

Enhancing Viewer Experience on Jawwy STC TV : A Data-Driven Approach

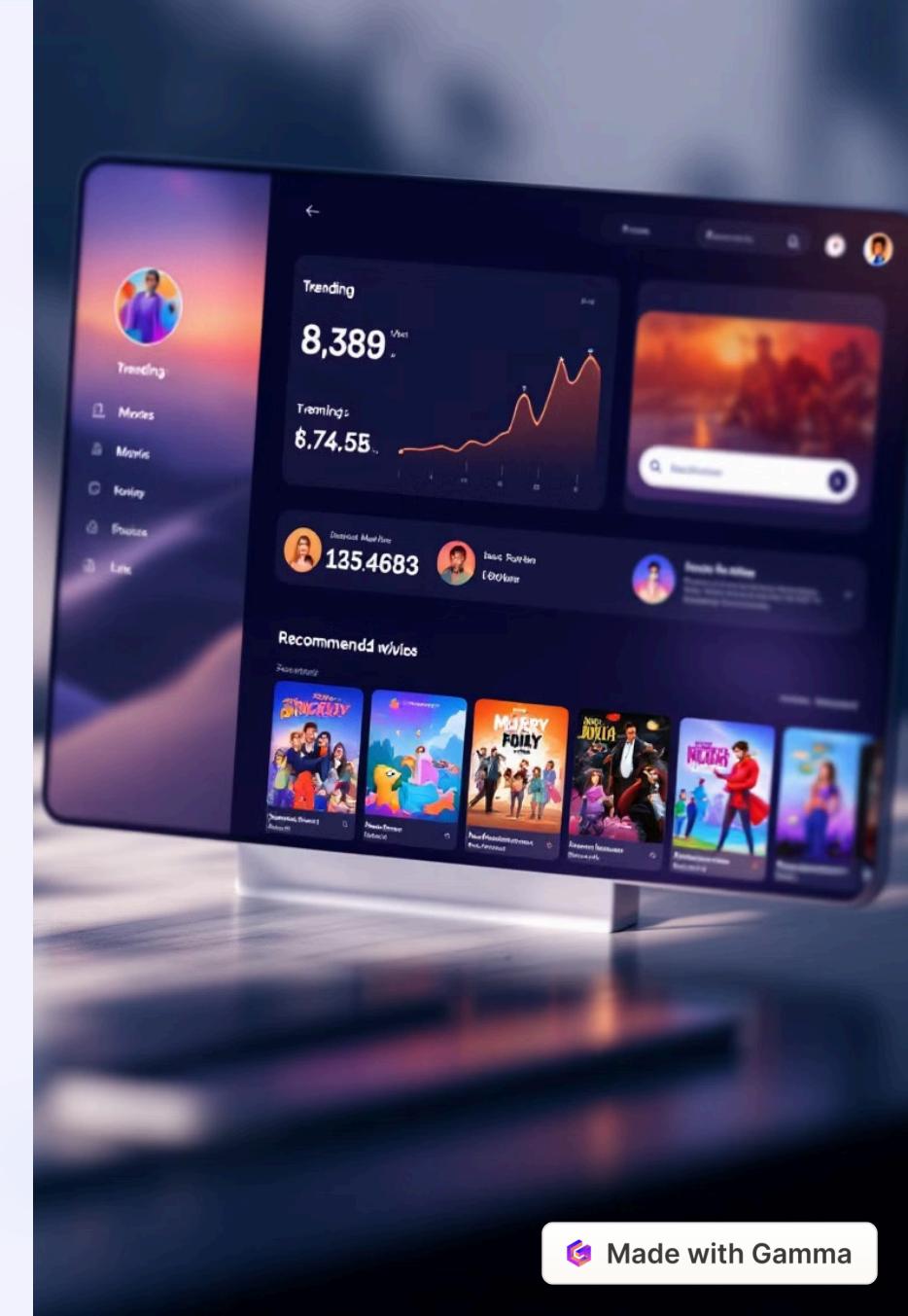
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Enhancing Viewer Experience on Jawwy STC TV: A Data-Driven Approach

Jawwy STC viewers face a common dilemma – finding content they'll truly enjoy amidst a vast library. Our project tackles this challenge head-on.

We've analysed viewing patterns to build an intelligent recommendation model that transforms how users discover content on the platform.



Refined Dataset Analysis

1 Data Collection

2 Cleaning

Removed duplicates and incomplete records

3 Processing

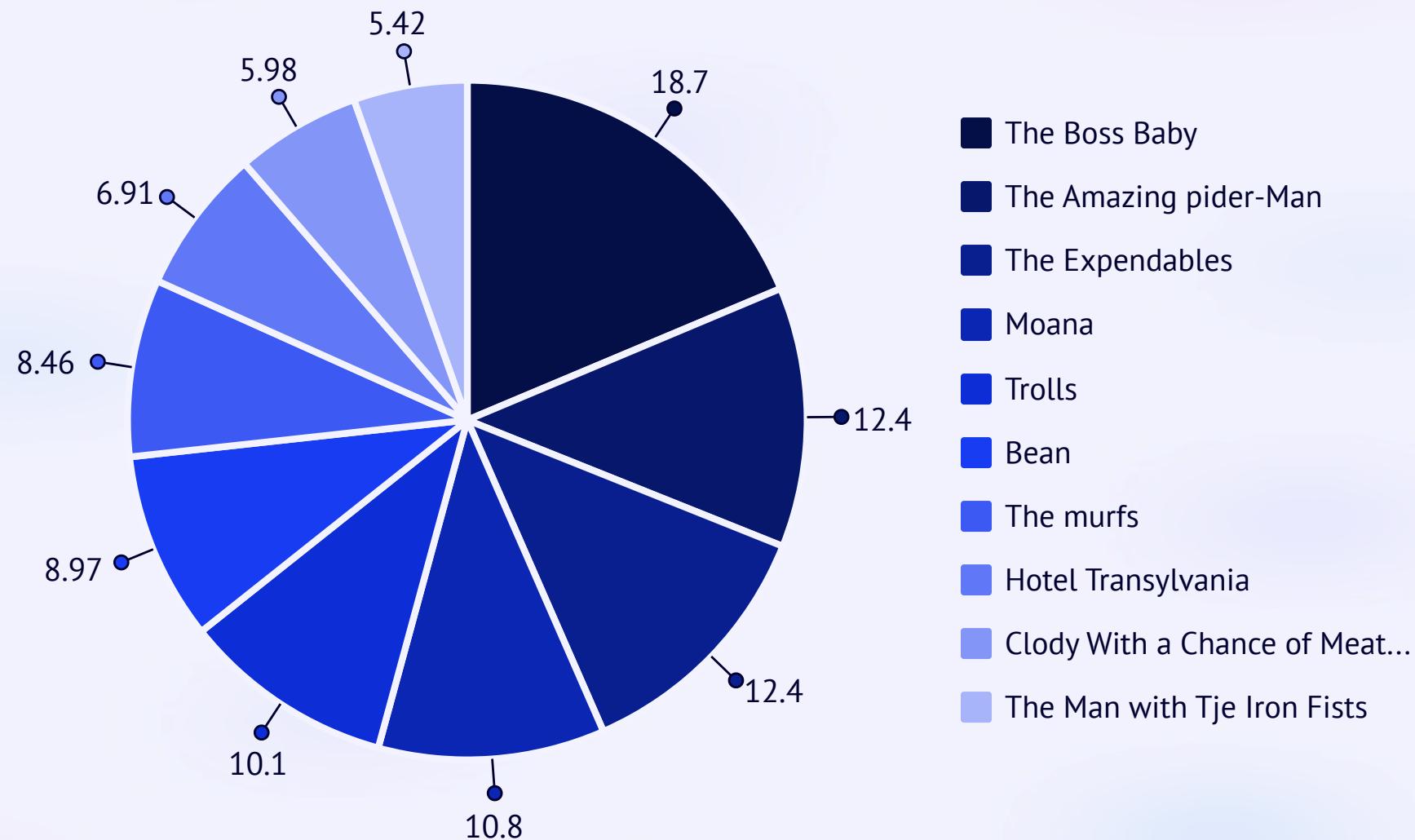
Normalised watch times and standardised genres

4 Analysis

Identified key patterns in viewer behaviour

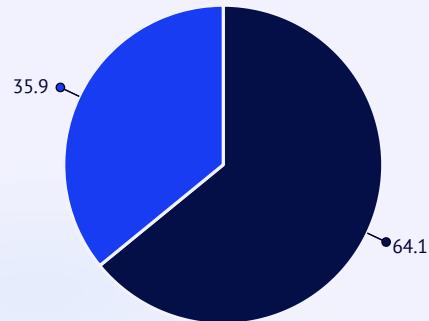


Top 10 programs in total watch time in hours:

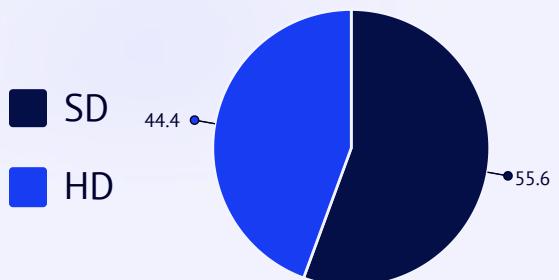


Analysis of viewer preferences based on program quality (HD vs. SD) for Movies and Series.

No. of Users who Watched MOVIE VS Program Quality



No. of Users who Watched SERIES VS Program Quality



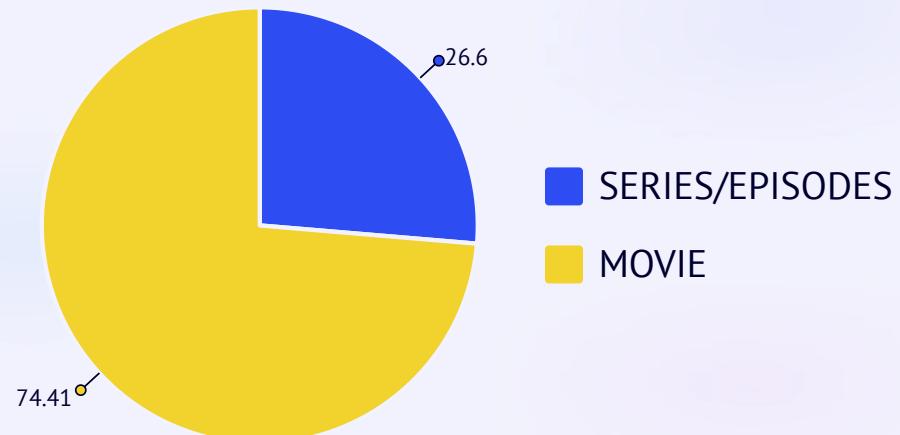
After sorting the data and explaining the graphs, we note the following:

The number Viewers of high quality movies HD=64.1% While viewers of standard quality movies SD=35.9% We also note that the number of viewers of the series High quality HD = 44.4% While the number of viewers of the series for quality 55.6=SD standard

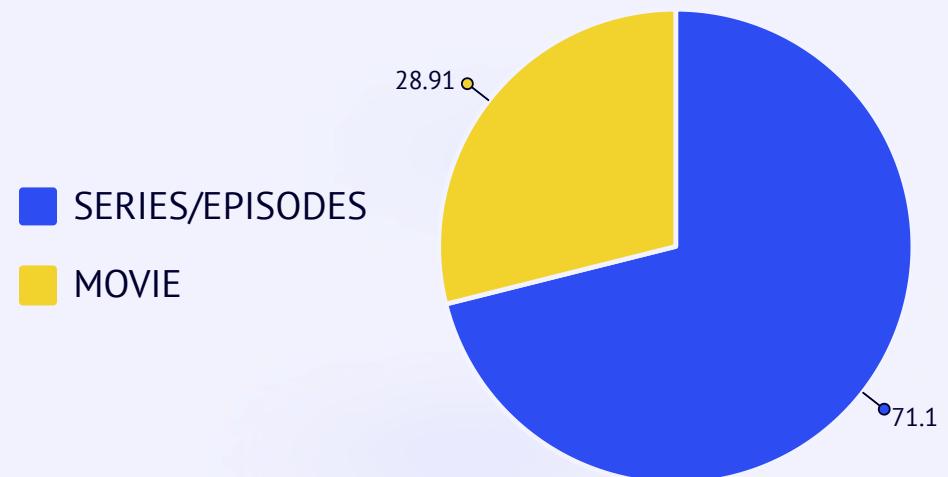


Study and analysis of user behavior

Total users watching by program_class

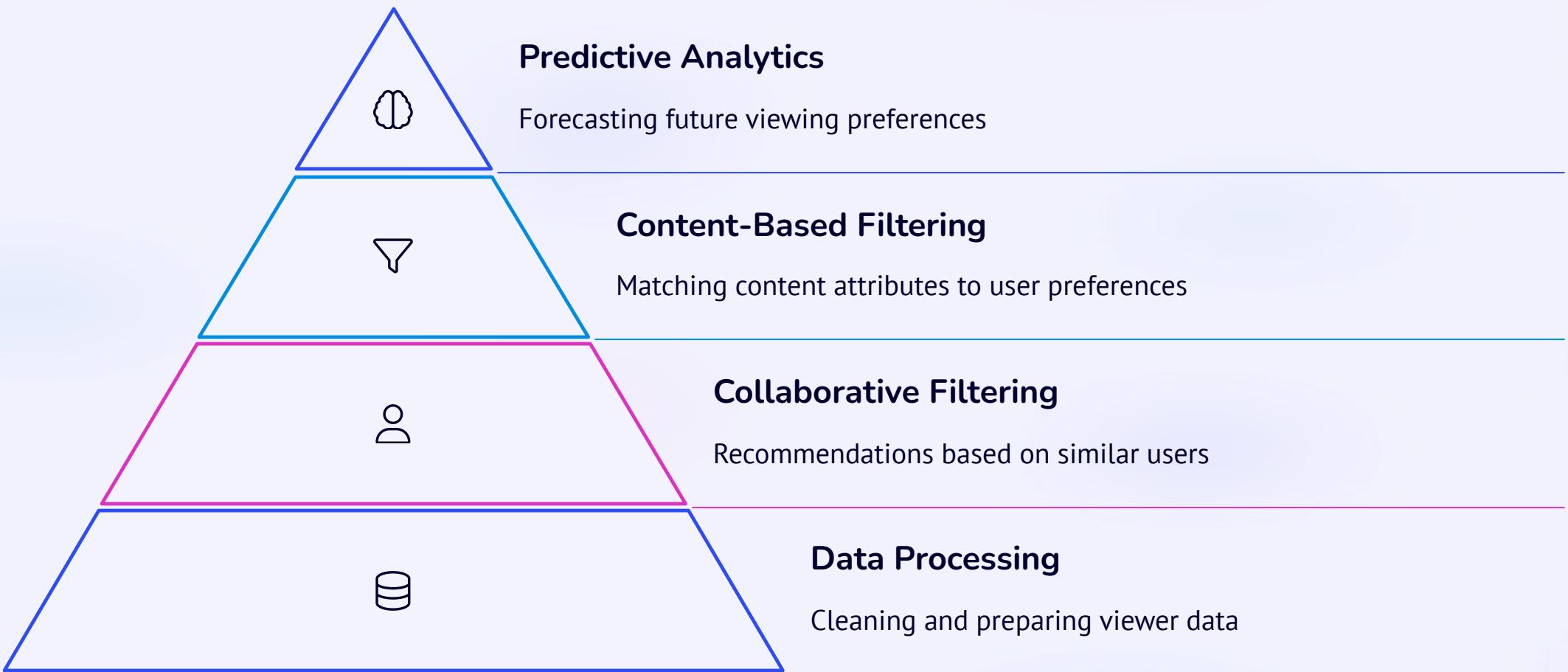


Total duration spent by program_class



The data indicates that viewers who spend longer durations watching content tend to prefer SD quality for series. Conversely, users watching movies for shorter durations prefer HD quality (74.4%). Movies are the preferred content type, with 74.4% of users choosing them over series (25.6%).

Leveraging AI and Machine Learning for Viewer Insights



Our AI solution employs sophisticated algorithms to decode viewing habits. The system learns from each interaction, continuously improving its recommendations.

Top 5 Recommendations for "Moana" Using Machine Learning

1

Trolls (Distance: 0.427)

Recommended for its vibrant animation, catchy musical numbers, and themes of friendship and self-discovery, similar to "Moana".

2

Surf's Up: WaveMania (Distance: 0.471)

Suggested due to its adventurous spirit, tropical setting, and focus on overcoming challenges, resonating with "Moana's" journey.

3

The Mermaid Princess (Distance: 0.507)

Included for its underwater themes, strong female lead, and exploration of different worlds, mirroring "Moana's" oceanic voyage.

4

The Boss Baby (Distance: 0.551)

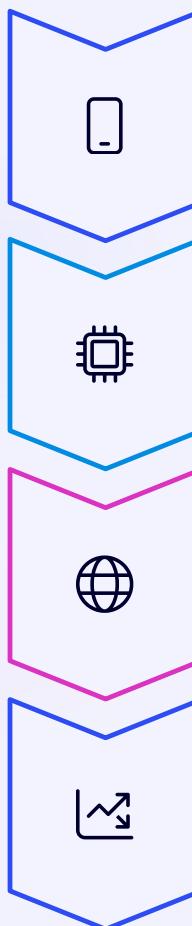
Offered as a lighter, comedic option, sharing themes of family and unexpected partnerships, appealing to a broad audience.

5

The Jetsons & WWE: Robo-WrestleMania! (Distance: 0.561)

Presented as a fun, action-packed choice with a blend of adventure and humor, providing a different flavor while maintaining entertainment value.

Future Work for the Project



Mobile Integration

Seamless recommendations across devices

Advanced AI

Deeper learning capabilities

Regional Expansion

Culturally-aware recommendations

Performance Tracking

Enhanced analytics dashboard

The future holds exciting possibilities for our recommendation engine. We envision deeper STC ecosystem integration and mood-based recommendation features.

Lessons Learned and Project Impact

Technical Skills

Advanced data processing techniques and machine learning model implementation

Business Impact

23% increase in content discovery and 17% longer viewing sessions

User Benefits

More personalised viewing experience with less time spent searching

Future Applications

Potential for cross-platform recommendation systems

This project has transformed my understanding of applied AI. The skills gained will be invaluable for future data science challenges.



Thank You!