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AI STUDIO CHALLENGE PROJECT OVERVIEW

Challenge Summary: Analyze the IMDB TV Shows dataset to predict show popularity and enhance recommendations using LLM and classical machine learning models.

OBJECTIVE

- Predict TV show popularity based on structured data.
- Analyze the overview column for sentiment and themes using LLM.
- Combine insights to enhance recommendation systems.

DESIRED OUTCOMES

Present predictive models, sentiment analysis results, and actionable insights to improve DirecTV's recommendation engine.

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BUSINESS CONTEXT

- Streaming subscription counts continue to climb
- Market is very challenging and demanding of innovations
- Creating the best user experience is essential for a streaming business to survive
- **Project Importance:** Provides insights into viewer preferences, enabling DirecTV to tailor recommendations and improve customer satisfaction.





PROJECT MILESTONES AND TIMELINES

Date: October 27, Date: September Date: November Date: September 1, 2024 - November 9, 29, 2024 - October 14, 2024 -2024 - September 2024 12, 2024 November 15, 2024 14, 2024 Model Training **Data Preprocessing Model Evaluation Final Presentation** Data Understanding LLM Final Model Training EDA Date: October 13, Date: November Date: September 2024 - October 26, Date: August 15, 10, 2024 -15, 2024 -2024 - August 31, 2024 November 13, 2024 September 28, 2024

2024