

Disney Plus Hotstar Dashboard

□ Purpose & Data Source

- The dashboard analyzes Disney+ Hotstar content using data that likely includes IMDb ratings, vote counts, languages, directors, release years, and more.
- Its main goal is to give an at-a-glance understanding of how different shows/movies on Disney+ Hotstar perform on IMDb and how they are distributed across various attributes (such as director, country, rating, etc.).

□ Dashboard Layout & Visuals

- **Bar & Line Chart (Center):**
 - Shows **IMDb votes** (in bar form) alongside a **count of languages** (as a line) for various **actors** or titles. This helps compare the popularity of content (via votes) with the number of languages in which it's available or produced.
- **Pie Chart / Donut Chart (Top Right):**
 - Labeled “Count of year by director,” indicating it breaks down how many titles or releases are associated with different directors (possibly grouped by release year).
- **Horizontal Bar Chart (Bottom Left):**
 - “IMDb_rating & country” suggests it displays average IMDb ratings or rating distribution for each country's content. This can reveal which countries produce the highest-rated content or the range of ratings by region.
- **Donut Chart (Bottom Middle):**

- “IMDb_rating & director” indicates the distribution of ratings by director, giving a sense of which directors tend to have higher or lower-rated content.
- **Numeric KPI Card (Bottom Right):**
 - “total_imdb_voting” showcases the sum of IMDb votes across all content in the dataset, giving a quick reference to overall popularity or user engagement.
- **Filters (Left Panel):**
 - **Type** (13+, Not Rated, Passed, PG, R, etc.): This lets users filter content based on its age classification or rating category.
 - **Country** (USA, FR, CA, ES, UK, JP, etc.): Enables users to drill down into content from specific countries to see how they perform.

□ **How It Might Be Used**

- **Content Strategy & Insights:** Identify which directors, countries, or ratings yield the highest IMDb scores or votes, helping in content acquisition or marketing decisions.
- **Audience Targeting:** Understand how many languages are offered and which age ratings are most common/popular, aiding in targeted campaigns.
- **Performance Tracking:** Monitor overall IMDb votes to gauge user engagement over time or across different segments.

□ **Design & Aesthetics**

- The dashboard uses a **dark, futuristic color scheme** (purples, blues) with neon accents, giving it a modern look.

- Clear labeling of charts (IMDb votes, rating, language, director, etc.) ensures each visualization's purpose is quickly understood.

□ Overall Summary

- This project is a **data visualization and analytics dashboard** for Disney+ Hotstar's catalog.
- By combining metrics like IMDb votes, IMDb rating, language, country, and director information, the dashboard helps users quickly **spot trends, compare performance, and filter content** to gain deeper insights into how Disney+ Hotstar shows and movies are performing on IMDb.