Introduction

Peacock is an American over-the-top video streaming service owned and operated by Peacock TV LLC, a subsidiary of NBCUniversal Media Group. Named after the NBC logo, the service launched on July 15, 2020.The service primarily features series and film content from NBCUniversal studios and other third-party content providers, including television series, films, news, and sports programming. The service is available in a grandfathered free ad-supported version with limited content, while premium tiers include a larger content library and access to additional NBC Sports, Hallmark Channel, and WWE content.

➡ Objectives

The Experimentation team within Decision Sciences plays a crucial role in driving growth and innovation within Peacock:

❑ **Optimizing Product Performance:** Through experimentation like A/B testing, the team enhances user experience and engagement by identifying resonating changes or features.

❑ Data-Driven Decision Making: Ensures decisions are backed by data, reducing the risk of uninformed choices and enabling effective resource allocation.

❑ Strategic Partnerships: Collaborates with stakeholders, particularly within Product, aligning experiments with broader business goals for maximum impact.
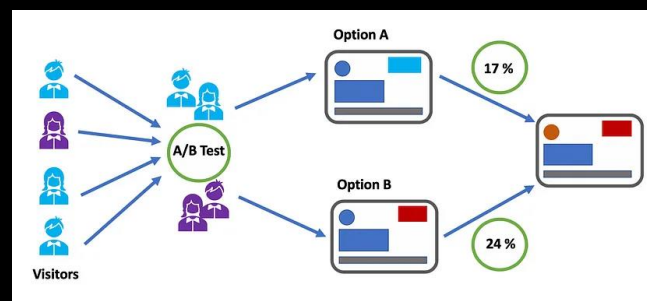
➡ Responsibility

❑ Developing statistical tests and generating insights to empower stakeholders
❑ Working with large and complex datasets to power statistical tests
❑ Creating robust data visualizations to allow for real-time monitoring of tests

My Role

❑ Actively participates in meetings and observations from Decision Science experimentation projects.
❑ Develop Tableau dashboards to visually present critical data insights, offering clear and concise findings.
❑ Demonstrates advanced statistical skills, ensuring accurate data analysis and extraction of insights.
❑ Communicates complex analysis and statistical concepts effectively, adapting the message for non-analytics or non-statistical backgrounds, facilitating understanding and decision-making.

Experimentation Process Design In Peacock

How Experimentation helps Peacock?

❑ **Optimizing Content Engagement:** The Experimentation Team conducts A/B testing and experimentation to identify content features that resonate most with users, enhancing engagement and retention**.**

❑ **Personalized Recommendation Algorithms:** Through experimentation, the team refines recommendation algorithms, increasing user satisfaction by delivering personalized content tailored to individual preferences.

❑ **User Interface Enhancement:** Experimentation helps improve the streaming platform's user interface, making it more intuitive and user-friendly, leading to increased viewing time and retention.
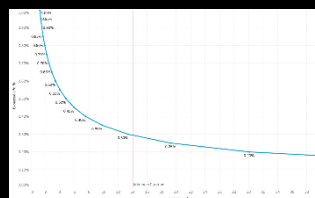
❑ **Content Discovery:** By testing different content discovery methods, the team enhances users' ability to find relevant content, driving exploration and discovery, ultimately increasing viewing frequency.

❑ **Advertising Effectiveness**: Experimentation helps refine advertising strategies, ensuring ads are placed effectively and are relevant to users, maximizing ad engagement and revenue without compromising user experience.

Other Accomplished Tasks

❑ MDE Dashboard: I tackled the development of the MDE Dashboard, a crucial tool helps in understanding the effect of experiments.

❑ Created Automated Inference Engine for Peacock's Growth & Commerce Team for all their live experiments.
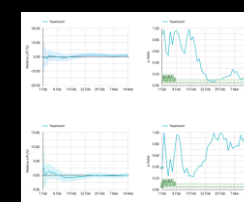
❑ Loaded the Automated Inference Engine Data from Python notebook to Google Cloud to build dashboard on Looker.

Conclusion

It was a great opportunity to work with Peacock especially the Experimentation team. The spring internship has proven to be an invaluable experience for me. In this internship, I gained practical IT skills such as

❑ Statistical Skills & Sampling
❑ dashboard-designing
❑ Inference Engine
❑ Jira
❑ Python
❑ SQL
❑ BigQuery
❑ GCP
❑ A/B Testing

From the experience, my journey in developing these projects exemplifies the power of innovation in driving business success through data-driven decision-making. I learned how experimentation and statistics plays an important role to continuous improved for any organization.

Learning

❑ Gain practical experience in experimentation methodologies within a corporate setting.
❑ Develop proficiency in SQL, Python, statistical modeling, and data visualization through real-world application.
❑ Problem-solving abilities by addressing real-world challenges and deriving actionable insights from data.

Contact

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