

DASHBOARD OF ENTERTAINMENT AND MEDIA CONSUMPTION TRENDS ANALYSIS

(Taken data from online survey done on gen z and millennials using google form and created a live dashboard)

This dashboard presents a comprehensive analysis of **Entertainment and Media Consumption Trends** based on data collected through an online survey conducted among Gen Z and Millennials using Google Forms. The responses have been transformed into a live Power BI dashboard to provide real-time insights into digital engagement behavior.

The analysis highlights frequency of media consumption, preferred digital platforms, time spent per week, and overall entertainment habits across younger demographics. The findings indicate strong digital adoption, high engagement levels, and a clear shift toward streaming, social media, and on-demand content.

This dashboard enables quick identification of consumption patterns, generational trends, and engagement intensity, supporting data-driven decision-making for digital strategy, marketing alignment, and content optimization.

[Homepage](#)[Dashboard - 1](#)[Dashboard - 2](#)

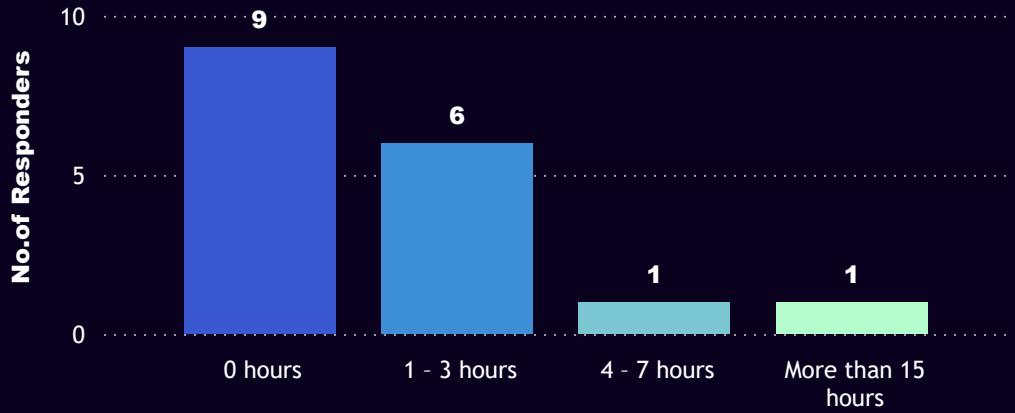
[Homepage](#)**2.53**

Average of maximum number of episodes watched in one sitting

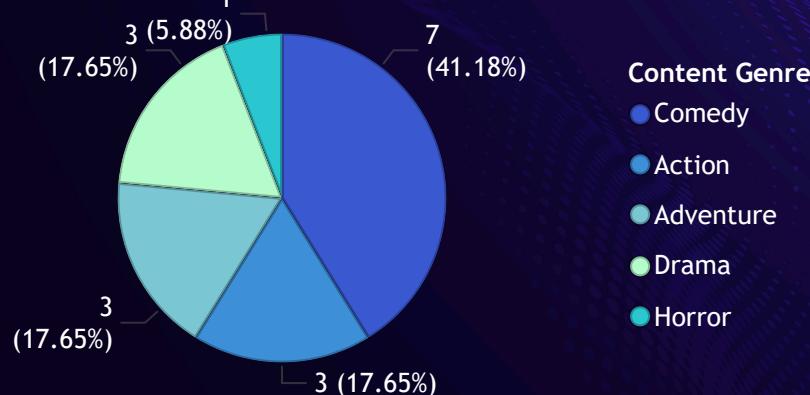
17

No of Responders

Hours spend on Gaming per day

Chart - 1

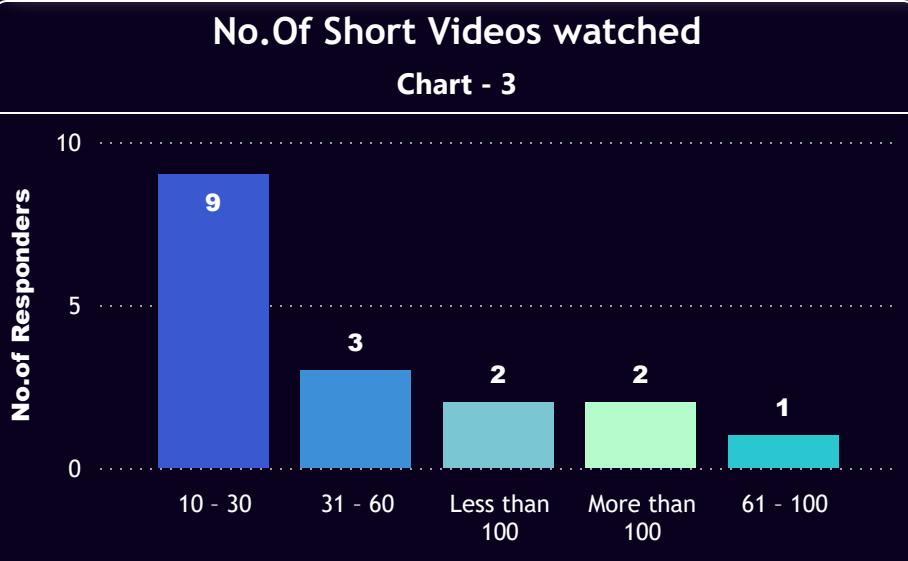
Preferred Genre

Chart - 2

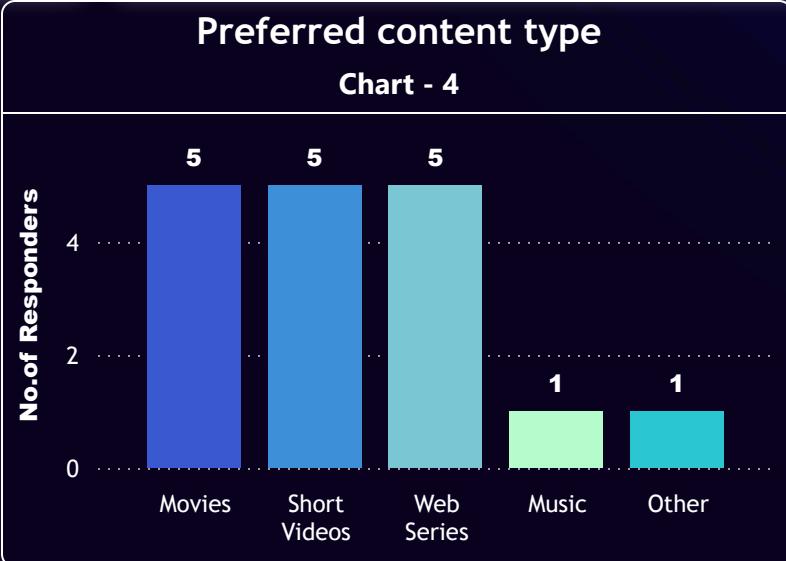
Month Wise Filter

- January
- February
- March
- April
- May
- June
- July
- August
- September

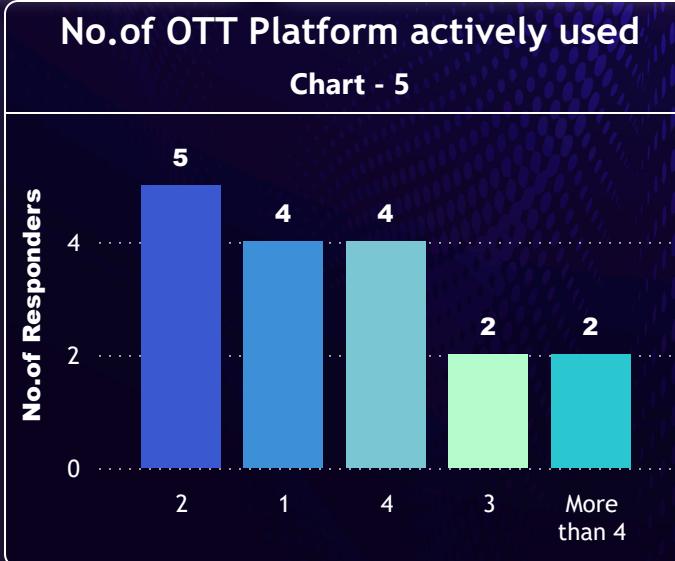
No.Of Short Videos watched

Chart - 3

Preferred content type

Chart - 4

No.of OTT Platform actively used

Chart - 5



Homepage

15

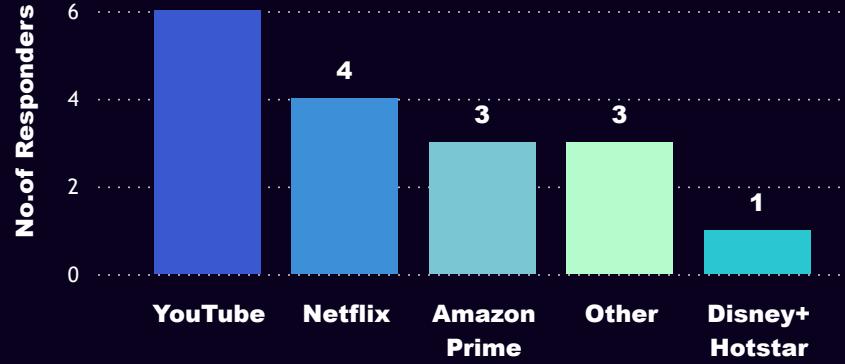
Count of Email addresses

17

No of Responders

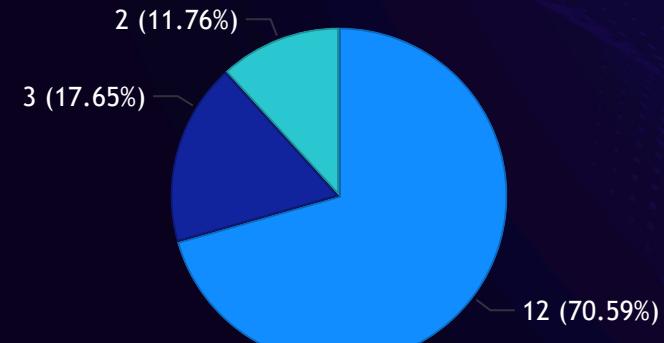
Preferred Entertainment Platform

Chart - 6



Content streaming modes

Chart - 7

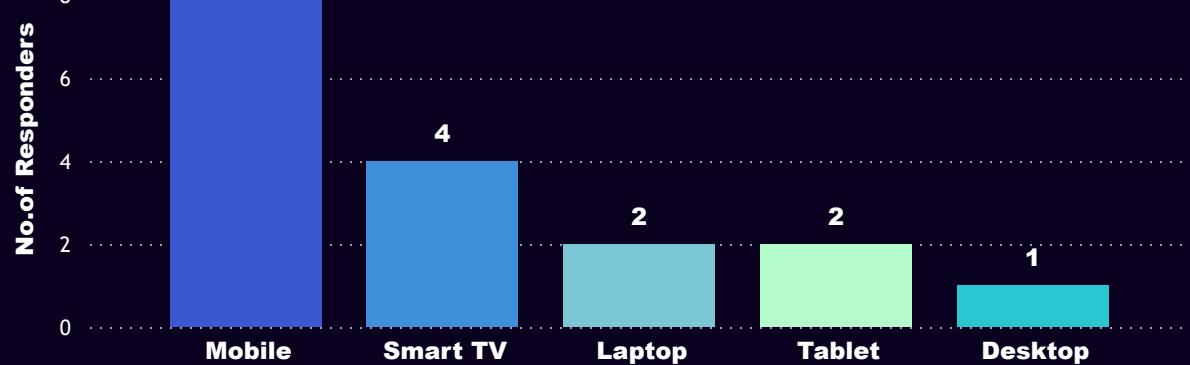


Month Wis...

- January
- February
- March
- April
- May
- June
- July
- August
- September

Preferred Device

Chart - 8



No.of days per week Digital Media consumed

Chart - 9

