

# OTT MEDIA PLATFORM

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## Objective

The objective of this Power BI report is to analyze and visualize key performance indicators related to the selected dataset in order to derive actionable insights. The report aims to present data in a comprehensive and interactive format, facilitating better decision-making for stakeholders.

## Procedure

### 1. Data Import and Preparation

The first step involved importing data from the relevant sources into Power BI. This included cleaning the data, transforming columns, and ensuring consistency and accuracy using Power Query Editor. Unnecessary columns were removed, and null or duplicate values were addressed to maintain data integrity.

### 2. Data Modeling

Relationships were established between various tables using primary and foreign keys. A star schema was followed where necessary, and calculated columns and measures were created using DAX (Data Analysis Expressions) to support advanced calculations and aggregations.

### 3. Visualization and Report Design

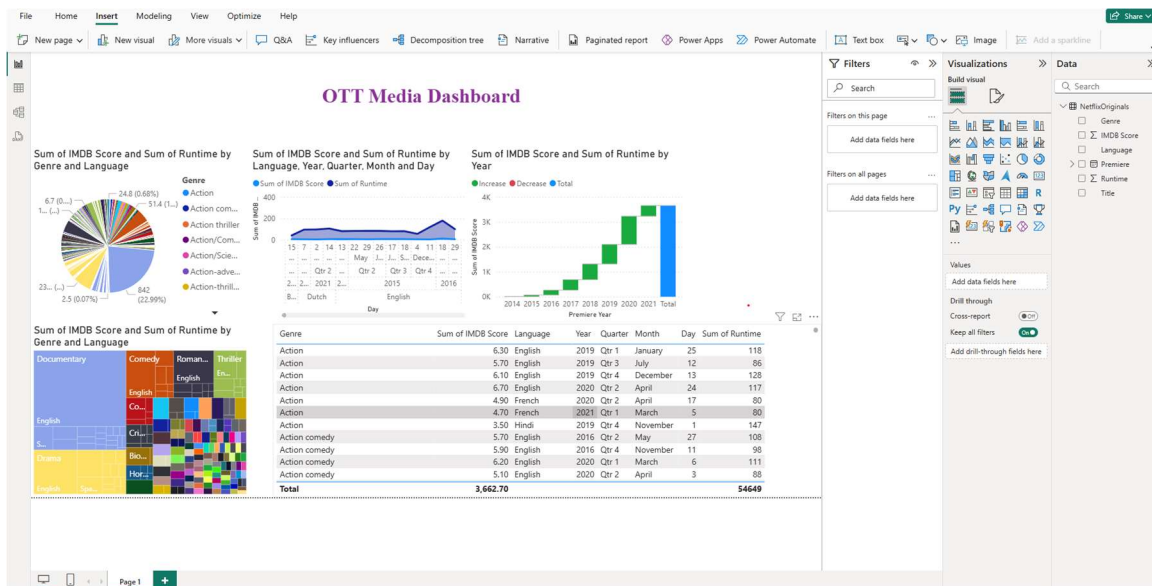
Interactive visuals such as bar charts, pie charts, line graphs, slicers, and cards were used to represent data. These visuals were organized across multiple report pages to categorize information effectively. Filters and slicers were added to allow dynamic user-driven exploration of the data.

### 4. Formatting and Publishing

The report was formatted using consistent themes, labels, and tooltips to enhance readability and user experience. After final verification, the report was published to the Power BI service for sharing and collaboration.

## Output

The output of this process is a well-structured Power BI dashboard that displays key metrics and trends through interactive visuals. Users can filter data across categories and time periods to uncover specific insights relevant to their area of interest.



## Result

The Power BI report successfully enables users to interpret complex data through intuitive visuals and dynamic interactions. It supports informed decision-making by revealing patterns, identifying outliers, and highlighting performance trends across the dataset.