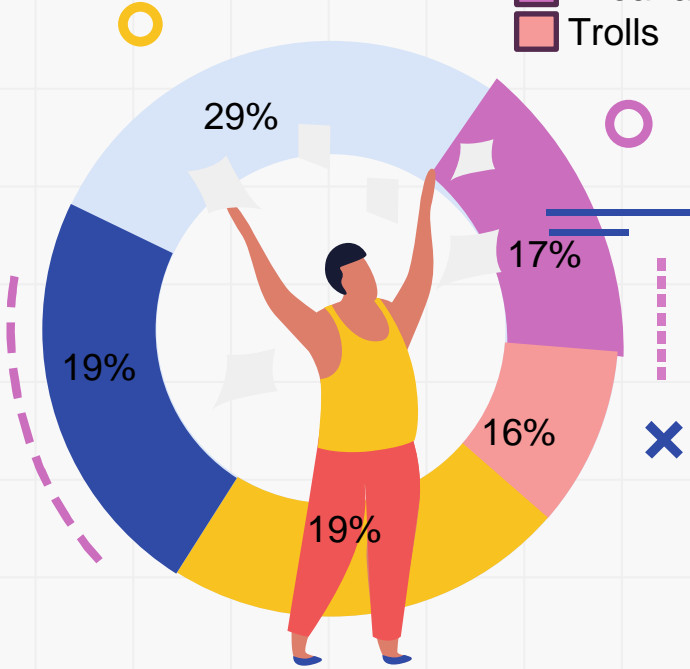# STC TV

DATA ANALYSIS

Sahad Fawaz Aljahdali

The Boss Baby
The Amazing pider-Man
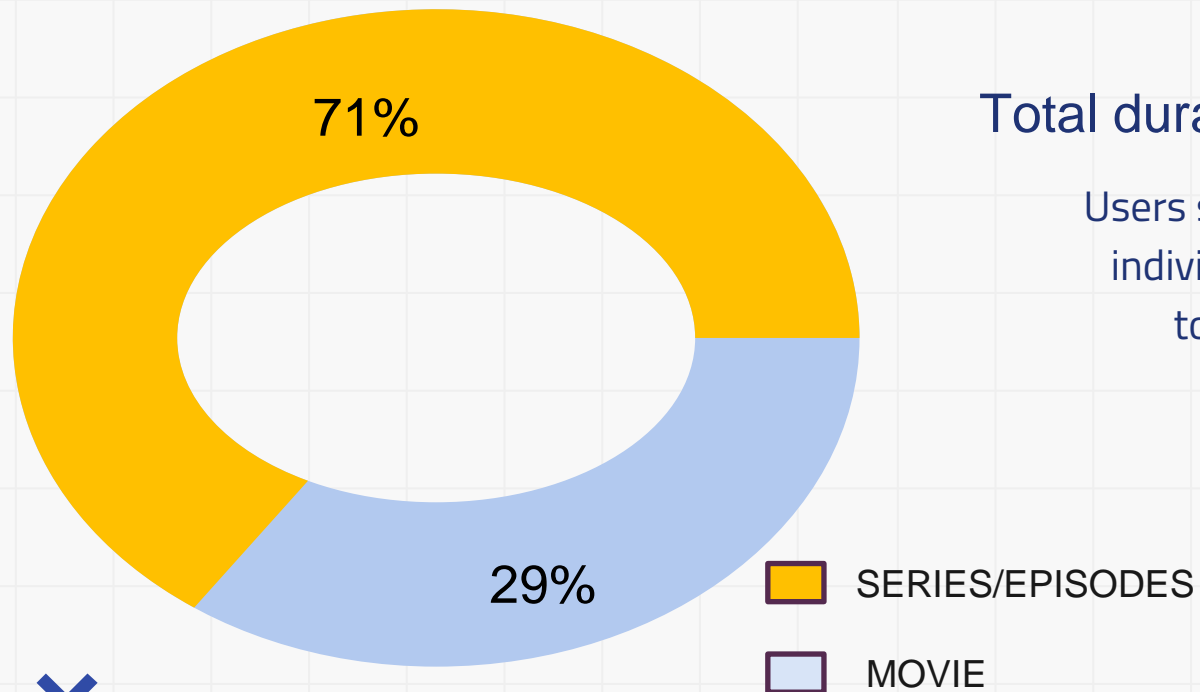The Expendables
Moana
Trolls

29%

17%

19%

16%

19%

Top 5

Programs

This graph summarizes the most popular movies based on their total watch time in hours.
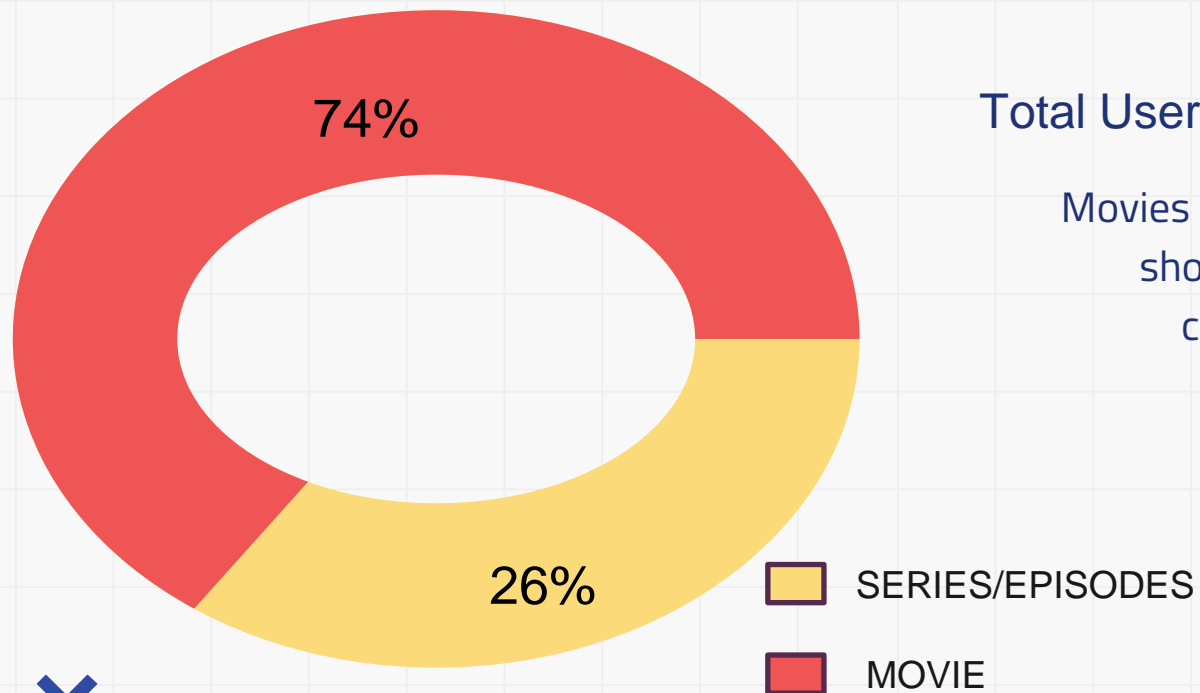
UNDERSTANDING USER BEHAVIOR

71%

29%

Total duration spent by program class.

Users spend more time engaged with individual episodes of a series, leading to a higher total watch time for SERIES/EPISODES.

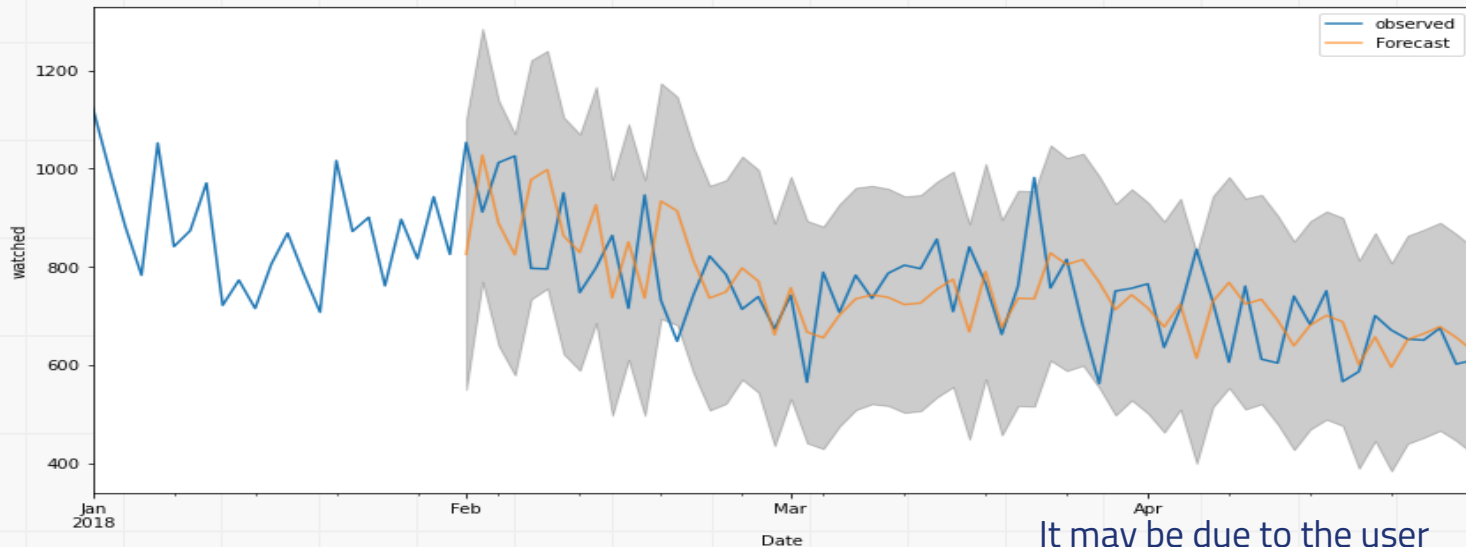SERIES/EPISODES

MOVIE

UNDERSTANDING USER BEHAVIOR

74%

26%

Total Users watching by program class

Movies attracting a wider audience with shorter individual viewing sessions compared to series episodes. .

☐ SERIES/EPISODES

☐ MOVIE

BUILDING A MODEL TO PREDICT USER BEHAVIOR

Observed decrease in user watch time and the anticipated future decline.

It may be due to the user experience: Therefore, I suggest gathering user feedback through a questionnaire.

PROVIDING RECOMMENDATIONS USING MACHINE LEARNING ALGORITHMS

Using machine learning algorithms, I have generated five recommendations for viewers of the movie "Moana". These recommendations are based on user preferences and viewing patterns, aiming to enhance the overall experience. By leveraging advanced algorithms, we can provide personalized suggestions that align with individual tastes and interests, increasing the likelihood of viewer satisfaction.

1: Trolls
2: Surf's Up
3: The Mermaid Princess
4: The Boss Baby
5: The Jetsons & WWE: Robo-WrestleMania!