

# Jio Hotstar User Insights Dashboard using Power BI

## Project Overview

This project aims to build a data-driven dashboard that provides insights into content consumption patterns on a simulated OTT platform like Jio Hotstar. It covers user behavior, watch time, genre trends, age ratings, and subscriptions using Power BI for data modeling and visualization.

## Tools & Technologies

- **Power BI Desktop**
- **DAX (Data Analysis Expressions)**
- **Custom Visuals** (Donut, Tree Map, Gauge, etc.)
- **Mockaroo** (for simulated dataset generation)

## Dataset Tables

### 1. JIO

- Movie/TV details: title, genre, type, age\_rating, seasons, episodes, year, running\_time

### 2. USERS\_TABLE

- User info: user\_id, first\_name, gender, email, signup\_date

### 3. Watch History Table

- Viewing activity: watch\_id, user\_id, title, genre, watch\_date, watch\_duration

## 4. Subscriptions Table

- Plan info: user\_id, amount\_paid, start\_date, end\_date, plan, sub\_id

## Data Modeling

Proper data modeling was done to create relationships:

- USERS\_TABLE[USER id] → Watch History[user\_id] (1:many)
- USERS\_TABLE[USER id] → Subscriptions[user\_id] (1:many)
- JIO[title] → Watch History[title] (1:many)

## Key Visuals

### Page 1: Platform Content Overview

- **Donut Chart** – Split of Movies vs TV Shows
- **Stacked Bar Chart** – Ratings by Age Categories
- **Tree Map** – Top Genres by Content Count
- **Area Chart** – Content Growth Over Years
- **KPI Cards** – Total Episodes, Duration, and Performance Summary
- **Gauge** – Count of hotstar\_id by Title

### Page 2: Watch History Analytics

- **Bar Chart** – Most Watched Titles
- **Tree Map** – Most Watched Genres
- **Slicers** – Genre Filters
- **Line Chart** – Watch Duration by Title

- **Column Chart** – Watch Count by Age Rating

### **Key Insights**

- **Drama** is the most watched and most published genre.
- **U/A 13+** and **U/A 16+** are the top age categories.
- There is a steady increase in content release post-2000.
- Most users watch TV content slightly more than movies.
- Total average watch duration across users: **95K minutes**

### **Use Case Relevance**

This project simulates how OTT platforms like Hotstar, Netflix, or Amazon Prime Video analyze user behavior and optimize content offerings. It demonstrates **data modeling, business KPIs, user segmentation, and content insights**.

### **Project Outcome**

This project successfully delivers an interactive Power BI dashboard with clear, actionable insights. It showcases strong hands-on experience in:

- Data modeling
- Data visualization
- Power BI storytelling
- DAX measure creation
- Analytical thinking for business reporting.