# to view the data

View(OTT)

attach(OTT)

# to know the names of the data

names(OTT)

#to know the dimensions of the data

dim(OTT)

#to know the summary of first objective variables

summary(Often\_used)

summary(Free\_trail)

summary(Parental\_control)

#to know the summary of second objective variables

summary(Reviews\_ratings)

summary(Factors)

summary(Negative\_impact)

summary(Find\_gener)

summary(Diverse\_content)

#to know the summary of third objective variables

summary(Prefered\_OTT)

summary(Genre)

summary(Extra\_pay)

summary(Content)

summary(Experieenced\_interfaced)

summary(Documanteries\_ed\_content)

#to know the summary of fourth objective variables

summary(Downloads)

summary(Recommand)

summary(Device)

summary(Sports\_live)

summary(Increase\_price)

summary(Technical\_issue)

summary(Slow\_internet)

summary(Rate)

sd(Age)

sd(Gender)

sd(Occupation)

sd(Often\_used)

sd(Prefered\_OTT)

sd(Free\_trail)

sd(Parental\_control)

sd(Reviews\_ratings)

sd(Factors)

sd(Negative\_impact)

sd(Genre)

sd(Find\_gener)

sd(Diverse\_content)

sd(Extra\_pay)

sd(Content)

sd(Experieenced\_interfaced)

sd(Documanteries\_ed\_content)

sd(Downloads)

sd(Recommand)

sd(Device)

sd(Sports\_live)

sd(Increase\_price)

sd(Technical\_issue)

sd(Slow\_internet)

sd(Rate)

#pie chart for first objective variables

#pie chart for how often do you use online platforms for entertainment purpose

install.packages("tidyverse")

library(tidyverse)

x<-table(Age)

labels<-c("under18","18-24","25-30","30&Above")

piepercent<-round(100\*x/sum(x),1)

pie(x,labels=piepercent,main="AGE LIMIT",col = rainbow(length(x)))

legend("topright",labels,cex = 0.5,fill = rainbow(length(x)))

box()

x1<-table(Often\_used)

labels<-c("Daily","Once a week","Rarely","never")

piepercent<-round(100\*x1/sum(x1),1)

pie(x1,labels=piepercent,main="often used",col = rainbow(length(x1)))

legend("topright",labels,cex=0.5,fill = rainbow(length(x1)))

box()

x2<-table(Free\_trail)

labels<-c("yes","no","It depends on length of the time period")

piepercent<-round(100\*x2/sum(x2),1)

pie(x2,labels=piepercent,main="Free trail",col = rainbow(length(x2)))

legend("topright",labels,cex=0.5,fill = rainbow(length(x2)))

box()

x3<-table(Parental\_control)

labels<-c("yes","no")

piepercent<-round(100\*x3/sum(x3),1)

pie(x3,labels=piepercent,main="Parental control",col = rainbow(length(x3)))

legend("topright",labels,cex=0.5,fill = rainbow(length(x3)))

box()

x4<-table(Prefered\_OTT)

labels<-c("Netflix","Amazon prime","Disney+hostar","sonyliv","zee 5","Aha")

piepercent<-round(100\*x4/sum(x4),1)

pie(x4,labels=piepercent,main="Prefered OTT",col = rainbow(length(x4)))

legend("topright",labels,cex=0.5,fill = rainbow(length(x4)))

box()

x5<-table(Genre)

labels<-c("action","comedy","romance","drama","horror","documentary","thriller/mistery","anime")

piepercent<-round(100\*x5/sum(x5),1)

pie(x5,labels=piepercent,main="Genre",col = rainbow(length(x5)))

legend("topright",labels,cex=0.5,fill = rainbow(length(x5)))

box()

x6<-table(Extra\_pay)

labels<-c("yes","no","depends on price")

piepercent<-round(100\*x6/sum(x6),1)

pie(x6,labels=piepercent,main="Extra pay",col = rainbow(length(x6)))

legend("topright",labels,cex=0.5,fill = rainbow(length(x6)))

box()

x7<-table(Content)

labels<-c("international content","domestic content","both")

piepercent<-round(100\*x7/sum(x7),1)

pie(x7,labels=piepercent,main="content",col = rainbow(length(x7)))

legend("topright",labels,cex=0.5,fill = rainbow(length(x7)))

box()

x8<-table(Experieenced\_interfaced)

labels<-c("Netflix","Amazon prime","Disney hoster","Sony live","Zee5","Aha")

piepercent<-round(100\*x8/sum(x8),1)

pie(x8,labels=piepercent,main="Experieenced interfaced",col = rainbow(length(x8)))

legend("topright",labels,cex=0.5,fill = rainbow(length(x8)))

box()

#barplots

a1<-table(Reviews\_ratings)

b1<-c("Yes","No")

barp<-barplot(a1,names.arg=b1,xlab="values",ylab="Count",main="Review ratings",col="pink",ylim = c(0,300),las=1)

piepercent<-round(100\*a1/sum(a1),1)

text(barp,a1,labels=piepercent)

a2<-table(Factors)

b2<-c("Price","content","Multipledevice","All")

barp<-barplot(a2,names.arg = b2,xlab="values",ylab = "percentage",main="Factors",col="skyblue",ylim = c(0,300),las=1)

piepercent<-round(100\*a2/sum(a2),1)

text(barp,a2,labels=piepercent)

a3<-table(Negative\_impact)

b3<-c("Yes","No","May be")

barp<-barplot(a3,names.arg = b3,xlab="values",ylab = "percentage",col="sky blue",main="Negative impact",ylim=c(0,300),las=1)

piepercent<-round(100\*a3/sum(a3),1)

text(barp,a3,labels=piepercent)

a4<-table(Find\_gener)

b4<-c("No","Yes")

barp<-barplot(a4,names.arg = b4,xlab="values",ylab = "percentage",col="sky blue",main="Find genre",ylim=c(0,300),las=1)

piepercent<-round(100\*a4/sum(a4),1)

text(barp,a4,labels=piepercent)

a5<-table(Diverse\_content)

b5<-c("Netflix","prime","hotstar","sonyliv","Zee5","Aha")

barp<-barplot(a5,names.arg = b5,xlab="values",ylab = "percentage",col="sky blue",main="Diverse content",ylim=c(0,300),las=1)

piepercent<-round(100\*a5/sum(a5),1)

text(barp,a5,labels=piepercent)

a6<-table(Downloads)

b6<-c("Extra imp","Imp","Not imp")

barp<-barplot(a6,names.arg=b6,xlab="values",ylab = "percentage",col="pink",main="Downloads",ylim=c(0,300),las=1)

piepercent<-round(100\*a6/sum(a6),1)

text(barp,a6,labels=piepercent)

a7<-table(Recommand)

b7<-c("Most likely","Neutral","Never")

barp<-barplot(a7,names.arg=b7,xlab="values",ylab = "percentage",col="pink",main="Recommand",ylim=c(0,300),las=1)

piepercent<-round(100\*a7/sum(a7),1)

text(barp,a7,labels=piepercent)

a8<-table(Device)

b8<-c("Smart TV","Laptop","Tablet","Smart phone")

barp<-barplot(a8,names.arg=b8,xlab="values",ylab = "percentage",col="pink",main="Device",ylim=c(0,300),las=1)

piepercent<-round(100\*a8/sum(a8),1)

text(barp,a8,labels=piepercent)

a9<-table(Sports\_live)

b9<-c("Yes","No")

barp<-barplot(a9,names.arg=b9,xlab="values",ylab = "percentage",col="pink",main="Sports live",ylim=c(0,300),las=1)

piepercent<-round(100\*a9/sum(a9),1)

text(barp,a9,labels=piepercent)

a10<-table(Increase\_price)

b10<-c("Yes","No")

barp<-barplot(a10,names.arg=b10,xlab="values",ylab = "percentage",col="pink",main="Increase price",ylim=c(0,300),las=1)

piepercent<-round(100\*a10/sum(a10),1)

text(barp,a10,labels=piepercent)

a11<-table(Technical\_issue)

b11<-c("Yes","No")

barp<-barplot(a11,names.arg=b11,xlab="values",ylab = "percentage",col="pink",main="Technical issue",ylim=c(0,300),las=1)

piepercent<-round(100\*a11/sum(a11),1)

text(barp,a11,labels=piepercent)

a12<-table(Slow\_internet)

b12<-c("Netflix","Amazon prime","Disney hoster")

barp<-barplot(a12,names.arg=b12,xlab="values",ylab = "percentage",col="pink",main="Slow internet",ylim=c(0,300),las=1)

piepercent<-round(100\*a12/sum(a12),1)

text(barp,a12,labels=piepercent)

a13<-table(Rate)

b13<-c("1 star","2 star","3 star","4 star","5 star")

barp<-barplot(a13,names.arg=b13,xlab="values",ylab = "percentage",col="pink",main="Rate",ylim=c(0,300),las=1)

piepercent<-round(100\*a13/sum(a13),1)

text(barp,a13,labels=piepercent)

table(Age,Occupation,Often\_used)

chisq.test(Age,Occupation,Often\_used)

attach(OTT)

# chi square test for demographic data i.e, AGE

chisq.test(Age,Often\_used)

chisq.test(Age,Prefered\_OTT)

chisq.test(Age,Parental\_control)

chisq.test(Age,Free\_trail)

chisq.test(Age,Reviews\_ratings)

chisq.test(Age,Factors)

chisq.test(Age,Negative\_impact)

chisq.test(Age,Genre)

chisq.test(Age, Find\_gener)

chisq.test(Age,Diverse\_content)

chisq.test(Age,Extra\_pay)

chisq.test(Age,Content)

chisq.test(Age,Experieenced\_interfaced)

chisq.test(Age,Documanteries\_ed\_content)

chisq.test(Age,Downloads)

chisq.test(Age,Recommand)

chisq.test(Age,Device)

chisq.test(Age,Sports\_live)

chisq.test(Age,Increase\_price)

chisq.test(Age,Technical\_issue)

chisq.test(Age,Slow\_internet)

chisq.test(Age,Rate)

# chi square test for demographic data i.e, GENDER

chisq.test(Gender,Often\_used)

chisq.test(Gender,Prefered\_OTT)

chisq.test(Gender,Parental\_control)

chisq.test(Gender,Free\_trail)

chisq.test(Gender,Reviews\_ratings)

chisq.test(Gender,Factors)

chisq.test(Gender,Negative\_impact)

chisq.test(Gender,Genre)

chisq.test(Gender, Find\_gener)

chisq.test(Gender,Diverse\_content)

chisq.test(Gender,Extra\_pay)

chisq.test(Gender,Content)

chisq.test(Gender,Experieenced\_interfaced)

chisq.test(Gender,Documanteries\_ed\_content)

chisq.test(Gender,Downloads)

chisq.test(Gender,Recommand)

chisq.test(Gender,Device)

chisq.test(Gender,Sports\_live)

chisq.test(Gender,Increase\_price)

chisq.test(Gender,Technical\_issue)

chisq.test(Gender,Slow\_internet)

chisq.test(Gender,Rate)

# chi square test for demographic data i.e, OCCUPATION

chisq.test(Occupation,Often\_used)

chisq.test(Occupation,Prefered\_OTT)

chisq.test(Occupation,Parental\_control)

chisq.test(Occupation,Free\_trail)

chisq.test(Occupation,Reviews\_ratings)

chisq.test(Occupation,Factors)

chisq.test(Occupation,Negative\_impact)

chisq.test(Occupation,Genre)

chisq.test(Occupation, Find\_gener)

chisq.test(Occupation,Diverse\_content)

chisq.test(Occupation,Extra\_pay)

chisq.test(Occupation,Content)

chisq.test(Occupation,Experieenced\_interfaced)

chisq.test(Occupation,Documanteries\_ed\_content)

chisq.test(Occupation,Downloads)

chisq.test(Occupation,Recommand)

chisq.test(Occupation,Device)

chisq.test(Occupation,Sports\_live)

chisq.test(Occupation,Increase\_price)

chisq.test(Occupation,Technical\_issue)

chisq.test(Occupation,Slow\_internet)

chisq.test(Occupation,Rate)

sd(Age)

sd(Gender)

sd(Occupation)

sd(Often\_used)

sd(Prefered\_OTT)

sd(Free\_trail)

sd(Parental\_control)

sd(Reviews\_ratings)

sd(Factors)

sd(Negative\_impact)

sd(Genre)

sd(Find\_gener)

sd(Diverse\_content)

sd(Extra\_pay)

sd(Content)

sd(Experieenced\_interfaced)

sd(Documanteries\_ed\_content)

sd(Downloads)

sd(Recommand)

sd(Device)

sd(Sports\_live)

sd(Increase\_price)

sd(Technical\_issue)

sd(Slow\_internet)

sd(Rate)

attach(OTT)

table(Age,Factors)

table(Age,Genre)