

Uncovering Insights from OTT Content: An Exploratory Analysis

A Timeline of Regional Dominance and Motion Picture Diversity

Delivering adequate content to users is the prime goal of digital media transformation. Millions of users worldwide are shifting from traditional TV to OTT platforms. The convenience and variety offered by these services are major driving factors. Focusing on Exploratory Analysis of the content streaming on the platform helps to understand the audience, analyze engagement patterns, and perform market trend and regional popularity analysis.

This blog aims to delve into the **regional dominance trends and motion picture diversity in OTT content consumption across the sub-continent**s, providing an analysis of its popular actors, directors, and release time. By examining these trends, we can gain insights for stakeholders aiming to navigate and succeed in this rapidly evolving market.

Understanding these trends will help stakeholders:

1. Make informed decisions
2. Optimize their strategies
3. Capitalize on emerging opportunities within the OTT landscape

Data Prepping

Choosing to implement the Python libraries for the analysis of the case study, created a difference in the learning curve. Though SQL has its advantages from a beginner's perspective, Python libraries are more technical where the learner needs to understand the basics of Python to set a base for analysis before moving ahead with the libraries.

Owing to preparing the data for analysis, getting rid of the anomalies in the data by far is the primary step, whether SQL or Python.

Understanding the data type of the columns and channeling them according to the expected return type, handling missing values through imputation or dropping as per needs, were some of the firsts, I followed. Splitting the mixed values based on the delimiter and conjecturing it to form a final data frame increases the granularity and offers more clarity during the analysis.

The above are some of the pointers that can be followed. A large part of it still differs based on the data.

Exploratory Analysis

Basing my analysis of Movies and TV Shows, the 2 unique categorizations, the countries topping the list were a priority. Answering granular-level questions about why certain countries were leading provided insights into the underperforming countries and the specific years of surge and downfall.

The analysis included the successful months and days for keeping the audience engaged. Visualization using Matplotlib and Seaborn was visually delightful.

However, the subcontinents that were very successful experienced a decrease in movie and TV show releases during a specific period. This

could be further analyzed using the dataset's market conditions. Excited to explore!

To understand the age group of our audience and better tailor our content recommendations, it would be beneficial to identify popular movies and TV shows by continent. This knowledge will assist in catering to the specific preferences of our growing subscriber base while also retaining our existing customers.

Quick suggestion - Customise the content based on the duration and distribute their releases based on the week.

A comparative study with other subcontinents can help in generating revenue. According to a study, the industry generated billions in revenue in 2023 alone. Recent reports indicate that this trend is expected to continue, with a projected compound annual growth rate (CAGR) that is quite impressive. - [The global video streaming market](#)

Takeaways

The analysis holds significant potential for enhancement, with proposed model development ideas that could result in higher revenue and improved customer satisfaction. Tailoring the content for individual subscribers could directly affect the amount of time they spend engaging with the material.

Lastly, curiosity is the key to a crystal analysis!