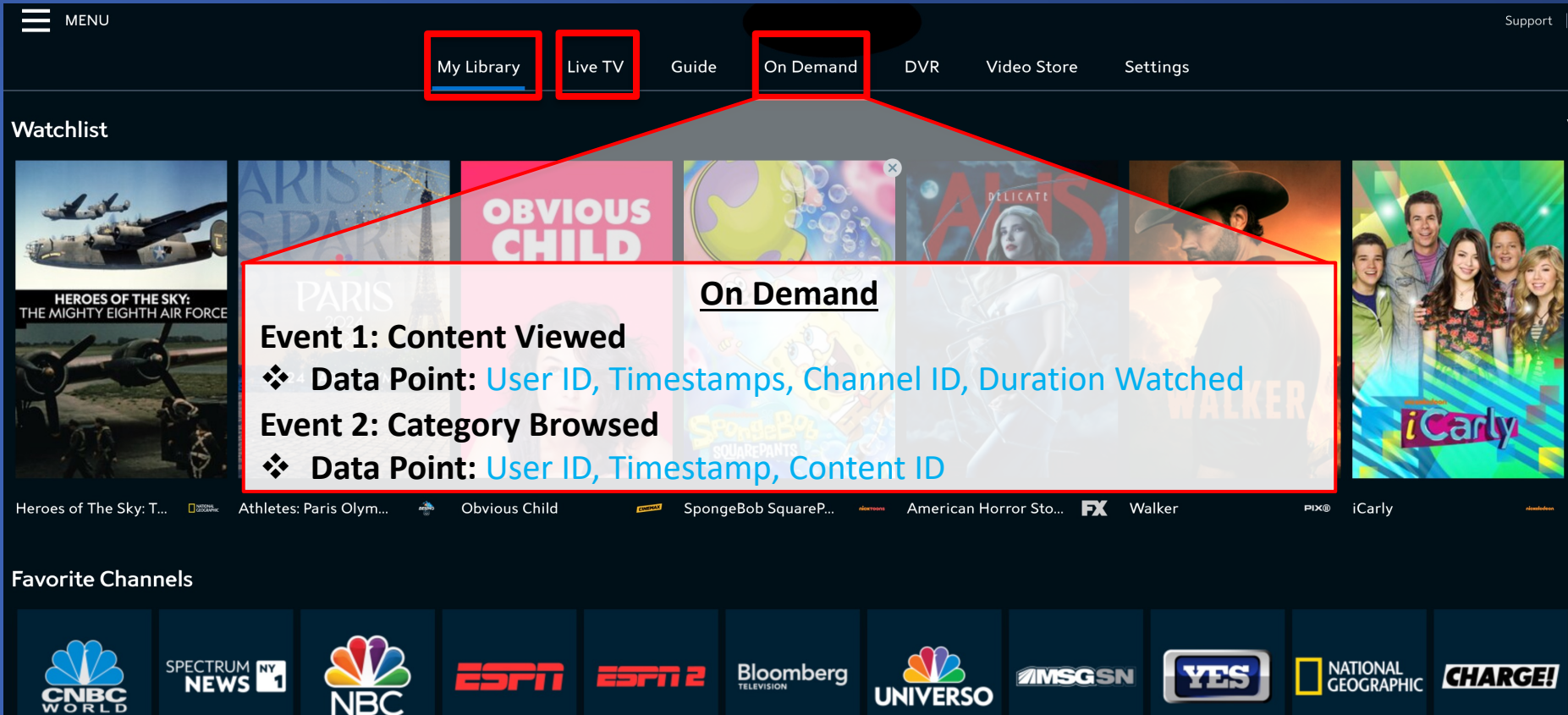- ❖ **Data Point:** User ID, Timestamps, Content ID, Playback Duration
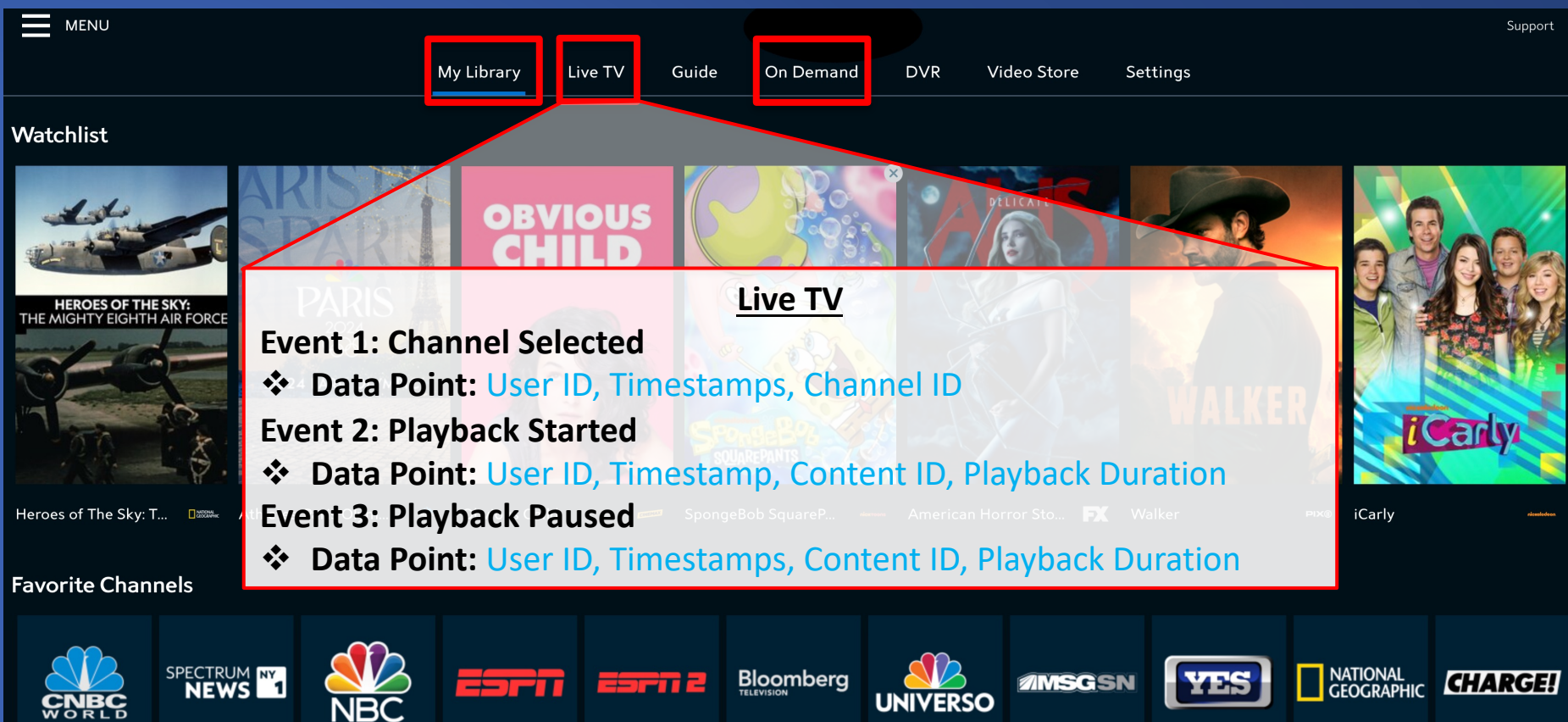
Analysis gained from DP's:
- ❖ Channel Selection: Users can browse and select from a list of live TV channels.
- ❖ Playback: Tracks when users start, pause, or stop live TV playback.

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Analytic Implementation

BLUF: User events define and capture key user interactions within each section of the app, such as viewing a show, adding to a watchlist, and starting a live TV playback.

MENU   Support

My Library   Live TV   Guide   On Demand   DVR   Video Store   Settings

Watchlist

On Demand

Event 1: Content Viewed
- ❖ **Data Point:** User ID, Timestamps, Channel ID, Duration Watched

Event 2: Category Browsed
- ❖ **Data Point:** User ID, Timestamp, Content ID

Heroes of The Sky: T...   Athletes: Paris Olym...   Obvious Child   SpongeBob SquareP...   American Horror Sto...   Walker   iCarly

Favorite Channels

CNBC WORLD   SPECTRUM NEWS NY1   NBC   ESPN   ESPN 2   Bloomberg TELEVISION   UNIVERSO   MSGSN   YES   NATIONAL GEOGRAPHIC   CHARGE!

Analysis gained from DP's:
- ❖ Content Categories: Includes various categories like movies, TV shows, and documentaries.
- ❖ Swim Lanes: Different swim lanes display personalized recommendations, popular content, new releases, etc.

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Test Cases & Validation

BLUF: Testing and validation should work towards the establishment of feedback loops, automating the tracking and monitoring of analytic performance and identifying improvements.

Development Solutions: Leveraging cross-functional expertise allows for the proper analysis and troubleshooting of event errors.
- ❖ Search for code fixes, update existing framework, or adjust analytic requirements to meet the team's needs.

My Library: Test Recently Watched Events
- ❖ Step 1: Navigate to "My Library" and select a recently watched program.
- ❖ Step 2: Confirm the recently viewed event fires with the correct DP's

Live TV: Verify Live TV Channel is Selected
- ❖ Step 1: User selects "Live TV" channel.
- ❖ Step 2: Confirm the "Live TV" channel selected event fires with the correct DP's.
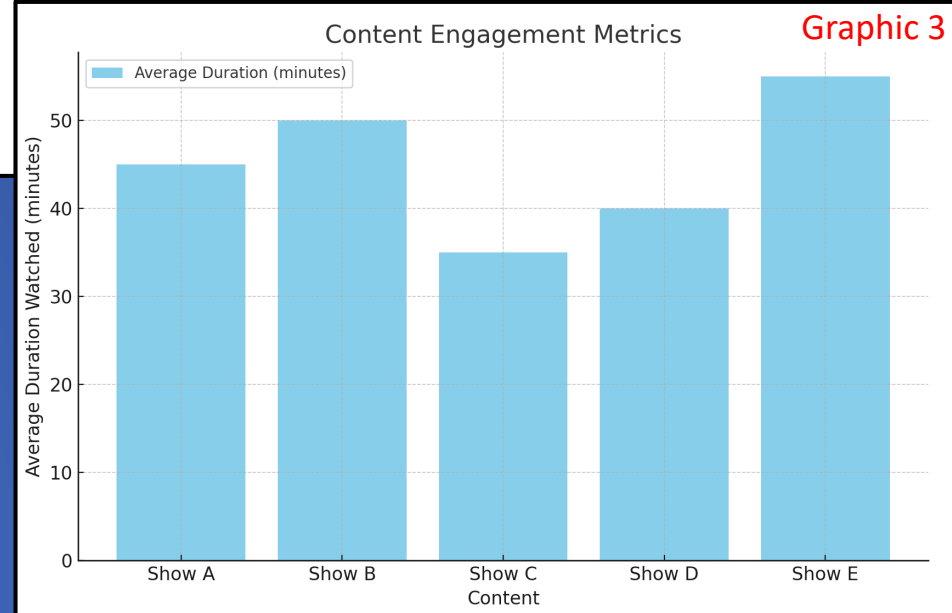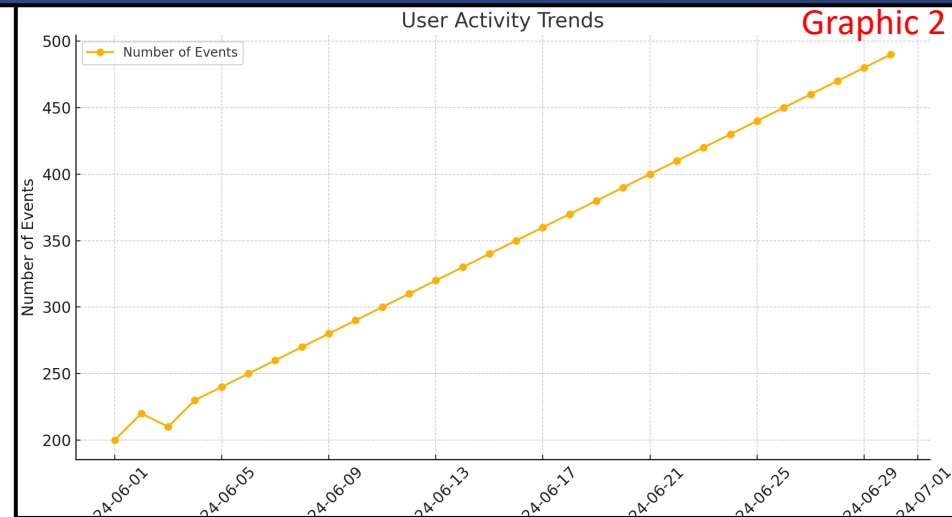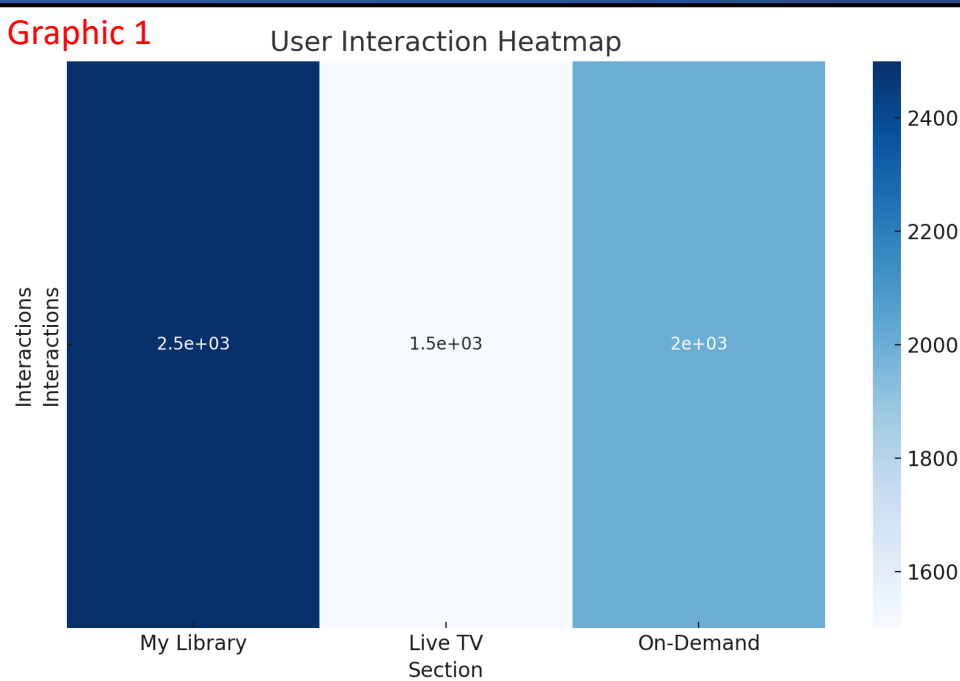
On Demand: Verify On Demand Content Viewed Event
- ❖ Step 1: User views "On Demand" content item.
- ❖ Step 2: Confirm the "On Demand" content viewed event fires with the correct DP's.

Analyst Comment: Capturing detailed insights into user behavior to better understand engagement with different sections, ensures data accuracy and reliability through rigorous testing and validation, enabling the product team to make data-driven decisions based on user interaction patterns.

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Data Visualization

Graphic 1

User Interaction Heatmap

My Library	Live TV Section	On-Demand
2.5e+03	1.5e+03	2e+03

Interactions Interactions

Graphic 2

User Activity Trends

Number of Events

Graphic 3

Content Engagement Metrics

Average Duration Watched (minutes) — Average Duration (minutes)

Content: Show A, Show B, Show C, Show D, Show E

Analyst Comment:

Graphic 1: Users predominantly choose to consume content from "My Library" over other categories. Efforts as a result should primarily focus on improving "My Library" and "On Demand" as they account for the majority of user activity.

Graphic 2: Data gathered indicates an increase in user activity over the course of the last month, reporting the greatest number of log-ins during the weekend.

Graphic 3: Amongst the current selection of the Top 5 content items, averages a watch duration of 45 minutes with a variance as high as 10 minutes.

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Data Visualization - Key Findings

BLUF: An enhanced understanding of user behavior offers the opportunity to improve user experience, optimize system performance, and strategically plan content releases to maximize user engagement.

User Interaction (Graphic 1):

- ❖ The My Library section has the **highest user interactions**, indicating that users frequently access and employ features such as recently watched shows, favorite channels, and watchlists. **This suggests that personalization and easy access to previously watched content are highly valued by users**.
- ❖ While Live TV has significant interactions, it is lower compared to My Library. This may indicate that while users value live content, they **prioritize on-demand and personalized content**.
- ❖ The On-Demand section also shows substantial interactions, particularly with popular and newly released content. This highlights the importance of **continuously updating** the on-demand **library with fresh content to maintain user interest**.

User Activity Trends (Graphic 2):

- ❖ User activity trends indicate **consistent daily engagement**, with **noticeable spikes on weekends**. This suggests that users have more time to engage with the platform during weekends, and special content or promotions during this time can further boost engagement.
- ❖ Identifying peak usage periods helps in planning for system **scalability** and ensuring that resources are allocated efficiently to **handle high traffic**.

Content Engagement (Graphic 3):

- ❖ The average watch durations for the top 5 content items vary significantly, **indicating diverse user preferences**. Some users **prefer shorter content**, while others are **more engaged with longer content**.
- ❖ Specific shows or movies that have higher average watch durations can be identified as user favorites. **Promoting similar content can enhance user satisfaction and engagement**.

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Recommendations

Analyst Comment: By focusing on personalization, user interface improvements, and content variety, user satisfaction and engagement are expected to increase. Routine monitoring and optimization of backend performance will ensure a smooth and reliable user experience, even during peak usage periods.

Increase Focus on Enhancing the My Library Section

❖ Personalized Recommendations: Improve the algorithm for **personalized recommendations** to ensure users are presented with content that **matches their preferences and viewing history**.

❖ User Interface Enhancements: **Simplify and enhance the user interface** to make it easier for users to navigate their library, find recently watched content, and manage their watchlist.

❖ Notifications and Reminders: Implement notifications and reminders for users about **new episodes** of their **favorite shows, expiring content, and personalized suggestions**.

Explore Content-Specific Strategies to Improve Watch Durations

❖ Content Analysis: Conduct a detailed **analysis** of content that has **high watch durations** to **identify common characteristics** and apply these insights to future content acquisitions and productions.

❖ Promotional Campaigns: Design **targeted promotional campaigns** for content with lower watch durations to boost **visibility** and **engagement**. This can **include trailers, behind-the-scenes content, and user reviews**.

❖ Content Formats: Experiment with different content formats, such as shorter episodes, mini-series, or interactive content, to cater to diverse user preferences and enhance overall watch durations.

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Recommendations - Continued

Analyst Comment: Ongoing analysis and feedback loops will enable Streamifiably to make data-driven decisions that drive continuous improvement and innovation. Strategic content release and marketing efforts will help boost user engagement and retention, contributing to the platform's growth and success.

Conduct Further Analysis to Identify Patterns and Opportunities for Improvement

❖ User Behavior Segmentation: Segment users based on their interaction patterns, preferences, and engagement levels to tailor content and features to different user groups.

❖ A/B Testing: Implement A/B testing for new features, user interface changes, and content recommendations to determine what works best for enhancing user engagement and satisfaction.

❖ Feedback Loops: Create feedback loops by regularly collecting user feedback through surveys, reviews, and in-app feedback mechanisms to continuously improve the platform based on user insights.

Strategic Content Release and Marketing

❖ Weekend Engagement: Capitalize on higher weekend engagement by scheduling special content releases, live events, and exclusive premieres during weekends.

❖ Seasonal Content: **Plan and promote seasonal content** such as holiday specials, summer blockbusters, and back-to-school series to align with user interests and seasonal trends.

❖ Collaborations and Partnerships: Explore **collaborations** with popular content creators, influencers, and brands to create unique content and marketing campaigns that resonate with the target audience.

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Personal Experience & Data Insights

Cross-Functional Teams:

- ❖ Adjusting, modifying, and renovating issued tools and suites in a military capacity became a necessity due to the nature of mass distribution to teams who required precise outcomes.
- ❖ Working with cross-functional teams has been an integral part of my role as a Data Analyst. Collaboration between different teams such as product management, development, data analytics, and QA is crucial to ensure successful project delivery. My approach involves clear communication, mutual respect, and a strong focus on common goals

Additional Data Points to Capture: Backend Metrics Event: System Health Check

- ❖ Data Points: Server ID, Timestamp, CPU Usage, Memory Usage, Response Time.
- ❖ Purpose: Monitoring system performance to ensure optimal user experience and preemptively addressing potential issues.

Version Control System (Git) Use Cases:

- ❖ Key Commands: git clone, git branch, git checkout, git commit, git push, git pull, git merge.
- ❖ Importance: Version control is critical for tracking changes, enabling collaboration, and ensuring code integrity.

Persistence Concept:

- ❖ Session Data: User preferences, playback positions.
- ❖ Non-Persistent Data: Temporary UI states.

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