



EXPLORATORY DATA ANALYSIS ON OTT PLATFORMS

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Project Objectives

The primary objective of this project is to study the consumer shift in the entertainment industry. This was done in three phases:

- An **Exploratory Data Analysis (EDA)** on the content being offered over-the-top (OTT) platforms compared with popular direct-to-home (DTH) providers
- A quantitative **consumer survey** to observe the shift to OTT from traditional TV media among Indian users
- A **business model analysis** of Netflix to gain insights into strategies that could be used to perform in the Indian market

Introduction

OTT platforms appear to be taking over the entertainment industry at a faster pace than ever seen before. They offer a broader variety of accessible, diverse and easily consumable content. Understanding how these platforms were able to change the tide of Indian home entertainment within a few short years hence becomes a point of interest.

Theory

OTT is a means of delivering television and movie material via the internet at the request of the consumer.

EDA is an approach which helps in identifying any outlier data points, understanding the relationships between the various attributes and structure of the data, and helps make an informed choice for any further analysis.

Methodology/Procedure

The project was broken down into the following steps:

- Preparation and deployment of consumer survey

- Performing EDA on datasets of OTT and DTH platforms
- Creating Netflix's business model canvas
- Visualisation and analysis of survey data
- Compilation of results

Project Outcomes

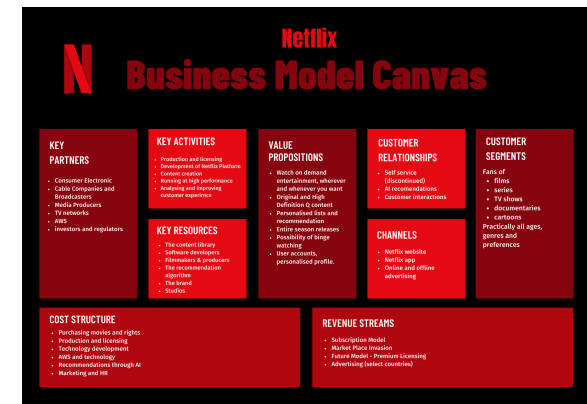
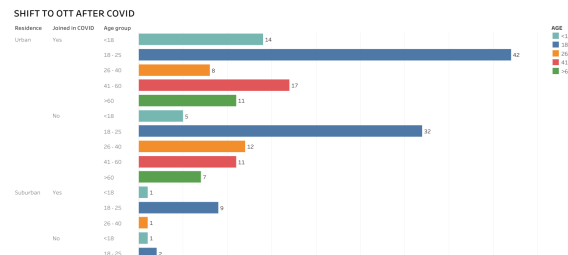
Through the course of the project,

- The movement of consumers from more traditional entertainment media towards OTT platforms was quantified with the help of a survey to gauge public opinion and an exploratory data analysis.
- This was further complemented by a breakdown of the value proposition, revenue streams, and other components that constitute Netflix's business model. The key deliverables were the dashboard analyzing the survey data, the business model canvas, and the plots from the EDA.

Results

- OTT platforms are more popular than DTH due to their wider variety of genres and higher volume of content.
- Netflix generates revenue through subscriptions, marketplace invasion, licensing, and advertising.
- Younger consumers of entertainment prefer OTT platforms while DTH is favored by older age groups.

Figures/Block Diagrams



Project Relevance

- As per a report by KPMG, the number of OTT platform users was to increase to 62 million by 2022. As the penetration of cellular data and number of smartphone users in India continues to increase, the way people watch things will change permanently.
- As competition stiffens, it is important for local players to adapt their operations in order to keep track with the rest and not lose out.

Conclusion & Future Scope

In conclusion, the younger demographic in India prefer OTT, while the older age groups prefer DTH. Future scope:

- Conduct a predictive analysis on different content on OTT platforms and suggest genres that could pull larger crowds
- Understand the market share of:
 - Piracy/Torrenting sources of entertainment
 - Renting and Buying of movies/shows