

# Cici Maulida Putri

*Data Enthusiast*

PORTFOLIO

# WHAT'S INSIDE?

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Prime Video Repository Data

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# About Me

Hello! I'm a data enthusiast who thrives on analytical thinking and problem-solving. My passion lies in extracting meaningful insights from data.

I am enhancing my data analysis skills through simulated projects using freely available datasets. Check out the results at:  
<https://github.com/cicimaulidap>.

## Education

**University of Brawijaya, 2023**

Bachelor Degree in Mathematics

**SMAN 62 Jakarta, 2019**





02

# Skills

**Soft**

- Communication
- Adaptability
- Management
- Teamwork
- Problem-solving
- Analyzing

**Hard**



# Work Experiences

**Badan Pusat Statistik Jakarta Timur** - East Jakarta

Jan 2022 - Feb 2022

Administrative Internship

- Created a financial planning with the head of the Social division for 3 big events (Susenas, Sakernas, dan Sensus Penduduk).
- Checked, recaped, and revised 30+ sample lists of Sakernas 2022 per day.
- Checked and entered 100+ survey data into the BPS website per day.

**Departement of Mathematics, Brawijaya University** - Malang

Jan 2021 - Jun 2021

Laboratory Assistant of Mathematics Sofware

- Guided and teach juniors about mathematical software named Matlab and Maple.
- Gave direction to more than 50 juniors during practicum activities.
- Provided moduls for Math Software Practicum.



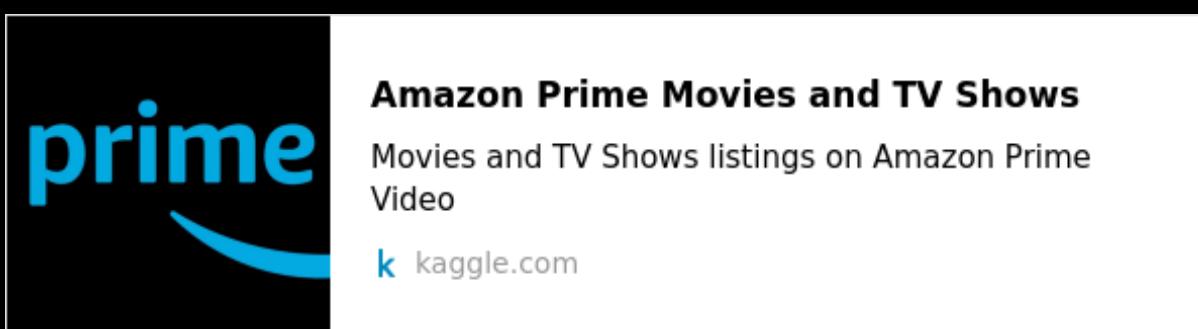
04

# Dummy Project

## 1 Exploratory Data Analysis

### EDA using Prime Video Repository Data by 2021

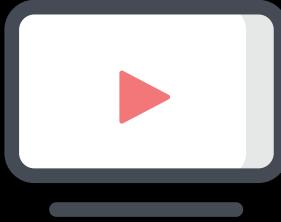
This work is based on free data obtained from Kaggle and has been cleaned using Google Sheets.



1

## Point analysis in a dataset

What types of shows are available on Prime Video?



PG - 13

What is the number of titles for each rating?



Which genres are the most popular for shows produced on Prime Video?



What are the top 5 movies with the longest duration, and which show has the most seasons?

## 2

# Prepare dataset

## Remove duplicate data

- There is no duplicate data

## Handle missing data

- Based on the analysis points in the dataset, the analysis does not use the columns director, cast, country, date added, and description.
- In the "rating" column, remove 596 missing data, as well as entries labelled "NOT RATED," "UNRATED," "NR", and the blank cells. There are 9072 remaining data.

## Enhance:

- Transform the 'duration' column data to include only numbers using "regexpextract" into a new column and change the data type to number.
- Align the film and TV show ratings according to the Motion Picture Association of America (MPAA) and TV Parental Guidelines. Ex: "16+" to its equivalent TV rating, such as "TV-14."

## Exclude Outlier:

- There are 137 outliers, so they are excluded from the analysis so there are 8935 data ready for analysis.

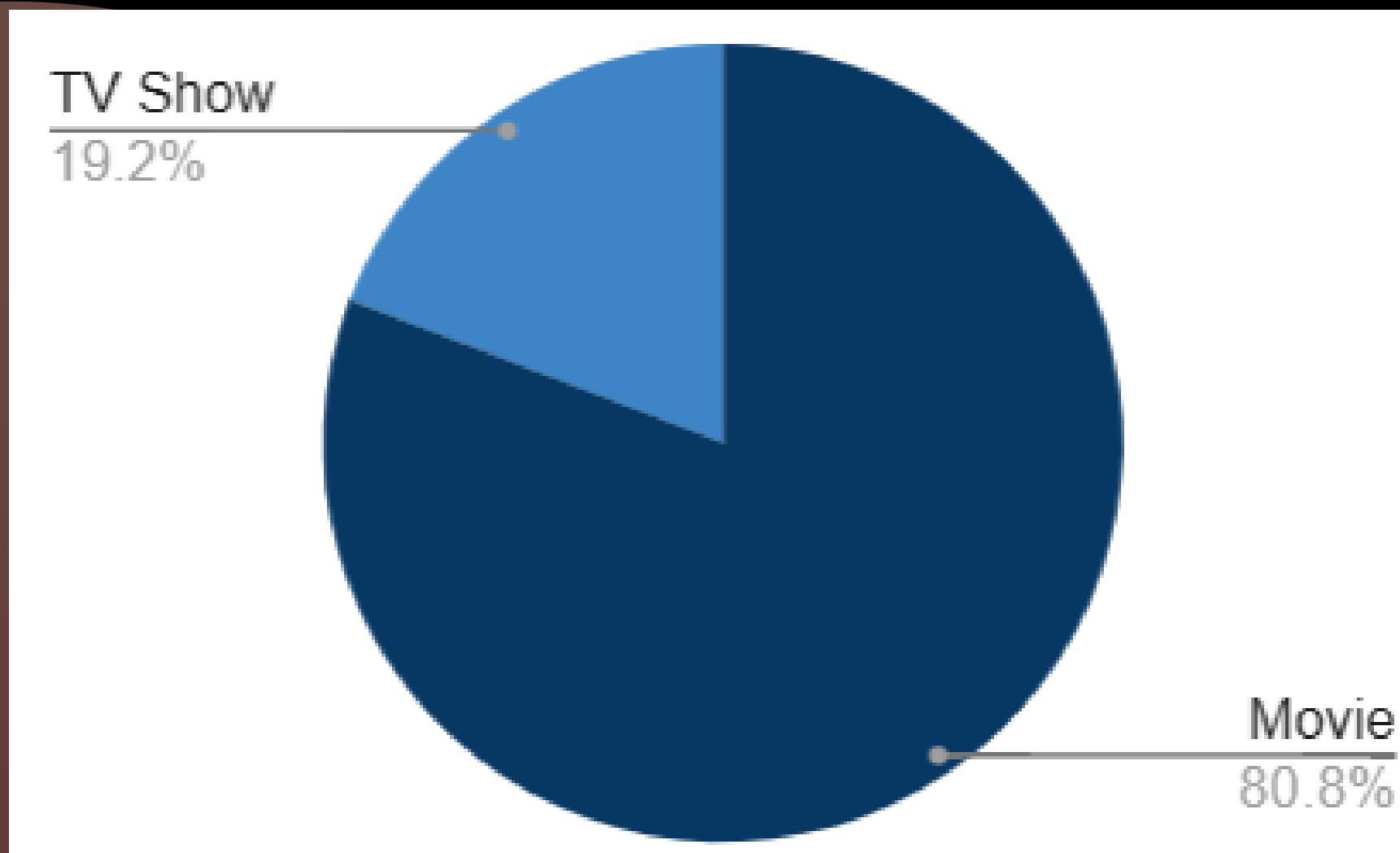


For the detailed dataset.

year	rating	duration	listed_in	description	duration_reg	duration_re
2018	PG-13	110 min	Drama, Internati	A Metro Family c	110	110
2016	PG-13	87 min	Horror, Science	When a strange	87	87
2018	R	104 min	Science Fiction	ZOE tells a tale	104	104
1991	R	94 min	Drama	Zandalee has gr	94	94
2005	G	50 min	Documentary	The Zambezi riv	50	50
1949	NC-17	86 min	Drama	Talented and be	86	86
2015	R	103 min	Drama	A drama center	103	103
2016	G	9 min	Fitness, Special	This session will	9	9
2014	G	18 min	Faith and Spiritu	Sharecare Wind	18	18
		1 min	Fitness, Special	Reduce the stres	14	14
			Special			

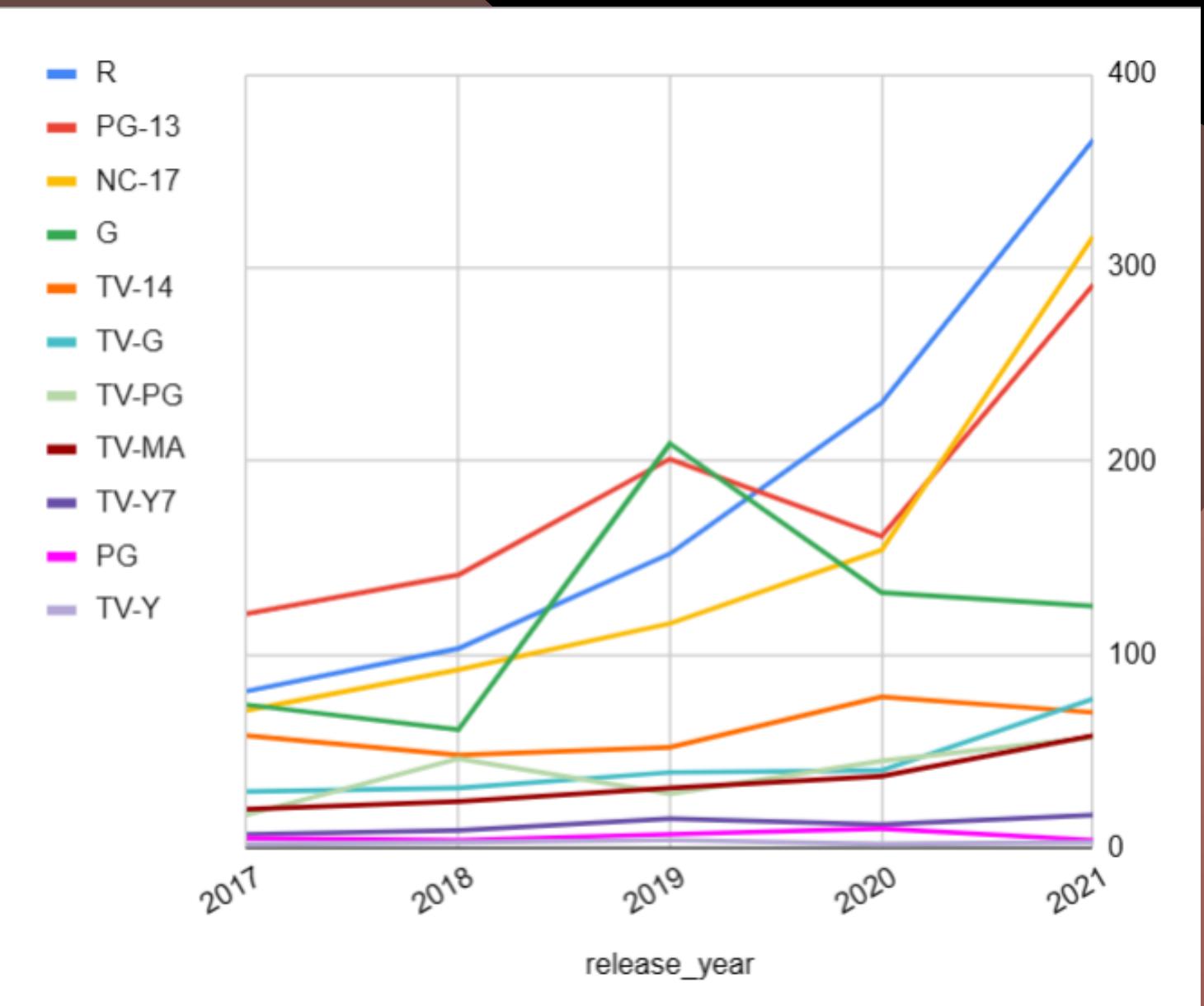
### 3 Insights from data

#### WHAT TYPES OF SHOWS ARE AVAILABLE ON PRIME VIDEO?

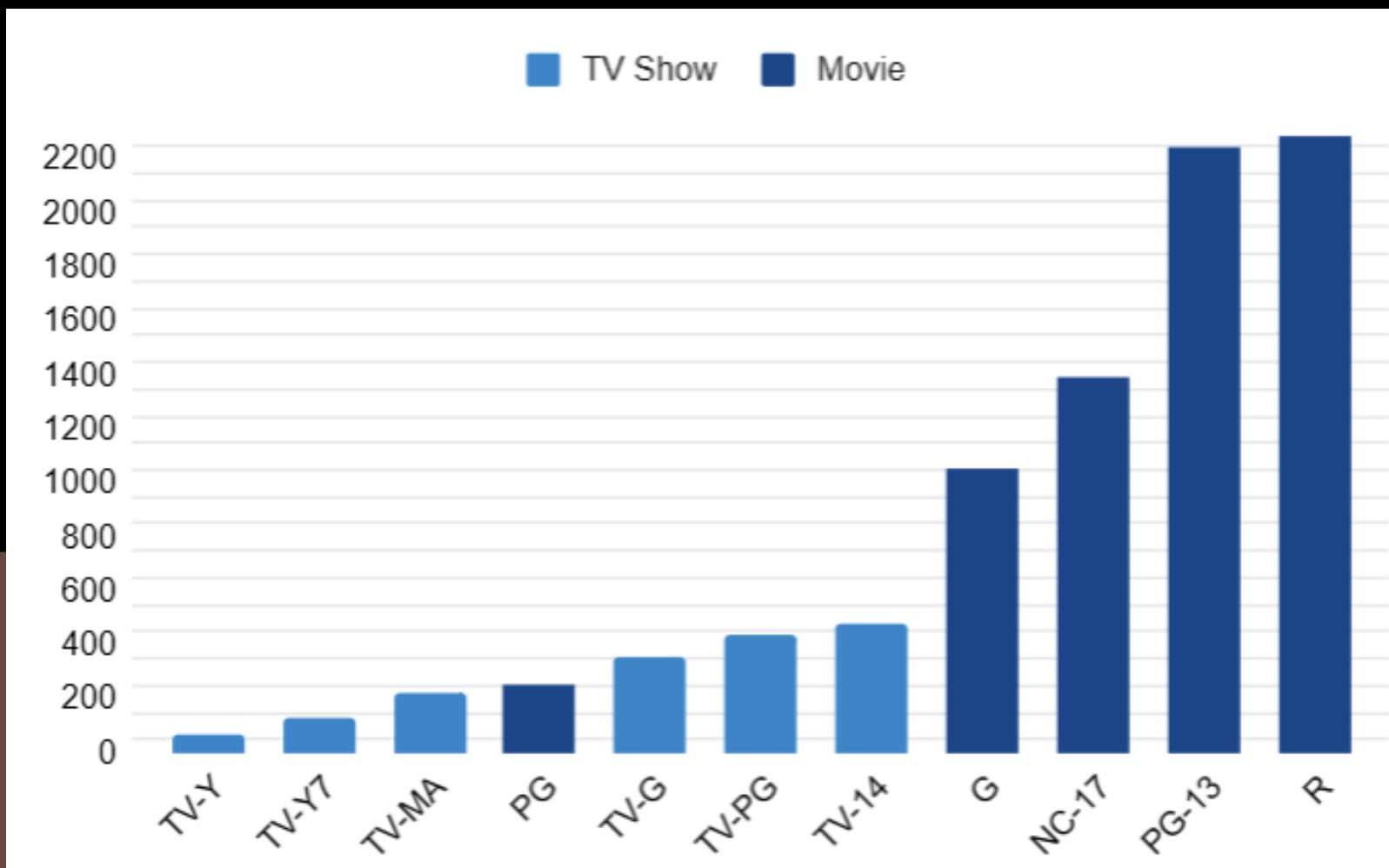


Based on data from Kaggle in 2021, there are two types of content on Prime Video: movies with 80.8% and TV shows with 19.2%.

In the last 5 years as of 2021, it is observed that the production of movies with R and NC-17 ratings, as well as TV shows with TV-G and TV-MA ratings, shows an upward trend, indicating an increase in data over time.



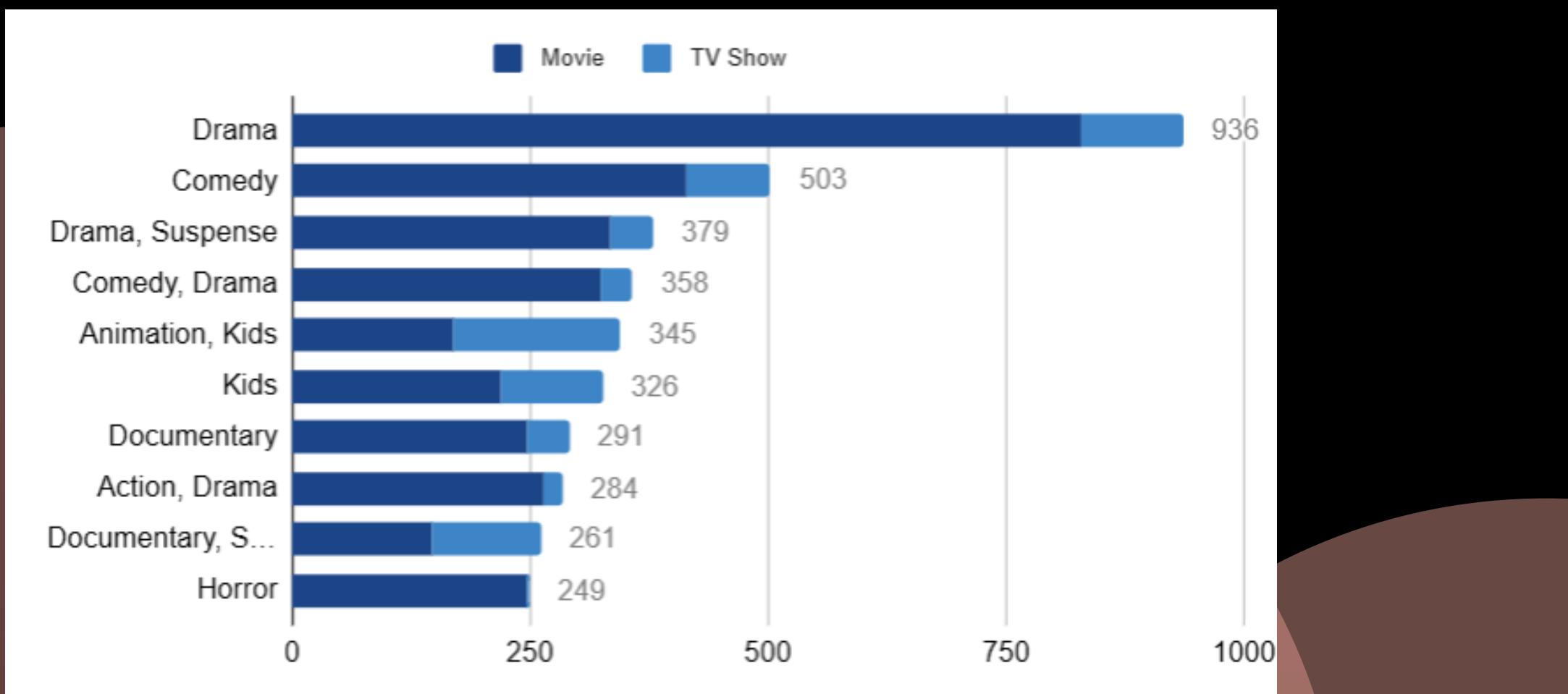
## WHAT IS THE NUMBER OF TITLES FOR EACH RATING?



According to the Motion Picture Association of America and TV Parental Guidelines, there are 5 movie ratings and 5 TV show ratings, with R-rated movies being the most numerous.

# WHICH GENRES ARE THE MOST POPULAR FOR SHOWS PRODUCED ON PRIME VIDEO?

There are the top 10 genres on Prime Video, with drama having the highest number of titles.



For the longest film duration, it is 'Kabhi Alvida Naa Kehna', and for the longest TV show season, it is 'The Amazing Race.'

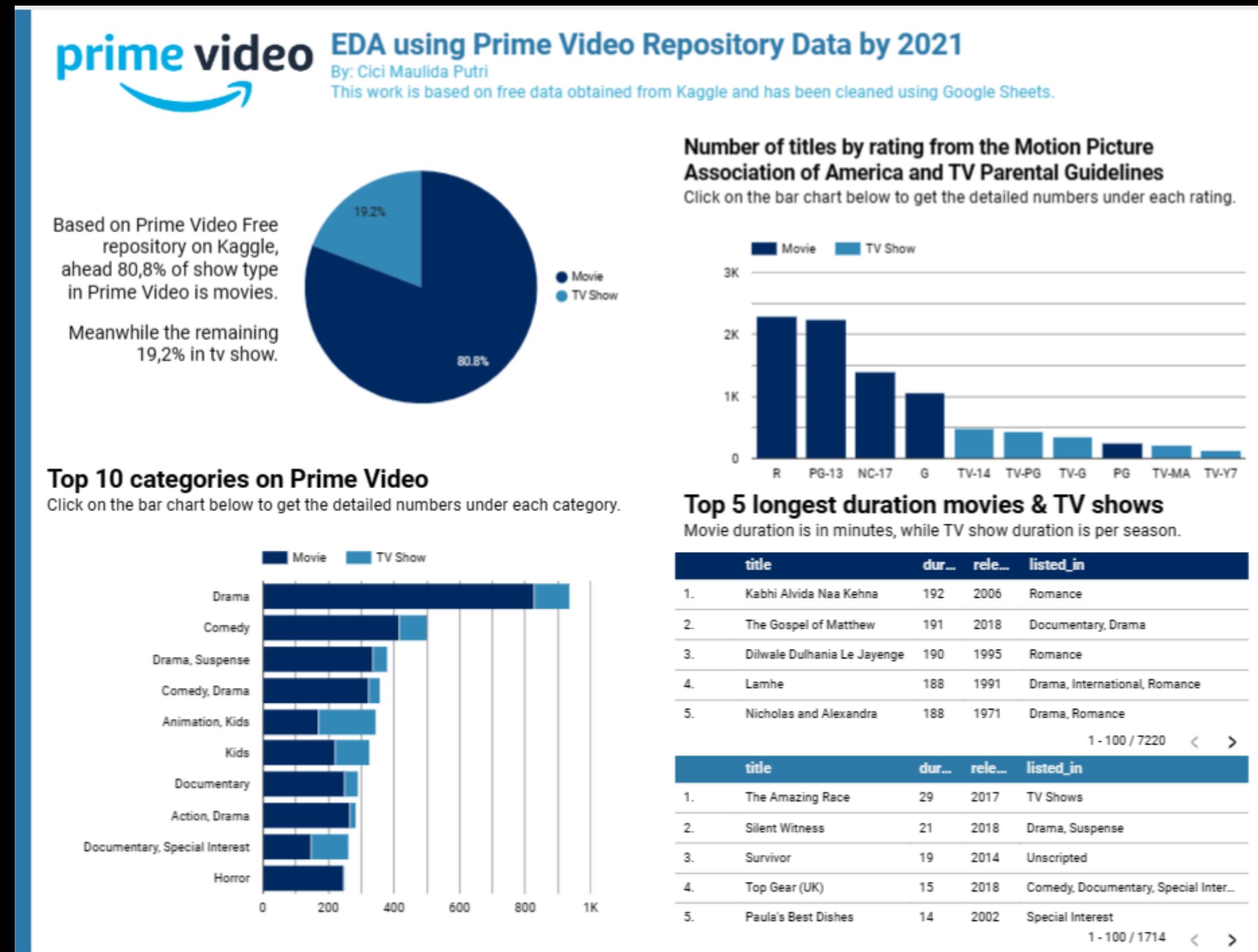
title	duration_regular	release_year
1. Kabhi Alvida Naa Kehna	192	2006
2. The Gospel of Matthew	191	2018
3. Dilwale Dulhania Le Jayenge	190	1995
4. Lamhe	188	1991
5. Nicholas and Alexandra	188	1971

title	duration_regular	release_year
1. The Amazing Race	29	2017
2. Silent Witness	21	2018
3. Survivor	19	2014
4. Top Gear (UK)	15	2018
5. Paula's Best Dishes	14	2002

Movie duration is in minutes, while TV show duration is per season.

# 4 Data visualization dashboard

For the detailed dashboard.



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## Conclusion

1

To enhance content diversity on the platform, it is advisable to consider collaborating with content creators or producing **exclusive** original content for TV shows.

2

Recognizing the lower number of TV shows with a TV-7 rating, prioritize the production or acquisition of content with a TV-Y rating. This family-friendly content can attract a broader audience, particularly families and children.

3

Considering the lower viewership of TV shows in the top 10 genres, especially in action, drama, and horror, it is advisable to enhance focus on the production and acquisition of TV show content in these genres. Adding more TV shows in these genres will attract more viewers and create a better balance between movies and TV shows, making the platform more appealing to those who enjoy television series.



# Dummy Project

## 2 Making Dashboard

Creating a dashboard from fake data using Excel and Tableau

1 Dashboard for the Part Motorcycle Company to monitor the sales of motorcycle parts produced by 3 warehouse companies.

2 Dashboard for HR to oversee employees.



# DASHBOARD FOR SELLING MOTORCYCLE PARTS



TOTAL REVENUE  
**\$241.951**

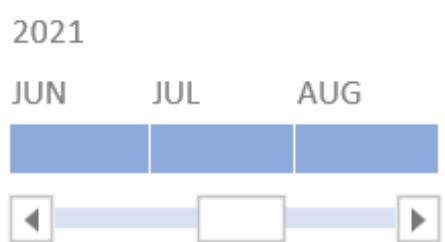


TOTAL SALES (Qty)  
**9.395**

## Client Type

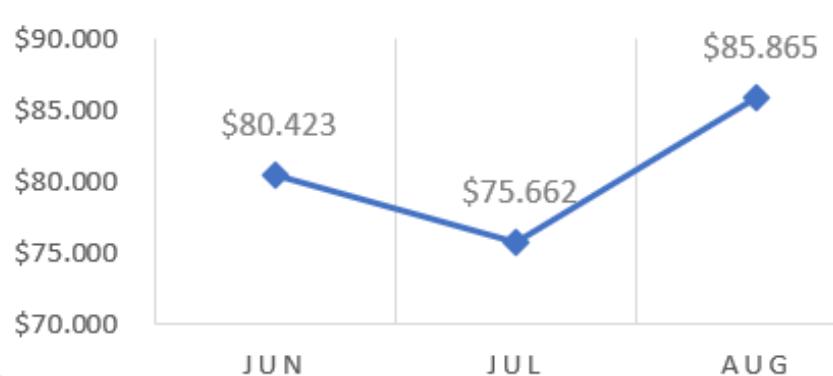
Retail  
Wholesale

## Date



## Warehouse

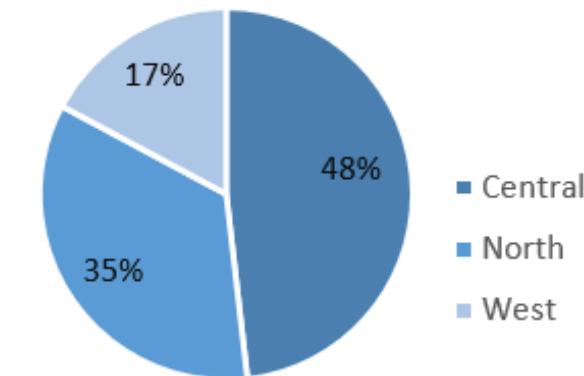
Central  
North  
West



## REV/PRODUCT CATEGORY

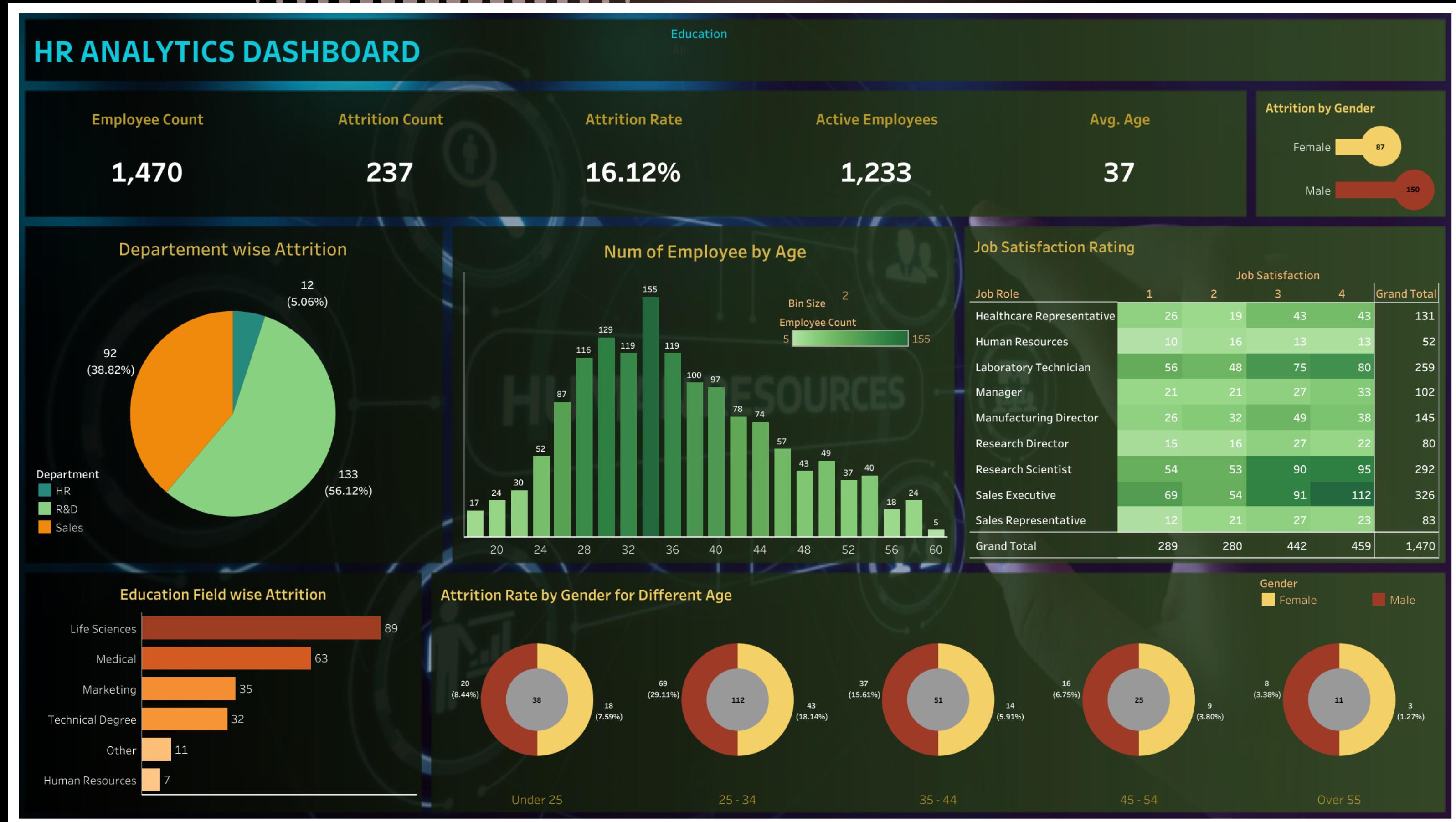
Suspension & traction	\$60.132
Miscellaneous	\$21.243
Frame & body	\$58.146
Engine	\$33.373
Electrical system	\$37.724
Breaking system	\$31.332

## PRODUCTION CONTRIBUTION BY WAREHOUSE





For the detailed dashboard. + a b | e a u





# Let's Connect

