1. Executive Summary:

This project aims to develop interactive and insightful dashboards using Tableau/Power BI for OTT Media Inc. to enhance data-driven decision-making. The dashboards will focus on key performance indicators (KPIs) related to content consumption, subscriber engagement, and platform performance.

1. Problem Statement:

Background: Limited visibility into viewer behavior and platform performance inhibits effective content strategy and resource allocation.

Objective: Develop dashboards to monitor and analyze key performance indicators.

Scope: Initial focus on viewer engagement, content popularity, and platform usage across different demographics and regions.

1. Data Sources:

Primary Data: Viewer interaction data, content consumption patterns, and platform usage metrics from internal databases.

Secondary Data: Market research data, competitor analysis, and demographic insights from external sources.

1. Methodology:

Data Integration: Extract and integrate data from various sources into Tableau/Power BI.

Dashboard Design: Collaborate with stakeholders to identify key metrics and design visually appealing dashboards tailored to the needs of content creators, marketing teams, and platform managers.

Interactivity: Implement interactive features for drill-down analysis, user segmentation, and trend exploration.

1. Expected Outcomes:
   * Interactive dashboards providing real-time insights into viewer behavior and content performance.
   * Informed content strategy and resource allocation based on data-driven insights.
   * Enhanced subscriber engagement and retention through targeted content recommendations and personalized experiences.
2. Tools and Technologies:
   * Tableau/Power BI for dashboard development.
   * SQL for data extraction and transformation.
   * Collaboration tools for stakeholder feedback and team coordination.
3. Risks and Challenges:
   * Integration challenges may arise while connecting to diverse data sources, especially considering the volume and variety of streaming data.
   * Ensuring data accuracy and consistency across dashboards, particularly with regards to viewer demographics and content metadata.
   * User adoption and training challenges for stakeholders unfamiliar with Tableau/Power BI and interpreting data analytics.
4. Conclusion:

This project is positioned to empower OTT Media Inc. with actionable insights derived from comprehensive data analysis, facilitating informed decision-making across content creation, marketing, and platform management. The interactive dashboards will serve as valuable tools for driving subscriber growth, optimizing content offerings, and maximizing the overall viewer experience.