# Disney-and-Hotstar-analysis

Project Overview:

The project Disney hotstar Analysis provide an in-depth analysis and visualization of a movie dataset to uncover insights and trends. This includes understanding the distribution of movies by genre, running times, release years, age ratings, and other attributes.

## Introduction

Hotstar, now rebranded as Disney+ Hotstar, is one of the leading over-the-top (OTT) streaming platforms in India and beyond. Originally launched in February 2015 by Novi Digital Entertainment, a subsidiary of Star India, it has grown to become a dominant player in the streaming industry. After Disney's acquisition of 21st Century Fox in 2019, Hotstar was integrated with Disney+ in India, merging its extensive local and global content libraries.

### Aim/Objectives

Our project aimed to:

1. Data Extraction Excellence: data extraction from a prominent provided data set and cleaned, to gather relevant information.
2. Comprehensive Data Analysis: Perform comprehensive data analysis on various dimensions, including regional restaurant profiles, available cuisines, pricing structures, and customer ratings.
3. Strategic Insights Derivation: Derive valuable insights from the data, aiding in the identification of potential opportunities for new market entrants and the development of future strategies.
4. Real-time Data Framework: Establish a scalable data framework to facilitate real-time analysis, enhancing the accuracy of predictions and enabling more robust decision-making processes for the food delivery industry.

# Data Cleaning

- Cleaned data
- Dropped 2 columns as they all had similar values as third
- Removed null values rows
- Dropped irralevant values in column

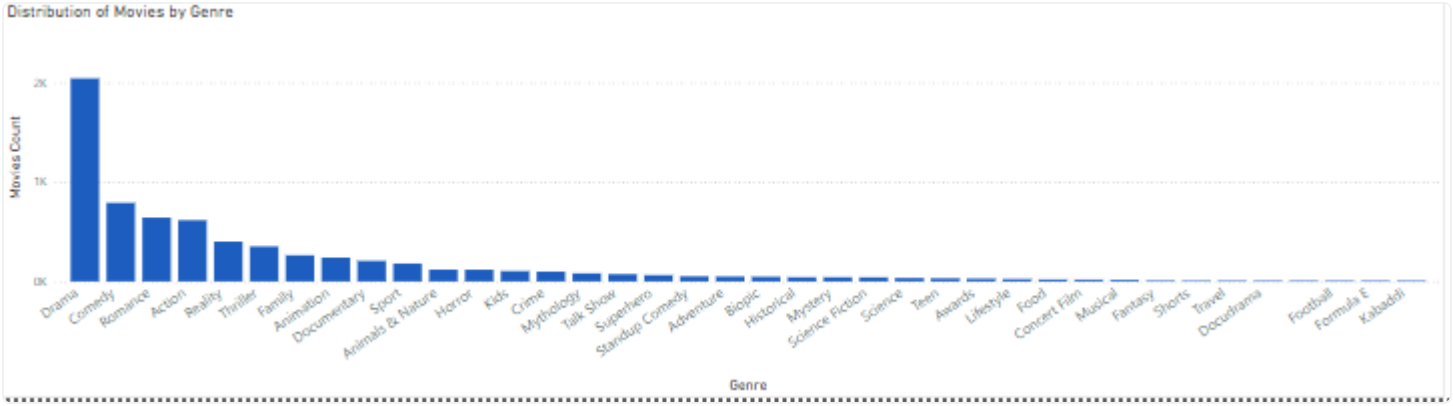
## Business Model

Hotstar operates on a **freemium model**, offering both free and premium subscription plans. Its structure includes:

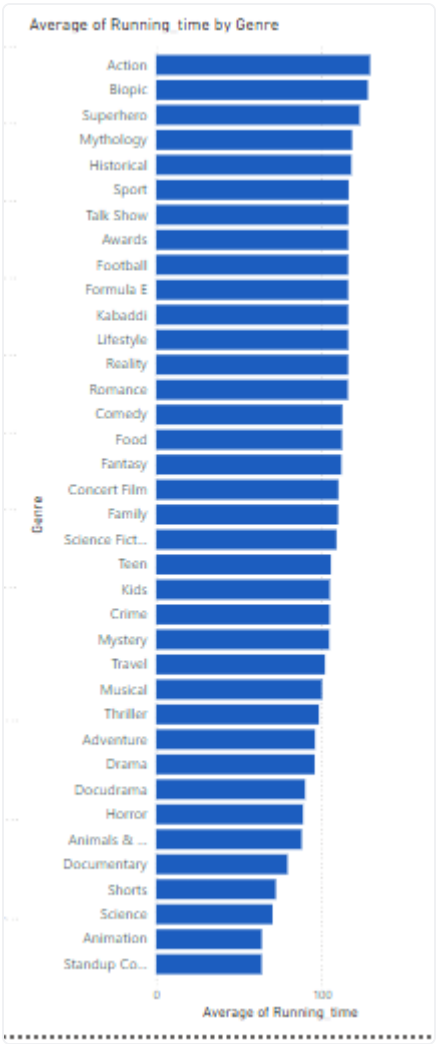
1. **Free Tier**: Includes access to ad-supported content, such as select TV shows, movies, and live sports with limitations.
2. **Paid Subscription Plans**:
   - **Disney+ Hotstar Super**: Allows access to most content with ads, limited to two devices.
   - **Disney+ Hotstar Premium**: Provides ad-free access to all content, including Disney+ Originals, on four devices.

**Insights Generated** 📊

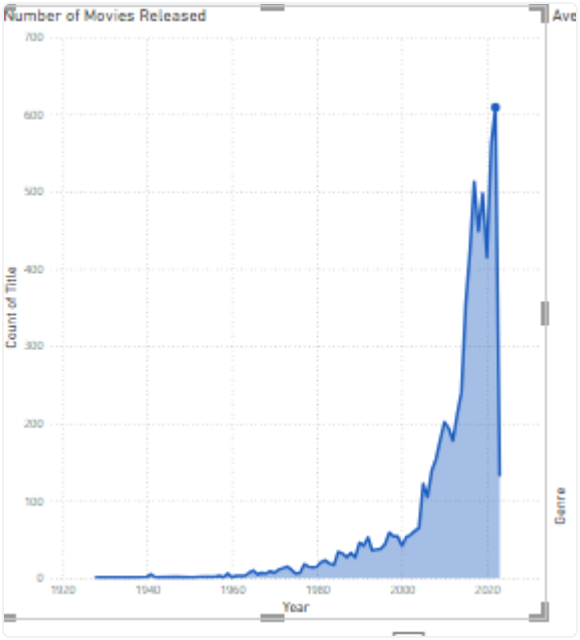
**1. Distribution of Movies by Genre:**



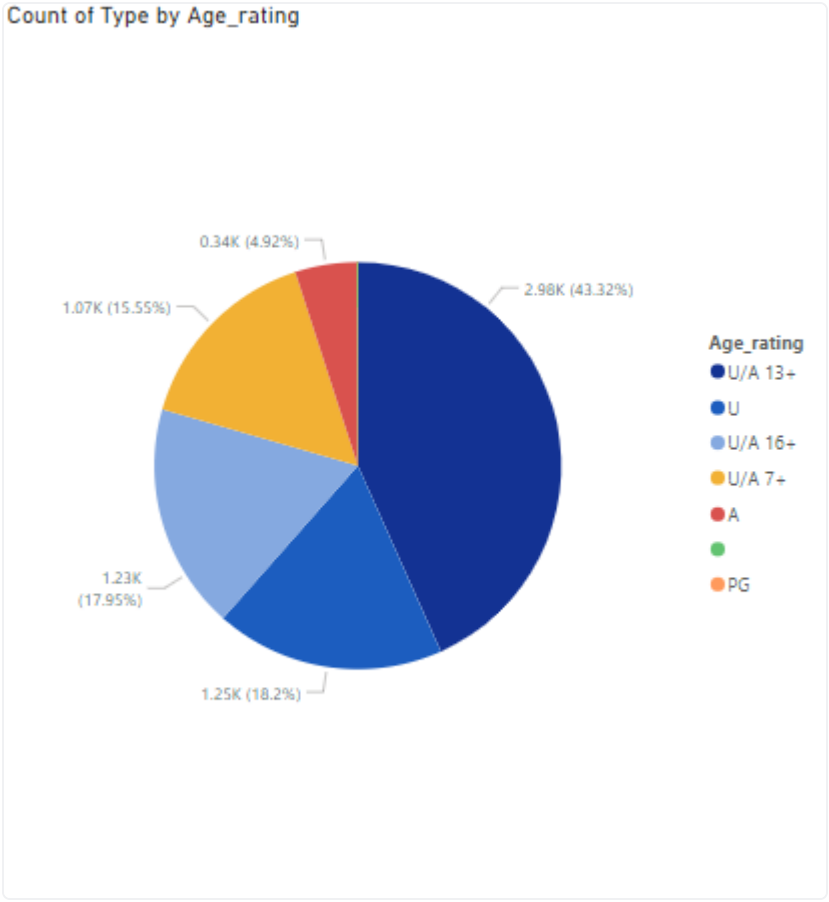

## Average Running Time by Genre



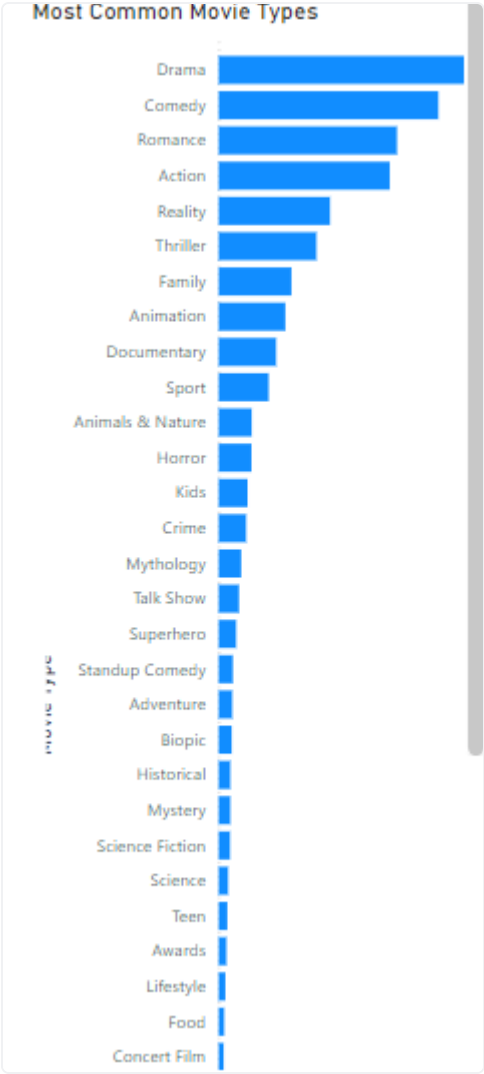

## Movies Released Each Year




## Movies by Age Rating




Most Common Movie Types




## Key Features

1. **Extensive Content Library**:
   - **Local Content**: A vast collection of TV shows, movies, and web series in multiple Indian languages, including Hindi, Tamil, Telugu, Bengali, and Malayalam.
   - **Global Content**: Hollywood blockbusters, Disney+ Originals, and series from HBO, Marvel, National Geographic, and more.
2. **Sports Streaming**: A cornerstone of Hotstar's appeal is its live sports coverage, including cricket tournaments like the IPL (Indian Premier League) and ICC events, as well as football leagues like the English Premier League (EPL) and F1 races.
3. **Localized Experience**: Multilingual content, subtitles, and dubbed versions cater to diverse audiences in India.
4. **Device Compatibility**: Available on smartphones, tablets, smart TVs, laptops, and Chromecast-enabled devices.

## Market Performance

- **Subscriber Base**: As of recent reports, Disney+ Hotstar has a significant share of Disney+'s global subscriber base, making up nearly 35-40% of its total subscribers.
- **Revenue Streams**:
  - Subscription fees.
  - Advertising revenue, which is boosted by the platform's extensive sports coverage and high viewership.

## Strengths

1. **Cricket and Sports Dominance**: Exclusive rights to IPL and international cricket tournaments attract massive audiences.
2. **Strong Local Content**: Hotstar caters to diverse regional tastes, ensuring deep penetration in tier-2 and tier-3 markets.
3. **Global Partnerships**: Integration with Disney+ has enriched its international content catalog.
4. **Affordable Pricing**: Competitive pricing compared to rivals like Netflix makes it accessible to a larger audience.

## Challenges

1. **High Competition**: Increasing competition from global giants and local players could impact user growth and retention.
2. **Content Costs**: Maintaining exclusive rights to premium sports and global shows is expensive.
3. **Subscription Growth**: The majority of Hotstar users still rely on the free tier, limiting revenue generation from subscriptions.

## Future Prospects

1. **Expansion Beyond India**: Disney+ Hotstar has already entered markets like Indonesia, Malaysia, and Thailand, and it may continue expanding in other emerging markets.
2. **Technological Innovations**: Enhanced AI-based recommendations and seamless streaming experiences could drive user engagement.
3. **Focus on Original Content**: Developing exclusive originals in regional languages to capture untapped audiences.

**Insights and Recommendation:**

**1. Market Position and Competition**

Insight: Hotstar has a significant market presence in India and other Southeast Asian countries, but faces tough competition from platforms like Netflix, Amazon Prime Video, Sony Liv, Zee5, and YouTube. Disney+ Hotstar also competes with regional players offering local content.

Recommendation: Focus on differentiating content, particularly local and regional content. Strengthen its position in tier-2 and tier-3 cities by offering region-specific content and affordable subscription plans (e.g., Mobile-only plans).

**2. Content Strategy**

Insight: Hotstar has heavily invested in sports (cricket in particular) and Indian TV shows, which has helped it maintain a large user base. The platform is also integrating Disney's content (Marvel, Star Wars, Pixar) into its offering.

Recommendation: Continue to invest in high-demand sports content, especially cricket, which is a key driver of traffic. Simultaneously, increase investment in original programming and exclusive content to capture diverse audience segments. Consider expanding the range of international content with subtitles to cater to growing urban audiences.

**3. User Engagement and Retention**

Insight: Hotstar has a large user base but is facing churn due to content fatigue, with users often subscribing temporarily for live sports events.

Recommendation: Develop a stronger user retention strategy. This can include improving the user experience with personalized content recommendations, loyalty programs, and exclusive perks for long-term subscribers. Interactive content like live polls, fan engagement, and gamification (e.g., during live sports events) could keep users more engaged.

**4. Technology and User Experience**

Insight: Hotstar has made significant strides in its app and web platform, offering a seamless streaming experience with features like offline downloads, multi-language support, and adaptive streaming quality. However, user feedback often points to buffering and performance issues during high-traffic events.

Recommendation: Invest in improving infrastructure for streaming quality, especially during high-demand events (e.g., cricket matches). Enhance the mobile experience, as a large portion of Hotstar’s user base consumes content via smartphones. Improve personalization algorithms to recommend relevant content based on user behavior.

**5. Pricing Strategy**

Insight: Hotstar uses a tiered pricing model (VIP and Premium) to target different customer segments, with the VIP plan offering lower-tier access to content and sports, while Premium provides access to international content like Disney, HBO, and exclusive shows.

Recommendation: Further refine pricing tiers to balance accessibility and profitability. Offering bundle options for sports and entertainment content might appeal to a larger group of users.

Consider regional pricing strategies to make the platform more accessible in lower-income areas while maintaining profitability.