Data Analytics Report

Survey on Streaming (OTT) Application Users.

Project Title: Data Analytics Report – Survey on Streaming (OTT) Application Users

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Abstract

This project involves conducting and analyzing a survey on streaming (OTT) application users. The survey was conducted using Google Forms and collected a total of 102 responses. The analysis aims to understand user behavior and preferences regarding streaming platforms. The insights are derived using data analytics techniques and are represented through pivot charts to support the findings.

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Introduction

Recommendation systems and digital streaming platforms are gaining popularity. This report presents a data analytics project that involves designing a survey and collecting raw data on streaming application usage. The process involved gathering 102 responses and analyzing the data to uncover user trends. Collecting raw data independently helped enhance practical understanding of analytics.

Survey Overview

The survey was conducted on 28th November 2023 using Google Forms. It focused on understanding user behavior regarding OTT applications. The survey link is provided below:

https://docs.google.com/forms/d/e/1FAIpQLSfr8Ar3baPP4-
AUSkk5XEqLXZuZzSO8JQMpylXvS6NWz1nw/viewform?usp=sf_link

A total of 102 entries were collected and analyzed using Excel. Results and insights are visualized through pivot charts in the subsequent pages.

Reason for Selecting This Topic

Post the COVID-19 pandemic, there has been a noticeable shift in user preference towards streaming platforms like Netflix and Hotstar. With the increasing use of Smart TVs and mobile devices, users now prefer ad-free, on-demand content rather than traditional TV programming.

The idea for this survey originated from this change in behavior. The most common sentiment found was: "Instead of paying for TV channels and waiting for movies, people prefer paying for streaming apps to watch anytime, from any device."

The survey aims to understand the popularity of streaming apps, not just the shift from television. It explores why people choose specific applications and their usage patterns.

Survey Questions

1. What's the average age of people using streaming apps?
2. What is the application majority of people prefer?
3. Why do people prefer this application?
4. How long do they use a certain application?
5. How many hours do they spend on this application (per day)?
6. How long have they been using this application (in years)?
7. On which device do they mostly use the application?
8. Does this application affect their studies/working capacity?
9. Did people try the 1-month/3-month free subscription?
10. Do people pay for subscriptions or wait for free releases?
11. Do people regret using this specific application?
12. Will they change the application in the future, or are they happy with it?

Analysis screenshots:
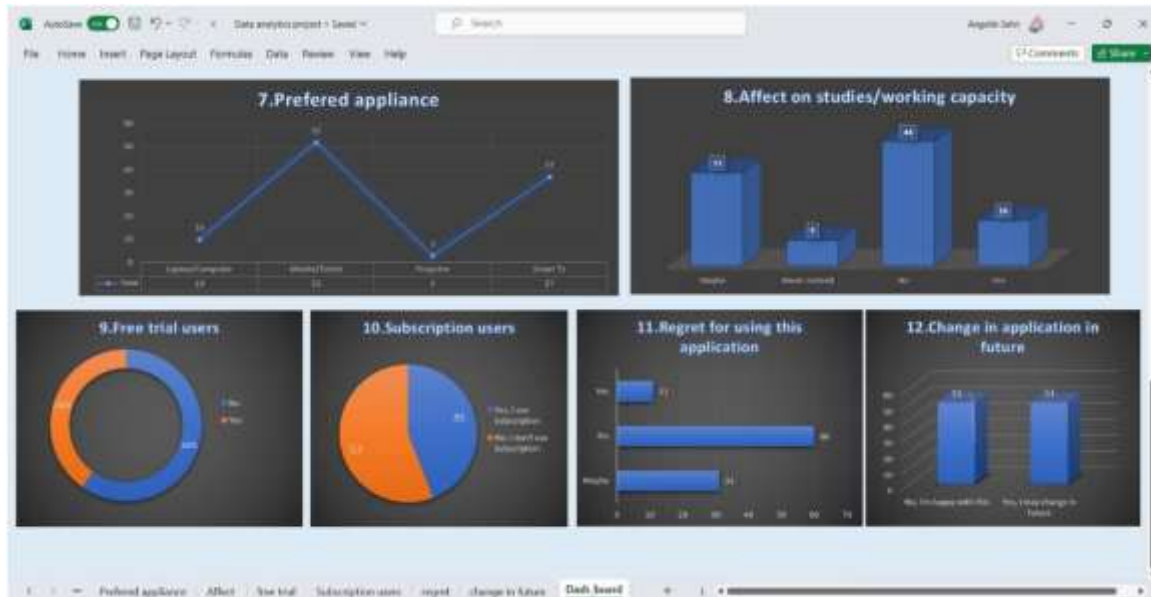
Results and Analysis

➤ Age category of 15–25 is the highest user base for OTT applications.

➤ Netflix is the most preferred streaming platform.

➤ The main reason for app preference is access to global content.

➤ Most users have been using these platforms for more than one year.

➤ Usage time ranges from 1 to 3 hours daily.

➤ Users often spend time on these apps.

➤ Mobile/Tablet devices are the most used for accessing streaming apps.

➤ Out of 102 responses, 44 people said that OTT apps do not affect their studies/work.

➤ Around 60% of users have never tried the free trials.

➤ 57 respondents prefer free releases and don't want to pay subscriptions.

➤ 60 users do not regret using these platforms.

➤ There's an even split: 51 users want to change apps, and 51 want to continue with the current one.

Conclusion

With this, I would like to conclude that my survey has given a clear understanding of the streaming application usage pattern and user preferences. The responses collected offered useful insights into why and how people use these platforms. I hope this report sufficiently covers all aspects necessary for the completion of my project.

Thank you.