Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation

Data Analysis
STC TV
PROJECT PROPOSAL

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Target Audience

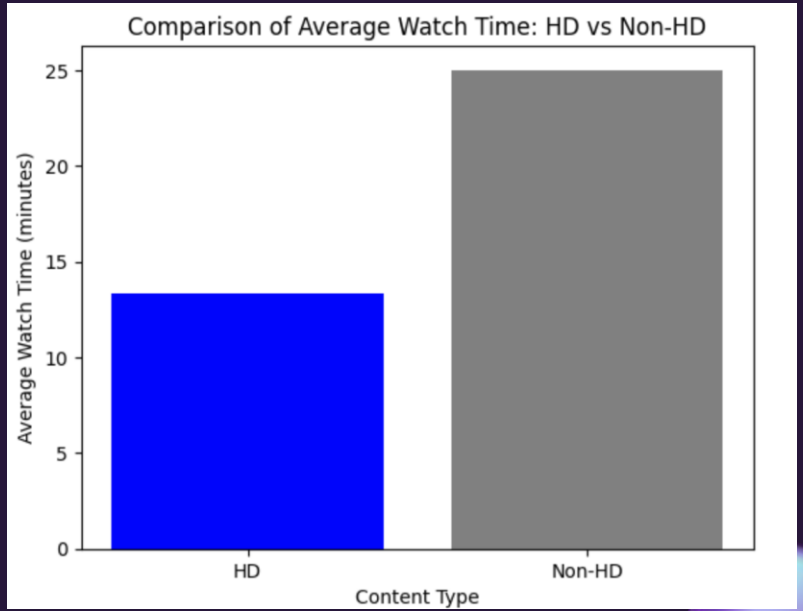
STC TV subscribers

Marketing Teams

Product Managers

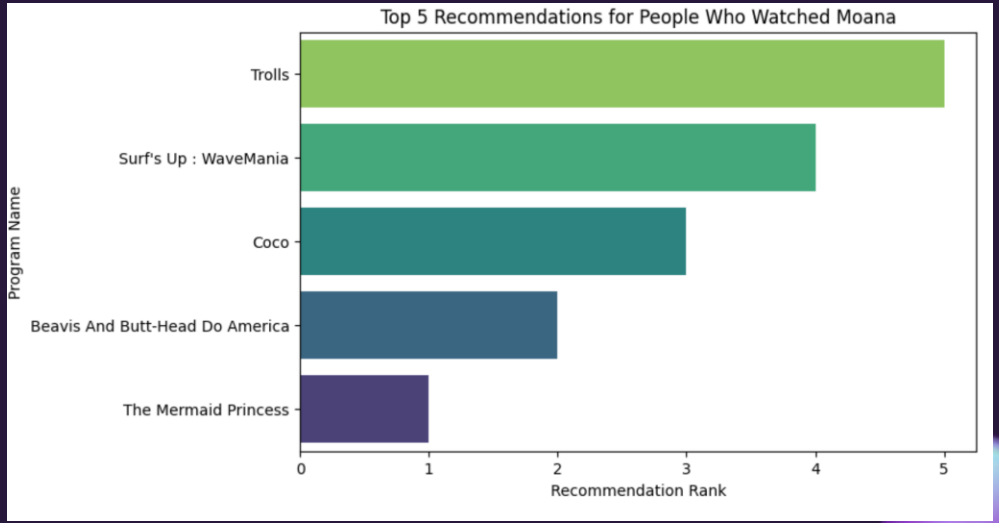
Average Watch Time

- Users tend to watch **Non-HD** content for a longer duration than HD content.



Top 5 Recommendations for Moana Viewers

- These recommendations align with family-friendly and animated themes, validating the model's accuracy.



Future Steps

User demographics

Genre preferences

Watch patterns at different times of the day.

THANKS!

🙌 Thank you for your attention!

📩 **For any questions, feel free to contact us**