



STC TV CUSTOMER BEHAVIOR

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24/9/2024

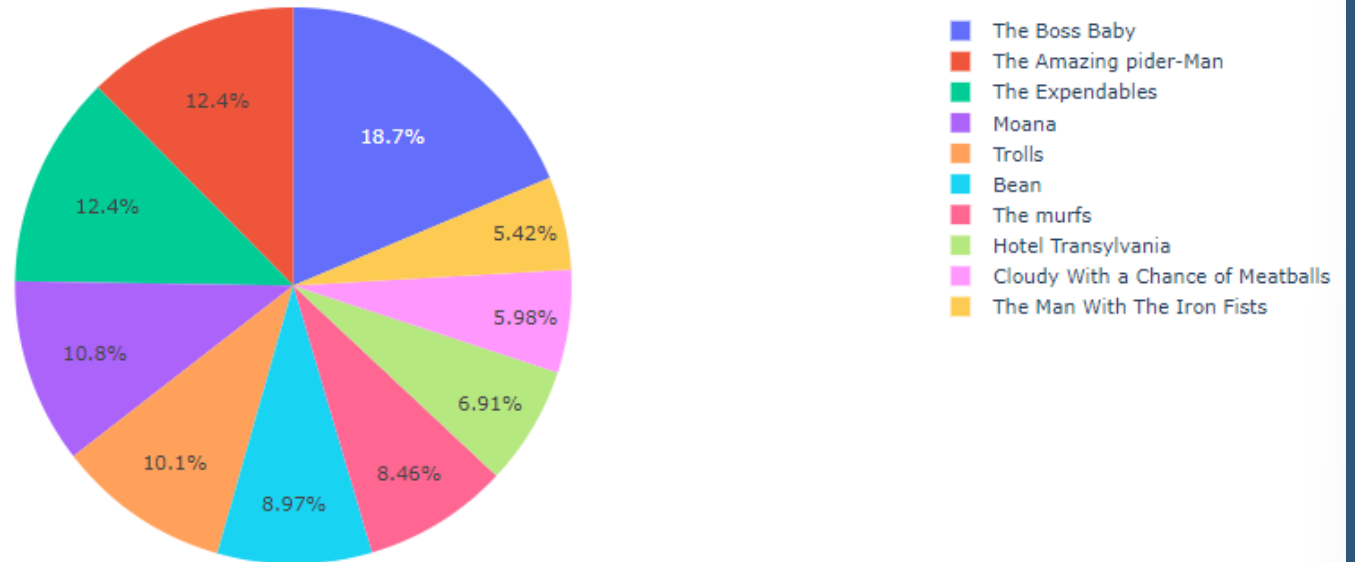


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THE TOP 10 PROGRAM

top 10 programs in total watch time in heures

- **Boss Baby** leads the list with an impressive **18.7%** of total viewers, showcasing its popularity among audiences. This represents a substantial lead over the second-ranked program.
- The second program, which has a viewer percentage of **12.4%**, demonstrates a significant drop compared to Boss Baby, indicating a **6.3% difference** in viewer engagement.

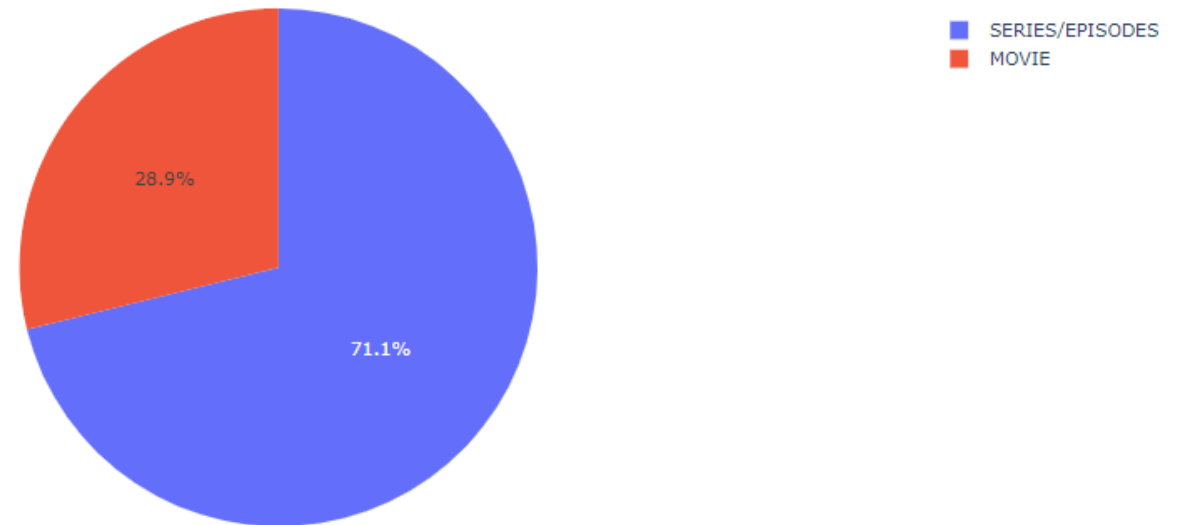


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DURATION OF PROGRAM CLASS

The data indicates that audiences spend significantly more time watching series, with **71.1%** of total viewing time dedicated to this format. In contrast, movies account for only **28.9%** of total duration time. This stark difference of the long of each program.

Total duration spent by program_class

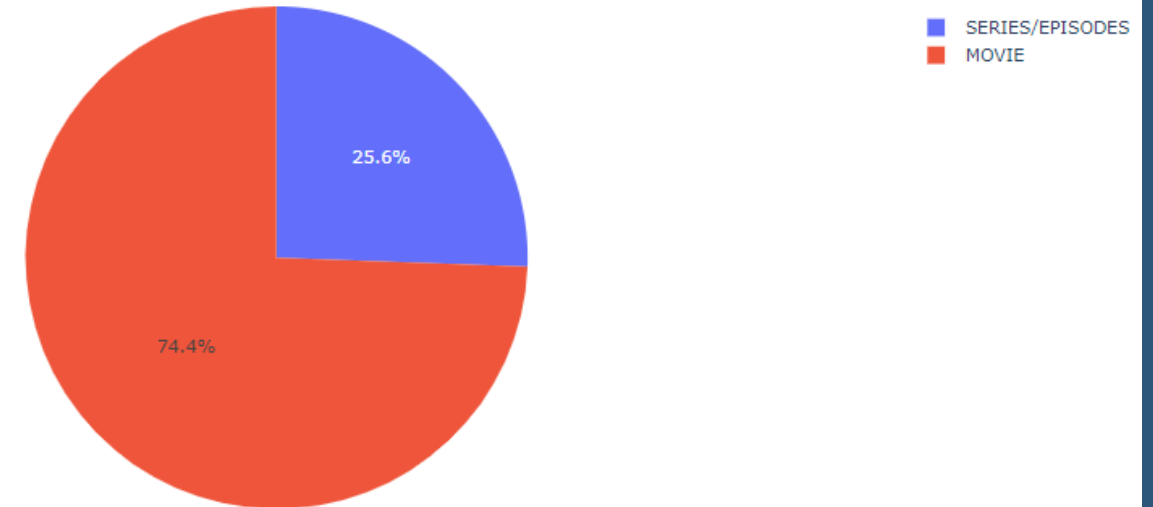


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USERS WATCHING BY PROGRAM

The data reveals that viewers are highly engaged with movies, accounting for **74.4%** of total viewing time. This significant percentage indicates a strong preference for cinematic experiences among audiences, suggesting that films remain a dominant form of entertainment despite the growing popularity of other formats.

Total Users watching by program_class



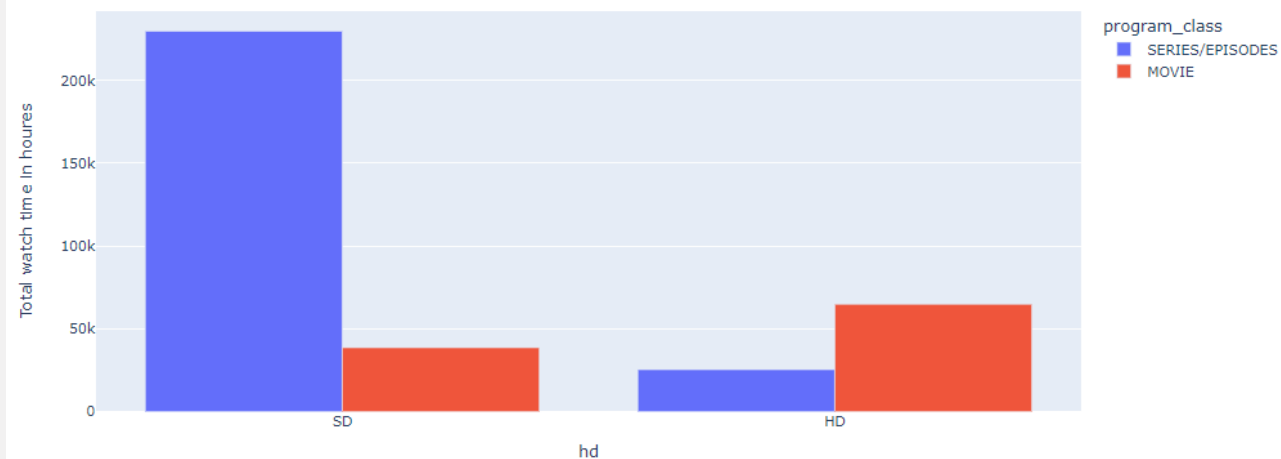
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TIME WATCH BY HD AND USER WATCH BY HD

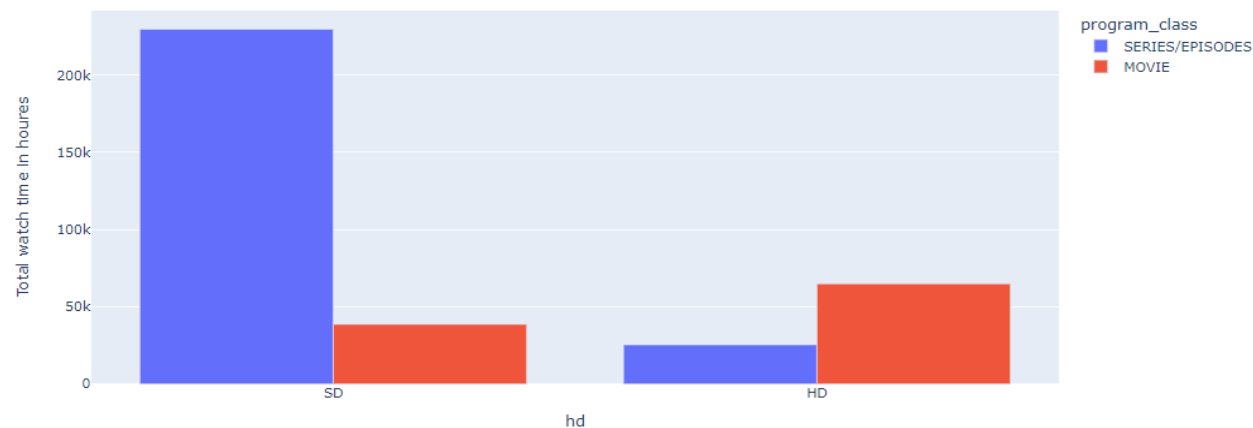
Data shows that viewers typically spend more time watching series in standard definition (SD), reflecting a trend toward binge-watching and longer engagement with episodic content. In contrast, audiences prefer high definition (HD) when it comes to movies, suggesting that the cinematic experience is more valued in a higher-quality format.

The same goes for user watching.

Total watch time by hd flag



Total watch time by hd flag



REGRESSION MODEL

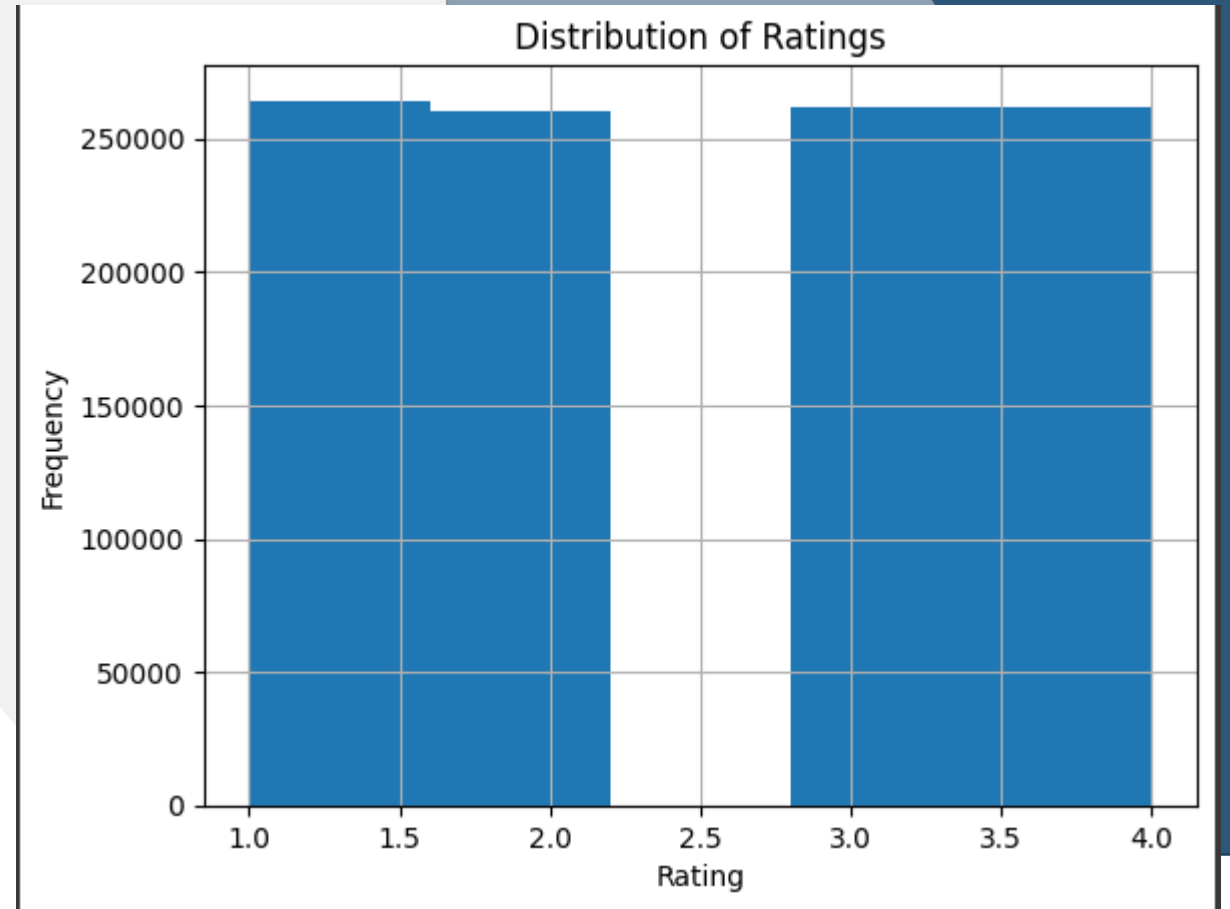
THE RELATIONSHIP BETWEEN TOTAL WATCH TIME AND DATE

In our analysis, the total watch time against date for STC TV reveals a highly accurate regression model, demonstrated by a mean squared error of 6.46×10^{-27} and an R^2 score of 1.0. This indicates a perfect fit, highlighting consistent viewer engagement patterns over time. Insights suggest that seasonal trends and external factors significantly influence watch time, allowing STC TV to optimize scheduling and content strategies

```
mean_squared_error: 6.462348535570529e-27 r2_score: 1.0 mean_absolute_error: 3.157967714489334e-14
```

RATING DISTRIBUTION

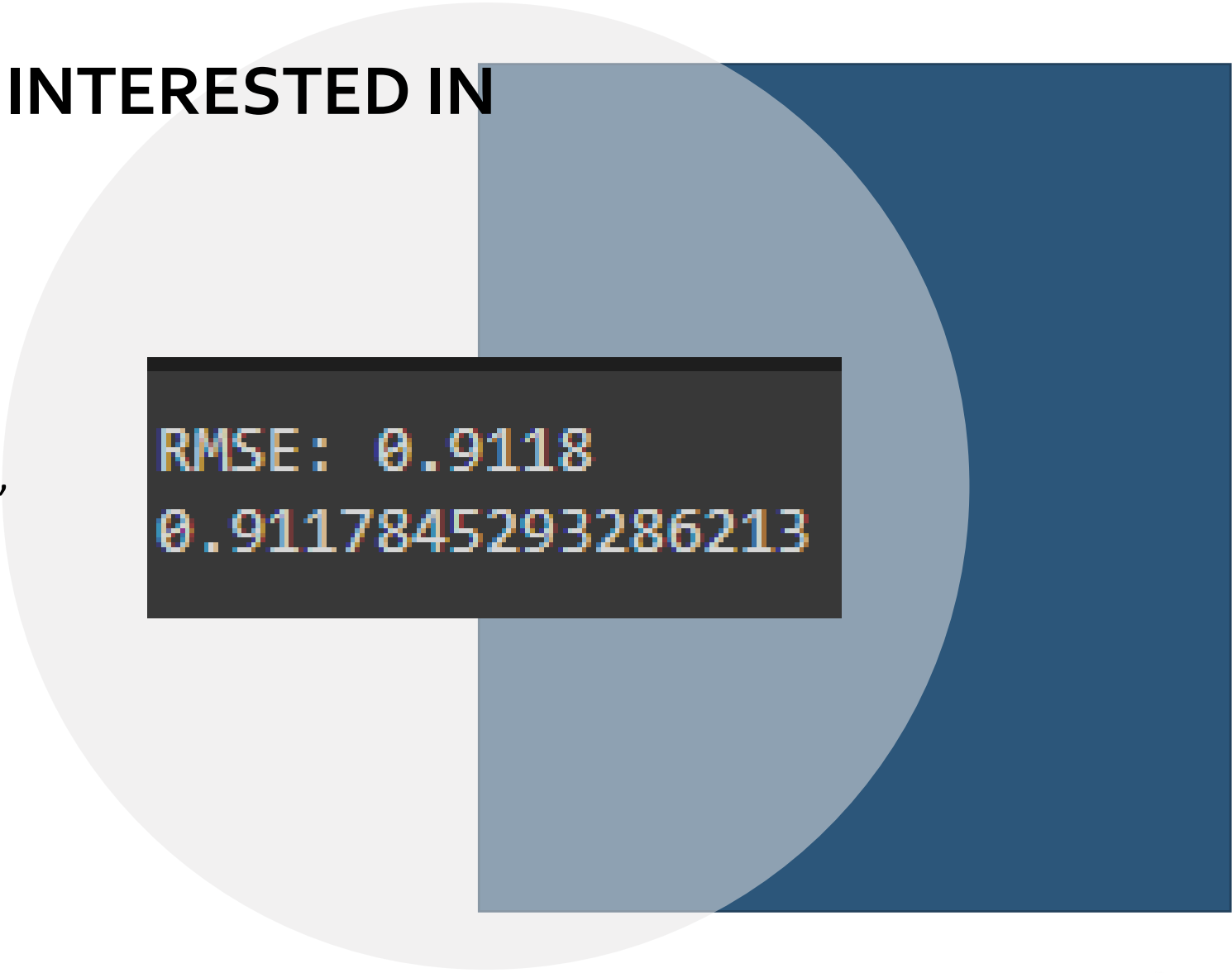
The histogram shows a bimodal distribution of ratings for STC TV content, with two distinct peaks around 2.0 and 3.0. This suggests that users tend to have strong opinions about the content, either liking or disliking it intensely. Most ratings fall within the lower range (1.0-2.0 and 3.0-4.0), with fewer ratings in the mid-range (2.5-2.75). This could indicate a lack of content that appeals to a broader audience.



RECOMMENDER SYSTEM PROGRAMS THAT USERS INTERESTED IN

In our evaluation of the SVD recommendation system for STC TV, we found an RMSE of 0.9118, indicating that our predictions are, on average, just under one rating point away from actual viewer ratings. This suggests a solid foundation for delivering personalized content that aligns well with user preferences, enhancing overall satisfaction.

Leveraging these insights will allow us to develop targeted strategies that keep our audience engaged, ultimately driving long-term viewer loyalty and satisfaction.



RMSE: 0.9118
0.9117845293286213

RECOMMENDER SYSTEM

MOANA HIGHEST 5 RECOMMENDATION

In our analysis of the recommendation system for the program "Moana," we identified five users with the highest predicted ratings, led by User 28069 with a score of 3.73. This targeted approach enables us to effectively market the program to viewers most likely to enjoy it, enhancing their engagement and satisfaction. By personalizing content recommendations, we can foster a deeper connection with our audience, encouraging them to explore more of what STC TV offers. This strategy not only boosts viewer retention but also opens opportunities for upselling related content, ultimately driving growth and loyalty for our platform.

```
recommend_program_5('Moana')  
  
[(28069, 3.731156084101265),  
 (5427, 3.561187345266146),  
 (9701, 3.528498559751493),  
 (30298, 3.43277610184417),  
 (27674, 3.3117116916022344)]
```



THANK YOU

