Disney+HotStar Data Analysis

Project Title	**Disney+HotStar Data Analysis**
Skills take away From This Project	**Data visualization and storytelling** **- Data cleaning and preprocessing** **- Exploratory Data Analysis (EDA)** **- Using Tableau/Power BI for creating visualizations** **- Analytical thinking and deriving insights from data**
Domain	**Media and Entertainment**

DATASET LINK :hotstar

Problem Statement:

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.

Business Use Cases:

1. Content Strategy: Streaming platforms can use the analysis to understand which genres are most popular and plan their content strategy accordingly.

2. Audience Segmentation: Insights into age ratings and running times can help platforms tailor their recommendations to different audience segments.

3. Marketing Campaigns: Identifying trends in movie releases and popular genres can help in designing targeted marketing campaigns.

4. Historical Analysis: Movie studios can use the data to analyze historical trends in the movie industry and make informed production decisions.

Approach:

1. Data Loading: Load the provided dataset into Tableau/Power BI.

2. Data Cleaning: Inspect the data for any missing or inconsistent values and clean it as necessary.

3. Data Visualization: Create various visualizations to analyze and interpret the data.

4. Exploratory Analysis: Perform EDA to uncover patterns, trends, and insights.

5. Documentation: Document the findings and visualizations in a report or presentation format.

TASK:

Disney+HotStar Data Analysis

1. Distribution of Movies by Genre:

- Create a bar chart to show the count of movies for each genre.

2. Average Running Time by Genre:

- Calculate the average running time for movies in each genre and visualize this using a bar chart.

3. Movies Released Each Year:

- Create a line chart to show the number of movies released each year.

4. Top 10 Longest Movies:

- Identify and visualize the top 10 longest movies based on running time.

5. Movies by Age Rating:

- show the distribution of movies by age rating.

6. Count of Movies by Year and Genre:

- t showing the count of movies for each genre over the years.

7. Most Common Movie Types:

- Create a bar chart showing the number of movies for each type (movie, documentary, etc.).

8. Correlation Between Running Time and Year:

- Create a scatter plot to explore the relationship between the running time of movies and their release year.

9. Genre Popularity Over Time:

- Create a line chart to show how the popularity of different genres has changed over time.

10. Movies by Genre and Age Rating:

- show the count of movies for each combination of genre and age rating.

Disney+HotStar Data Analysis

11. Movies with Maximum Episodes:

- Identify the movies with the maximum number of episodes and visualize them.

12. Distribution of Running Time:

- show the distribution of running times for all movies.

12. Analysis of Specific Genres:

- Choose a specific genre (e.g., Action, Drama) and analyze various attributes like running time, year of release, age rating, etc.

Results:

- A set of interactive and insightful visualizations
- Detailed understanding of movie distribution by genre, running time, year, and age rating
- Insights into the trends and patterns in the movie industry
- A comprehensive report or dashboard showcasing the analysis

Project Evaluation Metrics:

Accuracy: Correctness of data preprocessing and visualization.

Insightfulness: The quality and depth of insights derived from the data.

Clarity: Clarity and effectiveness of visualizations in conveying information.

Completeness: Coverage of all the required analyses and visualizations.

Presentation: Quality of documentation and presentation of findings.

Technical Tags:

- Data Visualization
- Exploratory Data Analysis (EDA)
- Tableau
- Power BI
- Media and Entertainment

Disney+HotStar Data Analysis

- Movie Analytics

Data Set:

Source: Provided by user

Format: CSV

Variables: hotstar_id, title, description, genre, year, age_rating, running_time, seasons, episodes, type

Data Set Explanation:

hotstar_id: Unique identifier for each movie

title: Title of the movie

description: Short description of the movie

genre: Genre of the movie

year: Release year of the movie

age_rating: Age rating of the movie

running_time: Duration of the movie in minutes

seasons: Number of seasons (for series)

episodes: Number of episodes (for series)

type: Type of content (movie, documentary, etc.)

Project Deliverables:

- Tableau/Power BI dashboard or workbook with all the visualizations
- A report or presentation summarizing the findings and insights
- Source code (if any) and documentation

Project Guidelines:

Data Quality: Ensure the data is clean and consistent before analysis.

Visualization Best Practices: Use appropriate chart types and visual encodings.

Interactivity: Make use of interactive features in Tableau/Power BI.

Disney+HotStar Data Analysis

Documentation: Clearly document the analysis process and findings.

Version Control: Use version control tools like Git to manage project files and changes.