

DISNEY+HOTSTAR REPORT

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Introduction

Project Title:

Disney+HotStar Data Analysis

Objective:

The primary objective of this project is to provide an in-depth analysis and visualization of Disney+HotStar's movie dataset. The analysis aims to uncover insights and trends, focusing on the distribution of movies by genre, running times, release years, age ratings, and other key attributes. These insights are crucial for driving content strategy, audience segmentation, marketing campaigns, and historical analysis within the media and entertainment industry.

Key Skills Utilized:

- Data Visualization
- Data Cleaning and Preprocessing
- Exploratory Data Analysis (EDA)
- Analytical Thinking
- Storytelling through Data

Business Use Cases:

1. **Content Strategy:**
Streaming platforms can leverage the analysis to identify the most popular genres, enabling them to plan and optimize their content acquisition and production strategies effectively.
2. **Audience Segmentation:**
Insights into age ratings and running times allow platforms to tailor their recommendations and content offerings to different audience segments, enhancing viewer engagement and satisfaction.
3. **Marketing Campaigns:**
Understanding trends in movie releases and popular genres aids in designing targeted marketing campaigns, increasing the reach and impact of promotional activities.
4. **Historical Analysis:**
Movie studios can utilize the data to analyze historical trends in the movie industry, making informed decisions about future productions based on past successes and patterns.

Data Overview

Dataset Information:

- **Source:** Provided dataset in CSV format.
- **Variables:**
hotstar_id, title, description, genre, year, age_rating, running_time, seasons, episodes, type

Data Cleaning Process:

The dataset was initially loaded into Tableau, where the Data Interpreter tool was used to clean and preprocess the data. This process involved handling any missing or inconsistent values to ensure the dataset was ready for analysis. The cleaned data served as the foundation for creating insightful visualizations and deriving meaningful conclusions.

Analysis and Visualizations

3.1. Distribution of Movies by Genre

- **Chart Type:** Bar Chart
- **Purpose:**
This bar chart illustrates the distribution of movies across various genres available on the platform. The analysis highlights the diversity of content offered, identifying which genres are most prevalent. This insight can guide content acquisition and highlight potential gaps in genre offerings.

3.2. Average Running Time by Genre

- **Chart Type:** Bar Chart
- **Purpose:**
The bar chart provides an overview of the average running time for movies within each genre. This information is useful for understanding the general length of content in different genres, which can influence both viewer engagement and content production strategies.

3.3. Movies Released Each Year

- **Chart Type:** Line Chart
- **Purpose:**
This line chart tracks the number of movies released each year, with peak points highlighted to indicate years with the highest number of releases. This historical trend analysis is crucial for understanding the growth of content on the platform over time.

3.4. Top 10 Longest Movies

- **Chart Type:** Bar Chart
- **Purpose:**
This chart identifies and visualizes the top 10 movies with the longest running times. These insights can be particularly valuable for understanding the platform's investment in long-form content and how it correlates with viewer preferences.

3.5. Movies by Age Rating

- **Chart Type:** Bar Chart

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- **Purpose:**
The bar chart displays the distribution of movies across different age ratings. This analysis helps in understanding the range of content available for various audience segments, which is essential for audience segmentation and content recommendation strategies.

3.6. Count of Movies by Year and Genre

- **Chart Type:** Line Chart with Filter
- **Purpose:**
This line chart allows users to filter and explore the trend of movie releases by genre over the years. The ability to filter by genre provides a more granular view of how specific genres have evolved over time, supporting both content strategy and historical analysis.

3.7. Most Common Movie Types

- **Chart Type:** Stacked Bar Chart (Color-coded by Age Rating)
- **Purpose:**
This stacked bar chart illustrates the distribution of different movie types (e.g., movie, documentary) on the platform, with an additional layer of age rating segmentation. This visualization offers a dual perspective on content type and suitability, providing valuable insights for content curation and viewer targeting.

3.8. Correlation Between Running Time and Year

- **Chart Type:** Scatter Plot (Color-coded by Genre)
- **Purpose:**
The scatter plot explores the relationship between the running time of movies and their release year. By color-coding the points based on genre, the chart reveals patterns and correlations that can inform both content creation and scheduling strategies.

3.9. Genre Popularity Over Time

- **Chart Type:** Packed Bubble Chart
- **Purpose:**
This packed bubble chart visualizes how the popularity of different genres has changed over time. The size of the bubbles represents the magnitude of popularity, offering a clear view of which genres have gained or lost traction over the years.

3.10. Movies by Genre and Age Rating

- **Chart Type:** Stacked Bar Chart
- **Purpose:**
The stacked bar chart provides a detailed analysis of the distribution of movies by both genre and age rating. This visualization helps in understanding how genre preferences align with age ratings, which is critical for content strategy and audience segmentation.

3.11. Movies with Maximum Episodes

- **Chart Type:** Bar Chart
- **Purpose:**
This bar chart identifies the movies or series with the maximum number of episodes, highlighting the platform's commitment to episodic content. This insight can guide decisions related to series production and content development.

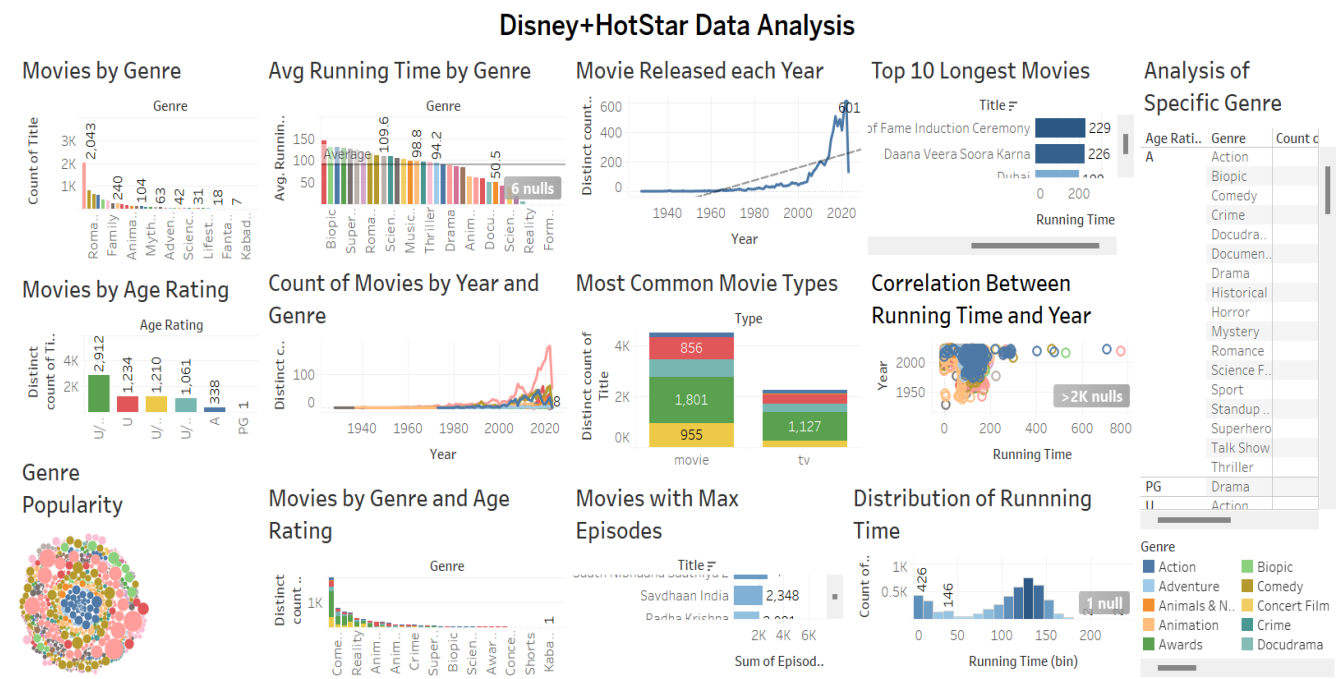
3.12. Distribution of Running Time

- **Chart Type:** Histogram
- **Purpose:**
The histogram shows the overall distribution of running times for all movies on the platform. This analysis is important for understanding the typical length of content and identifying any outliers or trends in movie durations.

3.13. Analysis of Specific Genres

- **Chart Type:** Text Table
- **Purpose:**
The text table provides a detailed analysis of specific genres, including attributes such as running time, year of release, and age rating. This in-depth analysis offers a comprehensive view of genre characteristics, supporting targeted content strategy and marketing efforts.

Dashboard:



Key Findings:

1. **Distribution of Movies by Genre:**
 - Drama **is the most dominant genre with 2,043 movies, followed by Comedy with 791 movies and Romance with 642 movies.**
2. **Average Running Time by Genre:**
 - **The genres Sport (145.5 minutes), Biopic (130.7 minutes), and Action (130.7 minutes) have the highest average running times, indicating that these genres typically feature longer content.**
3. **Movies Released Each Year:**
 - **The highest number of movies were released in 2022, with a total of 601 movies. This marks a significant peak in content production.**
4. **Top 10 Longest Movies:**
 - **The longest movie on the platform is "The 2022 Rock and Roll Hall of Fame" with a running time of 229 minutes, followed by "Dhaana Veera Soora Karna" at 226 minutes and "Dubai" at 199 minutes.**
5. **Movies by Age Rating:**
 - **The majority of movies fall under the U/A rating category with 2,912 movies, followed by U with 1,234 movies, and U/A 16+ with 1,210 movies, indicating a broad range of content for different age groups.**
6. **Count of Movies by Year and Genre:**
 - **Drama was the most prevalent genre in 2022, with 185 movies released, reflecting its continued popularity.**
7. **Most Common Movie Types:**
 - **Movies are more common than TV shows on the platform, indicating a stronger focus on film content.**
8. **Correlation Between Running Time and Year:**
 - **The average running time of movies has generally decreased over the years, except for a few genres where longer content persists, possibly reflecting changing viewer preferences.**
9. **Genre Popularity Over Time:**
 - **The popularity of all genres has increased over time, particularly in the Drama genre, which has seen significant growth.**
10. **Movies by Genre and Age Rating:**
 - **Drama is the genre with the highest count of movies, especially under the U/A 13+ rating, with 1,051 movies, showing its appeal across various age groups.**
11. **Movies with Maximum Episodes:**
 - **The series "Yeh Rishta Kya Kehlata Hai" leads with 3,973 episodes, followed by "Saath Nibhana Saathiya" with 2,732 episodes, and**

"Savdhaan India" with 2,348 episodes, highlighting the platform's strong episodic content offerings.

12. Distribution of Running Time:

- **The 124-minute bin has the highest count of running times, with 747 movies, indicating a common length for movies on the platform.**

Business Recommendations:

1. Content Strategy

Diversify Genre Offerings:

- **Expand Underrepresented Genres: Given that Drama dominates the platform, consider diversifying content by acquiring or producing more movies in less prevalent genres like Travel, Sports or Documentaries. This will cater to a broader audience and address any content gaps.**
- **Focus on High Running Time Genres: Genres with longer average running times, such as Sport, Biopic, and Action, could be emphasized to attract viewers who prefer in-depth content. This could involve developing or acquiring more long-form content in these genres.**

Leverage Popular Genres:

- **Capitalize on Genre Popularity: The increasing popularity of genres like Drama suggests that investing in content that aligns with these trends can enhance viewer engagement. Consider creating or promoting more content in these popular genres to capitalize on this trend.**

2. Audience Segmentation

Age Rating Strategy:

- **Tailor Content to Age Ratings: With a large number of movies falling under the U/A rating, creating targeted marketing campaigns and recommendations based on age ratings can improve viewer satisfaction. Develop personalized content recommendations and marketing messages that cater to specific age groups.**

Segment by Running Time:

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- Offer Content Variety: **The varied running times across genres suggest that different segments of the audience have different preferences. Provide content options ranging from short films to long-form movies to cater to varying viewer preferences and time constraints.**

3. Marketing Campaigns

Highlight Top Performers:

- Promote Top Long Movies: **Movies like "The 2022 Rock and Roll Hall of Fame" and "Dhaana Veera Soora Karna" with extended running times can be used as focal points in marketing campaigns. Highlighting these movies in promotional activities can attract viewers interested in long-form content.**

Leverage Release Trends:

- Targeted Campaigns Around Peak Release Years: **The peak in movie releases in 2022 indicates a significant period of content activity. Marketing campaigns can be timed to align with these peak periods to maximize reach and impact.**

4. Content Development and Acquisition

Focus on Episodic Content:

- Invest in Long-Running Series: **With series like "Yeh Rishta Kya Kehlata Hai" having a high number of episodes, there is a clear viewer interest in episodic content. Consider investing in or acquiring series with high episode counts to meet this demand and enhance viewer retention.**

Explore Popular Episode Lengths:

- Optimize Content Length: **The common running time of 124 minutes indicates a preferred length for movies. When developing or acquiring new content, aim for this duration to align with audience preferences.**

5. Platform Strategy

Enhance User Experience:

- Implement Genre and Age Rating Filters: **Adding advanced filters for genres and age ratings on the platform can improve the user experience by allowing viewers to find content that matches their preferences more easily.**

Monitor Trends and Adapt:

- **Continuous Trend Analysis: Regularly analyze trends in movie genres, running times, and release patterns to stay ahead of viewer preferences. Adapt content strategies based on these insights to maintain relevance and competitiveness in the market.**

Develop Data-Driven Recommendations:

- **Personalized Content Suggestions: Utilize insights from genre popularity and viewer preferences to enhance recommendation algorithms. Personalized suggestions based on viewing history and content trends can improve engagement and satisfaction.**

Conclusion

These recommendations are designed to optimize content strategy, enhance marketing efforts, and improve user experience on the Disney+HotStar platform. Implementing these strategies can lead to increased viewer engagement, higher satisfaction, and a stronger competitive position in the media and entertainment industry.

"The best way to predict the future is to create it."
— Peter Drucker