OTT PROJECT REPORT

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PROBLEM 1

1.1 What does the distribution of content views look like?

Distribution of Views Content (First-Day Views)
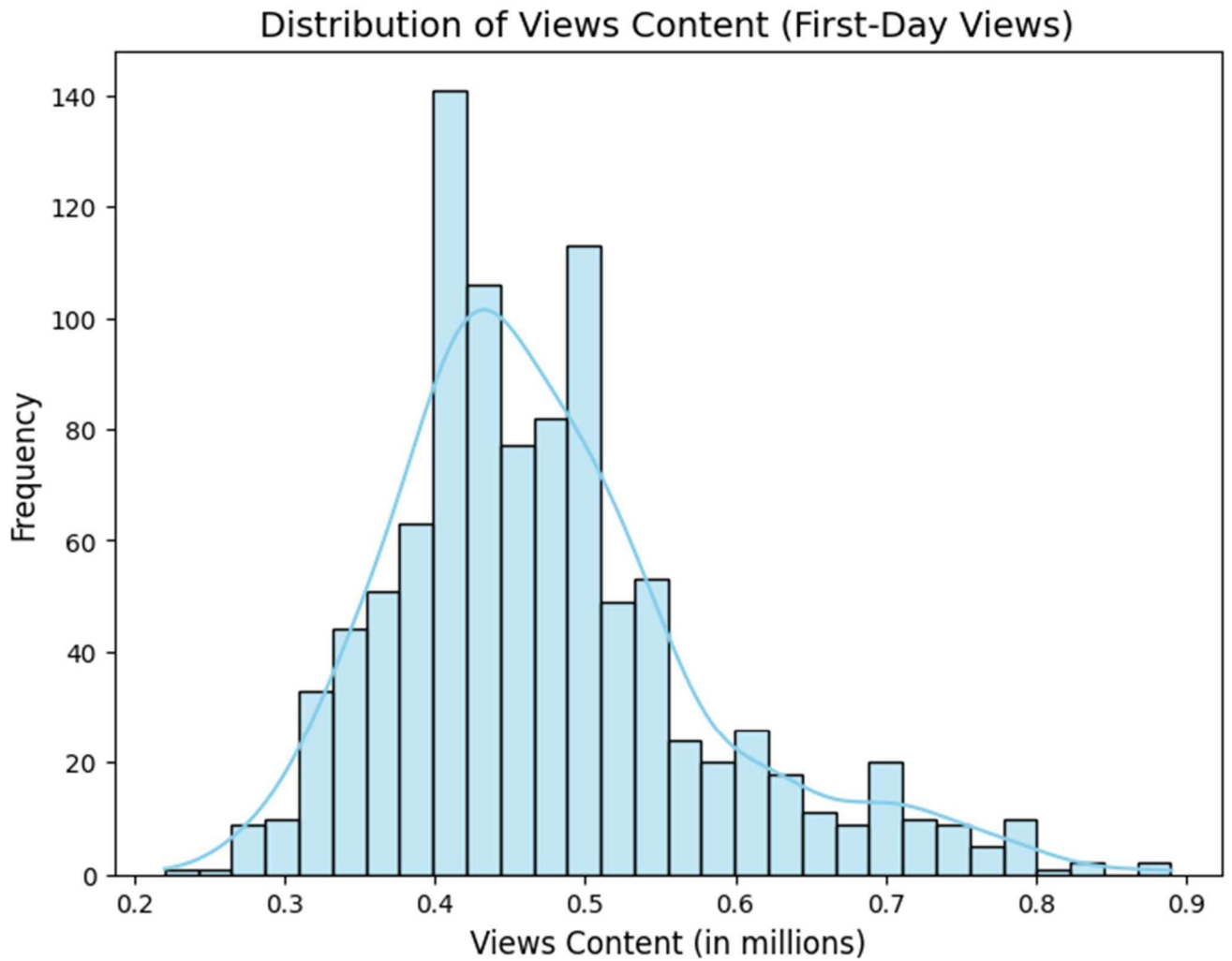
Figure 1.1

1.2   What does the distribution of genres look like?

Distribution of Genres
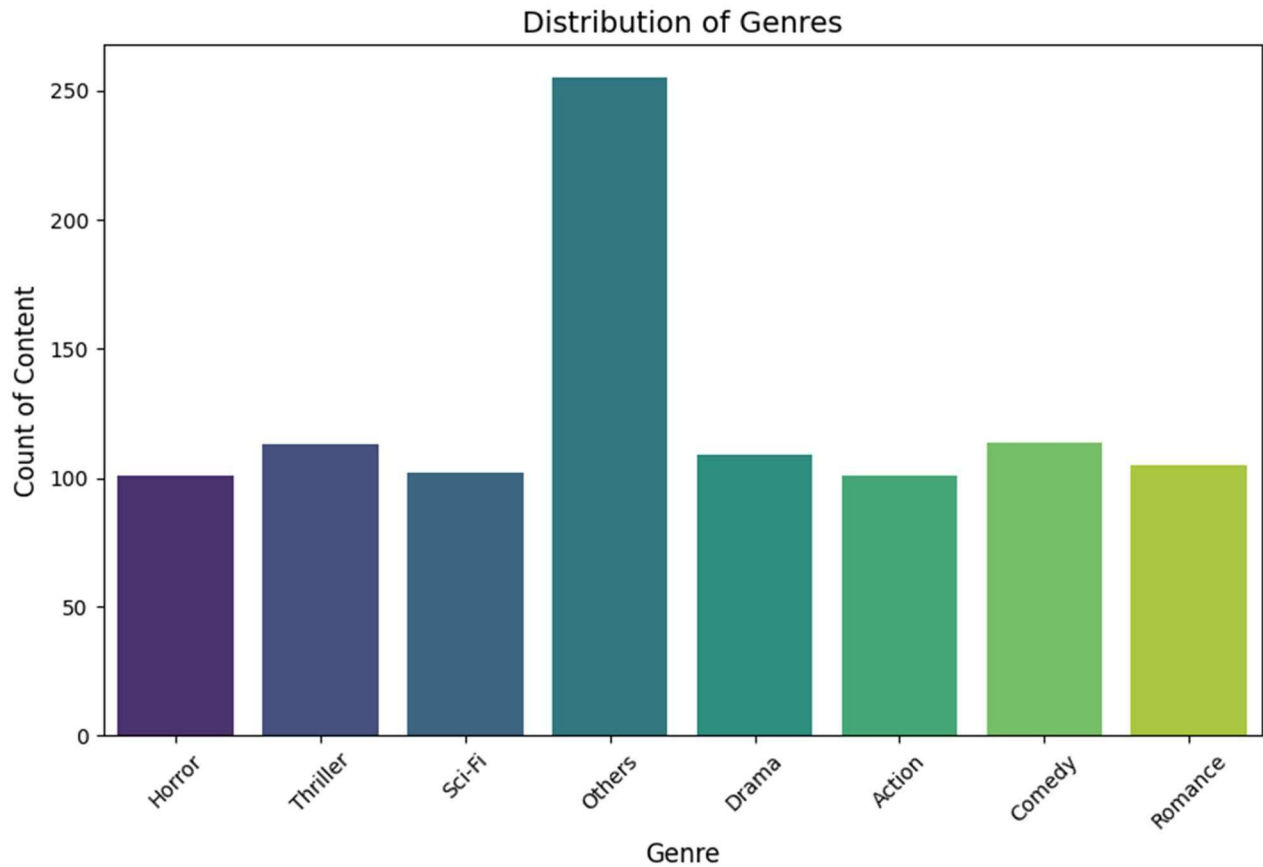
Genre	Count
Others	255
Comedy	114
Thriller	113
Drama	109
Romance	105
Sci-Fi	102
Horror	101
Action	101

Figure 1.2

1.3 The day of the week on which content is released generally plays a key role in the viewership. How does the viewership vary with the day of release?

-This suggests that mid-week and weekends generally attract more viewers on average
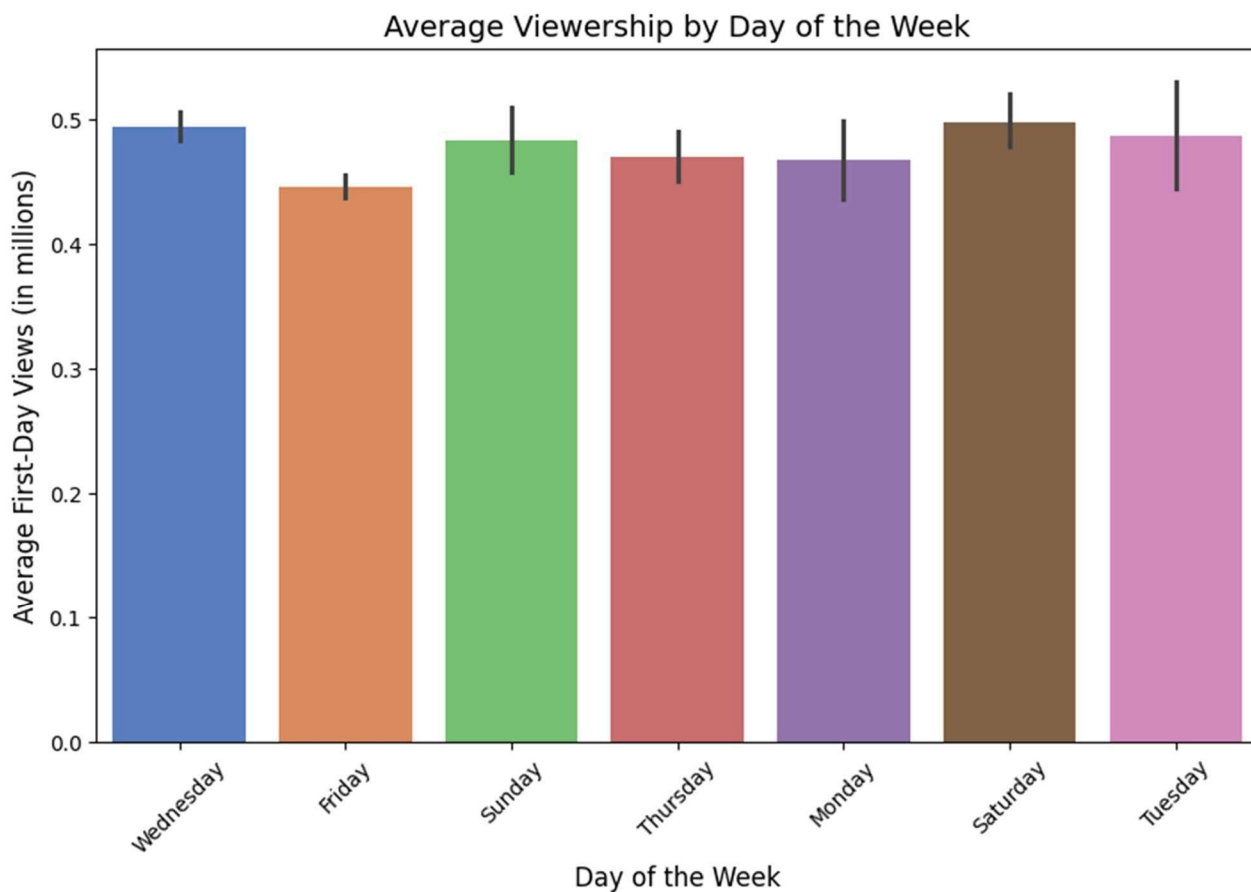

Figure 1.3

1.4 How does the viewership vary with the season of release?

This suggests that the timing of content release in Winter and Summer may drive better viewer engagement compared to Spring and Fall.
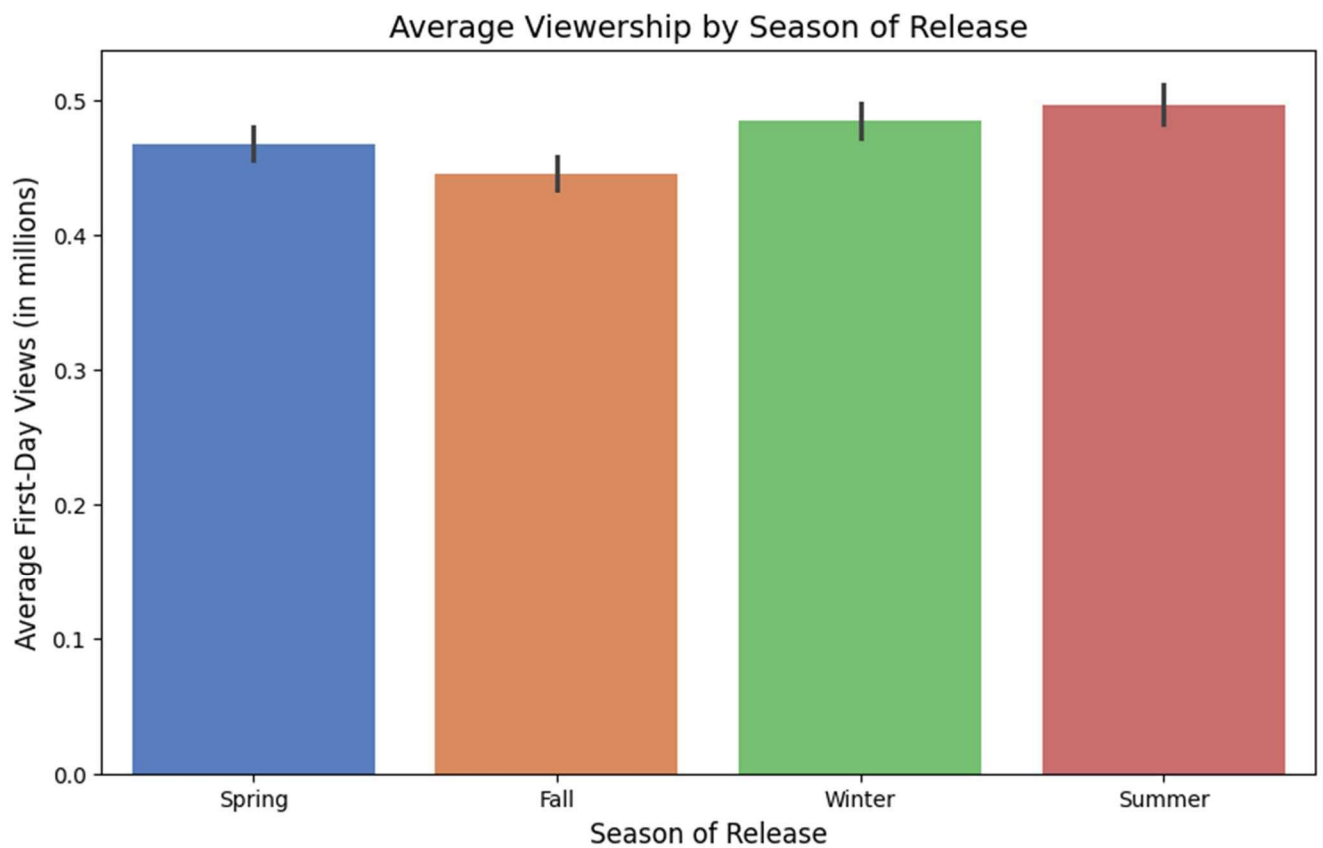

Figure 1.4

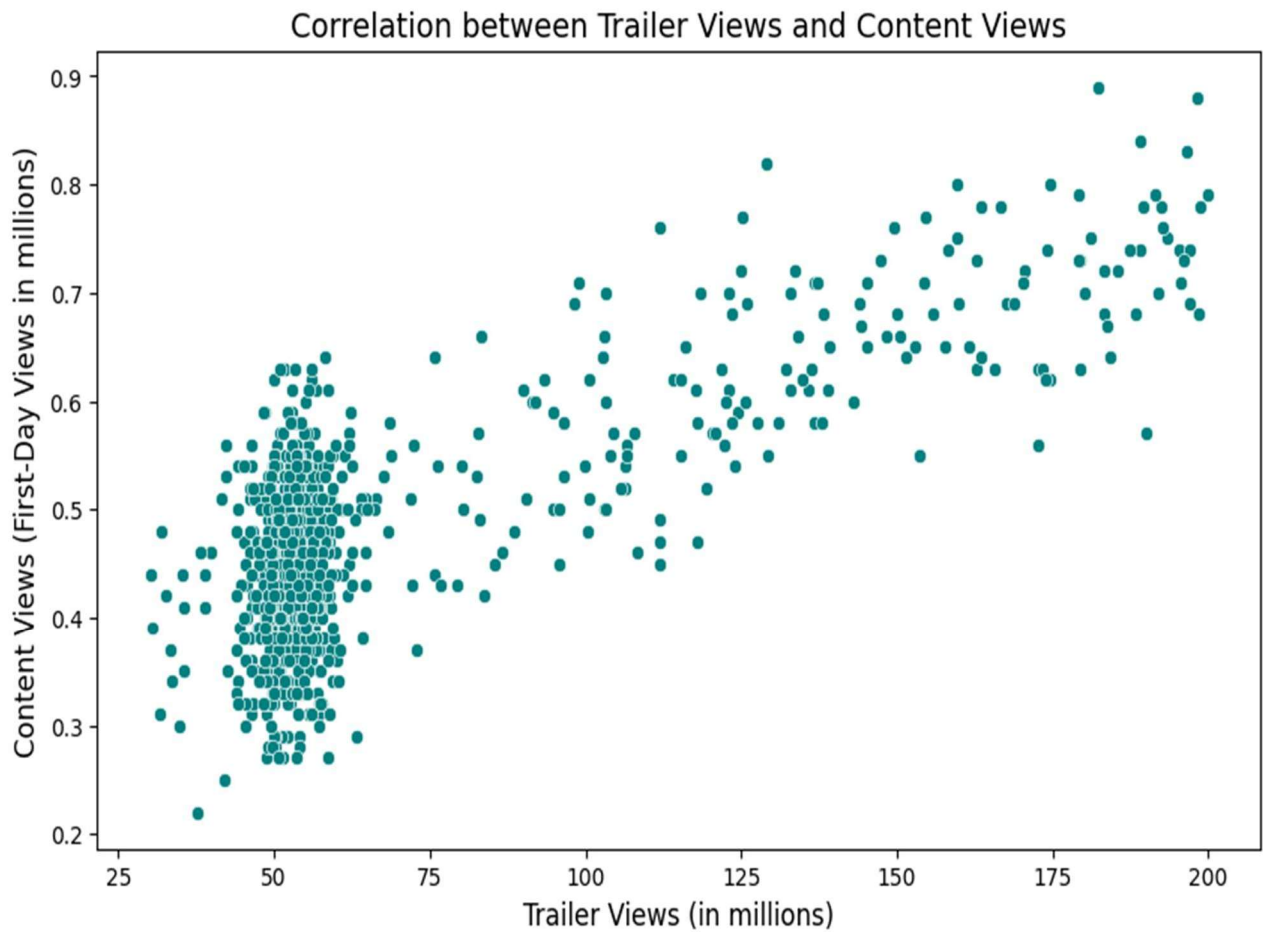## 1.5 What is the correlation between trailer and content views?

Figure 1.5

ACTIONABLE INSIIGHTS AND RECOMMENDATIONS

Comments on Significance of predictors

- **Engagement Rate** ($p<0.001$$p < 0.001$$p<0.001$): This variable has the largest absolute coefficient in the model, indicating a substantial negative impact on content views. Improving user engagement could lead to better first-day viewership.

- **Trailer Views** ($p<0.001$$p < 0.001$$p<0.001$): Positively correlated with first-day views. Effective promotion of trailers is essential to boost content interest.

- **Marketing Effectiveness** ($p=0.005$$p = 0.005$$p=0.005$): Negatively impacts viewership, possibly indicating oversaturation or inefficiencies in marketing strategies.

- **Visitors** ($p=0.005$$p = 0.005$$p=0.005$): Positively correlated with views, suggesting that higher platform traffic directly boosts first-day viewership.

- **Ad Impressions** ($p=0.008$$p = 0.008$$p=0.008$): Positively associated with content views, emphasizing the importance of ad visibility.

- **Wednesday Release** ($p=0.038$$p = 0.038$$p=0.038$): Releasing content on Wednesdays shows a slight positive correlation with viewership compared to the baseline (e.g., Friday or another reference day).

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Business Recommendations

- **Optimize Marketing Effectiveness: Negative association with marketing effectiveness indicates a need to refine advertising strategies. Focus on data-driven insights to allocate budgets effectively and avoid over-saturating potential viewers.**

- **Increase Platform Visitors: A direct relationship between platform visitors and content views highlights the importance of increasing traffic. Consider offering free trials, discounts, or exclusive content to attract new users.**

- **Release Key Content on Wednesdays: Content released midweek (Wednesday) performs slightly better, indicating an opportunity to target users during this day with fresh content drops.**

Average First-Day Content Views by Day of the Week