

## Jio-Hotstar Data Analysis Project – Case Study

### Objective:

The project aims to analyze streaming platform performance, focusing on Jio and Hotstar user patterns, including usage, subscriptions, content preference, and trend insights.

### Methodology:

Using Python libraries, data cleaning, preprocessing, and visualization steps were performed to uncover patterns such as peak viewing hours, subscription behavior, and user engagement trends.

### Insights:

- Popular content categories were identified.
- High peak traffic periods found.
- Regional and subscription-based patterns explored.

### Conclusion:

The analysis delivers useful business insights for improving recommendations, increasing user retention, and enhancing streaming experience.