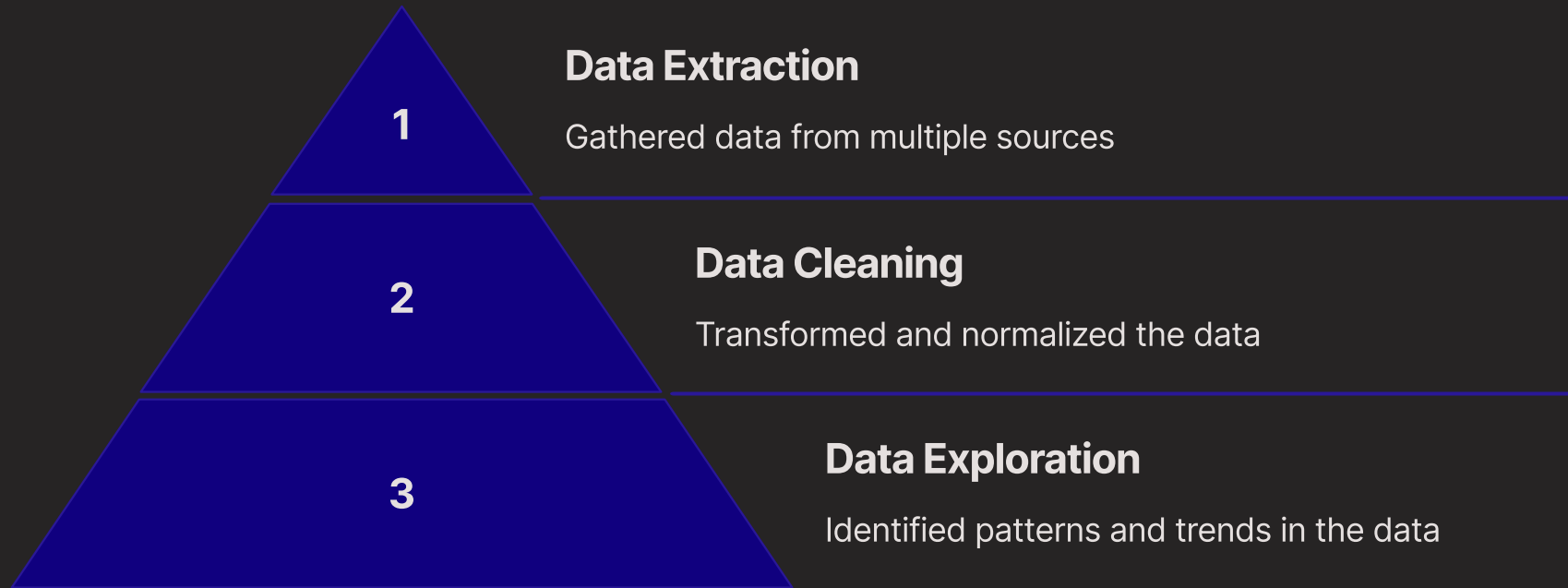# PITCH DECK

IPRESENTED BY:

PRECIOUS KIPKORIR

The dataset and your goals

The dataset we are working with contains comprehensive information about the most watched series and TV shows in the current trends as well as the most popular actors leading in the entertainment industry. Our goals are to uncover insights that can help optimize the entertainment industry, identify top-performing actors rewarding them accordingly and enhance the customer experience.

By analyzing this extensive dataset, we aim to derive meaningful insights that will drive strategic decision-making and propel the industry's growth. Our focus will be on identifying trends, patterns, and anomalies that can inform product development, marketing initiatives, and operational improvements.

The import process and interesting findings

Data Extraction

1

Gathered data from multiple sources

Data Cleaning

2

Transformed and normalized the data

Data Exploration

3

Identified patterns and trends in the data

The data import process involved extracting information from various sources, cleaning and transforming the data to ensure consistency, and then thoroughly exploring the dataset to uncover interesting findings. This meticulous approach allowed us to gain valuable insights and set the stage for the next steps of the analysis.

Two cool facts you discovered

In analyzing the dataset, we uncovered two particularly interesting facts:

74%

The percentage of people that watch movies

Apparently ,movies are more popular than tv shows. The reason might be because most people find it easy to watch many movies to completion since they are normally short ,at most 2 to 3 hours whereas tv shows might be endless.

2500+

The number of titles from US

United States is the leading country In the world in terms of the Number of titles in movies and Tv Shows per country.

MY LEARNINGS FROM SQL COMMANDS AND QUERIES

Throughout this project, I explored various SQL queries to uncover insights from the dataset. I had questions about the data distribution, correlations between features, and trends over time. By running complex queries and analyzing the results, I was able to discover several interesting findings that informed my data visualizations.

For example, I used **GROUP BY** and **ORDER BY** clauses to identify the top-selling product categories and brands. I also leveraged **JOINS** to understand how different tables relate to one another. By experimenting with different SQL techniques, I deepened my knowledge of data manipulation and uncovered valuable patterns in the data.
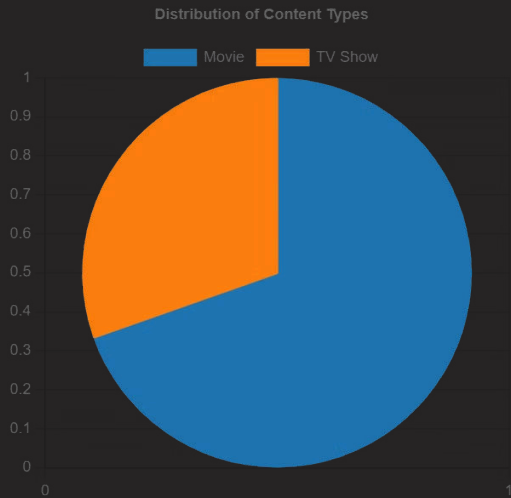
Chart Presentations!

The charts I've created provide key insights into the data we've been analyzing. They visually demonstrate patterns, trends, and relationships that are crucial for understanding the underlying story within the dataset.

By presenting these visualizations, I aim to clearly communicate the key findings and their significance, empowering us to make informed decisions moving forward.

Summarizing Your Project

Distribution of Content Types

1 ## Key Insights

The analysis uncovered that most people preferred watching Movies to TV shows

2 ## Actionable Recommendations

The TV show actors need to really up their game in order to be with the same standards as those in movies .

3

Conclusion and Key Takeaways

IBinge-worthy alert! Movies and TV shows are exploding in popularity. From chilling true crime docuseries to epic superhero battles, streaming services are feeding our desire for on-demand entertainment. So, grab some popcorn, pick your platform, and dive into the ever-expanding world of must-watch content

NETFLIX

Thank you and Q&A

Thank you for your time today. I'm happy to answer any questions you may have about the presentation or my work. Please feel free to ask anything you'd like to know more about.