Disney+HotStar

Data Analysis

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Objectives:

1. Data cleaning and preprocessing
2. Data visualization with Power BI
3. Data analysis and interpretation
4. Creating interactive dashboards
5. Understanding key business metrics in the food delivery industry

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.

Data Cleaning 🧹

In the data cleaning phase, Power Query was utilized to refine the extracted dataset from Swiggy, ensuring its accuracy and consistency for further analysis. Several key cleaning processes were implemented:

1.Cleaning Duplicate Data: Duplicate records within the dataset were identified and eliminated using Power Query. Removing duplicates ensured that each entry was unique, preventing any distortions in the analysis due to redundant information.

2.   Removing Null Values: Null or missing values in the dataset were identified and removed to enhance data completeness. Power Query allowed for the easy identification and filtering out of these null values, ensuring that the dataset was comprehensive and reliable for subsequent analysis.

HotStar

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.
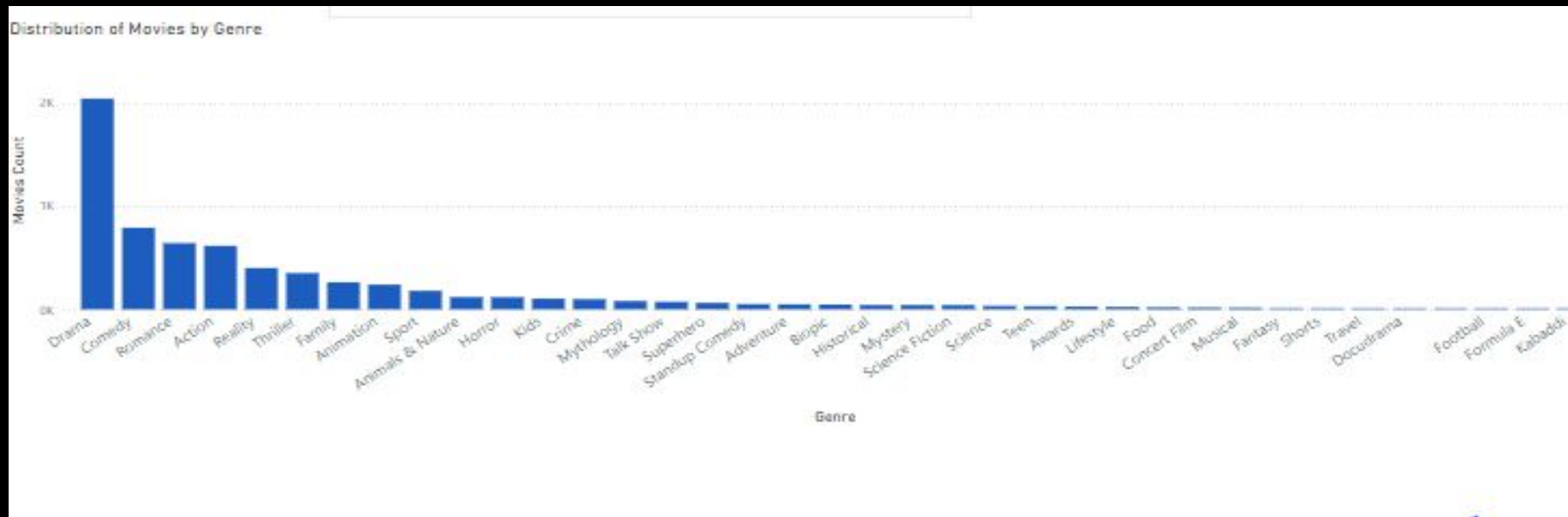
Business Model

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.
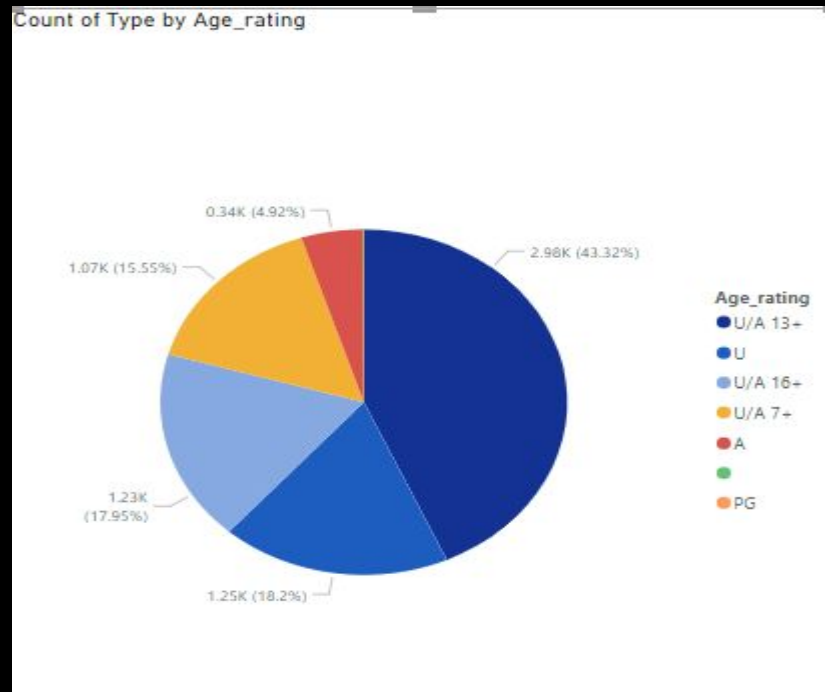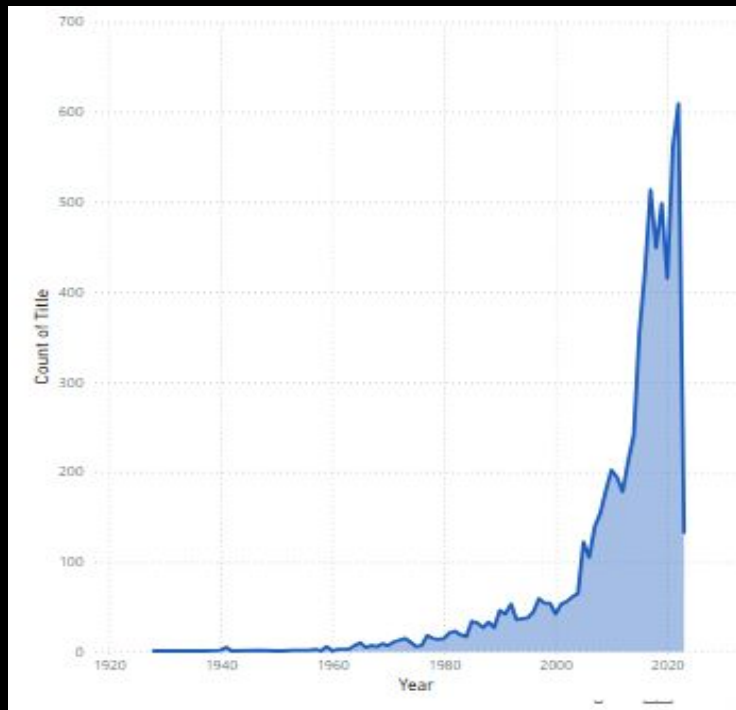
Insights

Distribution of Movies by Genre:

Most of peoples choice is on Drama in Hotstar

In the year 2023-133 movies released and the age of 13+ are watching movies 43%

Maximum episodes are in Drama genre

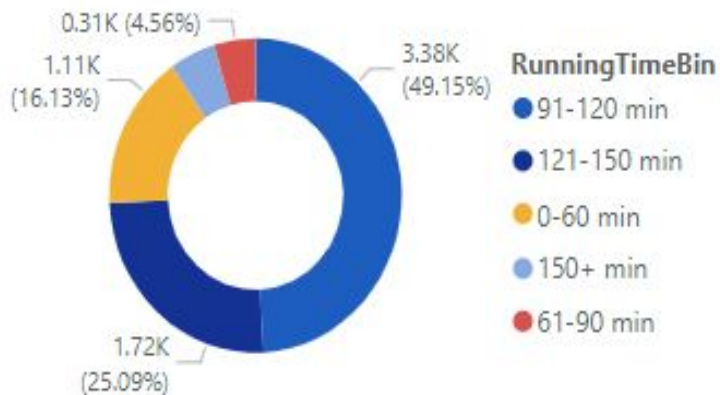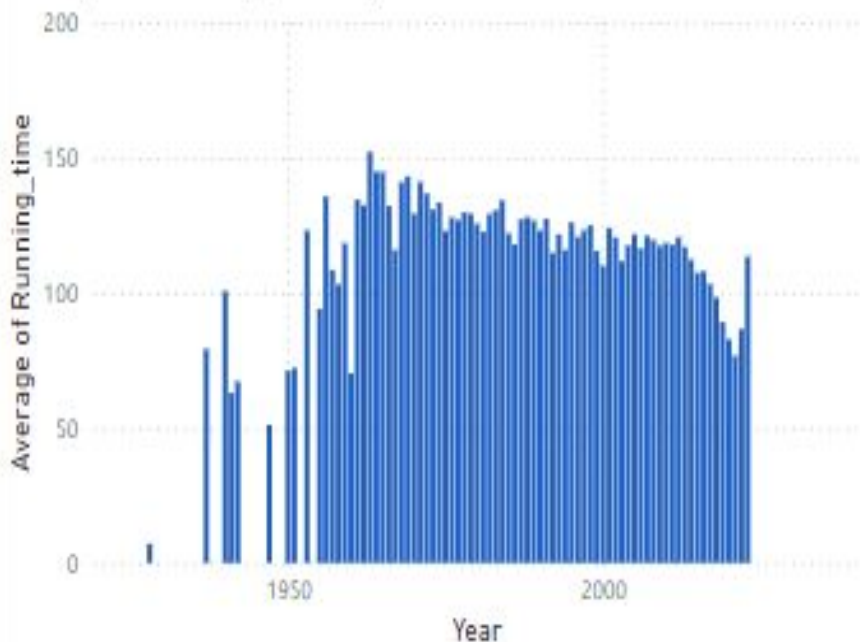# Distribution of Running Time and Average Running Time

Running time is over all capture of 49% on 91-120 mins and theAverage running time is below 150mins

Most Common Movie Types

Drama genre is the most common watching from peoples and the least is kabaddi

Genre	A	PG	U	U/A 13+	U/A 16+	U/A 7+	Total
Action	27		29	276	213	55	593
Adventure			10	7		32	48
Animals & Nature			9	9		101	119
Animation			187	4	1	46	238
Awards			3	15		9	27
Biopic	6		9	14	10	6	44
Comedy	55		117	322	107	188	787
Concert Film			9	3	1	5	18
Crime	14		1	31	51	2	98
Docudrama	1			2	2		5
Drama	109	1	258	1051	405	200	2005
Family			61	129	7	64	260
Fantasy			1	2	5	3	11
Food			2	10	1	7	20
Football			1				1
Formula E				1			1
Historical	6		2	17	14	3	42
Horror	23		2	35	55	1	115
Kabaddi			1				1
Kids			62	10		32	104
Lifestyle			5	11		8	24
Musical			5	2	5	4	16
Mystery	3		5	14	20		42
Mythology			12	50		11	73
Reality			82	199	21	87	388
Romance	10		113	377	77	60	630
Science			1	5	1	26	33
Science Fiction	4		3	25	4	5	41
Shorts			2	4	2	2	10
Sport	1		150	21	1	5	176
Standup Comedy	34			3	14		51
Superhero	3			44	11	4	62
Talk Show	2		37	23	4	7	73
Teen			7	18	1	5	31
Thriller	29		19	145	146	10	347
Travel			1	4		2	7
Total	**327**	**1**	**1198**	**2859**	**1175**	**988**	**6460**
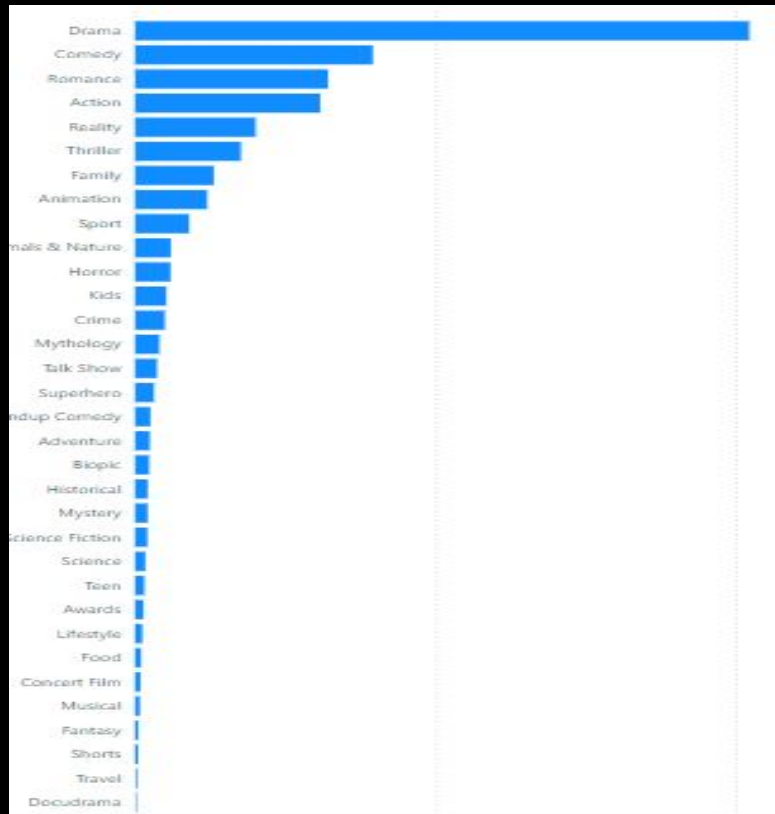
Count Of Movies released each Year and genre
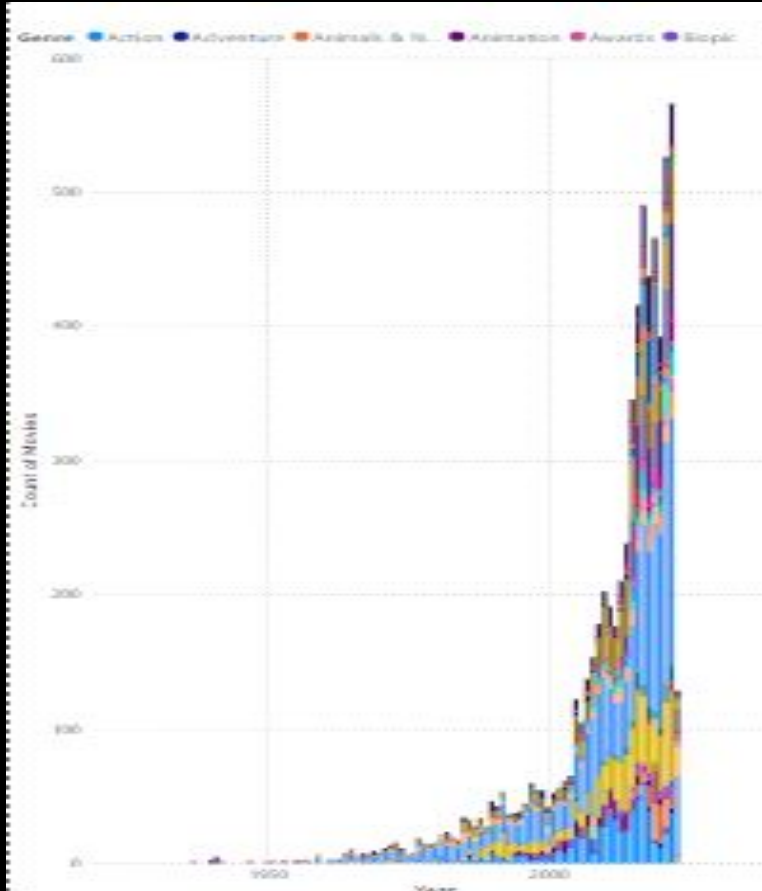
In the Year 2022 was most high releasing

Mystery 15   Thriller 31

Kids 7   Reality 68

Super hero 4   Romance 38

Science Fiction 4 Horror 17

Drama 185

Over all 566 were released on different genres

Correlation Running Time

In the year 2022 was running over the peak time

Older Movies (Pre-2000s): In the past, films, especially in India, tended to be longer (over 2.5 to 3 hours). This was due to audience expectations for elaborate storytelling, including multiple subplots, extensive song-and-dance sequences, and intermissions.

Modern Movies (2000s Onward): Over time, the global trend shifted toward shorter, more concise films (90-120 minutes). This was driven by changing audience preferences

Correlation Between Running Time and Year
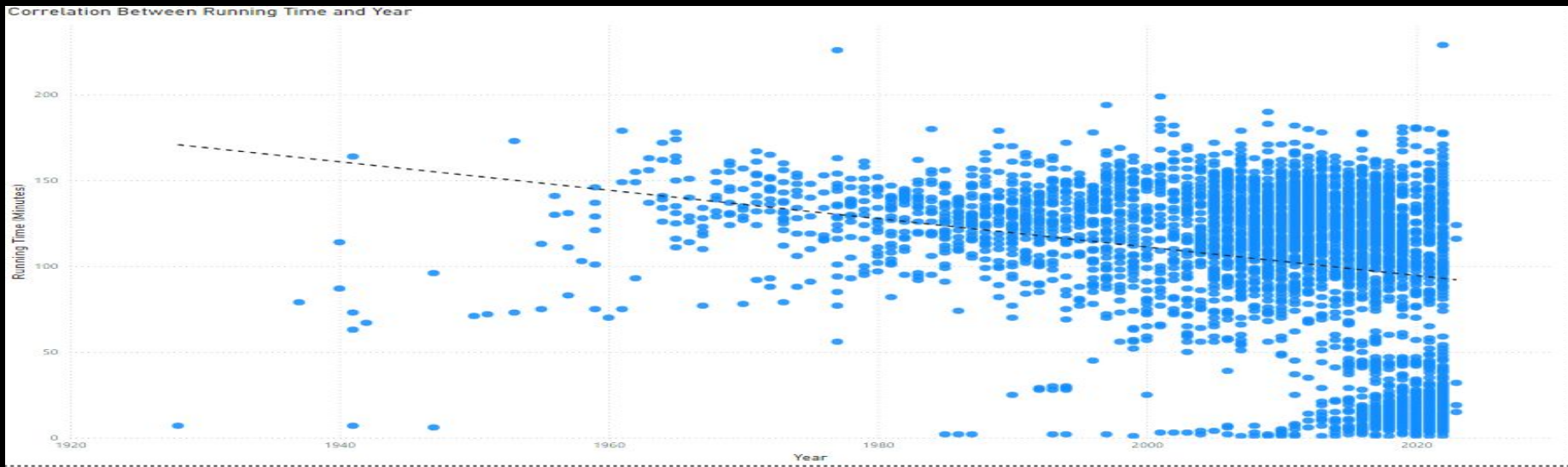
Recommendation

Diversify Content Library

- **Regional Content**: Expand offerings in regional languages like Marathi, Tamil, Bengali, etc., to attract diverse audiences.
- **International Titles**: Partner with global studios for exclusive streaming rights to hit series and movies.
- **Niche Categories**: Include more documentaries, indie films, and short films to cater to a wider audience.

Personalization Features

- **Enhanced Recommendation Engine**: Use AI to recommend content based on viewing history, genres, and user preferences.
- **Custom Playlists**: Allow users to create playlists for movies, shows, or even specific sports highlights.
- **Kids Mode**: Include a safe, curated section for children with parental controls.

Focus on Sports

- **Interactive Features**: Add live polls, stats, and commentary to make sports streaming more engaging.
- **Mini Highlights**: Provide short highlight reels for users who missed the live event.
- **Exclusive Leagues**: Secure streaming rights for popular leagues (e.g., IPL, English Premier League).

Affordable Subscription Models

- **Flexible Pricing**: Offer daily or weekly subscription options for casual viewers.
- **Bundled Deals**: Collaborate with telecom providers for bundled data and Hotstar access plans.
- **Ad-Free Tiers**: Enhance premium plans with ad-free experiences and exclusive early releases.

Recommendation

Leverage Technology

- **AI-Powered Search**: Implement advanced search tools to quickly find relevant content.
- **Smart Recommendations for New Users**: Offer curated starter packs based on basic profile details.
- **4K Streaming**: Expand 4K HDR options for premium users.

Target Emerging Markets

- **Localized Content**: Focus on culturally relevant programming for smaller towns and rural areas.
- **Language Adaptation**: Provide voiceovers, regional subtitles, and hyper-local storytelling.

Partner for Growth

- **Collaborations**: Team up with other platforms (e.g., Disney+, Marvel) for joint marketing and co-produced series.
- **Educational Content**: Partner with ed-tech platforms to host courses, tutorials, or workshops.

Thank You