COIS3510 Assignment 1 – Storyboard for a Streaming Service Algorithm Update

An internet streaming service (think of something like Netflix or Disney Plus) has introduced a new recommendation algorithm, hoping that it would increase the overall number of views. Six months after the introduction of the new recommendation algorithm, the following observations were made during subsequent data analysis:

- The overall number of views increased by about 6%.
- During month 1 the total number of views remained the same. Views broken down by category – Action, Drama, Comedy – also did not change.
- During month 2 the total number of views increased by 3% compared to before the introduction of the new algorithm. Action category views increased by 9%, Drama – by 3%, while Comedy dropped by 3%.
- During month 3 the total number of views remained the same compared to month 2 data. Action increased by 3%, Drama category views remained the same compared to month 2 data, while Comedy dropped by a further 3% compared to month 2.
- During month 4 the total number of views remained the same as in the previous month. Action and Drama increased by 3%, while Comedy category views decreased by 6% compared to month 4 results.
- At the beginning of month 5 the development team introduced an update to the recommendation algorithm. Action and Drama remained the same as the previous month, but Comedy category views increased by 6%, resulting in a 2% increase to the total number of views compared to month 4.
- During month 6 Action, Drama, and Comedy-category views all increased by 2% resulting in a 2% increase to the overall number of views.

Construct a storyboard that communicates the above observations to the streaming service VPs. What was the key finding of your story?

Submission Instructions

- You may use any technology you like to construct the storyboard – e.g. PowerPoint, Draw etc.
- You may also draw the storyboard by hand and take photos of the drawing and then export the pictures and import them into a PDF.
- All storyboard frames must be saved as a single PDF file.
- The PDF file must be uploaded to the corresponding Blackboard assignment by the deadline indicated in the Blackboard assignment.