stc tv

DATA ANALYSIS

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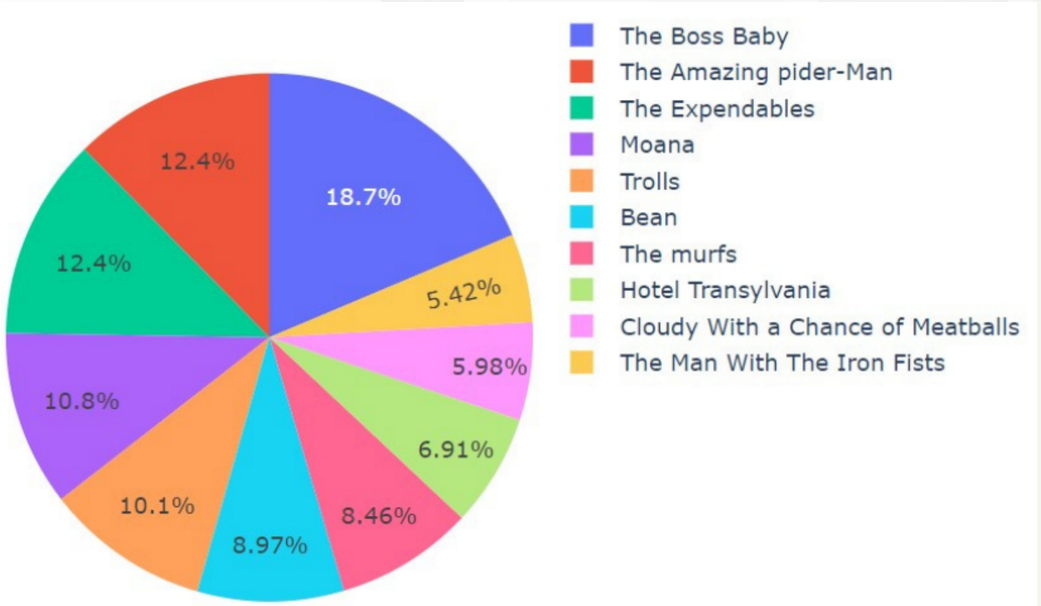
USER BEHAVIOR ANALYSIS

The most-watched program during 2017/3 2018/4 in terms of total watch time hours is “The Boss Baby”, a popular animated movie.

Most of the top 10 watched programs are either Animation or Action.

Top 10 Programs in Total Watch Time in Hours

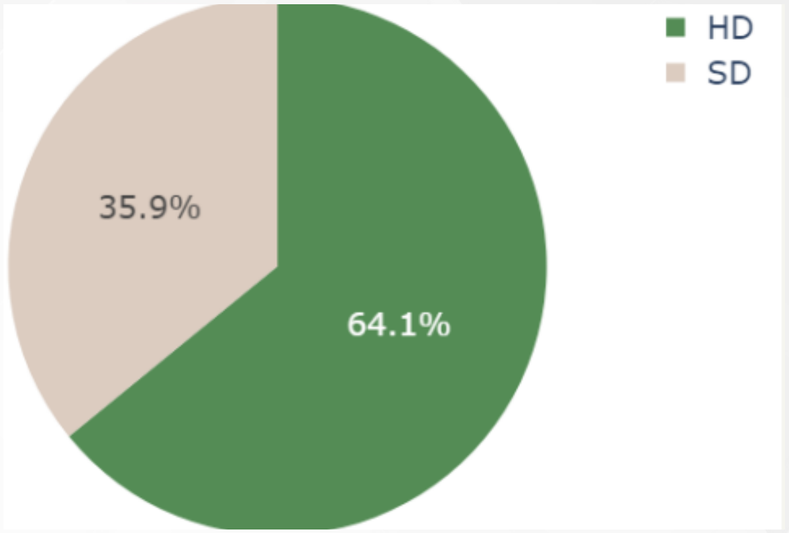


USER BEHAVIOR ANALYSIS

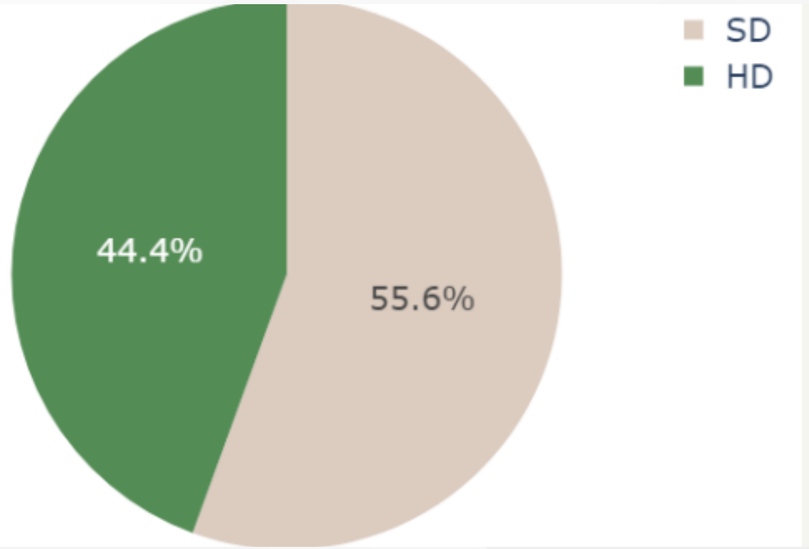
The data reveals a clear preference for HD quality among MOVIE viewers, with a higher percentage opting for HD compared to SERIES/EPISODES viewers.

This indicates the importance of offering content in different quality options to cater to varying audience preferences.

No. of Users who Watched MOVIE vs Program Quality



No. of Users who Watched SERIES vs Program Quality



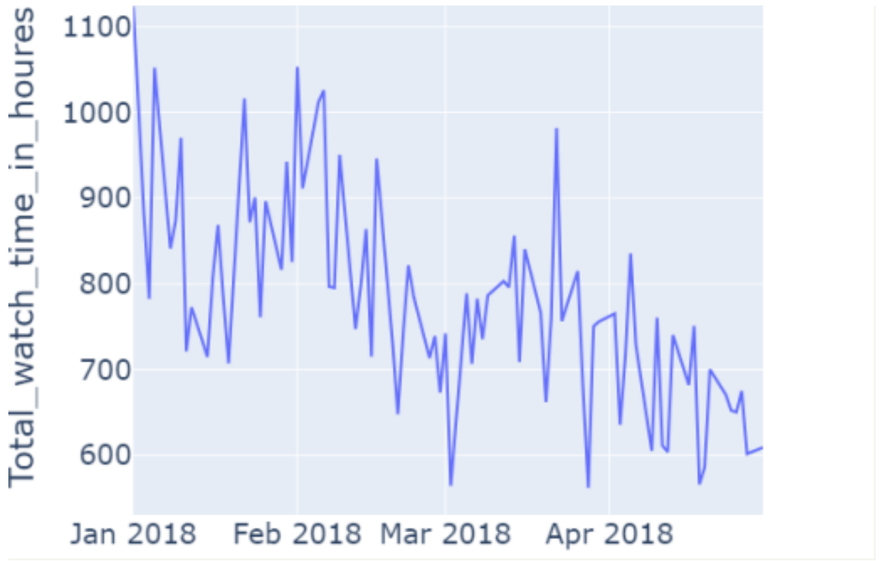
PREDICTION MODEL

We can observe that the total watch time in hours is decreasing for the next two months.

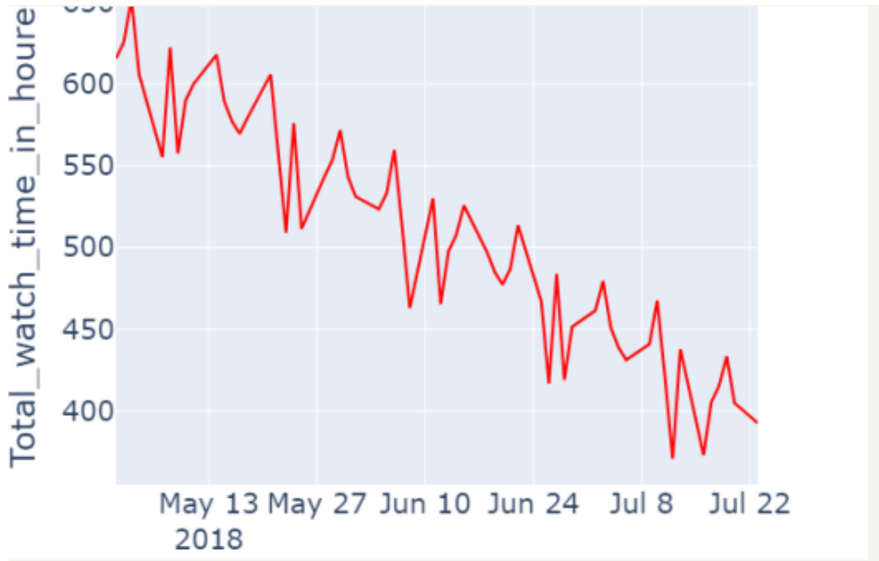
This could be attributed to several factors including:

a.Seasonal trends.
b.Market competition with other companies.
c.Low quality.
d.Availability of new content

Total Watch Time in Hours



Predicted Total Watch Time in Hours



TOP 5 RECOMMENDATIONS USING MACHINE LEARNING

A **recommender system** was built using machine learning to show the top 5 recommendations for a specific program based on the **preferences and behavior of similar users.** Which gives a personalized experience using STC TV.

On the right are the top 5 recommendations for **“MOANA”** movie using our recommender system.

Top 5 Recommendations of “MOANA” Movie

	Title	Distance
0	Trolls	0.427642
1	Surf's Up : WaveMania	0.470576
2	The Mermaid Princess	0.506638
3	The Boss Baby	0.551443
4	The Jetsons & WWE: Robo-WrestleMania!	0.561058

FUTURE WORK

Larger Dataset

Train the model on a larger dataset will significantly improve the recommendations results, which can help increase the overall watch time hours.

Hybrid System

Build the recommender system based on both user behavior and content based. This will give better personalized experience

Improving Quality Option

Provide a range of video quality options to cater to different viewer preferences, such as: FHD, 4K, etc...

THANK YOU

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