

OTT STREAMING

Analysis

-- Amazon Prime, Netflix, and Hotstar - A Comprehensive Analysis

GROUP NAME & TEAM MEMBERS



- Team Name: Bang Bang
- Team Members:
 - NAGA SHARAVANESH. S
 - RENEIL JOSHUA. S
 - SYED MASOOD. S
 - VISNU PRIYAA. B
 - SHIVANI. M J



INTRODUCTION & OBJECTIVES

Introduction:

- Brief history and growth of OTT platforms globally.
- Explain why Hotstar, Amazon, and Netflix were chosen for analysis (e.g., market share, popularity).

WHY WERE HOTSTAR, AMAZON PRIME, AND NETFLIX CHOSEN FOR ANALYSIS ?

- 1. Diverse Content:** Wide range of genres and formats.
- 2. Global Presence:** Popular across multiple regions.
- 3. Unique Strengths:** Each caters to different audience needs.
- 4. Market Leaders:** Dominant in the OTT industry.
- 5. Rich Data:** Offers valuable insights into customer behavior

INTRODUCTION & OBJECTIVES



- 1** To evaluate user engagement metrics (e.g., watch hours, user growth).
- 2** Identify audience engagement and performance metrics.
- 3** To identify trends in content preferences across platforms.
- 4** Develop actionable insights for improving platform efficiency.

DATA COLLECTION

Data Collection Process in Power BI

1. Connect to Data Sources:

Import data from files (Excel, CSV), databases, or online platforms.

2. Transform Data: Use Power Query to clean and shape data.

3. Combine Data: Merge or append multiple datasets.

4. Load Data: Load the prepared data into Power BI for analysis.

A	B	C	D	E	F	G	H	I	J	K
1	show_id	type	title	director	cast	country	date_added	release_y	rating	duration
2	s1	Movie	The Grand	Don McKe	Brendan C	Canada	March 30,	2014	113 min	Comedy, D
3	s2	Movie	Take Care	Girish Jos	Mahesh M	India	March 30,	2018	110 min	Drama, In
4	s3	Movie	Secrets of	Josh Webl	Tom Sizem	United Sta	March 30,	2017	74 min	Action, Dr
5	s4	Movie	Pink: Stayi	Sonia And Interview	United Sta	March 30,	2014	69 min	Document	
6	s5	Movie	Monster	Giles Fost	Harry Dea	United Kir	March 30,	1989	45 min	Drama, Fa
7	s6	Movie	Living Wit	Paul Weil	Gregory Cr	United Kir	March 30,	1989	52 min	Fantasy, K
8	s7	Movie	Hired Gun	Fran Strin	Alice Coop	United Sta	March 30,	2017	98 min	Document
9	s8	Movie	Grease	Thomas K	Julianne H	United Sta	March 30,	2016	131 min	Comedy
10	s9	Movie	Global McDaniel	Gil Michael P	Canada	March 30,	2017	87 min	Action, Sci	
11	s10	Movie	David's M	Robert All	Kirstie All	United Sta	April 1, 20	1994	92 min	Drama
12	s11	Movie	Forest	Fai Justin G.	L Emily Wil	Canada	April 4, 20	2016	88 min	Adventure
13	s12	Movie	Take Care	Liz Tuccilli	Leslie Bib	United Sta	April 10, 2	2014	93 min	Comedy
14	s13	Movie	The Night	Dominique Anders Da	France	April 17, 2	2018	94 min	Horror, Su	
15	s14	Movie	Resiliencia	Jep Barcel	Rafinha A	Spain	April 24, 2	2020	46 min	Document
16	s15	Movie	Elon Musk	Sonia And Elon Musk	United Kir	May 2, 202	2018	74 min	Document	
17	s16	Movie	Summer '0	Becca Gle	Joey King,	United Sta	June 3, 20	2019	96 min	Comedy, D
18	s17	Movie	Zoombies	Glenn Mil	Marcus Anderson, Kaiwi Lyman,		2016	13+	87 min	Horror, Sci
19	s18	TV Show	Zoo Babies		Narrator - Gillian Barlett		2008	ALL	1 Season	Kids, Spec
20	s19	TV Show	Zoâ“ Coombs Marr	E Zoâ“ Coombs Marr			2020	18+	1 Season	Comedy, T
21	s20	Movie	Zoe	Drake Dor	Ewan McGregor, LÃ©a Seydoux,		2018	R	104 min	Science Fi
22	s21	TV Show	Zoboomafoo				2001	TV-Y	1 Season	Kids
23	s22	TV Show	Zo Zo Zombie: Mini-	Alex Cazares, Ben Diskin, Cristi			2020	TV-Y7	1 Season	Action, An
24	s23	Movie	Zis Boom	William N	Grace Hayes, Mary Healy		1941	NR	62 min	Arts, Enter
25	s24	TV Show	ZeroZeroZero	ANDREA R	Italy		2020	18+	1 Season	TV Shows
26	s25	Movie	Zandalee Sam Pillst	Nicolas Cage, Judge Reinhold, I			1991	R	94 min	Drama
27	s26	Movie	Zambezi: I Dr. Rudolf Lammers				2005	ALL	50 min	Document
28	s27	TV Show	Zahara: The Return	Natasha HeschÃ©lle, Curtis Mc			2020	16+	1 Season	TV Shows
29	s28	TV Show	Z: The Beginning of	Christina I	United States		2017	18+	1 Season	Comedy, D
30	s29	TV Show	Yu-Gi-Oh! Zexal	Eli Jay, Marc Thompson, Sean S			2015	TV-Y7	3 Seasons	Animation
31	s30	TV Show	Yu-Gi-Oh! ARC-V	Michael Liscio Jr., Emily Bauer			2018	TV-Y7	3 Seasons	Action, Ad
32	s31	TV Show	Yu-Gi-Oh! 5D's	Gregory Abbey, Bella Hudson, E			2011	TV-Y7	2 Seasons	Anime, Kid
33	s32	TV Show	Your Blepped Up Bra	Dobrokhотова Ekaterina, Mike			2013	TV-PG	1 Season	TV Shows
34	s33	Movie	Young Lov Ida Lupin	Sally Forrest, Keefe Brasselle, I			1949	18+	86 min	Drama
35	s34	Movie	Young Love (at the Sun Factory)				2007	NR	36 min	Music Vid
36	s35	Movie	Young Love (at Bowery Ballroom)				2007	NR	37 min	Music Vid
37	s36	TV Show	Young Lions	Alex Dimitriades, Alexandra Da			2002	16+	1 Season	Drama, Su
38	s37	Movie	You're Not George C.	Hilary Swank, Emmy Rossum, Jc			2015	R	103 min	Drama
39	s38	Movie	You, Me a Daisy Aitk	David Tenant, Lucy Punch, Fay			2017		98 min	Comedy, D
40	s39	Movie	Yoga with Mark Knig	Ann-Marie Newland			2016	ALL	9 min	Fitness, Si
41	s40	Movie	Yoga to Ha	Mark Knig	Caroline Shola Arewa		2014	ALL	18 min	Faith and
42	s41	Movie	Yoga to Ea	Mark Knig	Anne-Marie Newland		2016	ALL	14 min	Fitness, Si
43	s42	Movie	Yoga to Br	Mark Knig	Dr Daniel J Nightingale		2014	ALL	20 min	Special In
44	s43	TV Show	Yoga Therapy For Ba	Lindsey Samper			2018	ALL	1 Season	Fitness
45	s44	Movie	Yoga Sava	Mark Knig	Anne-Marie Newland		2014	ALL	19 min	Fitness, Si
46	s45	Movie	Yoga for R	Mark Knig	Anne-Marie Newland		2014	ALL	18 min	Fitness, Si
47	s46	Movie	Yoga for R	Mark Knig	Anne-Marie Newland		2014	ALL	20 min	Fitness, Si
48	s47	Movie	Yoga for R	Mark Knig	Anne-Marie Newland		2014	ALL	20 min	Special In
49	s48	Movie	Yoga for M	Mark Knig	Anne-Marie Newland		2016	ALL	22 min	Fitness, Si
50	s49	Movie	Yoga for M	Mark Knig	Anne-Marie Newland		2016	ALL	60 min	Fitness, Si
51	s50	Movie	Yoga for B	Mark Knig	Anne-Marie Newland		2016	ALL	6 min	Fitness, Si
52	s51	Movie	Yoga For E	Mark Knig	Anne-Marie Newland		2016	ALL	54 min	Fitness, Si
53	s52	Movie	Yoga for A	Mark Knig	Anne-Marie Newland		2019	ALL	5 min	Special In
54	s53	Movie	Yellowned R. John Hu	Lin McCarthy, Stephen Courtleig			1955	18+	84 min	Action, Mi
55	s54	TV Show	Yearly Departed	Phoebe Robinson, Rachel Bros			2020	16+	1 Season	Arts, Enter
56	s55	Movie	Yatra (Tel)	Mahi V Ra Mammootty, Suhasini Manirat			2019	ALL	126 min	Drama, In
57	s56	Movie	Yatra (Mal)	Mahi V Ra Mammootty, Suhasini Manirat			2019	ALL	125 min	Drama, In
58	s57	TV Show	Yancy Derringer	Jock Mahoney, X Brands, Kevin I			1959	13+	1 Season	Action, We
59	s58	TV Show	Xploration Earth 2050	Chuck Pell			2017	ALL	2 Seasons	Document
60	s59	TV Show	Xiaolin Chronicles	Tara Strong, Jennifer Hale, Eric			2015	7+	1 Season	Adventure
61	s60	Movie	Xchange	Allan Moy	Stephen Baldwin, Pascale Buss		2001	R	109 min	Fantasy, Si
62	s61	Movie	X-Ray	Boaz Davi	Barbi Benton, Chip Lucia		1983	R	89 min	Suspense
63	s62	TV Show	WWII in HD	Gary Sinise, Charles Scheffel			2009	TV-14	1 Season	Action
64	s63	Movie	Wrangler: Jeffrey Sch	Jack Wrangler, Margaret Whitir			2008	18+	85 min	Document
65	s64	TV Show	WPC 56	WPC Annie Taylor, Charles De'A			2015	13+	3 Seasons	Drama, Ro
66	s65	TV Show	Would I Lie to You?	David Mitchell, Lee Mack, Rob E			2009	TV-PG	1 Season	Comedy, Si
67	s66	TV Show	Wotakoi: Love is Har	Arisa Date, Kent Ito, Miyuki Sav			2018	TV-NR	1 Season	TV Shows
68	s67	TV Show	Worldâ“s Toughest Bear Gryll	United States			2020	13+	1 Season	Unscripted

Detailed Content

-Datasets Used:

- **Amazon Prime:** Contains movie titles, genres, directors, cast, country, release dates, ratings, and descriptions.
- **Hotstar:** Information on movies and TV shows, including runtime, cast, and rating.
- **Netflix:** A comprehensive dataset with IMDb and Rotten Tomatoes scores, runtime, genres, and other metadata.

DATA PREPARATION

Steps in Data Preparation:

- **Data Cleaning:**
 - Removed duplicate rows and null values.
 - Unified date formats for consistency.
- **Normalization:**
 - Standardized column names (e.g., release_year, rating).
 - Merged datasets using common fields (e.g., show_id).
- **Transformation:**
 - Converted categorical fields into numerical values for analysis (e.g., ratings like "13+" to numerical scales).
 - Parsed genres and tags into separate columns for detailed segmentation.
- **Loading Data into Power BI:**
 - Imported cleaned data into Power BI for visualization.

The screenshot shows the Microsoft Power BI desktop application. A context menu is open over a table with two columns: 'type' and 'director'. The 'type' column contains values like 'Movie', 'TV Show', and 'Z: The Beginning of Everything'. The 'director' column contains names such as 'Don McKellar', 'Girish Joshi', and 'Glenn Miller'. The context menu is expanded, showing options under 'Transform' and 'Length'. Under 'Transform', 'Length' is highlighted. Other visible options include 'Copy', 'Remove', 'Duplicate Column', 'Add Column From Examples...', 'Remove Duplicates', 'Remove Errors', 'Change Type', 'Replace Values...', 'Replace Errors...', 'Split Column', 'Group By...', 'Fill', 'Unpivot Columns', 'Unpivot Other Columns', 'Unpivot Only Selected Columns', 'Rename...', 'Move', 'Drill Down', and 'Add as New Query'. The 'Length' option is part of a submenu under 'Transform'.

ott dashboard • Last saved: Today at 3:06 PM

Search

File Home Help Table tools Column tools

Name: cast Format: Text Summarization: Don't summarize Data category: Uncategorized Sort by column: Sort Data groups: Groups Manage relationships New column

Structure Formatting Properties

show_id	type	title	director	cast	country	date_added	release_year	rating	duration	listed_in	
s77	Movie	Wonderful Nursery Rhymes with Mia - Little Baby Bum	Cannis Holder				2019	ALL	33 min	Kids	LittleBabyBum is proud to present a compilation of classic nursery rhymes for your little ones.
s78	Movie	Wonderful Nursery Rhymes with Jacus - By Little Baby Bum	Cannis Holder				2019	ALL	34 min	Kids	Enjoy this educational and fun compilation of classic nursery rhymes for your little ones.
s151	Movie	Wash Your Hands & More Classic Kids Songs - KiiYii	Moonbug Entertainment				2020	ALL	30 min	Kids	A new collection of colorful and wonderfully fun classic kids songs from KiiYii.
s178	Movie	VocabuLarry	BabyFirst				2012	ALL	31 min	Kids	Join VocabuLarry as he explores new objects and words in a fun and interactive way.
s245	Movie	Twinkle Twinkle Little Star & More Classic Nursery Rhymes by Little Baby Bum	Cannis Holder				2019	ALL	43 min	Kids	Little Baby Bum is happy to present a new set of classic nursery rhymes for your little ones.
s484	Movie	The Pop Ups: Great Pretenders Club	The Pop Ups				2015	ALL	30 min	Kids	A collaboration between Brooklyn musicians and performers, featuring fun pop-up puppets.
s538	Movie	The Mine Adventure With Shawn the Train and Team - In Search of Crystals and Friendship	Cannis Holder				2017	ALL	11 min	Kids	Shawn the Train and his friend Speedy go on an exciting adventure in search of crystals.
s836	Movie	Swing and Dance with Little Baby Bum	Cannis Holder				2019	ALL	34 min	Kids	Come and have a party with Little Baby Bum!
s991	Movie	Sing, Dance and Learn with Little Baby Bum	Cannis Holder				2019	ALL	30 min	Kids	Enjoy this 30-minute compilation by Little Baby Bum!
s993	Movie	Sing with Gecko					2019	ALL	33 min	Kids	Sing some of the most popular and classic nursery rhymes with Gecko.
s995	Movie	Sing and Learn with Gecko's Garage					2019	ALL	59 min	Kids	Come and join Gecko at his Garage as he sings and learns with his friends.
s997	Movie	Sing and Dance with KiiYii	Cannis Holder				2019	ALL	47 min	Kids	In this compilation, your children will love to sing and dance along with KiiYii.
s1015	Movie	Sick Song & More Nursery Rhymes For Kids - KiiYii	Moonbug Entertainment				2020	ALL	29 min	Kids	A new collection of colorful and wonderfully fun nursery rhymes for kids.
s1037	Movie	Shapes Song & More Learning Songs For Kids - KiiYii	Moonbug Entertainment				2020	ALL	33 min	Kids	A new collection of colorful and wonderfully fun learning songs for kids.
s1174	Movie	Review: Pac-Man App Review					2017	ALL	4 min	Kids	Total Toys TV reviews the Pac-Man app highly.
s1259	Movie	Princess Castle	Diane Paloma Eskenazi				2016	ALL	46 min	Kids	Claire dreams of being a princess in a far away land.
s1453	Movie	Nursery Rhymes Volume 8 by Little Baby Bum - Lullabies	Cannis Holder				2018	ALL	53 min	Kids	Get your kids ready for bed with our exclusive lullabies.
s1459	Movie	Nursery Rhymes by KiiYii Vol 3 - Learning (Made By Little Baby Bum!)	Derek Holder, Cannis Holder				2018	ALL	50 min	Kids	A compilation with original KiiYii educational songs.
s1549	Movie	My Little Red Bus Adventures	Nick Hatton Jones, Richard Hickey				2019	ALL	15 min	Kids	Enjoy this exciting adventure with My Little Red Bus!
s1847	Movie	Little Baby Bum Presents: Boo Boo Song and More Nursery Rhymes!	Cannis Holder				2019	ALL	37 min	Kids	Enjoy this 30-minute compilation filled with fun nursery rhymes.
s1850	Movie	Little Baby Bum - Christmas Holiday Songs For Kids	Moonbug Entertainment				2013	ALL	26 min	Kids	Little Baby Bum is a fun, educational children's show.
s1865	Movie	Life Lessons from Little Baby Bum	Cannis Holder				2019	ALL	34 min	Kids	In this 30-minute compilation, Little Baby Bum teaches valuable life lessons.
s1889	Movie	Learn, Sing & Dance with Toddler Fun Learning					2019	ALL	38 min	Kids	Sing and dance your favourite nursery rhymes.
s1892	Movie	Learn With Blippi - Educational Videos For Kids	Stevin John				2020	ALL	60 min	Kids	Blippi is an educational kids show tailored for toddlers.
s1894	Movie	Learn Colors With Finger Family And More	HooplaKidz				2019	ALL	30 min	Kids	Colors are so much fun, Learn as you sing along.
s1895	Movie	Learn Colors and Race Cars with Max the Glow Train and His Friends (Colors and Toys)					2016	ALL	10 min	Kids	Max is a fun loving toy train who teaches colors and racing.
s1896	Movie	Learn Colors & Play with Paint with Max the Glow Train, Jake the Fire Truck and Friends					2016	ALL	9 min	Kids	Max and his friends meet a new toy - Jake the Fire Truck.
s1943	Movie	KiiYii - London Bridge Is Falling Down & More Classic Nursery Rhymes	Moonbug Entertainment				2020	ALL	28 min	Kids	A new collection of colorful and wonderfully fun classic nursery rhymes.
s1944	Movie	KiiYii - Learn ABCs 123s & More Nursery Rhymes for Kids	Moonbug Entertainment				2020	ALL	30 min	Kids	A new collection of colorful and wonderfully fun ABCs and numbers.
s1945	Movie	KiiYii - Humpty Dumpty & More Classic Kids Songs	Moonbug Entertainment				2020	ALL	26 min	Kids	A new collection of colorful and wonderfully fun classic kids songs.
s2073	Movie	Jack And Jill & More Classic Nursery Rhymes For Kids - KiiYii	Moonbug Entertainment				2020	ALL	31 min	Kids	A new collection of colorful and wonderfully fun classic nursery rhymes.
s2325	Movie	Go Buster Tunes by Little Baby Bum	Nick Hatton Jones, Richard Hickey				2019	ALL	26 min	Kids	Buster the yellow bus is back with some of his favorite tunes.
s2327	Movie	Go Buster - Educational Cartoons for Kids	Moonbug Entertainment				2021	ALL	35 min	Kids	Go Buster is an animated online educational platform.
s2328	Movie	Go Buster - Christmas Special	Moonbug Entertainment				2020	ALL	20 min	Kids	Join Buster the Bus and the family in this festive special.
s2329	Movie	Go Buster - Buster And Friends	Nick Hatton Jones, Richard Hickey				2019	ALL	31 min	Kids	Buster is a sweet little bus who loves playing with his friends.
s2330	Movie	Go Buster - Baby Bus Cartoons	Richard Hickey, Nick Hatton Jones				2019	ALL	34 min	Kids	Enjoy a collection of educational yet fun children's cartoons.
s2331	Movie	Go Buster - Awesome Songs	Cannis Holder				2019	ALL	32 min	Kids	Come and enjoy the hilarious and fun adventures of Go Buster!

Table: amazon_prime_titles (9,687 rows) Column: cast (7,925 distinct values)

Update available (click here)

Data

Search

All Measures

amazon_prime_titles

- cast
- country
- date_added
- description
- director
- duration
- listed_in
- rating
- release_year
- show_id
- title
- type
- year_added

disney_plus_titles

netflix_titles

netflix-rotten-tomatoes

ott dashboard • Last saved: Today at 3:06 PM

Search

File Home Insert Modeling View Optimize Help

Cut Copy Paste Form Clipboard

ott dashboard

File Home Transform Add Column View Tools Help

New Source Recent Enter Data Data source settings Manage Parameters Refresh Preview Advanced Editor Choose Columns Remove Rows Keep Rows Group By Data Type: Text Use First Row as Headers Merge Queries Append Queries Text Analytics Vision Azure Machine Learning Close & Apply New Query Data Sources Parameters Query Manage Columns Reduce Rows Sort Split Column Replace Values Combine AI Insights

Queries [2]

= Table.TransformColumns(#"Changed Type",{{"type", Text.Trim, type text}, {"title", Text.Trim, type text}})

	A ^B show_id	A ^B type	A ^B title	A ^B director	A ^B cast
1	s1	Movie	The Grand Seduction	Don McKellar	tsch, Gordon Pinsent
2	s2	Movie	Take Care Good Night	Girish Joshi	Mahajan, Sachin Khedekar
3	s3	Movie	Secrets of Deception	Josh Webbe	nas, Robert LaSardo, Richard Jones, Yancey ...
4	s4	Movie	Pink: Staying True	Sonia Ander	e, Beyoncé, Britney Spears, Christina Aguil...
5	s5	Movie	Monster Maker	Giles Foster	O'Brien, George Costigan, Amanda Dickins...
6	s6	Movie	Living With Dinosaurs	Paul Weiland	evenson, Brian Henson, Michael Maloney
7	s7	Movie	Hired Gun	Fran Strine	to, Ray Parker Jr., David Foster, Jason Hook,...
8	s8	Movie	Grease Live!	Thomas Kail	t, Vanessa Hudgens, Keke Palmer, Carly Ra...
9	s9	Movie	Global Meltdown	Daniel Gilbo	Young, Patrick J. MacEachern
10	s10	Movie	David's Mother	Robert Allan	lowercase
11	s11	Movie	Forest Fairies	Justin G. Dy	UPPERCASE
12	s12	Movie	Take Care	Liz Tuccillo	Capitalize Each Word
13	s13	Movie	The Night Eats The World	Dominique F	Trim
14	s14	Movie	Resilencia	Jep Barcelon	luaziz... F
15	s15	Movie	Elon Musk: The Real Life Iron Man	Sonia Ander	Clean
16	s16	Movie	Summer '03	Becca Gleas	Length
17	s17	Movie	Zoombies	Glenn Miller	JSON
18	s18	TV Show	Zoo Babies		XML
19	s19	TV Show	Zoë Coombs Marr: Bossy Bottom		
20	s20	Movie	Zoe	Drake Dorer	
21	s21	TV Show	Zoboomafoo		
22	s22	TV Show	Zo Zo Zombie: Mini-Series		
23	s23	Movie	Zis Boom Bah	William Nigh	
24	s24	TV Show	ZeroZeroZero		
25	s25	Movie	Zandalee	Sam Pillsbury	
26	s26	Movie	Zambezi: Force of Life	Dr. Rudolf Lammers	
27	s27	TV Show	Zahara: The Return		Nicolas Cage, Judge Reinhold, Erika Anderson, Joe Pantoliano, Viveca L...
28	s28	TV Show	Z: The Beginning of Everything		Natasha Heschelle, Curtis Morgan, Hannah Scott, Dennis Nimoh, Christ...
29					Christina Ricci

12 COLUMNS, 999+ ROWS Column profiling based on top 1000 rows

PREVIEW DOWNLOADED AT 16:36

File Home Insert Modeling View Optimize Help

Cut Copy Paste Form Clipboard

ott dashboard

File Home Transform Add Column View Tools Help

New Source Recent Enter Data Data source settings Manage Parameters Refresh Preview Advanced Editor Choose Columns Remove Rows Keep Rows Group By Data Type: Text Use First Row as Headers Merge Queries Append Queries Text Analytics Vision Azure Machine Learning Close & Apply New Query Data Sources Parameters Query Manage Columns Reduce Rows Sort Split Column Replace Values Combine AI Insights

Queries [2]

= Table.TransformColumns(#"Changed Type",{{"type", Text.Trim, type text}, {"title", Text.Trim, type text}})

	A ^B show_id	A ^B type	A ^B title	A ^B director	A ^B cast
1	s1	Movie	The Grand Seduction	Don McKellar	tsch, Gordon Pinsent
2	s2	Movie	Take Care Good Night	Girish Joshi	Mahajan, Sachin Khedekar
3	s3	Movie	Secrets of Deception	Josh Webbe	nas, Robert LaSardo, Richard Jones, Yancey ...
4	s4	Movie	Pink: Staying True	Sonia Ander	e, Beyoncé, Britney Spears, Christina Aguil...
5	s5	Movie	Monster Maker	Giles Foster	O'Brien, George Costigan, Amanda Dickins...
6	s6	Movie	Living With Dinosaurs	Paul Weiland	evenson, Brian Henson, Michael Maloney
7	s7	Movie	Hired Gun	Fran Strine	to, Ray Parker Jr., David Foster, Jason Hook,...
8	s8	Movie	Grease Live!	Thomas Kail	t, Vanessa Hudgens, Keke Palmer, Carly Ra...
9	s9	Movie	Global Meltdown	Daniel Gilbo	Young, Patrick J. MacEachern
10	s10	Movie	David's Mother	Robert Allan	lowercase
11	s11	Movie	Forest Fairies	Justin G. Dy	UPPERCASE
12	s12	Movie	Take Care	Liz Tuccillo	Capitalize Each Word
13	s13	Movie	The Night Eats The World	Dominique F	Trim
14	s14	Movie	Resilencia	Jep Barcelon	luaziz... F
15	s15	Movie	Elon Musk: The Real Life Iron Man	Sonia Ander	Clean
16	s16	Movie	Summer '03	Becca Gleas	Length
17	s17	Movie	Zoombies	Glenn Miller	JSON
18	s18	TV Show	Zoo Babies		XML
19	s19	TV Show	Zoë Coombs Marr: Bossy Bottom		
20	s20	Movie	Zoe	Drake Dorer	
21	s21	TV Show	Zoboomafoo		
22	s22	TV Show	Zo Zo Zombie: Mini-Series		
23	s23	Movie	Zis Boom Bah	William Nigh	
24	s24	TV Show	ZeroZeroZero		
25	s25	Movie	Zandalee	Sam Pillsbury	
26	s26	Movie	Zambezi: Force of Life	Dr. Rudolf Lammers	
27	s27	TV Show	Zahara: The Return		Nicolas Cage, Judge Reinhold, Erika Anderson, Joe Pantoliano, Viveca L...
28	s28	TV Show	Z: The Beginning of Everything		Natasha Heschelle, Curtis Morgan, Hannah Scott, Dennis Nimoh, Christ...
29					Christina Ricci

12 COLUMNS, 999+ ROWS Column profiling based on top 1000 rows

PREVIEW DOWNLOADED AT 16:36

File Home Insert Modeling View Optimize Help

Cut Copy Paste Form Clipboard

ott dashboard

File Home Transform Add Column View Tools Help

New Source Recent Enter Data Data source settings Manage Parameters Refresh Preview Advanced Editor Choose Columns Remove Rows Keep Rows Group By Data Type: Text Use First Row as Headers Merge Queries Append Queries Text Analytics Vision Azure Machine Learning Close & Apply New Query Data Sources Parameters Query Manage Columns Reduce Rows Sort Split Column Replace Values Combine AI Insights

Queries [2]

= Table.TransformColumns(#"Changed Type",{{"type", Text.Trim, type text}, {"title", Text.Trim, type text}})

	A ^B show_id	A ^B type	A ^B title	A ^B director	A ^B cast
1	s1	Movie	The Grand Seduction	Don McKellar	tsch, Gordon Pinsent
2	s2	Movie	Take Care Good Night	Girish Joshi	Mahajan, Sachin Khedekar
3	s3	Movie	Secrets of Deception	Josh Webbe	nas, Robert LaSardo, Richard Jones, Yancey ...
4	s4	Movie	Pink: Staying True	Sonia Ander	e, Beyoncé, Britney Spears, Christina Aguil...
5	s5	Movie	Monster Maker	Giles Foster	O'Brien, George Costigan, Amanda Dickins...
6	s6	Movie	Living With Dinosaurs	Paul Weiland	evenson, Brian Henson, Michael Maloney
7	s7	Movie	Hired Gun	Fran Strine	to, Ray Parker Jr., David Foster, Jason Hook,...
8	s8	Movie	Grease Live!	Thomas Kail	t, Vanessa Hudgens, Keke Palmer, Carly Ra...
9	s9	Movie	Global Meltdown	Daniel Gilbo	Young, Patrick J. MacEachern
10	s10	Movie	David's Mother	Robert Allan	lowercase
11	s11	Movie	Forest Fairies	Justin G. Dy	UPPERCASE
12	s12	Movie	Take Care	Liz Tuccillo	Capitalize Each Word
13	s13	Movie	The Night Eats The World	Dominique F	Trim
14	s14	Movie	Resilencia	Jep Barcelon	luaziz... F
15	s15	Movie	Elon Musk: The Real Life Iron Man	Sonia Ander	Clean
16	s16	Movie	Summer '03	Becca Gleas	Length
17	s17	Movie	Zoombies	Glenn Miller	JSON
18	s18	TV Show	Zoo Babies		XML
19	s19	TV Show	Zoë Coombs Marr: Bossy Bottom		
20	s20	Movie	Zoe	Drake Dorer	
21	s21	TV Show	Zoboomafoo		
22	s22	TV Show	Zo Zo Zombie: Mini-Series		
23	s23	Movie	Zis Boom Bah	William Nigh	
24	s24	TV Show	ZeroZeroZero		
25	s25	Movie	Zandalee	Sam Pillsbury	
26	s26	Movie	Zambezi: Force of Life	Dr. Rudolf Lammers	
27	s27	TV Show	Zahara: The Return		Nicolas Cage, Judge Reinhold, Erika Anderson, Joe Pantoliano, Viveca L...
28	s28	TV Show	Z: The Beginning of Everything		Natasha Heschelle, Curtis Morgan, Hannah Scott, Dennis Nimoh, Christ...
29					Christina Ricci

12 COLUMNS, 999+ ROWS Column profiling based on top 1000 rows

PREVIEW DOWNLOADED AT 16:36

File Home Insert Modeling View Optimize Help

Cut Copy Paste Form Clipboard

ott dashboard

File Home Transform Add Column View Tools Help

New Source Recent Enter Data Data source settings Manage Parameters Refresh Preview Advanced Editor Choose Columns Remove Rows Keep Rows Group By Data Type: Text Use First Row as Headers Merge Queries Append Queries Text Analytics Vision Azure Machine Learning Close & Apply New Query Data Sources Parameters Query Manage Columns Reduce Rows Sort Split Column Replace Values Combine AI Insights

Queries [2]

= Table.TransformColumns(#"Changed Type",{{"type", Text.Trim, type text}, {"title", Text.Trim, type text}})

	A ^B show_id	A ^B type	A ^B title	A ^B director	A ^B cast
1	s1	Movie	The Grand Seduction	Don McKellar	tsch, Gordon Pinsent
2	s2	Movie	Take Care Good Night	Girish Joshi	Mahajan, Sachin Khedekar
3	s3	Movie	Secrets of Deception	Josh Webbe	nas, Robert LaSardo, Richard Jones, Yancey ...
4	s4	Movie	Pink: Staying True	Sonia Ander	e, Beyoncé, Britney Spears, Christina Aguil...
5	s5	Movie	Monster Maker	Giles Foster	O'Brien, George Costigan, Amanda Dickins...
6	s6	Movie	Living With Dinosaurs	Paul Weiland	evenson, Brian Henson, Michael Maloney
7	s7	Movie	Hired Gun	Fran Strine	to, Ray Parker Jr., David Foster, Jason Hook,...
8	s8	Movie	Grease Live!	Thomas Kail	t, Vanessa Hudgens, Keke Palmer, Carly Ra...
9	s9	Movie	Global Meltdown	Daniel Gilbo	Young, Patrick J. MacEachern
10	s10	Movie	David's Mother	Robert Allan	lowercase
11	s11	Movie	Forest Fairies	Justin G. Dy	UPPERCASE
12	s12	Movie	Take Care	Liz Tuccillo	Capitalize Each Word
13	s13	Movie	The Night Eats The World	Dominique F	Trim
14	s14	Movie	Resilencia	Jep Barcelon	luaziz... F
15	s15	Movie	Elon Musk: The Real Life Iron Man	Sonia Ander	Clean
16	s16	Movie	Summer '03	Becca Gleas	Length
17	s17	Movie	Zoombies	Glenn Miller	JSON
18	s18	TV Show	Zoo Babies		XML
19	s19	TV Show	Zoë Coombs Marr: Bossy Bottom		
20	s20	Movie	Zoe	Drake Dorer	
21	s21	TV Show	Zoboomafoo		
22	s22	TV Show	Zo Zo Zombie: Mini-Series		
23	s23	Movie	Zis Boom Bah	William Nigh	
24	s24	TV Show	ZeroZeroZero		
25	s25	Movie	Zandalee	Sam Pillsbury	
26	s26	Movie	Zambezi: Force of Life	Dr. Rudolf Lammers	
27	s27	TV Show	Zahara: The Return		Nicolas Cage, Judge Reinhold, Erika Anderson, Joe Pantoliano, Viveca L...
28	s28	TV Show	Z: The Beginning of Everything		Natasha Heschelle, Curtis Morgan, Hannah Scott, Dennis Nimoh, Christ...
29					Christina Ricci

12 COLUMNS, 999+ ROWS Column profiling based on top 1000 rows

PREVIEW DOWNLOADED AT 16:36

File Home Insert Modeling View Optimize Help

Cut Copy Paste Form Clipboard

ott dashboard

File Home Transform Add Column View Tools Help

New Source Recent Enter Data Data source settings Manage Parameters Refresh Preview Advanced Editor Choose Columns Remove Rows Keep Rows Group By Data Type: Text Use First Row as Headers Merge Queries Append Queries Text Analytics Vision Azure Machine Learning Close & Apply New Query Data Sources Parameters Query Manage Columns Reduce Rows Sort Split Column Replace Values Combine AI Insights

Queries [2]

= Table.TransformColumns(#"Changed Type",{{"type", Text.Trim, type text}, {"title", Text.Trim, type text}})

	A ^B show_id	A ^B type	A ^B title	A ^B director	A ^B cast
1	s1	Movie	The Grand Seduction	Don McKellar	tsch, Gordon Pinsent
2	s2	Movie	Take Care Good Night	Girish Joshi	Mahajan, Sachin Khedekar
3	s3	Movie	Secrets of Deception	Josh Webbe	nas, Robert LaSardo, Richard Jones, Yancey ...
4	s4	Movie	Pink: Staying True	Sonia Ander	e, Beyoncé, Britney Spears, Christina Aguil...
5	s5	Movie	Monster Maker	Giles Foster	O'Brien, George Costigan, Amanda Dickins...
6	s6	Movie	Living With Dinosaurs	Paul Weiland	evenson, Brian Henson, Michael Maloney
7	s7	Movie	Hired Gun	Fran Strine	to, Ray Parker Jr., David Foster, Jason Hook,...
8	s8	Movie	Grease Live!	Thomas Kail	t, Vanessa Hudgens, Keke Palmer, Carly Ra...
9	s9	Movie	Global Meltdown	Daniel Gilbo	Young, Patrick J. MacEachern
10	s10	Movie	David's Mother	Robert Allan	lowercase
11	s11	Movie	Forest Fairies	Justin G. Dy	UPPERCASE
12	s12	Movie	Take Care	Liz Tuccillo	Capitalize Each Word
13	s13	Movie	The Night Eats The		

ott dashboard • Last saved: Today at 3:06 PM

Search

Sign in

File Home Help Table tools Column tools

Name: cast Format: Text Summarization: Don't summarize Sort by column: Sort Data category: Uncategorized Data groups: Groups Manage relationships: Relationships New column Calculations

Structure **Formatting** **Properties**

Data

Search

All Measures

amazon_prime_titles

cast

country

date_added

description

director

duration

listed_in

rating

release_year

show_id

title

type

Sort ascending

Sort descending

Clear sort

Clear filter

Clear all filters

Copy

Copy table

New measure

New column

Refresh data

Edit query

Rename

Delete

Hide in report view

Unhide all

New group

show_id	type	title	director	cast	country	date_added	release_year	rating	duration	listed_in	description
s77	Movie	Wonderful Nursery Rhymes with Mia - Little Baby Bum	Cannis Holder			Sort ascending	2019	ALL	33 min	Kids	LittleBabyBum is proud to present a compilation of classic nursery rhymes for your little ones.
s78	Movie	Wonderful Nursery Rhymes with Jacus - By Little Baby Bum	Cannis Holder			Sort descending	2019	ALL	34 min	Kids	Enjoy this educational and fun compilation of classic nursery rhymes.
s151	Movie	Wash Your Hands & More Classic Kids Songs - KiiYii	Moonbug Entertainment			Clear sort	2020	ALL	30 min	Kids	A new collection of colorful and wonderfully fun songs for kids.
s178	Movie	VocabuLarry	BabyFirst			Clear filter	2012	ALL	31 min	Kids	Join VocabuLarry as he explores new objects and words.
s245	Movie	Twinkle Twinkle Little Star & More Classic Nursery Rhymes by Little Baby Bum	Cannis Holder			Clear all filters	2019	ALL	43 min	Kids	Little Baby Bum is happy to present a new set of classic nursery rhymes.
s484	Movie	The Pop Ups: Great Pretenders Club	The Pop Ups			Copy	2015	ALL	30 min	Kids	A collaboration between Brooklyn musicians and performers.
s538	Movie	The Mine Adventure With Shawn the Train and Team - In Search of Crystals and Friendship				Copy table	2017	ALL	11 min	Kids	Shawn the Train and his friend Speedy go on an adventure.
s836	Movie	Swing and Dance with Little Baby Bum	Cannis Holder			New measure	2019	ALL	34 min	Kids	Come and have a party with Little Baby Bum!
s991	Movie	Sing, Dance and Learn with Little Baby Bum	Cannis Holder			New column	2019	ALL	30 min	Kids	Enjoy this 30-minute compilation by Little Baby Bum.
s993	Movie	Sing with Gecko				Refresh data	2019	ALL	33 min	Kids	Sing some of the most popular and classic rhymes with Gecko.
s995	Movie	Sing and Learn with Gecko's Garage				Edit query	2019	ALL	59 min	Kids	Come and join Gecko at his Garage as he sings and learns.
s997	Movie	Sing and Dance with KiiYii	Cannis Holder			Rename	2020	ALL	47 min	Kids	In this compilation, your children will love to sing and dance along.
s1015	Movie	Sick Song & More Nursery Rhymes For Kids - KiiYii	Moonbug Entertainment			Delete	2020	ALL	29 min	Kids	A new collection of colorful and wonderfully fun songs for kids.
s1037	Movie	Shapes Song & More Learning Songs For Kids - KiiYii	Moonbug Entertainment			Hide in report view	2020	ALL	33 min	Kids	A new collection of colorful and wonderfully fun songs for kids.
s1174	Movie	Review: Pac-Man App Review				Unhide all	2017	ALL	4 min	Kids	Total Toys TV reviews the Pac-Man app highly.
s1259	Movie	Princess Castle	Diane Paloma Eskenazi			New group	2016	ALL	46 min	Kids	Claire dreams of being a princess in a far away land.
s1453	Movie	Nursery Rhymes Volume 8 by Little Baby Bum - Lullabies	Cannis Holder				2018	ALL	53 min	Kids	Get your kids ready for bed with our exclusive lullabies.
s1459	Movie	Nursery Rhymes by KiiYii Vol 3 - Learning (Made By Little Baby Bum!)	Derek Holder, Cannis Holder				2018	ALL	50 min	Kids	A compilation with original KiiYii educational songs.
s1549	Movie	My Little Red Bus Adventures	Nick Hatton Jones, Richard Hickey				2019	ALL	15 min	Kids	Enjoy this exciting adventure with My Little Red Bus.
s1847	Movie	Little Baby Bum Presents: Boo Boo Song and More Nursery Rhymes!	Cannis Holder				2019	ALL	37 min	Kids	Enjoy this 30-minute compilation filled with fun songs and dances.
s1850	Movie	Little Baby Bum - Christmas Holiday Songs For Kids	Moonbug Entertainment				2013	ALL	26 min	Kids	Little Baby Bum is a fun, educational children's show.
s1865	Movie	Life Lessons from Little Baby Bum	Cannis Holder				2019	ALL	34 min	Kids	In this 30-minute compilation, Little Baby Bum teaches valuable life lessons.
s1889	Movie	Learn, Sing & Dance with Toddler Fun Learning					2019	ALL	38 min	Kids	Sing and dance your favourite nursery rhymes.
s1892	Movie	Learn With Blippi - Educational Videos For Kids	Stevin John				2020	ALL	60 min	Kids	Blippi is an educational kids show tailored for toddlers.
s1894	Movie	Learn Colors With Finger Family And More	HooplaKidz				2019	ALL	30 min	Kids	Colors are so much fun, Learn as you sing along.
s1895	Movie	Learn Colors and Race Cars with Max the Glow Train and His Friends (Colors and Toys)					2016	ALL	10 min	Kids	Max is a fun loving toy train who teaches colors and racing.
s1896	Movie	Learn Colors & Play with Paint with Max the Glow Train, Jake the Fire Truck and Friends					2016	ALL	9 min	Kids	Max and his friends meet a new toy - Jake the Fire Truck.
s1943	Movie	KiiYii - London Bridge Is Falling Down & More Classic Nursery Rhymes	Moonbug Entertainment				2020	ALL	28 min	Kids	A new collection of colorful and wonderfully fun songs for kids.
s1944	Movie	KiiYii - Learn ABCs 123s & More Nursery Rhymes for Kids	Moonbug Entertainment				2020	ALL	30 min	Kids	A new collection of colorful and wonderfully fun songs for kids.
s1945	Movie	KiiYii - Humpty Dumpty & More Classic Kids Songs	Moonbug Entertainment				2020	ALL	26 min	Kids	A new collection of colorful and wonderfully fun songs for kids.
s2073	Movie	Jack And Jill & More Classic Nursery Rhymes For Kids - KiiYii	Moonbug Entertainment				2020	ALL	31 min	Kids	A new collection of colorful and wonderfully fun songs for kids.
s2325	Movie	Go Buster Tunes by Little Baby Bum	Nick Hatton Jones, Richard Hickey				2019	ALL	26 min	Kids	Buster the yellow bus is back with some new tunes.
s2327	Movie	Go Buster - Educational Cartoons for Kids	Moonbug Entertainment				2021	ALL	35 min	Kids	Go Buster is an animated online educational series for kids.
s2328	Movie	Go Buster - Christmas Special	Moonbug Entertainment				2020	ALL	20 min	Kids	Join Buster the Bus and the family in this festive special.
s2329	Movie	Go Buster - Buster And Friends	Nick Hatton Jones, Richard Hickey				2019	ALL	31 min	Kids	Buster is a sweet little bus who loves playing with his friends.
s2330	Movie	Go Buster - Baby Bus Cartoons	Richard Hickey, Nick Hatton Jones				2019	ALL	34 min	Kids	Enjoy a collection of educational yet fun clips for babies.
s2331	Movie	Go Buster - Awesome Songs	Cannis Holder				2019	ALL	32 min	Kids	Come and enjoy the hilarious and fun adventures of Go Buster.

Table: amazon_prime_titles (9,687 rows) Column: cast (7,925 distinct values)

Update available (click to refresh)

DATA MODELING

- **Relationships:** Link tables like Movies, Directors, and Platforms.
- **Dimension and Fact Tables:** Create tables for Genres, Ratings, and viewing statistics.
- **Calculated Columns:** Add fields like Duration Categories and Release Periods.
- **DAX Measures:** Compute metrics like average IMDb ratings and total watch time.
- **Hierarchies:** Build drill-downs such as Platform > Genre > Title.
- **Time Analysis:** Track trends by release year or month for forecasting.

CREATING VISUALS

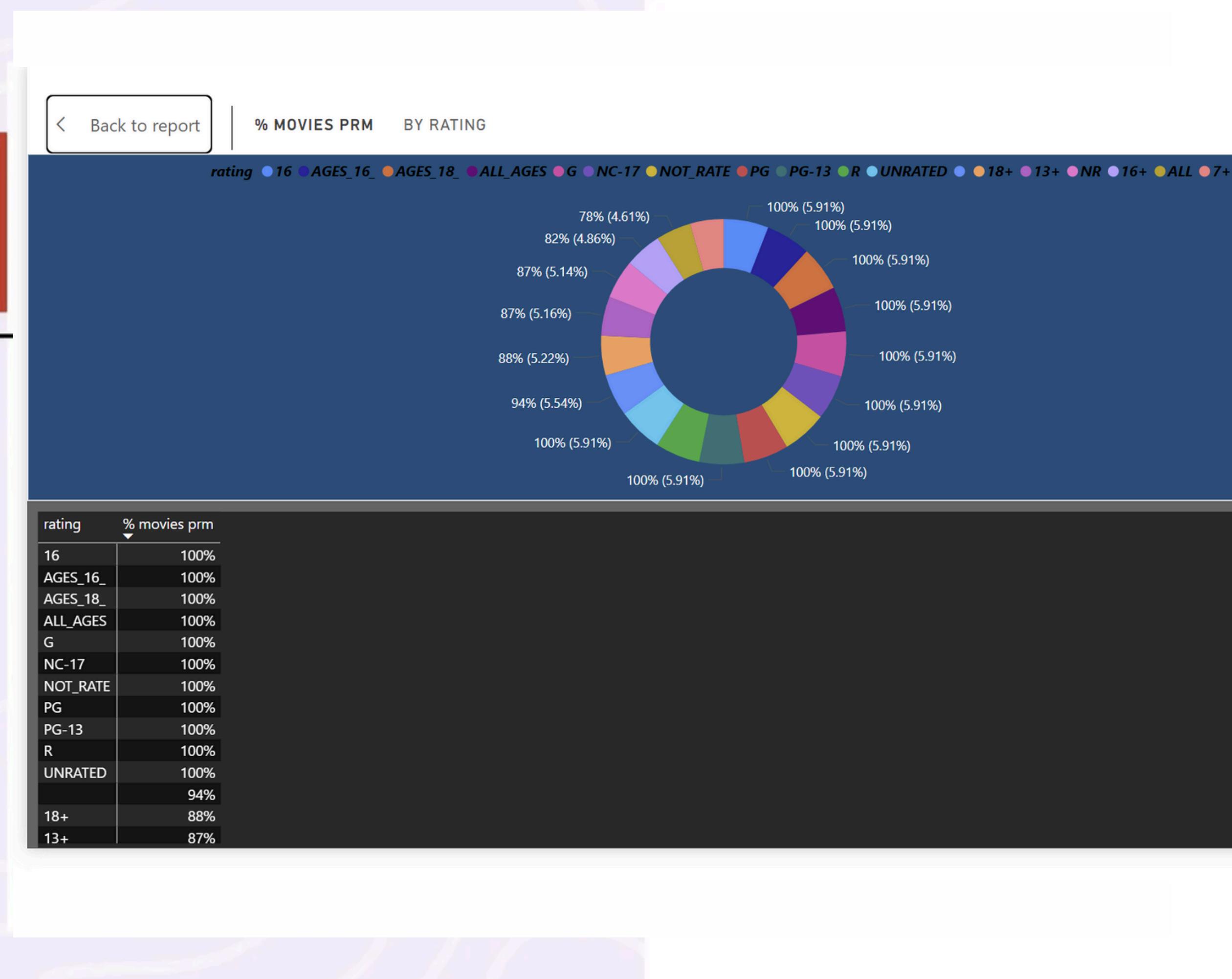
Detailed Content:

Charts and Graphs Created:

- **Bar Chart:** Number of movies/shows per platform.
- **Line Graph:** Trend of shows added over the years.
- **Pie Chart:** Genre distribution on Netflix, Hotstar, and Amazon Prime.
- **Slicers:** for filtering by Platform, Year, Genre, or Region to make visuals interactive.

Insights Gathered:

- Netflix has the highest number of documentaries, while Amazon focuses on dramas.
- Genres like "Comedy" and "Drama" dominate across platforms.



DAX

DAX Measures Used

- **Percentage of Movies by Platform:**
 - % Movies Hot, % Movies Net, % Movies Prm
- **Percentage of Series by Platform:**
 - % Series Hot, % Series Net, % Series Prm
- **Count of Movies:**
 - Movies Hot, Movies Net, Movies Prm
- **Count of Series:**
 - Series Hot, Series Net, Series Prm
- **Total Shows by Platform:**
 - Shows Hotstar, Shows Netflix, Shows Prime

Data

Tables Model

i View and organize all of the items in your semantic model. [Learn how](#) X

Search

- % movies net
- % movies prm
- % series hot
- % series net
- % series prm
- Count of duration average per title
- Movies Hot
- Movies Net
- Movies Prm
- Series Hot
- Series Net
- Series Prm
- Shows Hotstar
- Shows Netflix
- Shows Prime
- Top Rating

Perspectives (0)

Relationships (1)

disney_plus_titles[show_id] — netflix_titles[show_id]

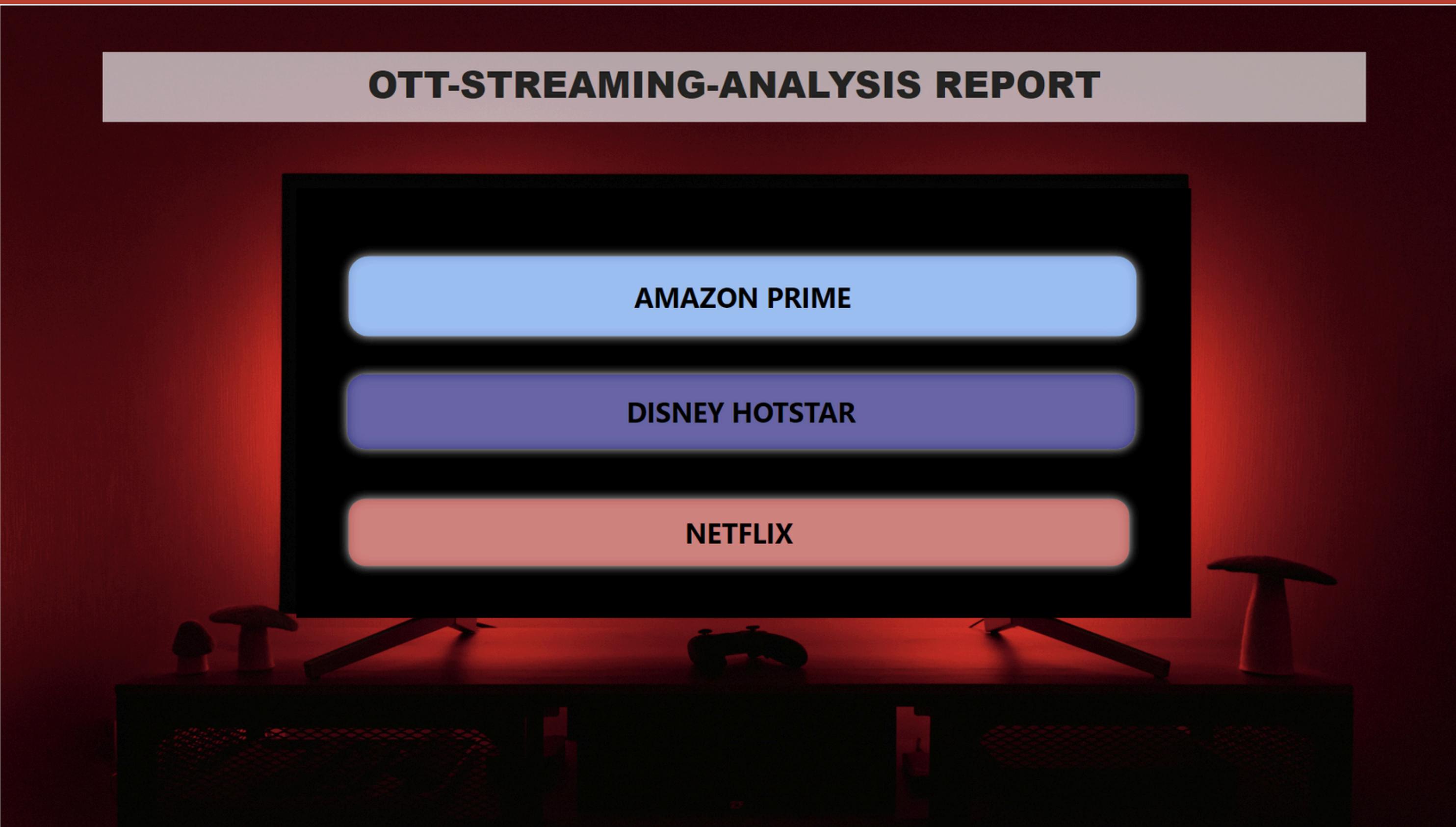
POWER BI REPORT

OTT-STREAMING-ANALYSIS REPORT

AMAZON PRIME

DISNEY HOTSTAR

NETFLIX





Prime Release Year

(Bla... 192

2021

year_added

A Toy Store Near You

2021

year added

Act 2 - Series 2

2021

year_added

Act 2 - Series 3

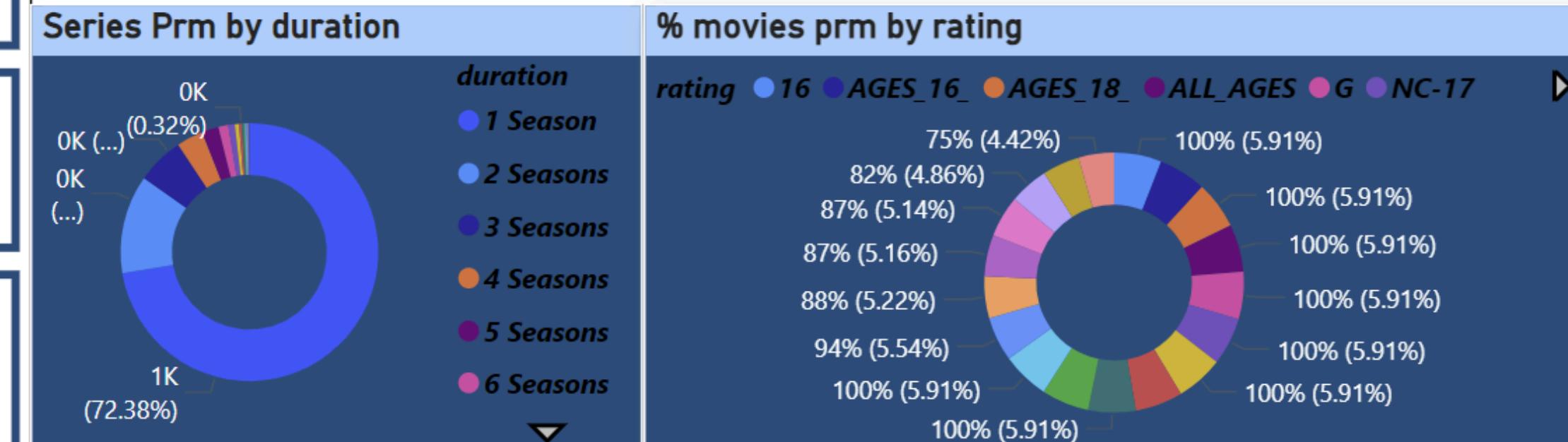
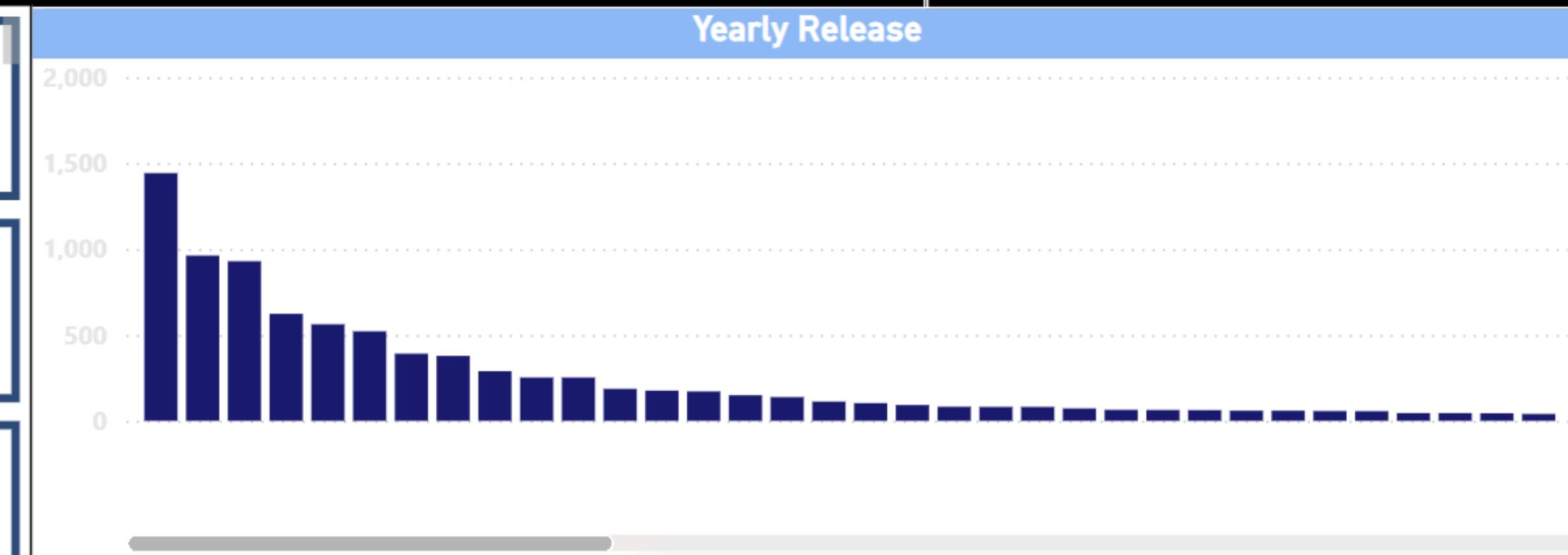
2021

year added

Act 2 - Series 4

2021

year added



Directors

- often mutters. Ash has a dest...**
- the college's diving club!"**
- Antonio Margheriti**
- Raoul Walsh, Mario Bava**
- 1**
- 20th Century Fox**
- 20th_century_fox**
- 9 Story Entertainment**
- A Gokul Krishna**
- A. Bhimsingh**
- A. C. Tirulokchandar**
- A. Edward Sutherland**
- A. K. Velan**
- A. L. Vijay**



MOVIE & TV SHOW ANALYSIS

Home

Amazon Prime

Disney Hotstar

Netflix


Total Shows
1,450

Total Movies
1,052

Total Series
398

Total Director
4527

Total Country
90

Netflix Release Year

Select... 2015 2016 2017 2018 2019 >

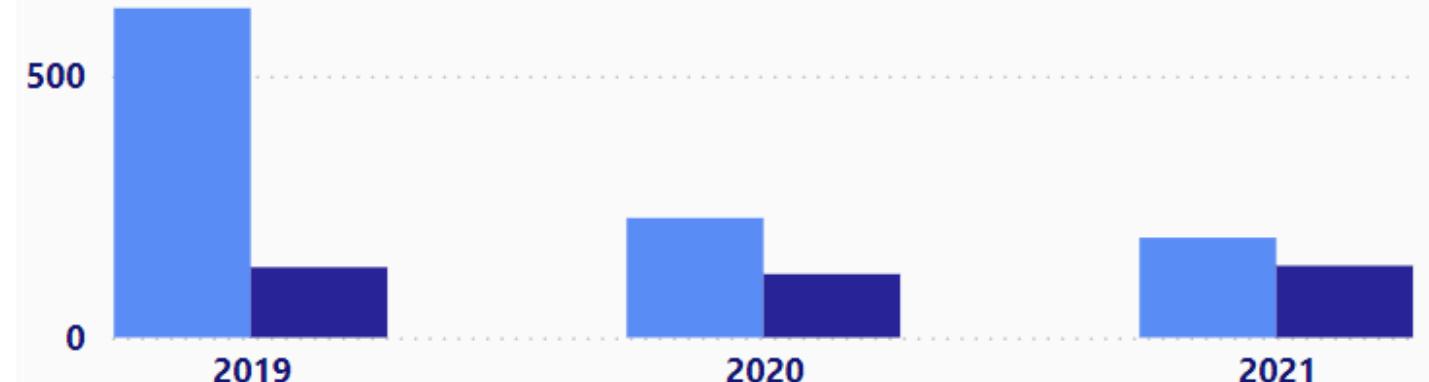
(Blank) 1.00 1.40 1.50 1.60 1.70 1.90 2.00 2.10 2.20 >

List of Directors

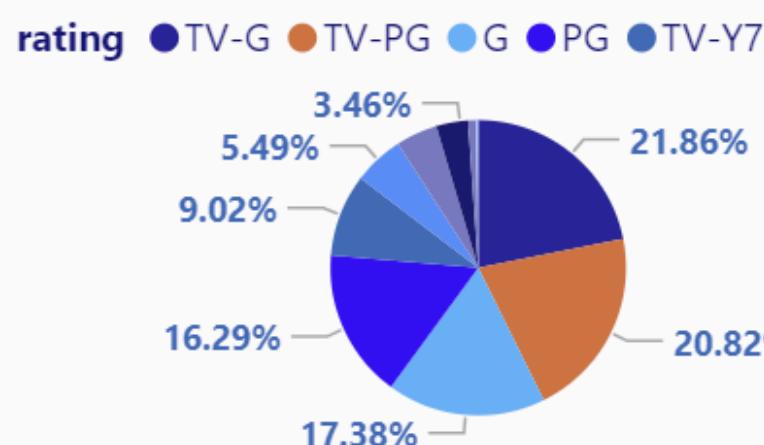
	Search
<input checked="" type="checkbox"/>	Select all
<input type="checkbox"/>	(Blank)
<input type="checkbox"/>	Aaron Blaise, Robert Walker
<input type="checkbox"/>	Adam Shankman
<input type="checkbox"/>	Adam Stein, Zach Lipovsky
<input type="checkbox"/>	Alan Barillaro
<input type="checkbox"/>	Alon Shabtai

Yearly Release

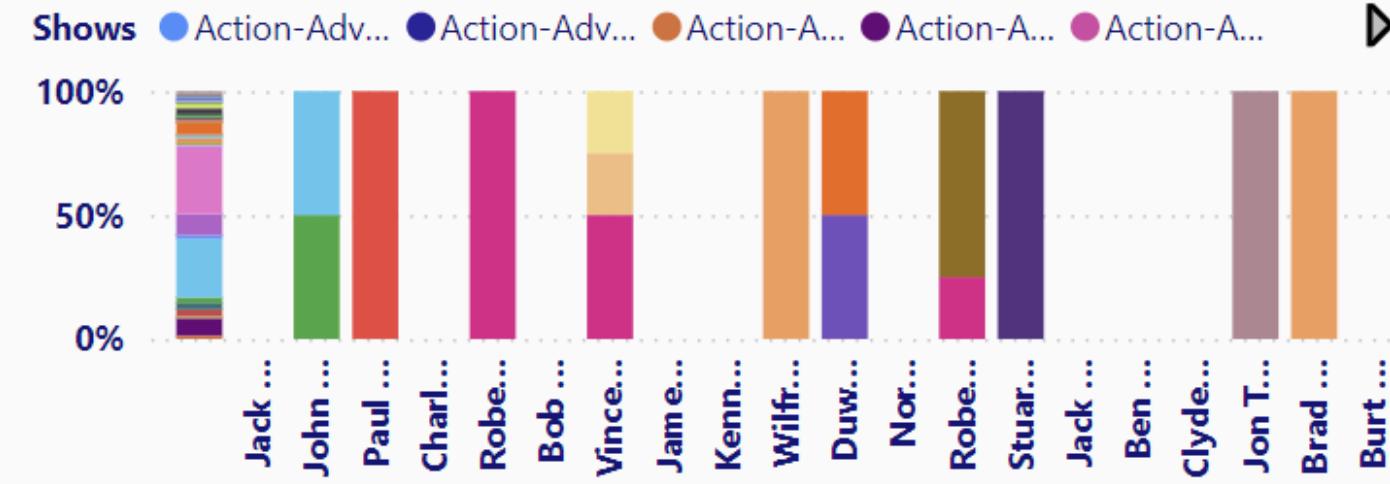
Shows ● Movie ● TV Show



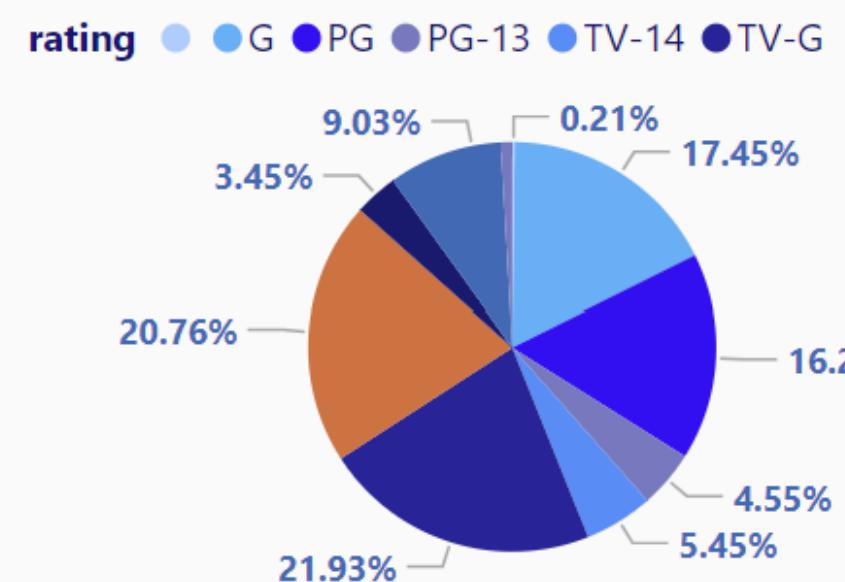
Yearly Rating



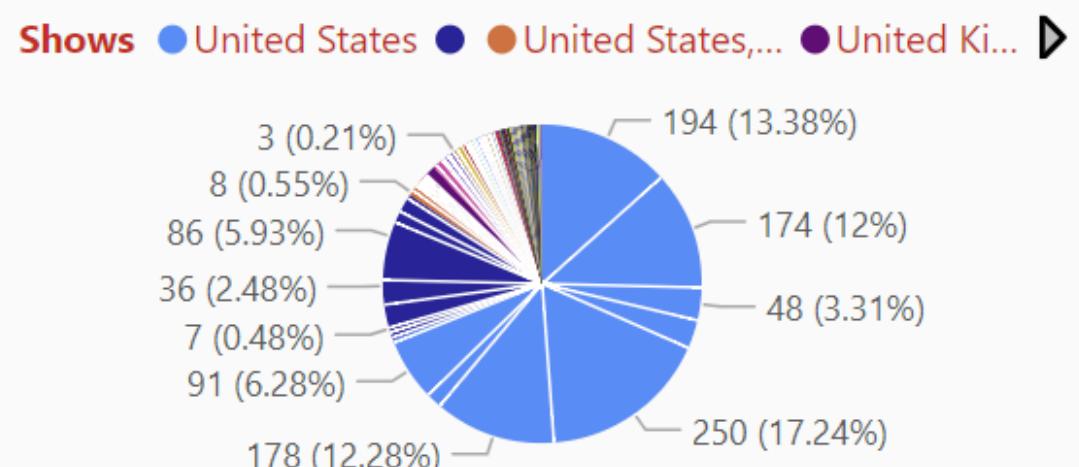
Director Rated by Genre



View Rating



Actors Received by Awards and IMDB Scores





NETFLIX MOVIE & TV SHOW ANALYSIS

Home

Amazon Prime

Disney Hotstar

Netflix



IMDB Score
3.06K



Total Shows
486.0



Top Rated Movie
3207



Top Director
4527



Total No Of Movies
428.0

Netflix Release Year

2015 2016 2017 2018 2019 2020 2021

9.70 9.50 9.40 9.30 9.20 9.10 9.00 8.90 8.80 8.70 8.60 8.50 8.40 8.30 >

4038

Release Year

Jung-min Park, Jun...

Actors

Start-Up

Title

4036

Release Year

Walton Goggins, Ali...

Actors

Tomb Raider

Title

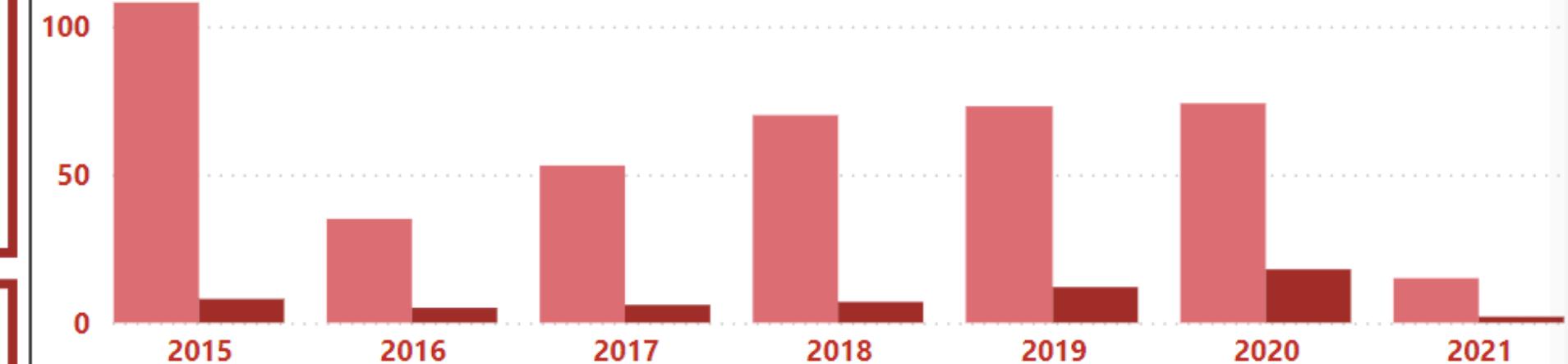
4034

Release Year

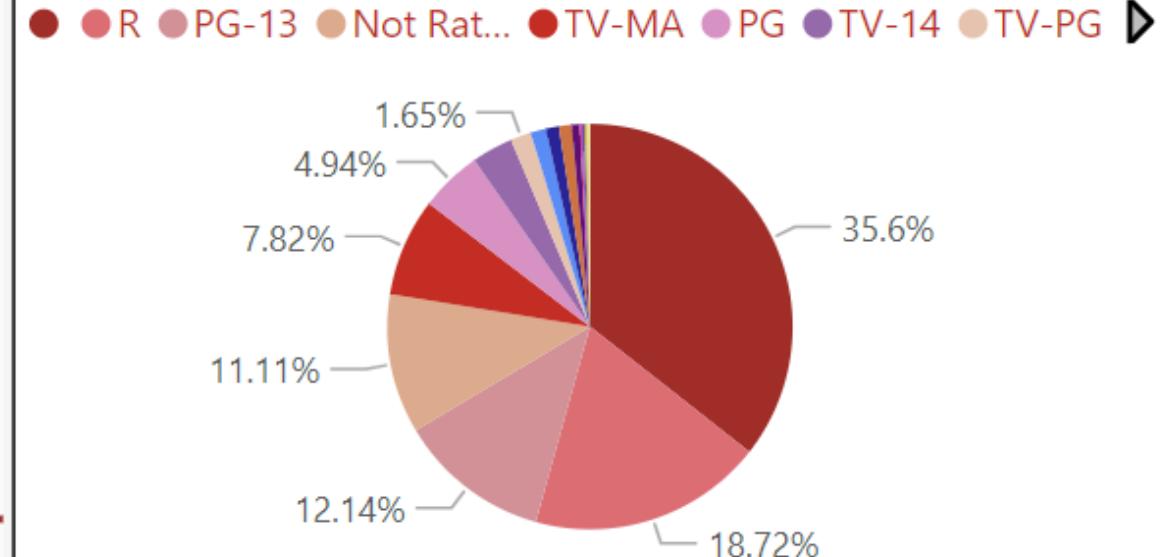
Sarah Natochenny, ...

Yearly Release

Shows ● Movie ● Series

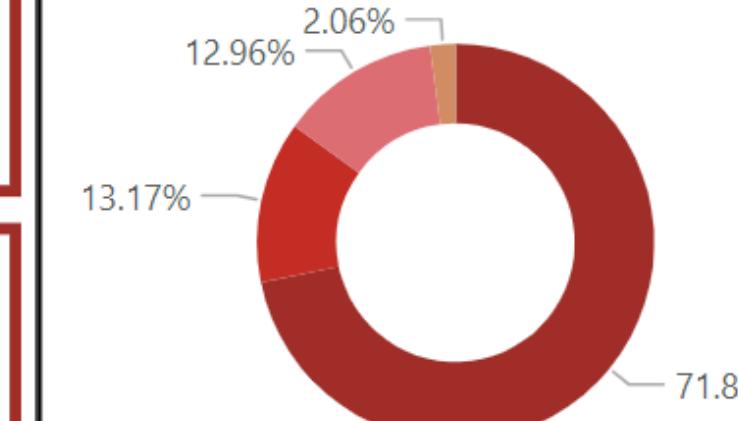


View Rating



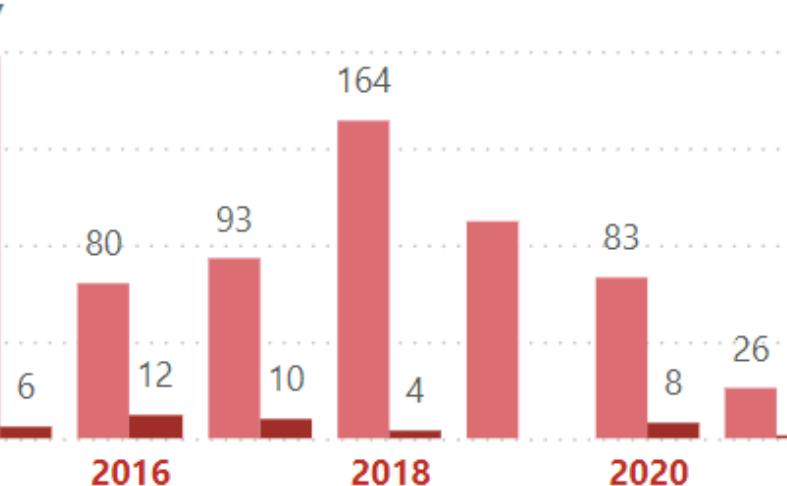
Show Duration

● 1-2 hour ● > 2 hrs ● < 30 minutes



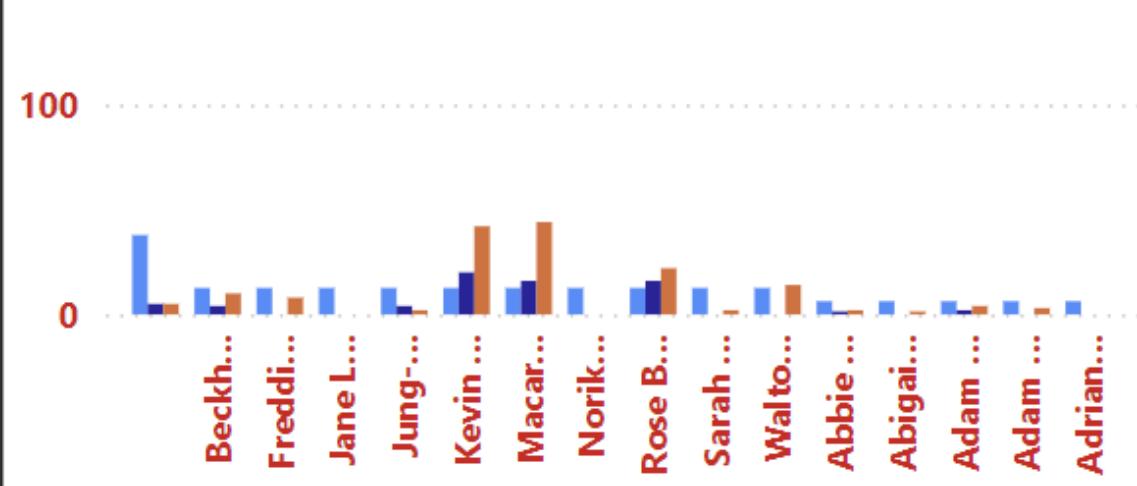
Awards Received by Shows

Shows ● Movie ● Series



Actors Received by Awards and IMDB Scores

Shows ● IMDb Score ● Awards Received ● Awards Nominated For



CHALLENGES AND KEY LEARNINGS

Challenges Faced:

- 1. Data Preparation:** Addressed inconsistencies, missing values, and duplicate records across diverse datasets.
- 2. Complex DAX Formulas:** Crafted optimized DAX measures for advanced calculations like percentages and KPIs.
- 3. Data Integration:** Seamlessly combined datasets from Hotstar, Amazon, and Netflix while maintaining data integrity.
- 4. Performance Optimization:** Enhanced Power BI report efficiency, especially with large datasets.
- 5. Actionable Insights:** Translated raw data into meaningful insights, ensuring relevance and accuracy.

CHALLENGES AND KEY LEARNINGS

Key Learnings:

1. **Advanced DAX Proficiency:** Gained expertise in writing efficient, reusable, and performance-focused DAX measures.
2. **Robust Data Modeling:** Strengthened skills in relationship building, hierarchy creation, and calculated columns.
3. **Performance Enhancement:** Applied Power BI best practices to optimize report responsiveness and load times.
4. **Effective Visualization:** Designed professional, interactive dashboards with slicers for targeted analysis.
5. **Enhanced Analytical Thinking:** Developed a structured approach to uncover trends, patterns, and business opportunities.



the
end

