PROJECT 1

We took a dataset named "OTT Platforms" containing data of 3 platforms namely : Amazon, Disney Hotstar and Netflix and performed certain insights

But for that data needs to be prepared by eliminating the missing and duplicate values.

Once after uploading the data when it seems fit, we start performing.

INSIGHTS

1. Distribution of content types
   - Analysing the distribution of different types of shows available on the platform (e.g., TV Show or Movie) to understand the platform's content strategy and audience preferences.
2. Number of Shows added per year
3. Geographic Preferences (Top 10 countries)
   - Analysing the distribution of content by country to understand regional preferences and potentially target specific markets for content acquisition or production
4. Content Rating Distribution
   - Analysing the distribution of content ratings to understand the platform's target audience and content suitability which could inform content acquisition decisions and marketing strategies
5. Director's Influence
   - Identifying the most prolific (Top 10) directors associated with highly-rated content to understand the influence of directors on the success of shows or movies on the platform
6. Actor's Influence
   - Identifying the most prolific (Top 10) actors/actresses associated to understand their influence on the success of shows or movie
7. Number of shows per OTT platform
8. Genre/Category Trends
   - Exploring the distribution of content across different genres to identify popular genres and potentially niche content categories
9. Date Added Trend
   - Exploring patterns in the dates when content is added to the platform which could reveal seasonal trends, content acquisition strategies, or efforts to capitalize on specific events or holidays
10. Number of shows per rating on each OTT Platform
11. Proportion of Movies V/S TV Shows on each platform
12. Release Year Analysis
    - Examining the distribution of content based on release years to identify trends in the platform's content library that includes insights like vintage content, recent releases, or trends in content production over time
13. Most common release years for Movies V/S TV Shows
14. No. of shows with specific ratings per year
15. Average rating of shows per year