

Provide Insights for a Strategic Merger in the **OTT Domain**

Presented By Ashvini Patil

Agenda

- Business Goal
- Problem Statement
- Dataset Overview
- Data Processing
- Data Preparation in Power Query
- Data Modeling in Power BI
- KPIs & Key Metrics
- Dashboard Overview
- Primary Analysis
- Secondary Analysis
- Additional Insights
- Key Suggestion

Business Goal



Company Overview

Lio is a telecommunications provider in India that launched LioCinema, an OTT platform. Jotstar is an established streaming service with a strong content library.

Current Market Position

LioCinema has a large subscriber base, while Jotstar has rich content offerings. The merger aims to combine strengths to enhance the OTT market presence.

Vision

To create a leading OTT platform in India by leveraging content and subscriber insights for growth and engagement.

Lio's management team seeks to analyze:

- Performance & user behavior of LioCinema and Jotstar over the past year (Jan–Nov 2024).
- Content consumption trends, subscriber growth, inactivity, and subscription changes (upgrades/downgrades).
- Actionable insights to optimize content strategy post-merger and position Lio-Jotstar as India's leading OTT platform.

Key Questions Addressed:

Problem Statement

- 1. Content Library Analysis** – Comparison of content types across both platforms.
- 2. Subscriber Insights** – Trends in acquisition and demographic variations.
- 3. Inactivity Analysis** – Patterns across age groups, city tiers, and plans.
- 4. Upgrade & Downgrade Trends** – Factors influencing subscription changes.
- 5. Content Consumption Behavior** – Watch time, device preferences, and user demographics.

Outcome: The insights will drive data-backed decisions to establish Lio-Jotstar as a market leader in the OTT space.

Dataset Overview

Table Name	Description
Contents	Stores details about available content, including type, language, genre, and runtime.
Subscribers	Contains subscriber demographics, subscription details, and records of upgrades, downgrades, and inactivity trends.
Content consumption	Tracks user content consumption, including total watch time and device preferences.

Note: Both LioCinema and Jotstar have the same three tables (contents, subscribers, and content consumption) with an identical structure. The only difference is in the records, as they represent data from their respective platforms.

Data Processing

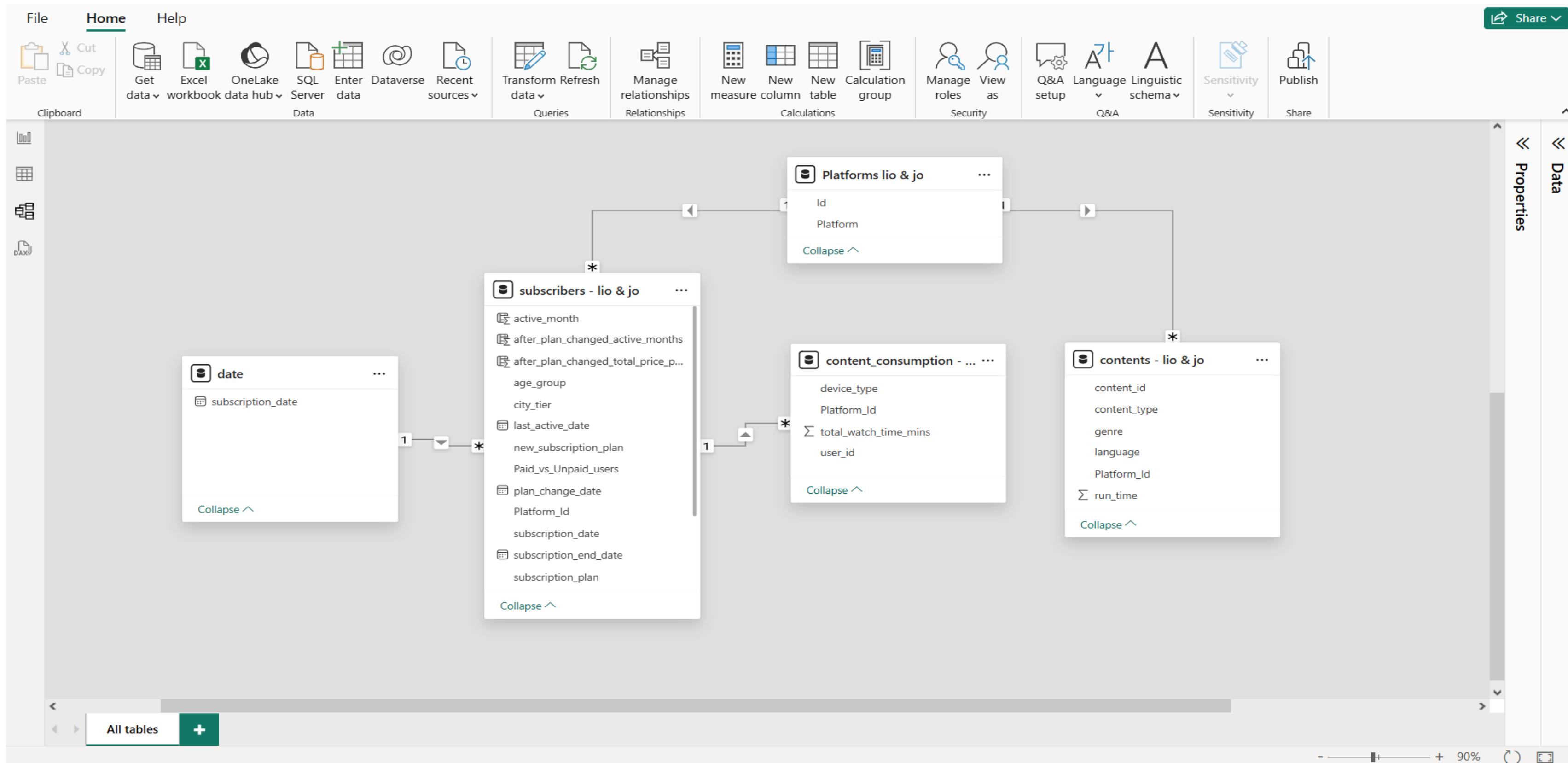
Step 1	Step 2	Step 3	Step 4
Connecting to Data Sources	Data Cleaning & Transformation	Merging & Data Modeling	Analysis & Dashboard Creation
<ul style="list-style-type: none">Connected LioCinema & Jotstar MySQL databases to Power BI.	<ul style="list-style-type: none">Used Power Query to inspect data quality (View Tab → Data Profiling).Fixed data types where needed.Created a Platform Table (Platform ID, Platform Name) for easy identification.Added Platform ID column in all tables to enable platform analysis.	<ul style="list-style-type: none">Appended LioCinema & Jotstar tables (combined platform data row-wise).Established relationships between tables for seamless analysis.Created a Dim Date Table using unique subscription dates from subscribers.	<ul style="list-style-type: none">Built calculated columns & measures to answer business questions.Created interactive dashboards in Power BI to present key insights.

Data Preparation in Power Query

The screenshot shows the Microsoft Power Query interface with the following details:

- File Bar:** File, Home, Transform, Add Column, View, Tools, Help.
- Toolbars:** Close & Apply, New Source, Recent Sources, Enter Data, Data source settings, Manage Parameters, Refresh, Properties, Advanced Editor, Manage, Choose Columns, Remove Columns, Keep Rows, Remove Rows, Sort, Split Column, Group By, Data Type: Text, Merge Queries, Use First Row as Headers, Append Queries, Combine Files, Replace Values, Text Analytics, Vision, Azure Machine Learning, AI Insights.
- Queries [8]:** A list of queries including `jotstar_db [3]`, `liocinema and jotstar...`, `subscribers - lio & jo`, and `Other Queries`.
- Preview Area:** Displays a table with 13 columns and 999+ rows. The columns are: user_id, Platform_Id, age_group, city_tier, subscription_date, subscription_plan, last_active_, content_consumption, contents - jo, subscribers - jo, platforms lio & jo, prices lio & jo, and Other Queries. The preview shows data for 24 rows, with the last row being UIDLC0008df6e8aa.
- Query Settings Panel:** Contains sections for **PROPERTIES** (Name: subscribers - lio & jo) and **APPLIED STEPS** (including steps like Reordered Columns).
- Bottom Status:** 13 COLUMNS, 999+ ROWS, Column profiling based on entire data set, PREVIEW DOWNLOADED ON 11 FEBRUARY 2025.

Data Modeling in Power BI



KPIs & Key Metrics

	LioCinema	Jotstar
Total content items	1.25k	2.36k
Total users	183.45k	44.62k
Paid users %	43.79%	76.08%
Inactive Rate (%)	39.41%	12.51%
Active Rate (%)	60.59%	87.49%
Upgrade Rate (%)	13.55%	65.93%
Downgrade Rate (%)	86.45%	34.07%
Total watch time (hrs)	11.03M	15.69M
Average watch time (hrs)	25.61	117.24
Total Revenue (₹)	15.85M	40.14M
Retention Rate (%)	8.19%	31.02%
Free – Upgrade Rate (%)	1.79%	11.78%

Dashboard Overview



Home Page

Project title, total users & content breakdown (combined for both platforms) with dashboard navigation.



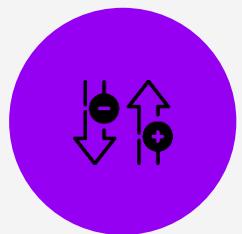
Subscribers Insights

Analysis of user demographics, monthly growth & retention.



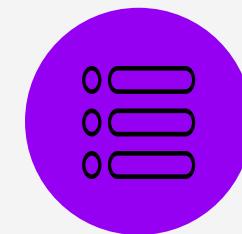
Content & Revenue

Content distribution & revenue trends.



Inactivity & Up/Downgrade

Patterns in user inactivity, upgrades & downgrades.



Content Consumption

Watch time analysis across devices, demographics & user activity.



228.07K

Total Users

2080

Total Movie Contents

Provide Insights for a
Strategic Merger in the OTT
Domain



Liocinema



Jotstar





Home



Subscribers Insights



Content & Revenue



Inactivity & Up/Downgrade



Content Consumption



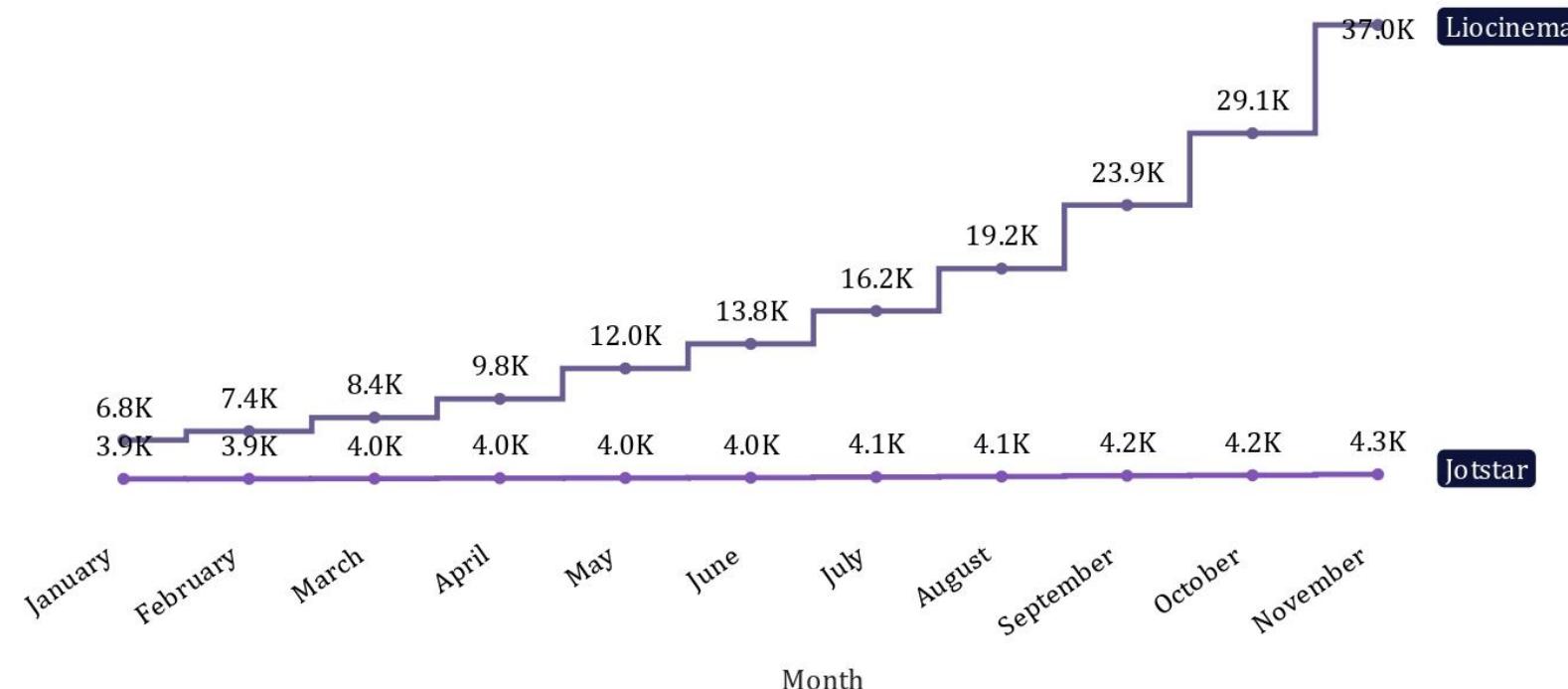
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183.45K
Total Users


1.79%
Free-Upgrade Rate

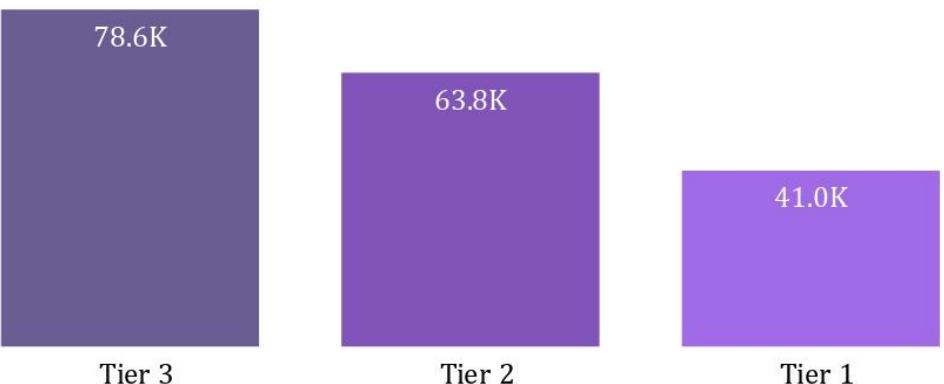

8.19%
Retention Rate

Users Growth Over Time For Liocinema & Jotstar



Distribution of Users By City Tier For Liocinema

- Age Group
- City Tier
- Subscription Plan



Users Growth Trends By Subscription Month For Liocinema

Month	Total Users	MoM%	▲
January	6.76K	0.00	▬
February	7.40K	9.56	▲
March	8.40K	13.41	▲
April	9.76K	16.22	▲
May	11.98K	22.73	▲
June	13.77K	14.95	▲
July	16.16K	17.38	▲
August	19.25K	19.10	▲
September	23.87K	24.03	▲
October	29.11K	21.92	▲
November	37.00K	27.12	▲

Retention Rate By Paid/Unpaid Users For Liocinema



- Paid
- Unpaid


[Home](#)

[Subscribers Insights](#)

[Content & Revenue](#)

[Inactivity & Up/Downgrade](#)

[Content Consumption](#)

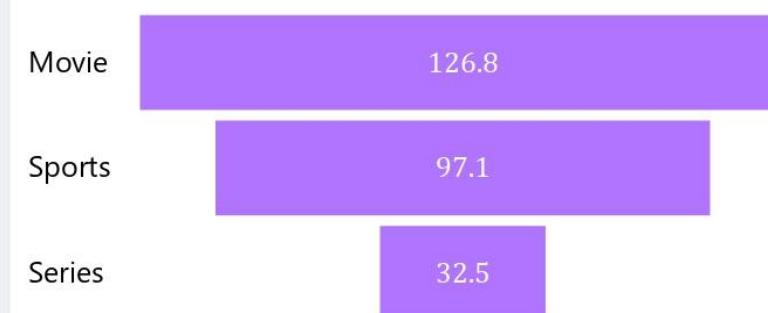
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1.25K
Total Contents

15.85M
Total Revenue

Content Distribution For Liocinema

Content Type	Total Contents
Movie	
+ Drama	282
+ Comedy	159
+ Action	129
+ Romance	116
+ Thriller	96
+ Family	61
+ Crime	30
+ Horror	27
Total	900
Series	
+ Drama	113
+ Comedy	51
+ Action	38
+ Romance	36
+ Thriller	29
Total	1250

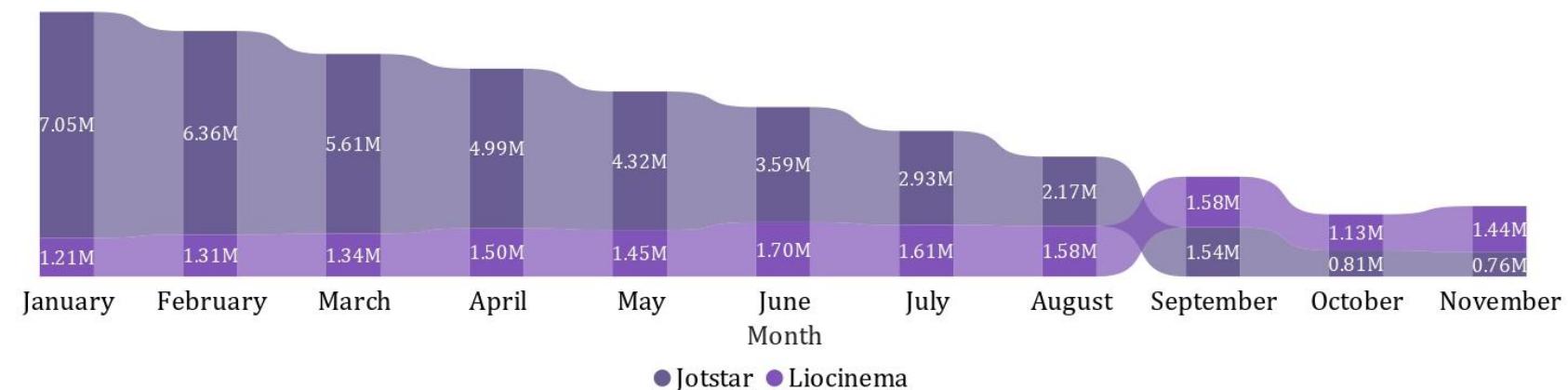
Run Time Distribution By Content For Liocinema



Revenue Trends By Subscription Month For Liocinema

Month	Total Revenue	Revenue MoM%
January	1.21M	0.00 □
February	1.31M	8.33 ▲
March	1.34M	2.33 ▲
April	1.50M	12.11 ▲
May	1.45M	-3.21 ▼
June	1.70M	16.72 ▲
July	1.61M	-5.00 ▼
August	1.58M	-2.28 ▼
September	1.58M	0.09 ▲
October	1.13M	-28.43 ▼
November	1.44M	27.83 ▲

Revenue By Subscription Month For Liocinema & Jotstar




Home

Subscribers Insights

Content & Revenue

Inactivity & Up/Downgrade

Content Consumption

Filter Pane

60.59%
Active User%

39.41%
Inactive User%

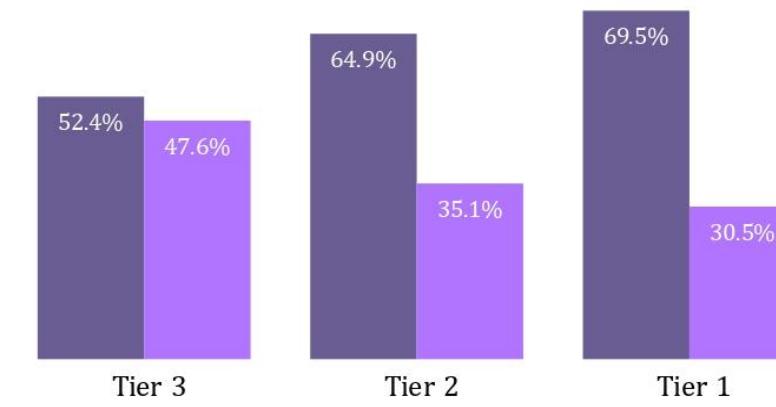
43.79%
Paid User%

86.45%
Downgraded Users%

13.55%
Upgraded Users%

Acitve VS Inactive Users By City Tier For Liocinema

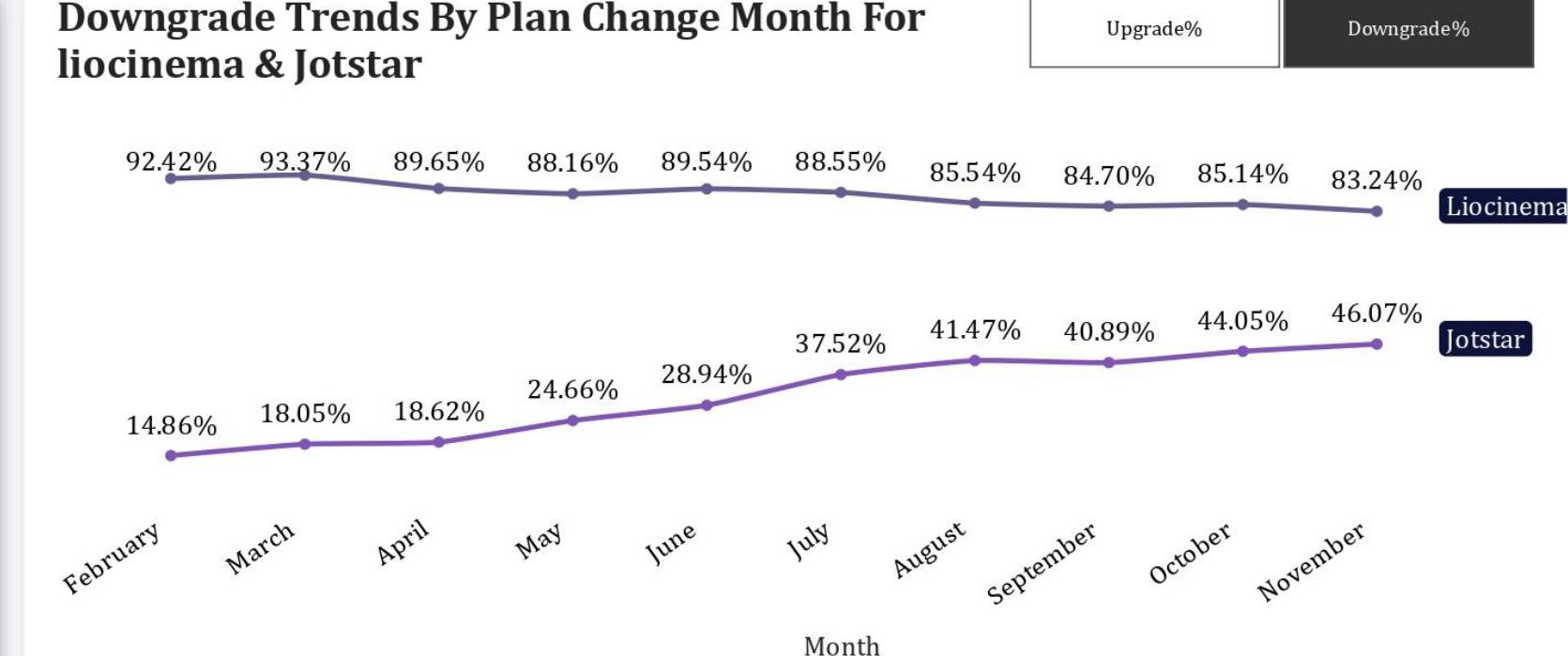
- Age Group
- City Tier
- Subscription Plan



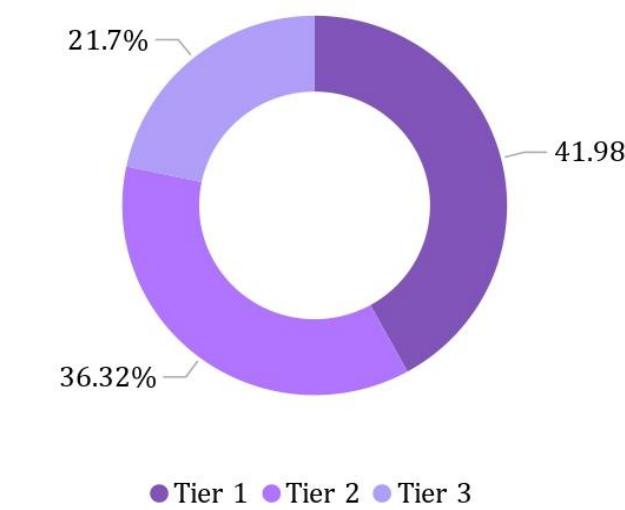
Most Common Upgrade Transition For Liocinema

Subscription Plan	New Subscription Plan	Total Users
Basic	Premium	0.92K
Free	Basic	1.40K
Free	Premium	0.48K
Total		2.80K

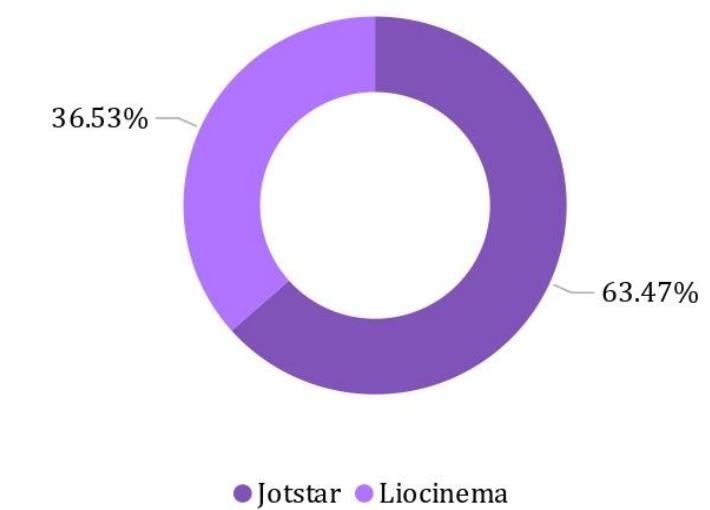
Downgrade Trends By Plan Change Month For liocinema & Jotstar



Premium Users Distribution By City Tier For Liocinema



Paid Users Distribution By Platform





Liocinema



Jotstar



Home



Subscribers Insights



Content & Revenue



Inactivity & Up/Downgrade



Content Consumption



Filter Pane



25.61

Avg Watch Time Hours



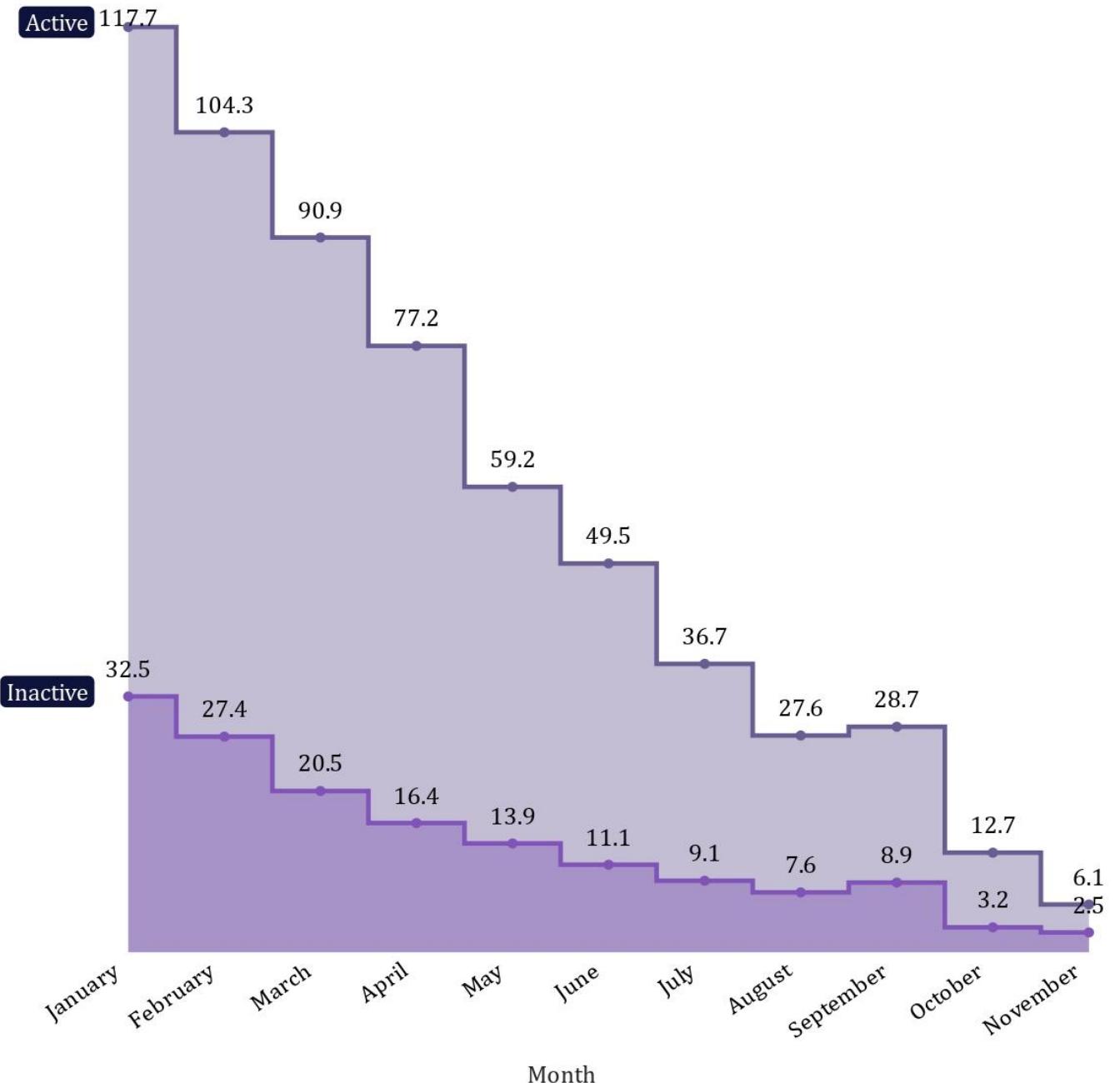
11.03M

Total Watch Time Hours

Correlation Between User Activity & Watch Time By Subscription Month For Liocinema

Upgrade/Downgr...

User Activity



Avg Watch Time By Device Type For Liocinema

Mobile

TV

12.65

Laptop

8.25

46.05

Age Group

City Tier

Subscription Plan

Avg Watch Time By City Tier For Liocinema

Tier 1

35.1

Tier 2

27.1

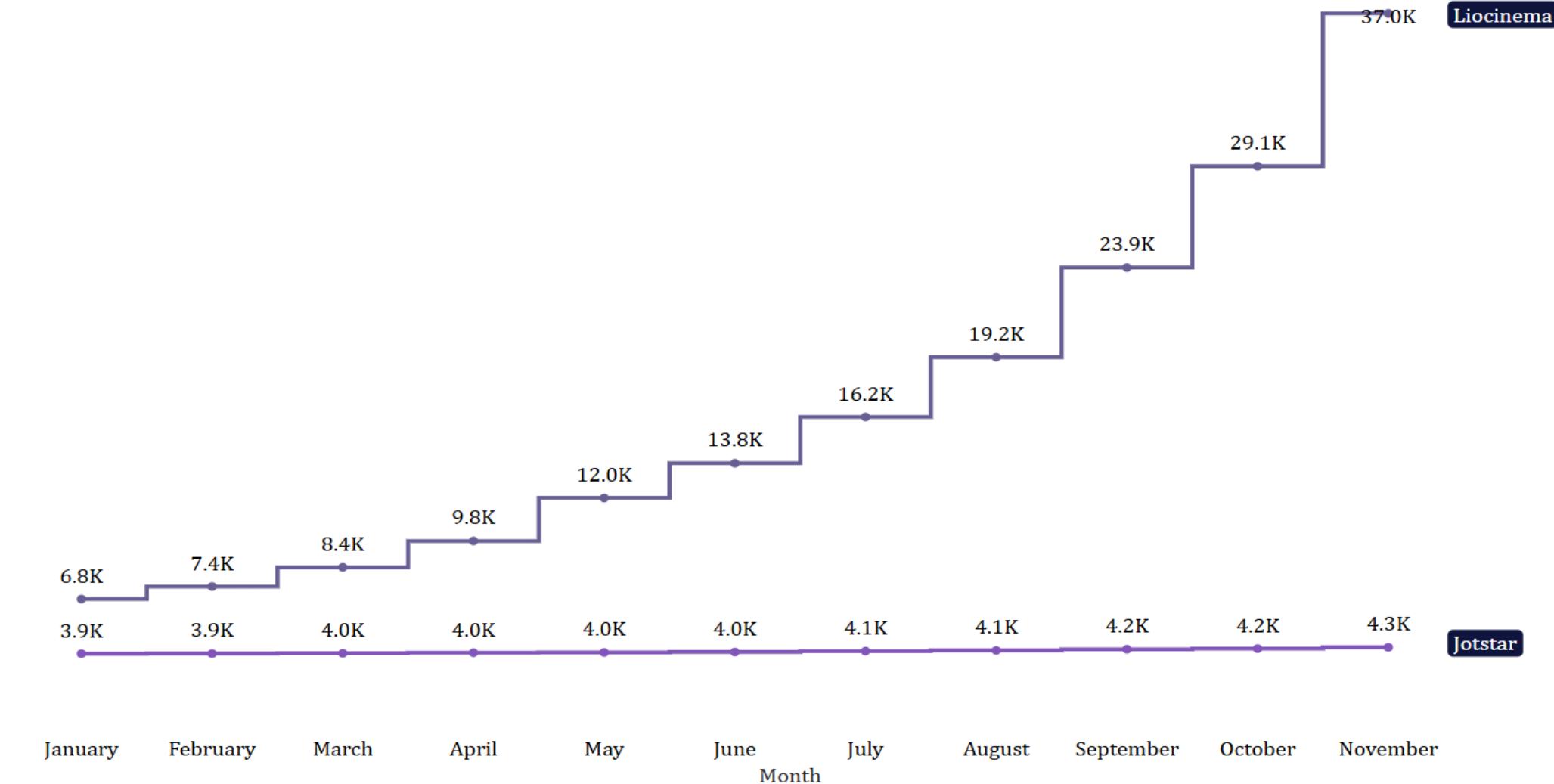
Tier 3

18.2

Primary Analysis

1. Total Users & Growth Trends

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



Key Insights:

- **Liocinema: 183.45K users** – Steady and rapid growth, with major spikes from July onwards.
- **Jotstar: 44.62K users** – Slow and minimal growth, maintaining a consistent but small increase each month.
- **Liocinema** is growing **4x** faster than **Jotstar** in terms of user acquisition.

Primary Analysis

2. Content Library Comparison

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

Content Type	Jotstar	Liocinema	language	Jotstar	Liocinema
Movie	1180	900	Hindi	637	424
Series	826	300	English	800	56
Sports	354	50	Telugu	244	242
			Tamil	251	221
			Kannada	121	118
			Malayalam	118	121
			Marathi	74	68
			Bengali	60	
			Gujarati	28	
			Punjabi	27	

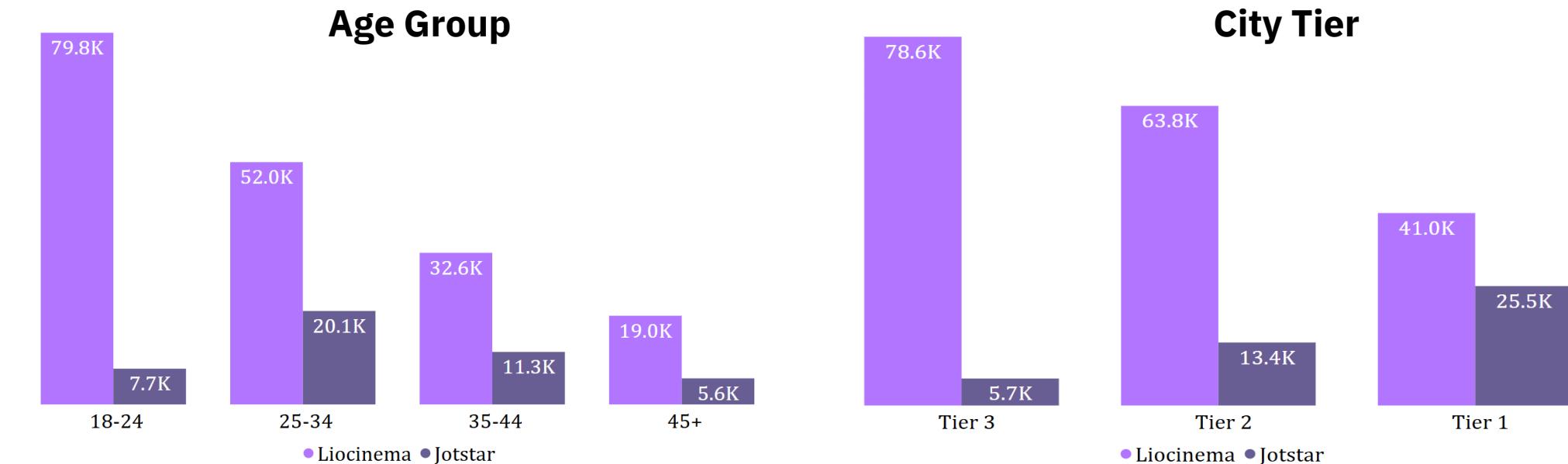
Key Insights:

- **Total Content:** **Jotstar (2.36K)** has nearly **2x** more content than **Liocinema (1.25K)**.
- **Content Type:** **Jotstar** leads in Movies (**1.18K vs. 900**), Series (**826 vs. 300**), and Sports (**354 vs. 50**).
- **Languages:** **Jotstar** dominates in English (**800 vs. 56**) and Hindi (**637 vs. 424**), while both platforms are similar in regional languages, but **Jotstar** still leads in most languages.

Primary Analysis

3. User Demographics

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



Key Insights:

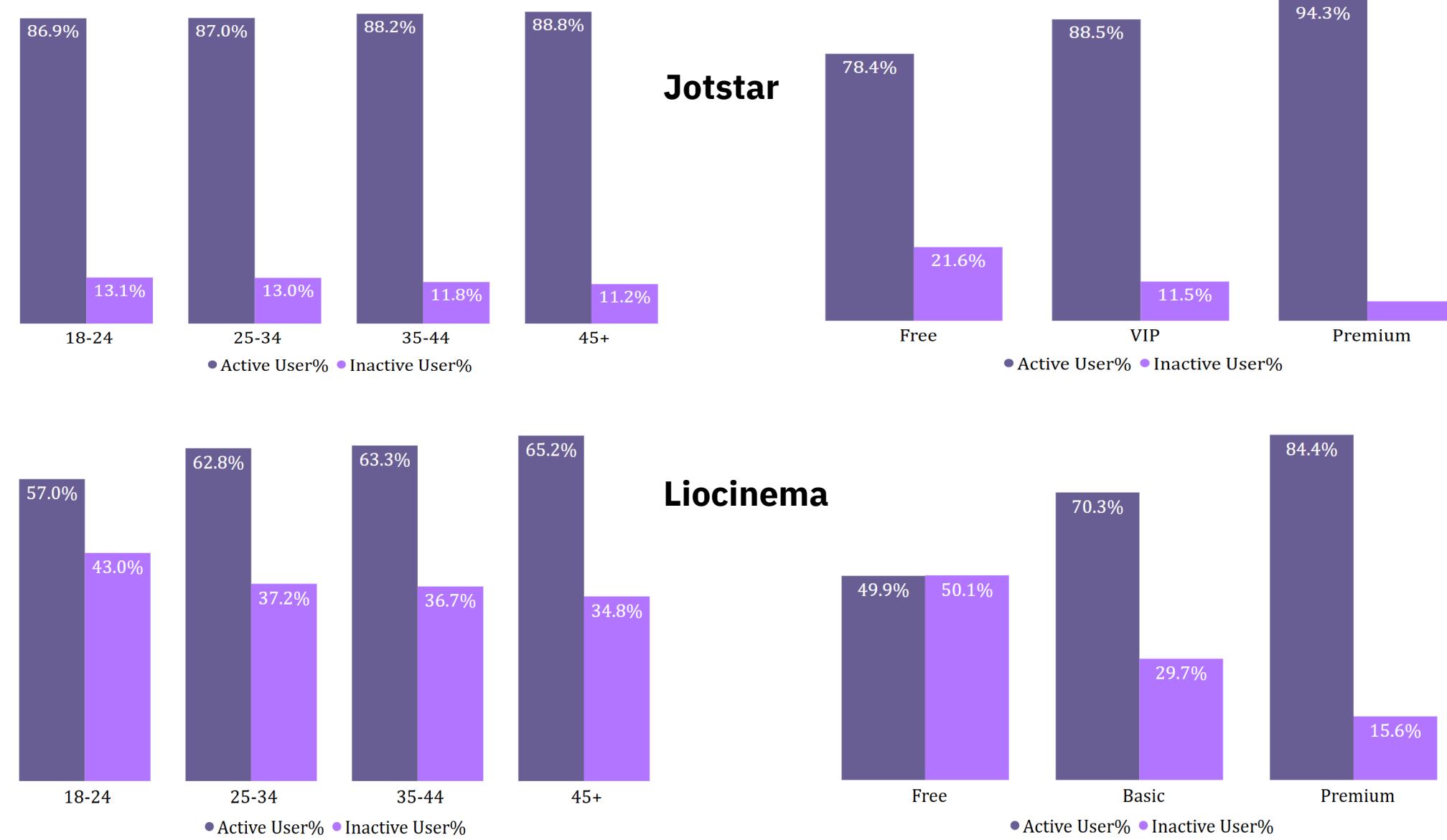
- **Liocinema** attracts a younger audience (**18-24**: 79.8K users), while **Jotstar's** highest segment is **25-34** (20.1K).
- **Liocinema** dominates in **Tier-3** and **Tier-2** cities, whereas **Jotstar** has a stronger presence in **Tier-1**.
- **Liocinema's Basic** Plan (53.4K) and **Free** Plan (105.0K) have the highest adoption, while **Jotstar's VIP** Plan (19.2K) leads among its users.

Note: Subscription plan distribution reflects only initial selections, not later upgrades/downgrades.

Primary Analysis

4. Active vs. Inactive Users

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



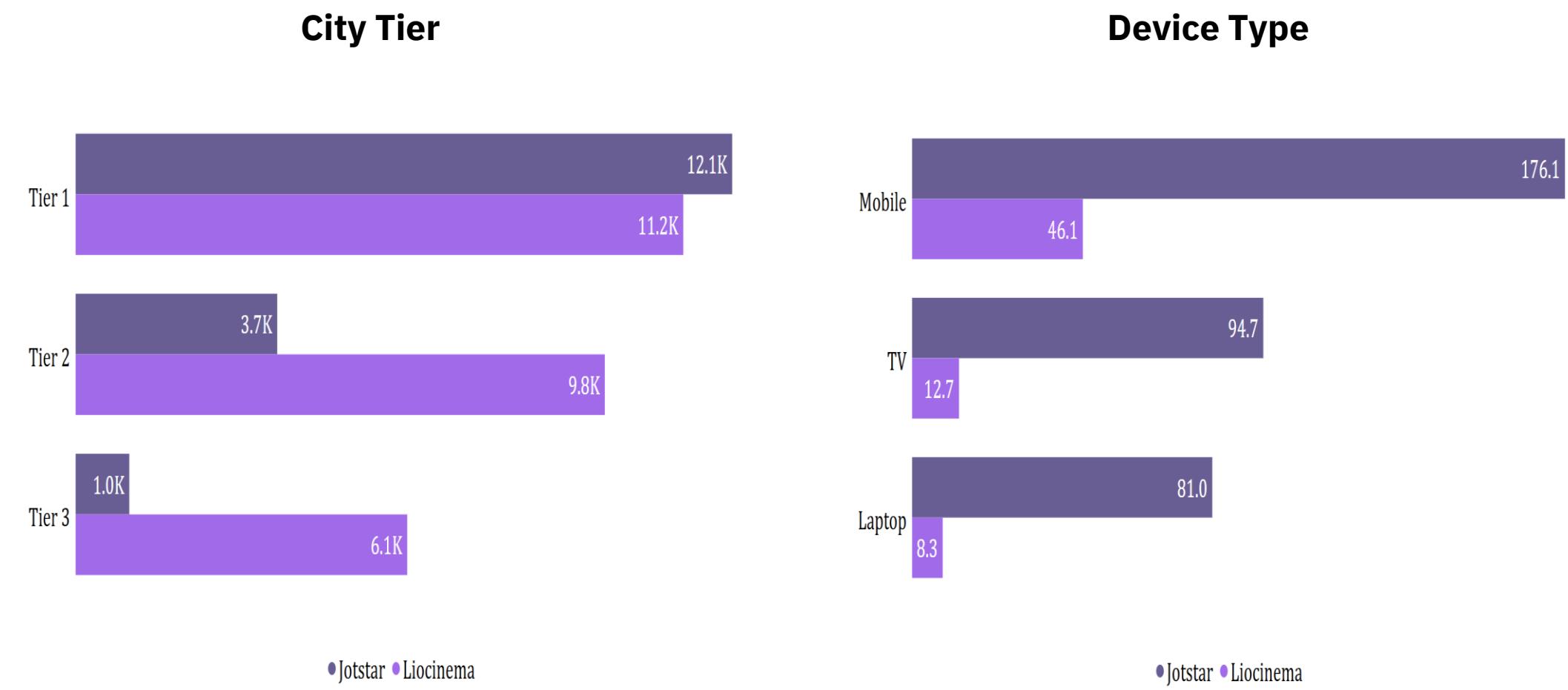
Key Insights:

- **Jotstar** has a significantly higher active user rate (**87.49%**) than **Liocinema** (**60.59%**), indicating stronger user engagement.
- For both platforms, older age groups (**35-44, 45+**) have the highest activity rates, but Jotstar maintains consistently high engagement across **all ages**.
- Premium subscribers are the most active (**Liocinema: 84.4%, Jotstar: 94.3%**), while Free plan users have the highest inactivity, especially in **Liocinema (50.1% inactive)**.

Primary Analysis

5. Watch Time Analysis

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



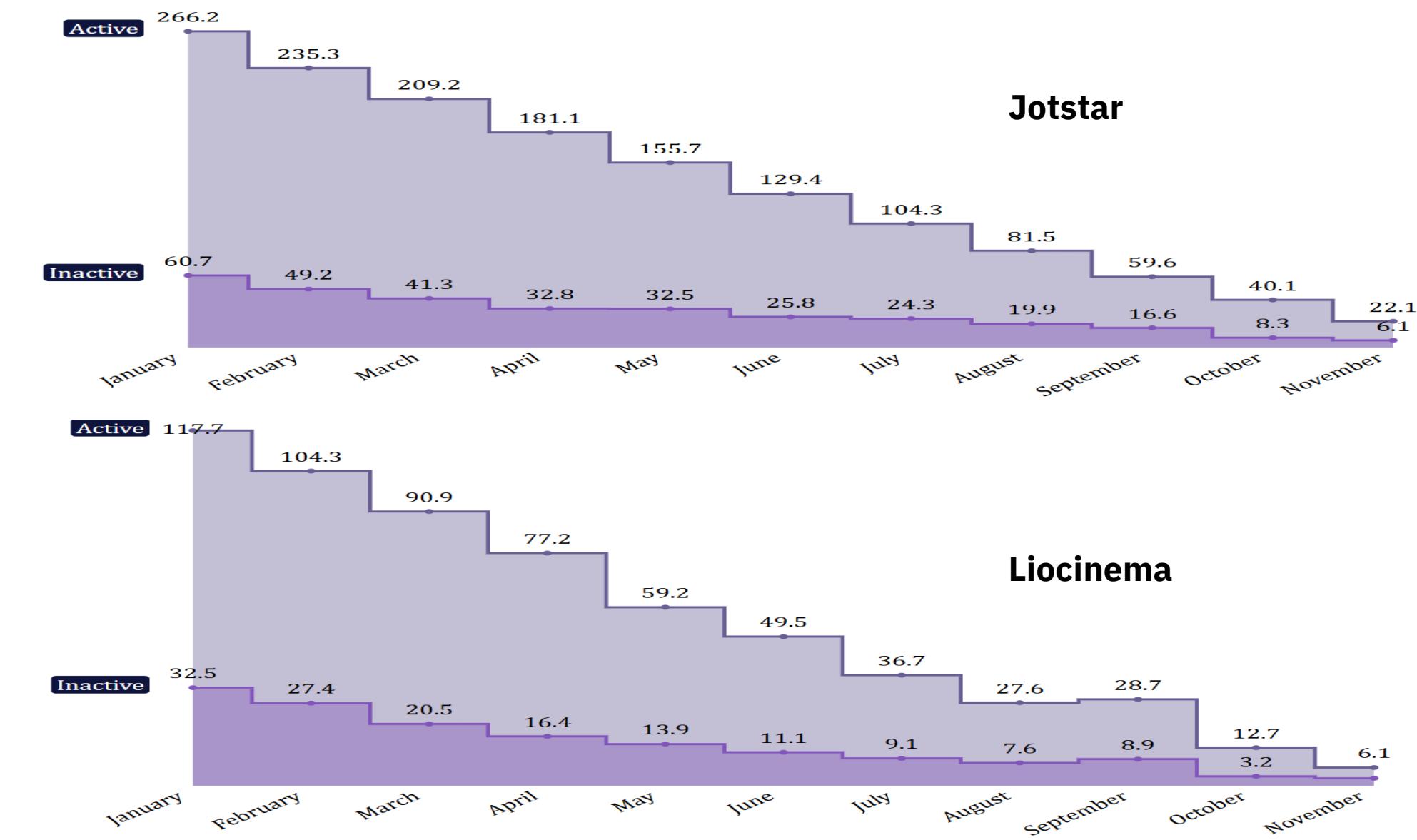
Key Insights:

- **Jotstar's** average watch time (**117.24 hrs**) is significantly higher than **Liocinema's** (**25.61 hrs**), indicating stronger user engagement.
- Mobile is the dominant device for both platforms, but **Jotstar's** mobile users (**176.06 hrs**) watch nearly **4x** more than Liocinema's (**46.05 hrs**).
- Users in **Tier 1** cities have the highest watch time on both platforms, but **Jotstar** retains much higher engagement across **all tiers** compared to **Liocinema**.

Primary Analysis

6. Inactivity Correlation

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



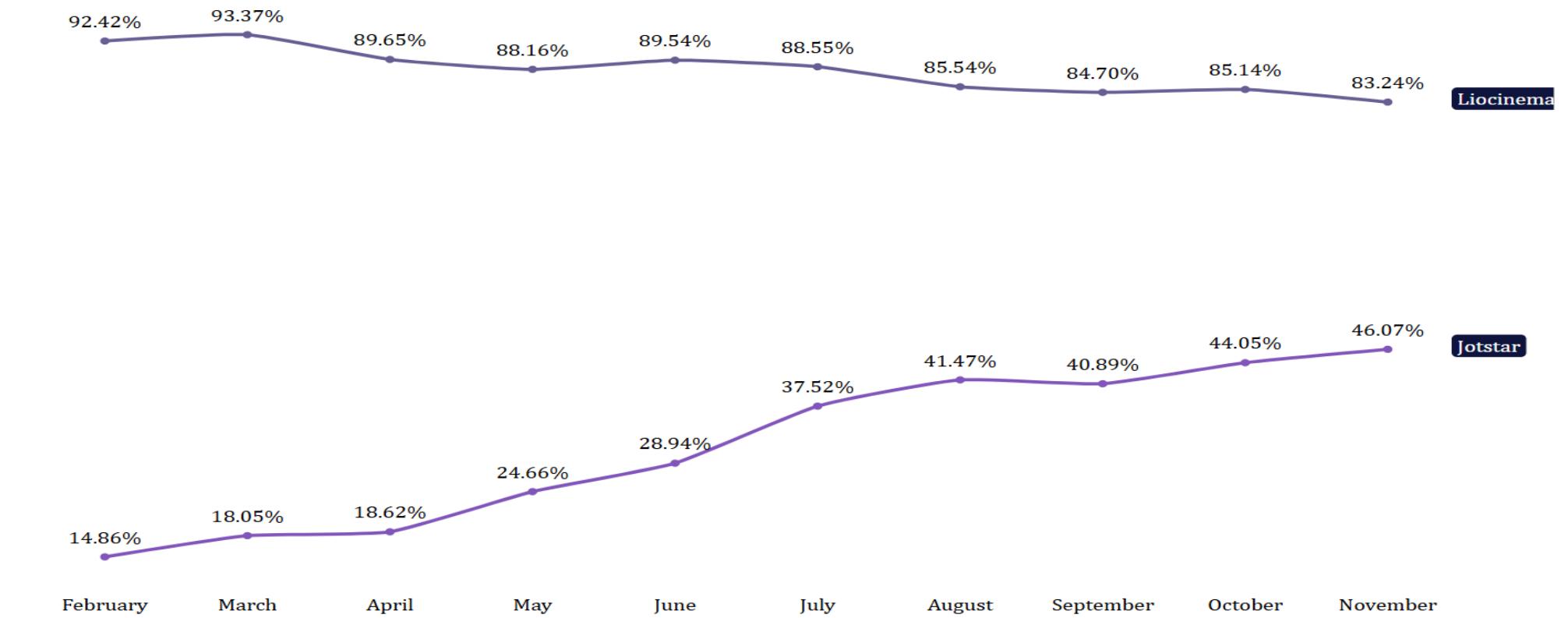
Key Insights:

- **Active users have significantly higher watch time** than inactive users, as shown by their larger area proportion in the chart.
- **Watch time is declining over months** for both active and inactive users, indicating a drop in engagement.
- **Similar trends in both platforms** indicate a common challenge in retaining less engaged users.

Primary Analysis

7. Downgrade Trends

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



Key Insights:

- **Liocinema's downgrade rate is consistently higher than Jotstar's**, indicating stronger customer retention challenges.
- However, **Liocinema's downgrade rate is gradually decreasing over time**, suggesting improvements in user retention efforts or reduced dissatisfaction.
- **Jotstar, on the other hand, is experiencing a rising downgrade trend**, which could indicate increasing user dissatisfaction or external market influences.

Primary Analysis

8. Upgrade Patterns

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		
Subscription Plan	New Subscription Plan	Total Users	Subscription Plan	New Subscription Plan	Total Users
Basic	Premium	0.92K	Free	Premium	0.64K
Free	Basic	1.40K	Free	VIP	0.79K
Free	Premium	0.48K	VIP	Premium	2.62K
Total		2.80K	Total		4.04K

Key Insights:

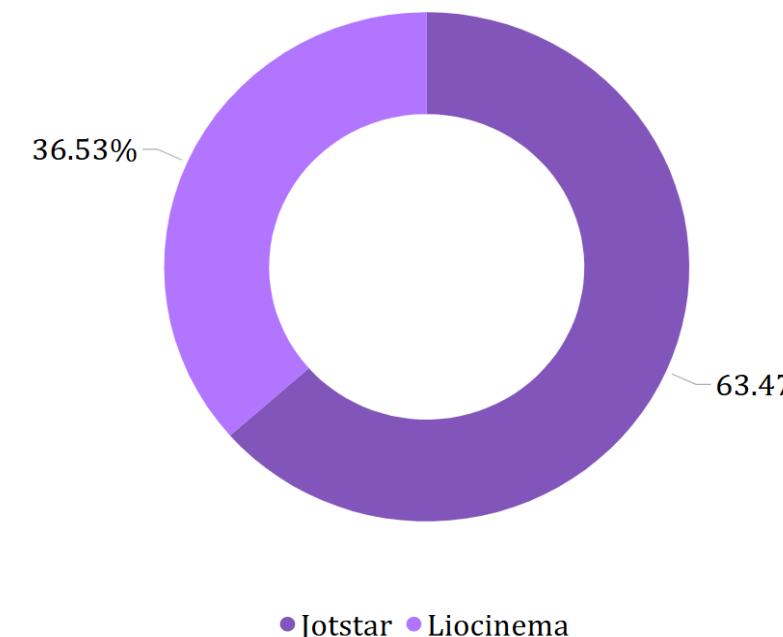
- **Jotstar** sees more direct high-tier upgrades, with **VIP → Premium (2.62K users)** being the most common.
- **Liocinema** experiences more gradual upgrades, with **Free → Basic (1.40K users)** as the top transition.
- **Jotstar** has a higher total upgrade volume (**4.04K**) compared to **Liocinema (2.80K)**, indicating stronger user movement toward premium tiers.

Primary Analysis

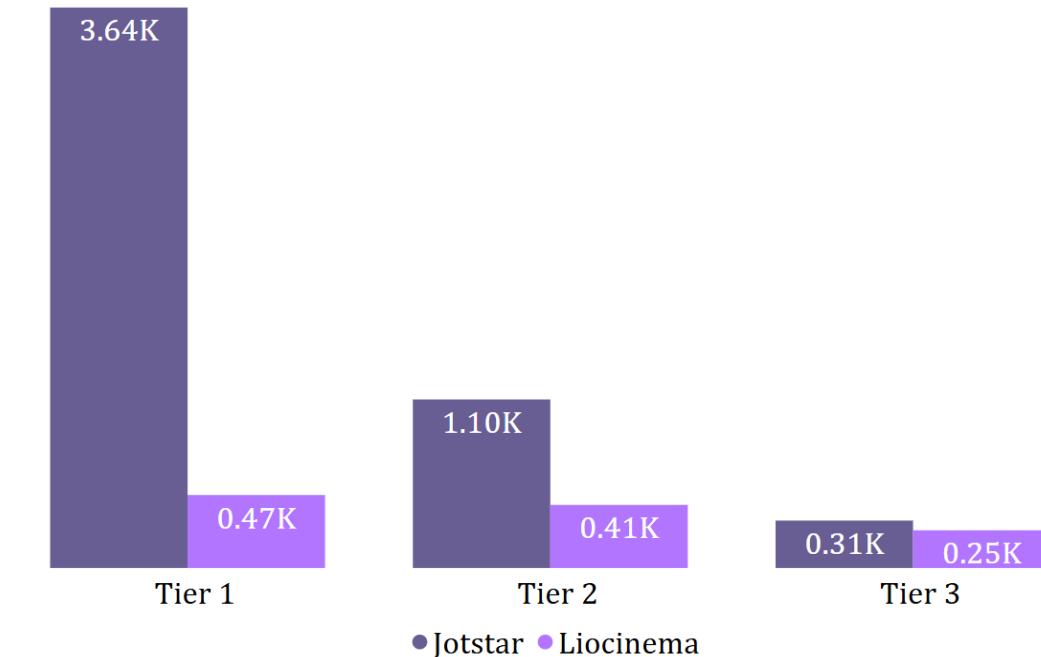
9. Paid Users Distribution

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

Paid Users By Platform



Premium Users By City Tier & Platform



Key Insights:

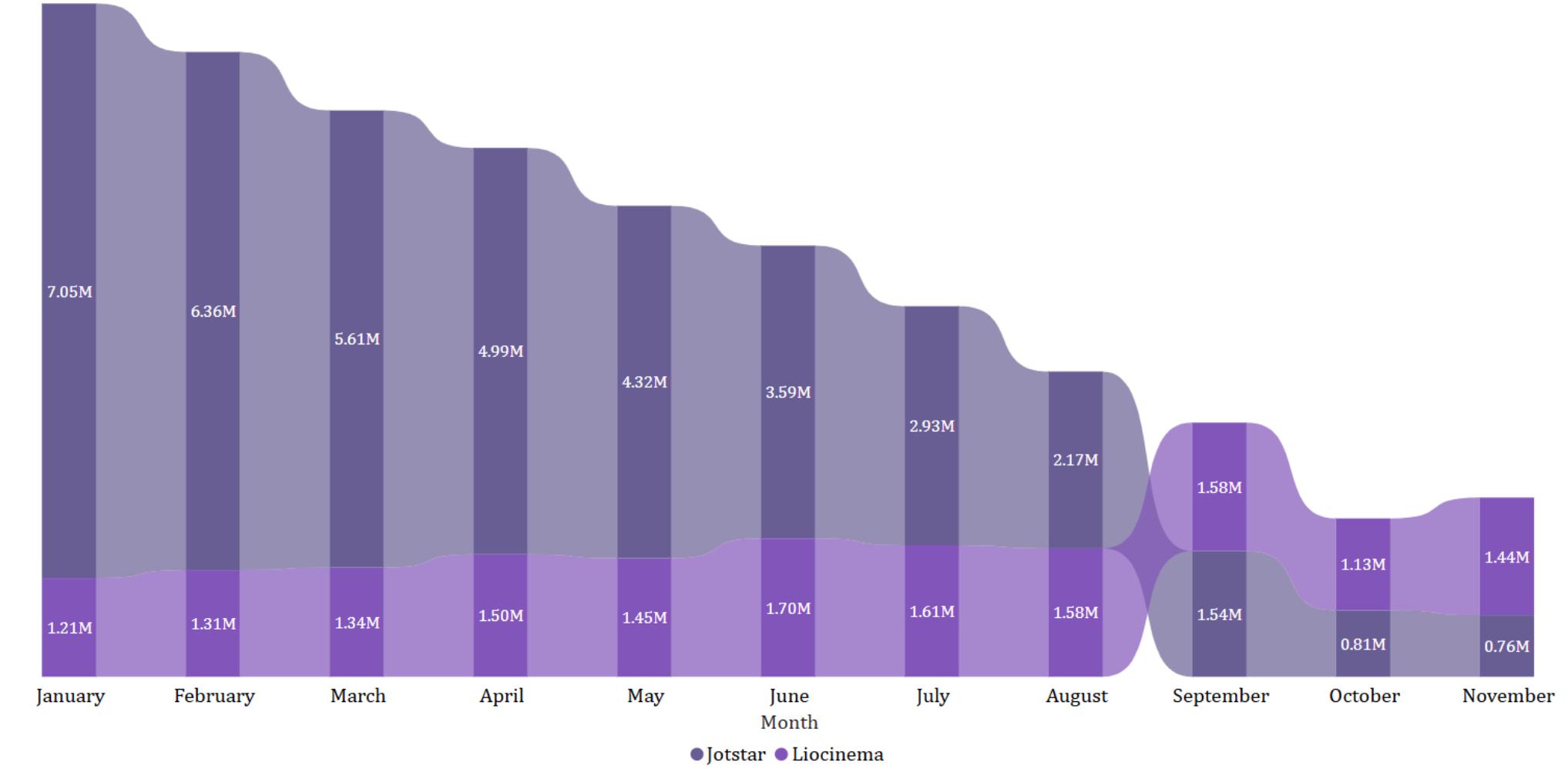
- **Jotstar** dominates premium users across all city tiers, with the highest gap in Tier 1 (**3.64k vs. 0.47k for Liocinema**).
- **Jotstar** holds a larger share of total paid users (**63.47%**) compared to **Liocinema** (**36.53%**).
- **Jotstar's** premium users decrease significantly from **Tier 1 (3.64k)** to **Tier 3 (0.31k)**, whereas **Liocinema** maintains a relatively stable but lower premium user count **across tiers**.

Note: Premium users are those subscribed for more than 6 months.

Primary Analysis

10. Revenue Analysis

Assume the following monthly subscription prices, calculate the total revenue generated by both platforms (LioCinema and Jotstar) for the analysis period (January to November 2024).



Key Insights:

- **Jotstar** generated a total revenue of ₹40.14M, significantly higher than **Liocinema's** ₹15.85M.
- **Jotstar's** revenue saw a steady decline from **January (₹7.05M)** to **November (₹0.76M)**, with a sharp drop after August.
- **Liocinema's** revenue remained relatively stable, peaking in **September (₹1.58M)** before a slight decline.

Secondary Analysis

1. What strategies can the merged platform implement to increase engagement among inactive users and convert them into active users?



1. Personalized Content & Smart Recommendations

- Use AI-driven algorithms to suggest content based on past viewing habits.
- Highlight trending shows and unfinished content through personalized notifications.

2. Exclusive Offers & Flexible Subscription Models

- Provide discounts, loyalty rewards, or free trials for returning users.
- Introduce flexible pricing, including micro-subscriptions or pay-per-view options.

3. Interactive & Social Engagement Features

- Enable watch parties, interactive content, and user-generated playlists.
- Create a discussion forum for user reviews and engagement.

4. Enhanced User Experience & Cross-Promotions

- Improve app navigation, reduce buffering issues, and enhance content discovery.
- Partner with telecom providers or brands to offer bundled streaming services.

5. Re-engagement Campaigns & Feedback Mechanisms

- Send personalized emails and push notifications about new or unfinished content.
- Use surveys to understand inactivity reasons and improve platform offerings.

Secondary Analysis

2. What type of brand campaigns should the merged platform launch to establish itself as the go-to OTT platform in India?



- **Unified Brand Identity:** Develop a strong brand that highlights the platform's diverse content library and user-centric experience.
- **Regional Content Expansion:** Invest in original programming across Indian languages to attract regional audiences.
- **Strategic Partnerships:** Collaborate with telecom providers and digital services for bundled subscription offers.
- **Celebrity Endorsements:** Leverage influencers and well-known personalities to increase credibility and reach.
- **Innovative Advertising:** Utilize cutting-edge advertising techniques, such as neuroscience-based approaches, to attract advertisers and enhance user engagement.
- **Exclusive Live Events:** Stream high-profile concerts, sports, and celebrity interactions to drive engagement.
- **Interactive User Engagement:** Introduce polls, quizzes, and watch parties to boost audience participation.
- **Affordable Subscription Models:** Offer flexible pricing, discounts, and micro-subscriptions for different user segments.
- **Aggressive Marketing Campaigns:** Utilize social media, influencer collaborations, and digital ads for brand awareness.
- **Customer-Driven Platform:** Actively collect user feedback and improve features based on audience preferences.

Secondary Analysis

3. How should the merged platform price its subscription plans to compete effectively while maintaining profitability?



- **Analyze Competitor Pricing:** Evaluate current subscription rates of leading OTT platforms in India to position offerings competitively.
- **Implement Tiered Pricing:** Offer multiple subscription tiers to cater to diverse user segments:
 - ✓ **Free Plan:** Affordable access with ads and standard definition streaming.
 - ✓ **Standard Plan:** Ad-free viewing in high definition.
 - ✓ **Premium Plan:** Ad-free experience with ultra-high-definition streaming and multi-device access.
- **Introduce Bundled Offers:** Collaborate with telecom providers to offer bundled subscriptions, enhancing value and expanding reach.
- **Adopt Regional Pricing Strategies:** Adjust pricing based on regional economic factors to make subscriptions more accessible.
- **Offer Flexible Payment Options:** Provide various payment plans, including monthly, quarterly, and annual subscriptions, to accommodate different user preferences.
- **Utilize Freemium Models:** Allow limited free access to certain content, encouraging users to upgrade for premium features.
- **Provide Value-Added Services:** Incorporate additional benefits like offline downloads, exclusive content, and early access to new releases to justify premium pricing.
- **Monitor and Adjust Pricing:** Regularly assess market trends and user feedback to refine pricing strategies, ensuring alignment with consumer expectations and profitability goals.

Secondary Analysis

4. How can the platform leverage partnerships with telecom companies to expand its subscriber base?

1. Bundled Subscription Plans

- Offer combined OTT + mobile data plans to attract new users.
- Provide free trials or discounted OTT subscriptions with telecom packages.

2. Integrated Billing & Easy Payments

- Allow users to pay for subscriptions via mobile bills or prepaid balances.
- Enable one-click subscription activation through telecom provider apps.

3. Exclusive Content & Early Access

- Offer telecom users exclusive content or early access to new releases.
- Provide premium content bundles as part of high-end telecom plans.

4. Pre-Installed Apps on Devices

- Partner with telecoms to pre-install the OTT app on smartphones and smart TVs.
- Ensure seamless login for telecom subscribers via SIM-based authentication.

5. Co-Branded Marketing & Promotions

- Run joint advertising campaigns to reach a wider audience.
- Leverage telecom's retail stores and digital channels for OTT promotions.



Secondary Analysis

5. What role can AI and machine learning play in personalizing the user experience and improving content discovery?



- **Smart Content Recommendations:** AI analyzes user behavior to suggest personalized content, increasing engagement.
- **Enhanced Search & Discovery:** ML improves search accuracy, voice search, and visual recognition for better content discovery.
- **Dynamic & Adaptive UI:** AI customizes the platform layout based on user preferences, making navigation seamless.
- **Predictive Analytics for Content Trends:** AI identifies popular genres and suggests content investments based on audience demand.
- **Real-Time Engagement & Retention:** ML detects user inactivity and triggers notifications to re-engage viewers.
- **Adaptive Streaming Quality:** AI adjusts video quality based on network conditions for smooth streaming.
- **Churn Prediction & User Retention:** AI identifies users likely to unsubscribe and enables proactive engagement strategies.
- **AI-Generated Content Summaries:** Automates content categorization and highlights trending topics for easy exploration.
- **Intelligent Ad Targeting:** AI personalizes ad placements based on user interests, maximizing ad revenue.
- **Automated Content Moderation:** Ensures compliance with guidelines and improves platform safety.

Secondary Analysis

6. Who should be the brand ambassador for the newly merged OTT platform (LioCinema-Jotstar) to effectively represent its identity and attract a diverse audience?



Ideal Brand Ambassador Choices for LioCinema-Jotstar

- **Prabhas (Pan-India Superstar)** – Massive appeal across regions & languages, perfect for wide audience reach.
- **Alia Bhatt (Youth & Digital Icon)** – Strong OTT presence, social media influence, and connects well with younger audiences.
- **Virat Kohli (Sports & Fitness Icon)** – Expands reach beyond entertainment, engages sports lovers, and boosts brand credibility.



👉 Final ambassador selection will depend on the platform's core branding focus.

Additional Insights

Retention Rate Disparity

- Jotstar retains **31.02%** of users beyond 6 months, while LioCinema retains only **8.19%**.

Free-to-Upgrade Rate

- Jotstar's **free-to-upgrade rate is 11.78%**, significantly higher than Liocinema's **1.79%**.

Upgrade-Downgrade vs. Watch Time

- Users who upgrade tend to have higher watch time.
- Downgraded users in Liocinema show a **faster decline in watch time** compared to Jotstar.



Key Suggestions

1. Improve Retention & Engagement

- Boost **long-term retention** with loyalty perks & engagement campaigns.
- Identify & promote **high-retention content** to reduce churn.

2. Optimize Upgrades & Monetization

- Increase **free-to-upgrade conversions** with trial-based incentives.
- Implement **personalized pricing & content bundles** for higher upgrades.

3. Address Downgrades & Watch-Time Drops

- Use **real-time recommendations** to prevent watch-time decline before downgrades.
- Align **content scheduling** with peak watch-time patterns from Jotstar.

Key Suggestion

4. Enhance Personalization with AI

- Predict churn & trigger retention offers using AI analytics.
- Segment users & offer personalized content and upgrade promotions.

5. Ensure Seamless Platform Integration

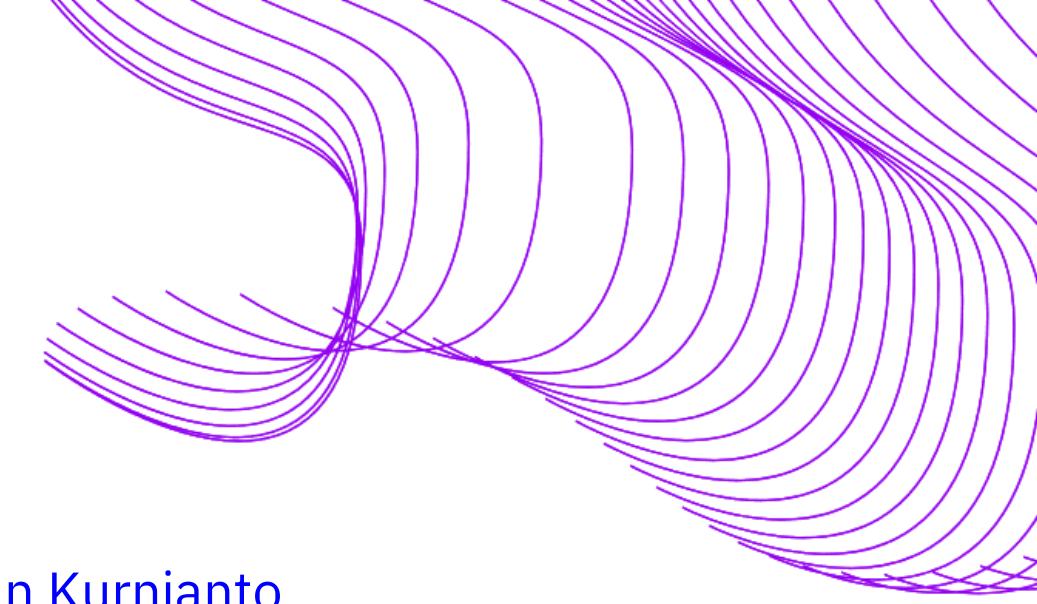
- Unify the user experience to retain existing subscribers.
- Merge high-performing content from both platforms for better engagement.

6. Strengthen Data-Driven Decision-Making

- Develop a centralized analytics dashboard for tracking retention, watch-time & upgrades.
- Use data insights to continuously refine content & pricing strategies.

Resources & Credits

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- Revenue Icon (Black): [Icon by redempticon](#)
- Active User Icon: [Icon by Lagot Design](#)
- Inactive User Icon: [Icon by RIkas Dzihab](#)
- Paid User Icon: [Icon by SBTS2018](#)
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Thank You