| **Project Title** | **Disney+HotStar Data Analysis** |
| --- | --- |
| **Skills take away From This Project** | **Data visualization and storytelling**  **- Data cleaning and preprocessing**  **- Exploratory Data Analysis (EDA)**  **- Using Tableau/Power BI for creating visualizations**  **- Analytical thinking and deriving insights from data** |
| **Domain** | **Media and Entertainment** |

**DATASET LINK :**[hotstar](https://docs.google.com/spreadsheets/d/101EjQMzlHLeIbIGufyEGofBh4E8rqtItPXuolXjEzS0/edit?usp=sharing)

**Problem Statement:**

Provide an in-depth analysis and visualization of a movie dataset to uncover insights and trends. This includes understanding the distribution of movies by genre, running times, release years, age ratings, and other attributes.

**Business Use Cases:**

**1. Content Strategy:** Streaming platforms can use the analysis to understand which genres are most popular and plan their content strategy accordingly.

**2. Audience Segmentation**: Insights into age ratings and running times can help platforms tailor their recommendations to different audience segments.

**3. Marketing Campaigns:** Identifying trends in movie releases and popular genres can help in designing targeted marketing campaigns.

**4. Historical Analysis**: Movie studios can use the data to analyze historical trends in the movie industry and make informed production decisions.

**Approach:**

**1. Data Loading:** Load the provided dataset into Tableau/Power BI.

**2. Data Cleaning:** Inspect the data for any missing or inconsistent values and clean it as necessary.

**3. Data Visualization:** Create various visualizations to analyze and interpret the data.

**4. Exploratory Analysis:** Perform EDA to uncover patterns, trends, and insights.

**5. Documentation:** Document the findings and visualizations in a report or presentation format.

**TASK:**

**1. Distribution of Movies by Genre:**

- Create a bar chart to show the count of movies for each genre.

**2. Average Running Time by Genre:**

- Calculate the average running time for movies in each genre and visualize this using a bar chart.

**3. Movies Released Each Year:**

- Create a line chart to show the number of movies released each year.

**4. Top 10 Longest Movies:**

- Identify and visualize the top 10 longest movies based on running time.

**5. Movies by Age Rating:**

- show the distribution of movies by age rating.

**6. Count of Movies by Year and Genre:**

- t showing the count of movies for each genre over the years.

**7. Most Common Movie Types:**

- Create a bar chart showing the number of movies for each type (movie, documentary, etc.).

**8. Correlation Between Running Time and Year:**

- Create a scatter plot to explore the relationship between the running time of movies and their release year.

**9. Genre Popularity Over Time:**

- Create a line chart to show how the popularity of different genres has changed over time.

**10. Movies by Genre and Age Rating:**

- show the count of movies for each combination of genre and age rating.

**11. Movies with Maximum Episodes:**

- Identify the movies with the maximum number of episodes and visualize them.

**12. Distribution of Running Time:**

- show the distribution of running times for all movies.

**12. Analysis of Specific Genres:**

- Choose a specific genre (e.g., Action, Drama) and analyze various attributes like running time, year of release, age rating, etc.

**Results:**

- A set of interactive and insightful visualizations

- Detailed understanding of movie distribution by genre, running time, year, and age rating

- Insights into the trends and patterns in the movie industry

- A comprehensive report or dashboard showcasing the analysis

**Project Evaluation Metrics:**

Accuracy: Correctness of data preprocessing and visualization.

Insightfulness: The quality and depth of insights derived from the data.

Clarity: Clarity and effectiveness of visualizations in conveying information.

Completeness: Coverage of all the required analyses and visualizations.

Presentation: Quality of documentation and presentation of findings.

**Technical Tags:**

- Data Visualization

- Exploratory Data Analysis (EDA)

- Tableau

- Power BI

- Media and Entertainment

- Movie Analytics

**Data Set:**

Source: Provided by user

Format: CSV

Variables: hotstar\_id, title, description, genre, year, age\_rating, running\_time, seasons, episodes, type

**Data Set Explanation:**

**hotstar\_id**: Unique identifier for each movie

**title:** Title of the movie

**description:** Short description of the movie

**genre**: Genre of the movie

**year:** Release year of the movie

**age\_rating**: Age rating of the movie

**running\_time**: Duration of the movie in minutes

**seasons:** Number of seasons (for series)

**episodes:** Number of episodes (for series)

**type:** Type of content (movie, documentary, etc.)

**Project Deliverables:**

- Tableau/Power BI dashboard or workbook with all the visualizations

- A report or presentation summarizing the findings and insights

- Source code (if any) and documentation

**Project Guidelines:**

**Data Quality:** Ensure the data is clean and consistent before analysis.

**Visualization Best Practices:** Use appropriate chart types and visual encodings.

**Interactivity:** Make use of interactive features in Tableau/Power BI.

**Documentation:** Clearly document the analysis process and findings.

**Version Control:** Use version control tools like Git to manage project files and changes.

**PROJECT DOUBT CLARIFICATION SESSION ( PROJECT AND CLASS DOUBTS)**

**About Session:** The Project Doubt Clarification Session is a helpful resource for resolving questions and concerns about projects and class topics. It provides support in understanding project requirements, addressing code issues, and clarifying class concepts. The session aims to enhance comprehension and provide guidance to overcome challenges effectively.

**Note: Book the slot at least before 12:00 Pm on the same day**

**Timing: Tuesday, Thursday, Saturday (5:00PM to 7:00PM)**

**Booking link :**[**https://forms.gle/XC553oSbMJ2Gcfug9**](https://forms.gle/XC553oSbMJ2Gcfug9)

**LIVE EVALUATION SESSION (CAPSTONE AND FINAL PROJECT)**

**About Session:** The Live Evaluation Session for Capstone and Final Projects allows participants to showcase their projects and receive real-time feedback for improvement. It assesses project quality and provides an opportunity for discussion and evaluation.

**Note: This form will Open on Saturday and Sunday Only on Every Week**

**Timing: Monday-Saturday (11:30PM to 12:30PM)**

**Booking link :** [**https://forms.gle/1m2Gsro41fLtZurRA**](https://forms.gle/1m2Gsro41fLtZurRA)