Provide Insights for a Strategic Merger in the OTT

 Domain Domain: Telecom & Streaming Services   Function: Strategy & Operations

Lio, a leading telecommunications provider , is planning a strategic merger with Jotstar, one of the country's most prominent streaming platforms. This potential partnership aims to combine LioCinema's expansive subscriber base and Jotstar's diverse content library to revolutionize digital streaming in India.

As part of the merger preparation, the management team at Lio wants to analyse the performance and user behavior of both platforms—LioCinema and Jotstar—over the past one year (January to November 2024). The goal is to gain insights into individual platform performance, content consumption patterns, subscriber growth, Inactivity behavior, upgrade and downgrade trends. The insights derived from this study will help the management make informed decisions and optimize content strategies post-merger, with the ultimate goal of establishing Lio-Jotstar as the leading OTT platform.You're the data analyst at Lio, and you're tasked to analyse the data and provide insights.

The management expects detailed insights into the following:
1. **Content Library Analysis:** A detailed comparison of content types across both platforms.
2. **Subscriber Insights:** Analyse trends in subscriber acquisition and demographic variations.
3. **Inactivity Analysis:** Patterns of inactivity across age groups, city tiers, and subscription plans.
4. **Upgrade Patterns:** Insights into subscription upgrades and their influencing factors.
5. **Downgrade Patterns:** Analysis of subscription downgrades and associated trends.
6. **Content Consumption Behavior:** Patterns in total watch time, device preferences, and variations by user demographics.

Task:
1. Go through the metadata and analyse the datasets thoroughly. This is the most fundamental step.
2. Begin your analysis by referring to the 'primary_and_secondary_questions.pdf'. You can use any tool of your choice (Python, SQL, PowerBI, Tableau, Excel) to analyse and answer these questions. More instructions are provided in this document.
3. Design a comparison dashboard with your metrics and analysis. The dashboard should be self-explanatory and easy to understand.
4. You need to present this to key stakeholders - hence you need to create a convincing presentation with actionable insights.
5. You can add more research questions and answer them in your presentation that suits your recommendations.
6. Be creative with your presentation, audio/video presentation will have more weightage.

Other resources Provided:

- Dataset required to answer preliminary analysis questions.
- Metadata
- Supporting documents