

Introduction

- As these platforms are coming up with new ways to stand out among competitors by presenting original content, it is evident that more customers are being lost in deciding which platform would be suitable for their use.
- Moreover, most of the available recommendation systems are focused on suggesting the content but not the platforms that hold and provide those contents.
- To ease the choice dilemma, our study aims to present a guideline for choosing the appropriate OTT platform that fits one's personal preferences.

Problem Statement

Find the suitable OTT platform forme.

most of the available recommendation systems are focused on suggesting the content but not the platforms that hold and provide those contents. To ease the choice dilemma, our study aims to present a guideline for choosing the appropriate OTT platform that fits one's personal preferences.

Analyze and choose best service.

Implementation details

SOFTWARE REQUIREMENTS

- OPERATING SYSTEM : Windows 10
- SOFTWARE : Tableau
- TECHNIQUE: Data Analysis and Visualization by creatingdashboards.
- FRONTEND: HTML, CSS, BOOTSTRAP.
- WEB SERVER : TABLEAU PUBLIC

DATASETS:

In large, three groups of datasets we use for the study: contentlists for Netflix, Amazon Prime, and Disney+

1. Netflix Dataset
2. Amazon Prime Dataset
3. Disney+ dataset

1. Netflix:

The Netflix Content dataset consists of both TV shows and movies that are available on Netflix as of 2019, with 7788 rows including the header and 12 columns. The columns include show_id, type, title, director, cast, country, date_added, release_year, rating, duration, listed_in, and description, but only type, title, release_year, rating, and duration were used.

2. Amazon Prime Video

The Amazon Prime Video dataset contains a total of 8128 rows and seven columns. The columns include title, language, IMDb rating, running time, year of release, maturity rating, and plot. In the end, we only used four out of those seven columns.

3. Disney+

The Disney+ dataset contains data on films and TV series that are irrelevant to our study. It has a total of 992 rows and 19 columns including title, plot, type, director, and genre, but only imdb_id, title, type, released_at, and rated were used for our purpose.

Netflix data Aanalysis:

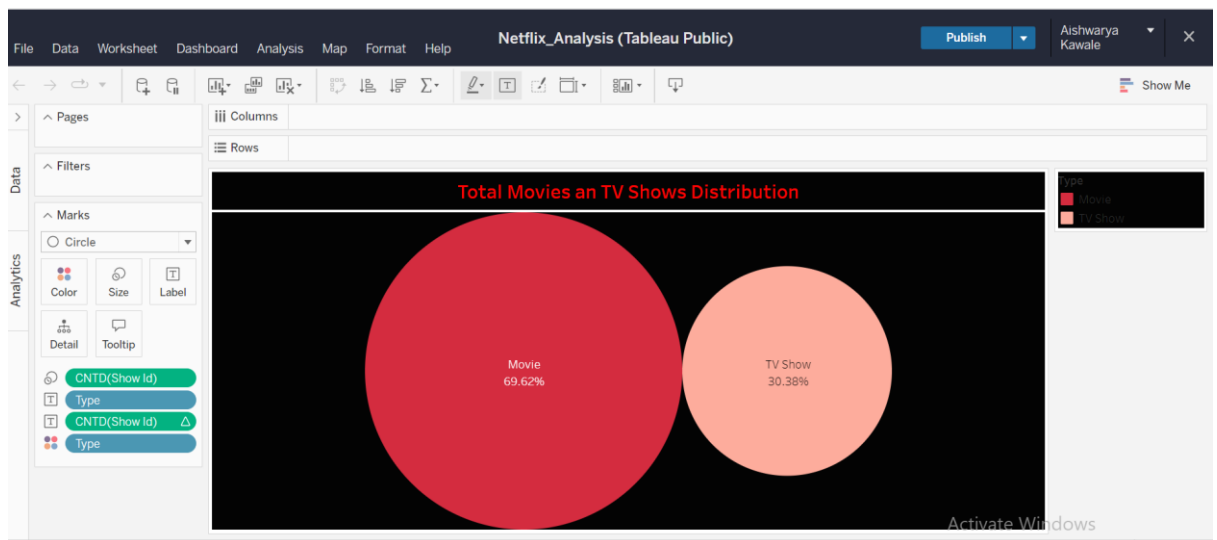
Netflix data set:

A1													fe show_id												
netflix_titles																									
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S						
1	show_id	type	title	director	cast	country	date_added	release_year	duration	listed_in	description														
2	s1	Movie	Dick Johnson	Kirsten Johnson		United States	2020	PG-13	90 min	Documentary	As her father nears the end of his life, filmmaker Kirsten Johnson stages his death in														
3	s2	TV Show	Blood & Water		Ama Qam	South Africa	2021	TV-MA	2 Seasons	International	After crossing paths at a party, a Cape Town teen sets out to prove whether a private														
4	s3	TV Show	Gangland: Julien Leclercq		Sami Bouajila, Tracy		2021	TV-MA	1 Season	Crime TV	To protect his family from a powerful drug lord, skilled thief Mehdi and his expert te														
5	s4	TV Show	Jailbirds New Orleans				2021	TV-MA	1 Season	Docuseries	Feuds, flirtations and toilet talk go down among the incarcerated women at the Orleans														
6	s5	TV Show	Kota Factory		Mayur Mehta	India	2021	TV-MA	2 Seasons	International	In a city of coaching centers known to train India's finest collegiate minds, an ear														
7	s6	TV Show	Midnight in Miami		Mike Flanck, Kate Siegel, Zach Gilford		2021	TV-MA	1 Season	TV Drama	The arrival of a charismatic young priest brings glorious miracles, ominous mysterie														
8	s7	Movie	My Little Pony: A New Generation		Robert Cullen, Vanessa Hudgens, Ki		2021	PG	91 min	Children & Equestria	's divided. But a bright-eyed hero believes Earth Ponies, Pegasi and Unicorns														
9	s8	Movie	Sankofa		Haile Geri	Kofi Ghana	United States	1993	TV-MA	125 min	Dramas, Ir	On a photo shoot in Ghana, an American model slips back in time, becomes enslav													
10	s9	TV Show	The Great British Bake Off		Devon Lee, Mel Giedroyc	United Kingdom	2021	TV-14	9 Seasons	British TV	A talented batch of amateur bakers face off in a 10-week competition, whipping up t														
11	s10	Movie	The Starling		Theodore Melissa	United States	2021	PG-13	104 min	Comedies	A woman adjusting to life after a loss contends with a feisty bird that's taken over he														
12	s11	TV Show	Vendetta: Truth, Lies and The Mafia				2021	TV-MA	1 Season	Crime TV	Sicily boasts a bold "Anti-Mafia" coalition. But what happens when those trying to bi														
13	s12	TV Show	Bangkok 8		Kongkiat Komsukiat	Thailand	2021	TV-MA	1 Season	Crime TV	Struggling to earn a living in Bangkok, a man joins an emergency rescue service and r														
14	s13	Movie	Je Suis Kar		Christian S. Luna	Germany	2021	TV-MA	127 min	Dramas, Ir	After most of her family is murdered in a terrorist bombing, a young woman is unkn														
15	s14	Movie	Confession		Bruno Garcia, Clara Castanho, Lucc		2021	TV-PG	91 min	Children &	When the clever but socially-awkward Tet														
16	s15	TV Show	Crime Stories: India		Detectives		2021	TV-MA	1 Season	British TV	Cameras following Bengaluru police on the job offer a rare glimpse into the complex														
17	s16	TV Show	Dear White People		Logan Browder	United States	2021	TV-MA	4 Seasons	TV Comedy	Students of color navigate the daily slights and slippery politics of life at an Ivy Leagu														
18	s17	Movie	Europe's End		Pedro de Alc��ntara, Garc��a, Pablo		2020	TV-MA	67 min	Documentary	Declassified documents reveal the post-WWII life of Otto Skorzeny, a close Hitler ally														
19	s18	TV Show	Falsa identidad		Luis Ernesto	Mexico	2020	TV-MA	2 Seasons	Crime TV	Strangers Diego and Isabel flee their home in Mexico and pretend to be a married co														
20	s19	Movie	Intrusion		Adam Salk, Freida Pinto, Logan L		2021	TV-14	94 min	Thrillers	After a deadly home invasion at a couple's new dream house, the traumatized w														
21	s20	TV Show	Jaguar		Blanca S��nchez, Iv��n		2021	TV-MA	1 Season	International	In the 1960s, a Holocaust survivor joins a group of self-trained spies who seek justice														

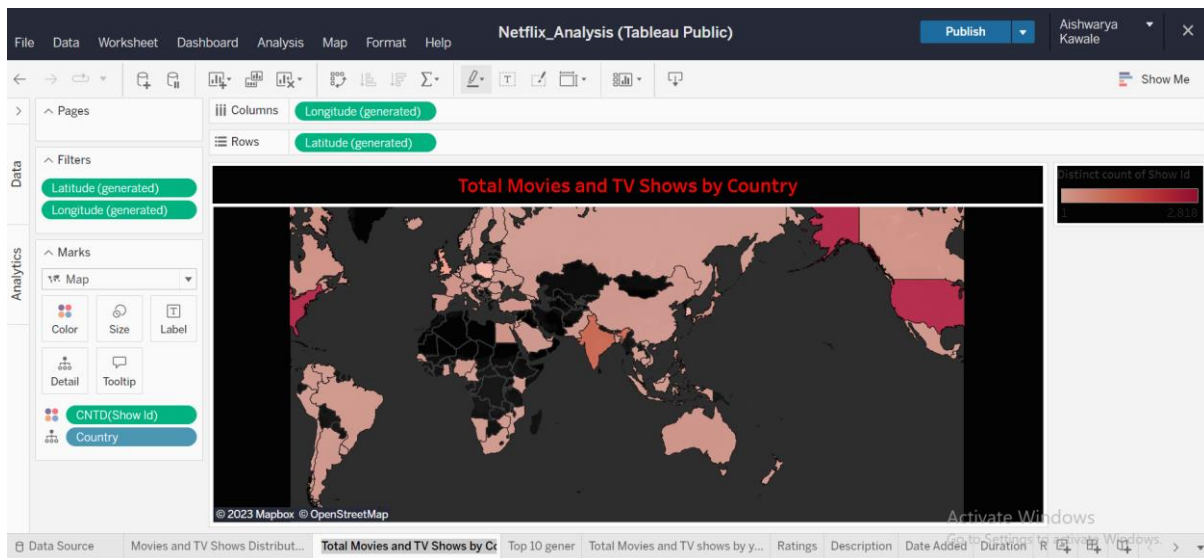
Step 1 : Visualize data with different attribute

Visualization:

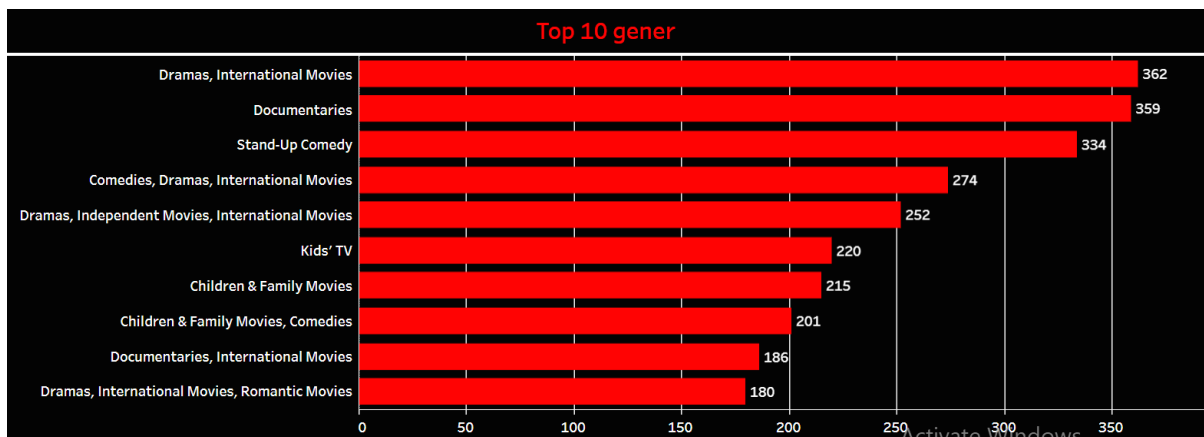
1. Movies and TV Shows Distribution



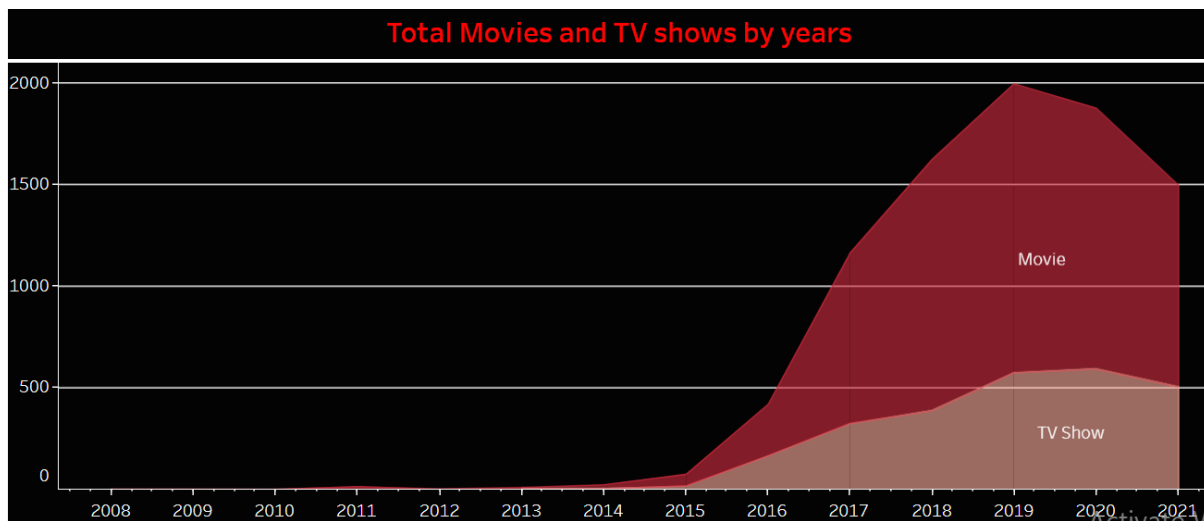
2. Total Movies and TV Shows by Country



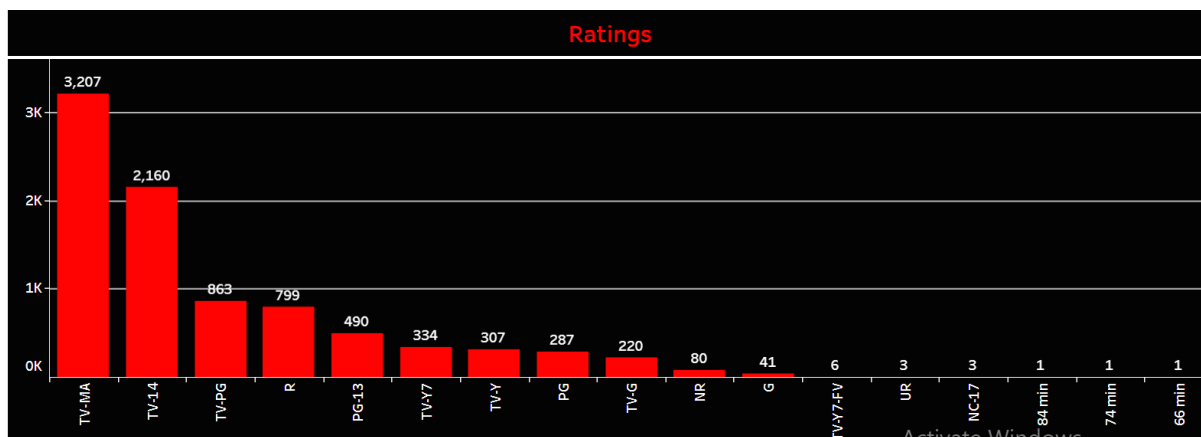
3. Top 10 gener:



4. Total Movies and TV shows by years



5. Ratings



6. Description

Description	Type
Yijuan and her mentally ill sister Kaiqi struggle to be happy in the face of misfortune, criminal intrigue, marital strife, an exorcism and a ghost.	TV Show
	Title
	A House of Blocks

7. Date Added

Date Added	Type	Title
2017	TV Show	A House of Blocks

Activate Windows

8. Duration

Duration	Type	Title
1 Season	TV Show	A House of Blocks

Activate Windows

9. Rating

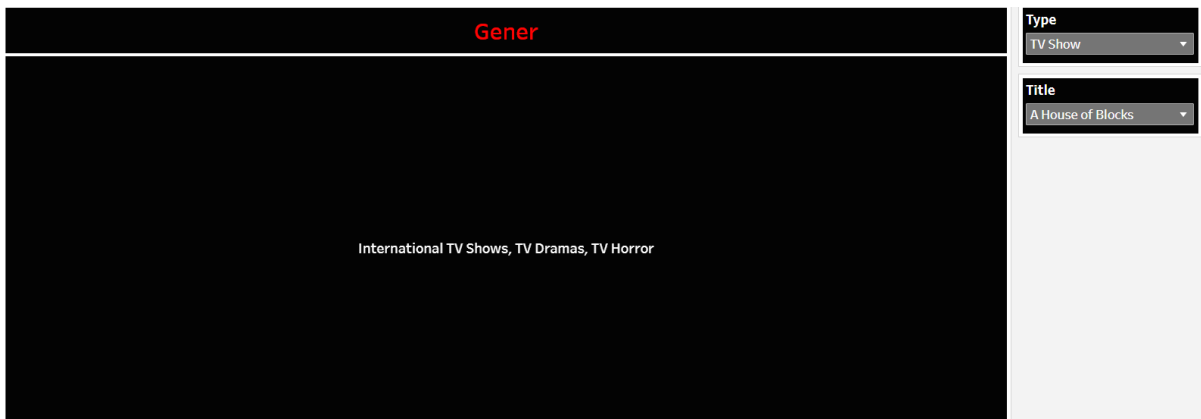
Rating	Type	Title
TV-PG	TV Show	A House of Blocks

Activate Windows

10. Release Year



11. Gener



Step 2: Apply filter to selected sheets

Netfix_Analysis (Tableau Public)

File Data Worksheet Dashboard Analysis Map Format Help

Publish

Aishwarya Kawale

Show Me

Columns

Rows

Filters

Type: TV Show

Title: A House of Blo...

Marks

Automatic

Color Size Text

Detail Tooltip

Listed In

Gener

International TV Shows, TV Dramas, TV Horror

Selected Worksheets...

Single Value (list)

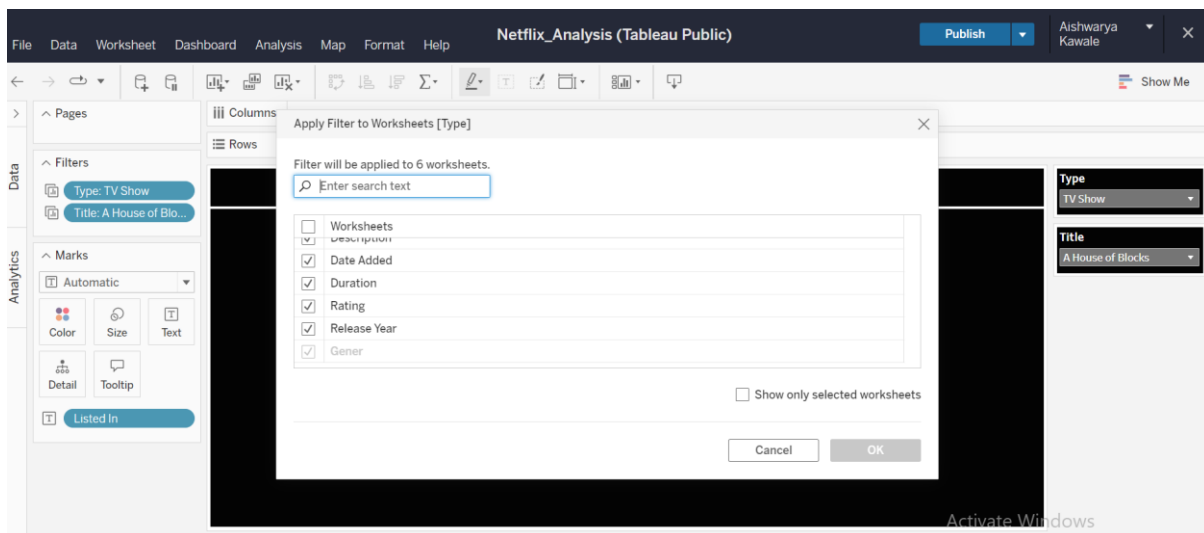
Single Value (dropdown)

Single Value (slider)

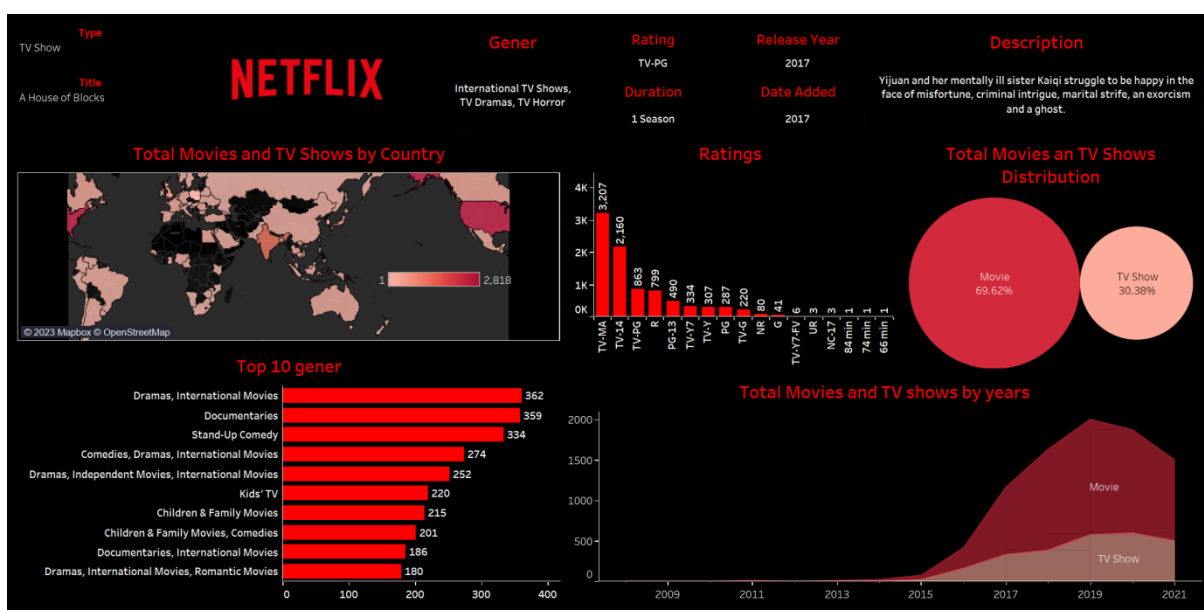
Multiple Values (list)

Multiple Values (dropdown)

Multiple Values (custom list)



Step 3: Create Dashboard



Amazon Data analysis:

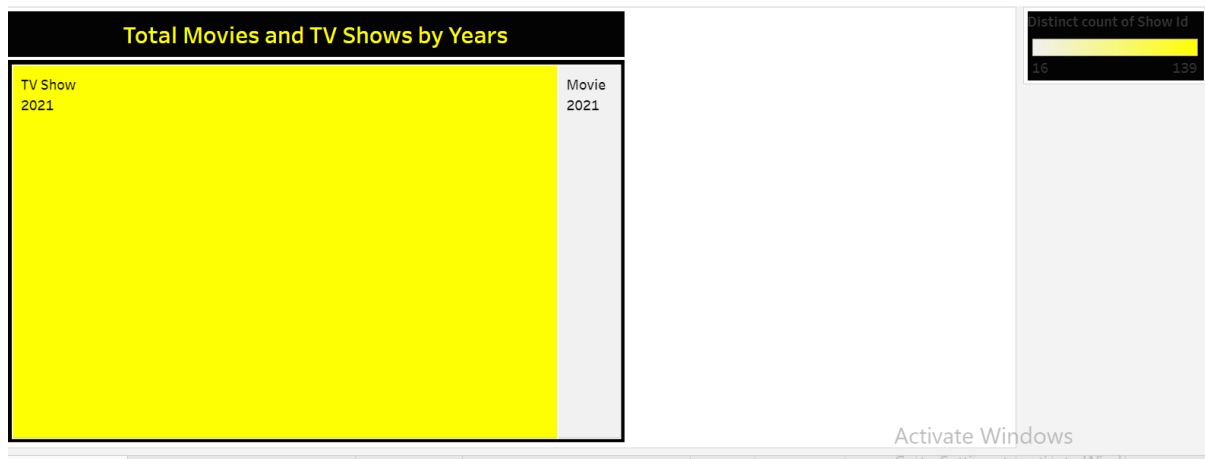
Amazon data set:

show_id	type	title	director	cast	country	date_added	release_year	rating	duration	listed_in	description
s1	Movie	The Grand Don McKee	Brendan C	Canada	#####	2014	113 min			Comedy, F	A small fishing village must procure a local doctor to secure a lucrative business c
s2	Movie	Take Care	Girish Josi	Maahesh N	India	#####	2018	13+	110 min	Drama, In	A Metro Family decides to fight a Cyber Criminal threatening their stability and p
s3	Movie	Secrets of Josh Webl	Tom Sizen	United Sta	#####	2017	74 min			Action, Dr	After a man discovers his wife is cheating on him with a neighborhood kid he goe
s4	Movie	Pink: Stay!	Sonia And Interviews	United Sta	#####	2014	69 min			Document	Pink breaks the mold once again, bringing her career to a new level in 2013 with
s5	Movie	Monster	h Giles Fost	Harry Dea	United Kin	#####	1989	45 min		Drama, Fa	Teenage Matt Banting wants to work with a famous but eccentric creature/speci
s6	Movie	Living Witl	Paul Weils	Gregory C	United Kin	#####	1989	52 min		Fantasy, K	The story unfolds in a an English seaside town, where Dom, an only child, faces t
s7	Movie	Hired Gun	Fran Strin	Alice Coop	United Sta	#####	2017	98 min		Document	They are the "First Call, A-list" musicians, just 20 feet from stardom, yet rarely rec
s8	Movie	Grease Liv	Thomas K	Julianne H	United Sta	#####	2016	131 min		Comedy	This honest, uncompromising comedy chronicles the war stories and sexual misa
s9	Movie	Global Me	Daniel Gill	Michael P	Canada	#####	2017	87 min		Action, Sci	A helicopter pilot and an environmental scientist lead a exodus of survivors in a
s10	Movie	David's M	Robert All	Kirstie Alle	United Sta	1-Apr-21	1994	92 min		Drama	Sally Goodson is a devoted mother to her autistic son David. Abandoned by her l
s11	Movie	Forest Fair	Justin G. C	Emily Wilc	Canada	4-Apr-21	2016	88 min		Adventure	Amanda stumbles upon a hidden village of fairies in the forest. They help her th
s12	Movie	Take Care	Liz Tuccill	Leslie Bibb	United Sta	#####	2014	93 min		Comedy	When a car crash leaves Frannie immobilized, she is brushed off by everyone she
s13	Movie	The Night	Dominiqu	Anders Da	France	#####	2018	94 min		Horror, Su	After waking up in an apartment the night after a raging party, Sam comes face t
s14	Movie	Resilencia	Jep Barcel	Rafinha A	Spain	#####	2020	46 min		Document	The documentary follows the midfielder's everyday life for six months. It's
s15	Movie	Elon Musk	Sonia And	Elon Musk	United Kin	2-May-21	2018	74 min		Document	Discover the meteoric rise of Elon Musk, the man who is transforming the way w
s16	Movie	Summer '03	Becca Gle	Joey King,	United Sta	3-Jun-21	2019	96 min		Comedy, C	Summer '03 is the hilarious story of 16-year-old Jamie and her family, who are st
s17	Movie	Zoomies	Glenn Mill	Marcus Anderson,	Kaiwi Lyman		2016	13+	87 min	Horror, Sc	When a strange virus quickly spreads through a safari park and turns all the zoo
s18	TV Show	Zoo Babies	Narrator -	Gillian Barlett			2008	ALL	1 Season	Kids, Speci	A heart warming and inspiring series that welcomes the arrival of new members
s19	TV Show	Zo	Coomb	Marr			2020	18+	1 Season	Comedy, T	Coomb

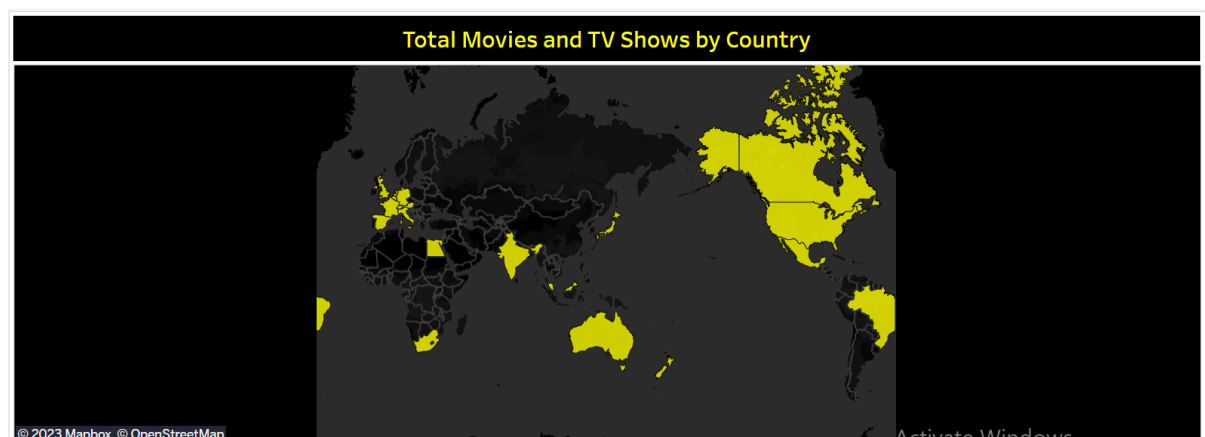
Step 1 : Visualize data with different attribute

Visualization:

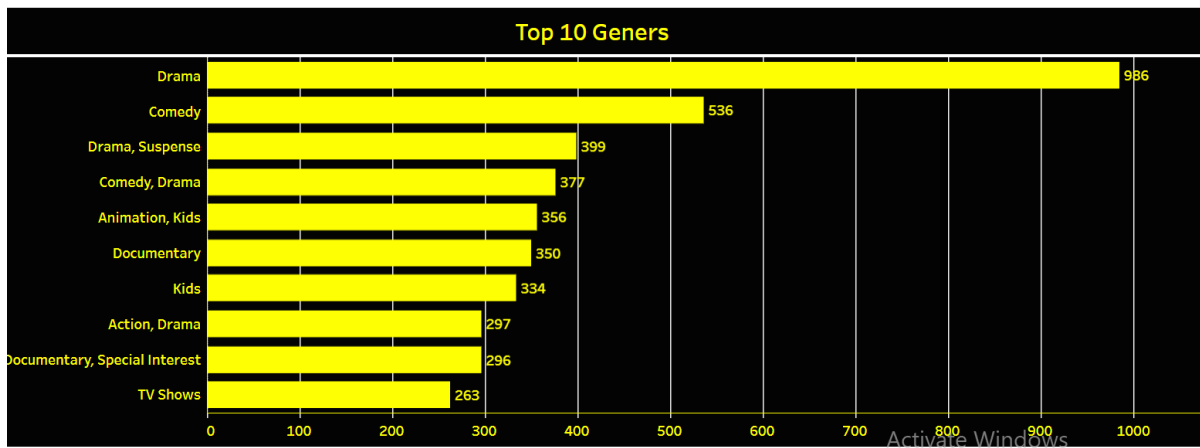
1. Total Movies and TV Shows by Years



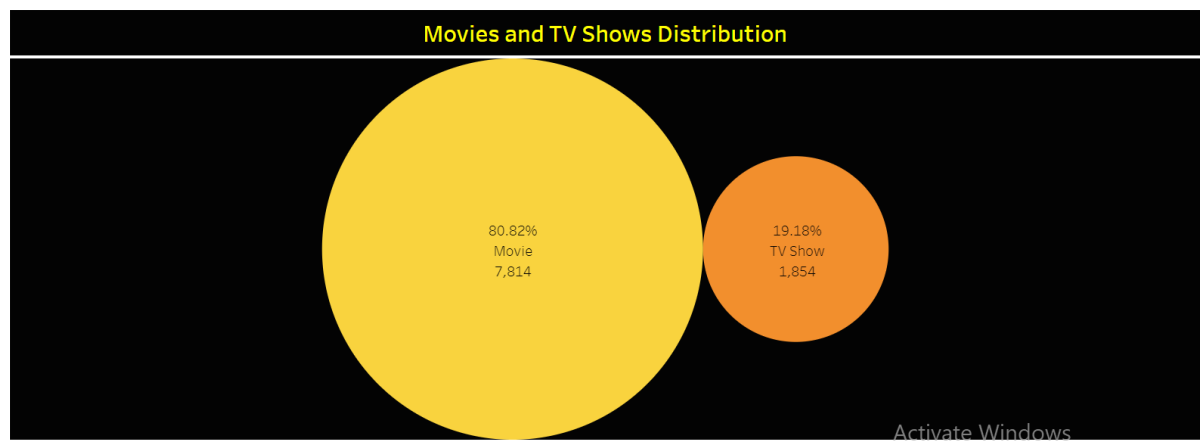
2. Total Movies and TV Shows by Country



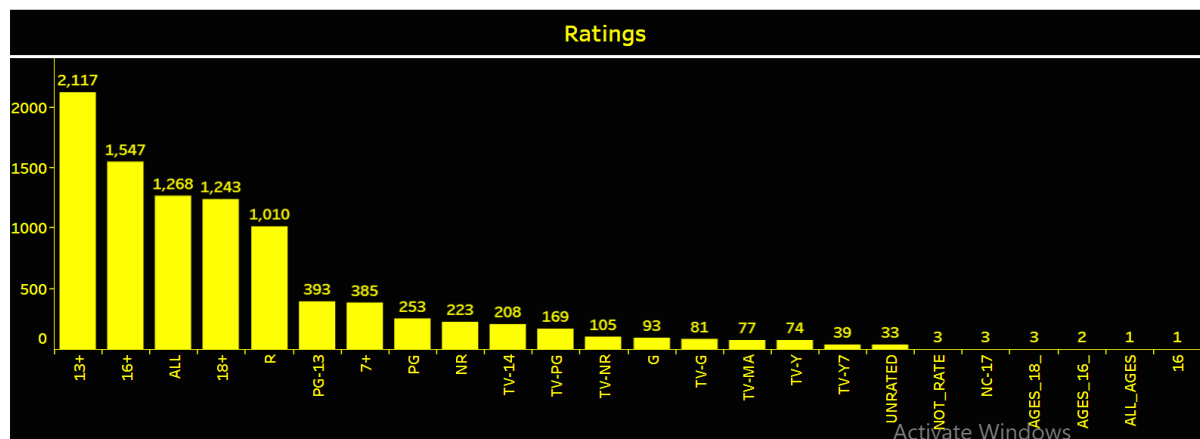
3. Top 10 Geners



4. Movies and TV Shows Distribution



5. Ratings



6. Description

Description	Type
<p>"A strange death of a beautiful coffee shop manager in skyscraper, involving multiple criminal suspect in the community: the property committee, agents, middle-class elites, novelist, white-collar worker...Showing good and evil in the building,and insinuate the urban world.</p>	TV Show
	<p>Title</p> <p>A Murderous Affair in H...</p>

7. Duration

Duration	Type
<p>1 Season</p>	TV Show
	<p>A Murderous Affair in ...</p>

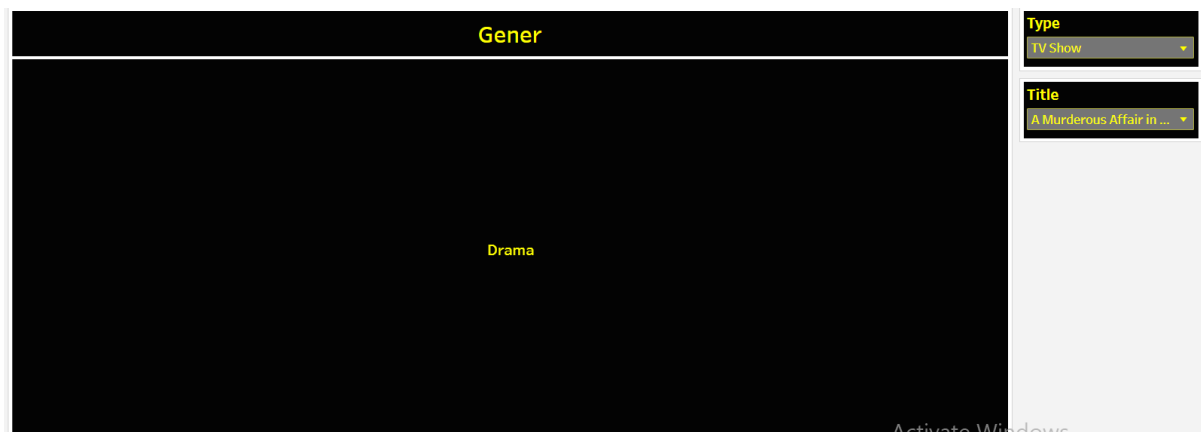
8. Rating

Rating	Type
<p>13+</p>	TV Show
	<p>Title</p> <p>A Murderous Affair in H...</p>

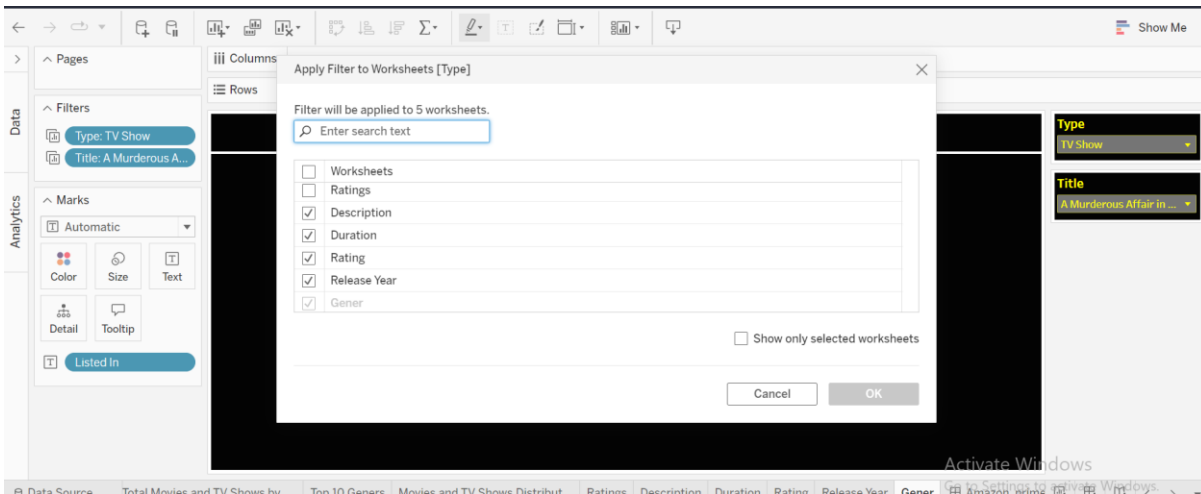
9. Release Year



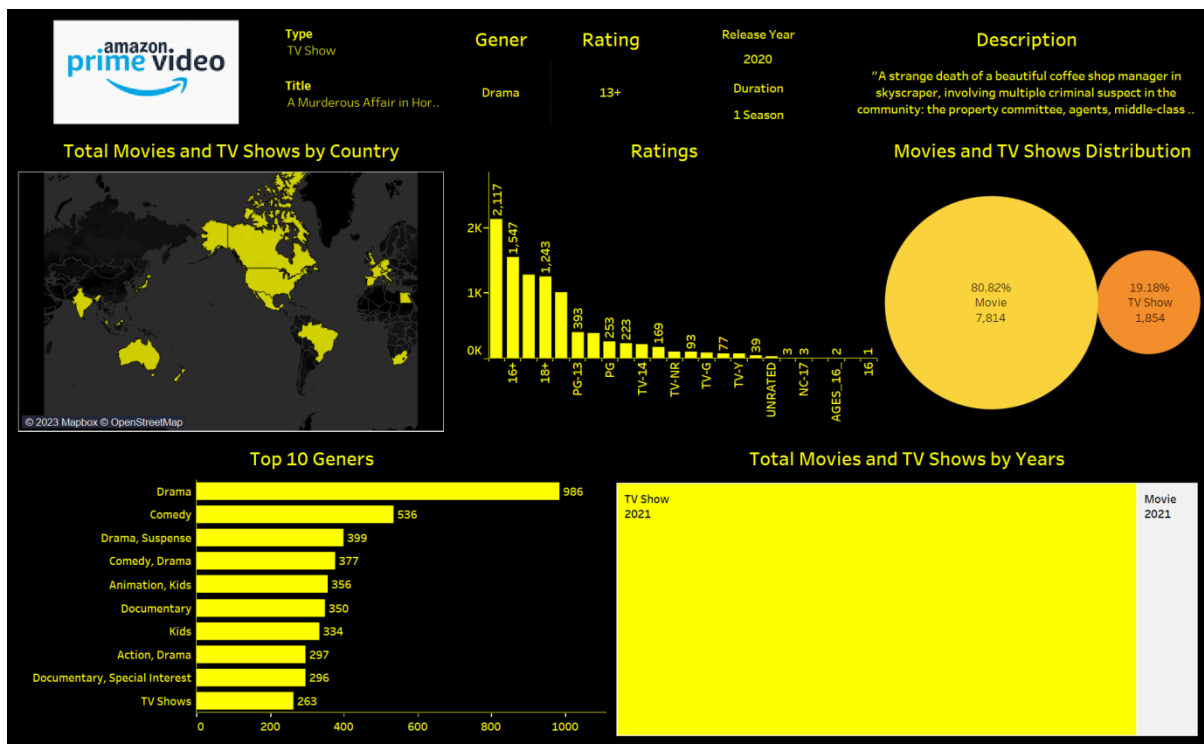
10. Gener



Step 2: Apply filter to selected sheets



Step3: Create Dashboard



Total Movies and TV Shows by Country



Ratings



Movies and TV Shows Distribution



Top 10 Geners



Total Movies and TV Shows by Years



Disney + Hotstar Data analysis:

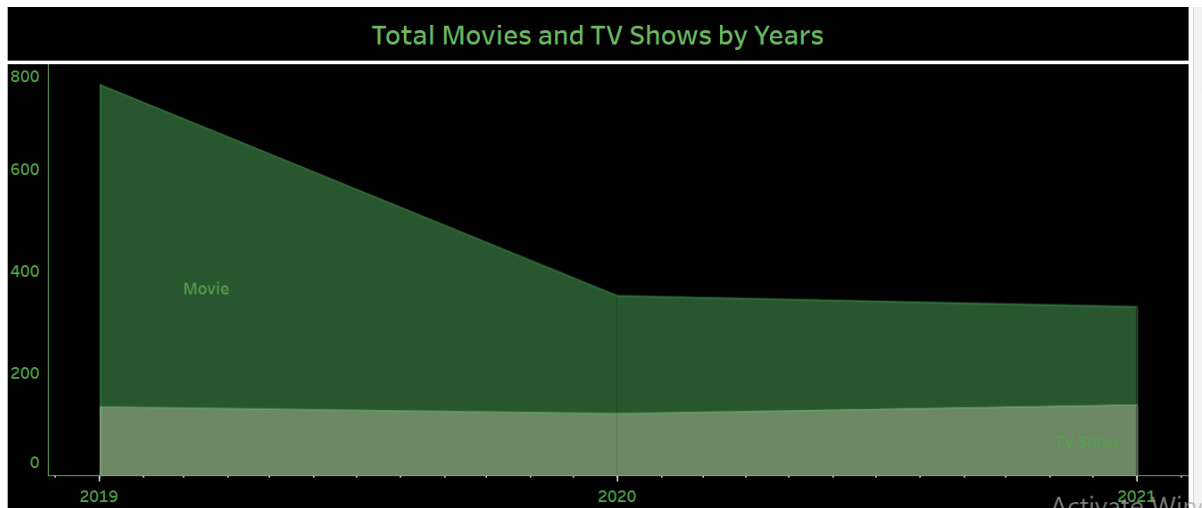
Disney + Hotstar data set:

show_id	type	title	director	cast	country	date_added	release_year	rating	duration	listed_in	description
s1	Movie	Duck the Hood	Alonso Ram	Chris Diamantopoul	United States	2016	TV-G		23 min	Animation	Join Mickey and the gang as they duck the halls!
s2	Movie	Ernest Saves Christmas	John Cher	Jim Varney, Noelle Paulsen	United States	1988	PG		91 min	Comedy	Santa Claus passes his magic bag to a new St. Nic.
s3	Movie	Ice Age: A Mammoth Christmas	Karen Disher	Raymond O'Neil	United States	2011	TV-G		23 min	Animation	Sid the Sloth is on Santa's naughty list.
s4	Movie	The Queen of Hearts	Hamish Hamilton	Darren Criss, Adam Lambert	United States	2021	TV-PG		41 min	Musical	This is real life, not just fantasy!
s5	TV Show	The Beatles: Get Back	John Lennon, Paul McCartney		United States	2021			1 Season	Docuseries	A three-part documentary from Peter Jackson capturing a moment in music history.
s6	Movie	Becoming	Liz Garbus	Jacques-Yves Cousteau	United States	2021	PG-13		94 min	Biography	An inside look at the legendary life of adventurer Jacques-Yves Cousteau.
s7	TV Show	Hawkeye	Jeremy Renner	Hailuoguo	United States	2021	TV-14		1 Season	Action-Adventure	Clint Barton/Hawkeye must team up with skilled archer Kate Bishop to unravel the truth about his past.
s8	TV Show	Port Protection	Alaska	Gary Mueller	United States	2015	TV-14		2 Seasons	Docuseries	Residents of Port Protection must combat volatile conditions to survive and thrive.
s9	TV Show	Secrets of the Zoo	Ti. Dr. Ray Ba	United States	2019	TV-PG			2 Seasons	Animals & Nature	A day in the life at ZooTampa is anything but ordinary. It's extraordinary!
s10	Movie	A Muppet Christmas Carol	Kirk R. Thatcher	Steve Whitely	United States	2008	G		45 min	Comedy, Family	Celebrate the holiday season with all your favorite Muppets.
s11	Movie	Adventure	John Gleason	Don Hahn, Kathryn B	United States	2020	TV-PG		59 min	Documentary	Explore the treasures and rich history of the Walt Disney Archives.
s12	Movie	Puppy for Hanukkah			United States	2020	TV-G		4 min	Comedy, Family	Check out Daveed Diggs' official music video "Puppy for Hanukkah!"
s13	Movie	The Pixar Presents	Leslie Iwerks	Stacy Keach	United States	2007	G		91 min	Documentary	A groundbreaking company forever changes the face of filmmaking.
s14	TV Show	Dr. Oakley	Yukon V	Dr. Michel	United States	2013	TV-PG		10 Season	Action-Adventure	Meet Dr. Michelle Oakley, vet to pretty much everything that moves in the rural West.
s15	Movie	America the Beautiful	Michael B. Jordan		United States	2021	TV-PG		2 min	Animals & Nature	Grand portrait of the land across four regions on the most extreme continent.
s16	Movie	Baymax!			United States	2021	TV-G		1 min	Animation	Baymax! premieres on Disney+ summer 2022.
s17	Movie	Ciao Alberto	Al McKenna	Jack Dylan Grazer, Mia Jenne	United States	2021	TV-PG		8 min	Animation	Fun-loving sea monster Alberto whole-heartedly wants to prove himself to his friends.
s18	TV Show	Disney Fancy Nancy			United States	2018	TV-PG		3 Seasons	Animation	Nancy makes every day extraordinary!

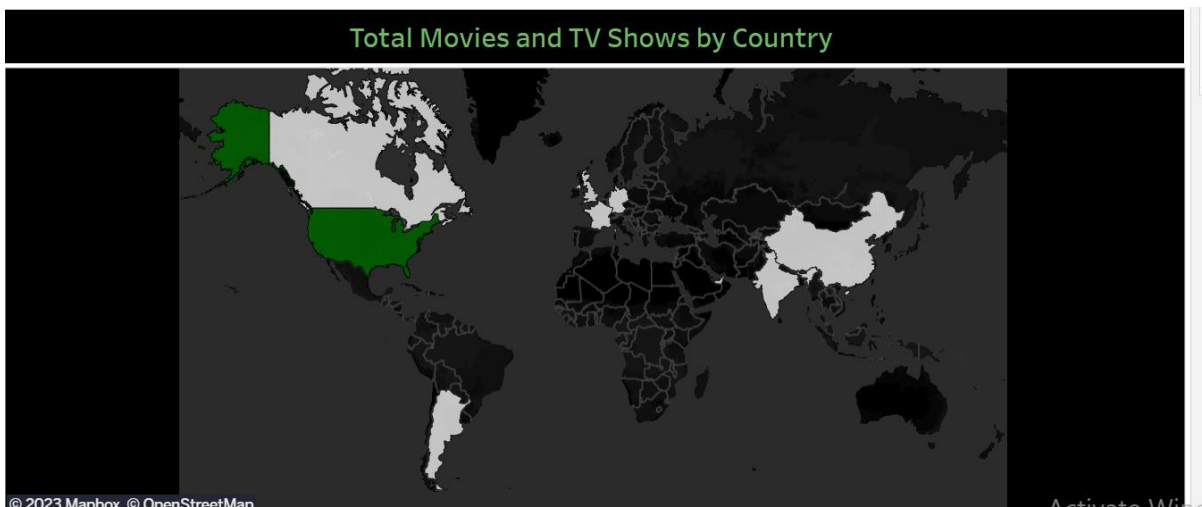
Step 1 : Visualize data with different attribute

Visualization:

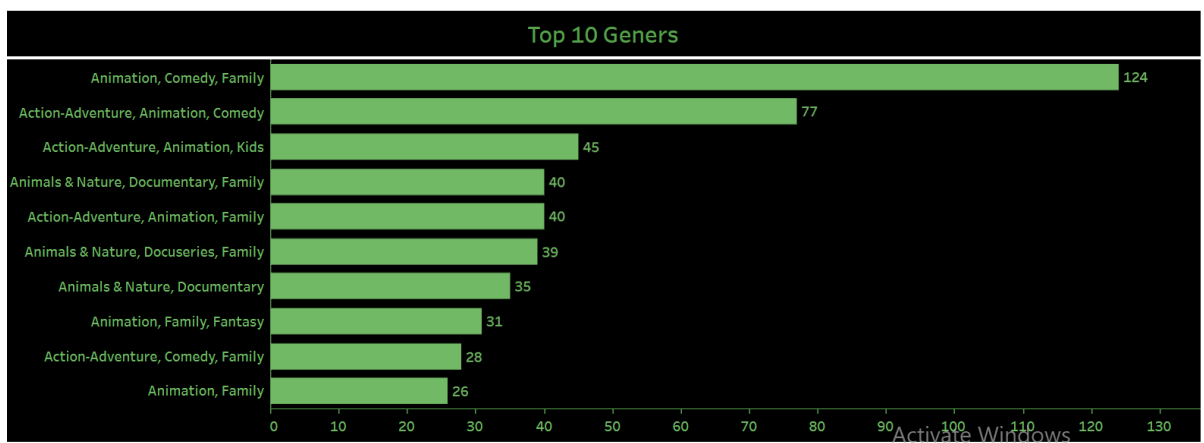
1. Total Movies and TV Shows by Years



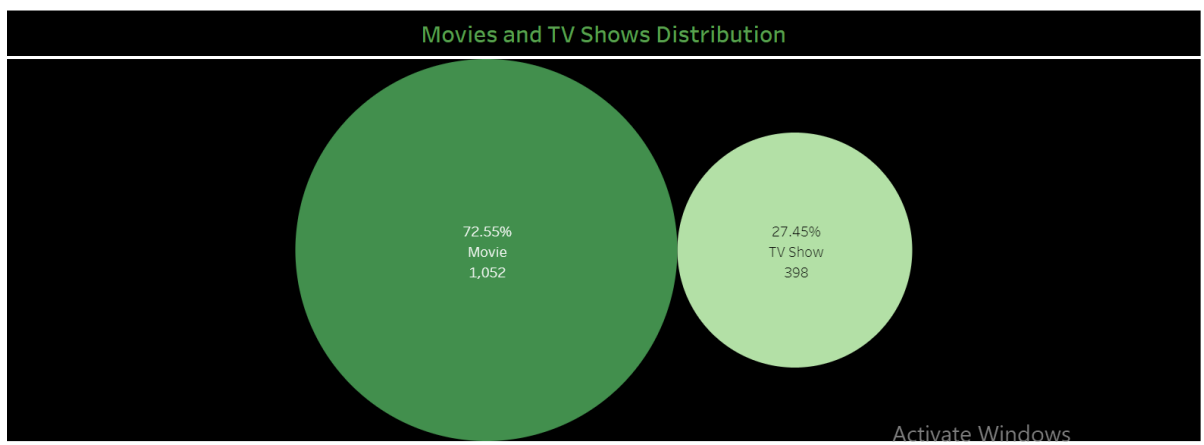
2. Total Movies and TV Shows by Country



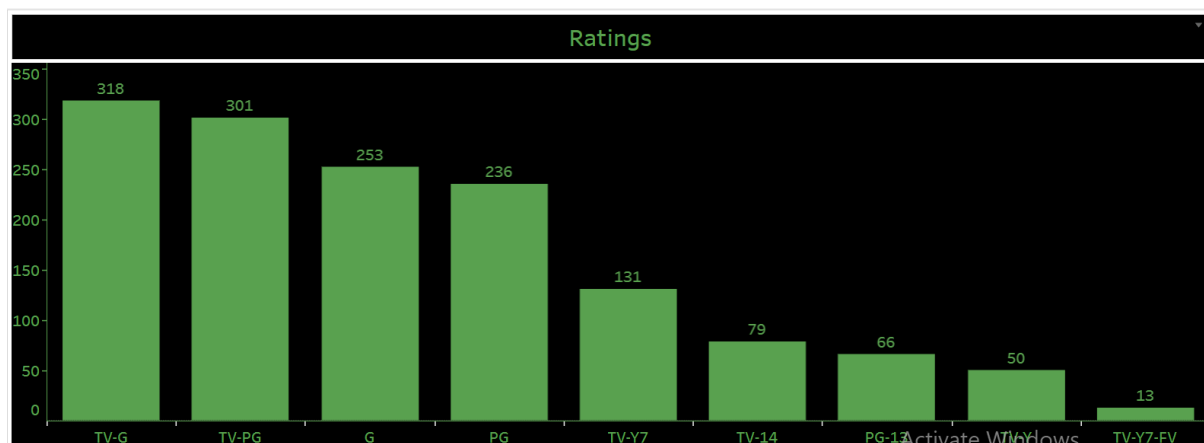
3. Top 10 Geners



4. Movies and TV Shows Distribution



5. Ratings



6. Description

Description
Conservation heroes rescue and rehabilitate the wild animals of America's last frontier.

7. Duration

Duration
2 Seasons

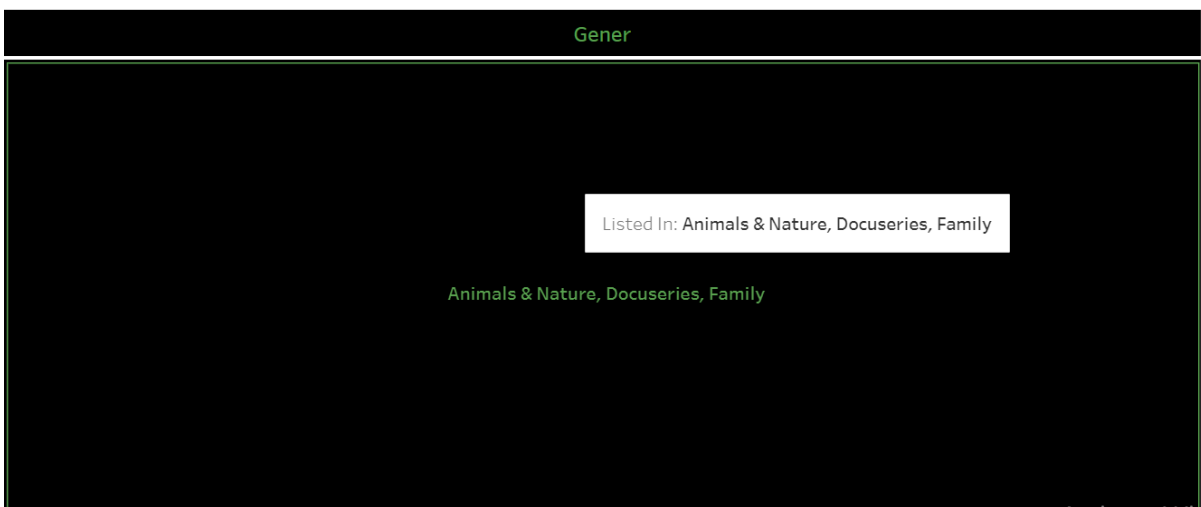
8. Rating

Rating
TV-PG

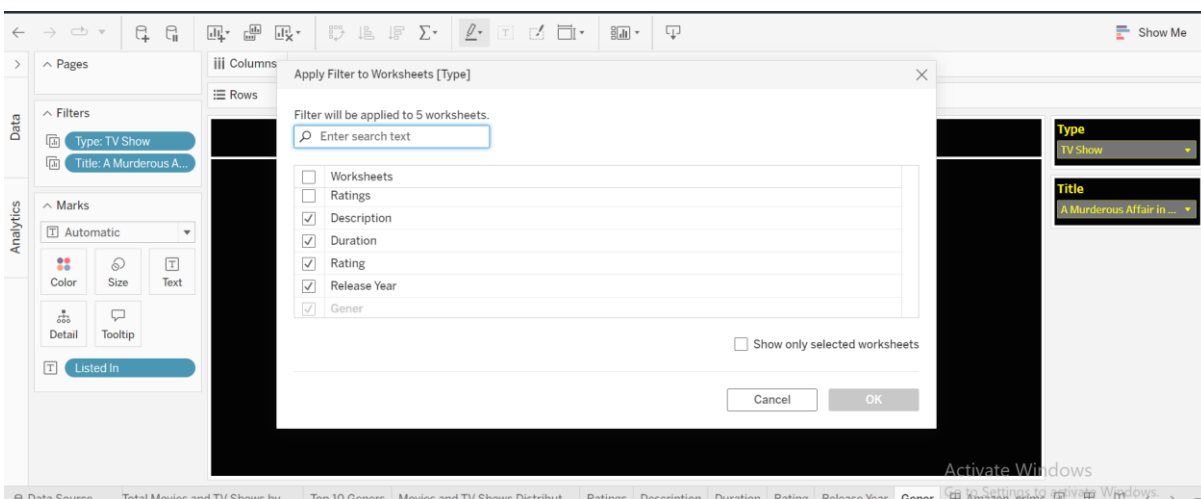
9. Release Year



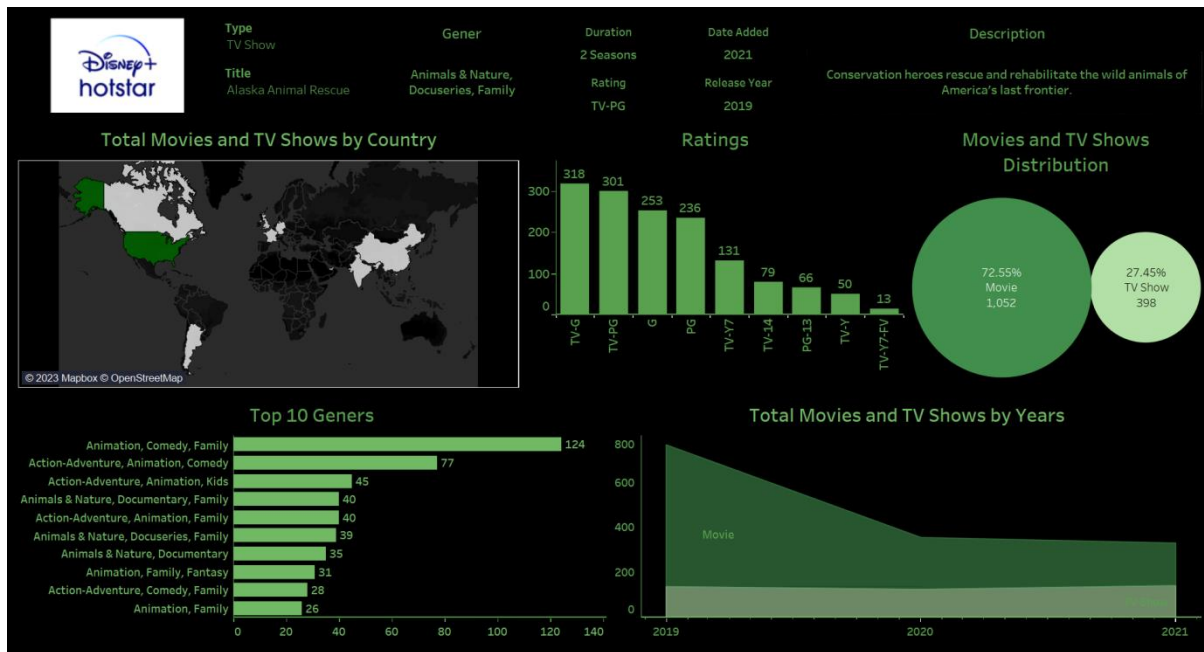
10. Gener



Step 2: Apply filter to selected sheets



Step3: Create Dashboard



CREATE TABLEAU PUBLIC ACCOUNT AND EXPORT DASHBOARDS:

The screenshot displays the Tableau Public profile page for Aishwarya Kawale. The browser address bar shows the URL `public.tableau.com/app/profile/aishwarya.kawale`. The page header includes the Tableau Public logo, navigation links for 'Create' and 'Resources', and a search icon. A blue banner at the top contains the text 'New to Tableau Public? Read our step-by-step guide to getting started on your own data visualization journey.' and a 'Customize Banner' button. Below the banner is a large profile picture placeholder and the name 'Aishwarya Kawale'. An 'Edit Profile' button is located below the name. The navigation tabs include 'Vizzes' (with a count of 3), 'Favorites' (0), 'Following' (0), and 'Followers' (0). A 'Create a Viz' button is positioned on the right. The main content area shows three dashboard thumbnails: 'Disney_plus_hotstar_Analysis', 'Amazon_prime_Analysis', and 'Netflix_Analysis', each by Aishwarya Kawale. Each thumbnail includes a star icon, an eye icon with a count (26, 32, and 97 respectively), and a three-dot menu icon. A watermark 'Activate Windows Go to Settings to activate Windows.' is visible in the bottom right corner.

public.tableau.com/app/profile/aishwarya.kawale

salesforce

tableau public Create Resources

New to Tableau Public? Read our step-by-step guide to getting started on your own data visualization journey.

Customize Banner

Aishwarya Kawale

Edit Profile

Vizzes 3 Favorites 0 Following 0 Followers 0

Create a Viz

Activate Windows
Go to Settings to activate Windows.

Edit Profile

Vizzes 3 Favorites 0 Following 0 Followers 0

Create a Viz

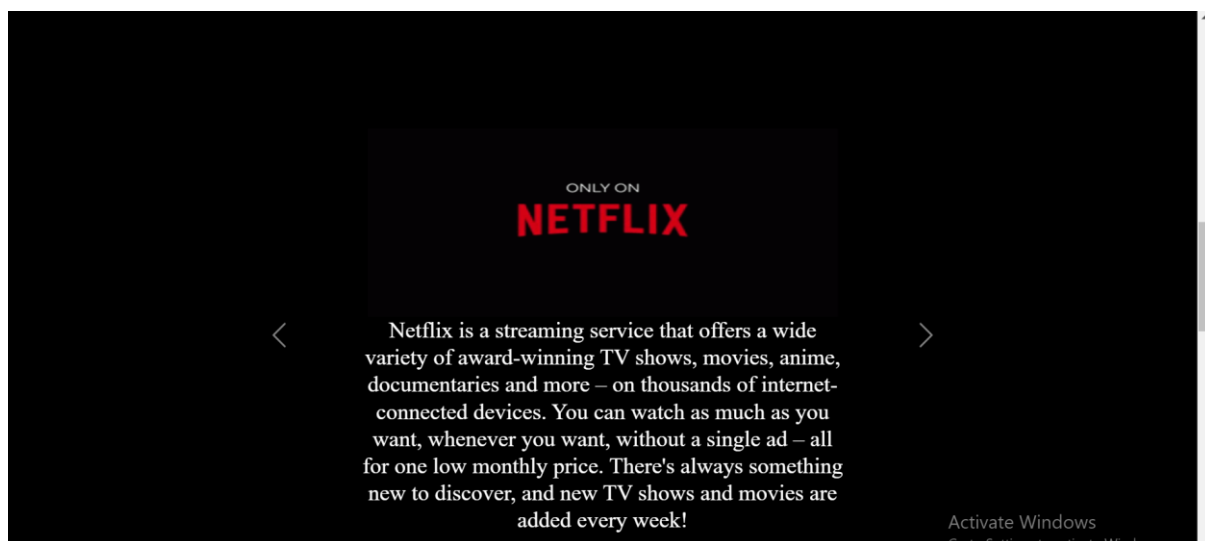
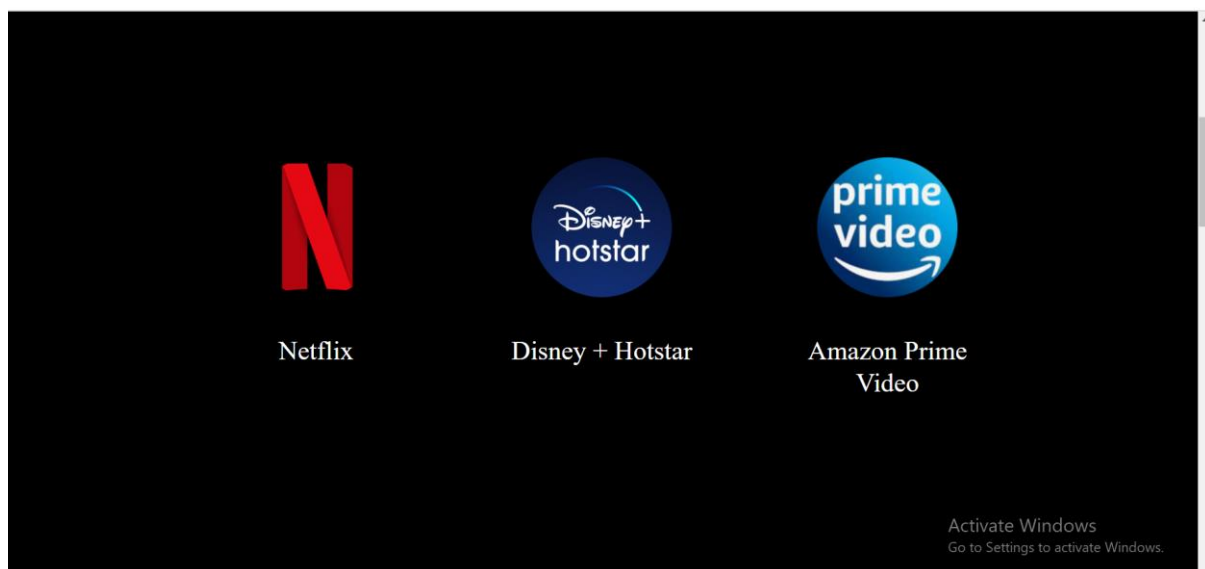
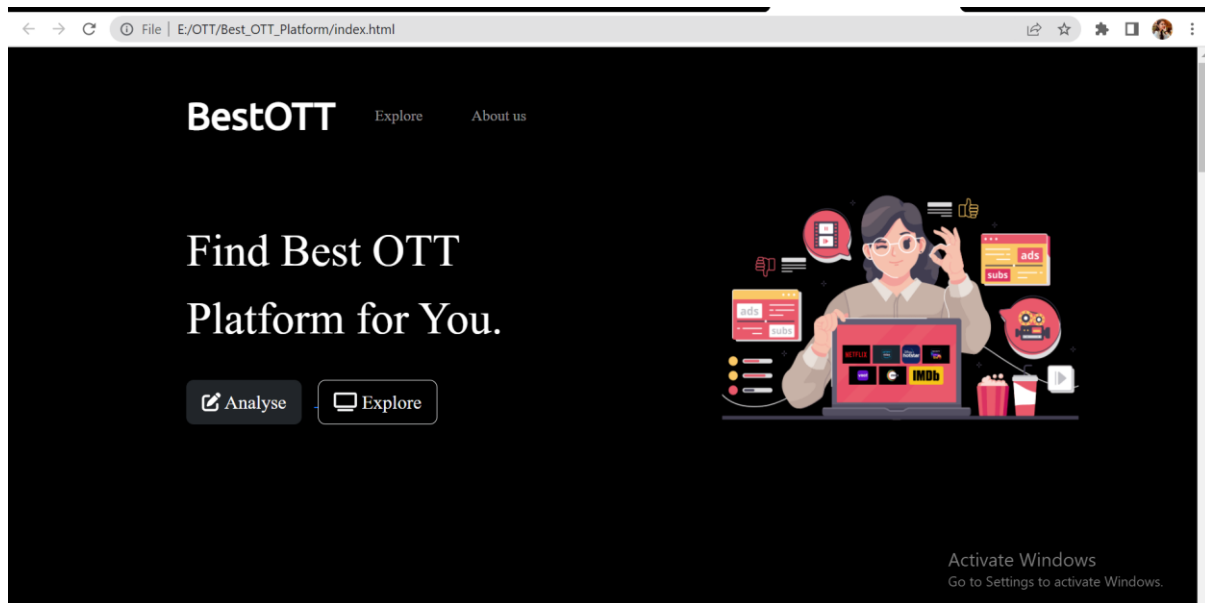
Disney_plus_hotstar_Analysis
Aishwarya Kawale
☆ 0 👁 26

Amazon_prime_Analysis
Aishwarya Kawale
☆ 0 👁 32

Netflix_Analysis
Aishwarya Kawale
☆ 0 👁 97

Activate Windows
Go to Settings to activate Windows.

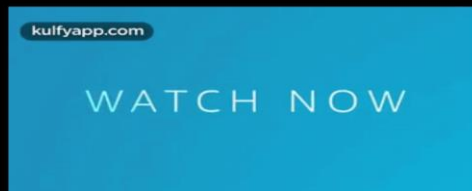
CREATE FRONTEND FOR YOUR VISUALIZATION:





Disney+ Hotstar (also known as Hotstar) is an Indian subscription video on-demand over-the-top streaming service owned by Novi Digital Entertainment of Disney Star and operated by Disney Entertainment, both divisions of The Walt Disney Company, featuring domestic Indian film, television and sport content for India itself and its worldwide diaspora. It also includes imported content and serves Southeast Asia as well.

Activate Windows
Go to Settings to activate Windows.



Amazon Prime Video, also known simply as Prime Video, is an American subscription video on-demand over-the-top streaming and rental service of Amazon offered as a standalone service or as part of Amazon's Prime subscription. The service primarily distributes films and television series produced by Amazon Studios and MGM Holdings or licensed to Amazon, as Amazon Originals, with the service also hosting content from other providers, content add-ons, live sporting events, and video rental and purchasing

Activate Windows
Go to Settings to activate Windows.

Let's Analyse and Choose best service for you!

Netflix



Analyse

Disney + Hotstar



Analyse

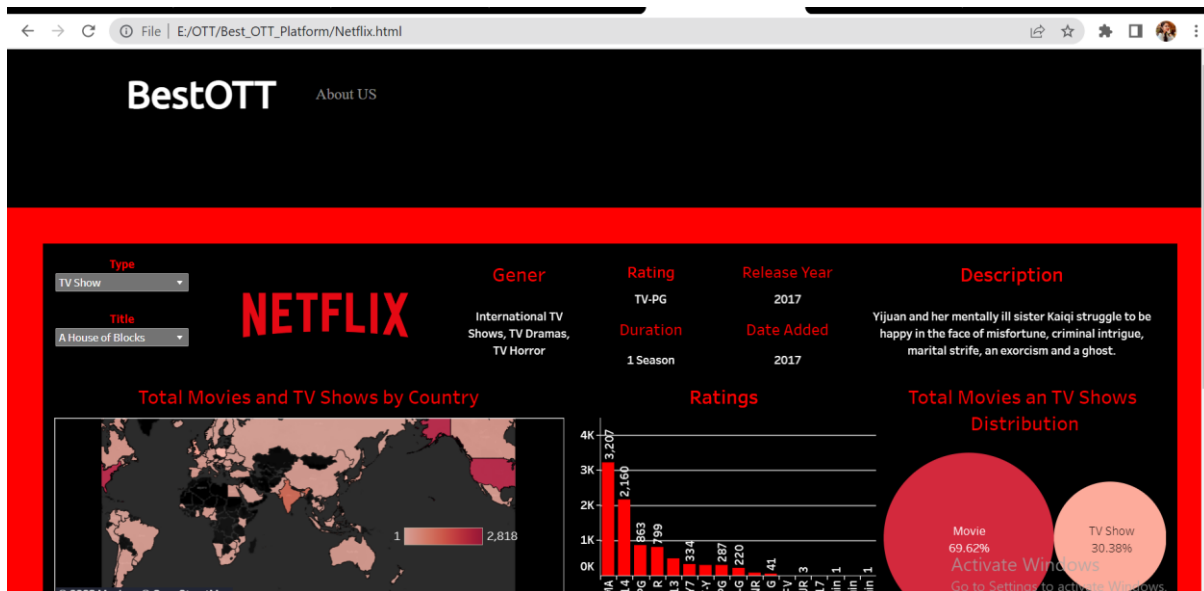
Amazon Prime Video



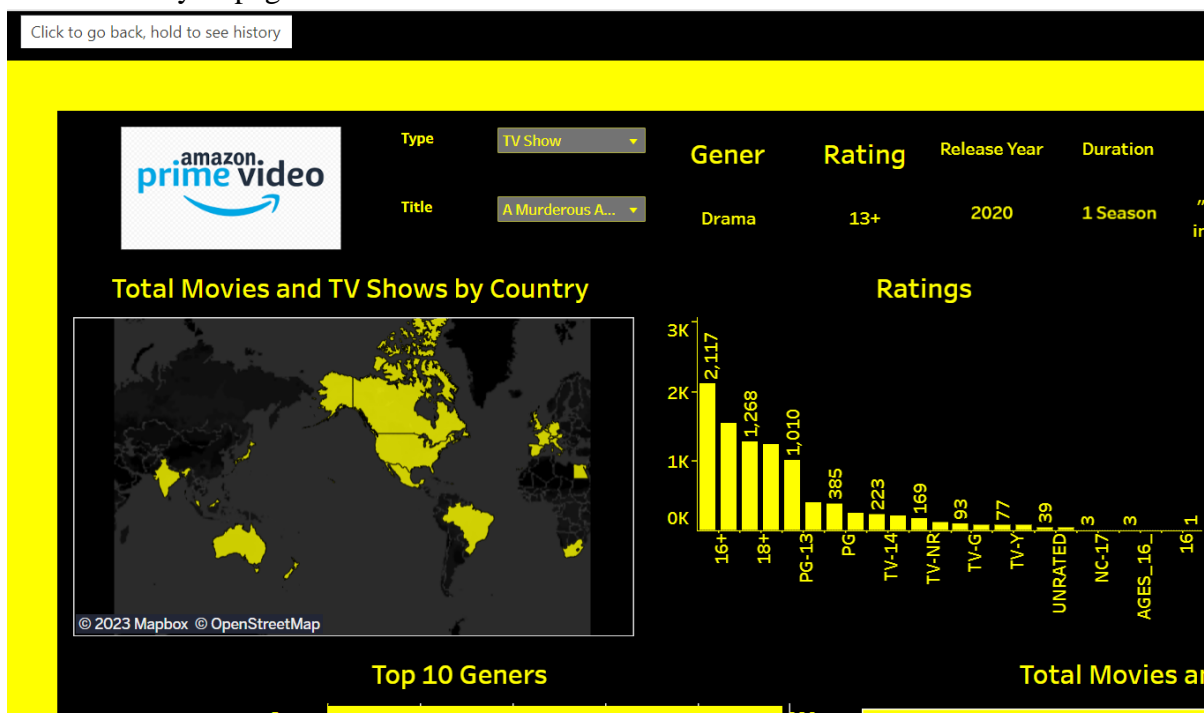
Analyse

Activate Windows
Go to Settings to activate Windows.

Netflix analysis page:



Amazon analysis page:



Disney Analysis page:



Index code:

```
<!DOCTYPE html>
<html>

<head>
  <meta charset="utf-8">
  <title>BestOTT</title>

  <!-- font style-->
  <link
href="https://fonts.googleapis.com/css2?family=Montserrat&family=Ubuntu&display=swap"
  rel="stylesheet">
  <link href="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-alpha1/dist/css/bootstrap.min.css" rel="stylesheet"
    integrity="sha384-
GLhlTQ8iRABdZLl6O3oVMWSktQOp6b7In1Zl13/Jr59b6EGGoI1aFkw7cmDA6j6gD"
crossorigin="anonymous">

  <!-- BOOTSRAP LINK-->
  <script src="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-alpha1/dist/js/bootstrap.bundle.min.js"
    integrity="sha384-
w76AqPfDkMBDXo30jS1SgeZ6pr3x5MlQ1ZAGC+nuZB+EYdgRZgiwxhTBTkF7CXvN"
    crossorigin="anonymous"></script>

  <!-- font Awesome-->
  <script src="https://example.com/fontawesome/v6.2.1/js/fontawesome.js" data-
auto-replace-svg="nest"></script>
  <script src="https://example.com/fontawesome/v6.2.1/js/solid.js"></script>
  <script src="https://example.com/fontawesome/v6.2.1/js/brands.js"></script>

  <script src="https://use.fontawesome.com/releases/v6.2.1/js/all.js" data-auto-
replace-svg="nest"></script>

  <link rel="stylesheet" href="css/styles.css">
</head>

<body>

<section id="title">
```

```

<!-- Nav Bar -->
<div class="container-fluid">
  <nav class="navbar navbar-expand-lg navbar-dark">
    <a class="navbar-brand" href="">BestOTT</a>
    <button class="navbar-toggler" type="button" data-toggle="collapse"
data-target="#navbarSupportedContent"
    aria-controls="navbarSupportedContent" aria-expanded="false"
aria-label="Toggle navigation">
      <span class="navbar-toggler-icon"></span>
    </button>
    <div class="collapse navbar-collapse" id="navbarSupportedContent">

      <ul class="navbar-nav ml-auto">
        <li class="nav-item">
          <a class="nav-link" href="#testimonials">Explore</a>
        </li>
        <li class="nav-item">
          <a class="nav-link" href="#pricing">About us</a>
        </li>
      </ul>

    </div>
  </nav>
</div>

<!-- Title -->

<div class="row">

  <div class="col-lg-6">
    <h1>Find Best OTT Platform for You.</h1>
    <a href="#pricing">
      <button type="button" class="btn btn-dark btn-lg download-
button"><i
        class="fa-solid fa-pen-to-square"></i>
        Analyse
      </button>
    </a>
    <a href="#testimonials">
      <button type="button" class="btn btn-outline-light btn-lg
download-button"><i
        class="fa-solid fa-tv"></i> Explore
      </button>
    </a>
  </div>

  <div class="col-lg-6">
    
  </div>
</div>
</div>
</section>

<!-- Features -->

<section id="features">
  <div class="row">
    <div class="feature-box col-lg-4">
      
      <!-- <i class="icon fa-solid fa-heart fa-4x"></i>-->
      <h3>Netflix</h3>
    </div>
  </div>
</section>

```

```

        <!--<p>So easy to use, even your dog could do it.</p>-->
    </div>
    <div class="feature-box col-lg-4">
        
        <!--<i class="icon fa-solid fa-bullseye fa-4x"></i>-->
        <h3>Disney + Hotstar</h3>
        <!-- <p>We have all the dogs, the greatest dogs.</p>-->
    </div>
    <div class="feature-box col-lg-4">
        
        <!--<i class="icon fa-solid fa-circle-check fa-4x"></i>-->
        <h3>Amazon Prime Video</h3>
        <!-- <p>Find the love of your dog's life or your money back.</p>-->
    </div>
</div>
</section>

<!-- Testimonials -->

<section id="testimonials">

    <div id="carouselExampleControls" class="carousel slide" data-bs-ride="false">
        <div class="carousel-inner">
            <div class="carousel-item active">
                <a href="https://www.netflix.com/in/" target="_blank"></a>
                <h4>Netflix is a streaming service that offers a wide variety of
award-winning TV shows, movies, anime,
                documentaries and more - on thousands of internet-connected
devices.

                You can watch as much as you want, whenever you want, without a
single ad - all for one low monthly
                price. There's always something new to discover, and new TV
shows and movies are added every
                week!</h4>
            </div>
            <div class="carousel-item">
                <a href="https://www.hotstar.com/in" target="_blank"></a>
                <h4>Disney+ Hotstar (also known as Hotstar) is an Indian
subscription video on-demand over-the-top
                streaming service owned by
                Novi Digital Entertainment of Disney Star and operated by Disney
Entertainment,
                both divisions of The Walt Disney Company,
                featuring domestic Indian film, television and sport content for
India itself and its worldwide
                diaspora.
                It also includes imported content and serves Southeast Asia as
well.</h4>
            </div>
            <div class="carousel-item">
                <a
href="https://www.primevideo.com/?ref=dvm_pds_amz_in_as_s_gm_28_mkw_sRNz3EDtN-
dc&mrntrk=pcrid_610141119783_slid__pgrid_84577172528_pgeo_9152165_x__adext__ptid_kwd
-308511887188&gclid=Cj0KCQjww4-
hBhCtARiSAC9gR3avovHow98yhL89EKRjFxFKdfo0tL791QscxM3euFHuCiN_gAV3z-wsaAiupEALw_wcB"
target="_blank">
                
    </a>
    <h4>Amazon Prime Video, also known simply as Prime Video, is an
American subscription video on-demand
    over-the-top streaming
    and rental service of Amazon offered as a standalone service or
as part of Amazon's Prime
    subscription.
    The service primarily distributes films and television series
produced by Amazon Studios and MGM
    Holdings or licensed to Amazon,
    as Amazon Originals, with the service also hosting content from
other providers,
    content add-ons, live sporting events, and video rental and
purchasing services.</h4>
    </div>
</div>
<button class="carousel-control-prev" type="button" data-bs-
target="#carouselExampleControls"
    data-bs-slide="prev">
    <span class="carousel-control-prev-icon"></span>

    </button>
    <button class="carousel-control-next" type="button" data-bs-
target="#carouselExampleControls"
    data-bs-slide="next">
    <span class="carousel-control-next-icon"></span>

    </button>
</div>

</section>

<!-- Press -->

<!-- Pricing -->

<section id="analyse">

    <h2>Let's Analyse and Choose best service for you!</h2>
    <p></p>
    <div class="row">
        <div class="analyse-column col-lg-4 col-md-6">
            <div class="card border-danger mb-5">
                <div class="card-header">
                    <h3>Netflix</h3>
                </div>
                <div class="card-body">
                    
                    <a href="Netflix.html">
                        <button class="btn btn-outline-danger"
type="button">Analyse</button>
                    </a>

                </div>
            </div>
        </div>
        <div class="analyse-column col-lg-4 col-md-6">
            <div class="card border-success mb-5">
                <div class="card-header text-success">
                    <h3>Disney + Hotstar</h3>

```

```

        </div>
        <div class="card-body">
            
            <a href="Disney.html">
                <button class="btn btn-outline-success"
type="button">Analyse</button>
            </a>
        </div>
    </div>
</div>

    <div class="analyse-column col-lg-4 col-md-6">
        <div class="card border-warning mb-5">
            <div class="card-header">
                <h3>Amazon Prime Video</h3>
            </div>
            <div class="card-body">
                
                <a href="Amazon.html">
                    <button class="btn btn-outline-warning"
type="button">Analyse</button>
                </a>
            </div>
        </div>
    </div>
</div>
</div>
</section>

<!-- Call to Action -->

<!-- Footer -->

<footer id="footer">

    <i class="social-icons fa-brands fa-facebook"></i>
    <i class="social-icons fa-brands fa-instagram"></i>
    <i class="social-icons fa-brands fa-twitter"></i>
    <i class="social-icons fa-brands fa-linkedin"></i>

    <p>© Copyright BestOTT</p>
</footer>

</body>
</html>

```

Netflix.html:

```

<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="utf-8">
    <title>BestOTT</title>

    <!-- font style-->

```

```

<link
href="https://fonts.googleapis.com/css2?family=Montserrat&family=Ubuntu&display=swap"
rel="stylesheet">
<link href="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-alpha1/dist/css/bootstrap.min.css" rel="stylesheet"
integrity="sha384-
GLhlTQ8iRABdZLl6O3oVMWSktQOp6b7In1Zl3/Jr59b6EGGoIlaFkw7cmDA6j6gD"
crossorigin="anonymous">

<!-- BOOTSRAP LINK-->
<script src="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-alpha1/dist/js/bootstrap.bundle.min.js"
integrity="sha384-
w76AqPfDkMBDXo30jS1Sgez6pr3x5MlQ1ZAGC+nuZB+EYdgRZgiwxhTBTkF7CXvN"
crossorigin="anonymous"></script>

<!-- font Awesome-->
<script src="https://example.com/fontawesome/v6.2.1/js/fontawesome.js" data-
auto-replace-svg="nest"></script>
<script src="https://example.com/fontawesome/v6.2.1/js/solid.js"></script>
<script src="https://example.com/fontawesome/v6.2.1/js/brands.js"></script>

<script src="https://use.fontawesome.com/releases/v6.2.1/js/all.js" data-auto-
replace-svg="nest"></script>

<link rel="stylesheet" href="css/styles.css">
</head>

<body>

<section id="title">

<!-- Nav Bar -->
<div class="container-ott">
<nav class="navbar navbar-expand-lg navbar-dark">
<a href="index.html" class="navbar-brand" href="">BestOTT</a>
<button class="navbar-toggler" type="button" data-toggle="collapse"
data-target="#navbarSupportedContent"
aria-controls="navbarSupportedContent" aria-expanded="false"
aria-label="Toggle navigation">
<span class="navbar-toggler-icon"></span>
</button>
<div class="collapse navbar-collapse" id="navbarSupportedContent">
<ul class="navbar-nav ml-auto">
<li class="nav-item">
<a class="nav-link" href="#footer">About US</a>
</li>
</li>
</ul>
</div>
</nav>
</nav>

<!-- Title -->
</div>
</section>
<section id="Netflix">

<div class='tableauPlaceholder' id='viz1679563879899' style='position: relative'>
<noscript><a href='#'><img alt='Netflix Dashboard '
src='https://public.tableau.com/static/images/Ne/Netflix_Analysis_16795061824260/NetflixDashboard/1_rss.png'
style='border: none'/></a></noscript>
<object class='tableauViz' style='display:none;'>
<param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F'>

```

```

        <param name='embed_code_version' value='3'/>
        <param name='site_root' value=''/>
        <param name='name'
value='Netflix_Analysis_16795061824260&#47;NetflixDashboard'/>
        <param name='tabs' value='no'/>
        <param name='toolbar' value='yes'/>
        <param name='static_image'

value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Ne&#47;Netflix_A
nalysis_16795061824260&#47;NetflixDashboard&#47;1.png'/>
        <param name='animate_transition' value='yes'/>
        <param name='display_static_image' value='yes'/>
        <param name='display_spinner' value='yes'/>
        <param name='display_overlay' value='yes'/>
        <param name='display_count' value='yes'/>
        <param name='language' value='en-US'/>
    </object>
</div>

<script type='text/javascript'>
    var divElement =
document.getElementById('viz1679563879899');
divElement.getElementsByTagName('object')[0];
divElement.offsetWidth > 800 ) {
vizElement.style.width='1400px';vizElement.style.height='727px';} else if (
divElement.offsetWidth > 500 ) {
vizElement.style.width='1400px';vizElement.style.height='727px';} else {
vizElement.style.width='100%';vizElement.style.height='2227px';}
var scriptElement = document.createElement('script');
scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>
</div>
</section>
</body>
</html>

```

Amazon.html:

```

<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="utf-8">
    <title>BestOTT</title>

    <!-- font style-->
    <link
href="https://fonts.googleapis.com/css2?family=Montserrat&family=Ubuntu&display=swap
" rel="stylesheet">
    <link href="https://cdn.jsdelivrivr.net/npm/bootstrap@5.3.0-
alpha1/dist/css/bootstrap.min.css" rel="stylesheet"
        integrity="sha384-
GLhlTQ8iRABdZLl6O3oVMWSktQOp6b7In1Zl3/Jr59b6EGGoI1aFkw7cmDA6j6gD"
crossorigin="anonymous">

    <!-- BOOTSTRAP LINK-->
    <script src="https://cdn.jsdelivrivr.net/npm/bootstrap@5.3.0-
alpha1/dist/js/bootstrap.bundle.min.js"
        integrity="sha384-
w76AqPfDkMBDXo30jS1Sgez6pr3x5MlQ1ZAGC+nuZB+EYdgRZgiwxhTBTkF7CXvN"
        crossorigin="anonymous"></script>
    <!-- font Awesome-->
    <script src="https://example.com/fontawesome/v6.2.1/js/fontawesome.js" data-
auto-replace-svg="nest"></script>

```



```

<script src="https://example.com/fontawesome/v6.2.1/js/solid.js"></script>
<script src="https://example.com/fontawesome/v6.2.1/js/brands.js"></script>

<script src="https://use.fontawesome.com/releases/v6.2.1/js/all.js" data-auto-
replace-svg="nest"></script>

<link rel="stylesheet" href="css/styles.css">
</head>

<body>

<section id="title">

  <!-- Nav Bar -->
  <div class="container-ott">
    <nav class="navbar navbar-expand-lg navbar-dark">
      <a href="index.html" class="ott-brand" href="">BestOTT</a>
      <button class="navbar-toggler" type="button" data-toggle="collapse"
data-target="#navbarSupportedContent"
      aria-controls="navbarSupportedContent" aria-expanded="false"
aria-label="Toggle navigation">
        <span class="navbar-toggler-icon"></span>
      </button>
      <div class="collapse navbar-collapse" id="navbarSupportedContent">
        <ul class="navbar-nav ml-auto">
          <li class="nav-item">
            <a class="nav-link" href="#footer">About Us</a>
          </li>
        </ul>
      </div>
    </nav>
  </div>

  <!-- Title -->
</div>
</section>
<section id="Amazon">

<div class='tableauPlaceholder' id='viz1680103552872' style='position: relative'>
  <noscript><a href='#'><img alt='Amazon_prime '
src='https://public.tableau.com/static/images/Am/Amazon_prime_Analysis/Amazon_prime/1_rss.png'
  style='border: none'/></a></noscript>
  <object class='tableauViz' style='display:none;'>
    <param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' />
    <param name='embed_code_version' value='3' />
    <param name='site_root' value='' />
    <param name='name' value='Amazon_prime_Analysis/Amazon_prime' />
    <param name='tabs' value='no' />
    <param name='toolbar' value='yes' />
    <param name='static_image'
value='https://public.tableau.com/static/images/Am/Amazon_prime_Analysis/Amazon_prime/1.png' />
    <param name='animate_transition' value='yes' />
    <param name='display_static_image' value='yes' />
    <param name='display_spinner' value='yes' />
    <param name='display_overlay' value='yes' />
    <param name='display_count' value='yes' />
    <param name='language' value='en-US' />
  </object>
</div>
<script type='text/javascript'>

```

```

        var divElement =
document.getElementById('viz1680103552872');
divElement.getElementsByTagName('object')[0];
divElement.offsetWidth > 800 ) {
vizElement.style.width='1200px';vizElement.style.height='727px';} else if (
divElement.offsetWidth > 500 ) {
vizElement.style.width='1200px';vizElement.style.height='727px';} else {
vizElement.style.width='100%';vizElement.style.height='2227px';}
var scriptElement = document.createElement('script');
scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>
</section>
</body>
</html>

```

Disney.html:

```

<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="utf-8">
  <title>BestOTT</title>

  <!-- font style-->
  <link
href="https://fonts.googleapis.com/css2?family=Montserrat&family=Ubuntu&display=swap
" rel="stylesheet">
  <link href="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-
alpha1/dist/css/bootstrap.min.css" rel="stylesheet"
    integrity="sha384-
GLh1TQ8iRABdZL16O3oVMWSktQOp6b7In1Zl3/Jr59b6EGGoI1aFkw7cmDA6j6gD"
crossorigin="anonymous">

  <!-- BOOTSRAP LINK-->
  <script src="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-
alpha1/dist/js/bootstrap.bundle.min.js"
    integrity="sha384-
w76AqPfDkMBDXo30jS1Sgez6pr3x5MlQ1ZAGC+nuZB+EYdgRZgiwxhTBTkF7CXvN"
    crossorigin="anonymous"></script>
  <!-- font Awesome-->
  <script src="https://example.com/fontawesome/v6.2.1/js/fontawesome.js" data-
auto-replace-svg="nest"></script>
  <script src="https://example.com/fontawesome/v6.2.1/js/solid.js"></script>
  <script src="https://example.com/fontawesome/v6.2.1/js/brands.js"></script>

  <script src="https://use.fontawesome.com/releases/v6.2.1/js/all.js" data-auto-
replace-svg="nest"></script>

  <link rel="stylesheet" href="css/styles.css">
</head>

<body>

<section id="title">

  <!-- Nav Bar -->
  <div class="container-ott">
    <nav class="navbar navbar-expand-lg navbar-dark">
      <a href="index.html" class="navbar-brand" href="">BestOTT</a>
      <button class="navbar-toggler" type="button" data-toggle="collapse"
data-target="#navbarSupportedContent"
        aria-controls="navbarSupportedContent" aria-expanded="false"

```

```

aria-label="Toggle navigation">
    <span class="navbar-toggler-icon"></span>
</button>
<div class="collapse navbar-collapse" id="navbarSupportedContent">
    <ul class="navbar-nav ml-auto">
        <li class="nav-item">
            <a class="nav-link" href="#footer">About Us</a>
        </li>
    </ul>
</div>
</nav>
</nav>

<!-- Title -->
</div>
</section>
<section id="Disney">
<div class='tableauPlaceholder' id='viz1680104710587' style='position: relative'>
    <noscript><a href='#'><img alt='Disney_Plus_Hotstar_Dashboard '
src='https://public.tableau.com/static/images/Di/Disney_plus_hotstar_Analysis/Disney_Plus_Hotstar_Dashboard/1_rss.png'
style='border: none'/></a></noscript>
    <object class='tableauViz' style='display:none;'>
        <param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F'>
        <param name='embed_code_version' value='3'>
        <param name='site_root' value=''>
        <param name='name'
value='Disney_plus_hotstar_Analysis/Disney_Plus_Hotstar_Dashboard'>
        <param name='tabs' value='no'>
        <param name='toolbar' value='yes'>
        <param name='static_image'
value='https://public.tableau.com/static/images/Di/Disney_plus_hotstar_Analysis/Disney_Plus_Hotstar_Dashboard/1.png'>
        <param name='animate_transition' value='yes'>
        <param name='display_static_image' value='yes'>
        <param name='display_spinner' value='yes'>
        <param name='display_overlay' value='yes'>
        <param name='display_count' value='yes'>
        <param name='language' value='en-US'>
    </object>
</div>
<script type='text/javascript'>
    var divElement =
document.getElementById('viz1680104710587');
divElement.getElementsByTagName('object')[0];
divElement.offsetWidth > 800 ) {
vizElement.style.width='1200px';vizElement.style.height='727px';} else if (
divElement.offsetWidth > 500 ) {
vizElement.style.width='1200px';vizElement.style.height='727px';} else {
vizElement.style.width='100%';vizElement.style.height='2127px';}
var scriptElement = document.createElement('script');
scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>
</div>
</section>
</body>
</html>

```

Style.css:

```
body{
  font-family: "Montserrat-Dark";
  background-color: #000000
}

h1 h2 h3 h4 h5 h6{
  font-family: "Montserrat-Bold";
  color: #FFFFFFF;

}
h1{
  font-size: 3rem;
  line-height: 1.5;
  color: #FFFFFFF;
}
h2{
  font-size: 3rem;
  line-height:1.5;
  color: #FFFFFFF;
}
h3{
  color: #FFFFFFF;
}
p{
  color: #FFFFFFF;;
}

#title{
  background-color: #000000;
  color: #fff;
}

.container-fluid{
  padding:3% 15% 7%;
}

.container-ott{
  padding:1% 10% ;
  background-color: #000000
}

/*navigation bar*/
.navbar{
  padding: 0 0 4.5rem;
}
.tableauPlaceholder{
/*padding: 0 0 4.5rem 0;*/
}
.navbar-brand{
  font-family: "Ubuntu";
  font-size: 2.5rem;
  font-weight: bold;
}

.nav-item{
  padding: 0 18px;
}

}
.nav-link{
```

```

        font-size: 1.2rem;
        font-family: "Montserrat-Light"
    }

    .download-button{
        margin: 5% 3% 5% 0;
    }

    /*Title*/

    .title-image{
        width:30%;
        height:60%;
        /*transform: rotate(25deg);*/
        position:absolute;
        right:10%;
        top:5%
    }

    /*features*/

    #features{
        padding:7% 15%;
        background-color:#000000;
        position:relative;
    }

    .feature-box{
        text-align: center;
        padding:5%;
    }

    .icon{
        width:70%;
        margin:10px 10px 40px;
    }

    .icon:hover{
        color:#ff4c68;
    }

    /*testimonials*/

    #testimonials{
        padding:10% 18%;

        text-align:center;
        background-color:#000000;
        color:#fff;
    }

    /*TableuDashboard*/

    #Netflix{
        padding:3%;
        text-align:center;
        background-color:#ff0000;
        color:#fff;
    }

    #Amazon{
        padding:3%;
        text-align:center;
        background-color:#FFFF00;
        color:#fff;
    }

```

```

#Disney{
    padding:3%;
    text-align:center;
    background-color:#00FF00;
    color:#fff;
}
.testimonials-image{
    width: 10%;
    border-radius:100%;
    margin:20px;
}
.carousel-item{
    padding:6% 18%;
}
/*press*/

#press{
    background-color:#ef8172;
    text-align: center;
    padding-bottom: 3%;
}

.press-logo{
    width:15%;
    margin:20px 20px 50px;
}

/*analyse*/
#analyse{
    background-color:#000000;
    padding: 100px;
    text-align:center;
}

.analyse-column{
    padding: 3% 2%;
}
.card-header{
    background-color:#000000
}
@media (max-width:992px){
    #title{
        text-align:center;
    }
    .title-image{
        position:static;
        width:50%;
        transform:rotate(0);
    }
}

/*call to act*/
#cta{
    padding:30px;
    background-color: #ff4c68;
    color: #fff;
    text-align:center;
    font-family: "Montserrat-Bold"
}

/*footer*/

#footer{

```

```
padding:7% 15% ;  
text-align:center;  
}  
.social-icons{  
margin:20px 10px;  
}
```

Conclusion

As these platforms are coming up with new ways to stand out among competitors by presenting original content, it is evident that more customers are being lost in deciding which platform would be suitable for their use. Moreover, most of the available recommendation systems are focused on suggesting the content but not the platforms that hold and provide those contents. To ease the choice dilemma, our study aims to present a guideline for choosing the appropriate OTT platform that fits one's personal preferences. analyse different OTT platforms and provide useful information for people not able to decide which platform fits them best. In recent years, the advent of various OTT platforms has introduced a novel issue: the difficulty in choosing which OTT platform to subscribe to. As these platforms are coming up with new ways to stand out among competitors by presenting original content, it is evident that more customers are being lost in deciding which platform would be suitable for their use. Moreover, most of the available recommendation systems are focused on suggesting the content but not the platforms that hold and provide those contents. To ease the choice dilemma, our study aims to present a guideline for choosing the appropriate OTT platform that fits one's personal preferences.

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Plagiarism report

