High Level Design (HLD)

Entertainment Data Analysis

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| **Date Issued** | **Version** | **Description** | **Author** |
| 04-08-2022 | 1.0 | First HDL report | Shoaib Khan |
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**Overview:**

Media and entertainment has become an integrated part of the lives of people, meaning that people now a days are very enthusiastic about trying new content in terms of watching it and choosing it.

Gone are the single-channel days of no choice and no integration and consultation to viewers. But now these dynamics are changing, there are millions of watching options to choose from and they are also available to be streamed across various devices and are really getting user friendly.

The Media and Entertainment Industry also combines and collects the same kind of data from various sources to be able to understand the viewer behaviour and improve themselves in the way which will make them excel and be the favourite of the viewers amongst all of them.

**Objective:**

The objective of the project is to perform data visualization techniques to understand the insight of the data. This project aims apply various Business Intelligence tools such as Power BI, Excel to get a visual understanding of the data.

**Tools used**

Business Intelligence tools works such as Excel, Power BI are used to build the whole framework.

**Functional Architecture:**

Statistics

+

Excel Manipulation

+

Power query

Dataset Provided

+

Random Data added as per the guidance in the letter

Build Dashboard using Power BI

KPIs (Key Performance Indicators)

Key indicators displaying a summary of the Entertainment Stars and its relationship with different

metrics

1. Impact of Entertainer previous Super Hit project on deciding the average Project budget.

2. Impact of Audience Fanbase (age group) in the data for deciding which Entertaining Star suits for Brand Promotion for the product Company.