OTT PLATFORM ANALYSIS

INTRODUCTION

Online media services known as over-the-top (OTT) platforms distribute audio and video material via the internet instead of using more established cable and satellite television providers. OTT systems like Netflix, Hulu, Amazon Prime Video, and Disney+ are examples. These platforms provide a huge selection of material, including both original programming and movies and TV series that have been licenced. Consumers now have more control over their viewing experiences because to OTT platforms, which have changed the entertainment sector. This makes it simpler and easier for users to obtain the material they desire. In this analysis project I picked top 3 platforms like **NETFLIX, AMAZON-PRIME, DISNEY+HOTSTAR**, with respective to their datasets.

ANALYSIS IN POWERBI

The dashboard that has been created for analysing the datasets provides a comprehensive view of the shows available on various OTT platforms. The focus of this analysis is to understand the patterns and trends in the type of shows that are being produced and made available for streaming. To accomplish this, the dashboard displays the number of shows on each platform, and the counts are linked to the ratings and runtime of each show.

To make the analysis more user-friendly and efficient, the dashboard includes several search bars. These search bars allow the user to search for a specific show based on the title, genre, and tags associated with that show. This makes it easier to find exactly what the user is looking for and to compare different shows based on specific criteria.

The analysis provided by this dashboard will be incredibly valuable in helping us to understand the most popular types of shows available on OTT platforms, and to determine where these shows are sourced from (based on their IMDB ratings). Additionally, the information about the runtime of each show will give us insight into the viewing habits of audiences and what type of shows are preferred. This information can then be used by content creators and OTT platforms to make informed decisions about what types of shows to produce and make available for streaming.

This project helped me a lot to understand the basic idea of the dashboard and my starting step to the Analysis.