

Primary_And_Secondary_Analysis

Questions from the available data (Primary)

1. Total Users & Growth Trends

- What is the total number of users for LioCinema and Jotstar, and how do they compare in terms of growth trends (January–November 2024)?

2. Content Library Comparison

- What is the total number of contents available on JioCinema vs. Jotstar? How do they differ in terms of language and content type?

3. User Demographics

- What is the distribution of users by age group, city tier, and subscription plan for each platform?

4. Active vs. Inactive Users

- What percentage of JioCinema and Jotstar users are active vs. inactive? How do these rates vary by age group and subscription plan?

5. Watch Time Analysis

- What is the average watch time for JioCinema vs. Jotstar during the analysis period? How do these compare by city tier and device type?

6. Inactivity Correlation

- How do inactivity patterns correlate with total watch time or average watch time? Are less engaged users more likely to become inactive?

7. Downgrade Trends

- How do downgrade trends differ between LioCinema and Jotstar? Are downgrades more prevalent on one platform compared to the other?

8. Upgrade Patterns

- What are the most common upgrade transitions (e.g., Free to Basic, Free to VIP, Free to Premium) for LioCinema and Jotstar? How do these differ across platforms?

9. Paid Users Distribution

- How does the paid user percentage (e.g., Basic, Premium for JioCinema; VIP, Premium for Jotstar) vary across different platforms? Analyse the proportion of premium users in Tier 1, Tier 2, and Tier 3 cities and identify any notable trends or differences.

10. Revenue Analysis

- Assume the following monthly subscription prices, calculate the total revenue generated by both platforms (LioCinema and Jotstar) for the analysis period (January to November 2024).

The calculation should consider:

- ❖ Subscribers count under each plan.
- ❖ Active duration of subscribers on their respective plans.
- ❖ Upgrades and downgrades during the period, ensuring revenue reflects the time spent under each plan.

Further analysis & recommendations:

1. What strategies can the merged platform implement to increase engagement among inactive users and convert them into active users?
2. What type of brand campaigns should the merged platform launch to establish itself as the go-to OTT platform in the country?
3. How should the merged platform price its subscription plans to compete effectively while maintaining profitability?
4. How can the platform leverage partnerships with telecom companies to expand its subscriber base?
5. What role can AI and machine learning play in personalizing the user experience and improving content discovery?
6. Who should be the brand ambassador for the newly merged OTT platform (LioCinema-Jotstar) to effectively represent its identity and attract a diverse audience?

Note: The above questions are intended to jump-start your analysis. You are encouraged to dig deeper and broaden the scope of your analysis to discover even more valuable findings.