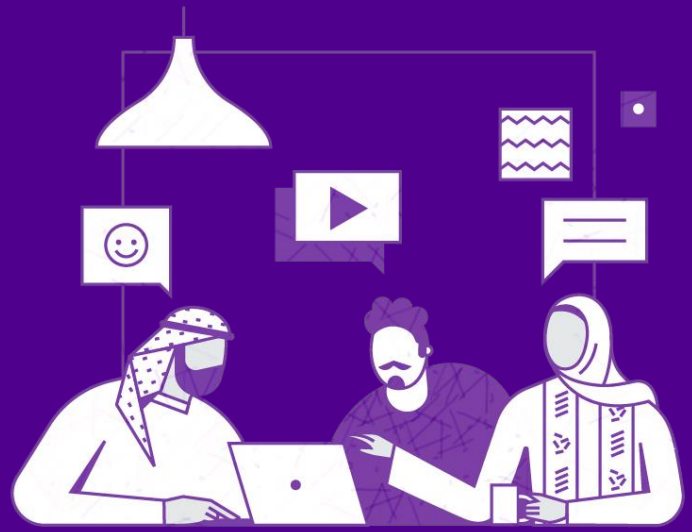
Dashboard



Agenda

I.	What is STCTV ?
II.	A bit about Dataset
III.	Objectives
IV.	Data Exploration and Explanatory Data Analysis
V.	Insights
VI.	Summary

I. What is STCTV ?

STCTV is a streaming entertainment service that provides a lot

Like:

TV Shows

Kids Program

Movies

Live TV Channel

A lot of major partners such as :

STARZPLAY

discovery+

VIDE KHALIJI

FOX

CARTOON NETWORK

BOOMERANG

II. A bit about Dataset

	Column1	date_	user_id_maped	program_name	duration_seconds	program_class	season	episode	program_desc	program_genre	series_title	hd	original_name
1	Column1	date_	user_id_maped	program_name	duration_second	program_clas	seasor	episod	program_desc	program_genre	series_titl	hd	original_name
2	1	27/05/17	28138	100 treets	40	MOVIE	0	0	Drama Movie100 Streets	Drama	0	0	100 treets
3	3	21/05/17	7946	Moana	17	MOVIE	0	0	Animation MovieMoana (HD)	Animation	0	1	Moana
4	4	10/08/17	7418	The Mermaid Princess	8	MOVIE	0	0	Animation MovieThe Mermaid Princess (HD)	Animation	0	1	The Mermaid Princess
5	5	28/07/17	19307	The Mermaid Princess	76	MOVIE	0	0	Animation MovieThe Mermaid Princess (HD)	Animation	0	1	The Mermaid Princess
6	7	07/07/17	15860	Churchill	87	MOVIE	0	0	Biography MovieChurchill (HD)	Biography	0	1	Churchill
7	8	19/08/17	20775	Beavis And Butt-Head Do America	3	MOVIE	0	0	Animation MovieBeavis And Butt-Head Do America	Animation	0	0	Beavis And Butt-Head Do America
8	9	26/06/17	11374	The Mermaid Princess	33577	MOVIE	0	0	Animation MovieThe Mermaid Princess (HD)	Animation	0	1	The Mermaid Princess
9	10	29/03/18	8358	Coco	14	MOVIE	0	0	Animation MovieCoco (HD)	Animation	0	1	Coco
10	11	27/01/18	11660	Kidnap	85	MOVIE	0	0	Action MovieKidnap (HD)	Action	0	1	Kidnap
11	12	30/03/17	5155	The Accountant	42	MOVIE	0	0	Action MovieThe Accountant (HD)	Action	0	1	The Accountant
12	13	10/04/17	30889	The Birth of a Nation	71	MOVIE	0	0	Biography MovieThe Birth of a Nation (HD)	Biography	0	1	The Birth of a Nation
13	15	30/08/17	1035	The Amazing pider-Man	85	MOVIE	0	0	Action MovieThe Amazing Spider-Man	Action	0	0	The Amazing pider-Man
14	16	02/02/18	12598	Baywatch	46	MOVIE	0	0	Comedy MovieBaywatch (HD)	Comedy	0	1	Baywatch
15	17	24/09/17	7805	Alien: Covenant	90	MOVIE	0	0	Horror MovieAlien: Covenant (HD)	Horror	0	1	Alien: Covenant
16	18	20/09/17	33846	Going in tyle	86	MOVIE	0	0	Comedy MovieGoing in Style (HD)	Comedy	0	1	Going in tyle
17	20	20/01/18	12333	Kingsman: The Golden Circle	153	MOVIE	0	0	Action MovieKingsman: The Golden Circle (HD)	Action	0	1	Kingsman: The Golden Circle
18	21	10/02/18	25343	Billy Elliot the Musical Live	2	MOVIE	0	0	Comedy MovieBilly Elliot the Musical Live (HD)	Comedy	0	1	Billy Elliot the Musical Live
19	22	01/08/17	30971	Going in tyle	35	MOVIE	0	0	Comedy MovieGoing in Style (HD)	Comedy	0	1	Going in tyle
20	23	25/08/17	28548	Moana	43	MOVIE	0	0	Animation MovieMoana (HD)	Animation	0	1	Moana

This data set describes the behavior of different users of STCTV for 2017-2018 year with different features and contains 1048575 rows.

stc

III. Objectives

Objectives

Studying consumer behavior

to ensure that all customers' desires are met and the desired content is provided.

Classifying and analyzing categories of viewers

by using Appropriate methods according to the category of the program: movie or series.

Study the different viewing patterns

determine the category that watches STC in standard quality versus the category that watches it in high quality.

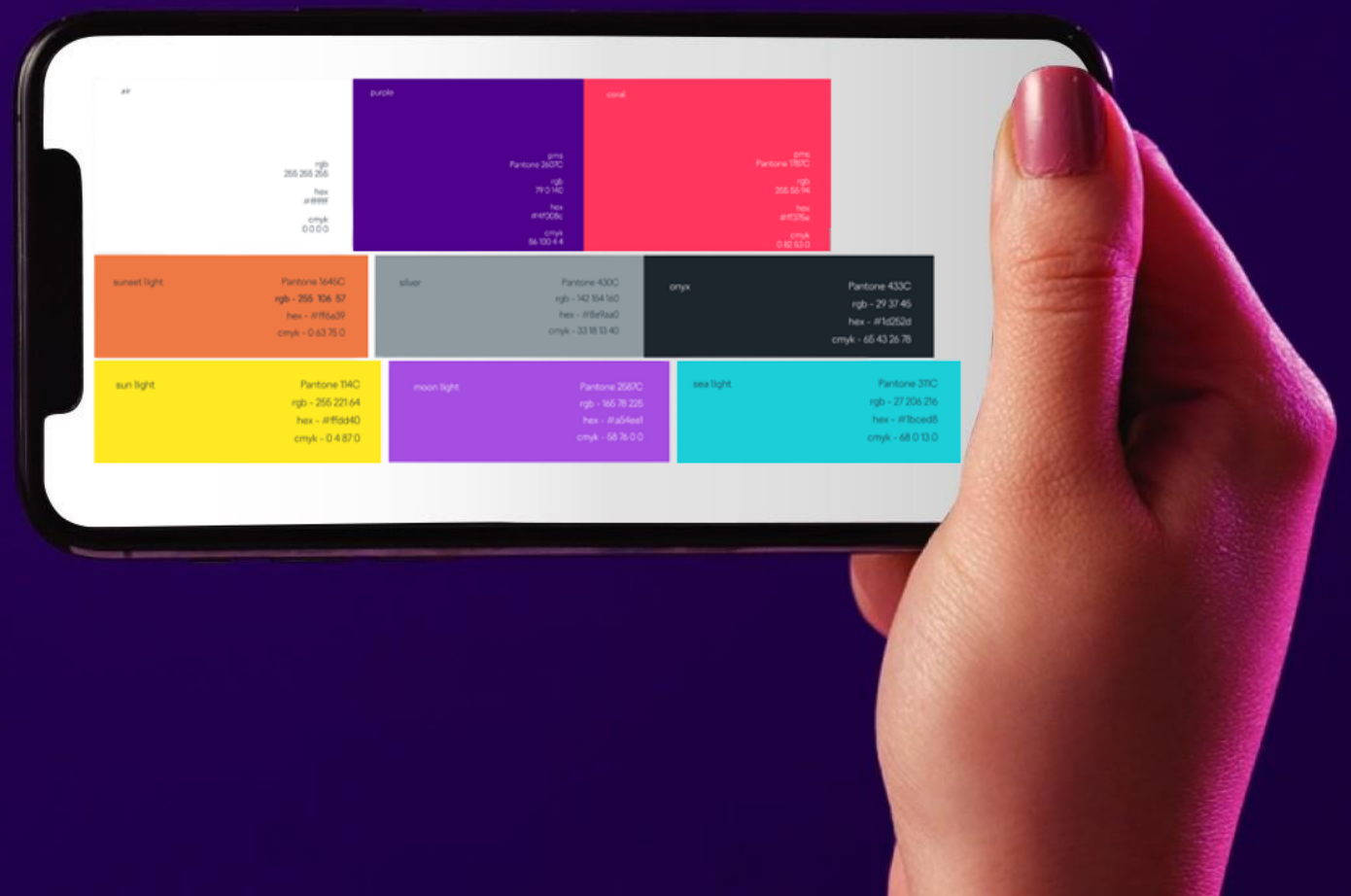
Data Exploration and Explanatory Data Analysis

stc tv

stc

Color Palette for the Project

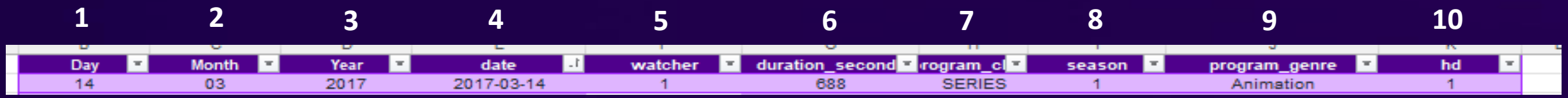
For keeping the consistency of flow and control of visual aspects of visualization, we will use the same STC TV color palette throughout the dashboard.



Data Cleaning

We removed data that was erroneous, corrupted, poorly formatted, duplicate, useless, or incomplete from a dataset.

The data has thirteen columns before cleaning and ten columns after cleaning.



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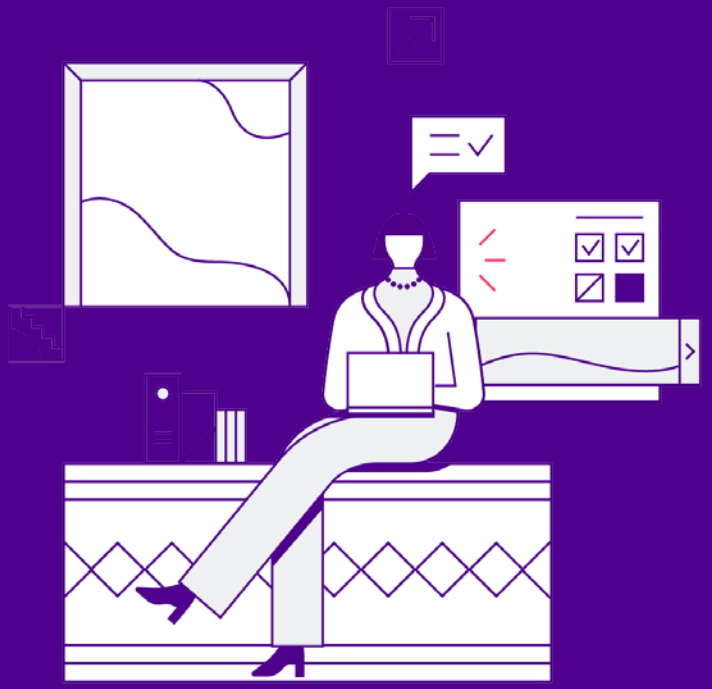
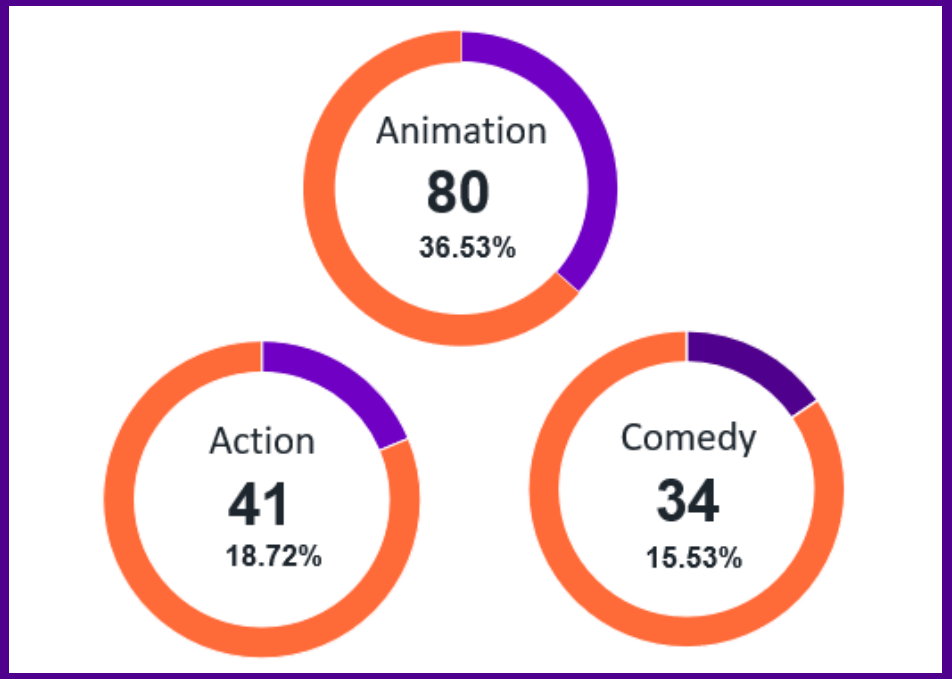
V. Insight



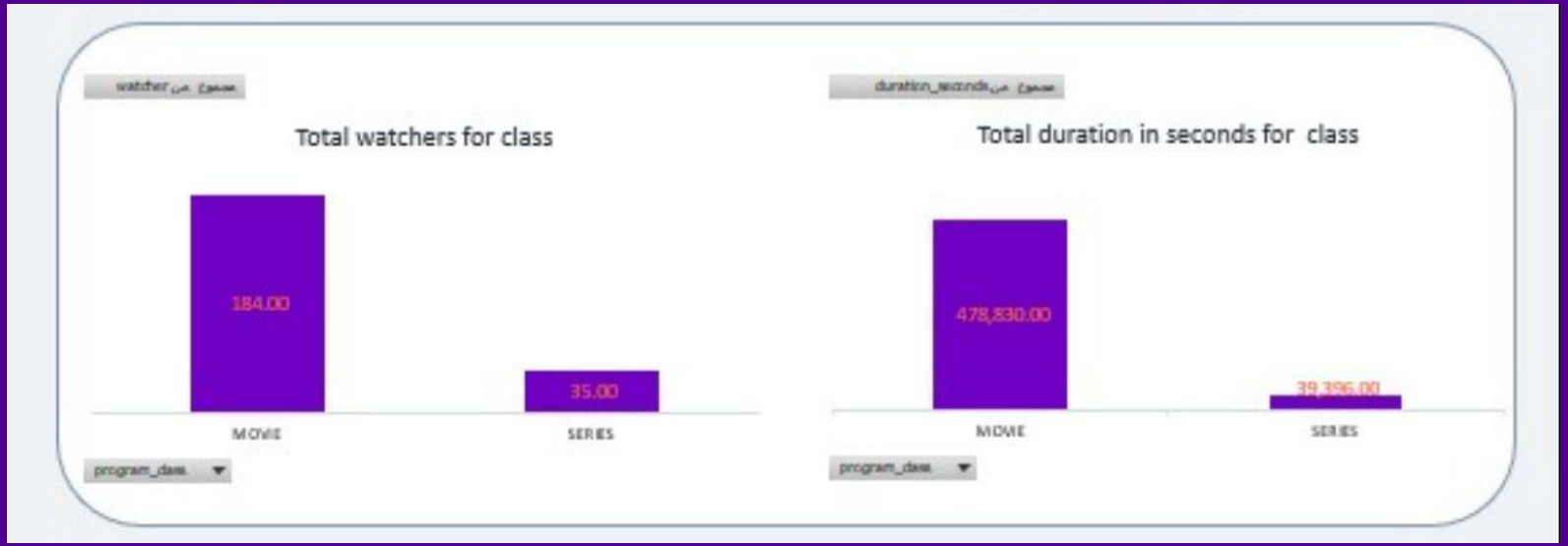
Top 3 program genre:



It is easy and obvious to know the highest and lowest percentage of favorite movies by users.

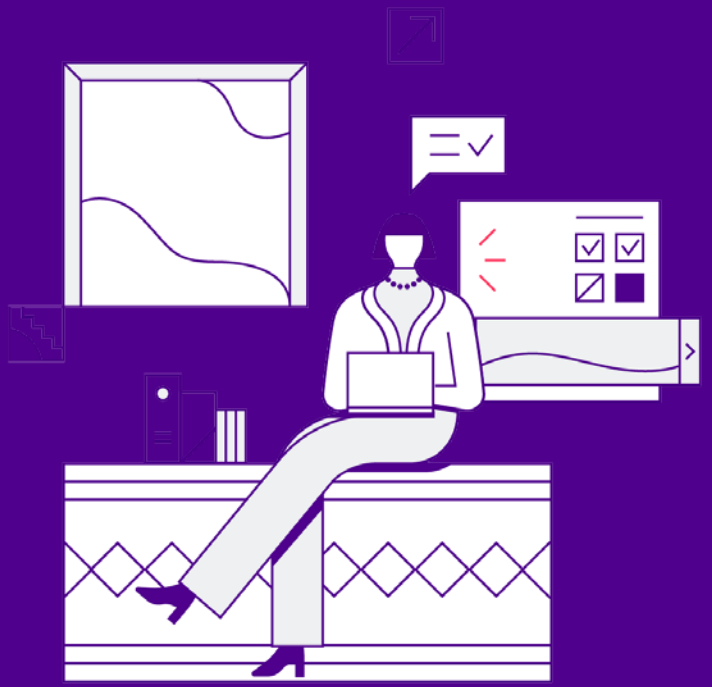
Program class:

Total watchers were 184.00 for movies and 35.00 for series, a total duration in seconds of 478,830.00 for movies and 39,396.00 for series. So, users prefer movies over extended series and spen much longer watching movies than other series of all kinds.

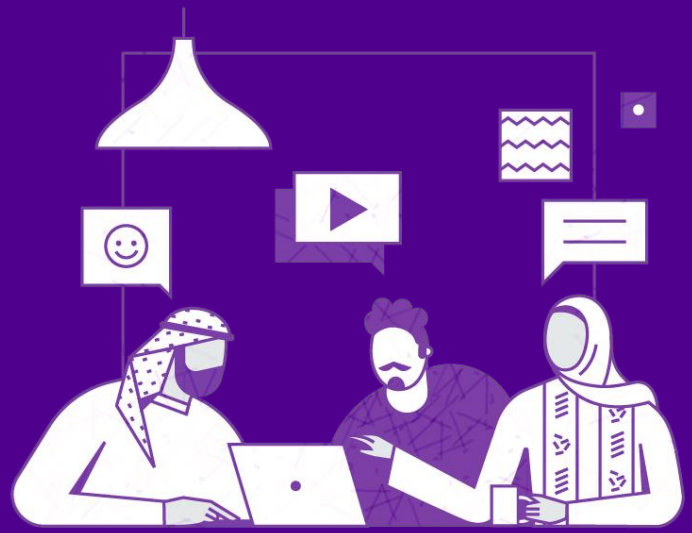


VI. Summary

This Project is a pure visualization work where the customization and plotting features of Ploty were explored with the Data Science Job Dataset.



Thank You



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