STC TV
Analysis Project

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Viewer's Preference for quality

TV Shows

Movies

High Definition Quality 1080p (HD)

55%

64%

Standard Definition 720p (SD)

45%

36%
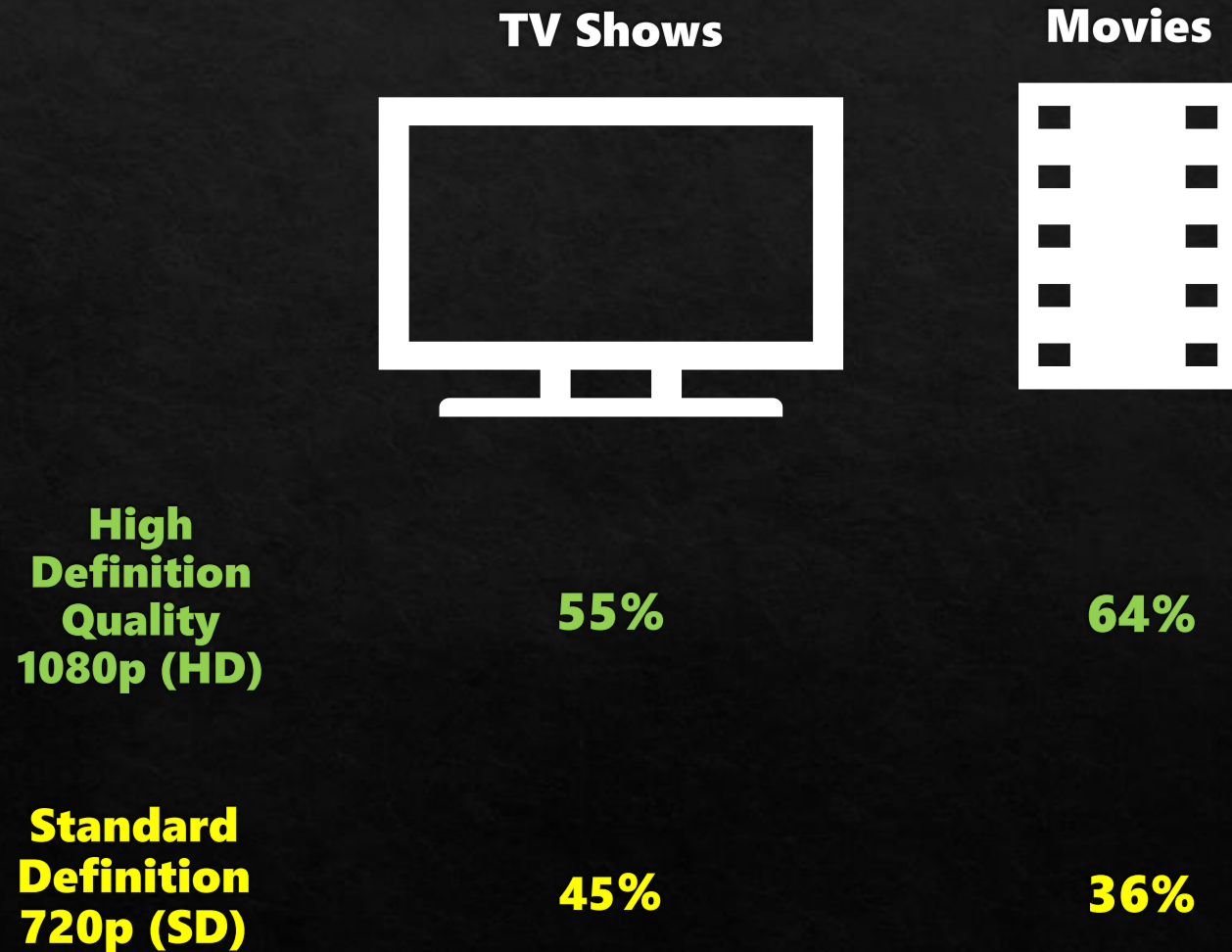
Users who watch Movies prefer to watch in (HD) Quality while TV Shows Either Don't care or the Shows aren't available in (HD) Quality.

From an artistic perspective it's understandable because Movies in recent years tend to have more Computer-generated imagery (CGI) and Visual Effects and to enjoy it you need the best Quality Possible.

some TV Shows now Have more (CGI) but are usually dialogue-heavy.
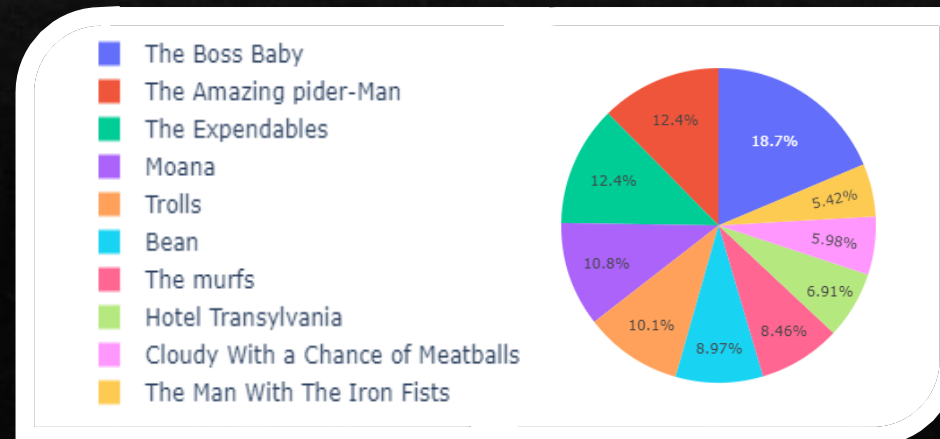
Top 10 Watched Movies

◇ Trend: we can notice that most of the Movies are between those Genres and we can group them into 2 categories:

1- (**Family, Animation, Adventures, Comedy**)

Which attracts Mostly Children and teenagers (76%)

2- (**Action, Thriller, Crime, Drama, Fantasy**)

which attracts more Adults (67% Males)

■ The Boss Baby	
■ The Amazing pider-Man	
■ The Expendables	
■ Moana	
■ Trolls	
■ Bean	
■ The murfs	
■ Hotel Transylvania	
■ Cloudy With a Chance of Meatballs	
■ The Man With The Iron Fists	

18.7%
12.4%
12.4%
5.42%
5.98%
6.91%
8.46%
8.97%
10.1%
10.8%

A worrying Trend

◈ Based on the Data Last 4 months we anticipate a decline in the Total Hours watched from users.
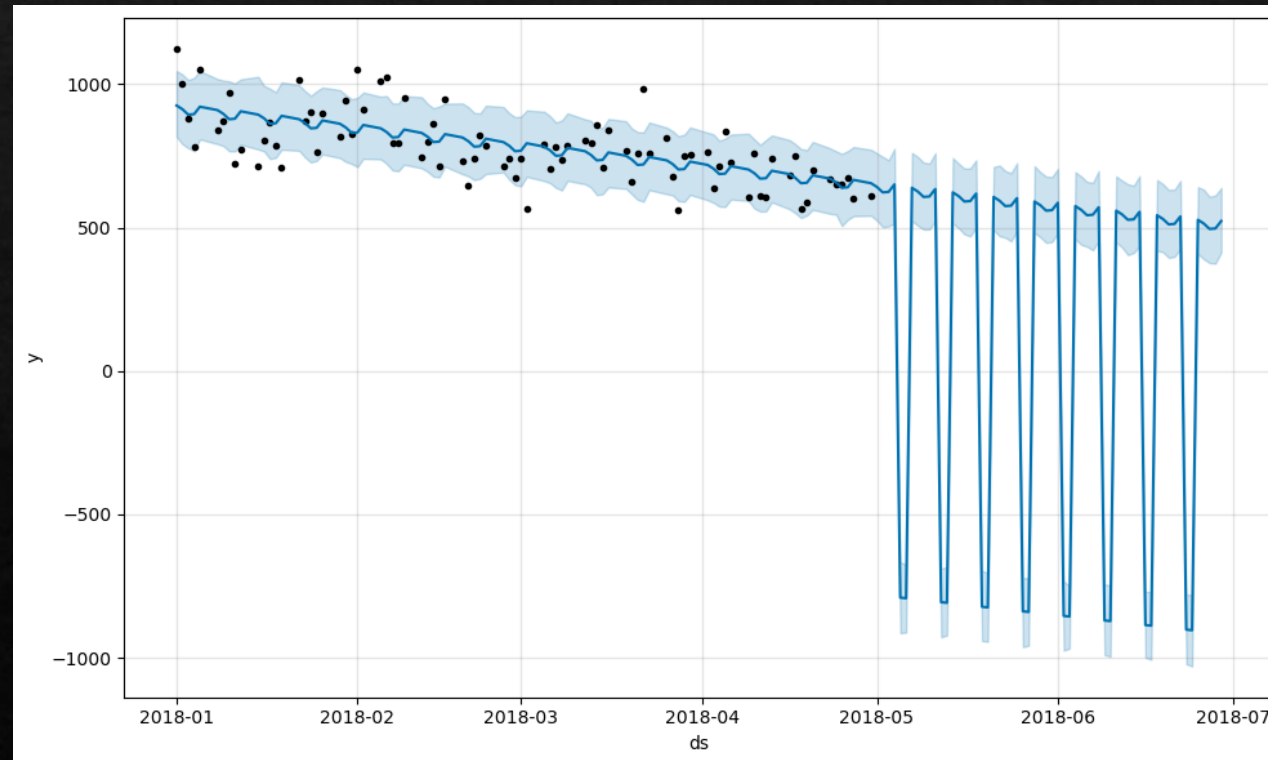
Recommendation System Example

◈ After Implementing the recommendation

Model that we built based on the data.

we should be able to make better

predictions for future investment

in movies.

◈ Lower Number = Better Match

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recommend_Films('Titanic')

Recommendations for Titanic:

1: Concussion, with distance of 0.7492759948857238:
2: The Fault in Our tars, with distance of 0.7572220689070289:
3: Brooklyn, with distance of 0.7660837908339793:
4: J. Edgar, with distance of 0.767460782480053:
5: Anesthesia, with distance of 0.7681489736136026:
6: The Counselor, with distance of 0.7839328599972051:
7: Joy, with distance of 0.7871536796395268:
8: 21 Jump treet, with distance of 0.7880485421771288:
9: Sea of Trees, with distance of 0.7946388346326088:
10: Gone Girl, with distance of 0.8021058956835914:
11: The Trial, with distance of 0.8120407883705535:
12: Zodiac, with distance of 0.8150796206113193:
13: The earch, with distance of 0.8204022869362002:
14: Lost, with distance of 0.8301773668689544:
15: Blood Diamond, with distance of 0.834260496032297:
16: Testament of Youth, with distance of 0.8369122511566335:
17: The Dressmaker, with distance of 0.8395326949089625:
18: G.I. Joe: Retaliation, with distance of 0.8400438903442395:
19: Sehhee Wa aree    Ep.2, with distance of 0.8449738550986703:
20: Devil's Due, with distance of 0.8469634659236984:
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