

SMARTINTERNZ
IBM HACK CHALLENGE 2021

"OTT PLATFORM ANALYSIS TOOL"

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INDEX

S.NO	CONTENTS
1	INTRODUCTION <ul style="list-style-type: none">• Overview• Purpose
2	LITERATURE SURVEY <ul style="list-style-type: none">• Existing problem• Proposed solution
3	THEORITICAL ANALYSIS <ul style="list-style-type: none">• Block diagram• Hardware / Software designing
4	EXPERIMENTAL INVESTIGATIONS
5	FLOWCHART

6	RESULT
7	ADVANTAGES & DISADVANTAGES
8	APPLICATIONS
9	CONCLUSION
10	FUTURE SCOPE
11	BIBILOGRAPHY
	APPENDIX

1. INTRODUCTION

OVERVIEW

In current pandemic time not go to watch movies in theatre instead comes many OTT platforms. People don't know which platform choose. Therefore we thought it was right time to analyse different ott platforms and provide useful information for people who are not able to decide which platforms fits them best.

PURPOSE

In recent years, The advent of many various ott platforms people has the difficulty in choosing which ott platform to subscribe to Netflix, Disney + Hotstar or Amazon prime.

As these platforms are coming up with new ways to stand out among competitors by presenting original content, it is evident that more customers are being lost in deciding which platform would be suitable for their use.our study aims to present a guideline for choosing the appropriate OTT platform that fits one's personal preferences

2.LITERATURE SURVEY

EXISITING PROBLEM

In recent years, The advent of many various ott platforms people has the difficulty in choosing which ott platform to subscribe to Netflix, Disney + Hotstar or Amazon prime. As these platforms are coming up with new ways to stand out among competitors by presenting original content, it is evident that more customers are being lost in deciding which platform would be suitable for their use.

PROPOSED SOLUTION

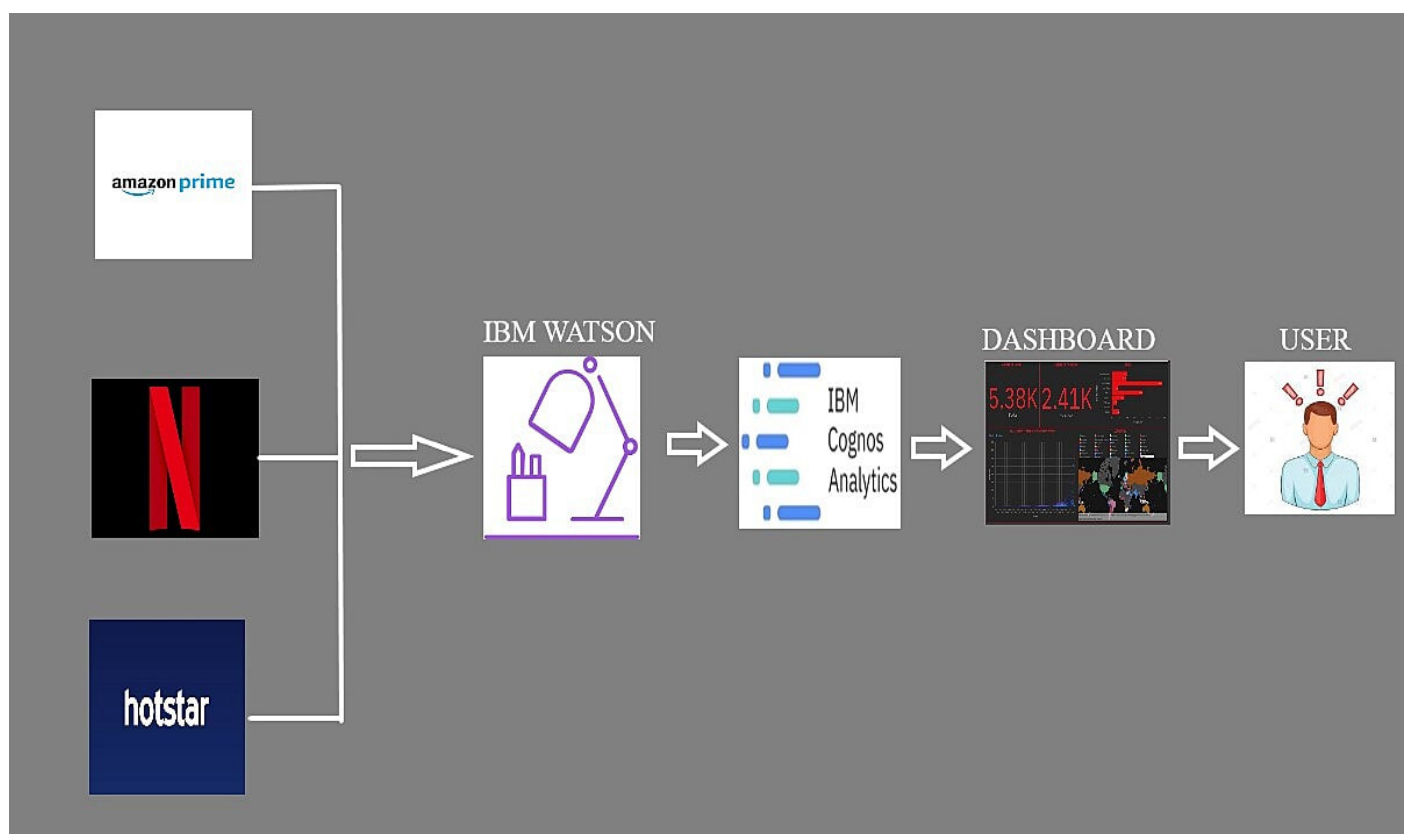
This study presents an analysis of three major OTT platforms — Netflix, Amazon

Prime, and Disney+. Along with movie datasets for each platform to investigate

Moreover, most of the available recommendation systems are focused on suggesting the content but not the platforms that hold and provide those contents. To ease the choice dilemma, our study aims to present a guideline for choosing the appropriate OTT platform that fits one's personal preferences.

3.THEORITICAL ANALYSIS

BLOCK DIAGRAM



HARDWARE / SOFTWARE DESIGNING

- **IBM Cognos Analytics**

Lower costs—reduces maintenance due to complete report coverage and a zero-footprint environment. Faster results—shortens reporting time due to seamless integration and adaptive authoring. Improved decision making—reports

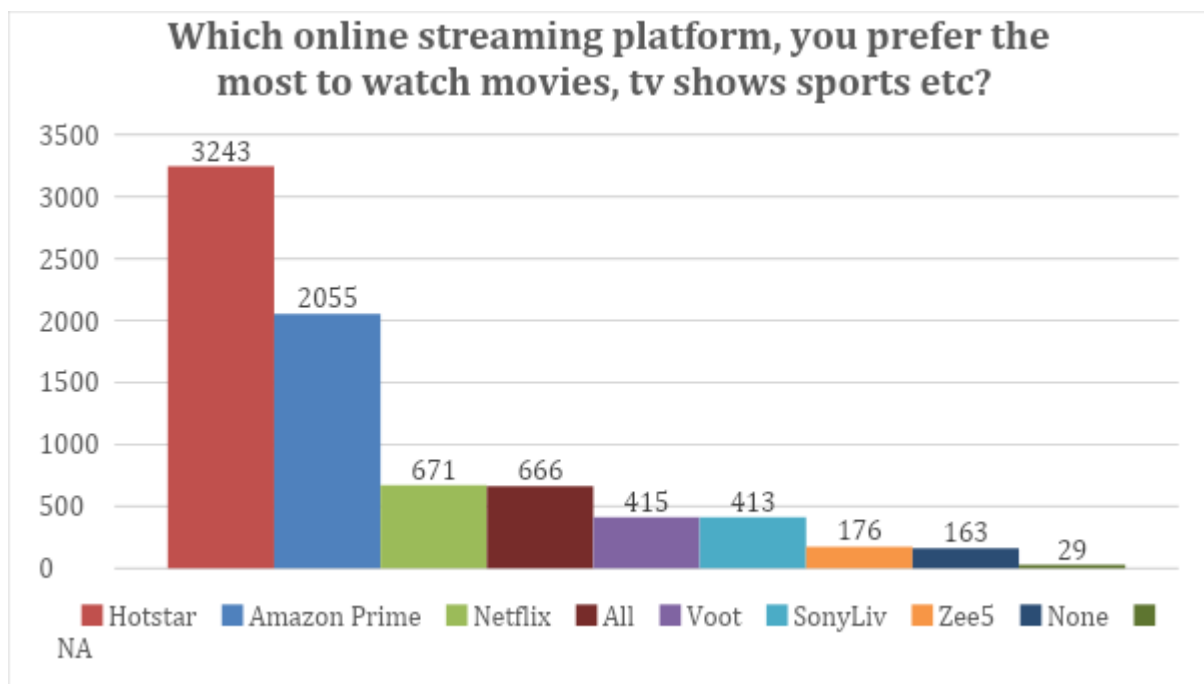
and dashboards present data in easily-understood formats.

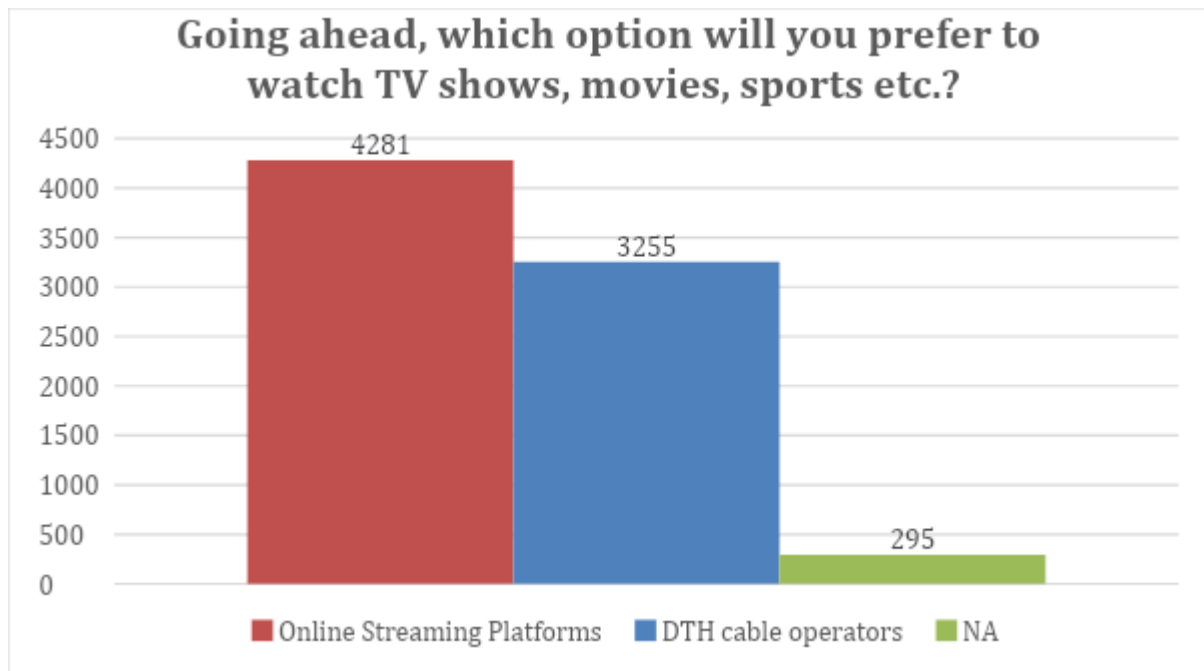
- **IBM Cloud**

- AutoAI for faster experimentation.
- Advanced data refinery.
- Open source notebook support.
- Integrated visual tooling.
- Model training and development.
- Extensive open source frameworks.
- Embedded decision optimization.
- Model management and monitoring.

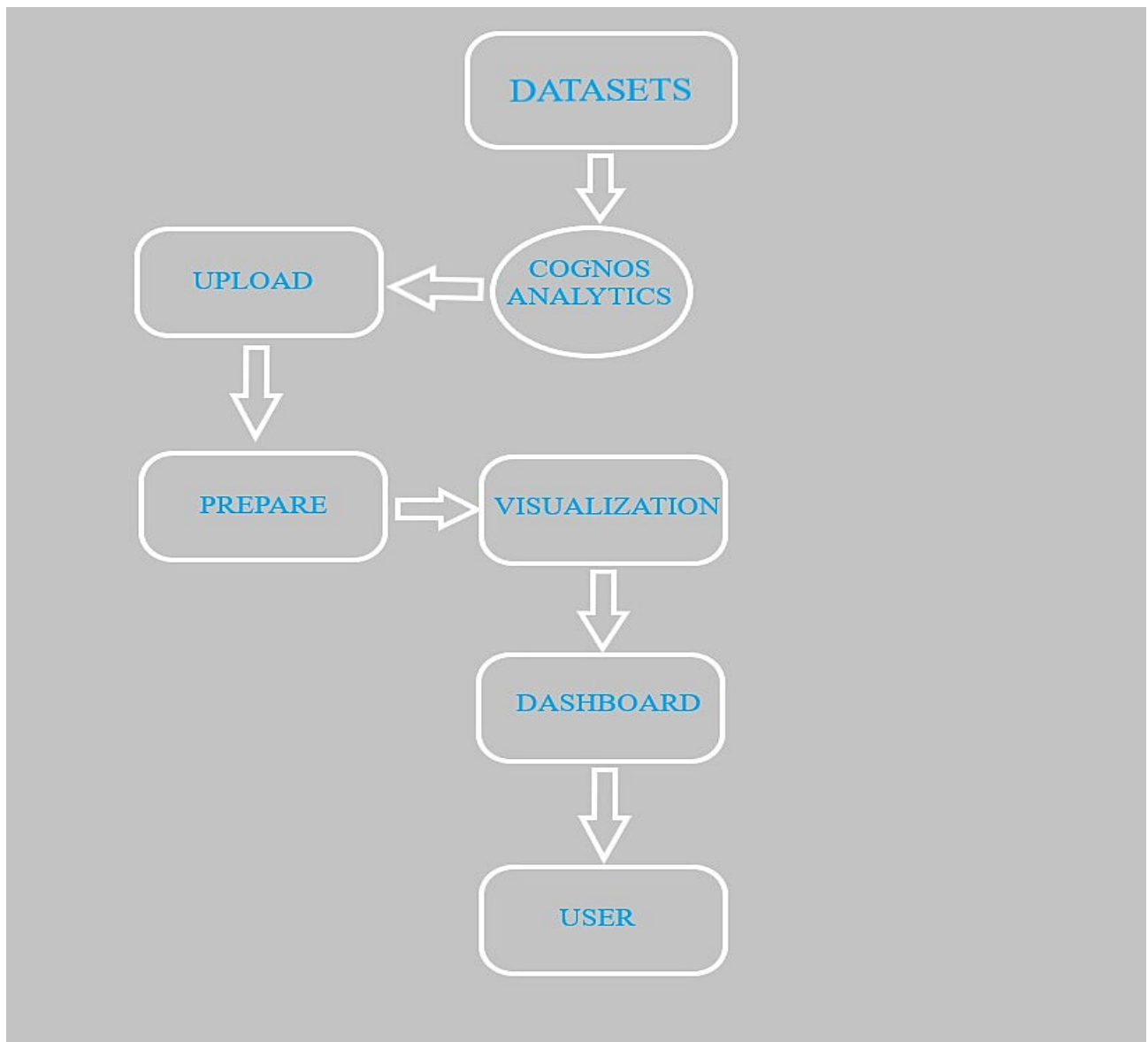
4.EXPERIMENTAL INVESTIGATIONS

We investigate different ott platforms.We have also taken some reviews from users about which ott platform prefer? and which option prefer OTT, DTH?





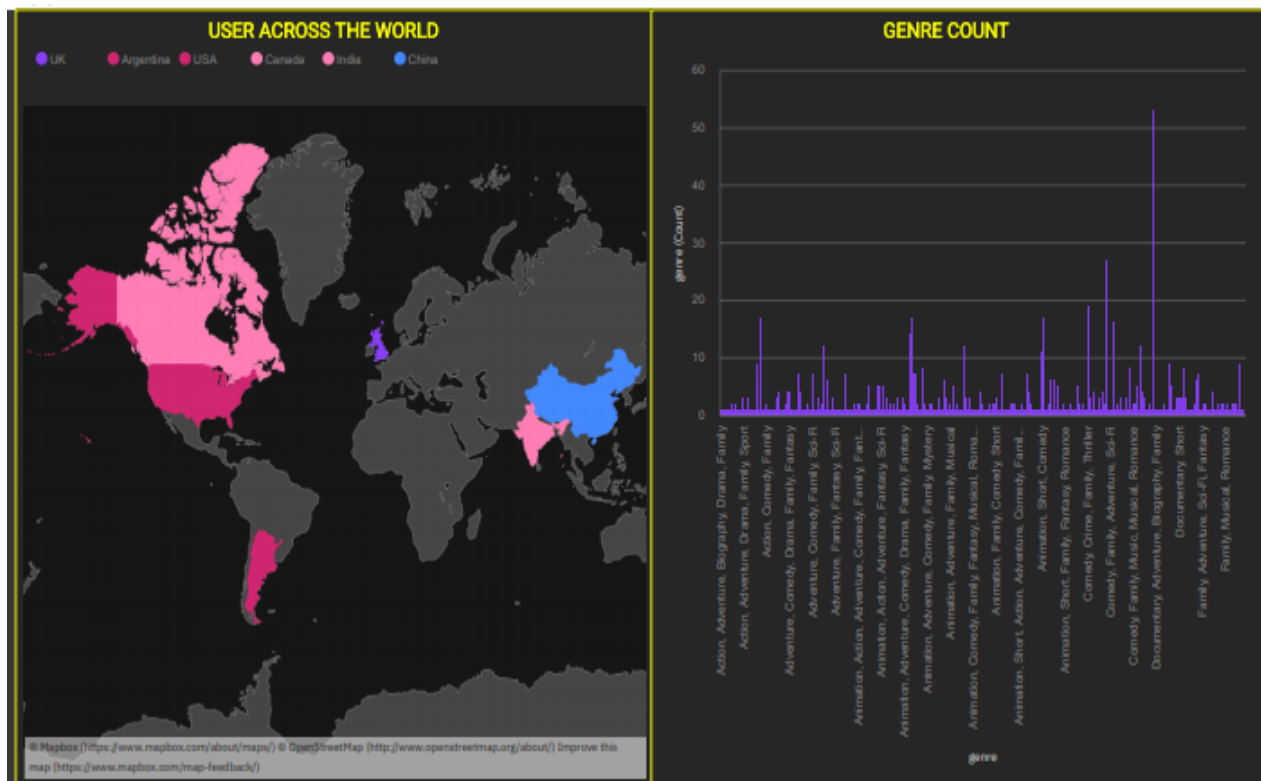
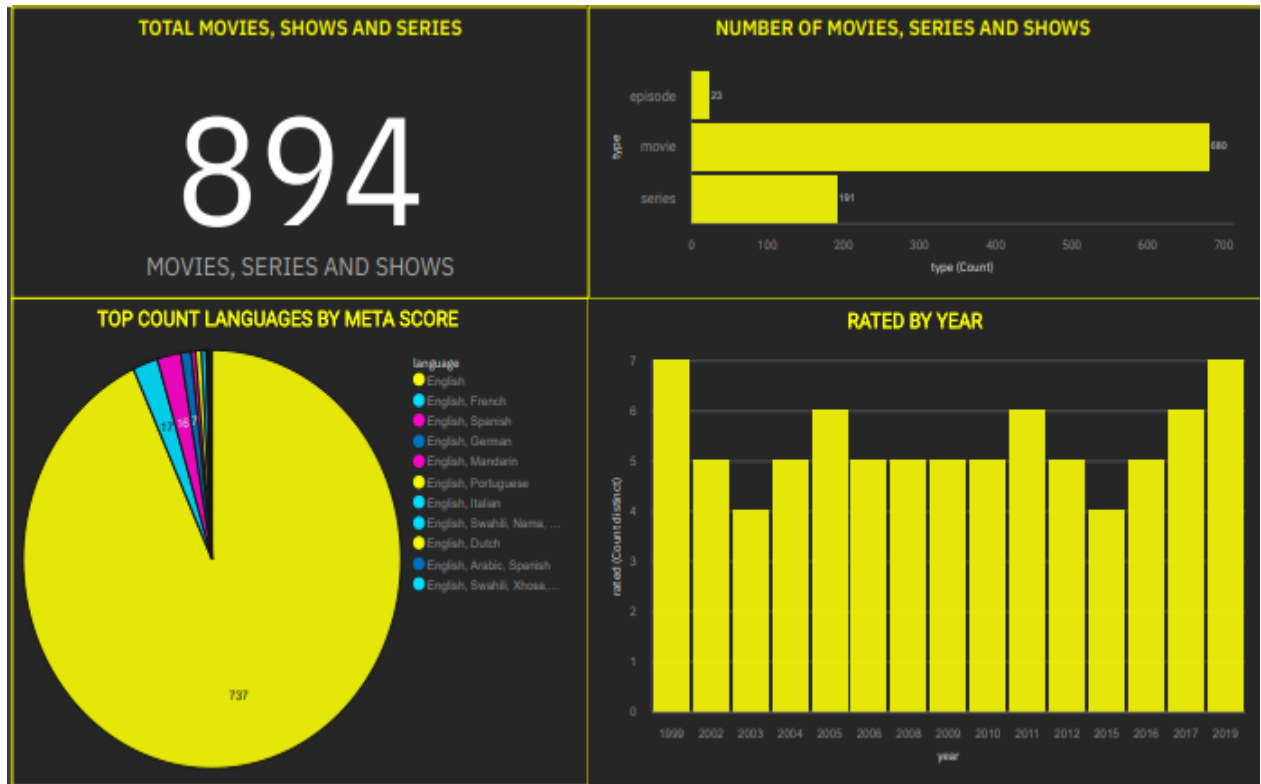
5.FLOWCHART

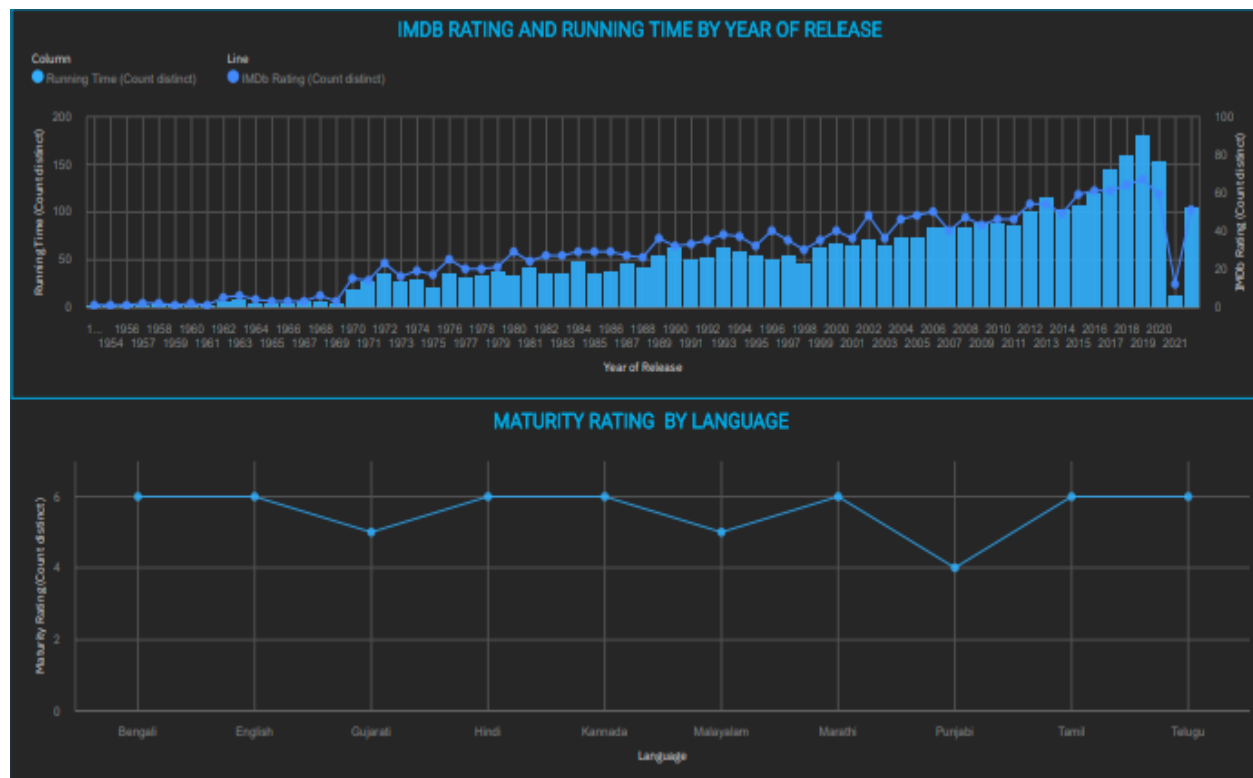
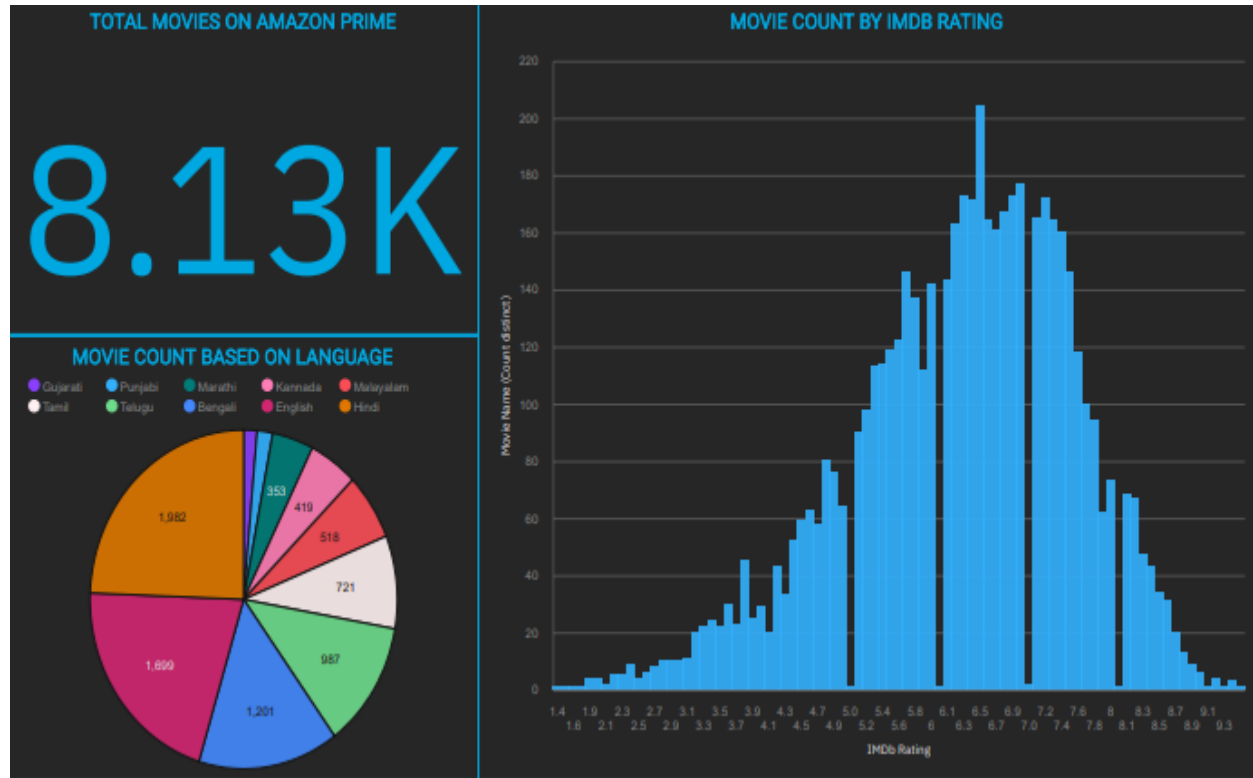


6.RESULT

Here we have analysed data about visualization Netflix, Amazon prime, Disney+ Hotstar.







7.ADVANTAGES & DISADVANTAGES

ADVANTAGES

- User will get an overview of each OTT platform
- User will decide best for them.
- Producers and directors can analyse which type of movies peoples like mostly users.

DISADVANTAGES

- Need to update data everyday.
- Data handling is difficult.
- Analyse change frequently.

8.APPLICATIONS

- ☆ Movie recommendations for users
- ☆ Which platform suitable for particular movie decide to producers
- ☆ Get overview of OTT Platforms

9.CONCLUSION

Through our research, we discovered distinct characteristics of each OTT platform. From age analytics, we identified that Netflix had overwhelming TV-MA films compared to other platforms. Amazon Prime had almost even distribution of different maturity rating films. Disney+ had no movies rated TV-MA and had only those rated TV-PG or TV-G. The result suggests which platforms to subscribe to depending on the age group of films the users would like to see more. From genre analytics, we discovered that Netflix and Amazon Prime had similar distribution. They both had drama, comedy, and action the most. Nonetheless, Netflix had the most diverse content across all genres. Although Disney+ had much less content compared to the other two, it was the strongest in family, adventure, and animation films. From genome-tag analytics, we could test our goodness of analytics. Our discoveries in the movieLens analysis were mostly in line with the results we found through the genre analytics. Netflix and Amazon had a similar trend of having tags related to drama, comedy,

and action while Disney+'s tags were more focused on animated films.

10.FUTURE SCOPE

OTT Platform is the fastest growing industry in the current pandemic situation many peoples switching to normal TV to OTT platforms. In the pandemic situation 75 percentage of the peoples get a new subscriptions on OTT platforms.

Therefore OTT platform analysis tool useful for who are not able to decide which platform is the best for them.

11.BIBILOGRAPHY

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- www.kaggle.com
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- [cloud.IBM.com](https://cloud.ibm.com)
- ibm.cognosanalytics

DATASETS

- NETFLIX_DATA
- AMAZON_DATA
- DISNEYPLUS_DATA

DASHBOARD

- NETFLIX_DASHBOARD
- AMAZON_DASHBOARD
- HOTSTAR_DASHBOARD