

# Jawwy TV

## The Problem:

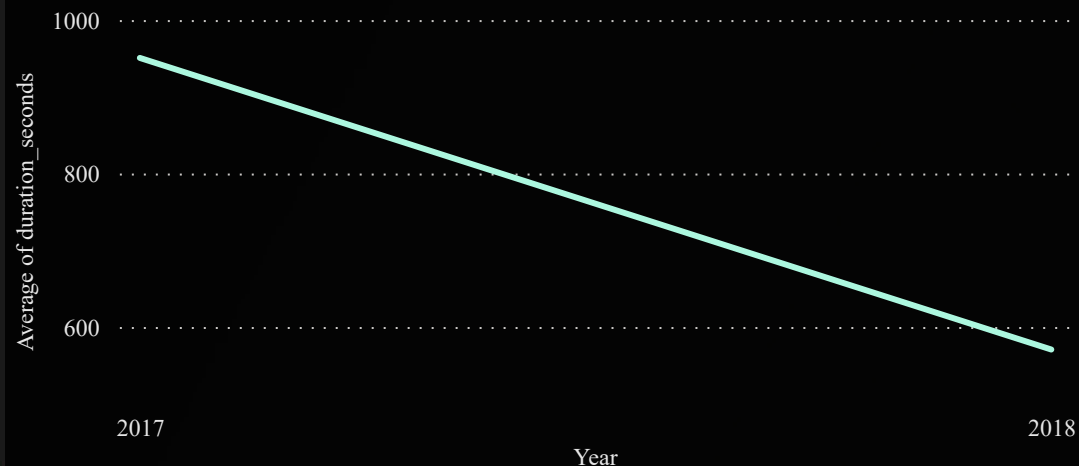
- The entertainment sector is tiny sector because it considered as a new industry in Saudi Arabia.
- Understanding the audience in Saudi Arabia to help in the growth of this field until the Saudi cinema industry reaches internationality

## The Solution:

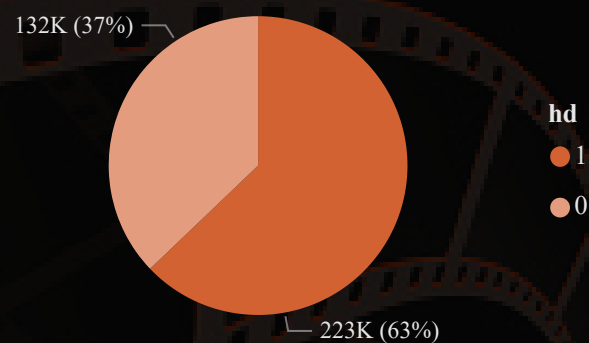
- Analyzing data of Saudi audience will help understand what they prefer.
- Building recommendation system is part of the solution.



Average of duration\_seconds by Year



Count of program\_genre by hd

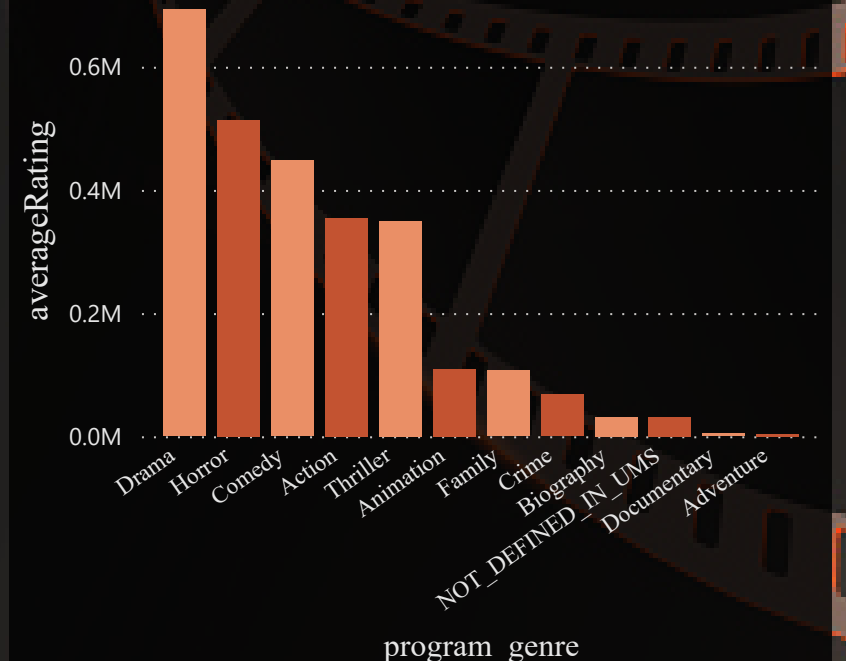


program_class	Viewer:
SERIES/EPISODES	560174
MOVIE	488401
Total	1048575

program\_genre

- ☐ Action
- ☐ Adventure
- ☐ Animation
- ☐ Biography
- ☐ Comedy
- ☐ Crime
- ☐ Documentary
- ☐ Drama
- ☐ Family
- ☐ Horror
- ☐ NOT\_DEFINED\_IN\_UMS
- ☐ Thriller

averageRating by program\_genre



## Outcomes:

- Drama is the most popular genre for Jawwy TV subscribers.
- Jawwy's TV subscribers prefer watching tv shows more than movies.
- Views was decreased in 2018.
- Clustering model and recommendation system was built.
- Apriori model and recommendation system was built.
- Results of Apriori model better than clustering model.