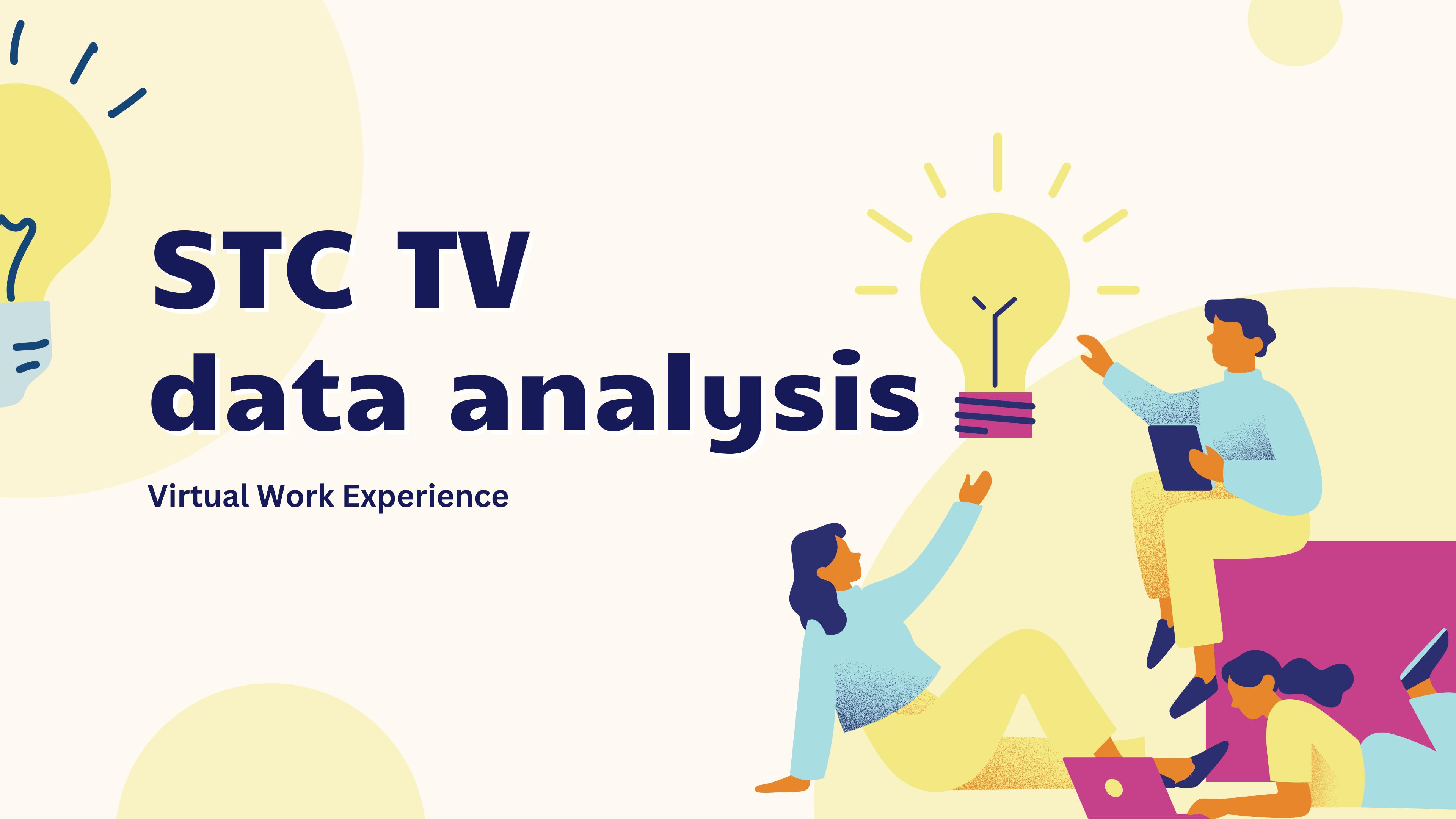


STC TV

data analysis

Virtual Work Experience





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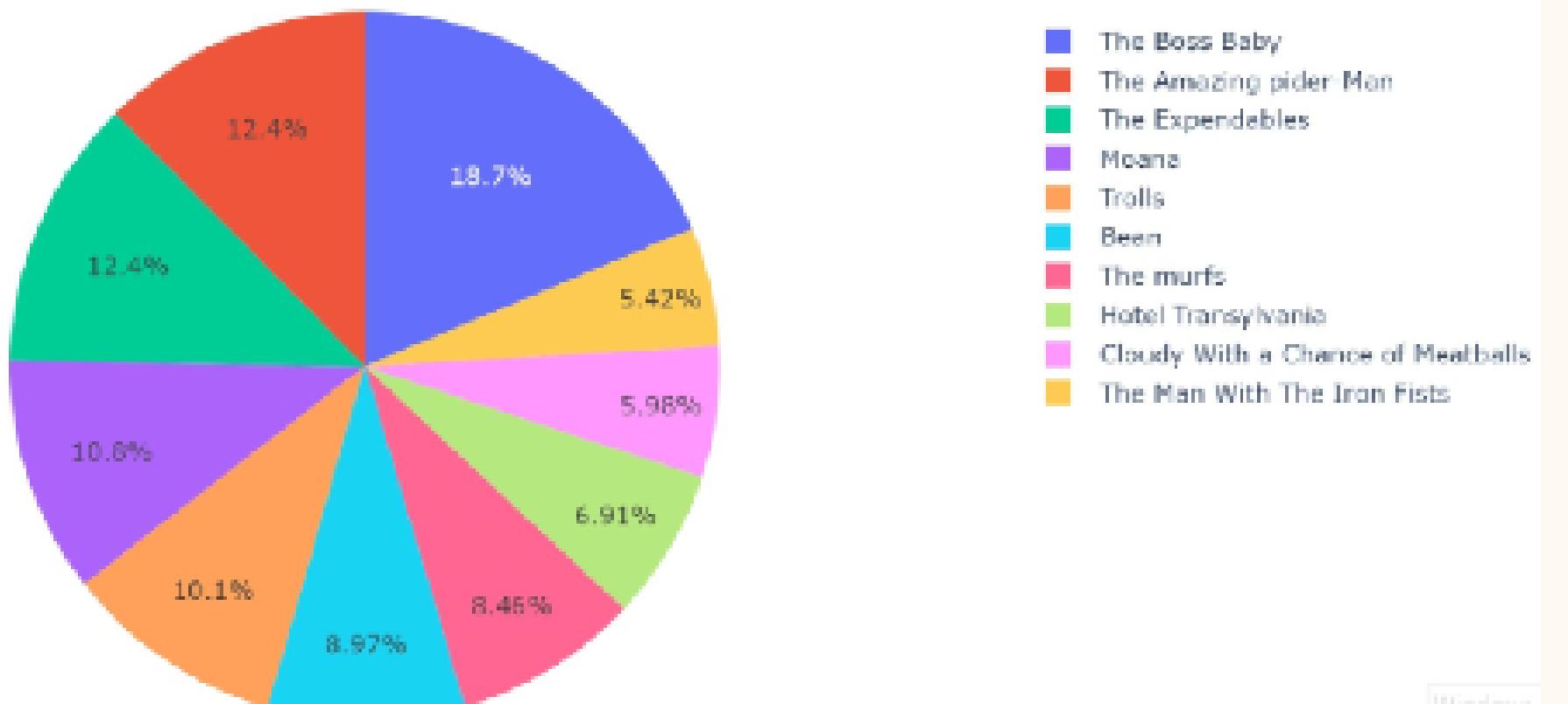
The initial form of the data



	program_name	program_class	No of Users who Watched	No of watches	Total watch time in hours
0	The Boss Baby	MOVIE	3389	24047	2961.350803
1	The Amazing Spider-Man	MOVIE	1011	2877	1966.119167
2	The Expendables	MOVIE	853	2119	1961.159444
3	Moana	MOVIE	2173	8081	1706.176944
4	Trolls	MOVIE	2613	13793	1601.023056
5	Bean	MOVIE	949	3617	1423.955000
6	The Smurfs	MOVIE	867	3132	1342.141111
7	Hotel Transylvania	MOVIE	491	1947	1096.533811
8	Cloudy With a Chance of Meatballs	MOVIE	683	2076	948.674722
9	The Man With The Iron Fists	MOVIE	707	2505	859.626389
10	Salt	MOVIE	563	1082	787.392778
11	Unbroken	MOVIE	625	1429	783.078333
12	ParaNorman	MOVIE	614	1746	747.065556
13	Youm Maloosh Lazma	MOVIE	1131	2278	718.109722
14	Ferdinand	MOVIE	1278	6817	714.223056
15	White Chicks	MOVIE	307	916	711.840833
16	Jurassic Park	MOVIE	504	1192	693.394444
17	The November Man	MOVIE	494	1219	679.492222
18	Total Recall	MOVIE	587	1108	661.820000
19	Robin Hood	MOVIE	588	1209	643.935000
20	Public Enemies	MOVIE	368	716	634.035000
21	Daddy Day Camp	MOVIE	263	647	625.336333
22	Oblivion	MOVIE	790	1678	609.391111
23	Blitz	MOVIE	562	1200	570.521944
24	War for the Planet of the Apes	MOVIE	879	2028	567.597778
25	Inside Man	MOVIE	632	1567	560.386111
26	Bad Boys	MOVIE	438	871	559.277500
27	Easy A	MOVIE	513	990	557.068611
28	Battleship	MOVIE	634	1324	552.857222
29	Baywatch	MOVIE	2062	7436	548.995556
30	Police Story	MOVIE	409	737	520.077222
31	Blindspot Erase Weary Youth_SE1_EP13	SERIES/EPISODES	126	197	516.015556
32	47 Ronin	MOVIE	521	1701	515.014722
33	Alien: Covenant	MOVIE	1520	4260	507.180000
34	The Mermaid Princess	MOVIE	2182	7525	503.111111

The initial form of the data

top 10 programs in total watch time in hours



Study and analyze user behavior and compare viewing data

01.

After sorting the data and clarifying the results, the results are as follows: The number of viewers depends on the quality of the films HD=64.1%

02.

While viewers watch movies in high quality SD=35.9%

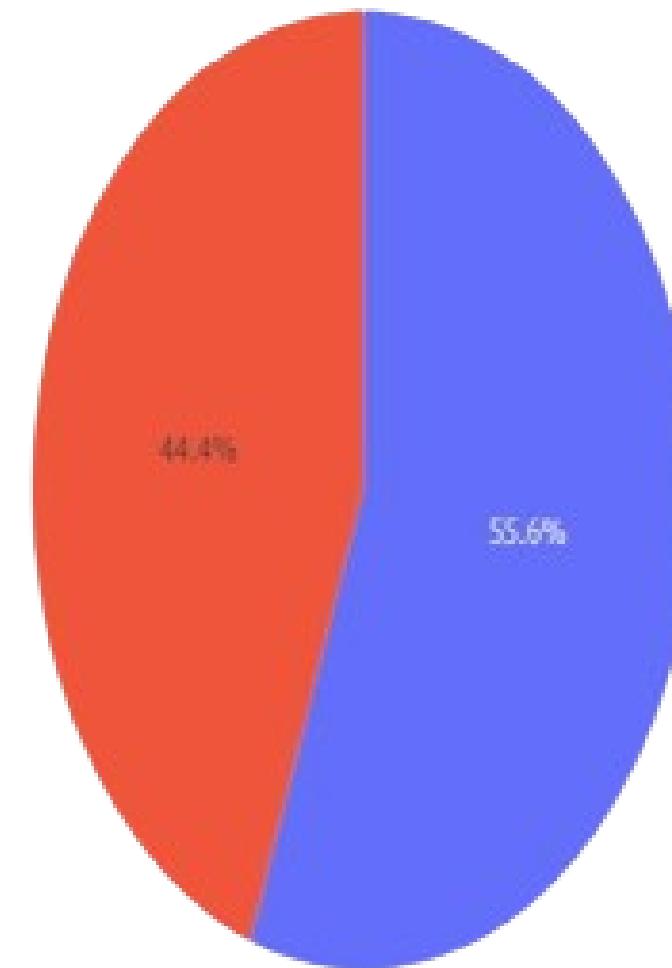
03.

We also note that the number of viewers of series is 44.4% = high quality HD, while the number of viewers of series is 55.6 = high quality SD

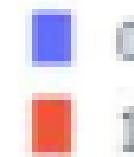
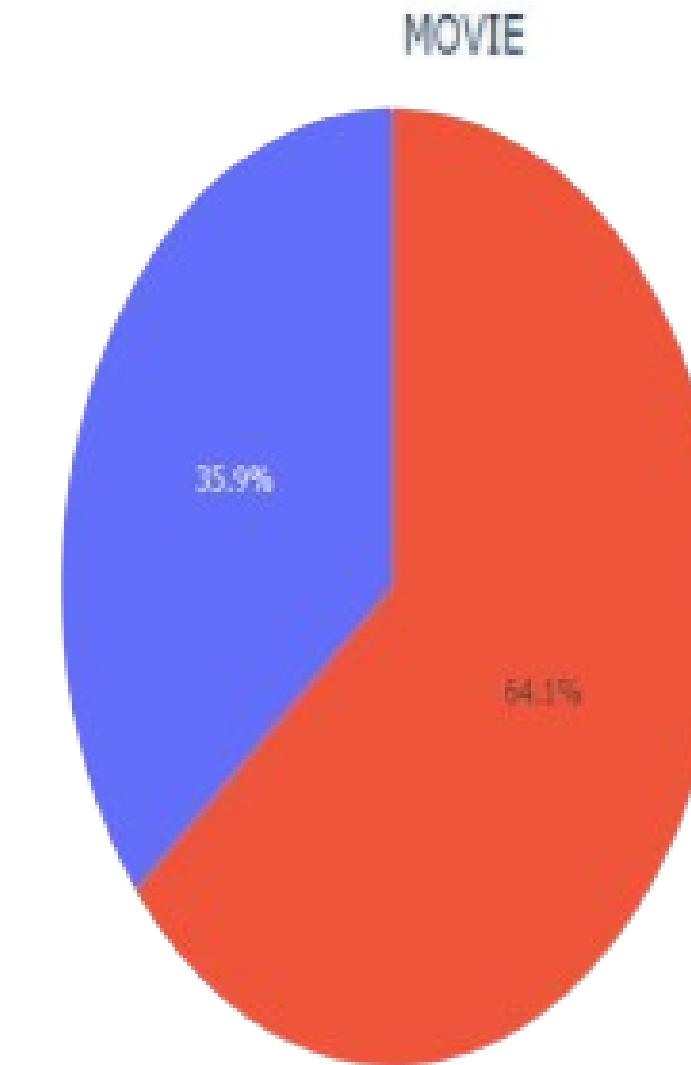


No of Users who Watched Vs Program quality flag

SERIES/EPISODES

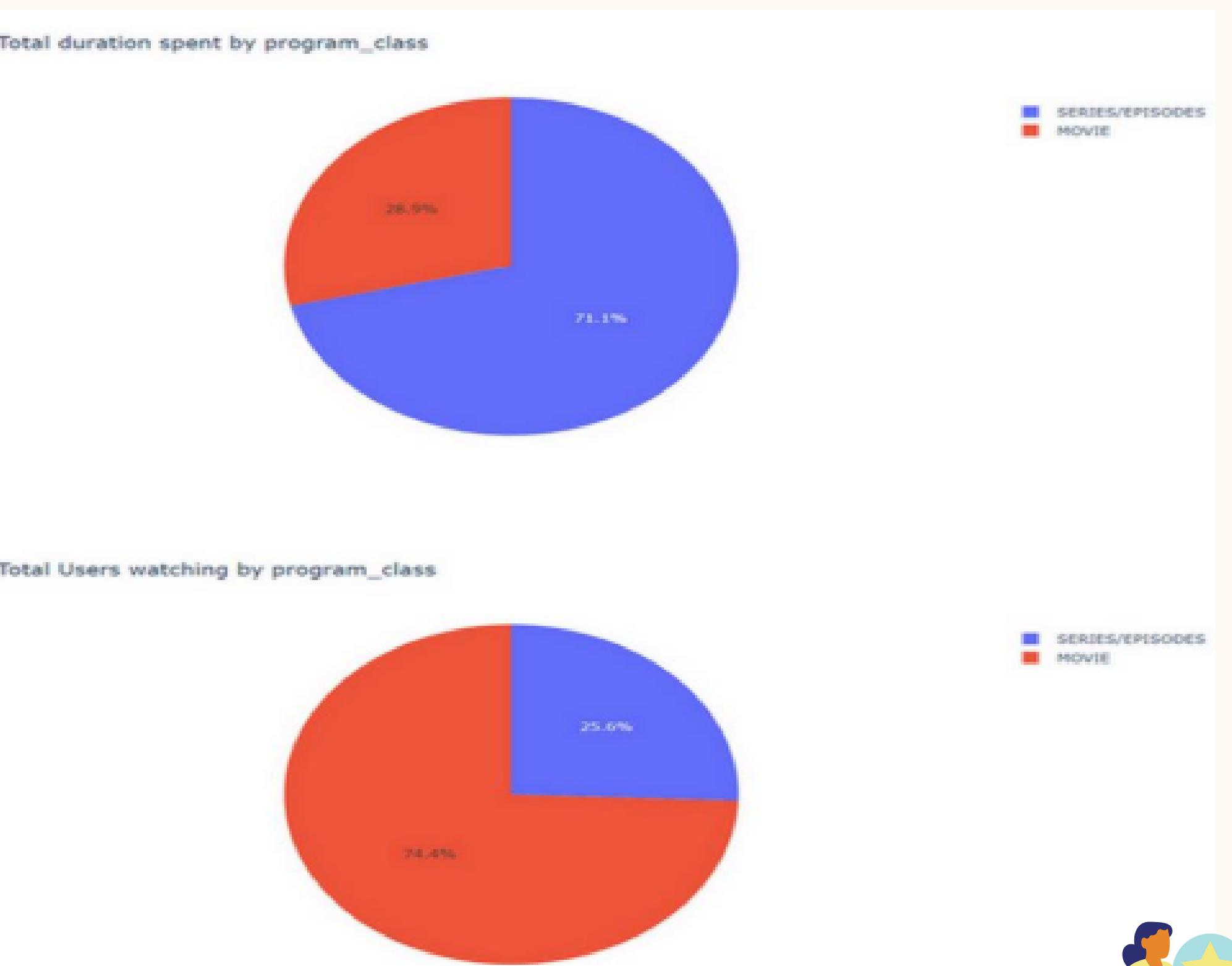


MOVIE

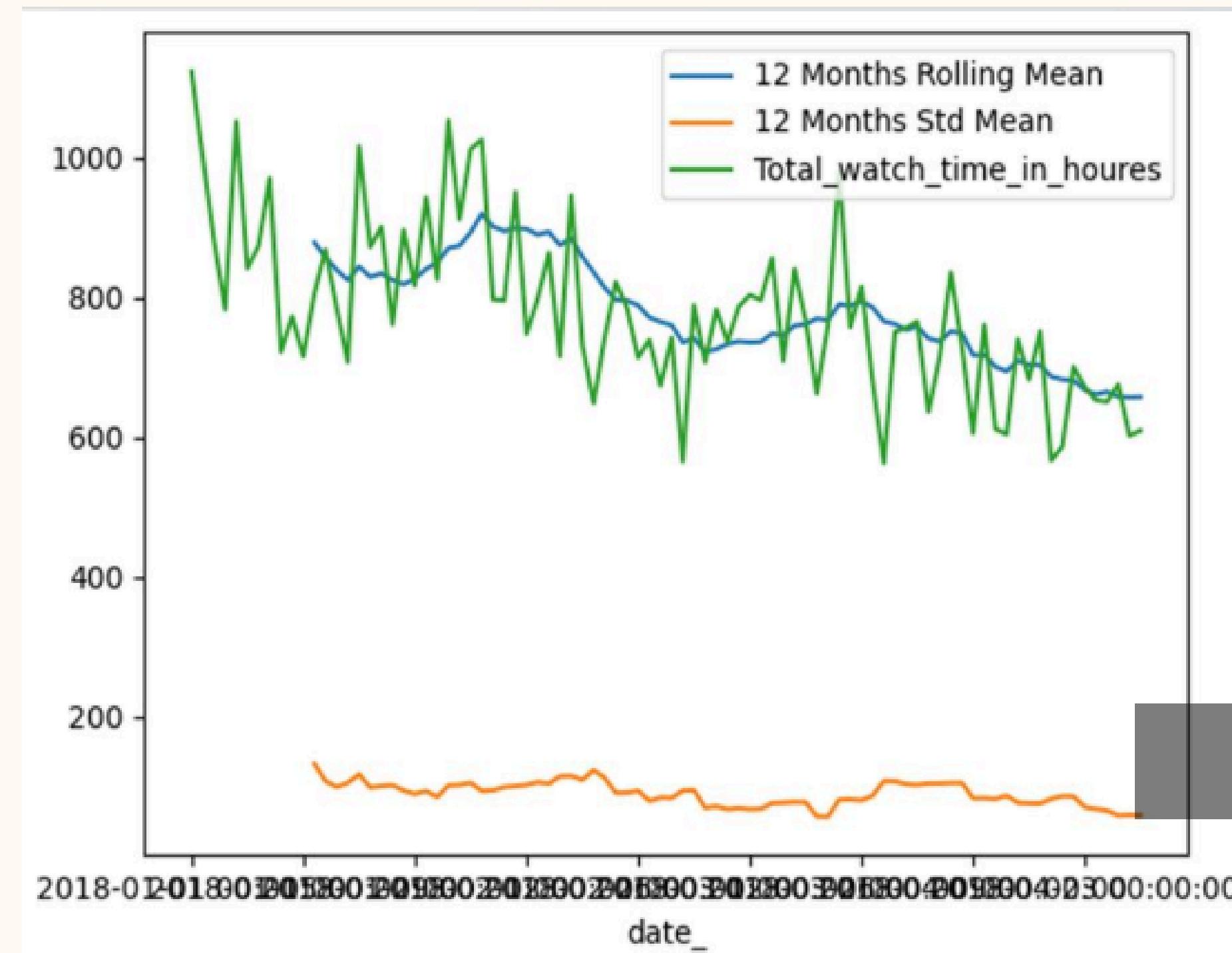


Study and analyze user behavior

- Note here that viewers who spend long hours prefer standard quality when watching SD series, while when they watch movies for a short time in HD they prefer high quality.
- We also note that 74.4% of users prefer watching movies.
- 25.6% of them prefer to watch series



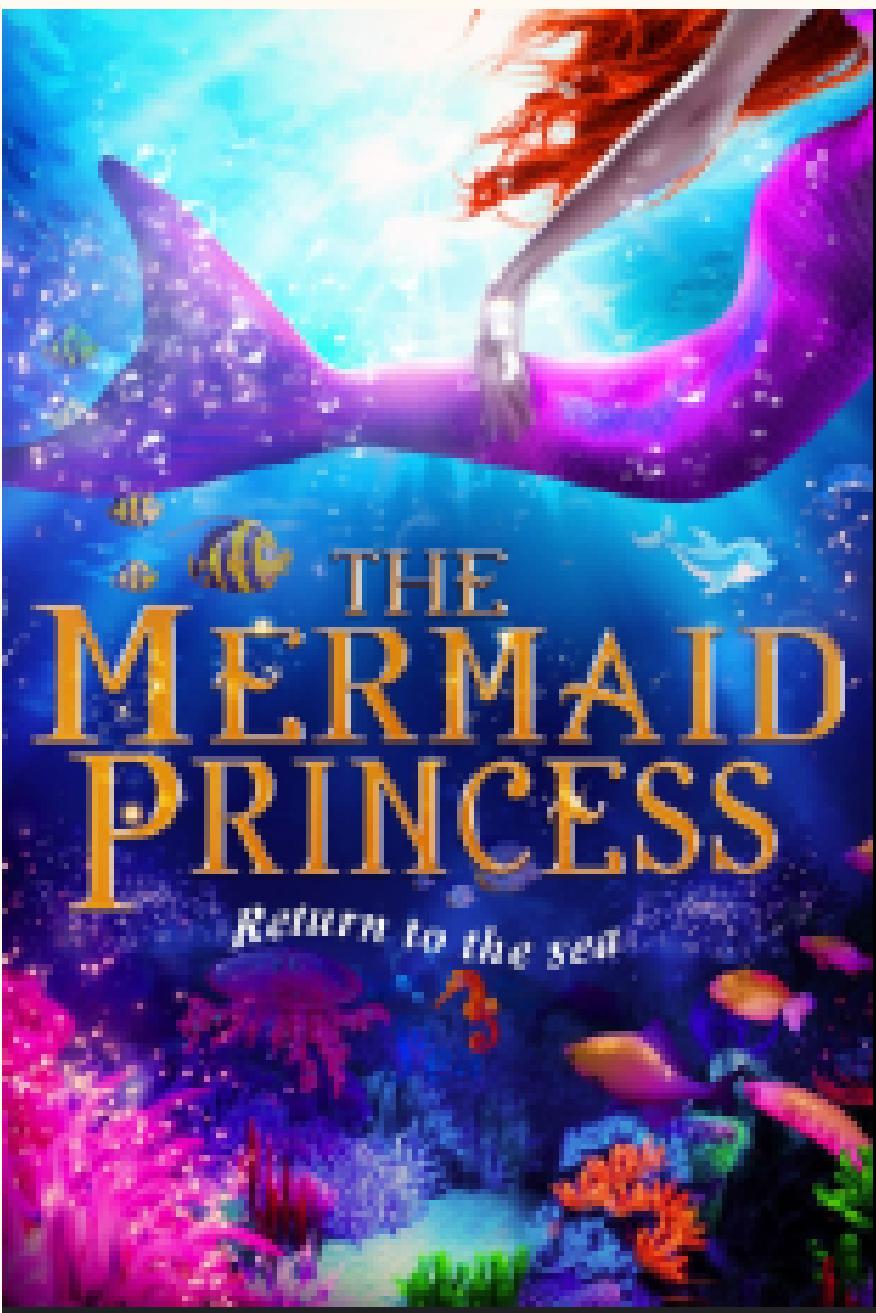
Building a model to predict user behavior



Using the above data, we notice a sharp decline in the time spent watching and this matter has its reasons, and the most important reasons leading to this are two reasons: perhaps due to poor customer service The presence of major competitors such as NETFLIX, SHAHID Therefore, we must improve: Among our services to customers that satisfy them to the fullest extent is providing offers, providing marketing campaigns, and having marketing campaigns calling for subscription to STCTV.



Providing recommendations using machine learning algorithms



Providing recommendations using machine learning algorithms



Providing recommendations using machine learning algorithms



THANK YOU

