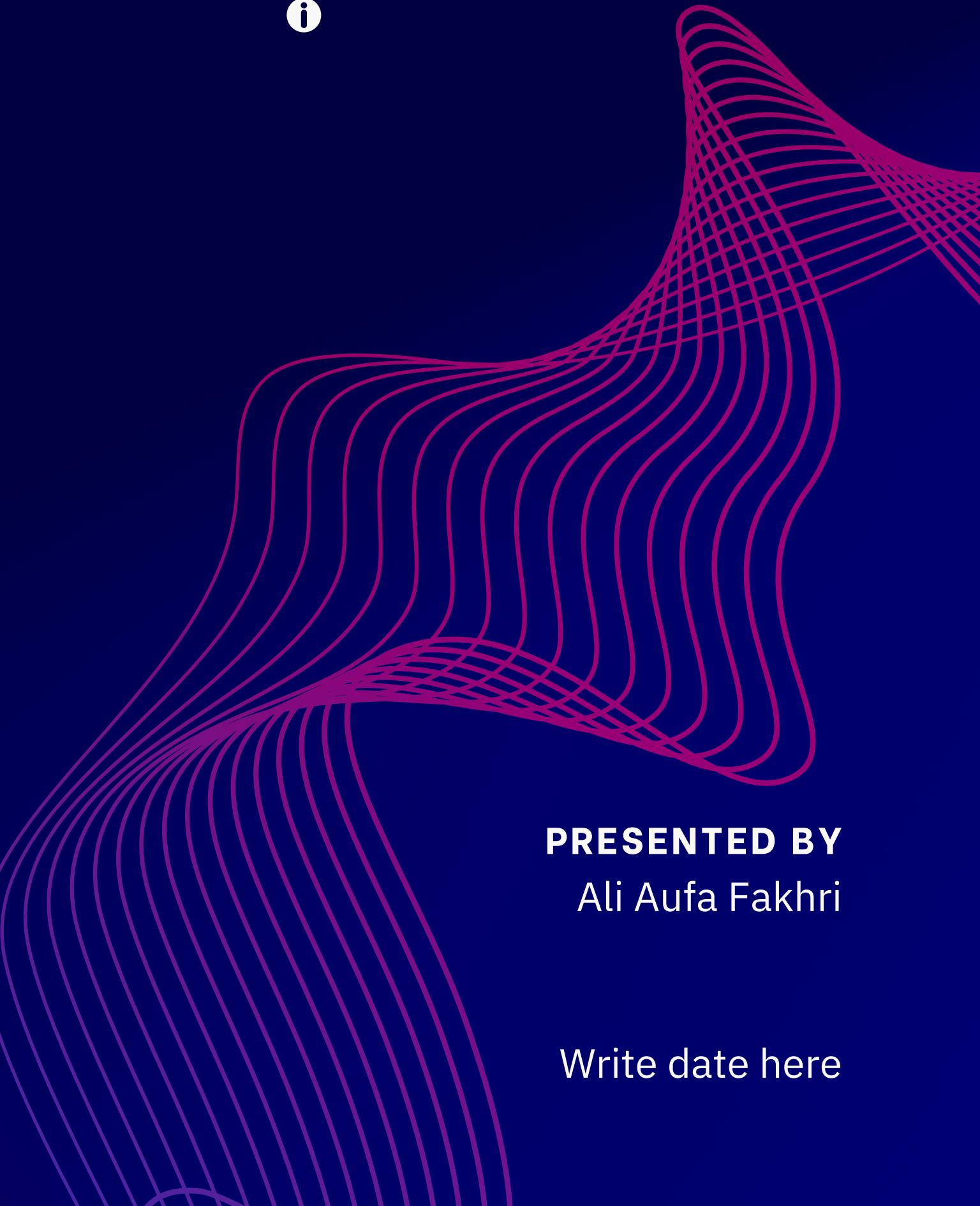


# MARINOBAR MONTHLY PRESENTATION

Grow with Anime

i



**PRESENTED BY**  
Ali Aufa Fakhri

Write date here

The screenshot shows the Marinobar mobile application interface. At the top, there are tabs for "TV Series" and "Movies". Below this, a large promotional banner for the movie "JUMANJI" is displayed, featuring the four main cast members standing in a jungle setting. The banner includes the text "+6 friends are watching" and buttons for "Watch" and "+". To the right of the banner is a search bar labeled "Search".

On the left side of the screen, there is a vertical navigation menu with the following items:

- MENU
  - Home
  - Community
  - Discovery
  - Coming soon
- SOCIAL
  - Friends
  - Parties
  - Media
- GENERAL
  - Setting
  - Log Out

Below the navigation menu, there are three sections of recommended content:

- Best Artists**: Shows profiles for four actors: Charlize Theron, Laurence Fishburne, Martin Freeman, and Keanu Reeves. Each profile includes a small image, the actor's name, the number of movies they have, and a five-star rating.
- Continue Watching**: Shows three movie thumbnails: "Matrix Revolution", "Deadpool", and "Lord of the Rings".
- Popular Movies**: A list of three movies with their IMDB scores:
  - John Wick (Action, Horror) - IMDb 7.4
  - Mad Max (Action, Adventure) - IMDb 8.1
  - Ip Man 2 (Action, Biography) - IMDb 7.2A "See More" button is located below this list.
- Favorites**: A list of three movies with their IMDB scores:
  - Hobbit 1 (Adventure, Fantasy) - IMDb 7.8
  - I Am Legend (Action, Adventure) - IMDb 7.2
  - Avatar (Action, Fantasy) - IMDb 7.8A "See More" button is located below this list.

# Something's Missing...

- Marinobar is one of the top movie streaming platforms in Southeast Asia
- To continue development we must follow the trend

Marinobar.

MENU

Home

Community

Discovery

Coming soon

SOCIAL

Friends

Parties

Media

GENERAL

Setting

Log Out

TV Series   Movies **Animes**

+6 friends are watching

JUMANJI

ACTION, ADVENTURE, COMEDY %94 Match

Watch +

Best Artists

Charlize Theron +12 Movies ★★★★★

Laurence Fishburne +22 Movies ★★★★★

Martin Freeman +10 Movies ★★★★★

Keanu Reeves +27 Movies ★★★★★

Contunie Watching

Matrix Revolution

Deadpool

Lord of the Rings

Search

Popular Movies

John Wick Action, Horror  
IMDb 7.4

Mad Max Action, Adventure  
IMDb 8.1

Ip Man 2 Action, Biography  
IMDb 7.2

See More

Favorites

Hobbit 1 Adventure, Fantasy  
IMDb 7.8

I Am Legend Action, Adventure  
IMDb 7.2

Avatar Action, Fantasy  
IMDb 7.8

See More



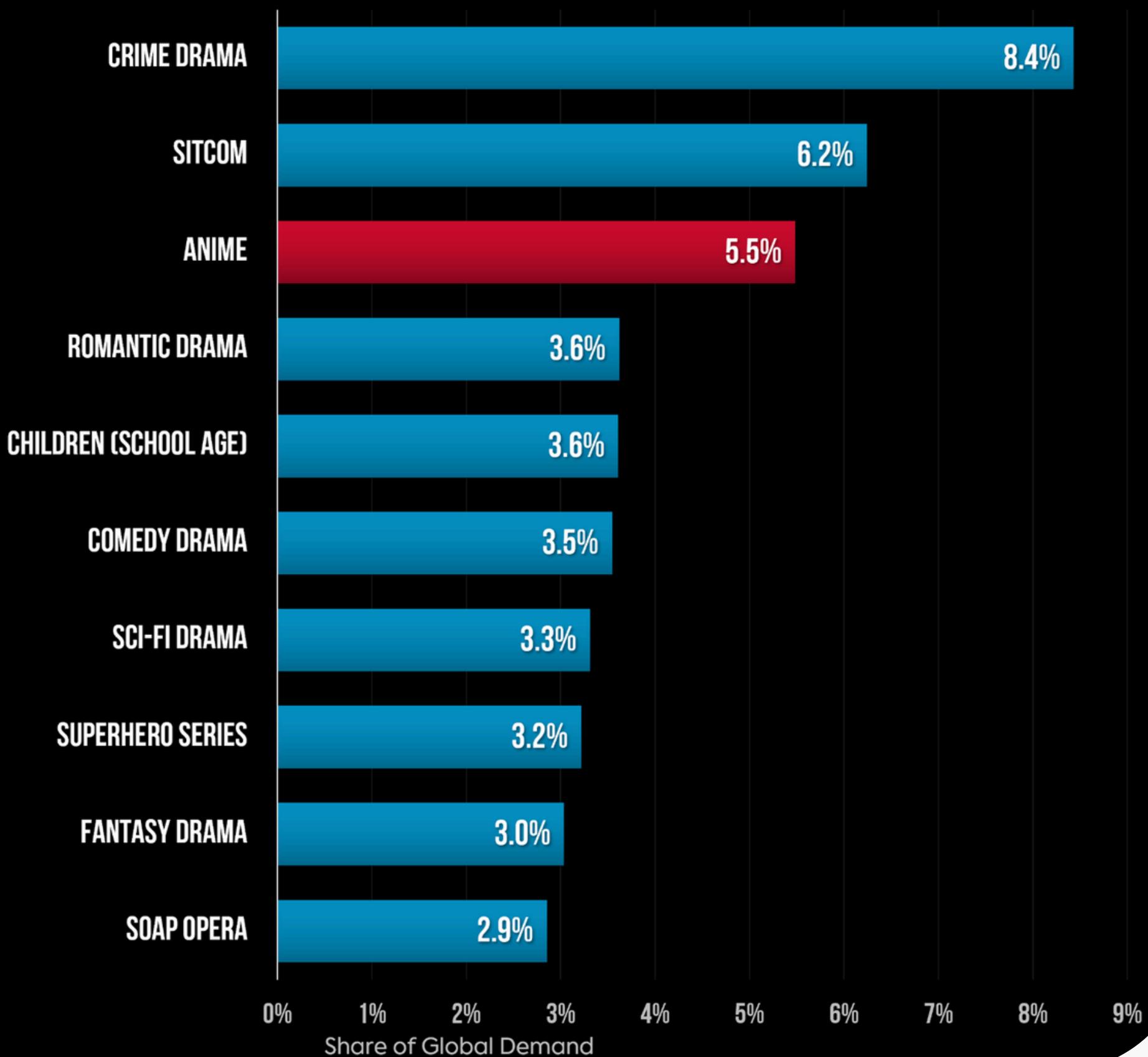
... Why anime?

# A lot of people watch animes

- Anime is the 3rd most in-demand subgenre worldwide with a 5.5% demand share.
- Over 100 million homes worldwide had watched at least 1 anime title on Netflix in 2020

## Top 10 Subgenres Globally

*Share of Demand, August 2021*



# What we do

## Task # 1

Analyze anime data to provide insight into anime trends

## Task # 2

Create a dashboard to visualize data

## Task # 3

Give anime recommendation to be added to Marinobar



# The data we use

The dataset used in this project is a detailed dataset about anime from various genres available on myanimelist up to September 2022.

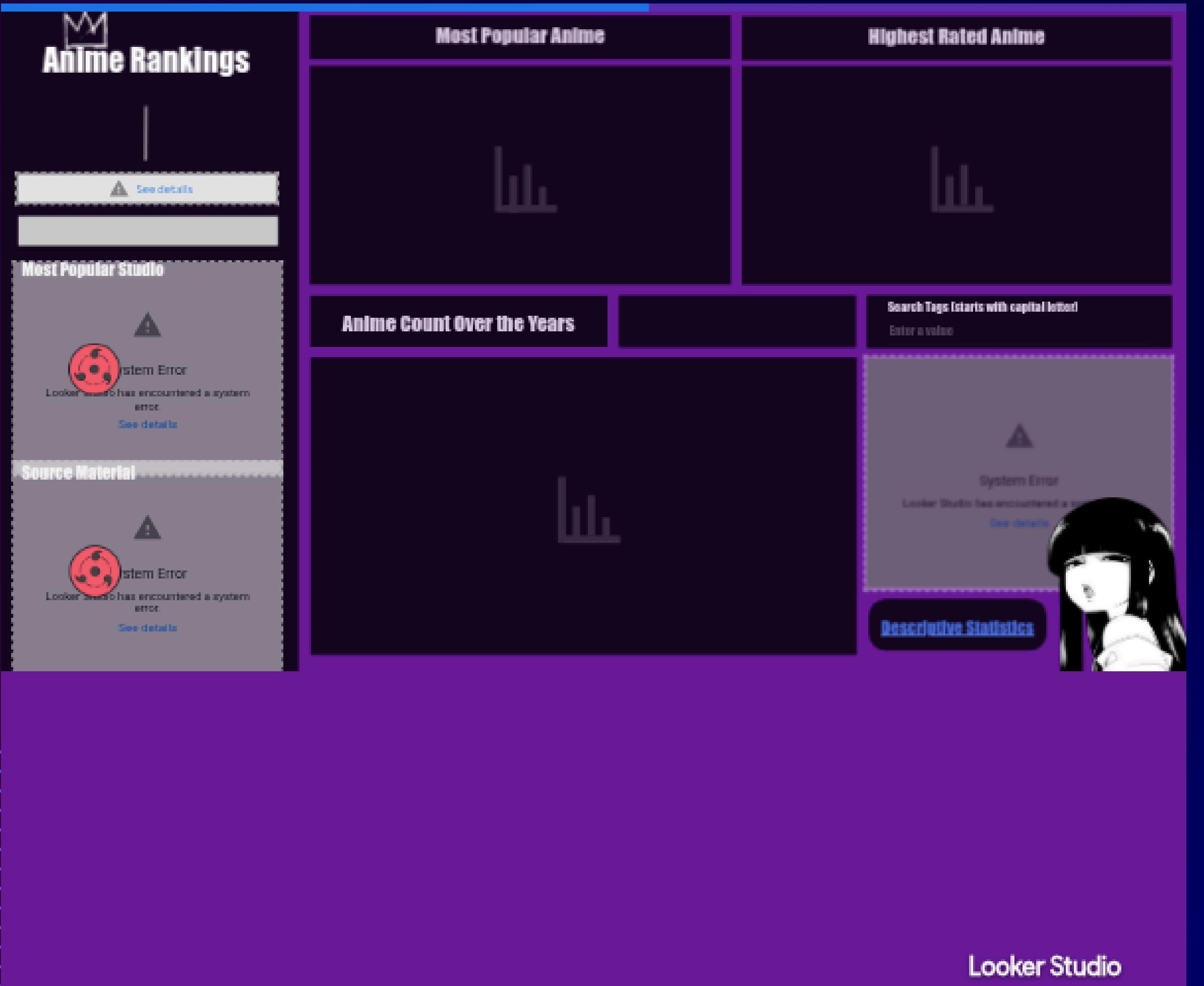
This dataset is downloaded from:

<https://www.kaggle.com/datasets/pmanthan/anime-list-2022?select=anime-list+4-sept-2022+update.csv>

	name	studio	theme	tags	source	rating	year	demographic	status	eps	eps_avg_duration_in_min	rated_by
0	Shingeki no Kyojin	Wit Studio	Gore, Military, Survival	Action, Drama	Manga	8.53	2013	Shounen	Finished	25.0	24.0	3500000
1	Death Note	Madhouse	Psychological	Supernatural, Suspense	Manga	8.62	2006	Shounen	Finished	37.0	23.0	3500000
2	Fullmetal Alchemist: Brotherhood	Bones	Military	Action, Adventure, Drama, Fantasy	Manga	9.13	2009	Shounen	Finished	64.0	24.0	3000000
3	Boku no Hero Academia	Bones	School, Super Power	Action	Manga	7.92	2016	Shounen	Finished	13.0	24.0	2700000
4	Naruto	Pierrot	Martial Arts	Action, Adventure, Fantasy	Manga	7.97	2002	Shounen	Finished	220.0	23.0	2500000
...	...	...	...	...	...	...	...	...	...	...	...	...
1689	B-Legend! Battle B-Daman	Nippon Animation	Strategy Game	Adventure, Fantasy	Manga	6.28	2004	Kids	Finished	52.0	22.0	13000
1690	Beyblade Burst Chouzetsu	OLM	Kids	Action, Adventure, Sci-Fi, Sports	Manga	6.45	2018	Kids	Finished	51.0	24.0	12000
1691	Gudetama	Gathering	Kids	Comedy, Gourmet	Original	7.03	2014	Kids	Airing	NaN	1.0	11000
1692	Furusato Saisei: Nippon no Mukashibanashi	Tomason	Historical	Supernatural	Other	6.97	2012	Kids	Finished	258.0	24.0	10000
1693	Bakusou Kyoudai Let's & Go	Xebec	Racing	Adventure	Manga	6.83	1996	Kids	Finished	51.0	25.0	10000

1248 rows × 12 columns

\* Shown data has already been processed



# The Dashboard

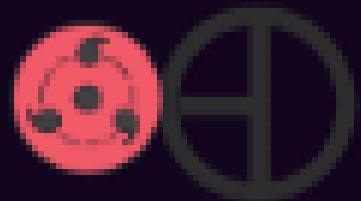
Dashboard created using Google Looker Studio

The input data is data that has been processed using python

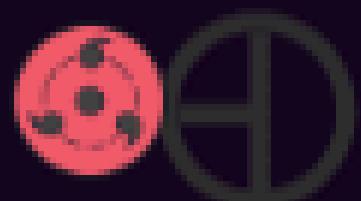
# Anime Rankings



Most Popular Studio



Source Material



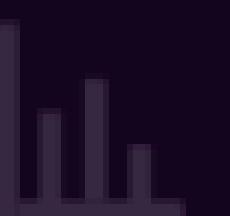
Most Popular Anime



Highest Rated Anime



Anime Count Over the Years



Search Tags (starts with capital letter)

Enter a value



System Error

Looker Studio has encountered an error.

[See details](#)

[Descriptive Statistics](#)



# Conclusion

Based on the analysis of anime data that has been conducted, several conclusions can be drawn:

- 1** Anime popularity is increasing, making it a potential way to increase Marinobar's subscriber count
- 2** Shounen anime has a high number of ratings, while Josei anime has a lower number
- 3** Certain studios produce popular and high-quality anime, making them a good choice to show on Marinobar
- 4** Popular themes include School, Shounen, Historical, Mythology, and Super Power, while popular tags include comedy, action, romance, drama, and fantasy, mostly consumed by young men
- 5** Shounen anime has the highest and largest number of ratings, while Kids anime has the most episodes
- 6** One-way ANOVA test shows significant differences in average ratings between Shounen, Seinen, Shoujo, Josei, and Kids anime demographics

# Recommendation

Several suggestions can be made to increase the audience and users of the Marinobar streaming platform:

- 1** Add highest rated and most popular anime to the platform as they are still relevant and people still watch them
- 2** Anticipate popular anime from studios that produce high-quality and popular anime, such as Kyoto Animation, Production I.G, and Bones.
- 3** Choose anime suitable for target demographics, as different anime demographics significantly differ in average ratings. For example, Shounen anime has the highest ratings and is popular among young men, while Josei anime has lower ratings and targets adult women.
- 4** Show popular anime themes such as School, Shounen, Historical, Mythology, and Super Power, as these themes are highly consumed by young men and have a high number of ratings.
- 5** Continuously update the anime library with new and popular anime to keep up with the current trend and satisfy the demand of anime fans.

By implementing these recommendations, Marinobar can increase its popularity and attract more anime fans to subscribe to its streaming platform.

# Thank you

**GITHUB**

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