

# OTT PLATFORM AND ITS ANALYSIS

## Abstract

This project is about analyzing data from OTT platforms to understand how people watch movies and web series. I studied details like genre, language, ratings, and user engagement to find out what type of content is most popular. The analysis helps to know audience interests and gives an idea about how OTT platforms are changing entertainment today.

## Introduction

OTT platforms like Netflix, Amazon Prime, and Disney+ have become very popular because they allow people to watch content anytime and anywhere through the internet. Many viewers now prefer OTT instead of traditional TV. In this project, we focused on analyzing OTT data to study patterns such as which genres are liked more, which languages are trending, and how ratings affect viewership. This study helps us understand the growing impact of OTT platforms and their importance in the entertainment industry.

## Tools used

- Perplexity
- Kaggle
- My sql
- Power BI

## Steps involved in building the project

- Initially I downloaded the dataset from kaggle
- Later using perplexity tool I modified the data according to recent time and trends
- MySQL was used to store and manage the OTT dataset
- Queries were written to filter, group, and sort data based on different columns like genre , language and ratings
- Later I loaded the into Powerbi
- After loading the data , go to power query editor through transform data

- Later removed the duplicates and empty rows from dataset
- After removing duplicates , detected the data type for columns to ensure no errors occur during visualization
- Later created dax measures to get an overall value of the columns . They are
  - Average rating
  - Count of 1month membership users using membership taken column
  - Count of 1year membership users using membership taken column
- After creating measures loaded the dataset for visualization
- Visualization of charts is divided into three categories . They are
  - **User activity report** : which tells about user activity and their involvement on the ott platform
  - **Content insights** : which tells about the data ott platform management look after
  - **Time and trends** : which tells about the data like views over different period of times

## Conclusion

The OTT platform analysis project helped us understand how online streaming services are changing the way people watch entertainment. By analyzing data such as genres, languages, ratings, and user engagement, we observed which type of content is most popular and how audience preferences are shifting. The project showed that OTT platforms are growing rapidly because they provide flexible and personalized viewing experiences. Overall, this analysis gives useful insights that can help both viewers and content providers in making better decisions about entertainment choices