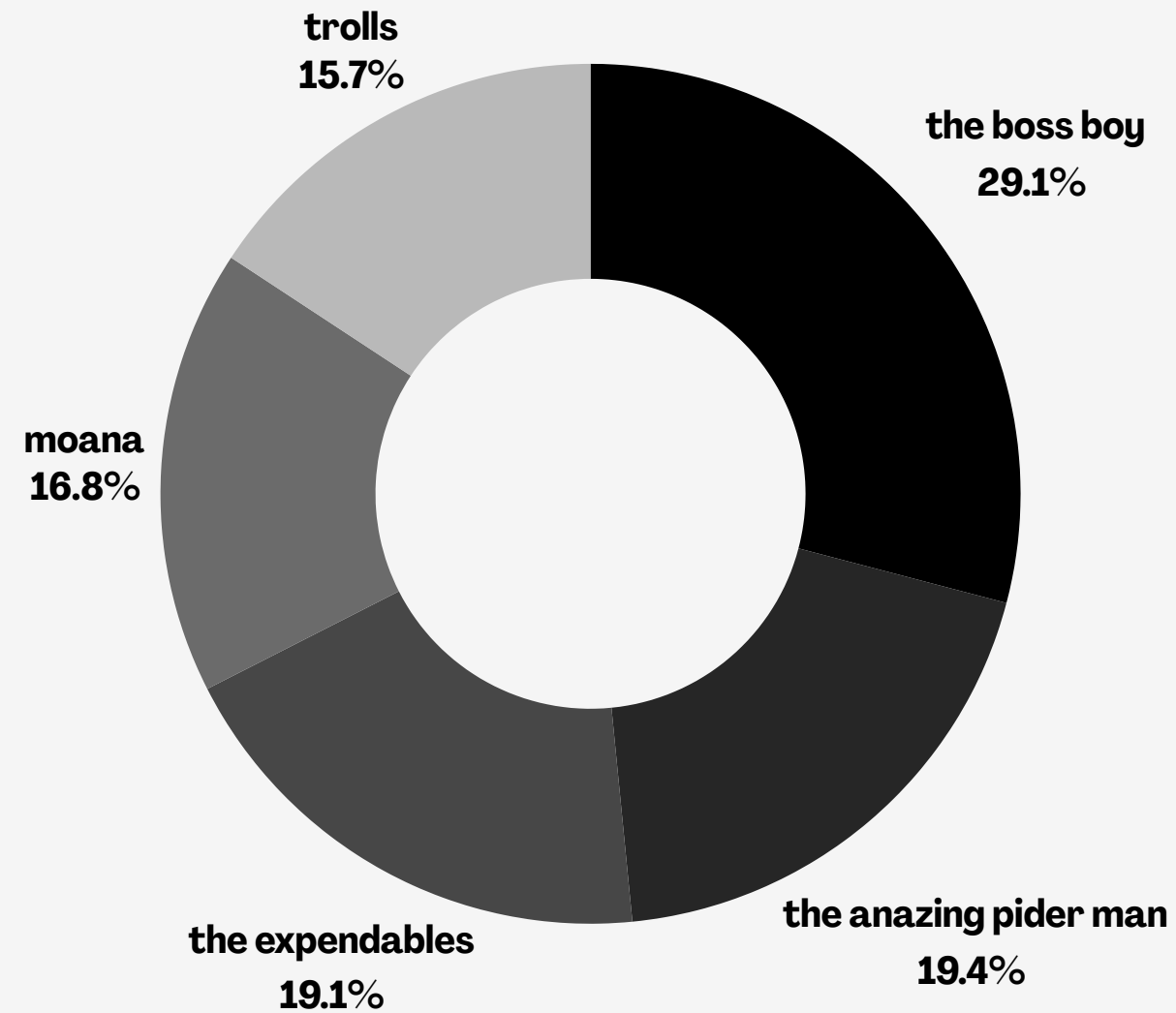# INTRODUCTION

our presentation on the STC TV Data Analysis Project. Today, we'll explore how we dissect user behavior to enhance the viewing experience. Let's dive in!

trolls
15.7%

the boss boy
29.1%

moana
16.8%

the anazing pider man
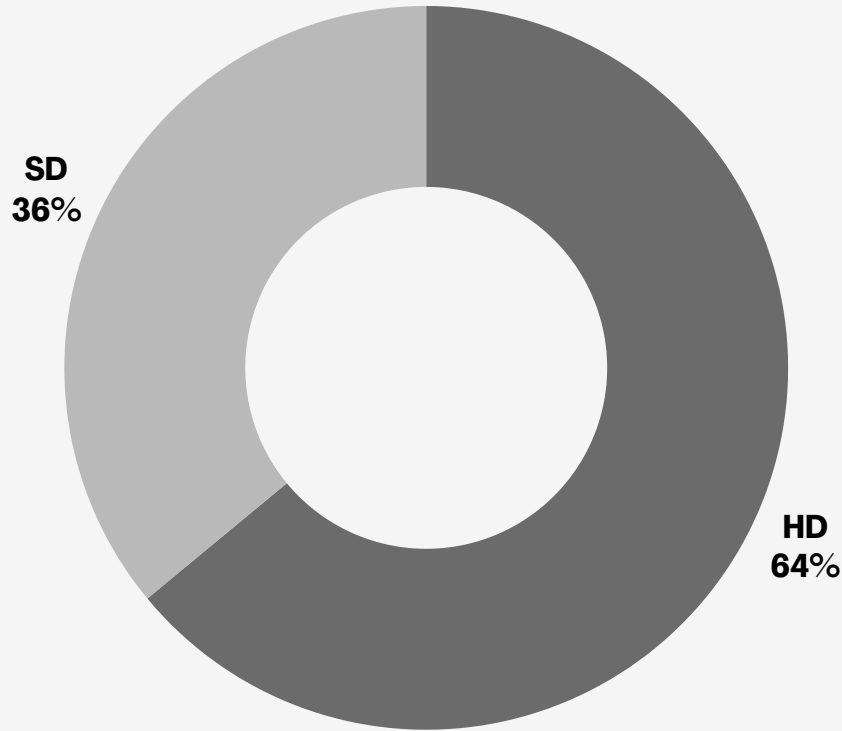19.4%

the expendables
19.1%

User Behavior
ANALYSIS

- The most watched program during 2017/3 2018/4 in term of total watch time hours is **"The Bosg Baby**", a popular animated movie..

- Most of the top 5 watched programs are either **Animation** or **Action**

No of Users who Watched MOVIE Vs Program Quality

SD
36%

HD
64%

No of Users who Watched SERIES vs Program Quality

HD
44%

SD
56%

User Behavior
ANALYSIS

- The data reveals a clear preference for **HD** quality among **MOVIE** viewers, with a higher percentage opting for HD compared to **SERIES/EPISODES** viewers.

- This indicates the importance of offering content in different quality options to cater to varying audience preferences.

Prediction
MODEL

- We can observe that the total watch time in hours is decreasing for the next two months.

- This could be attributed to several Tactors including:
  1. Seasonal trends.
  2. Market competition with other companies.
  3. Low quality.
  4. Availability of new content.

Total watch time in HOURS

Predicted watch time in HOURS

Top 5 Recommendations for 'Moana' movie

- A recommender system was built using machine learning to show the **top 5** recommendations for a specific program based on preferences and behavior of similar users. Which gives a personalized experience using STC TV

- On the right are the top 5 recommendations of **"MOANA"** movie using our recommender system.

	Title	Distance
0	Trolls	0.427642
1	Surf's Up : WaveMania	0.470576
2	The Mermaid Princess	0.506638
3	The Boss Baby	0.551443
4	The Jetsons & WWE: Robo-WrestleMania!	0.561058

FUTURE WORK

LARGER DATASET

Train the model on a larger dataset will significantly improve the recommendations results, which can help increase the overall watch time hours.

HYBRID SYSTEM

Build the recommender system based on both user behavior and content based. This will give better personalized experience.

IMPROVING QUALITY OPTION

Provide a range of video quality options to cater to different viewer preferences, such as: FHD, 4K, etc