OTT Platform **Trends** and **Insights**
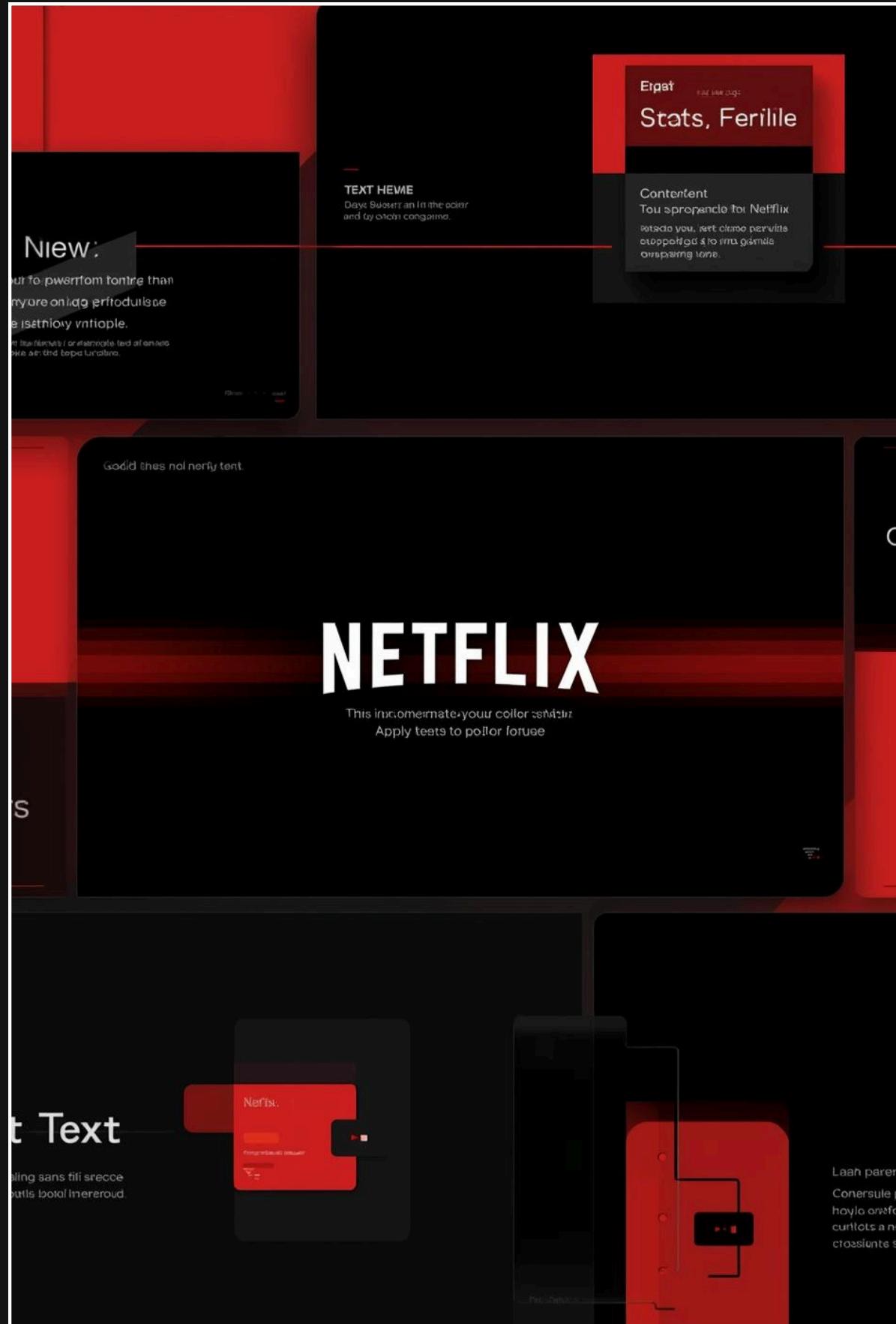
By

Alfin Thomas K

Dataset Overview

- **Dataset** is **created** by fetching **content catalogues** from **netflix**,**amazon prime** and **disney hotstar**

- **Datas** are **acquired** using **public API's**

- Contains **3400 rows** and **11 columns**

- **Features** includes **Genre, Title, Type, Rating, Platform, Release year, Popularity** etc

Objective

- The **objective** of this **analysis** is to **study** the **performance** and **content trends** of **Ott** platforms like **Netflix, Amazon Prime and Disney Hotstar**

- To **predict** which **platform** has most **popular contents**

- **Analyze** which **feature** mostly influence **platforms success**

Machine Learning Models

- **ML** models like **Random Forest,Gradient Boosting** and **XGBoost** were used

- **Evaluation metrics** such as **R² Score, MAE,** and **RMSE** were used to measure **performance**

- **XGBoost** achieved the **highest accuracy** due to its **ability** to **capture complex feature** interactions.

ANN- **Artificial Neural Network**

- **ANN** is a **deep learning neural network** inspired by **human brain**

- **ANN** was **developed** with **two hidden** layers using **ReLU activation**

- The **Adam optimizer** and **MSE loss function** were used.

Why **ANN** ?

- Can **handle** both **numeric** and **categorical data**

- Captures **complex, non-linear relationships** between **factors**

- **Provides** better **accuracy** than **simple** models

Power BI Dashboard

- A **Power BI** dashboard was **designed** to **visualize insights** interactively.

- It includes **visuals** for platform-wise **content distribution**, genre-based **popularity**, and **release** frequency

- The **dashboard** uses a **Netflix**-inspired **red theme** to maintain a modern, **engaging** feel.

Conclusion

- **Netflix leads** in content **volume**
- **TV shows** are the most **successful** format across all **OTT platforms**
- The **US** remains the **creative hub**
- **Data-driven recommendations** appear to amplify **popularity** trends.
- The **OTT industry** continues to expand **globally.**
- **TV content** will likely continue to **dominate** due to **binge-watching** patterns
- **Netflix's dominance** is **challenged** by other **platforms**

Insights

- **Disney+** excels in **quality contents** with **good ratings.**
- **TV shows** outperform **movies** in **engagement** and **ratings**.
- **TV Shows** have **higher popularity**
- **TV content** on **Netflix** shows the **best performance** overall
- **Long** running **TV shows** have **higher Popularity**
- **Genre** diversity is **strongest** on **Netflix**
- **Prime Video** maintains a **balanced** mix of **content**
- **Movies** show **higher variability** in **ratings**

Thank you.