Disney+ Hotstar is an Indian subscription video-on-demand over-the-top streaming service owned by Disney India, a subsidiary of Disney Company, that provides domestic Indian cinema, television, and sports content for India. It also incorporates foreign content and serves Southeast Asia.Hotstar is the second largest OTT platform.

The main goals of this project were to:
 Create a report that summarizes the most important findings from the investigation and includes understanding-enhancing graphics.
Making recommendations for the business and presenting significant findings in a personalized manner.

The project process involved:

· Data Overview

· Data Preparation and Cleaning

· Exploratory Data Analysis

· Data Visualization

Data Overview:

The dataset has 6874 rows, 10 columns, and a large amount of alphanumeric data.
Noticed randomness in the dataset that needed to be handled carefully due to its significant incompleteness, or missing data.

Data Preparation and Cleaning

- Ten-column dataset that served as the data source was included in the CSV file. We can edit and clean the data in the Query Editor after choosing Power BI Desktop's "Get Data" option from the CSV file. By default, the first row is promoted to headers and the column types are changed.

- The majority of the cleaning was done in Excel, with a little portion also done in Power BI. I deleted extra spaces in the columns by using the trim function.

- Make sure that there are no special characters, such as /, /n, \,{, etc., in the title/description column. It has been noted that special characters like "©" , "é" are present in title names.

- To handle the same, I ran several replace operations on the column "title".

- As we can see, there are ignoreable missing values for the Run-time for the content type TV and the Episodes and Seasons for the content type Movie.

Exploratory Data Analysis

The dataset consists of ten key features, the majority of which are categorical data. The desired outcomes of the EDA are to assess trends over time, show popular qualities that depend on time and content type, and keep simplicity within the project's context.

Genre

Hotstar offers a range of genres to its subscribers and most of its content fall into multiple genres, however the visual puts into consideration single-genre content. The most popular genres are Dramas (2043), followed by comedy (791) and Romance (642) respectively.
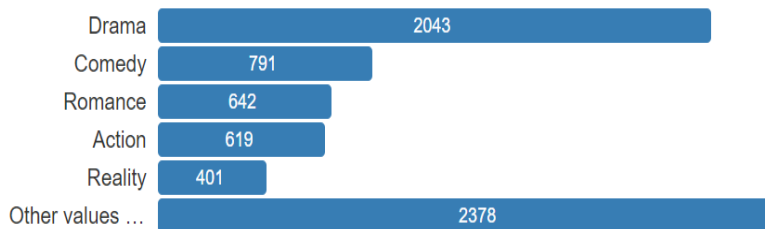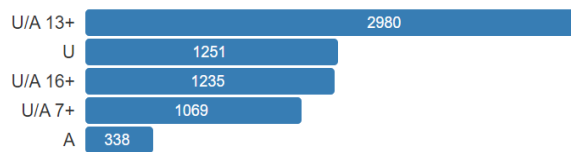

Year

The plot below shows the number of films and television shows that have been released in each year.
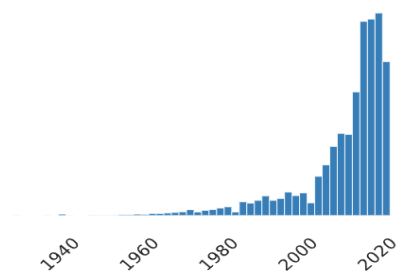
Age-Rating

After determining the distribution of ratings among age groups, the above graphic indicates that Netflix has the greatest amount of content for U/A 13+ ratings, followed by U and U/A 16+ ratings respectively.

|	
U/A 13+	2980
U	1251
U/A 16+	1235
U/A 7+	1069
A	338

Type

Movies and television series are the two categories of streaming entertainment that Hotstar offers. Movies make up 66.45 percent of all content on the platform, while TV series make up 33.55 percent, as seen in the bar chart above that illustrates the distribution of content genres.

movie	4568
tv	2306

Runtime

The movies' average runtimes are shown in the bar graph below.
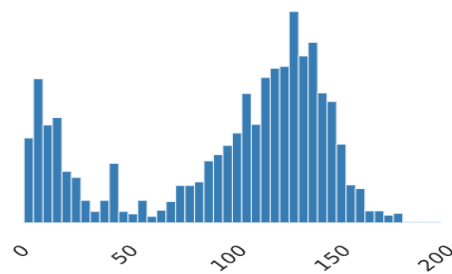
Data Visualization

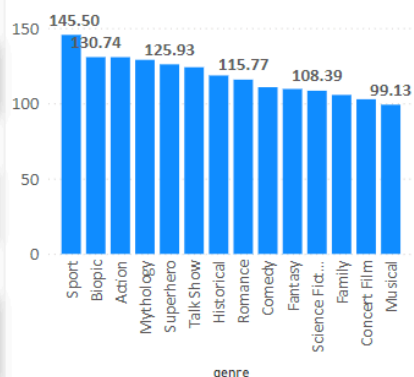# Disney + Hotstar Analysis

Hotstar Content: 6667

Content types: 2

Movies: 4446

TV series: 2265

Total Genres: 37

Total Movies by Genre

Genre	Count
Drama	1540
Action	559
Comedy	526
Romance	494
Thriller	308
Animat...	238
Family	154
Docum...	134
Horror	102
Crime	56
Animals...	51
Standup...	49
Advent...	45
Kids	45

Average Runtime by Genre

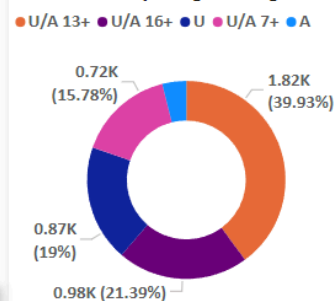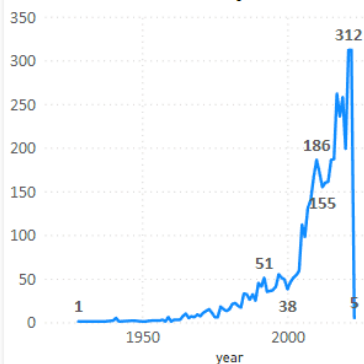| Genre	Runtime
Sport	145.50
Biopic	130.74
Action	125.93
Mythology	
Superhero	
Talk Show	115.77
Historical	
Romance	
Comedy	108.39
Fantasy	
Science Fict...	
Family	
Concert Film	99.13
Musical	

Genres: Action, Animation, Concert Film, Documentary, Fantasy, Horror, Adventure, Biopic, Crime, Drama, Food, Kids, Animals & Nature, Comedy, Docudrama, Family, Historical, Musical
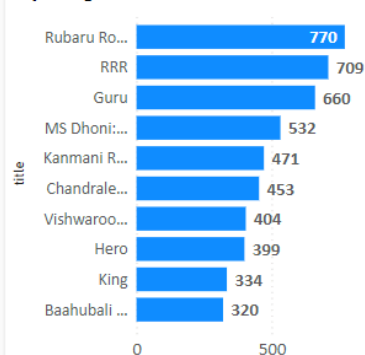
Movies count per Age Rating

Legend: U/A 13+, U/A 16+, U, U/A 7+, A

- 1.82K (39.93%)
- 0.98K (21.39%)
- 0.87K (19%)
- 0.72K (15.78%)

Movies Released in each year

Values shown: 1, 51, 38, 186, 155, 312, 5

Top Longest Movies

Title	Value
Rubaru Ro...	770
RRR	709
Guru	660
MS Dhoni:...	532
Kanmani R...	471
Chandrale...	453
Vishwaroo...	404
Hero	399
King	334
Baahubali ...	320

Distribution of total content

- 2306 (33.55%)
- 4568 (66.45%)

type: movie, tv
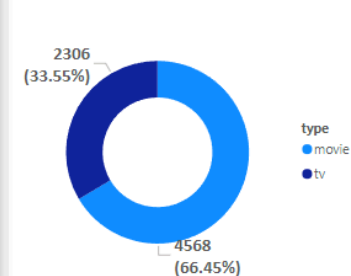
Top Series with Max episode

title	episodes
Vanambadi	1015
The Great Indian Laughter Series	166
Ye Maaya Chesave	166
Yeh Hai Mohabbatein	1895
Yajamani	197
Yek Number	265
Visvasichalum Illenkilum	298
Thik Jano Love Story	324
Tu Sooraj Main Saanjh, Piyaji	365
Yeh Rishta Kya Kehlata Hai	3973

Total movies run time
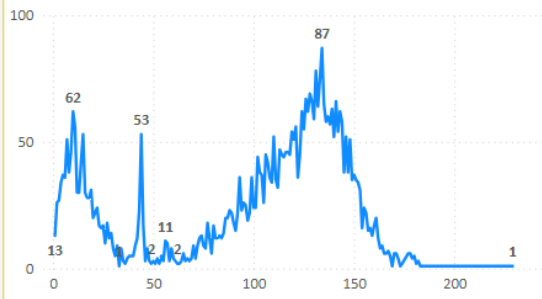
Movies by genre and Age Rating

Legend:
- A
- U
- U/A 13+
- U/A 16+
- U/A 7+

Values: 1540, 559, 494, 308, 238, 154, 102, 56, 51, 49, 45, 45, 44, 38, 38, 32

Genres: Drama, Action, Comedy, Romance, Thriller, Animation, Family, Documentary, Horror, Crime, Animals & Nature, Standup Comedy, Adventure, Kids, Superhero, Biopic, Science Fiction, Historical
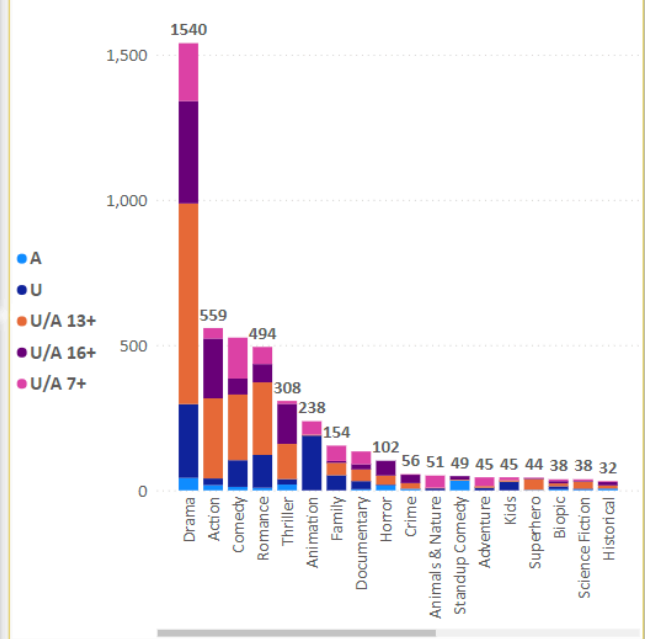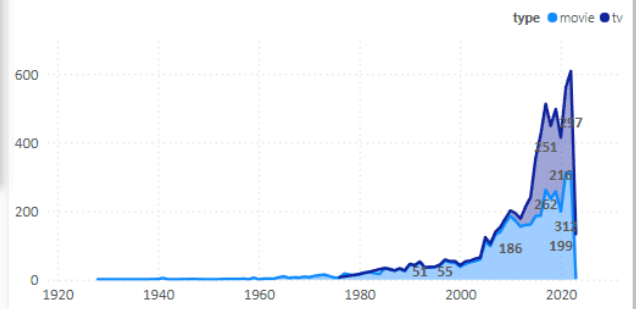
Average movie Run time

98.75

Year of Release

All

Total Movies and Series

type ● movie ● tv

Popularity of Genres over time

2.04K, 0.79K, 0.62K, 0.64K, 0.35K, 0.4K, 0.24K, 0.26K, 0.18K, 0.12K, 0.1K, 0.1K, 0.08K, 0.07K, 0.06K, 0.05K

Genres: Drama, Comedy, Romance, Action, Reality, Thriller, Family, Animation, Documentary, Sport, Animals & N..., Horror, Kids, Crime, Mythology, Talk Show, Superhero, Standup Co..., Adventure
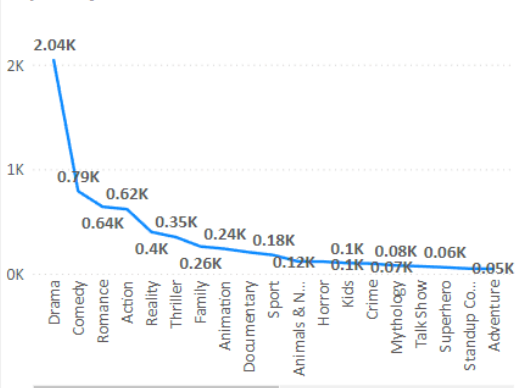
Sum of running_time by title

Genre

Select all	Family
Action	Fantasy
Adventure	Food
Animals & Nature	Historical
Animation	Horror
Biopic	Kids
Comedy	Musical
Concert Film	Mystery
Crime	Mythology
Docudrama	Romance
Documentary	Science
Drama	Science Fiction

Movies released in last 10 years
161, 262, 236, 258, 199, 312

Movies Released before 2012
61, 65, 124, 105, 139, 154, 202, 194

Movies per Age Rating
- U/A 13+ — 1.82K
- U/A 16+ — 0.98K
- U — 0.87K
- U/A 7+ — 0.72K
- A

n ... of running_time by year
117.30, 110.25, 99.41, 97.58, 90.59, 82.03, 64.10, 44.96, 58.35

Insights:

Hotstar began to gather popularity in 2015, and the company has expanded significantly since then.

There was a steady rise in content production over the years and the highest number of movies got released in the year 2022.

Most of the content type available in Hotstar is movies.

The largest count of Hotstar content is under the U/A 13+ rating.

Most Hotstar content genre fall under Drama,Action, Comedy and Romance.

Some television shows have aired for more than 500 episodes.