**SOCIAL MEDIA COURSEWORK  
Margot robbıe**

|  |
| --- |
| *Hasan E. Guray* |
|  |
| MSc Data Science and Analytics student |
| University of Westminster |
| w1948912@my.westminster.ac.uk |

ABSTRACT

This research paper presents an exploratory data analysis and visualization study using Power BI to investigate the profound impact of the COVID-19 pandemic on the global video streaming market. The study analyses data obtained from Statista, exploring key metrics such as subscription trends, user penetration rate, and market revenues during and after the COVID-19 outbreak. Through 15 different graphs, the research delves into shifts in user behaviour, industry trends, and financial implications for streaming platforms, providing valuable insights for industry stakeholders to adapt their strategies and maintain a competitive edge in the transformed digital entertainment landscape.

**Keywords**: COVID-19, Video Streaming Market, Exploratory Data Analysis, Data Visualization, Power BI, User Behaviour, Subscription Trends, Market Revenues.

# PERSON SELECTED

Detailing the person you have selected for your case study

and any background or contextual information you believe is relevant to your

analysis.

# Data COLLECTION

Describing, in detail, the steps you followed to collect and

prepare your dataset for analysis. You should include details of any data cleaning or

pre-processing that was undertaken and discuss their impact.

# EXPLORATORY ANALYSIS

Present and evaluate findings of your initial

exploratory data analysis. Critically evaluate and reflect on the methods you used

and provide interpretation of the results. In this section you should include any

visualisations you feel are relevant to highlight important features of your dataset.

# TOPIC MODEL ANALYSIS

Describe the steps you took to develop and apply a

suitable topic model to your dataset. Critically evaluate the use of topic modelling to

generate insight and provide interpretation of the results.

A green and red circle with numbers and a red circle

Description automatically generated

**Figure 16** *This is a screenshot of Growth Change of Countries by User Penetration Rate in 2020 donut chart from Power BI*

# SENTIMENT ANALYSIS

Document the steps taken to identify the sentiment or

emotion expressed towards the person or their activities. Discuss the role of

sentiment analysis in social media modelling and provide a critical evaluation of your

findings.

# CONCLUSION

In this section you should summarise the main findings of your

analysis. You should provide a critical evaluation of your approach, identifying

aspects of your analysis which could be improved or developed further.

references