**📺 Disney+ Hotstar Data Analysis Project**

This project involves analyzing data related to **Disney+ Hotstar**, one of the leading OTT platforms, using **Python**. The aim is to extract insights, analyze trends, and understand user engagement on the platform. 🚀

**🛠️ Project Workflow:**

1. **Loading the Dataset** 📂
   * Imported the dataset containing information like titles, genres, release years, languages, IMDB ratings, and runtime.
   * Explored the data using pandas to understand its structure (.head(), .info(), .describe()).
2. **Data Cleaning** 🧹
   * Removed missing or null values in crucial fields like title, genre, or IMDB ratings.
   * Standardized column names for uniformity.
   * Checked for duplicate entries and eliminated redundant data.
3. **Data Exploration** 📊
   * Analyzed content distribution by **genre**, **language**, and **release year**.
   * Created visualizations to identify trends in:
     + Most popular genres over the years 🎬.
     + Languages with the highest content offerings 🌐.
     + Average runtime of movies and shows ⏱️.
4. **Rating Analysis** ⭐
   * Examined the relationship between IMDB ratings and content categories.
   * Found the top-rated and lowest-rated titles on the platform.
5. **Insights on Release Trends** 🎥
   * Studied the content release trends over time to identify:
     + Peaks in content releases (e.g., festive seasons).
     + Years with the highest number of titles added.
6. **Genre Popularity Analysis** 🔍
   * Determined the most frequently occurring genres using **word clouds**.
   * Identified which genres had the highest IMDB ratings or user engagement.

**📌 Key Python Libraries Used:**

* **pandas** for data manipulation
* **matplotlib and seaborn** for creating insightful visualizations
* **numpy** for numerical analysis
* **wordcloud** for generating genre-based visualizations

**✨ Outcome:**

The analysis provided actionable insights, including:

* Most popular genres and languages.
* Patterns in content release over time.
* Recommendations for content strategies based on user preferences.

**🌟 Future Enhancements:**

* Incorporate **sentiment analysis** for reviews and ratings 📝.
* Use **machine learning** to predict future trends or popular genres based on historical data 🤖.

**🛠️ *Tech Stack:***

* **Language:** Python 🐍
* **Libraries:** pandas, numpy, matplotlib, seaborn, wordcloud