

Strategic Merger of OTT Platforms



About Project

Dashboard of Analysis of 2 OTT platforms database, including their user, content and their interaction. This is to provide insights to both Lio and Jotstar for useful information for a data driven decision making and effective merger. For more specific insights and recommendations , refer to [LinkedIn](#).

User Growth, subscription type, demographics, upgrade downgrade, Total Revenue and variations

Total content, division on content type, language diversity, content genre, runtime and

Average watch-time analysis, User plans, variation with age, device for both OTTs.

Subscriber Dashboard

LioCinema

Jotstar

City Tier

All

Jotstar Users

44.62K

LioCinema Users

183.45K

LioCinema Revenue

26.1M

Jotstar Revenue

50.4M

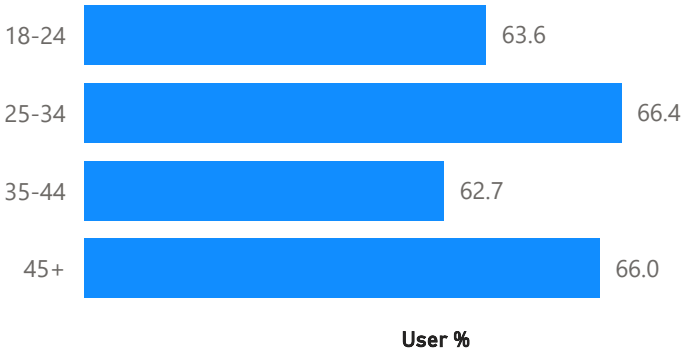
Jotstar Plan

All

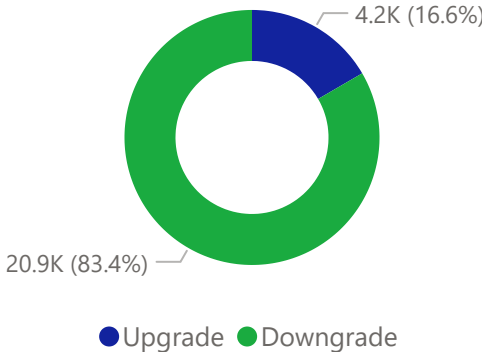
LioCinema Plan

All

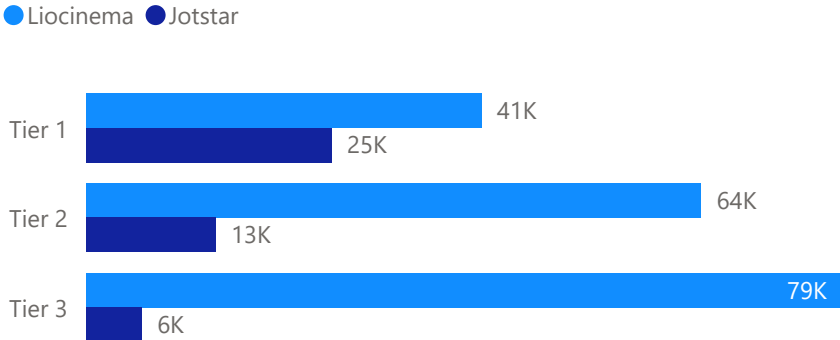
Liocinema Inactivity by age Group



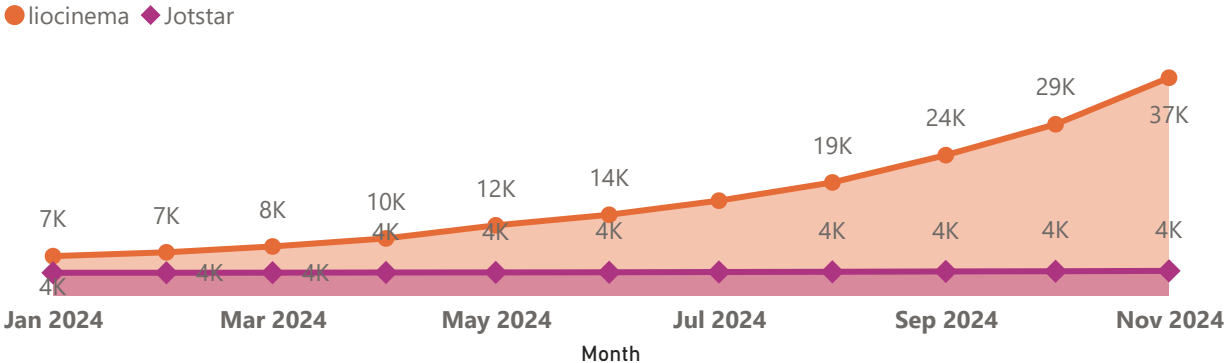
Liocinema upgrade vs downgrade ratio



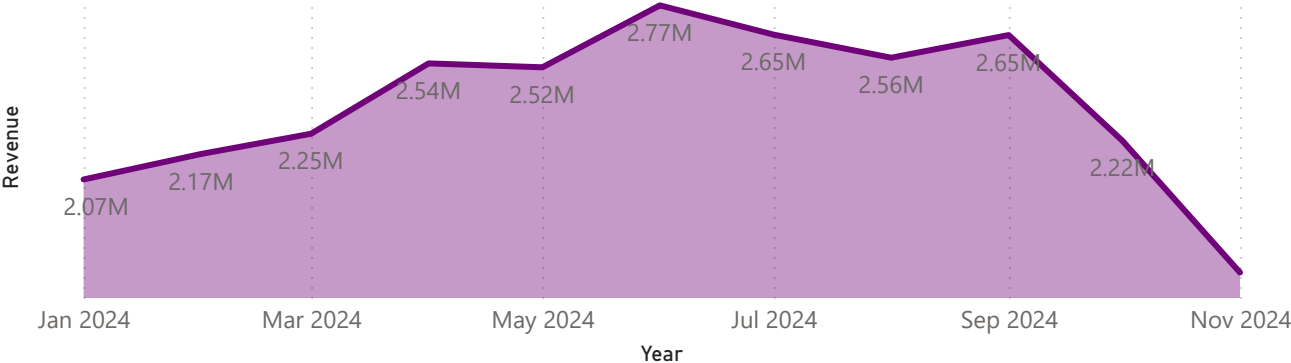
User by City tier



User Growth Trend



Liocinema Monthly Revenue



Content Dashboard

LioCinema

Jotstar

Content on LioCinema

1250

Content on Jotstar

2360

Genre

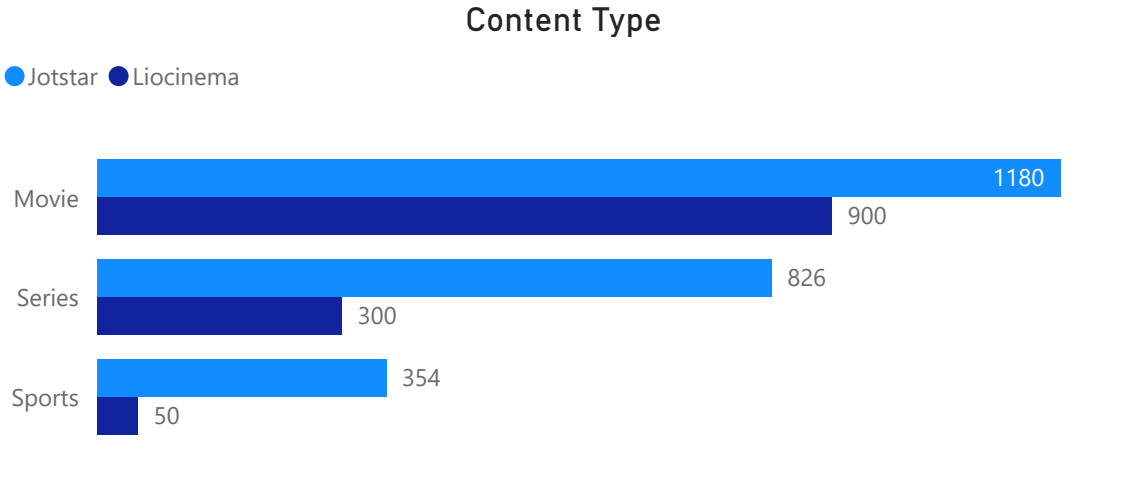
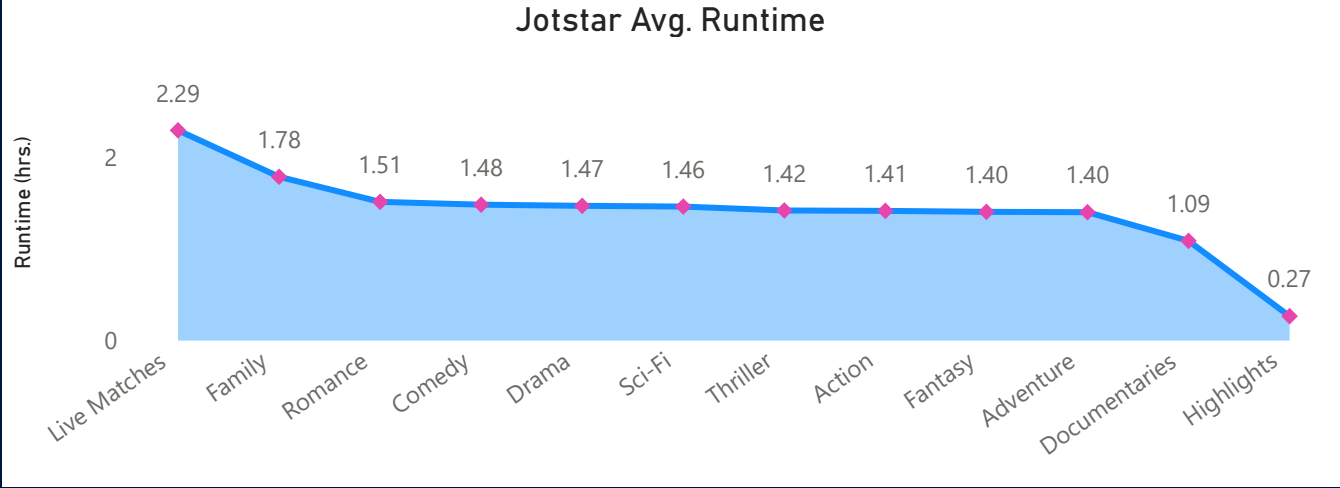
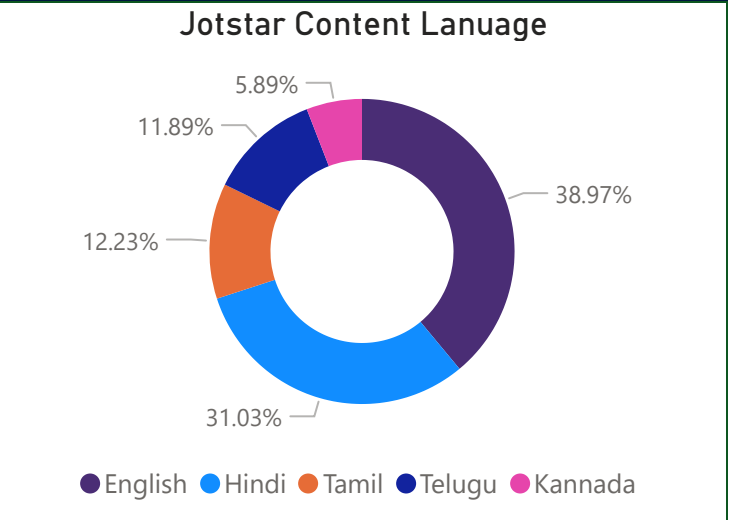
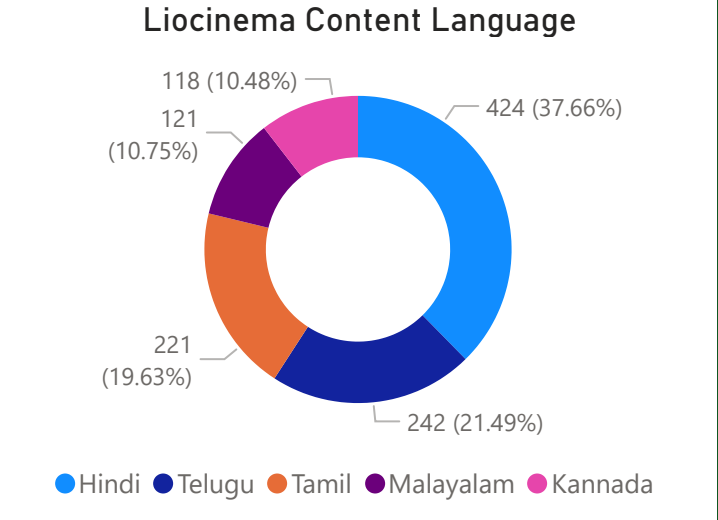
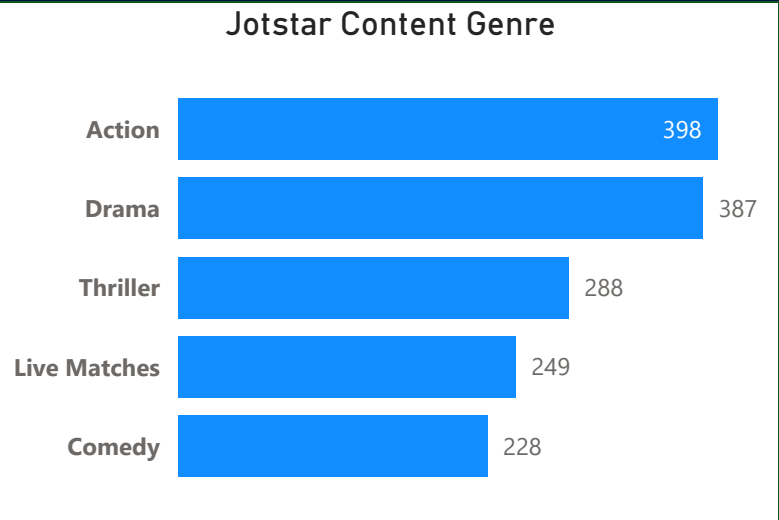
All

Content Type

All

Language


All



Content Consumption Dashboard







Age Group

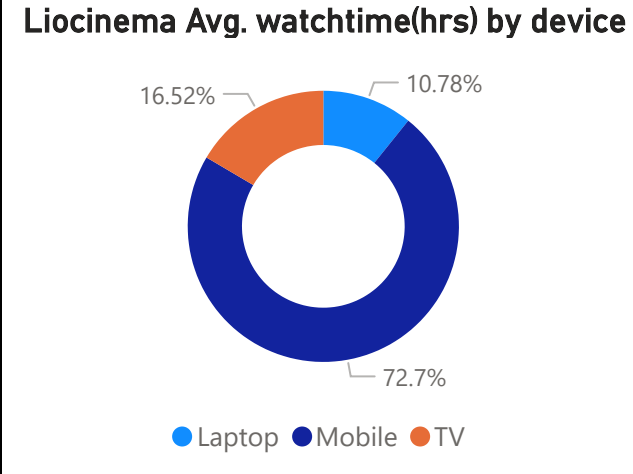
All

City Tier

All

Device Type

All



| |
|------------------------------------|
| Liocinema User Avg Watchtime (hrs) |
| 27.07 |
| Liocinema Paid User % |
| 20.04 |

| |
|-----------------------------------|
| Jotstar User Avg. Watchtime (hrs) |
| 117.24 |
| Jotstar Paid User % |
| 72.89 |

