

# **Big Data**

## in Entertainment & Media



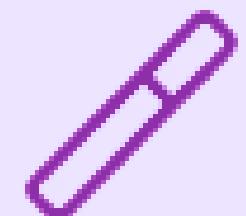
**Parth Sancheti**

# Why You Can't Stop Scrolling



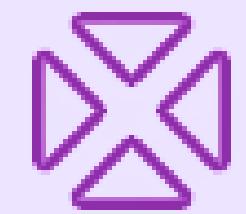
## Late Night Scrolling

2 AM, ready to sleep, perfect content appears



## Not Luck

It's Big Data working behind the scenes



## Personalized Content

Giving you exactly what you want



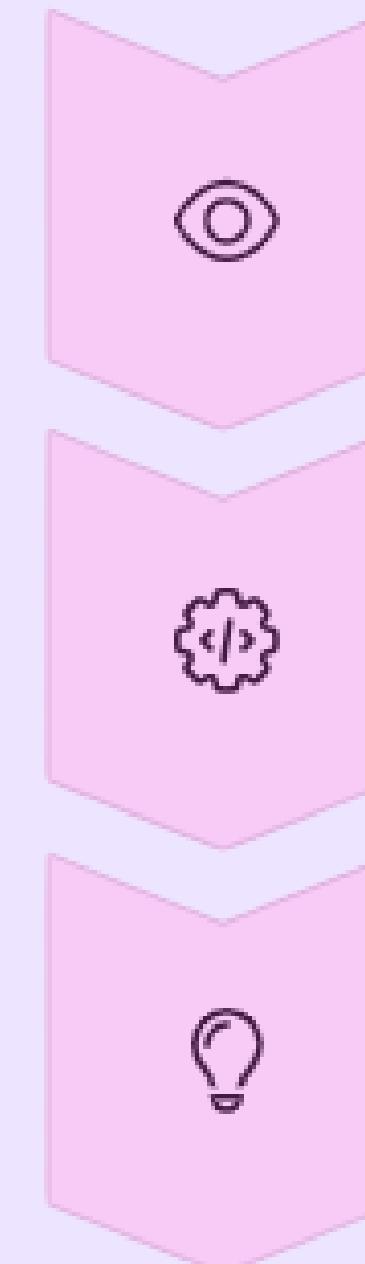
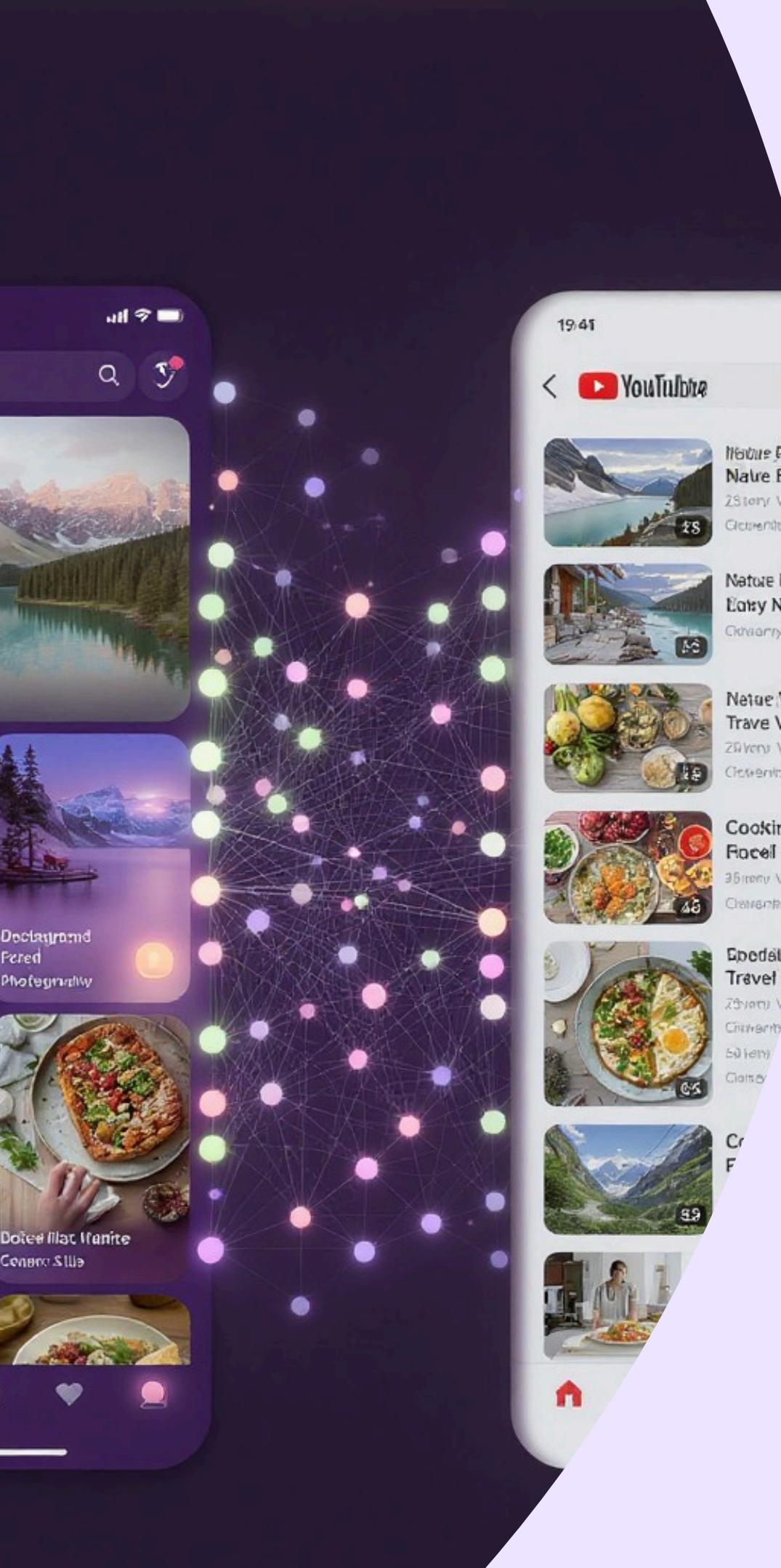
# What Is Big Data?



- Your Digital Breadcrumbs
- Every like leaves a trace
- Each emoji tells a story
- Skip patterns reveal preferences

The Recipe for You Instagram collects, mixes, and serves content Like a chef who knows your favorite flavors

# Insta & YouTube in Action



Watch & Browse

View slime tutorial twice

Data Crunching

Algorithms process in real-time

Personalized Results

More slime hacks appear

# Big Data on "Old" TV



## Smart TVs Are Watching

Sending viewing habits back to networks



## Time-Based Patterns

Crime shows at 9 PM = more detective content



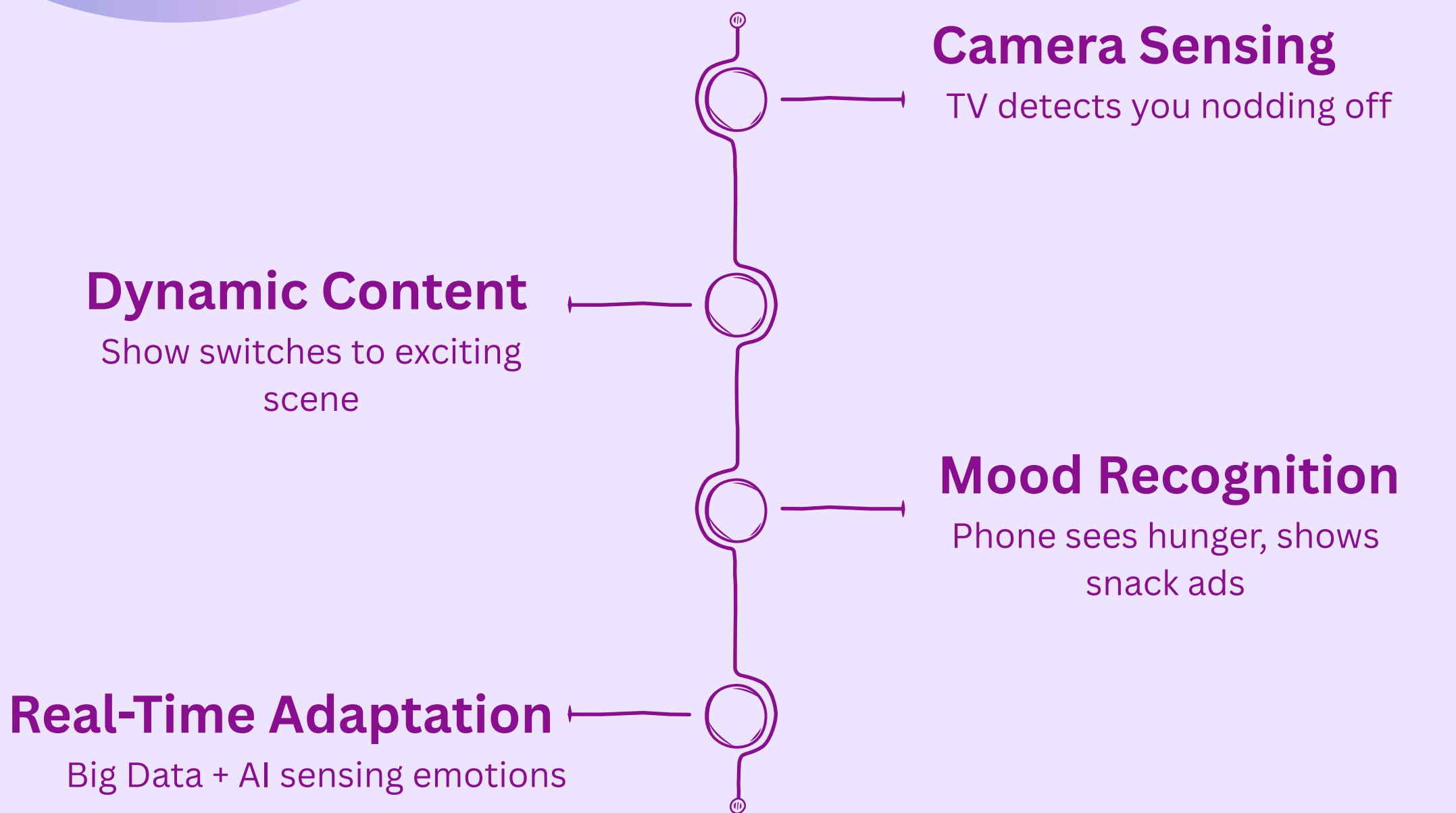
## Talking Remotes

Your device communicates preferences automatically



# What's Next?

## The Future



# Takeaways

## Profile Building

Every tap and swipe creates your digital identity

## Custom Content

Reels and videos selected specifically for you

## Traditional Media Evolution

TV networks now use the same techniques

## Future: Emotional Intelligence

Content adapting to your mood in real-time



# Q&A & Resources

## Your Turn!

- Share your cool algorithm finds
- Questions about Big Data?
- What surprised you most?

## Learn More

- Instagram Tech Blog
- YouTube's "Inside the Algorithm"
- Data's the DJ of your feed!



**Thank  
You.**

*Get In Touch With Us*