

LIO-JOTSTAR MERGER DASHBOARD

INSIGHTS & STRATEGY

Presented By Vaishnavi Ghatge

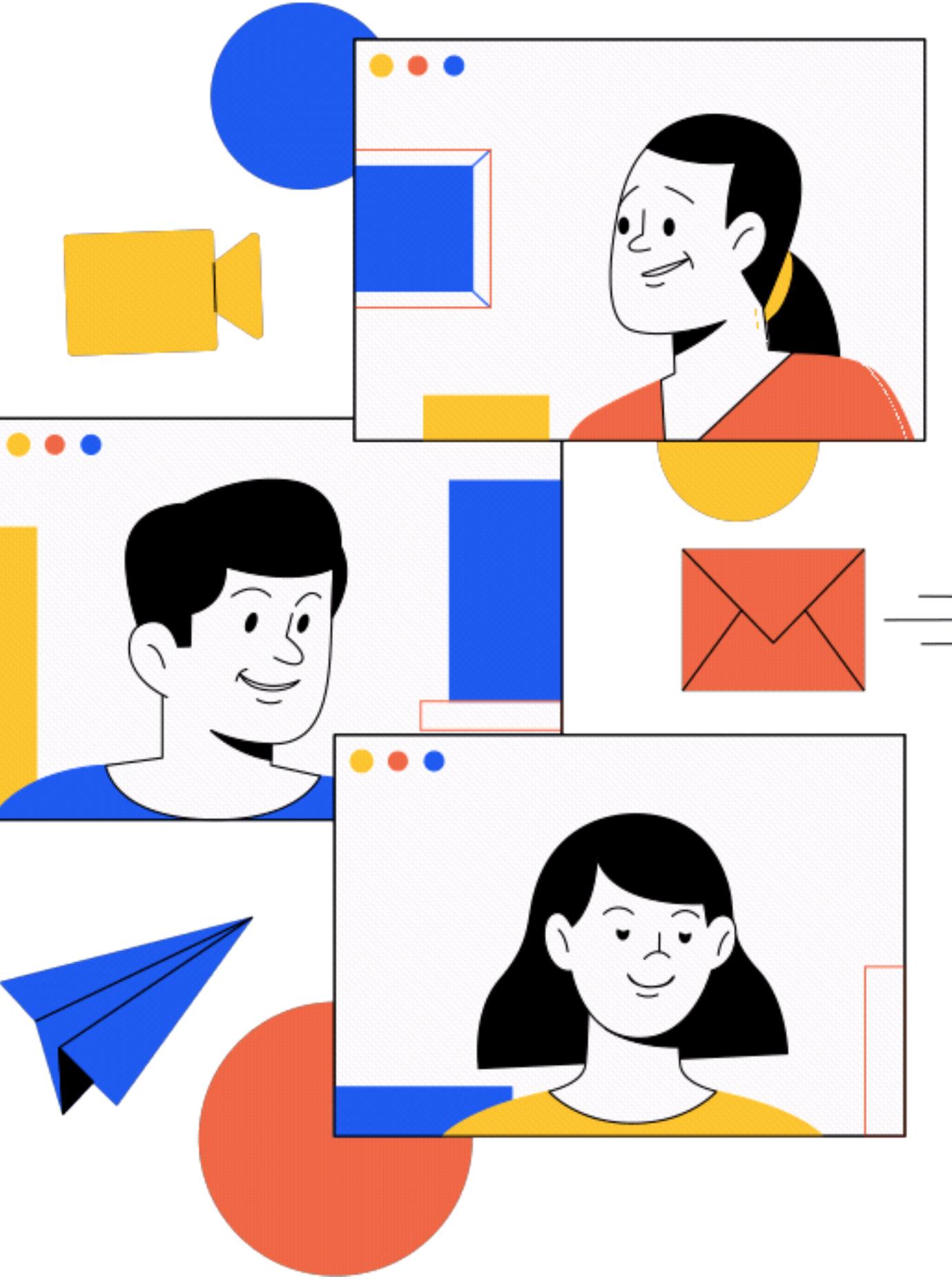


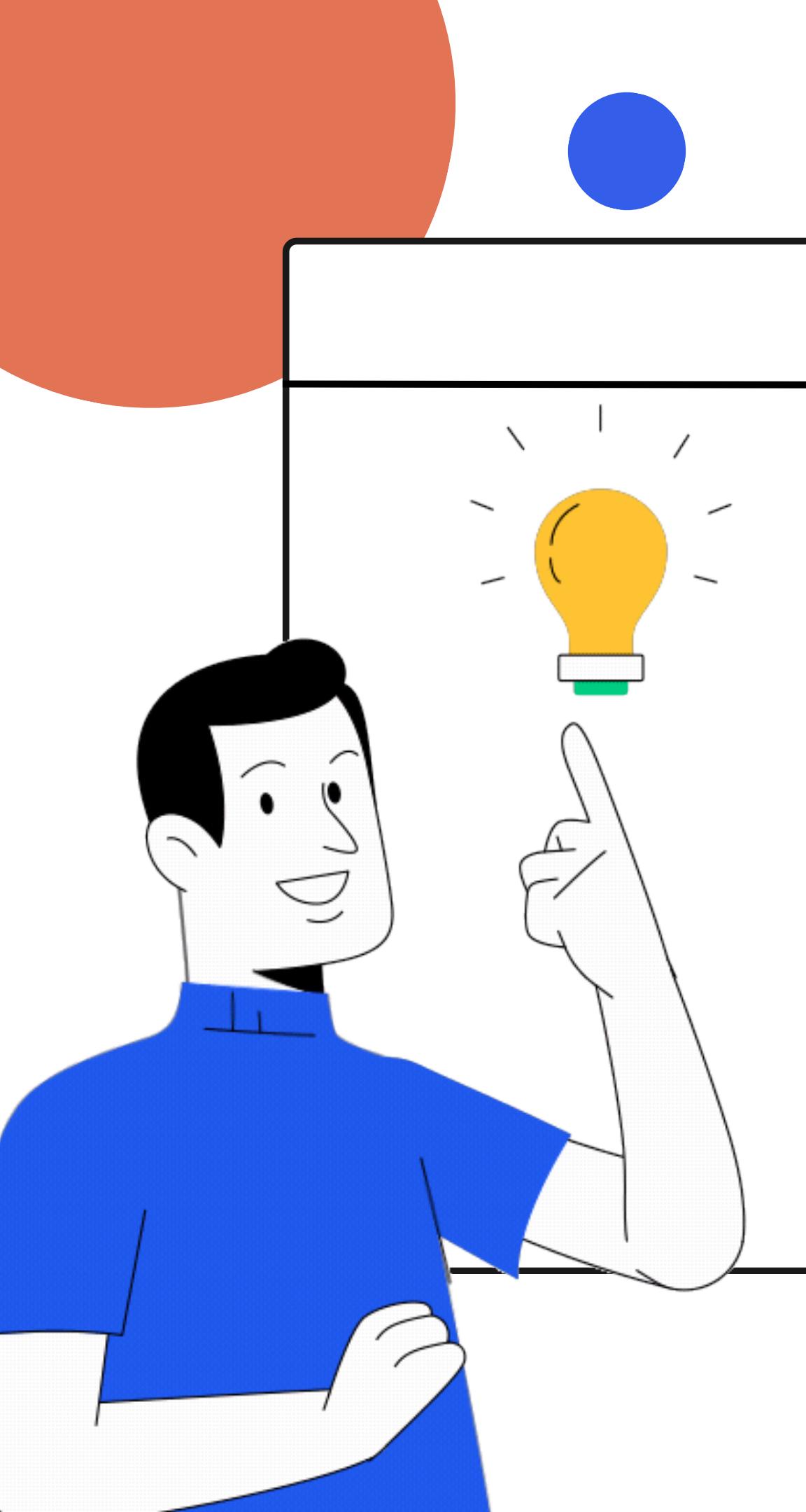


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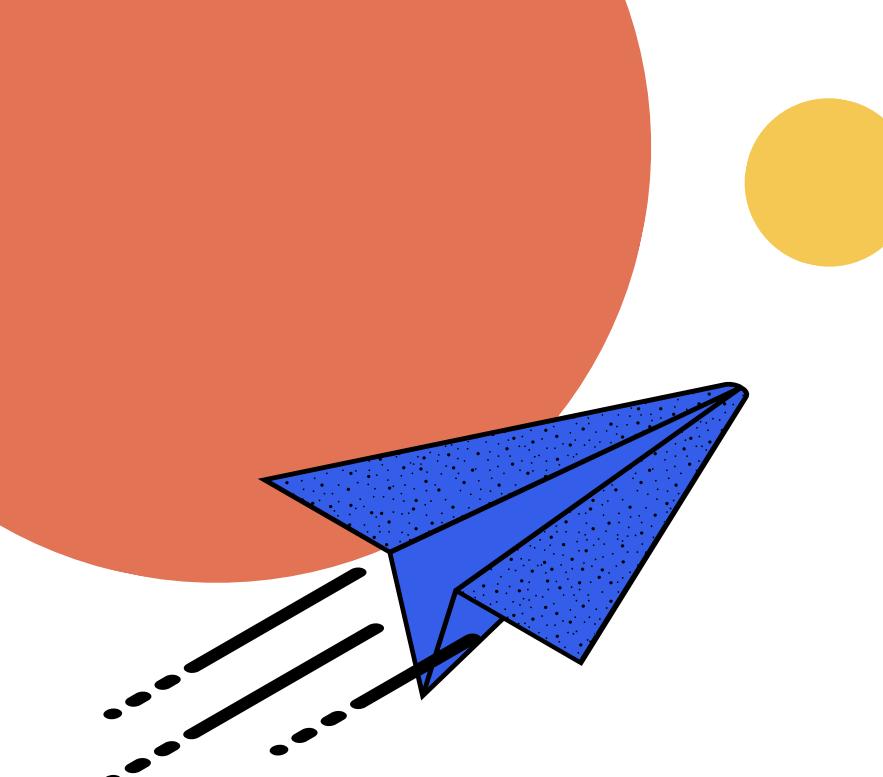


INTRODUCTION

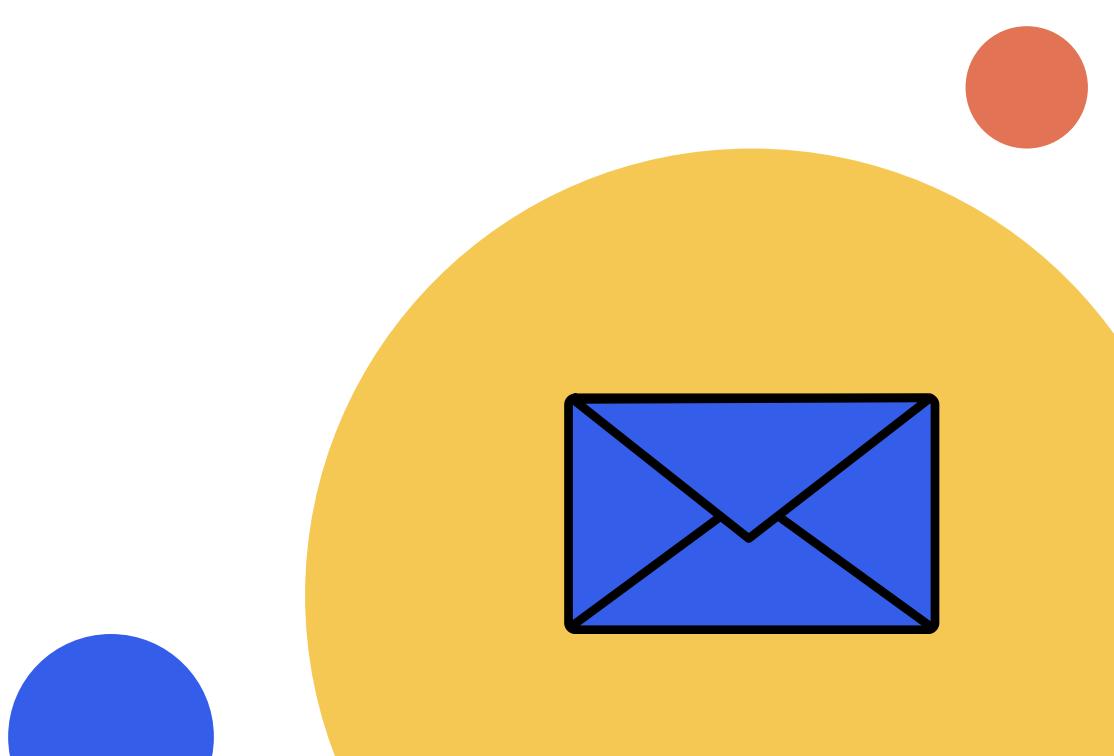


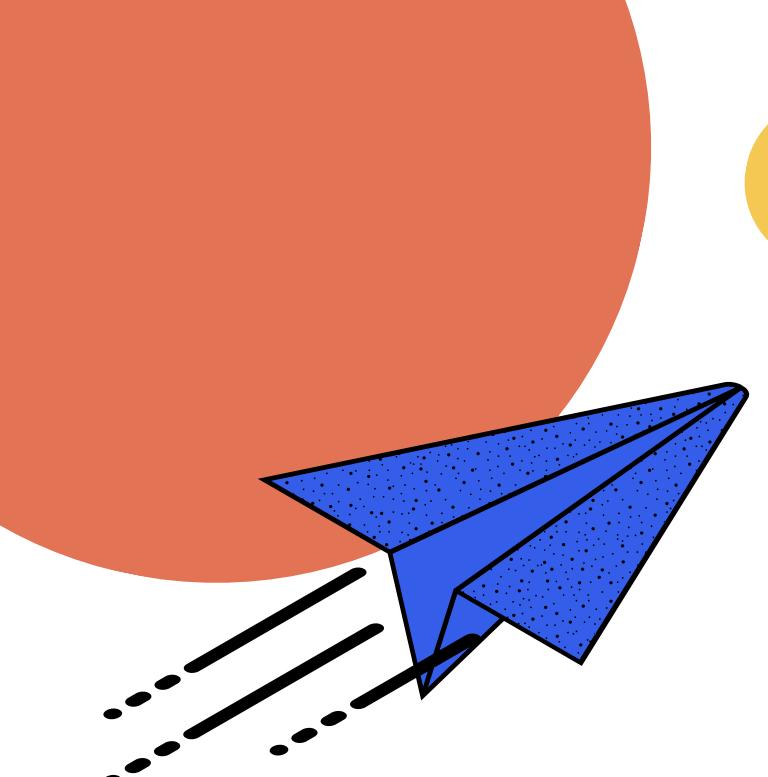
Lio, a leading telecommunications provider in India, is strategically planning a merger with Jotstar, one of the country's most prominent streaming platforms. This merger aims to leverage LioCinema's vast subscriber base and Jotstar's rich content library to reshape the digital streaming landscape in India.

The collaboration is set to create a powerhouse OTT platform, Lio-Jotstar, delivering an enhanced user experience through diverse content offerings, advanced personalization, and seamless telecom integration. By combining data-driven insights with strategic content curation, the merged platform aspires to dominate the Indian streaming market.



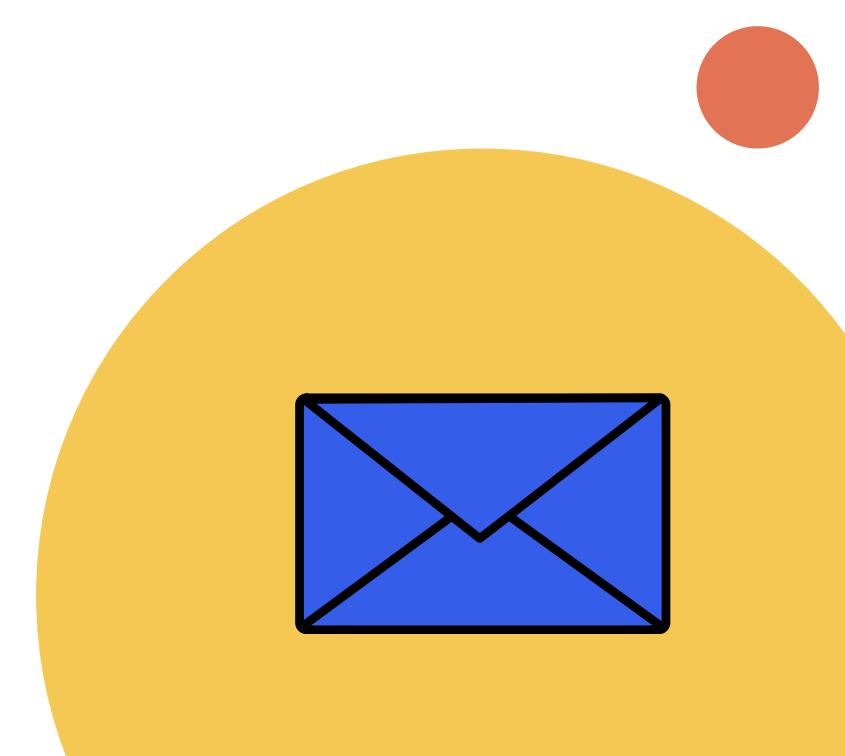
OBJECTIVES OF THE PROJECT

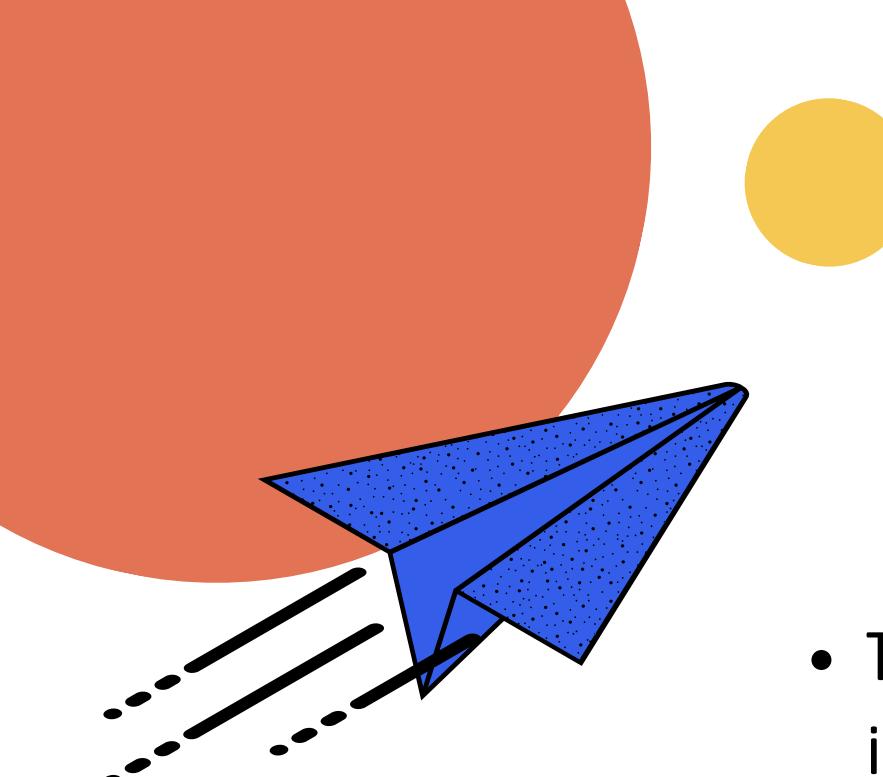
- Analyze user behavior, content consumption, and subscription trends to optimize post-merger strategies.
 - Identify factors influencing engagement, retention, and revenue growth for improved decision-making.
 - Leverage data-driven insights to enhance user experience, personalization, and competitive positioning.
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DATA SET OVERVIEW

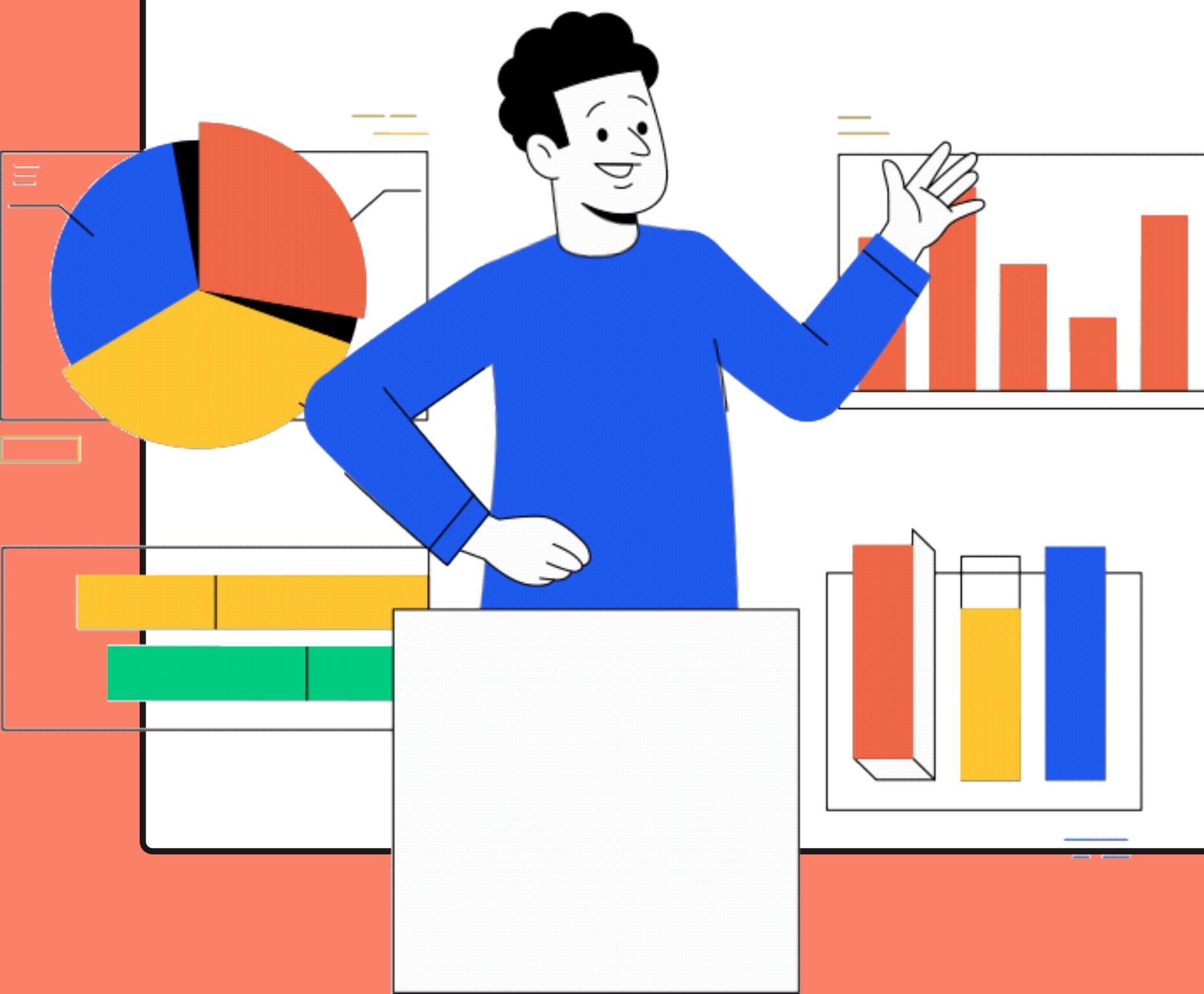
The project utilizes databases provided by Codebasics, covering one year of data from **January 1, 2024, to November 30, 2024**. Each platform, LioCinema and Jotstar, has three key databases:

- **Subscribers Database:** Contains user details, subscription plans, activity status, and engagement metrics.
 - **Content Database:** Includes information about available movies and series, categorized by language, genre, and type.
 - **Content Consumption Database:** Tracks user watch history, time spent on content, and viewing patterns to analyze engagement trends.
- 



PROBLEM STATEMENT

- The merged platform needs to develop effective strategies to enhance user engagement and reduce inactivity to retain a strong subscriber base.
 - A competitive yet profitable pricing model must be established to attract new users while maximizing revenue in India's dynamic OTT market.
 - Personalized content recommendations and improved user experience through AI-driven insights are essential for increasing watch time and subscriber retention.
 - Understanding user behavior across different demographics, subscription plans, and content preferences is crucial to optimizing content strategies post-merger.
 - Analyzing upgrade and downgrade trends will help in refining subscription offerings and reducing churn rates to ensure sustainable growth.
- 



DASHBOARD PREVIEW

Lio-Jotstar Merger Dashboard

Liocinema Engagement Analysis

Liocinema Revenue Analysis

Jotstar Engagement Analysis

Jotstar Revenue Analysis



Content Type: All

Genre: All

Language: All

Subscription Plan: All

Status Of User: All

Liocinema User Growth & Engagement Analysis

Home

Liocinema Revenue Analysis

Jotstar Engagement Analysis

Jotstar Revenue Analysis

Total Users

1K

Active Users

572

Inactive Users

428

Paid Users

441

Average Watch Time (Hrs)

50

Monthly Growth Rate (%)

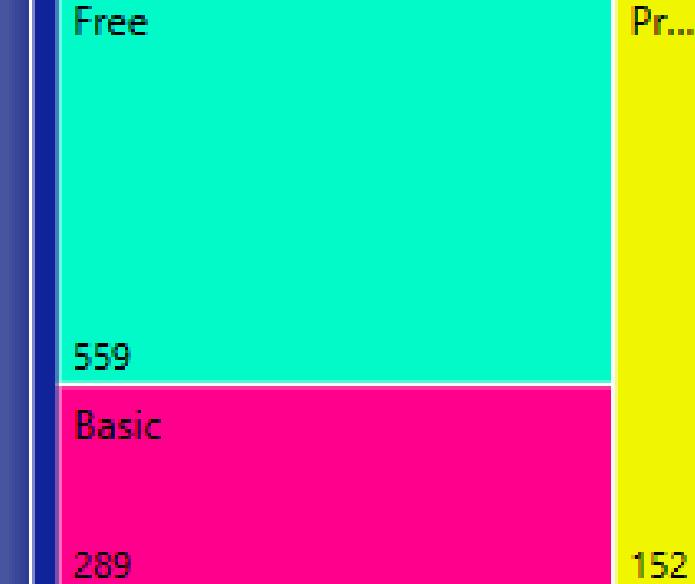


No. of Users by Subscription Plans and Status of User

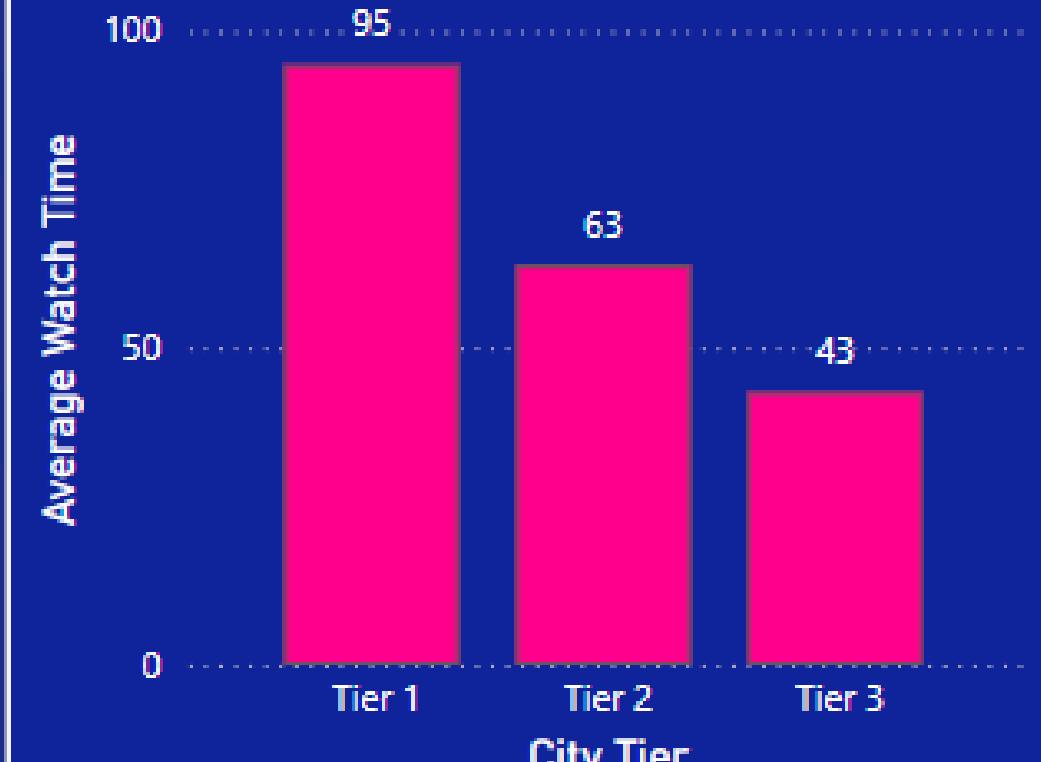
Status of User: ● Active ● Inactive



No. of Users by Subscription Plan

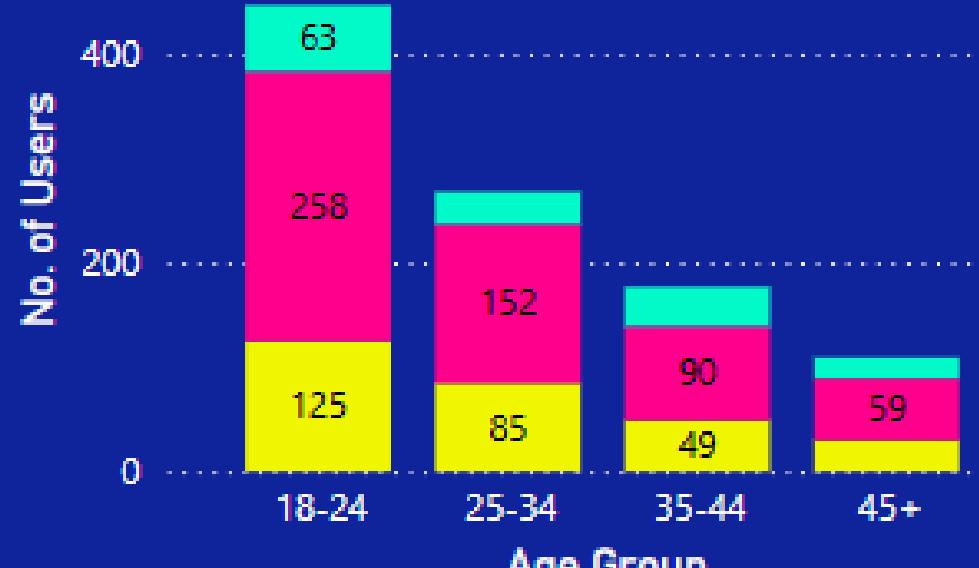


City Tier wise Average Watch Time



No. of Users by Age Group and Subscription Plans

Subscription Plan: ● Basic ● Free ● Premium



No. of users by city tier and Subscription Plans

Subscription Plan: ● Basic ● Free ● Premium



Content Type Genre Language Subscription Plan Status Of User

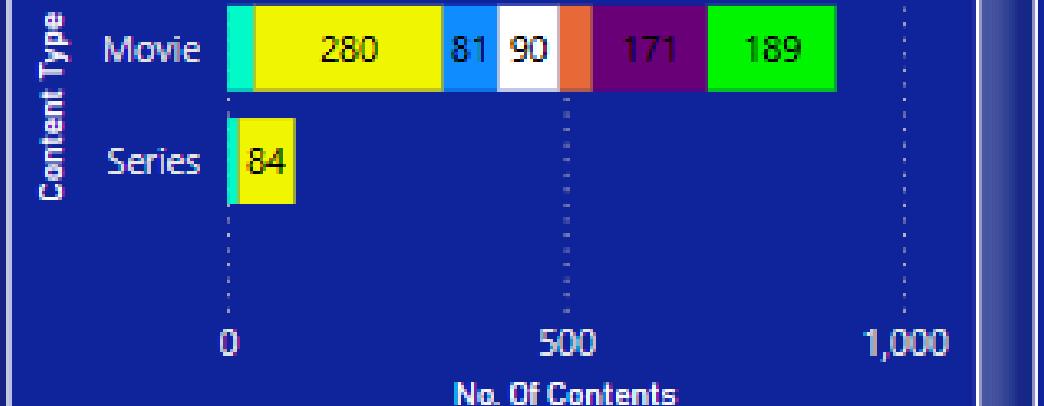
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Liocinema Subscription & Revenue Analysis

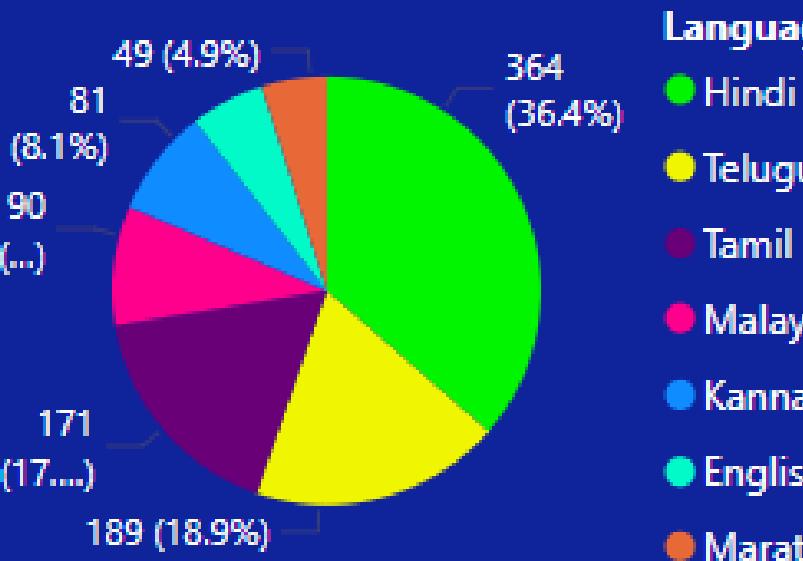
[Home](#)[Liocinema Engagement Analysis](#)[Jotstar Engagement Analysis](#)[Jotstar Revenue Analysis](#)**Total Revenue****₹179K****Upgrade Users****24****Downgrade Users****120****Upgrade Rate****3%****Downgrade Rate****14%**

No. of Content Id by Content Type and Language

Language ● English ● Hindi ● Kannada

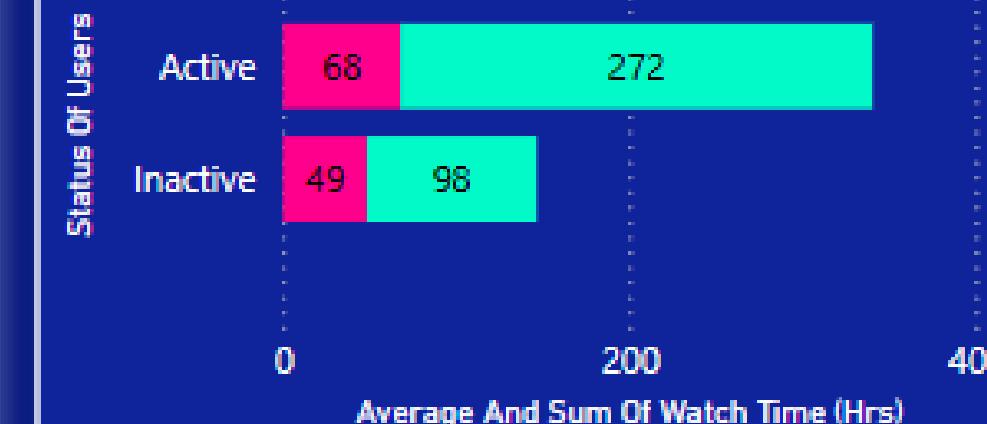


Count of Content Id by Language

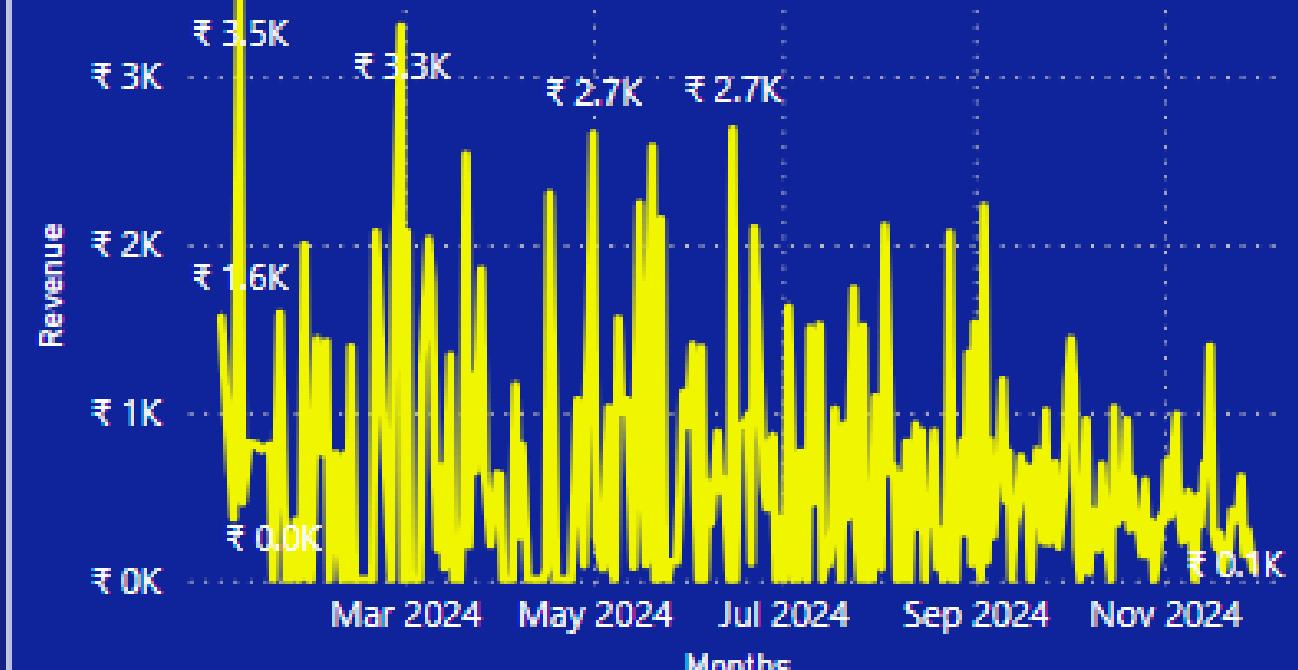


Average and Sum of Watch Time in Hours by Status of User

● Average of Total_watch_time... ● Sum of Total_watch...



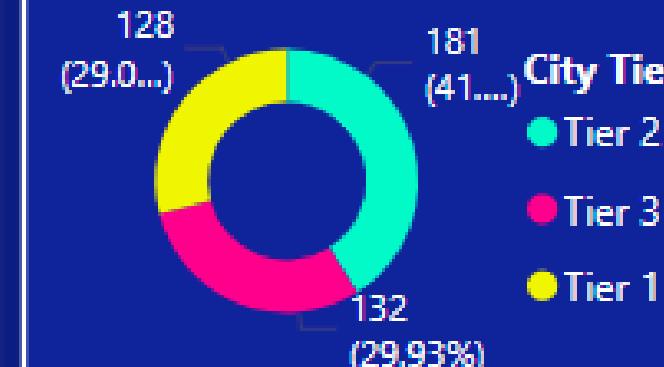
Revenue by Months

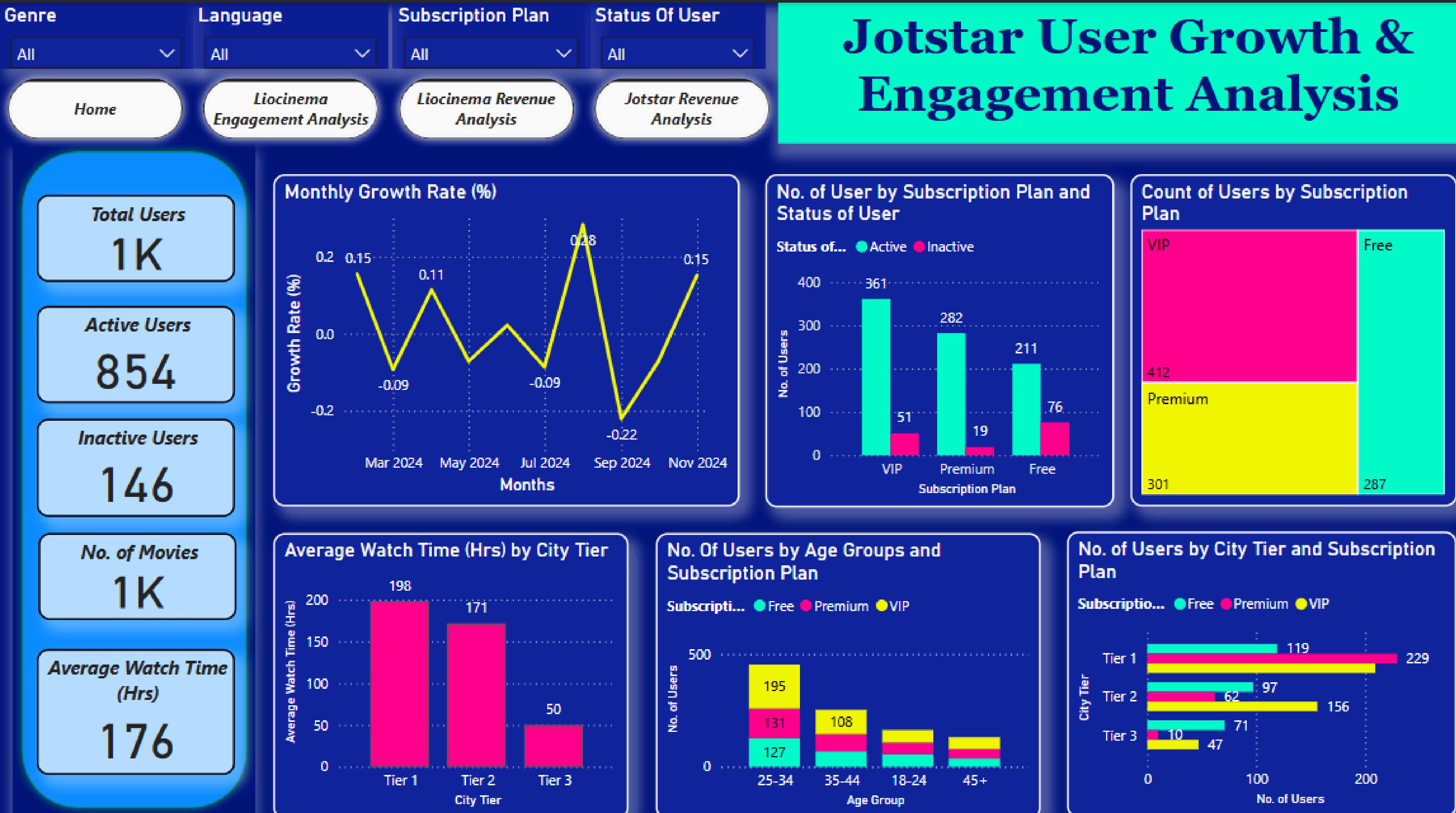


Count of user_id by Plan Transition



Count of Paid Users by City Tier





Genre

Language

Subscription Plan

Status Of User

All

All

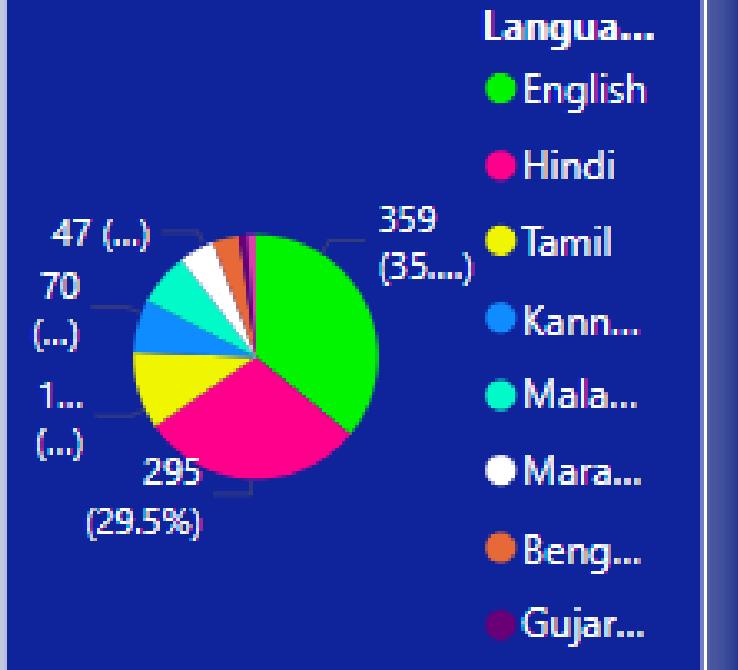
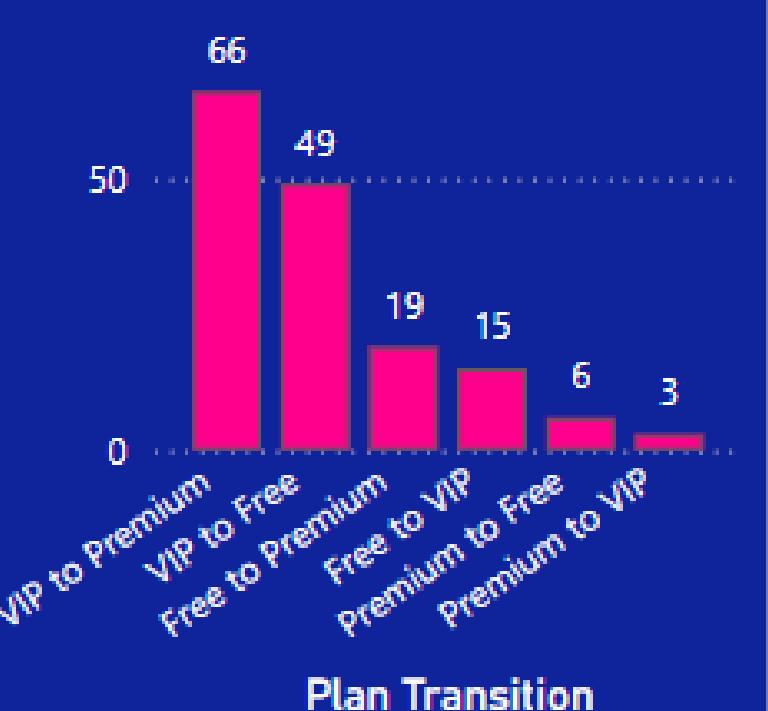
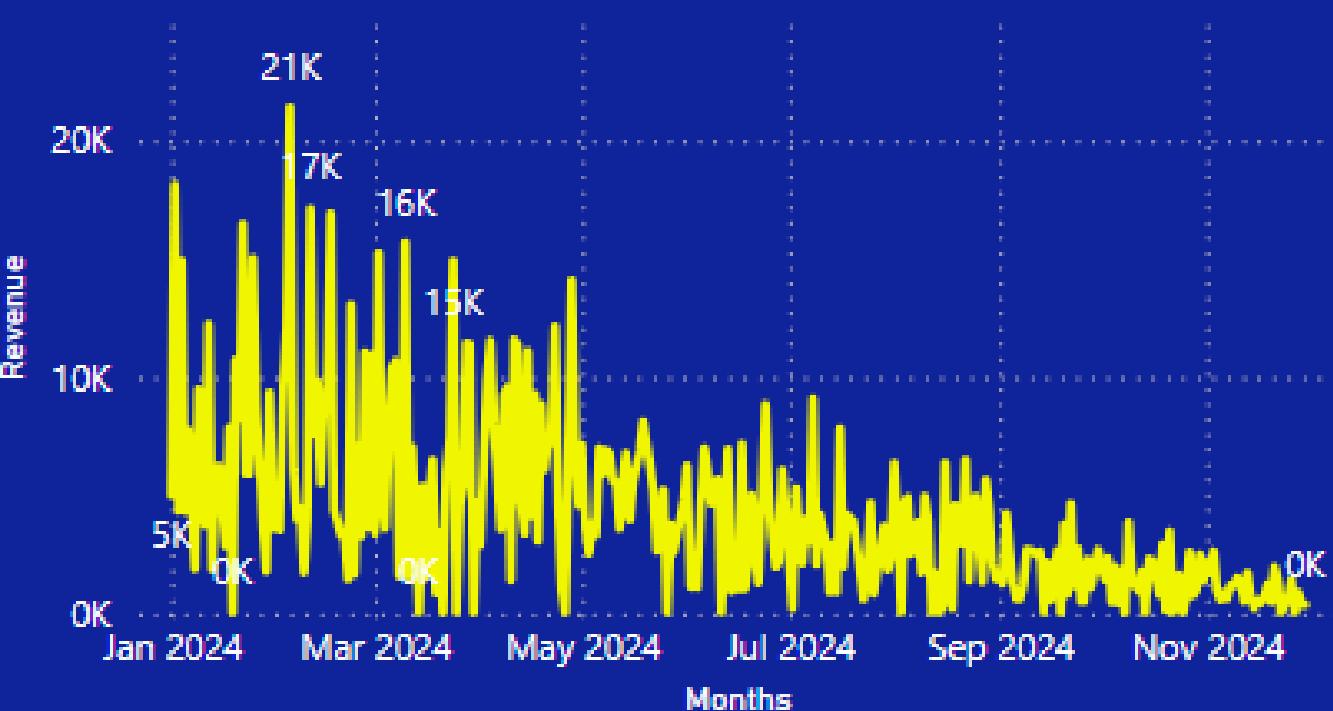
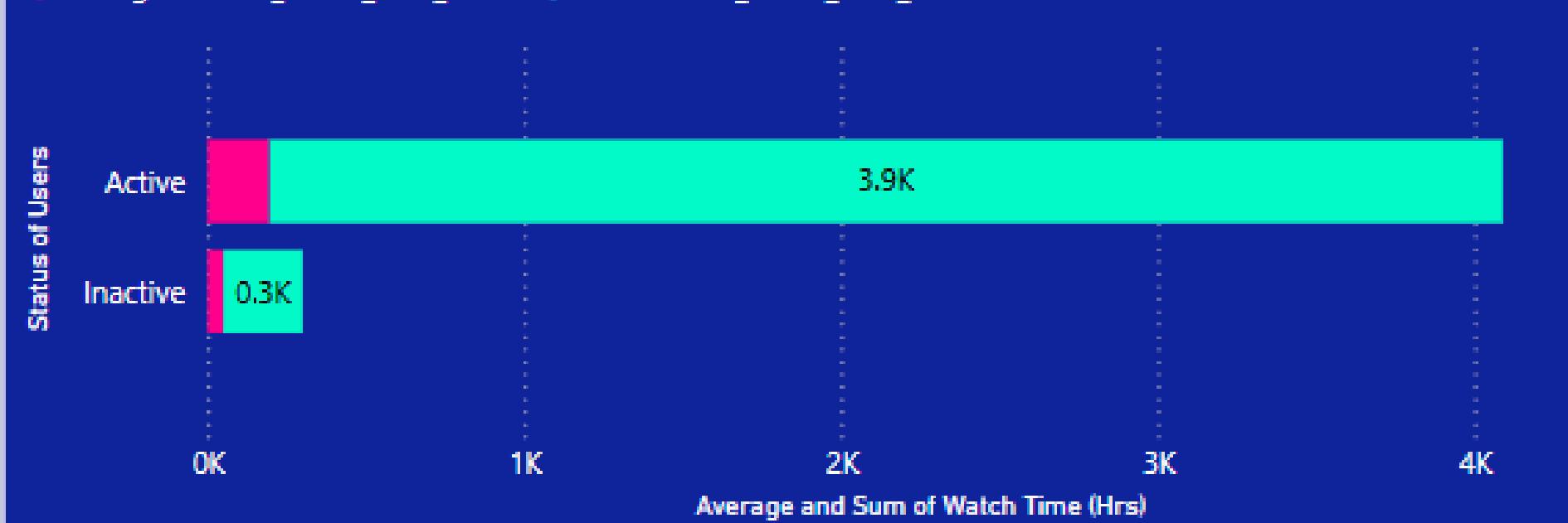
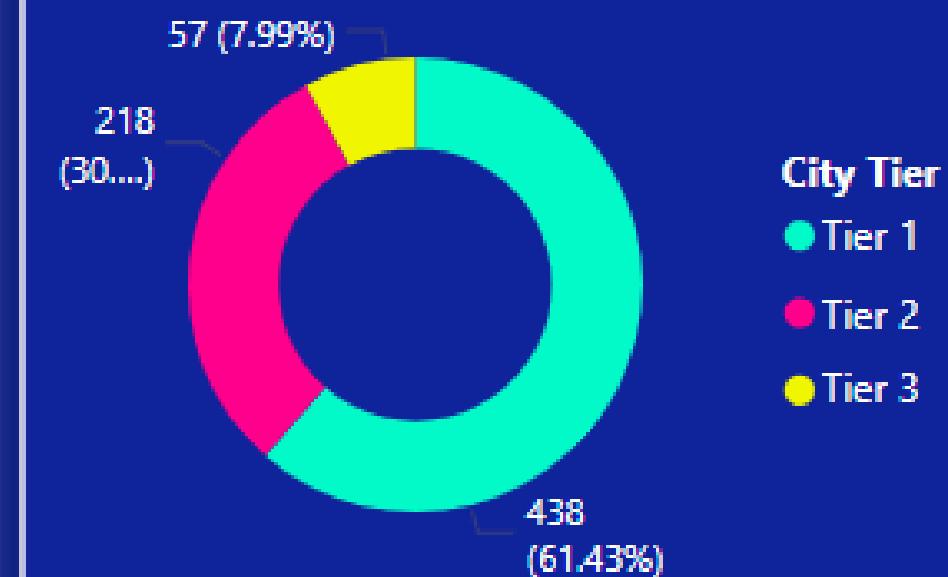
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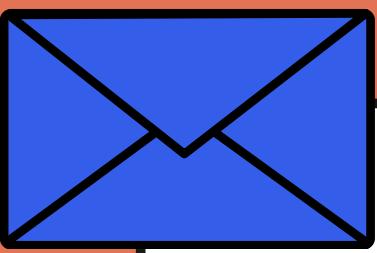
Liocinema
Engagement AnalysisLiocinema Revenue
AnalysisJotstar Engagement
Analysis

Jotstar Subscription & Revenue Analysis

Total Revenue**1.34M****Paid Users****301****Upgrade Users****100****Downgrade Users****58****Upgrade Rate****12%****Downgrade Users****7%****No. of Contents by Language****Count of User Id by Plan Transition****Total Revenue Per Month****Average and Sum of Watch Time (Hrs) by Status of User**
Average of Total_watch_time_Hours
Sum of Total_watch_time_Hours
**Count of Paid by City Tier**

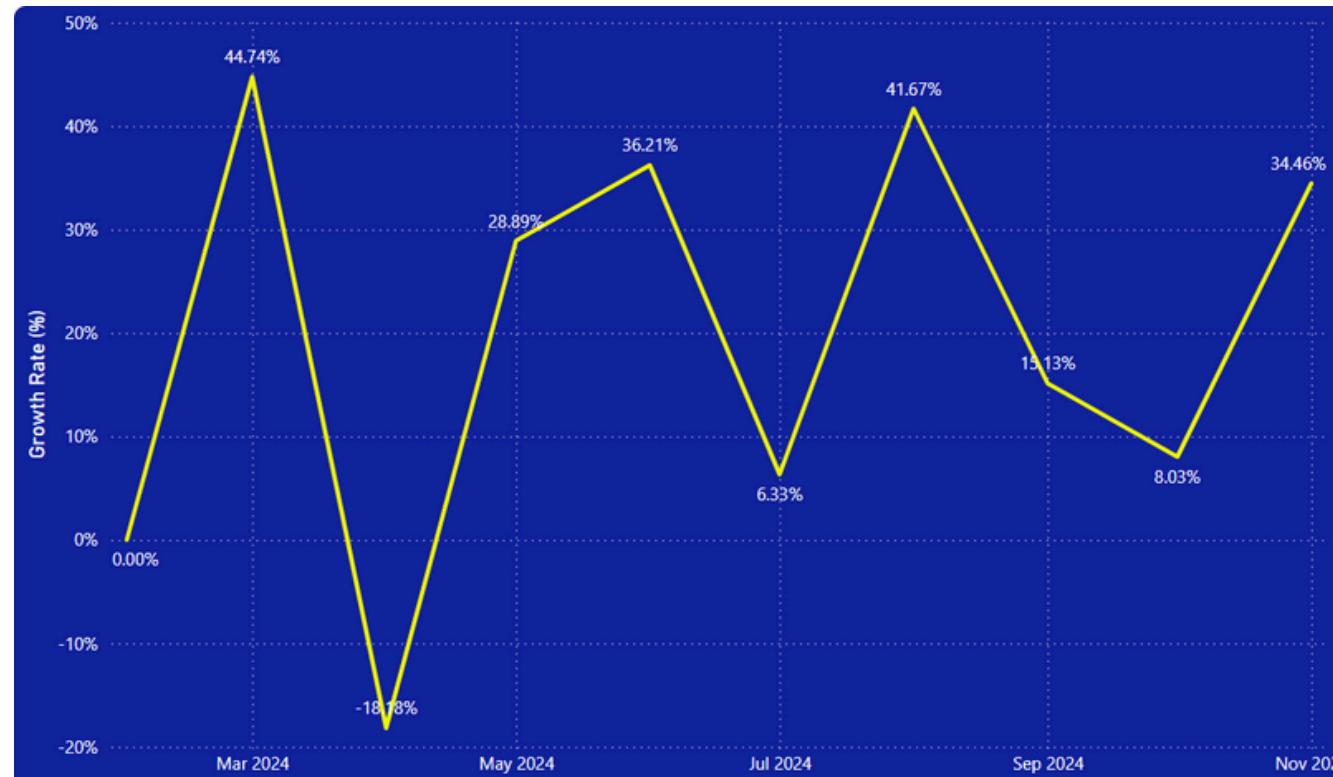


PRIMARY & SECONDARY RESEARCH QUESTIONS

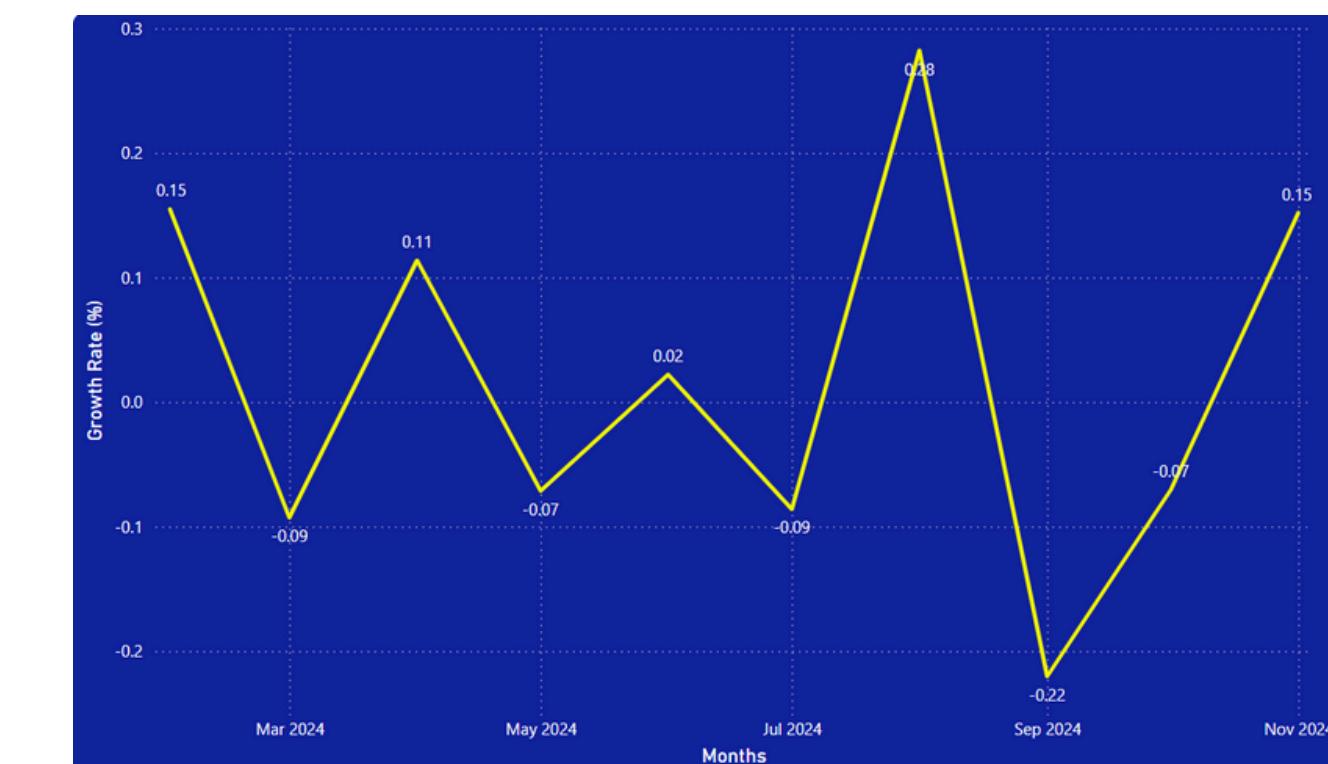


What is the total number of users for LioCinema and Jotstar, and how do they compare in terms of growth trends (January–November 2024)?

Liocinema



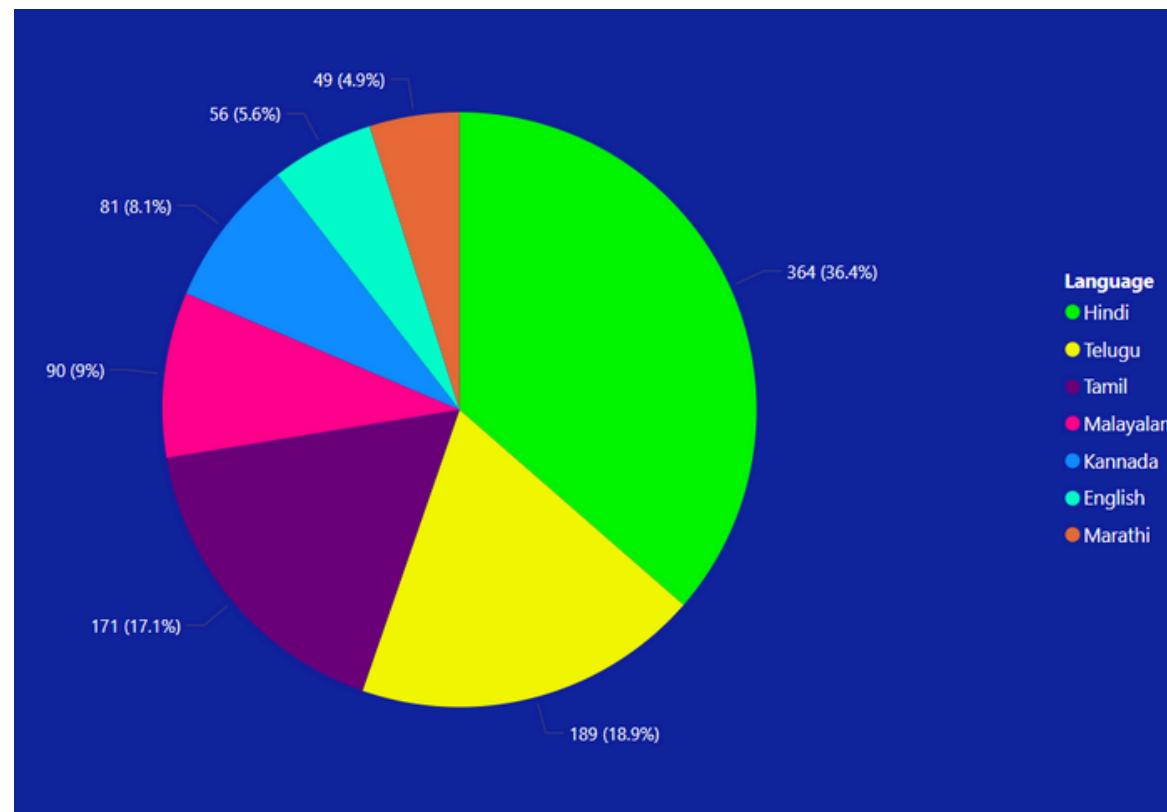
Jotstar



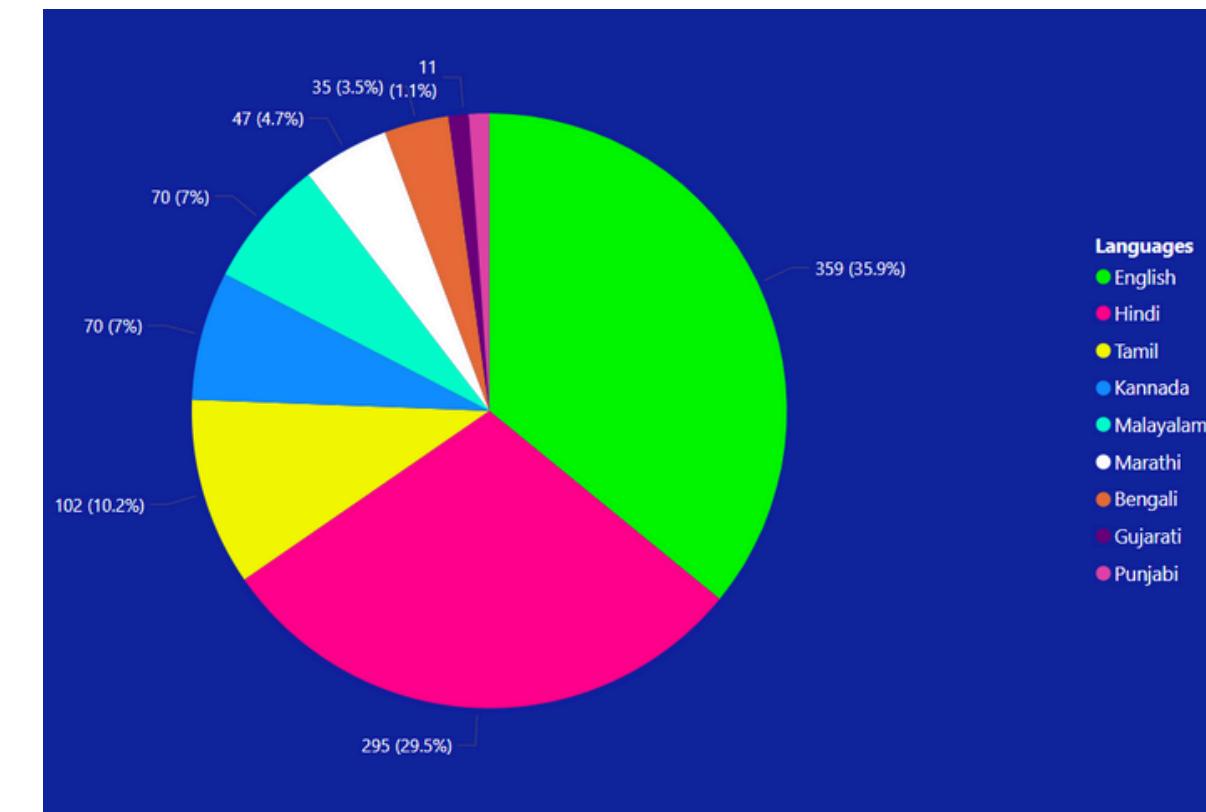
- The total **number of users** for LioCinema is **1,000**, and Jotstar also has **1,000** users.
- The user growth trend is analyzed from January to November 2024, tracking how both platforms expanded their subscriber base.

What is the total number of contents available on LioCinema vs. Jotstar? How do they differ in terms of language and content type?

Liocinema



Jotstar

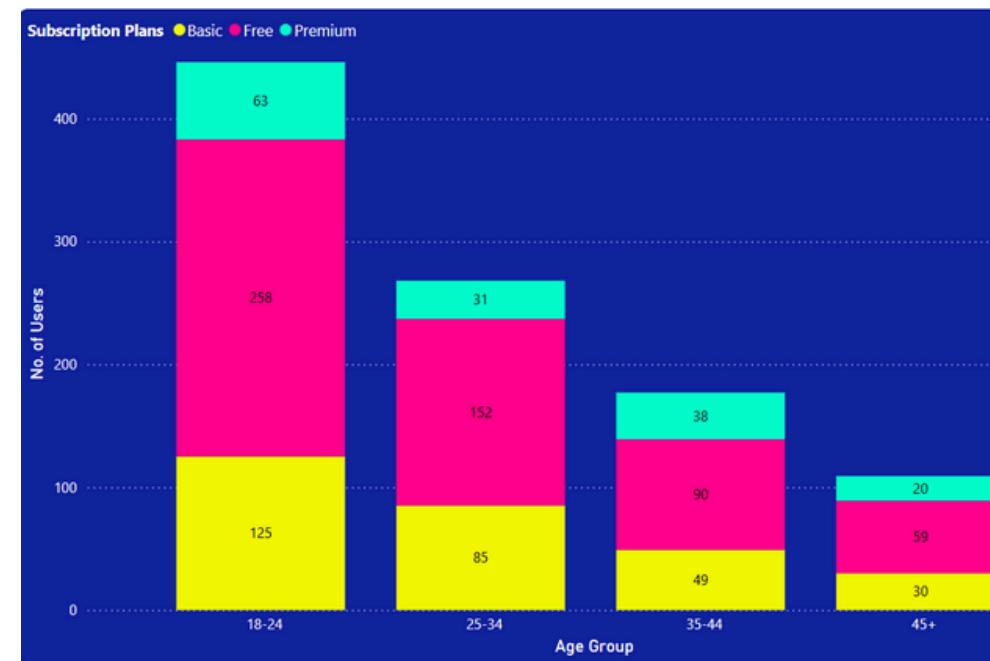


- The total **number of contents** available on JioCinema is **1,000**, and Hotstar also has **1,000** contents.
- **LioCinema** offers two types of content: **Movies and Series**, while **Jotstar** exclusively provides **Movies**.

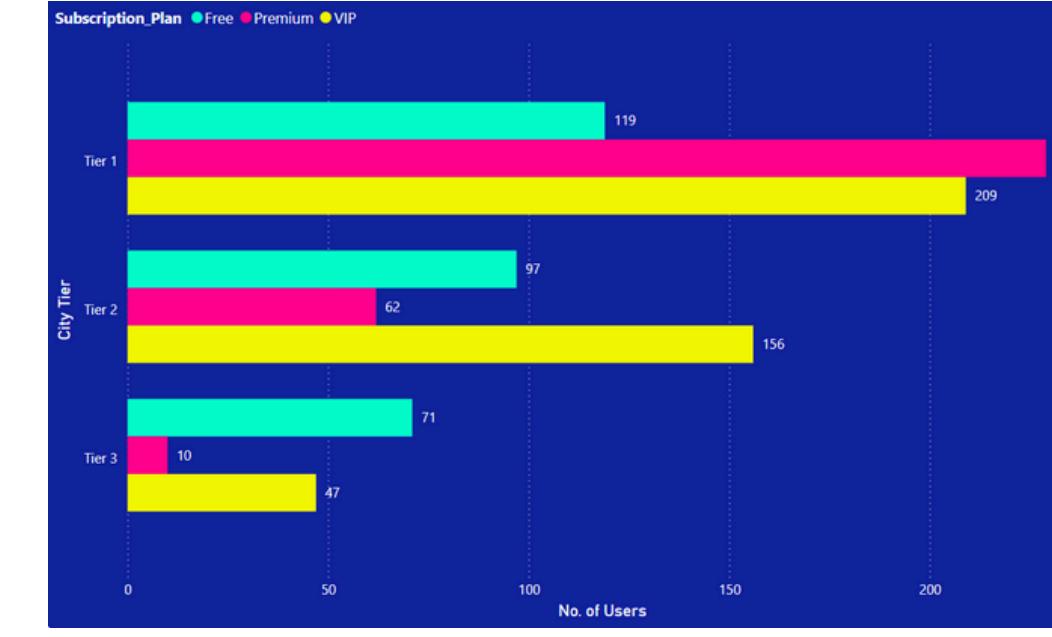
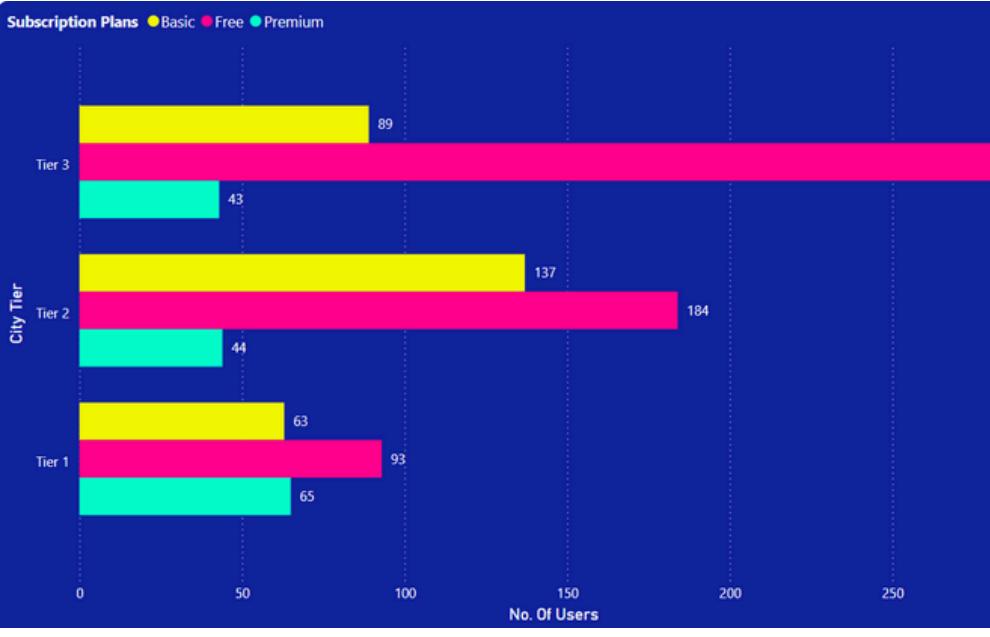
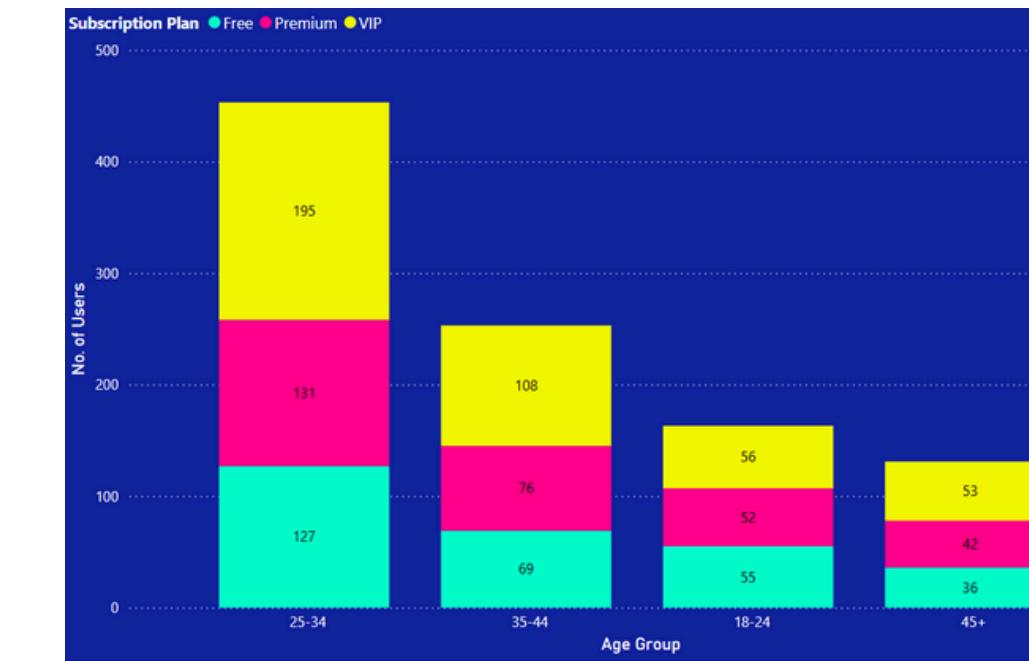


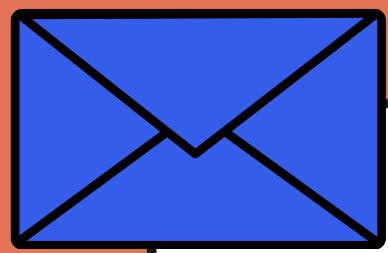
What is the distribution of users by age group, city tier, and subscription plan for each platform?

Liocinema



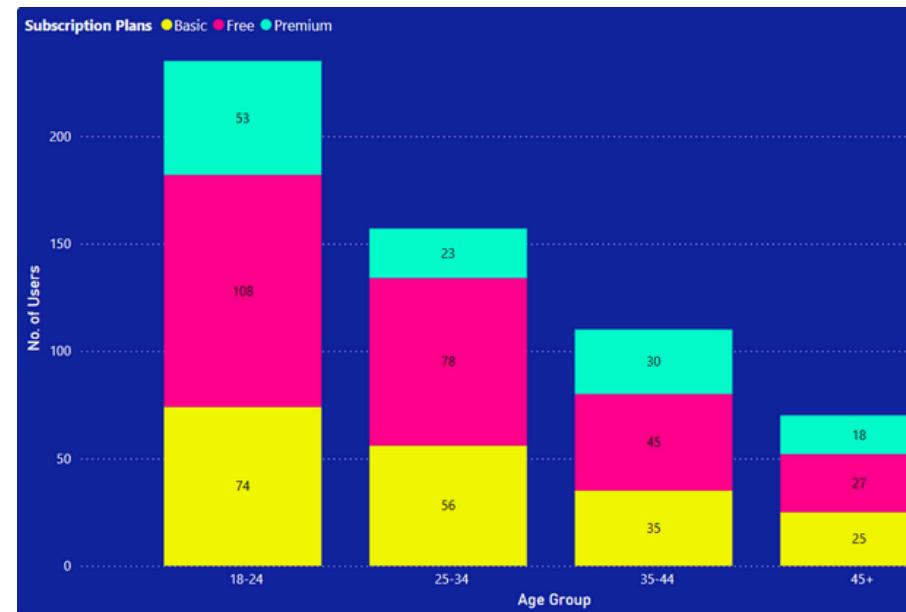
Jotstar



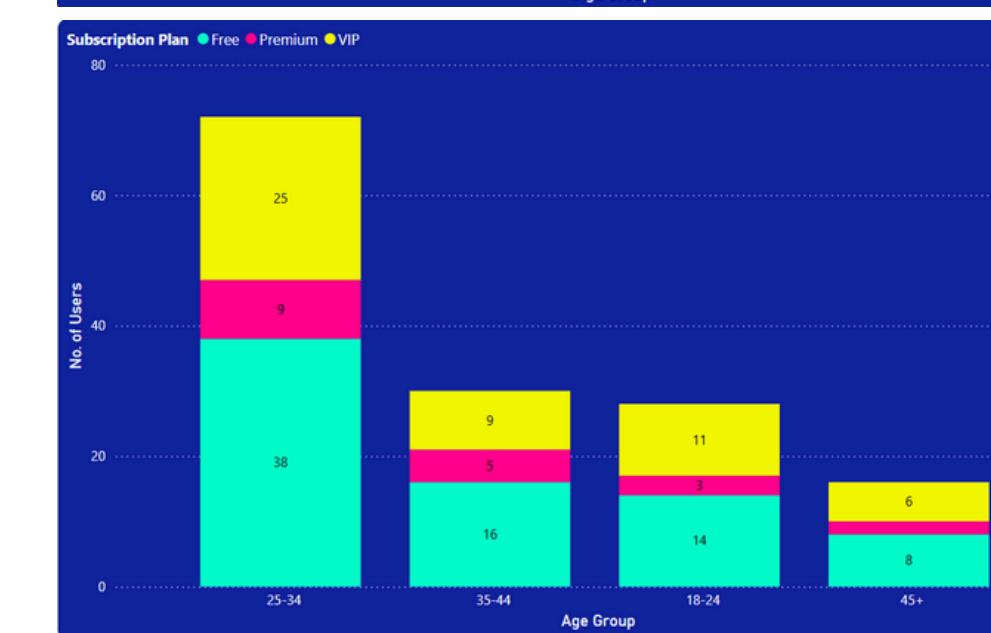
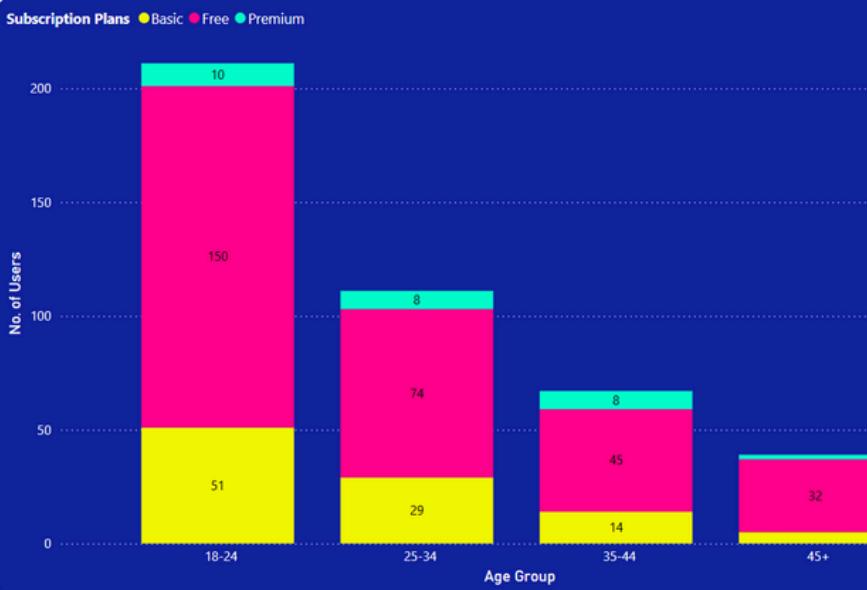
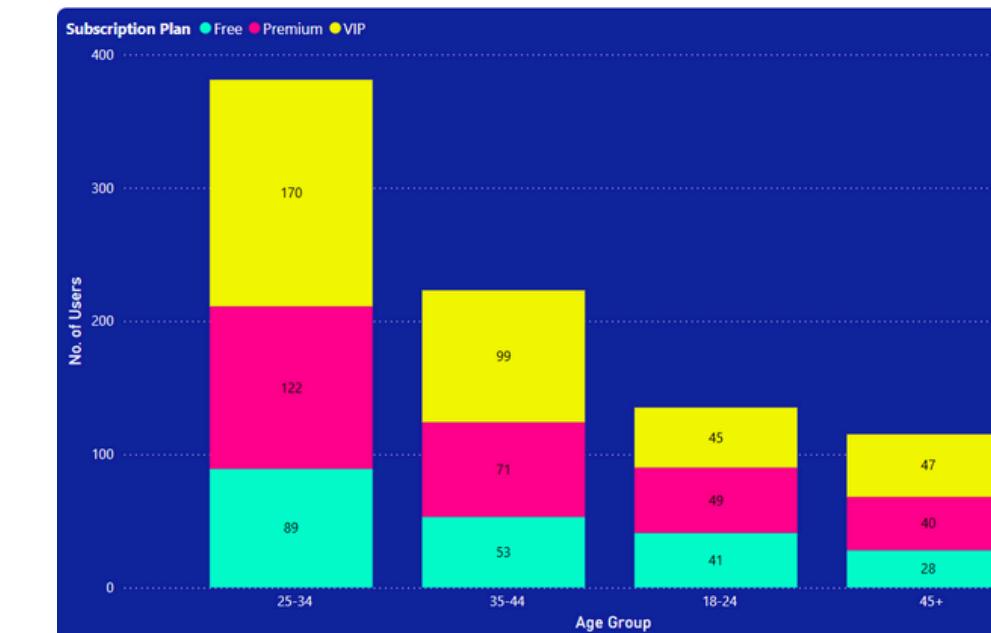


What percentage of LioCinema and Jotstar users are active vs. inactive? How do these rates vary by age group and subscription plan?

Liocinema



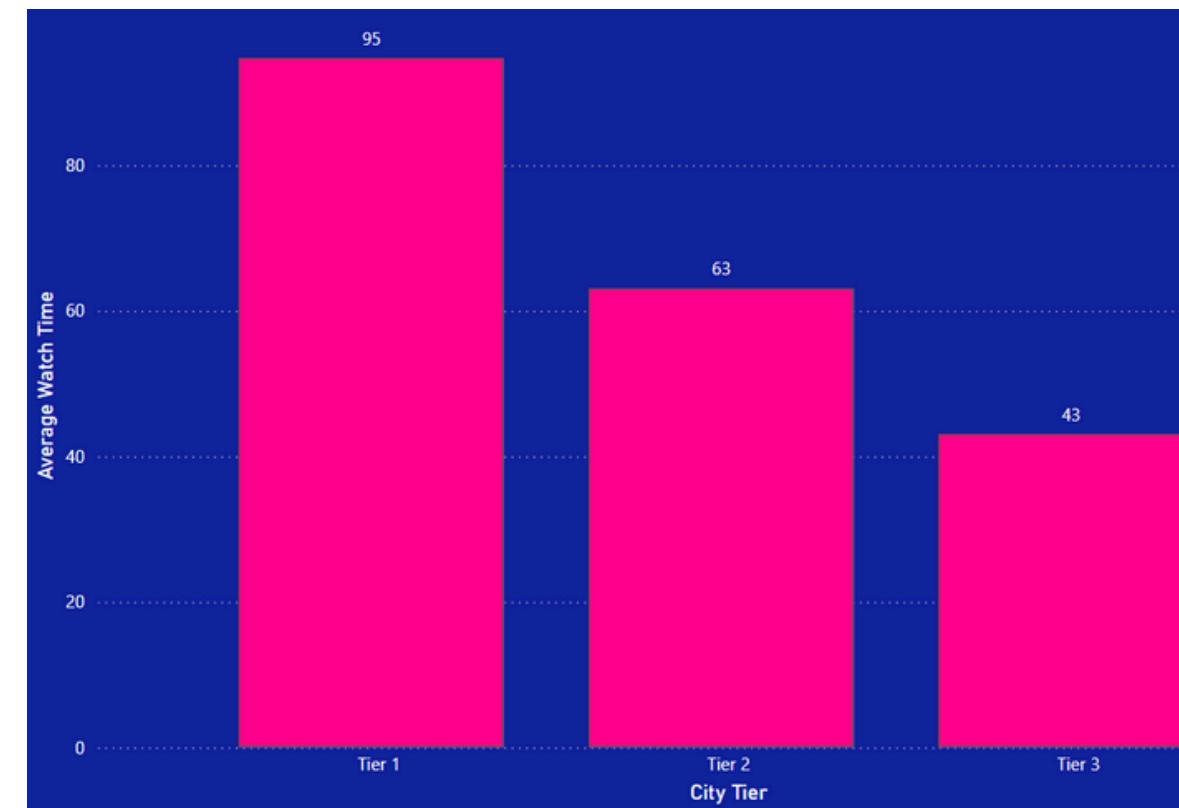
Jotstar



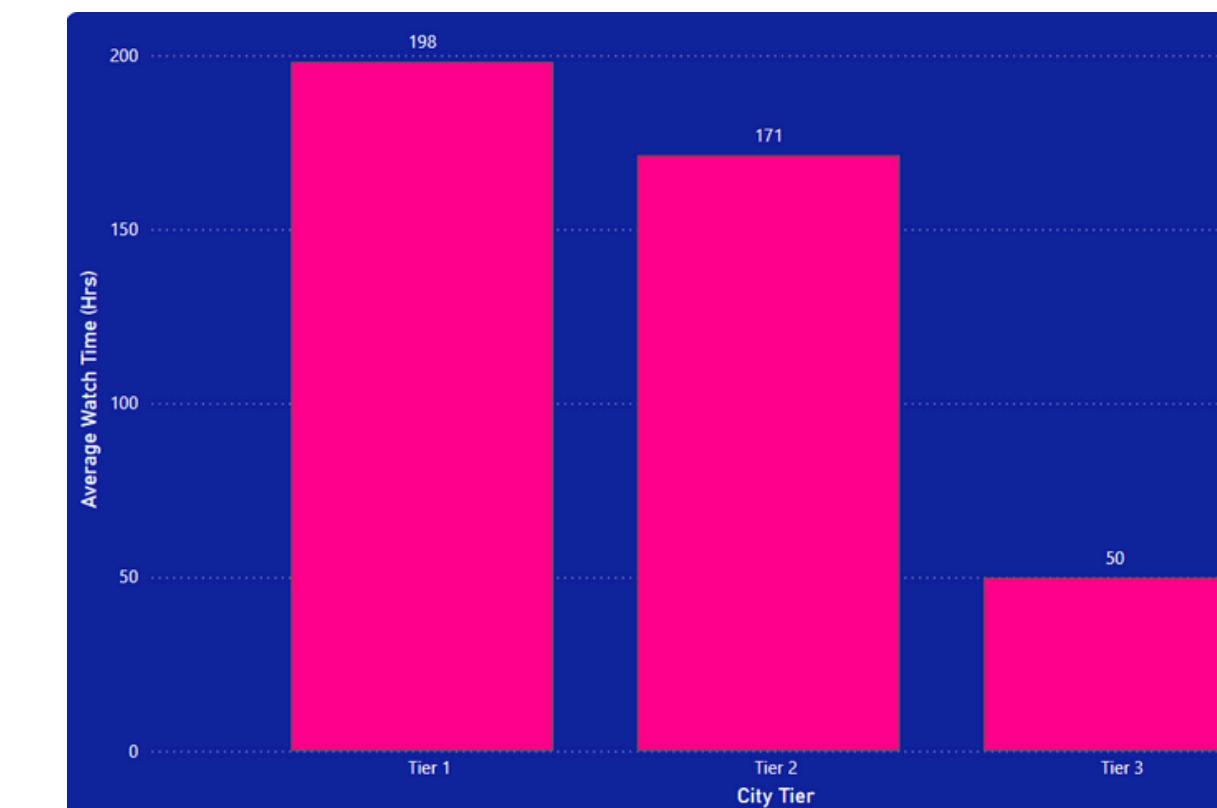
- LioCinema has **57.2% active users** and **42.8% inactive users**, indicating a moderate engagement level among its subscribers.
- Jotstar has **85.4% active users** and **14.6% inactive users**, showcasing a significantly higher engagement rate compared to LioCinema.

What is the average watch time for LioCinema vs. Jotstar during the analysis period? How do these compare by city tier and device type?

Liocinema



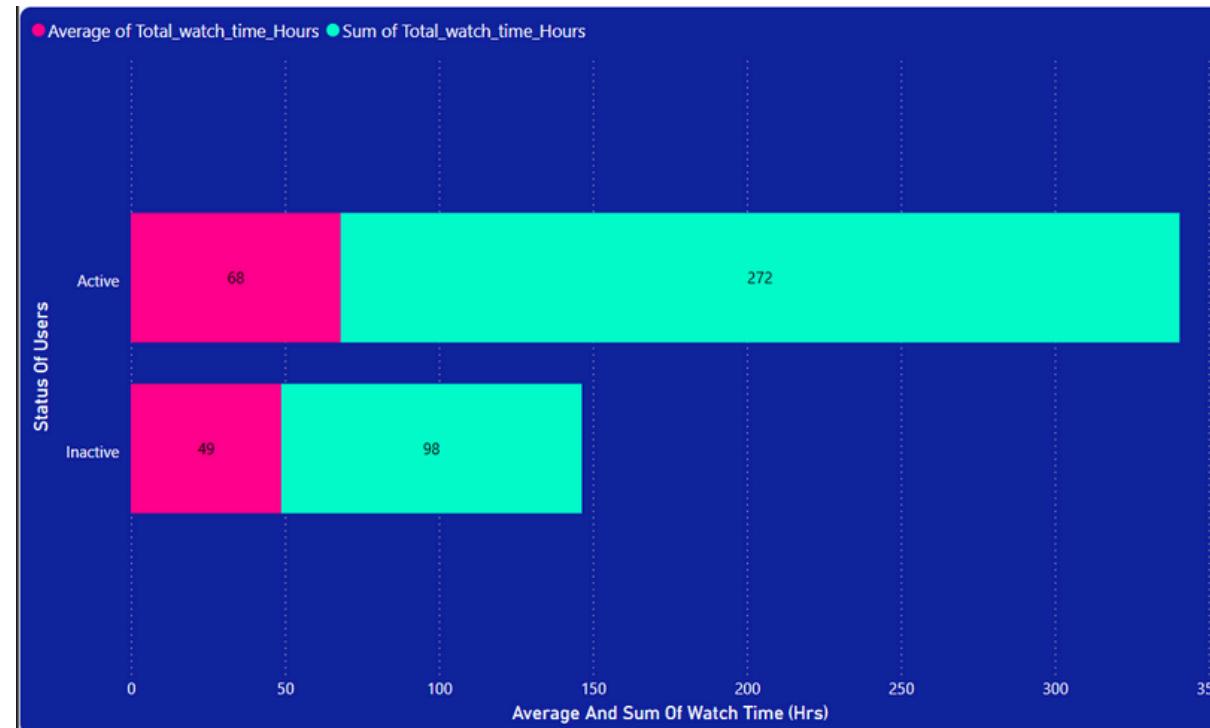
Jotstar



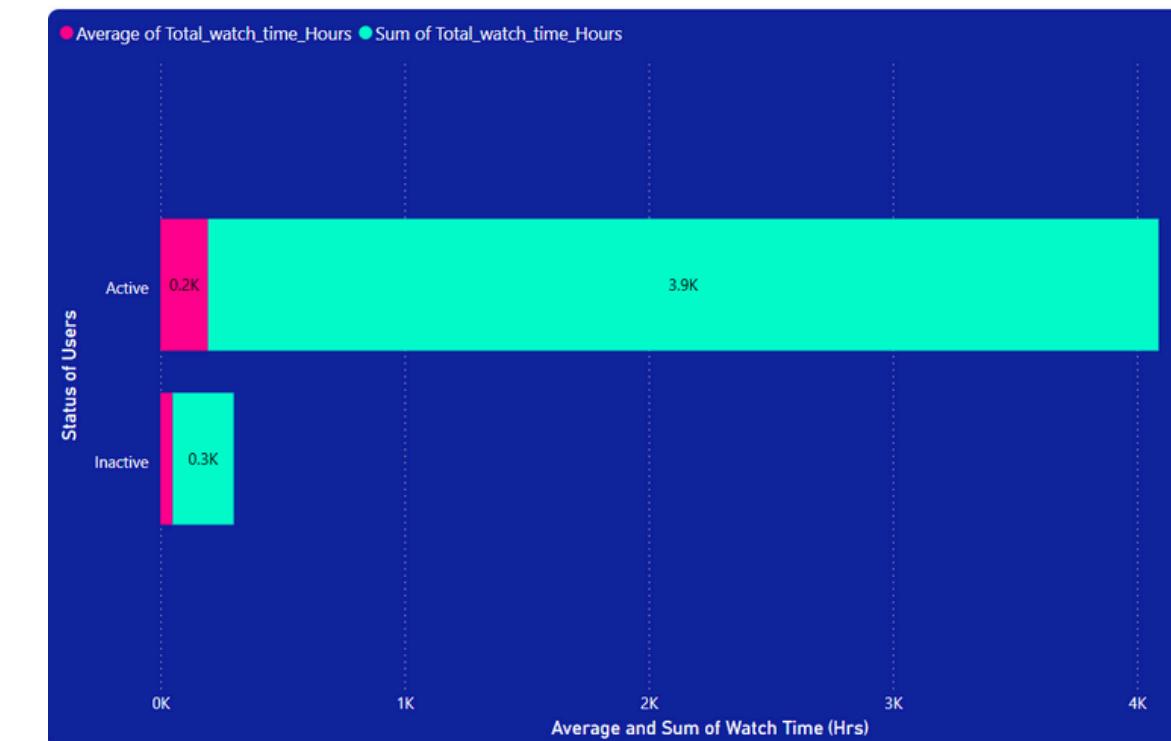
- LioCinema users have an average watch time of **50 hours** during the analysis period.
- Jotstar users have an average watch time of **176 hours**, which is significantly higher than LioCinema.
- Both platforms are primarily accessed through mobile devices, making device type a non-factor in watch time differences.
- The difference in watch time suggests that Jotstar users are more engaged with content compared to LioCinema users.

How do inactivity patterns correlate with total watch time or average watch time? Are less engaged users more likely to become inactive?

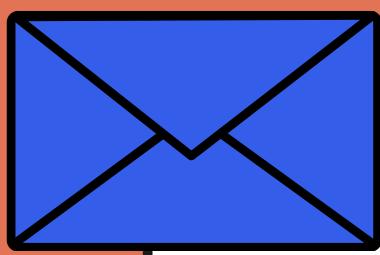
Liocinema



Jotstar



- LioCinema **active users** have an average watch time of **68 hours**, while **inactive users** have **49 hours**, indicating that lower engagement correlates with a higher likelihood of inactivity.
- Jotstar **active users** have an average watch time of **194.7 hours**, whereas **inactive users** have **50.08 hours**, showing a clear pattern where users with lower watch time tend to become inactive.
- Across both platforms, users with higher watch time remain more engaged, while those with significantly lower watch time are more likely to become inactive.



How do downgrade trends differ between LioCinema and Jotstar? Are downgrades more prevalent on one platform compared to the other?

Liocinema

Upgrade Users	24
Downgrade Users	120
Upgrade Rate	3%
Downgrade Rate	14%

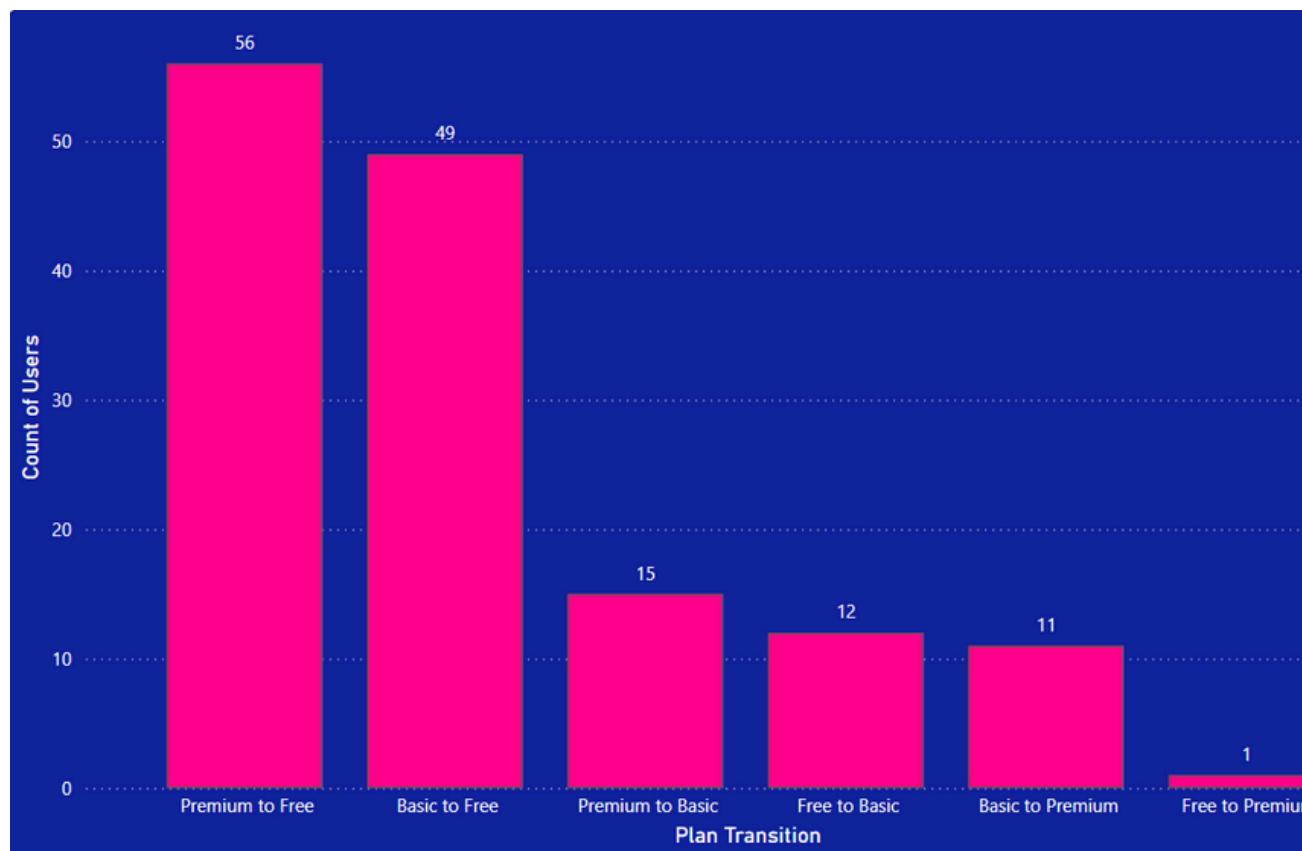
Jotstar

Upgrade Users	100
Downgrade Users	58
Upgrade Rate	12%
Downgrade Rate	7%

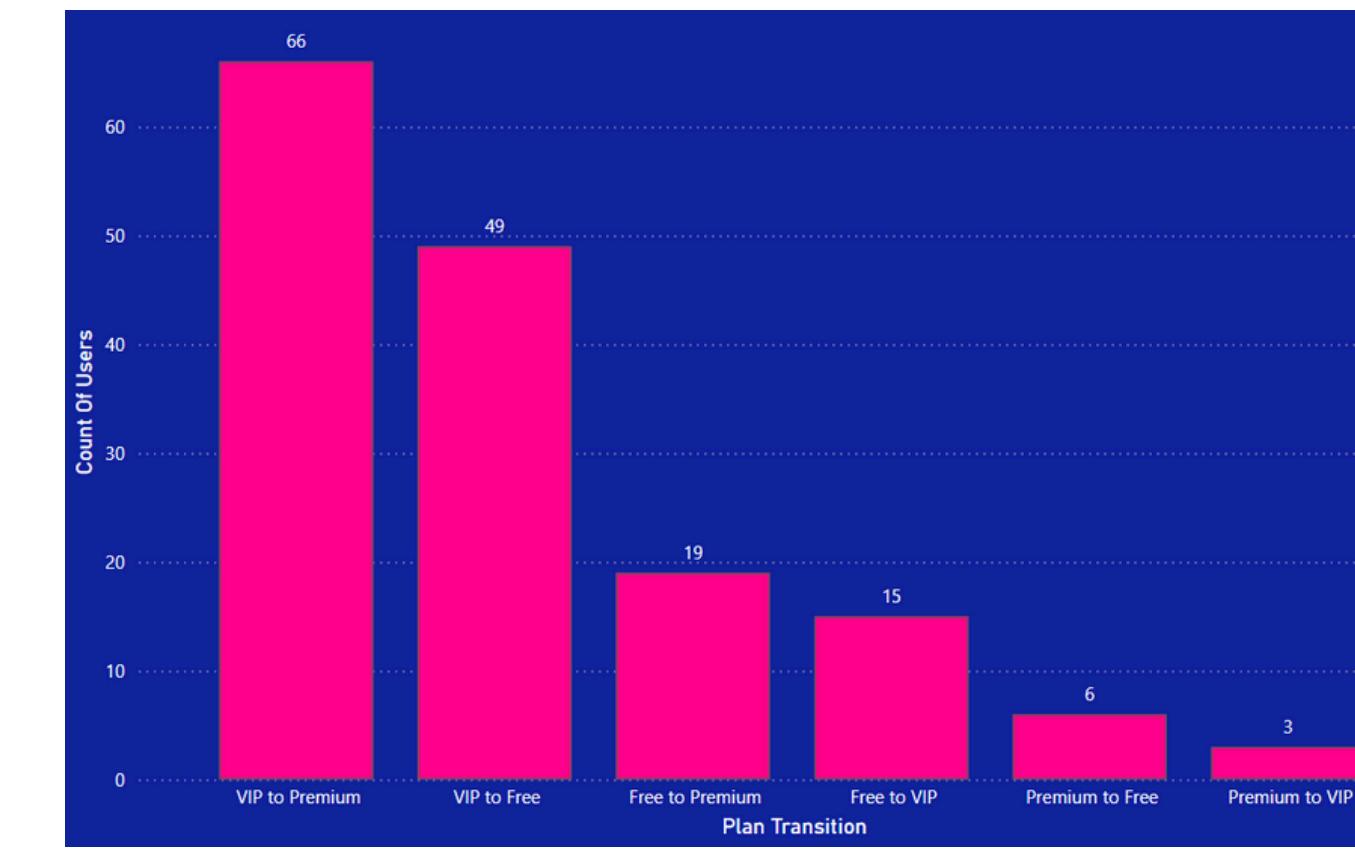
- LioCinema has a higher **downgrade rate of 14%**, with **120 users** downgrading, compared to an **upgrade rate of just 3%** with **24 users** upgrading, indicating a significant drop in higher-tier subscriptions.
- Jotstar has a **downgrade rate of 7%**, with **58 users** downgrading, while its **upgrade rate is 12%**, with **100 users** upgrading, showing a more positive trend with more users moving to higher subscription tiers.
- Downgrades are more prevalent in LioCinema, while Jotstar exhibits a stronger tendency toward upgrades, suggesting differences in user satisfaction and perceived value of premium plans across the two platforms.

What are the most common upgrade transitions (e.g., Free to Basic, Free to VIP, Free to Premium) for LioCinema and Jotstar? How do these differ across platforms?

Liocinema

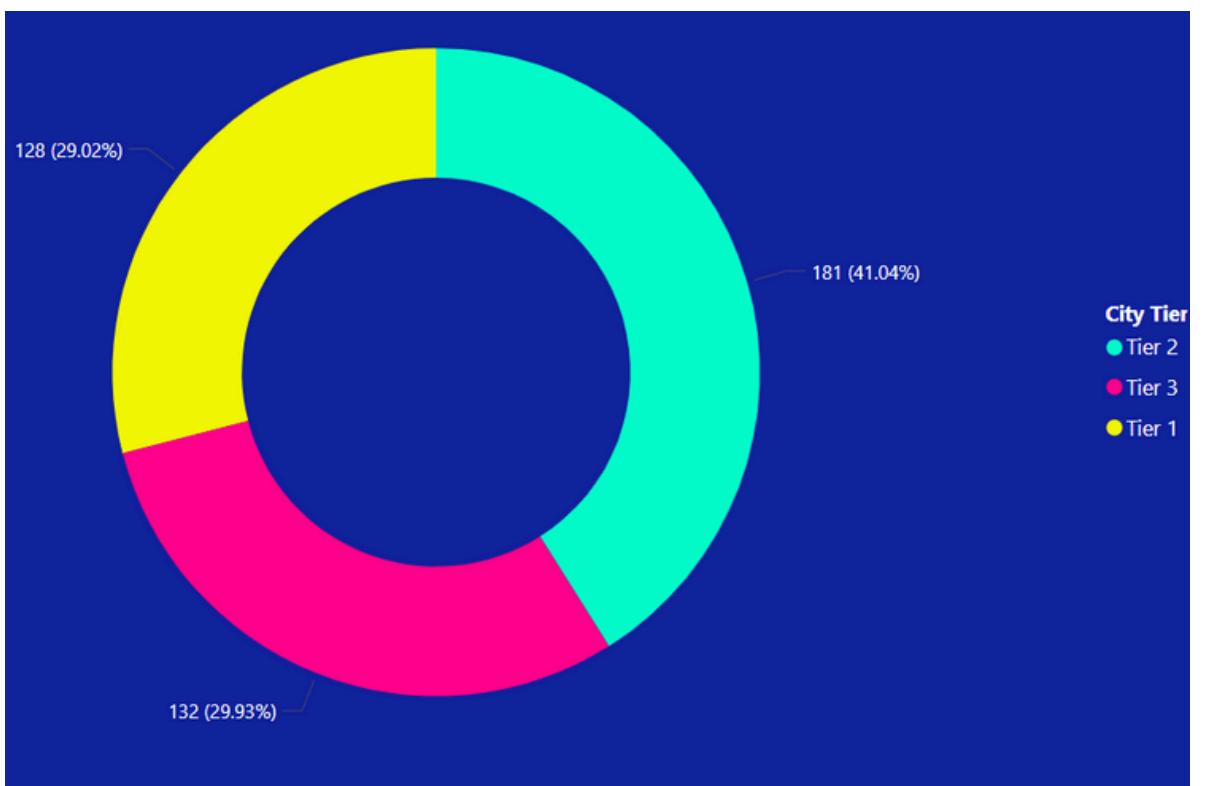


Jotstar

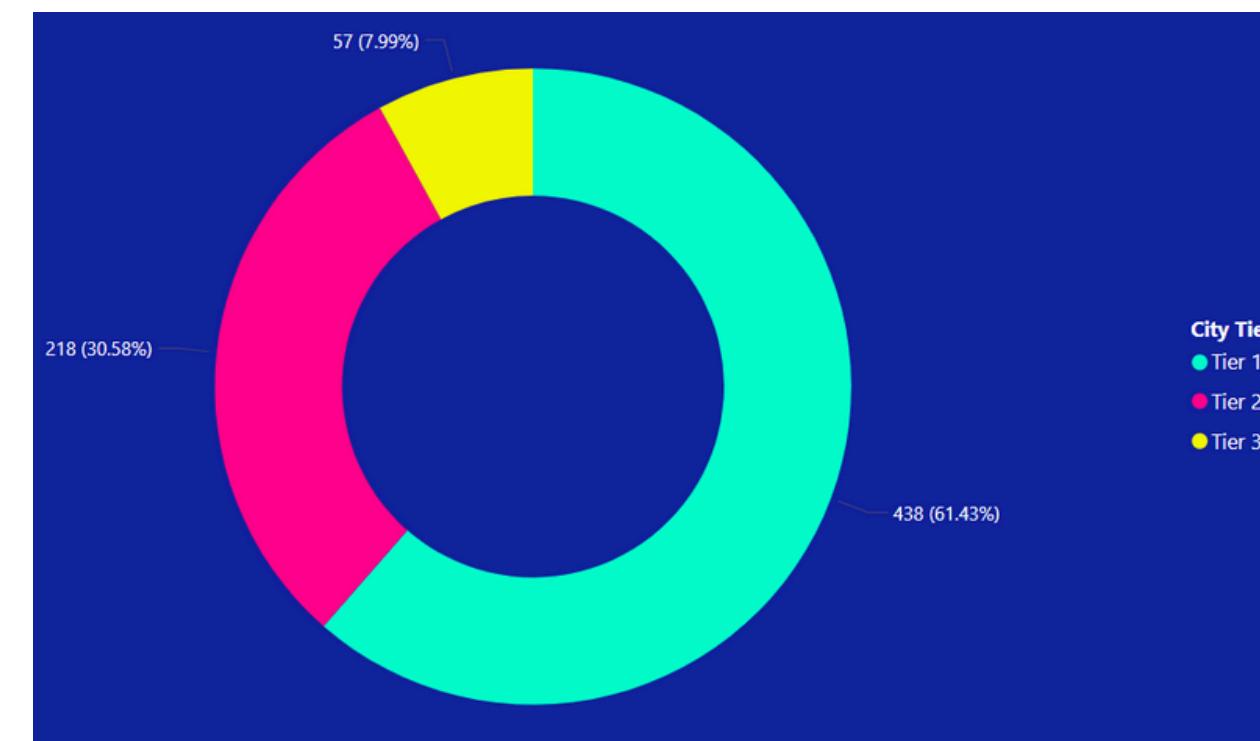


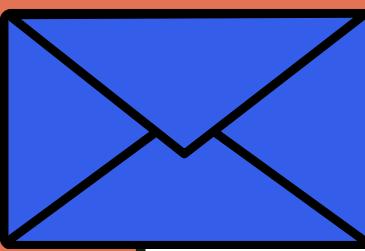
How does the paid user percentage (e.g., Basic, Premium for LioCinema; VIP, Premium for Jotstar) vary across different platforms? Analyse the proportion of premium users in Tier 1, Tier 2, and Tier 3 cities and identify any notable trends or differences.

Liocinema



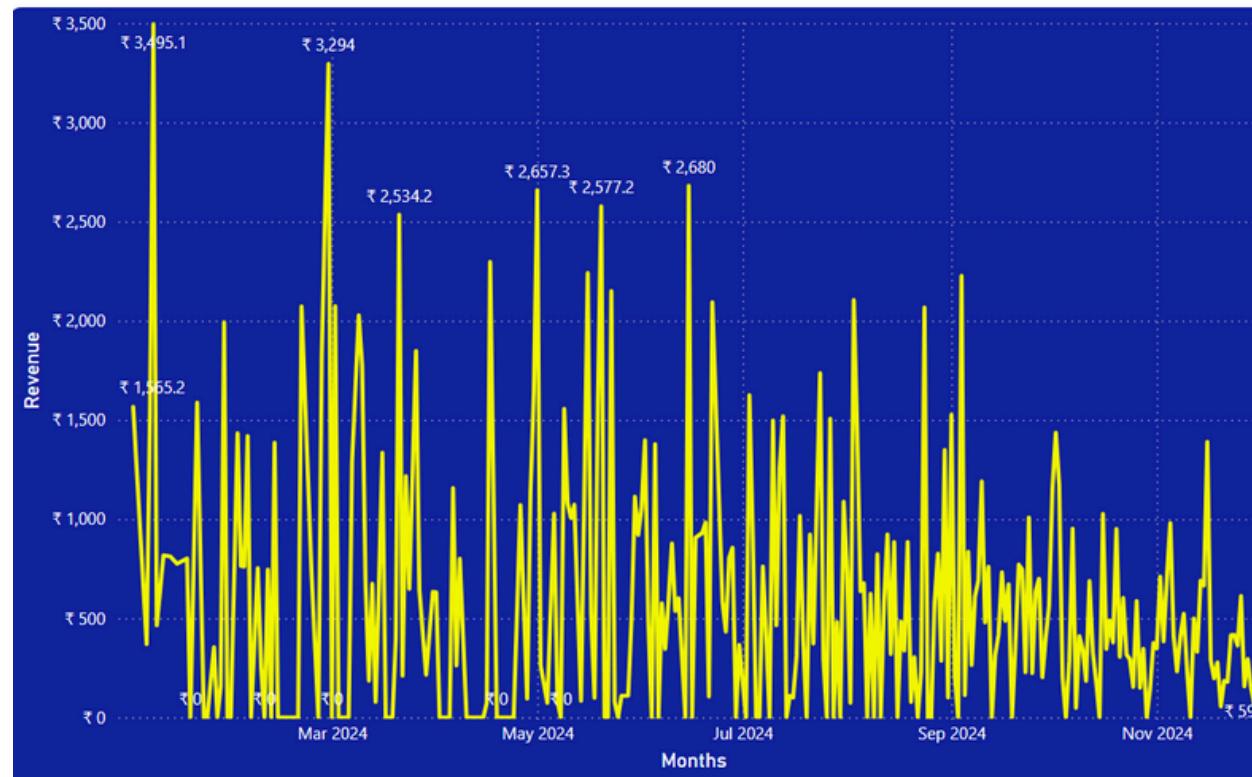
Jotstar



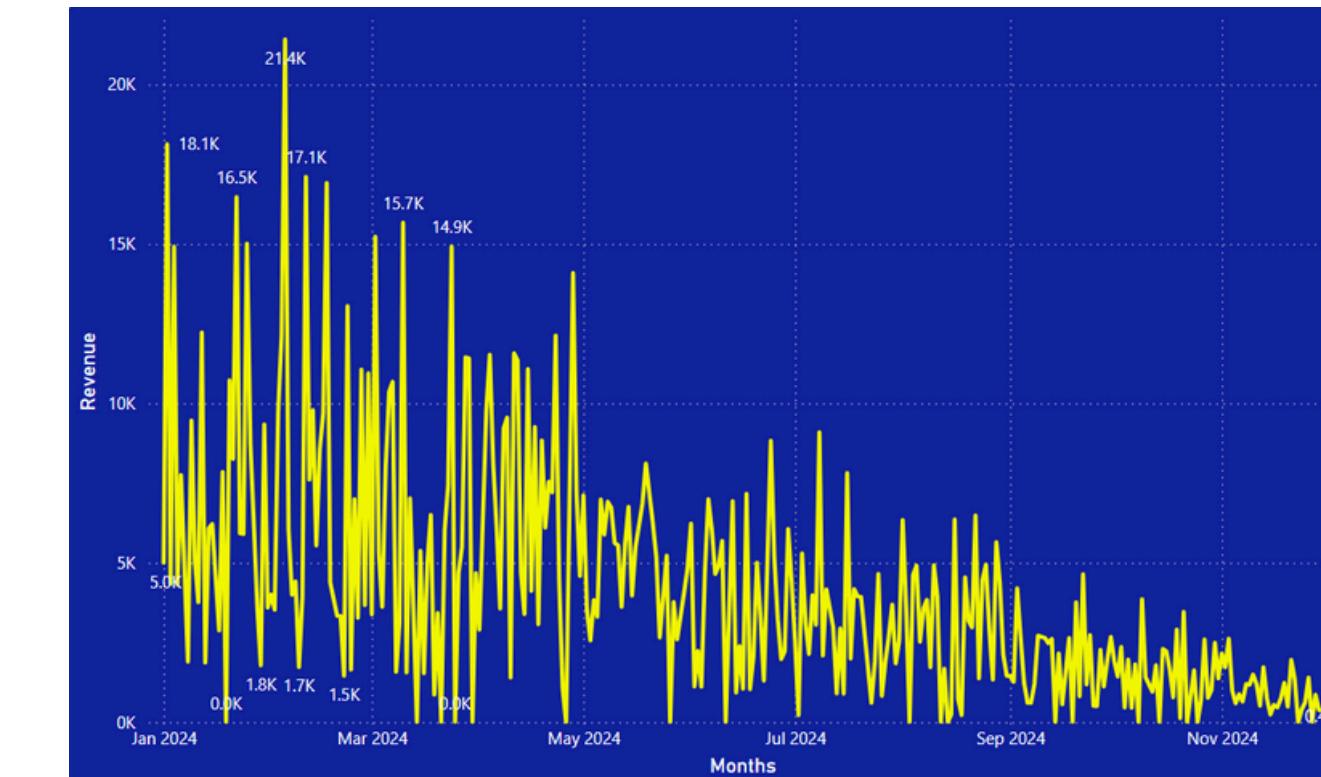


Calculate the total revenue generated by both platforms (LioCinema and Jotstar) for the analysis period (January to November 2024).

Liocinema



Jotsta





RECOMMENDATIONS



WHAT STRATEGIES CAN THE MERGED PLATFORM IMPLEMENT TO INCREASE ENGAGEMENT AMONG INACTIVE USERS AND CONVERT THEM INTO ACTIVE USERS?



- Offer time-limited discounts, free trial extensions, or access to premium content to encourage users to return and explore.
- Introduce loyalty programs, or interactive live events like watch parties and Q&A sessions to make the platform more engaging.
- Implement gamification elements like rewards, badges, or streak-based incentives.
- Improve navigation, optimize loading speeds, and actively collect feedback to address pain points that may be causing user drop-off.
- Send re-engagement emails and push notifications with compelling content teasers.

WHAT TYPE OF BRAND CAMPAIGNS SHOULD THE MERGED PLATFORM LAUNCH TO ESTABLISH ITSELF AS THE GO-TO OTT PLATFORM IN INDIA?



- Highlight diverse regional content with multilingual promotions, showcasing how the platform caters to India's vast cultural diversity.
- Partner with Bollywood and regional stars, as well as top digital influencers, to create buzz through endorsements, social media challenges, and exclusive interviews.
- Encourage users to share their favorite moments, reviews, or creative edits with branded hashtags, rewarding top creators with free subscriptions or merchandise.
- Launch city-specific promotions and exclusive content releases around major Indian festivals to tap into regional audiences.
- Invest in high-visibility campaigns across YouTube, Instagram, TV, metro stations, and cinema halls to establish a strong presence in urban and rural markets.

HOW SHOULD THE MERGED PLATFORM PRICE ITS SUBSCRIPTION PLANS TO COMPETE EFFECTIVELY WHILE MAINTAINING PROFITABILITY?



- Introduce a tiered pricing model with affordable entry-level plans to attract price-sensitive users while offering premium tiers with exclusive content and features.
- Implement regional pricing to cater to different income groups, ensuring affordability in smaller cities while maintaining higher pricing in metro areas.
- Offer bundled subscriptions with telecom providers, broadband services, and e-commerce platforms to provide added value and increase reach.
- Introduce family and group plans with shared accounts at discounted rates to encourage multiple-user subscriptions.
- Provide annual and multi-month subscription discounts to lock in long-term users and reduce churn.
- Leverage ad-supported lower-cost plans to attract budget-conscious users while generating revenue through targeted advertising.

HOW CAN THE PLATFORM LEVERAGE PARTNERSHIPS WITH TELECOM COMPANIES TO EXPAND ITS SUBSCRIBER BASE?



- Provide exclusive access to premium content for telecom subscribers as a value-added service, incentivizing new user sign-ups.
- Introduce zero-data streaming partnerships, allowing users to watch content without consuming their mobile data, increasing engagement.
- Offer discounted or free trial subscriptions for telecom users to encourage adoption and long-term retention.
- Utilize telecom companies' vast customer base for targeted promotions via SMS, app notifications, and call-based marketing.
- Enable seamless carrier billing, allowing users to pay for subscriptions through their mobile recharge or postpaid bills, simplifying the payment process.

WHAT ROLE CAN AI AND MACHINE LEARNING PLAY IN PERSONALIZING THE USER EXPERIENCE AND IMPROVING CONTENT DISCOVERY?



- Implement AI-driven personalized content recommendations based on user viewing history, preferences, and behavior to enhance engagement.
- Use machine learning algorithms to analyze watch patterns and suggest trending or relevant content for each user segment.
- Develop an AI-powered chatbot for customer support, assisting users with content discovery, troubleshooting, and subscription management.
- Leverage AI for predictive analytics to identify potential churn users and offer them tailored retention strategies.
- Automate subtitles and dubbing using AI to improve accessibility and expand content reach to diverse linguistic audiences.
- Utilize sentiment analysis to gauge user feedback and optimize content offerings based on audience preferences.

WHO SHOULD BE THE BRAND AMBASSADOR FOR THE NEWLY MERGED OTT PLATFORM (LIOCINEMA-JOTSTAR) TO EFFECTIVELY REPRESENT ITS IDENTITY AND ATTRACT A DIVERSE AUDIENCE?



For the newly merged OTT platform (LioCinema-Jotstar), the ideal brand ambassadors should have mass appeal, strong digital presence, and the ability to connect with diverse demographics across India. Here's my suggestion:

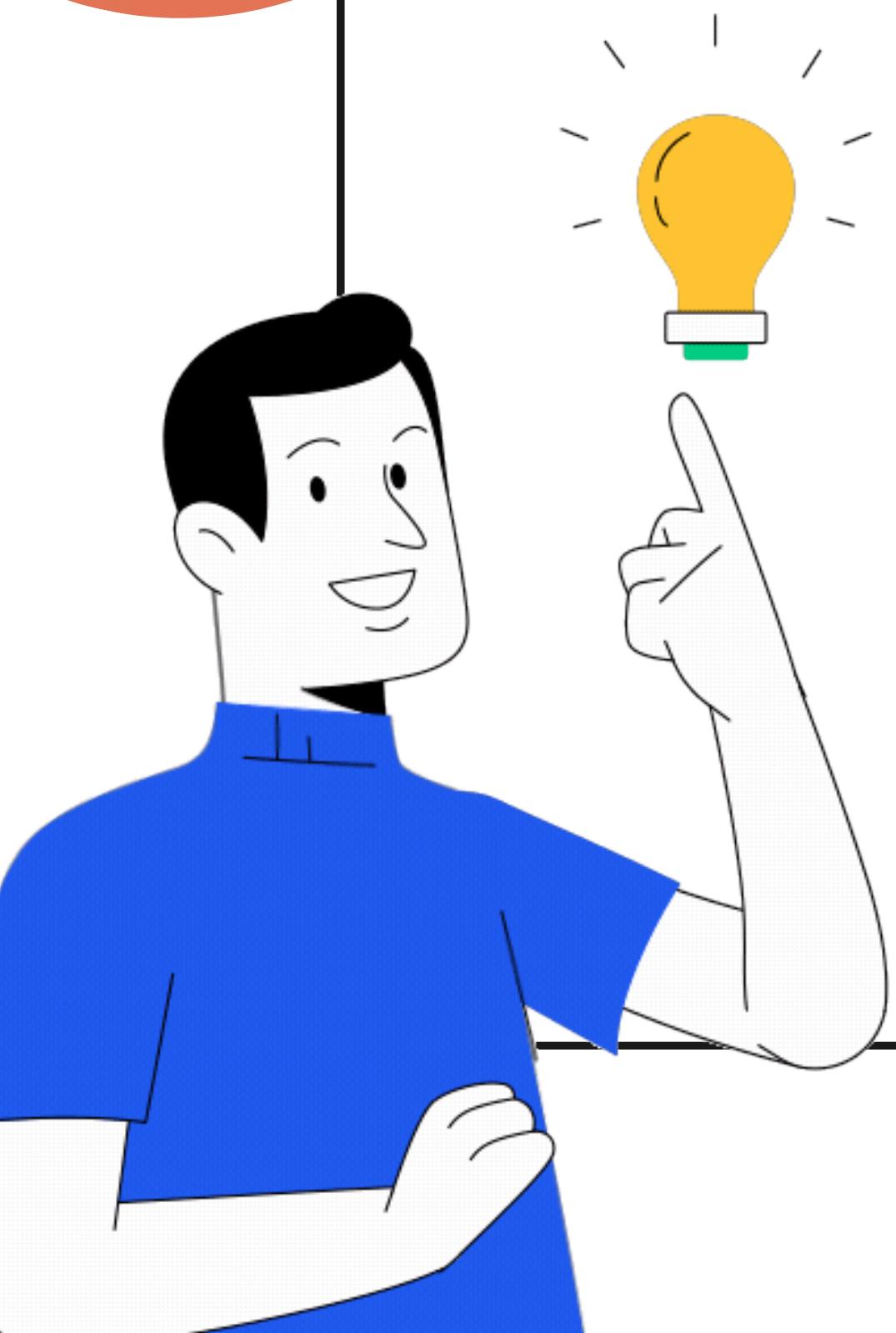
Male Ambassador: **Shah Rukh Khan**

- He has a massive fan base across all demographics and regions, ensuring wide brand reach.
- His strong association with premium entertainment aligns perfectly with the platform's content strategy.

Female Ambassador: **Alia Bhatt**

- She appeals to both young and family audiences, making her a relatable face for diverse content.
- Her strong social media influence enhances digital engagement and brand visibility.

CONCLUSIONS



The merger of LioCinema and Jotstar presents a transformative opportunity to dominate the Indian OTT landscape by combining a vast subscriber base with a diverse content library. Through in-depth analysis of user behavior, subscription trends, and revenue insights, the platform can optimize engagement, improve retention, and enhance monetization strategies. Strategic partnerships, AI-driven personalization, and innovative marketing campaigns will be key to sustaining growth and expanding the subscriber base.

With a strong content portfolio and targeted brand positioning, the newly merged platform is well-positioned to become India's leading digital entertainment destination.

THANK YOU!

