**POPULARITY AND PERFORMANCE PREDICTION USING**

**ML ALGORITHM**

Nowadays, there are a lot and a lot of social media platforms, one of the most wanted and watched is Disney+hotstar. The user’s subscription also increasing day by day. Whereas reviews and ratings on TRP are viewed and reviewed by users on public media. Media users want to relax their time with social media like Hulu, YouTube, Amazon Prime, Netflix, and so on, one of the most famous applications among them is the Disney+hotstar streaming service. There is some category such as horror, popular, comedy. Finding Television Rating Point (TRP) for each channel is difficult. Using certain parameters and values we implement the XGBoost and Naive Bayesalgorithm.

Naïve Bayes classifier is the Machine learning algorithm, this classifier assumes the presence of a particular feature in a class is independent of the presence of any other feature. eXtreme Gradient Boost (XGBoost) existing models were limited with the requirement to compute all the pairwise similarities among users and items that leads to quadratic growth in running time and computation with input sizes.

Since the TRP for each channel is varied according to the user review. The outcome of each channel (TRP) will be a set of reviews and the number of viewers list organized by Hotstar streaming services based on each feature. To know which channel has obtained the maximum target point.

**GUIDED BY:- TEAM MEMBERS:-**

Ms. N.KANIMOZHI ME., S.ARAVINTH 19BCR004

M.KAVIN PRAKASH 19BCR029

D.K.NAREN 19BCR033