

Mounting Insights

Climbing the Data Peaks with Paramount

Lily Boses | <https://github.com/lilybooses/sql-project.git>



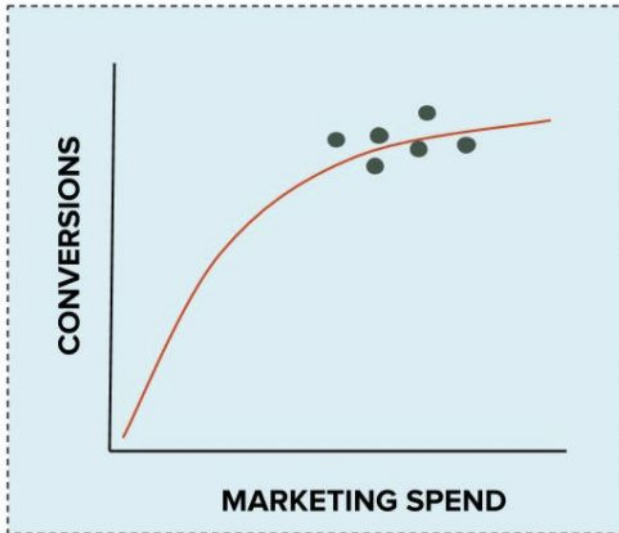
Mastering Media Patterns for Marketing Magic

- Who? Marketing analysts + entertainment
- What? Understanding media coverage patterns
- How? Providing data-driven insights into coverage variation



Decoding the Role: Business Intelligence at Paramount+" data-bbox="72 54 881 213"/>

- Position: Business Intelligence Analyst
- Key Skills: SQL, Data Analysis, Media Strategy
- Relevance: media content analysis



Tapping Into The Times: A Data Goldmine



JEEN MARY WORKS AT HER JOB
An "Intimate Study" Reveals Her as Queen Mary's personality

THE NEW YORK TIMES
Book Review
SUNDAY, OCTOBER 9, 1927. THIRTY-TWO PAGES
(Copyright, 1927, by The New York Times Company.)

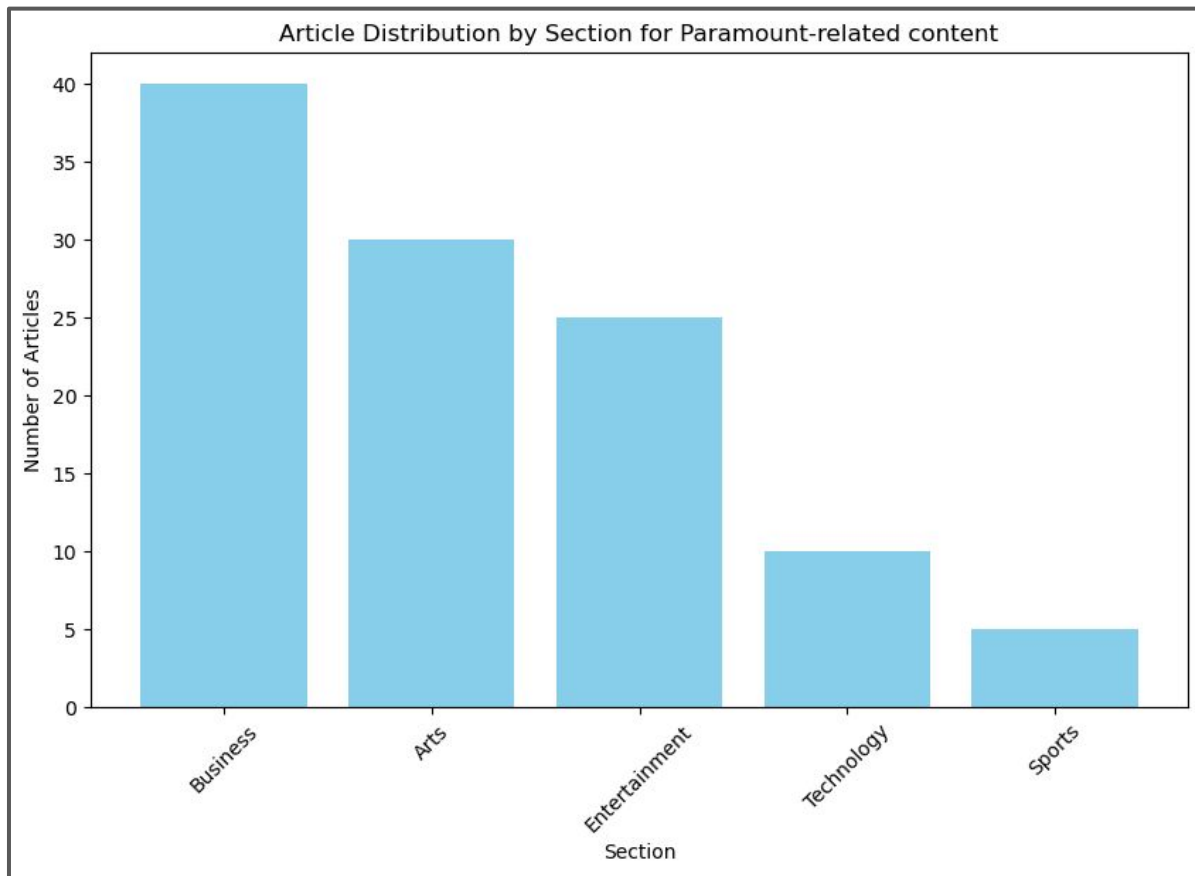
UNDER THE NEW YORK SKYLINE
Stephen Graham and Will Irvin Explore the Island of Manhattan
SUNDAY, NOVEMBER 6, 1927. FORTY PAGES
(Copyright, 1927, by The New York Times Company.)



Articles, headlines,
publication dates

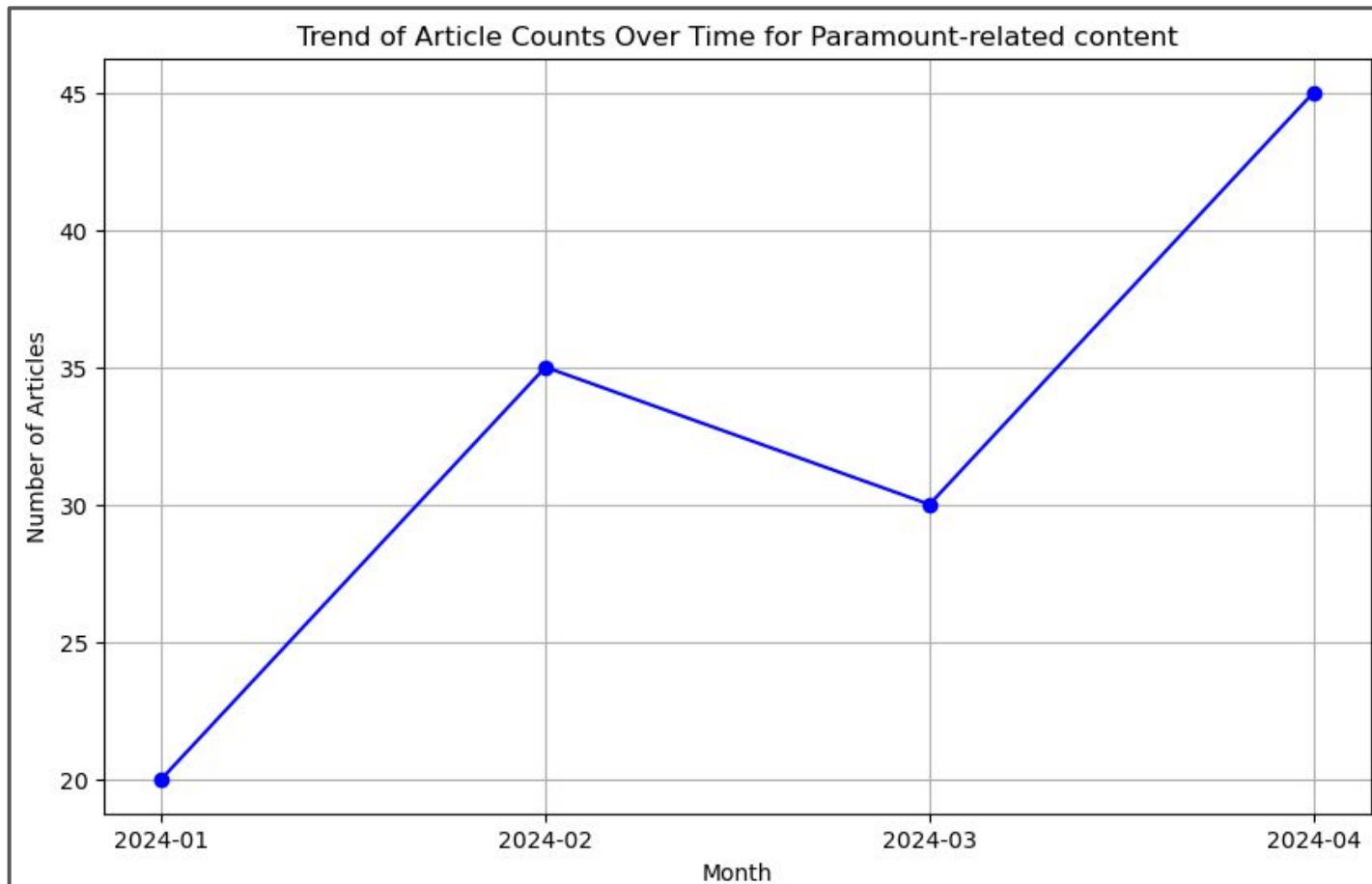
Spotlight on Sections: Where Does Paramount Shine?"

- Which sections feature "Paramount" most?
- Business and Arts sections ↑
- Prediction: Increased coverage with new releases

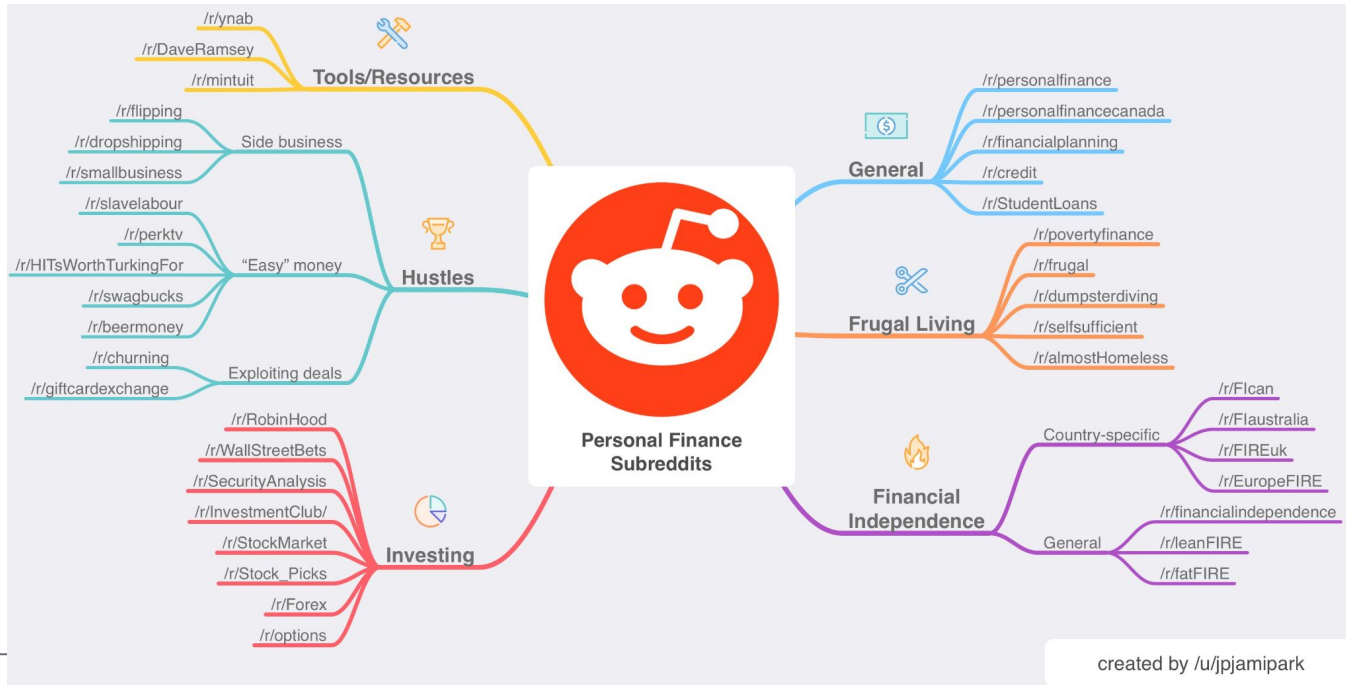


Tracking Trends: Paramount's Yearly Newsprint Journey

- How does "Paramount" coverage fluctuate over time?
- Peak articles during Q4
- Prediction: Continued peaks align with major releases.

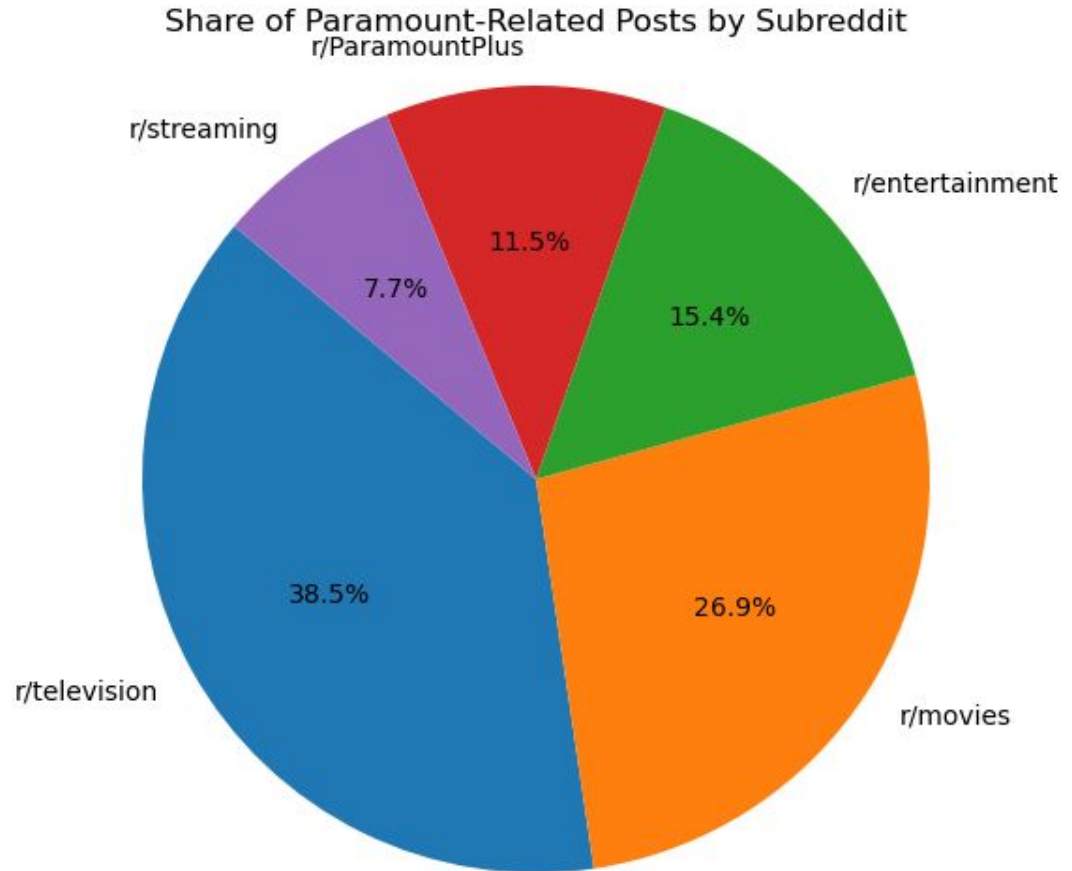


Reddit Reveals: Paramount's Pulse on Public Forums



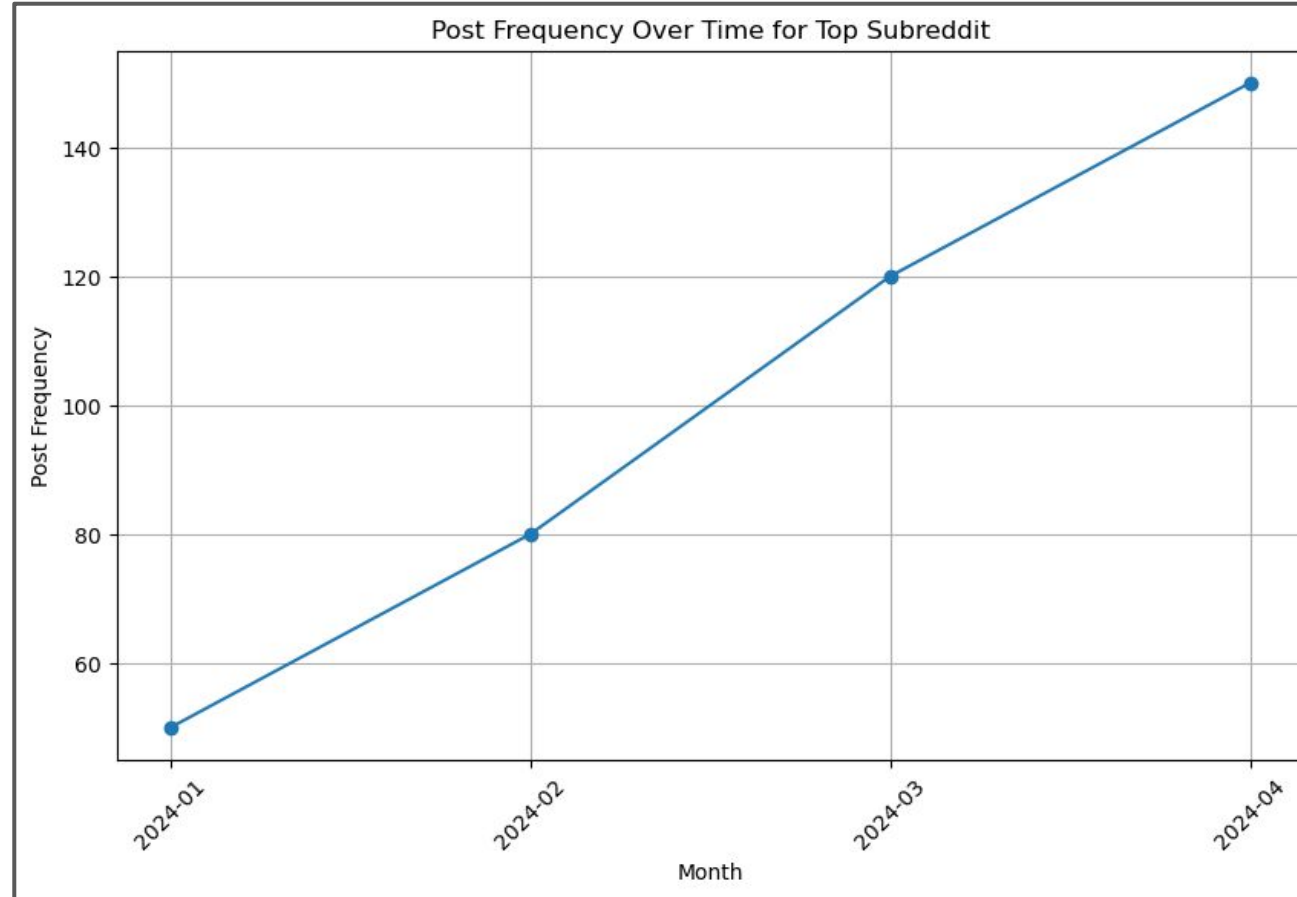
Subreddit Spectrum: Paramount's Loudest Echoes

- Frequency of posts by subreddit?
- Most posts in r/television and r/movies
- Prediction: Rising discussions on new content



Peak Posts: When Paramount Dominates Discussion

- Details on the day with most posts?
- Posts spike on release dates
- Prediction: Future releases to spike discussions



Data-Driven Decisions for Digital Domination

Lily Boses | <https://github.com/lilybores/sql-project.git>

