



home

overview

User trend

Subscription trend

Total Users

JotStar 23.71%

LioCinema
76.29%

LIOJOTSTAR
A MODERN PLATFORM



JotStar

LioCinema

Tier 1

Tier 2

Tier 3

home

overview

User trend

Subscription trend

228K

Total User

57M

Total Revenue

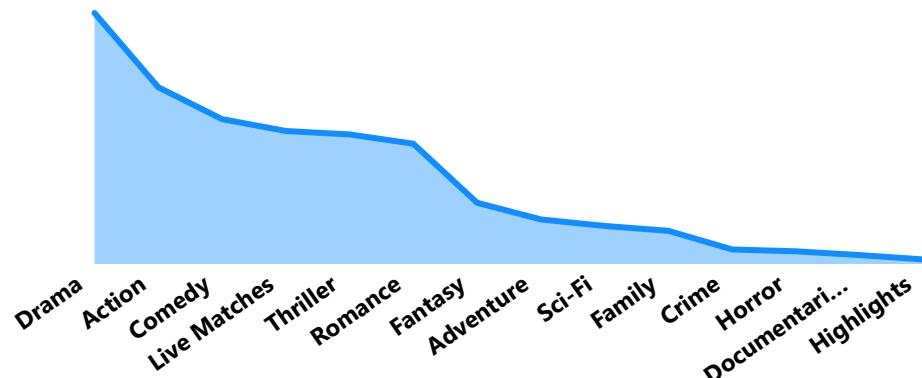
26.73M

Total Watch Time (hrs)

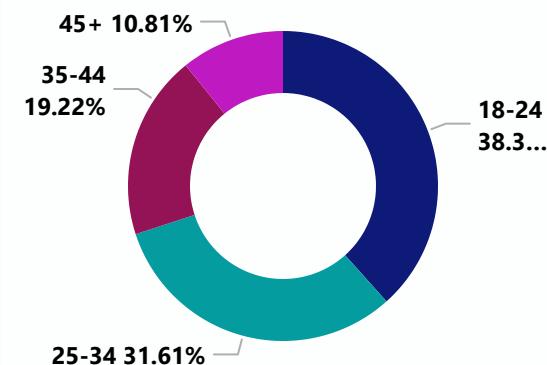
228K

Total Subscriptions

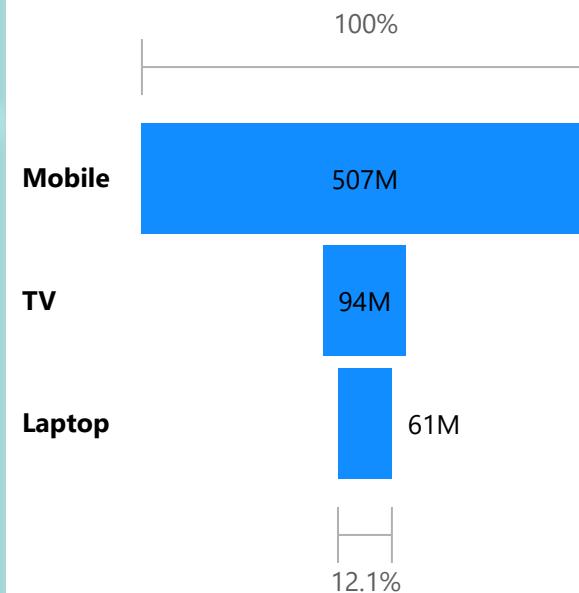
Run_time by genre



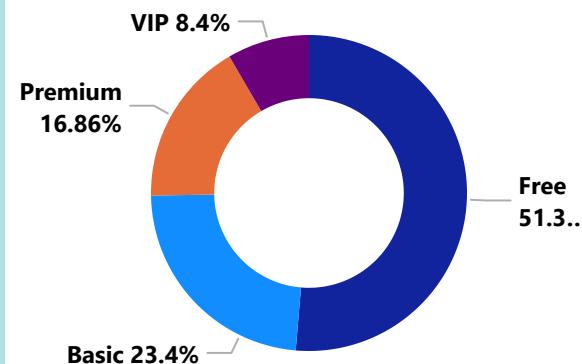
Total Users by age_group



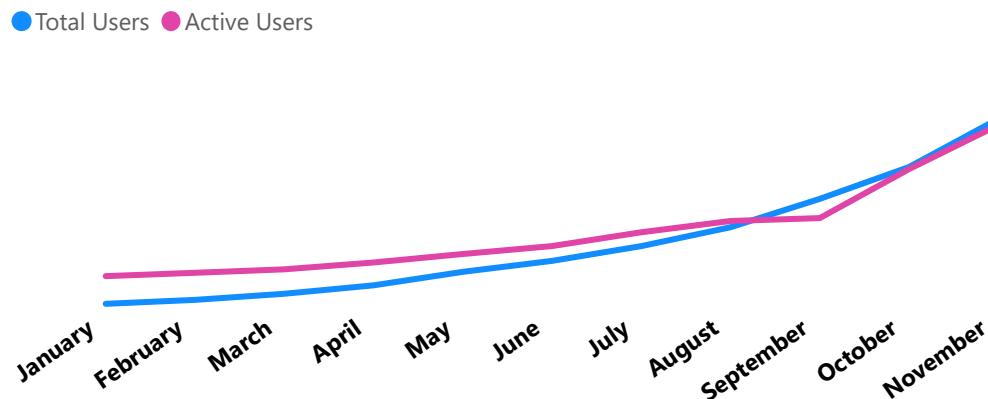
Watch time distribution



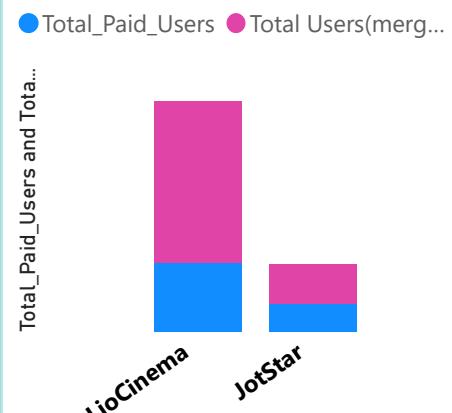
User distribution



Total Users and Active Users by Month



Paid user VS. Total User





JotStar

LioCinema

Tier 1

Tier 2

Tier 3

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overview

User trend

Subscription trend

57M

Total Revenue

61.00%

Retention Rate

39%

Churn Rate

251.05

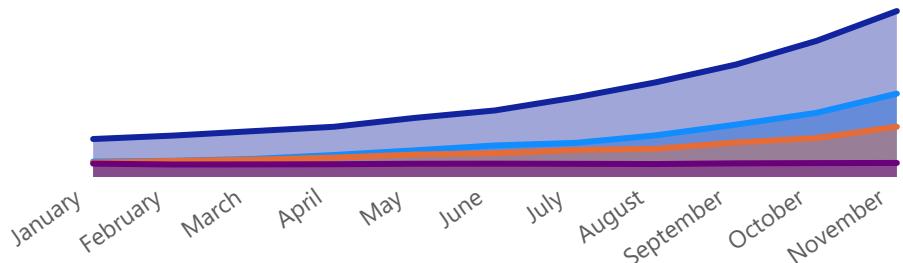
AVG Revenue per User

228K

Total Subscriptions

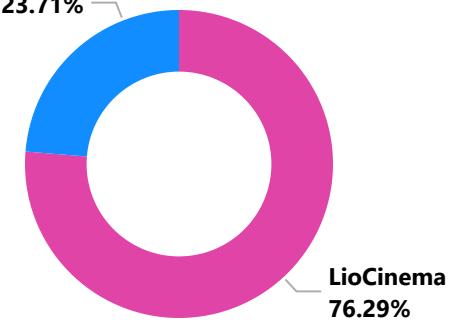
User growth trend

subscription_plan ● Basic ● Free ● Premium ● VIP



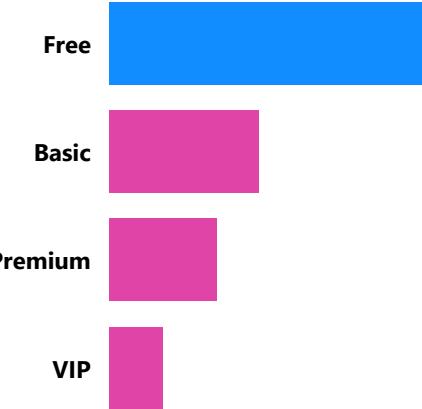
Count of user_id by Platform_Name

JotStar 23.71%



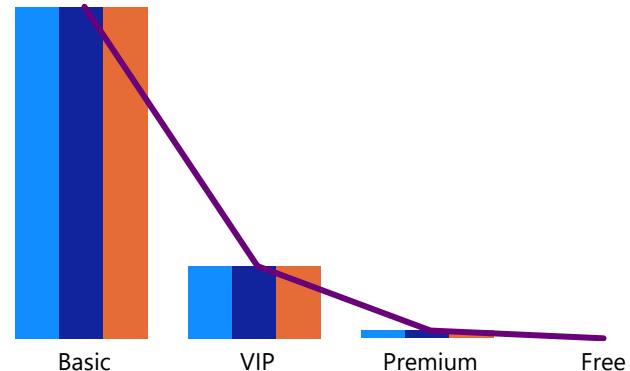
User Distribution among subscription plan

Category ● Free ● Paid



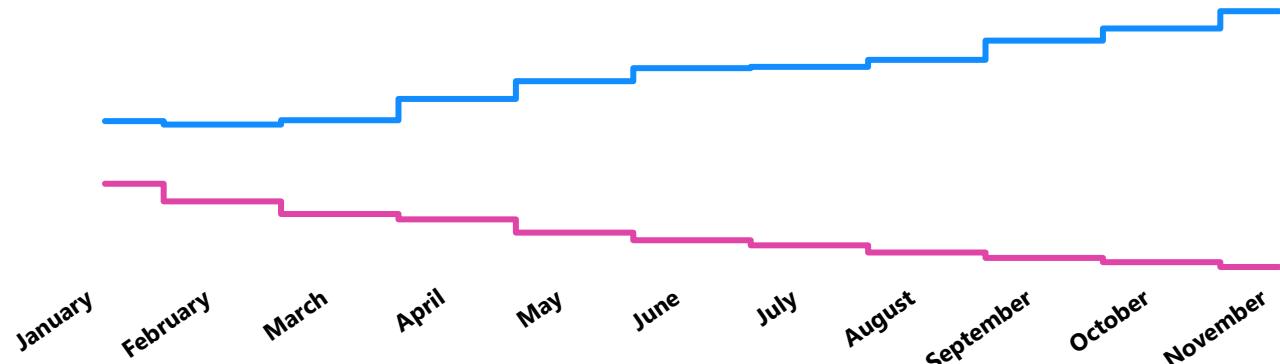
Revenue Distribution among Subscription Plan

content_type ● Movie ● Series ● Sports ● Total Revenue(Merg...



Revenue Trend

Platform_Name ● JotStar ● LioCinema





JotStar

LioCinema

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trend

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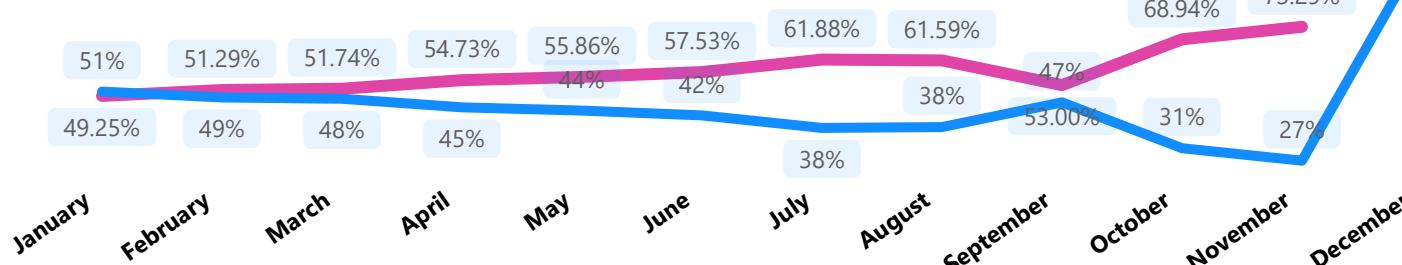
251.05

AVG Revenue per User

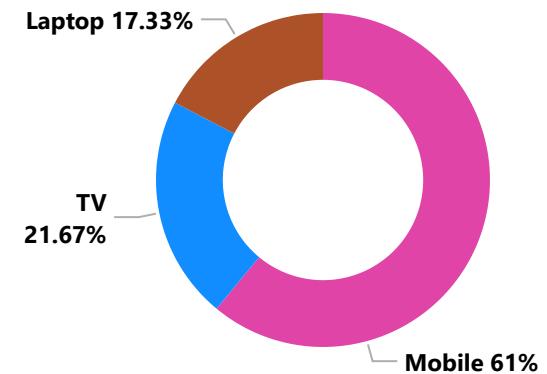
228K

Total Subscriptions

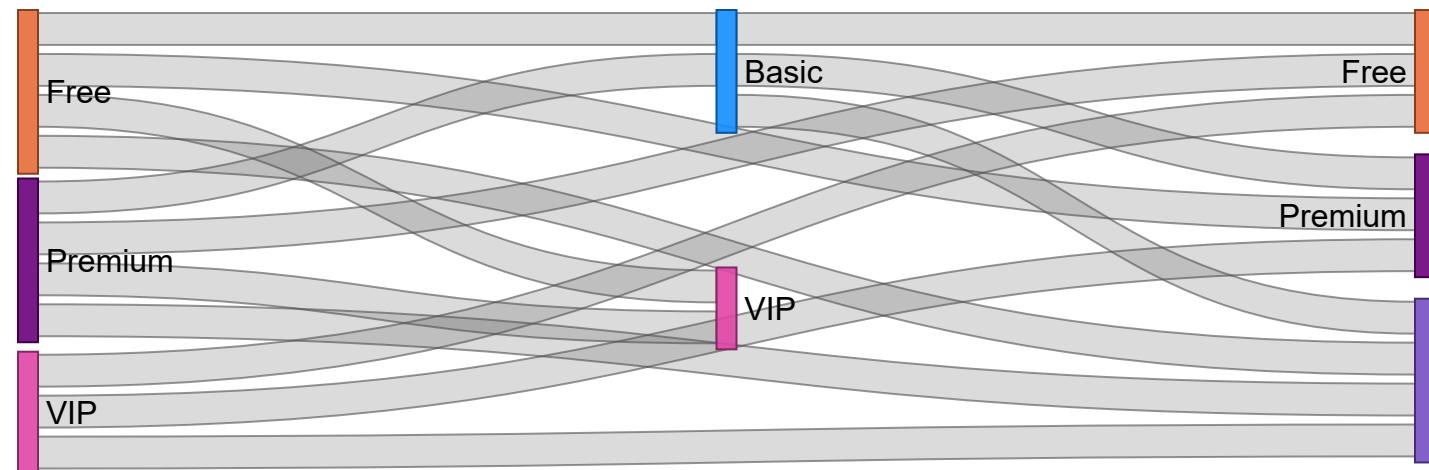
Retention Rate and Churn Rate by Month



Sum of total_watch_time_mins by device_type



subscription_plan and new_subscription_plan



Count of user_id by Platform_Name

