**Project Title: Disney+ Hotstar Content Performance Analysis**

**1. Objective:** To analyze user engagement and content performance data from Disney+ Hotstar with the goal of identifying key trends in viewership, genre preferences, and regional engagement. The insights aim to optimize content planning and marketing strategies.

**2. Problem Statement:** With the digital entertainment space becoming increasingly competitive, Disney+ Hotstar needs to understand content consumption behavior across demographics and regions. Key challenges include:

* Identifying most popular genres.
* Understanding the impact of language and location on preferences.
* Detecting patterns in content engagement and repeat viewership.

**3. Data Description:** The dataset includes:

* Performance metrics of 1,000+ titles
* Coverage of 10+ genres
* Segmentation by location, language, and platform engagement

**4. Tools and Technologies Used:**

* Tableau
* Microsoft Excel

**5. Approach:**

* **Data Preparation:** Cleaned and formatted raw datasets; handled missing values and ensured consistency.
* **Exploratory Data Analysis (EDA):** Segmented and analyzed data by genre, city, language; calculated KPIs such as viewership counts, bounce rate, repeat viewership, and TRP ratings.
* **Visualization:** Created Tableau dashboards for:
  + Genre-wise preferences
  + City/language trends
  + High repeat viewership
  + TRP ratings comparison across cities

**6. Key Insights:**

* **Sports** emerged as the most engaging genre with **2.5x higher repeat viewership** than others.
* **60% of Tier-2 users** preferred content in **Hindi and Tamil**.
* **Pune, Chennai, and Hyderabad** showed the highest engagement.
* Content with long intros and lack of personalization had a **25% higher bounce rate**.

**7. Recommendations:**

* Focus on **regional content** in Hindi and Tamil to improve engagement.
* Schedule **sports and thriller** content during peak hours.
* Shorten intros and implement **personalized recommendations** to reduce bounce rate.

**8. Outcome:**

* Provided strategic recommendations projected to **increase engagement by 12–15%** in underperforming regions.
* Enabled real-time trend tracking through **interactive Tableau dashboards**.

**9. Conclusion:** The analysis offered a deep understanding of viewer behavior on Disney+ Hotstar. Insights into genre, language, and city-based engagement enable data-driven decisions to enhance user experience and retention.