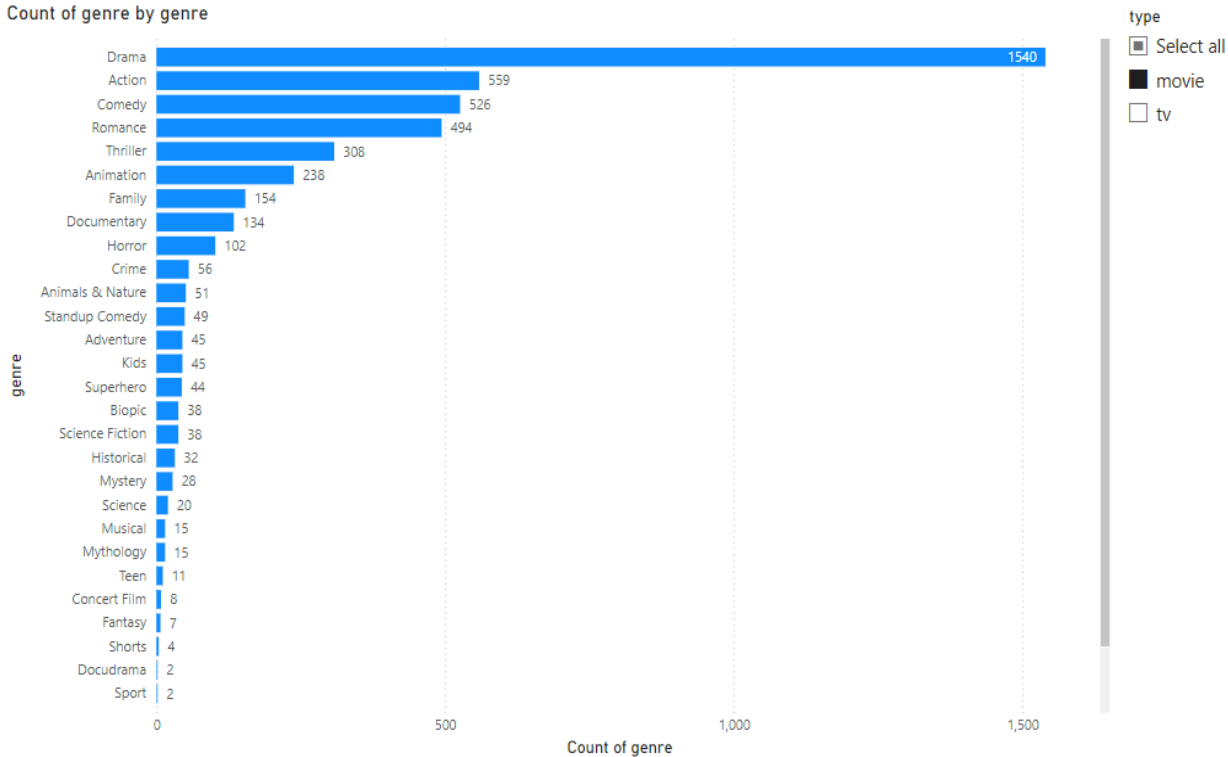


Disney+HotStar Data Analysis

Task 1. Distribution of Movies by Genre

Distribution of movies by genre

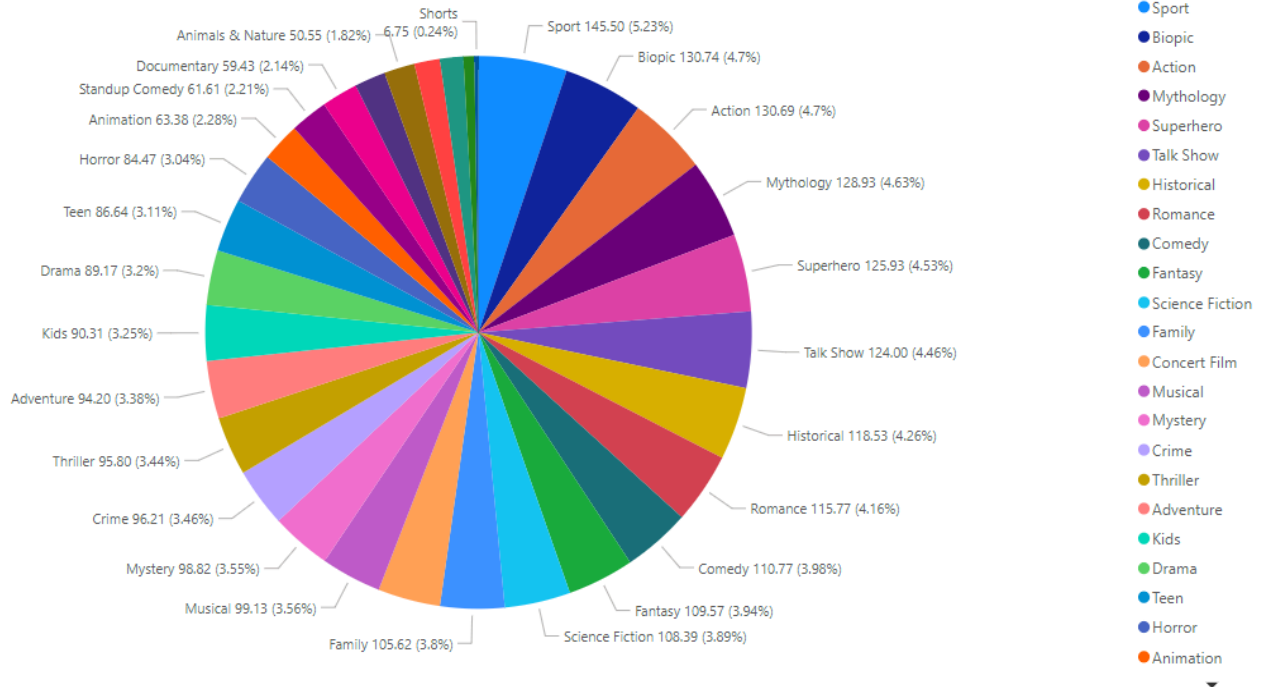
Count of genre by genre



Task 2. Average Running Time by Genre

Average Running Time by Genre

Average of running_time by genre



Task 3. Movies Released Each Year

Movie released each year

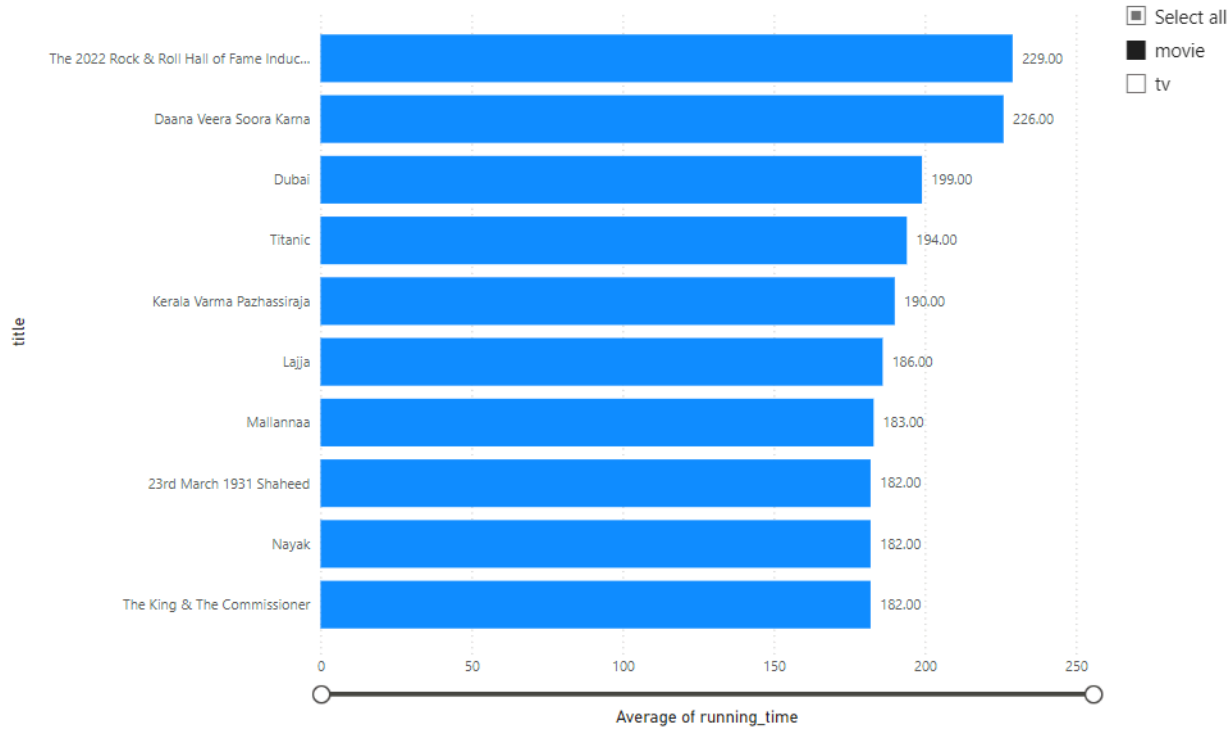
year	title
1928	Mickey Mouse Steamboat Willie
1937	Snow White And The Seven Dwarfs
1940	Fantasia
1940	Pinocchio
1941	Chef Donald
1941	Dumbo
1941	Goofy The Art of Skiing
1941	The Reluctant Dragon
1941	Vasantha Sena
1942	Bambi
1947	Miracle On 34th Street
1947	Pluto Mail Dog
1950	Cinderella
1951	Alice In Wonderland
1953	Gunasagari
1953	Peter Pan
1955	Lady And The Tramp
1955	Vachan
1956	Bhaktha Markandeya
1956	Oklahoma!
1957	Bhale Ammayilu
1957	Ek Saal
1957	Old Yeller
1958	Bhanu Pelo Lottery
1959	Abba Ha Hudugi
1959	Banda Ramudu
1959	Chirag Kahan Roshni Kahan
1959	Journey to the Center of The Earth
1959	Sleeping Beauty



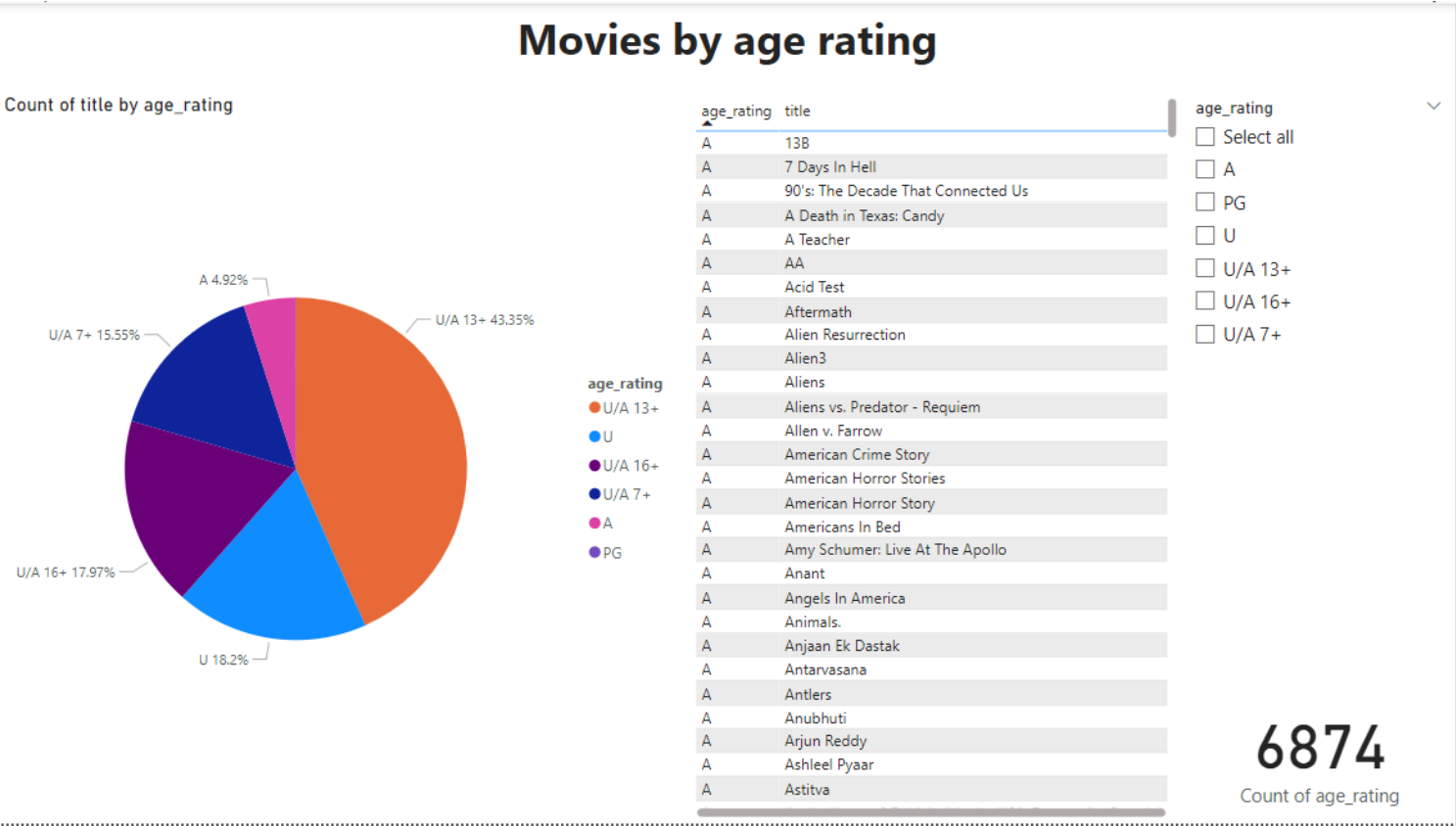
Task 4 Top 10 Longest Movies

Top 10 Longest Movies

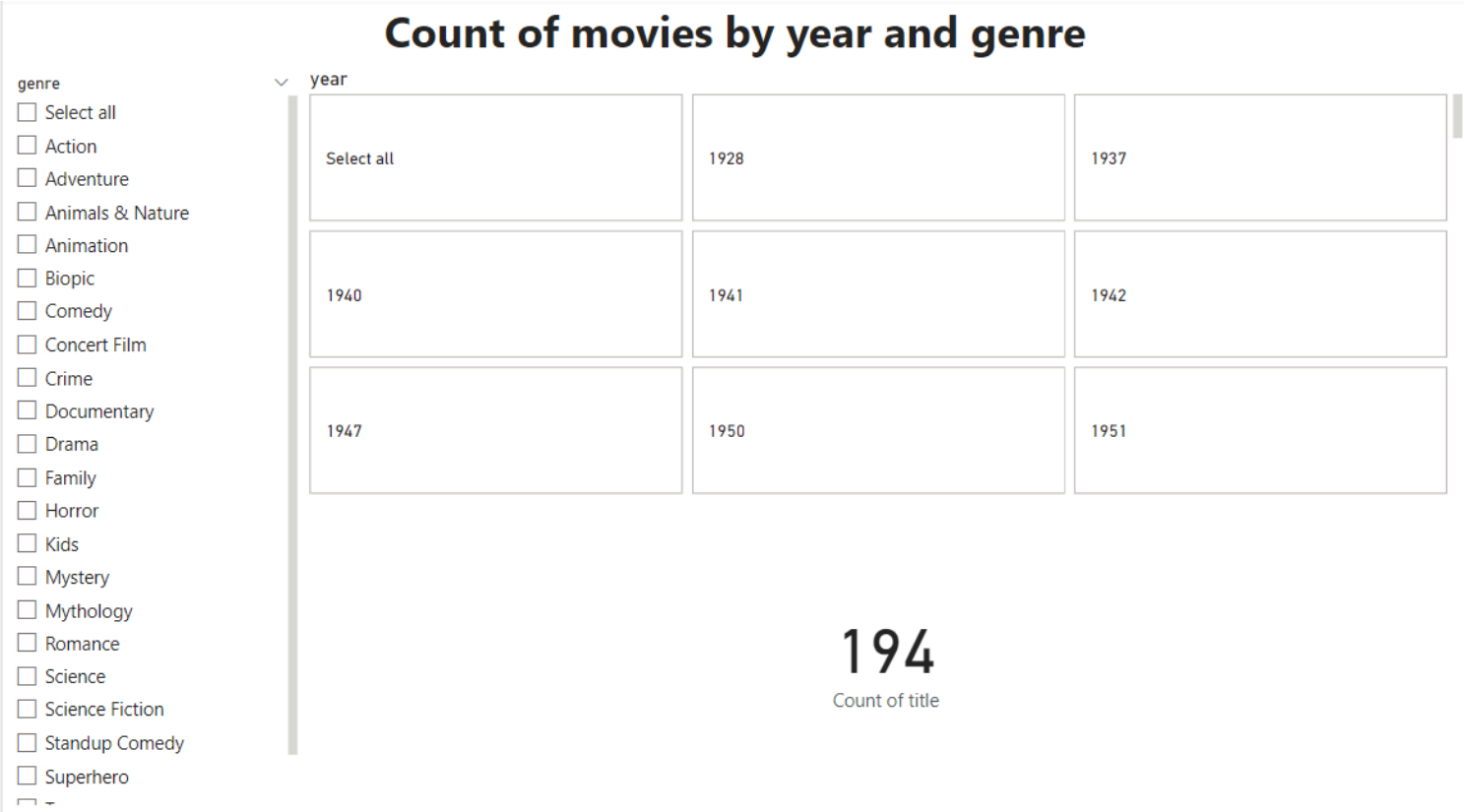
Average of running_time by title



Task 5. Movies by Age Rating



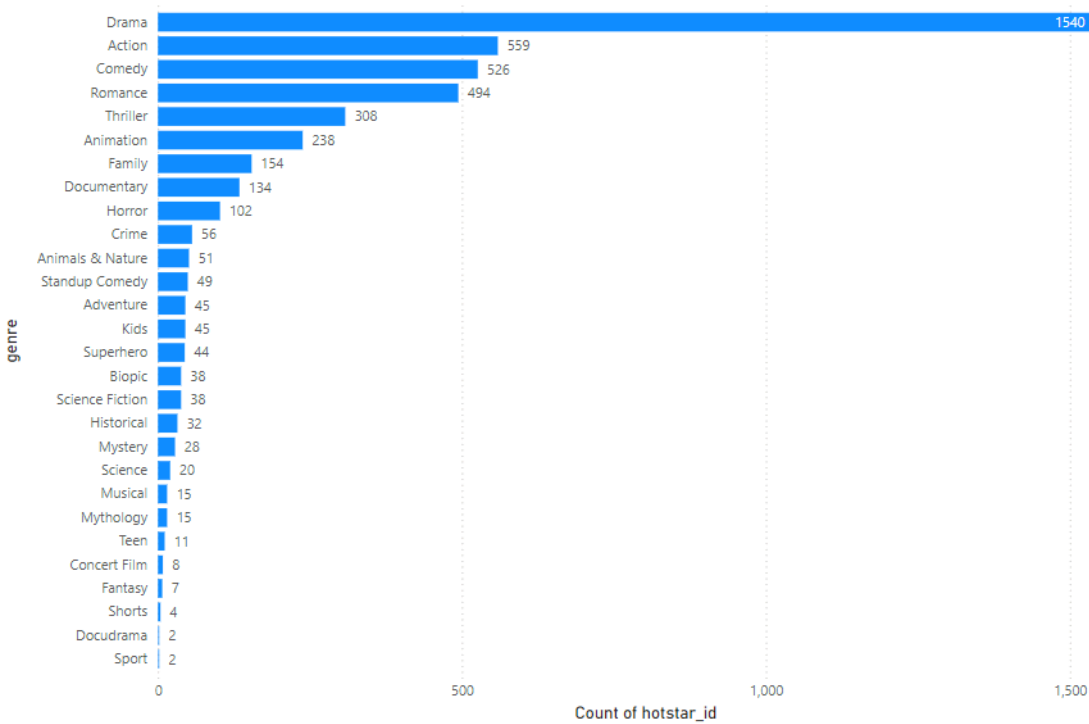
Task 6. Count of Movies by Year and Genre



Task 7. Most Common Movie Types

Most Common Movie Types

Count of hotstar_id by genre



type

☒ Select all

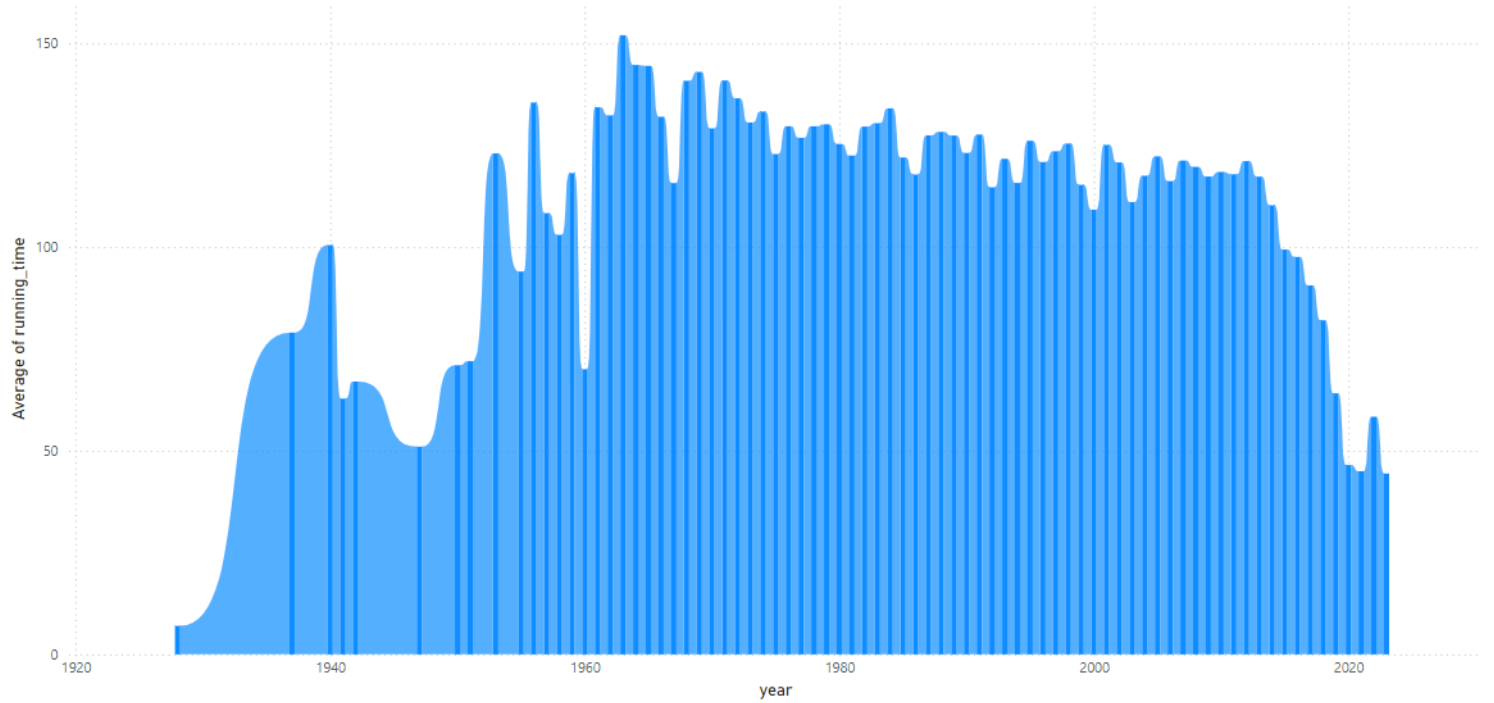
☒ movie

☐ tv

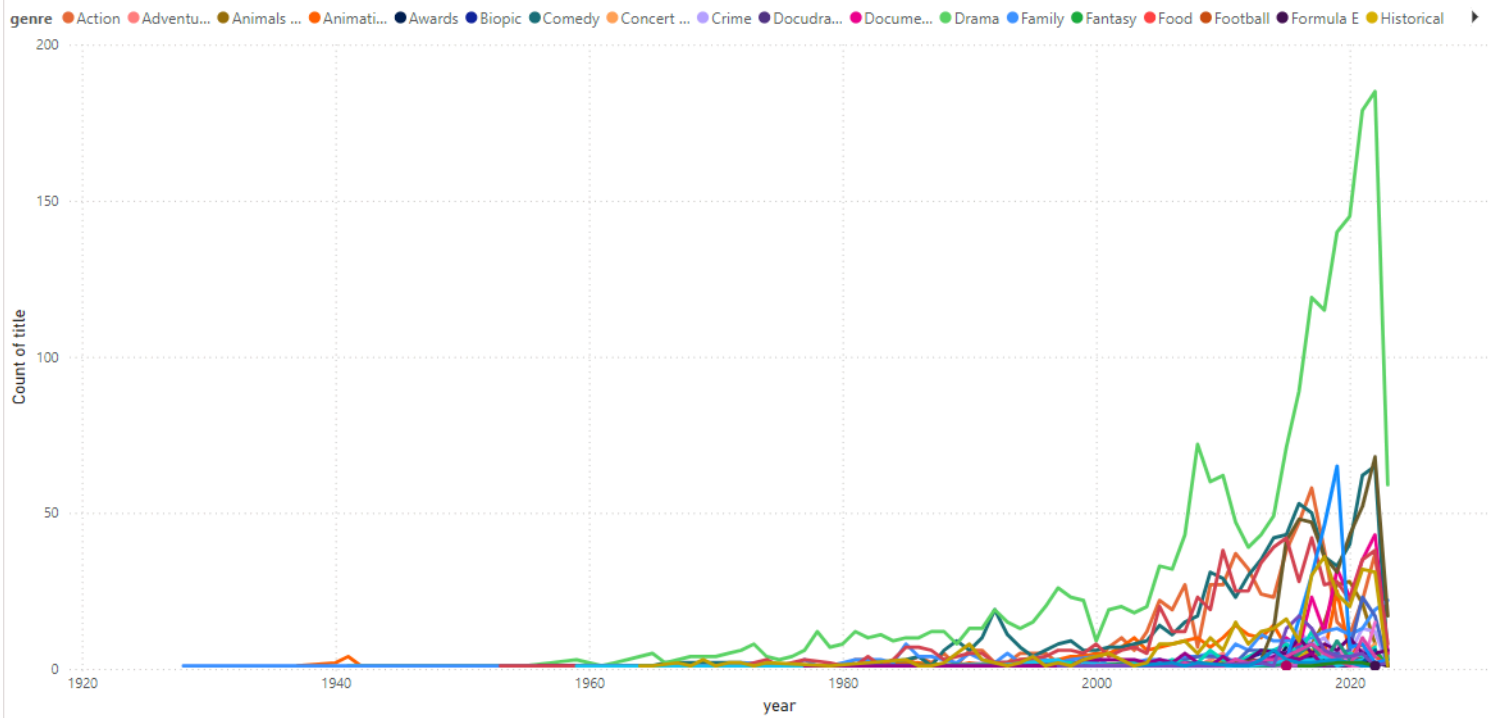
Task 8. Correlation Between Running Time and Year

Correlation Between Running Time and Year

Average of running_time by year



Genre Popularity Over Time



Task 10. Movies by Genre and Age Rating

Movies by Genre and Age Rating

genre	A	PG	U	U/A 13+	U/A 16+	U/A 7+	Total
Action	27		30	285	222	55	619
Adventure			10	7		32	49
Animals & Nature			9	9		101	119
Animation			189	4	1	46	240
Awards			3	15		10	28
Biopic	6		10	15	10	6	47
Comedy	55		117	323	107	189	791
Concert Film			9	3	1	5	18
Crime	14		1	31	51	2	99
Docudrama	1			2	2		5
Documentary	11		36	52	35	73	207
Drama	109	1	259	1061	412	201	2043
Family			62	129	7	65	263
Fantasy			1	2	5	3	11
Food			2	10	1	7	20
Football			1				1
Formula E				1			1
Historical	6		2	17	14	3	42
Horror	23		3	35	56	1	118
Kabaddi			1				1
Kids			62	10		32	104
Lifestyle			5	11		8	24
Musical			5	2	5	4	16
Mystery	3		5	14	20		42
Mythology			12	58		11	81
Reality			82	207	23	89	401
Romance	10		113	380	79	60	642
Science			1	6	1	26	34
Science Fiction	4		3	25	4	5	41
Total	338	1	1251	2980	1235	1069	6874

Task 11. Movies with Maximum Episodes:

TV shows with Maximum Episodes

title	episodes
Deivam Thandha Veedu	992
Tomay Amay Mile	992
Aarogyam Aaharam	99
Arthigobba Keerthigobba	99
Kaananamani	99
Rettai Vaal Kuruvi	99
That's So Raven	99
Radha Krishna	989
Lakshmi Kalyaanam	98
Disney's Ducktales	97
Homeland	97
Milana	961
Comedy Stars	960
Entourage	96
Janaki Raghava	96
Price Of Passion	96
Yeh Jhuki Jhuki Si Nazar	96
Arjun - Prince of Bali	95
Faltu	95
Humko Tumse Ho Gaya Hai Pyaar Kya Karein	95
ISL Daily Highlights	95
Mayavi Maling	95
Rang Maza Vegla	943
Ayushman Bhava	94
Ayushman Bhava	94
Sasuraal Genda Phool 2	94
Sex and the City	94
Pancharangi Pom Pom	939
Raasi Phalalu Dina Phalam	938

type

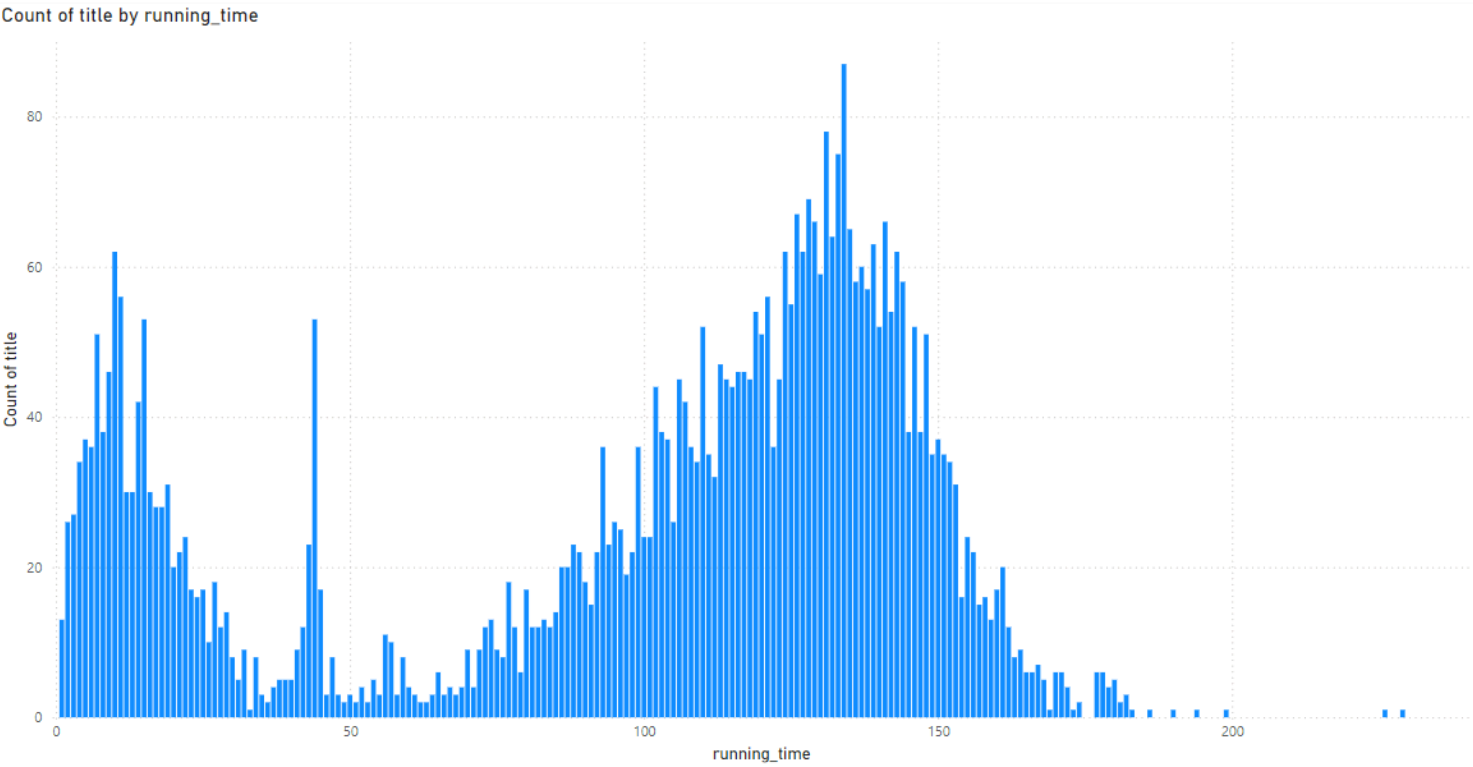
☒ Select all

☐ movie

☐ tv

Task 12. Distribution of Running Time

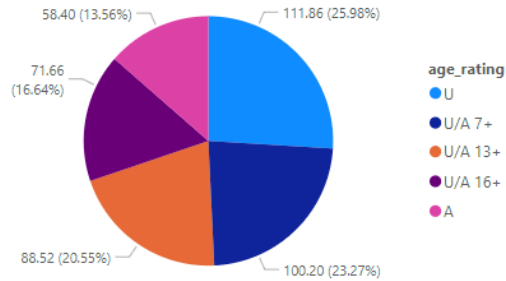
Distribution of Running Time



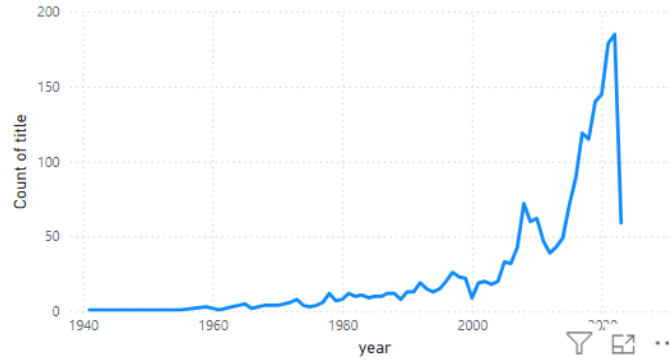
Task 13. Analysis of Specific Genres

Analysis of Specific Genres

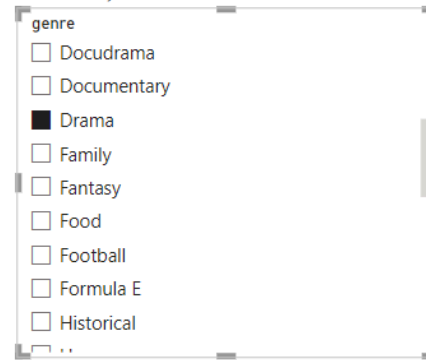
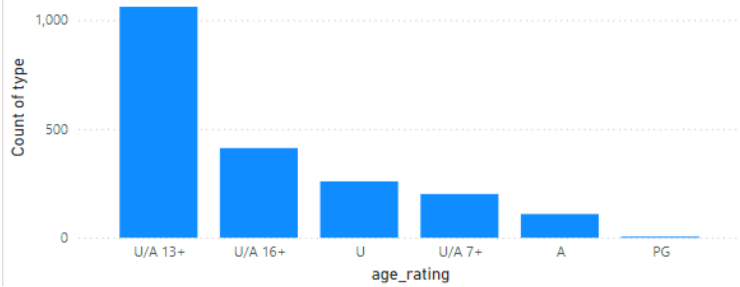
Average of running_time by age_rating



Count of title by year



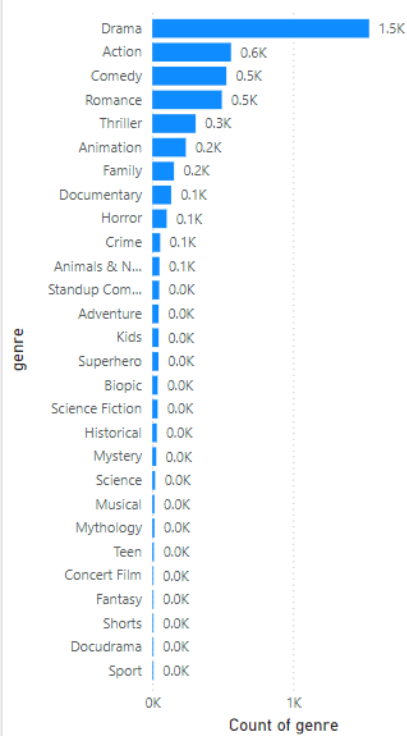
Count of type by age_rating



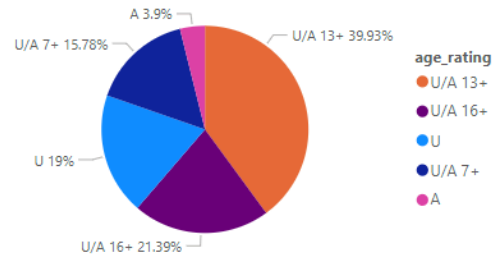
Dashboard 1

Dashboard

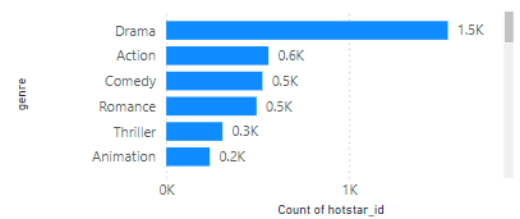
Count of genre by genre



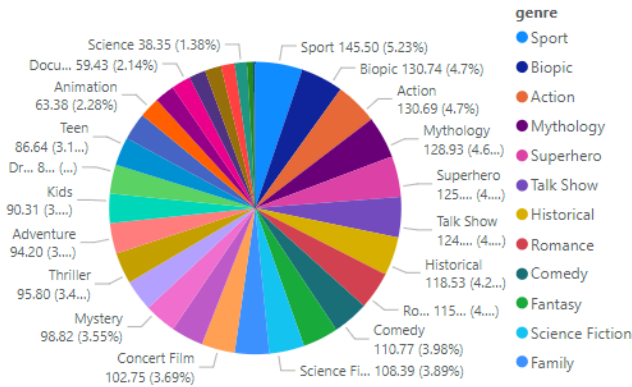
Count of title by age_rating



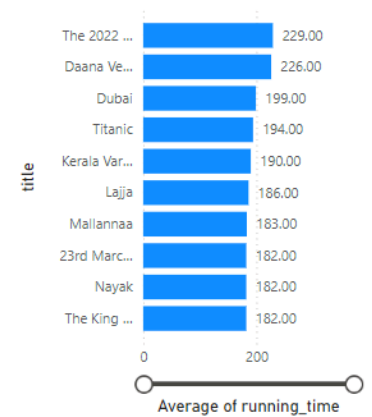
Count of hotstar_id by genre



Average of running_time by genre



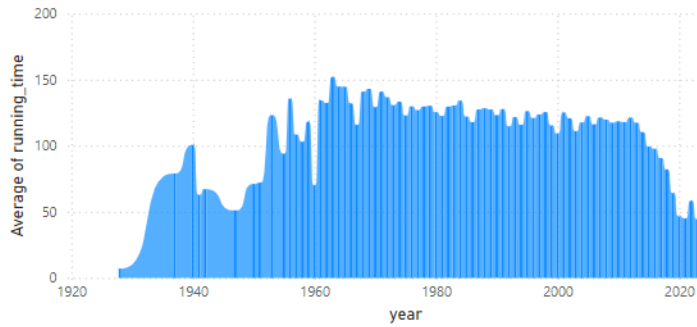
Average of running_time by title



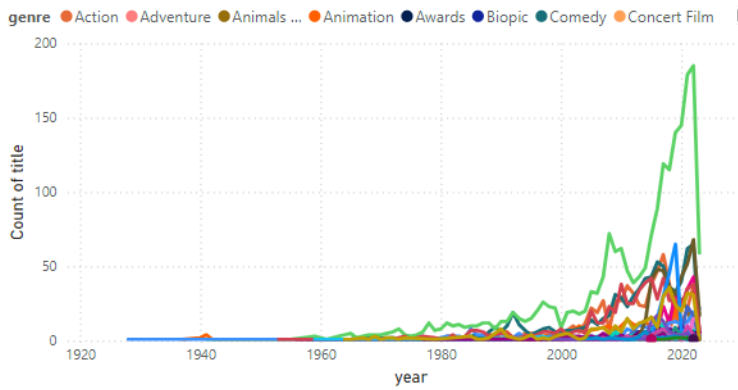
Dashboard 2

Dashboard 2

Average of running_time by year



Count of title by year and genre



title	episodes
Deivam Thandha Veedu	992
Tomay Amay Mile	992
Aarogyam Aaharam	99
Arthigobba Keerthigobba	99
Kaananmanani	99
Rettai Vaal Kuruvi	99
That's So Raven	99
Radha Krishna	989
Lakshmi Kalyaanam	98
Disney's Ducktales	97
Homeland	97
Milana	961
Comedy Star	960

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Fantasy			1	2	5	3	11
Food			2	10	1	7	20
Total	338	1	1251	2980	1235	1069	6874

- genre
- ☐ Select all
 - ☐ Action
 - ☐ Adventure
 - ☐ Animals & Nature
 - ☐ Animation
 - ☐ Awards
 - ☐ Biopic
 - ☐ Comedy
 - ☐ Concert Film

Key Insights

Content Type Distribution:

- Movies dominate the platform with 4,568 titles, while TV shows (series) account for 2,306 titles.
- Recommendation: Given the higher volume of movies, consider optimizing the recommendation engine and user interface to prioritize popular movie genres or content.

Popular Genres:

- The most common genres are:
 - Drama: 2,043 titles
 - Comedy: 791 titles
 - Romance: 642 titles
 - Action: 619 titles
 - Reality: 401 titles
- Recommendation: Since drama is overwhelmingly popular, consider expanding the variety within this genre or launching special events/collections focusing on sub-genres (e.g., historical drama, romantic drama) to capture different audience segments.

Yearly Content Distribution:

- Early years (pre-1950) have minimal representation, with the majority of content likely skewing towards more recent years (this initial snapshot shows single-digit counts for old films).
- Recommendation: While older content may be niche, it could be worth promoting or bundling in a "classic films" section. For new content, investing in fresh titles from the last 5 years would likely increase engagement.

Age Rating Distribution:

- Most of the content is rated U/A 13+ (2,980 titles), followed by U (1,251) and U/A 16+ (1,235).
- Adult (A) content is limited (338 titles).
- Recommendation: The majority of the audience appears to be under 16, which suggests a family-oriented or general audience. Invest in content that appeals to younger viewers, but also explore growth opportunities in adult-rated or niche content categories to expand viewership.

Business Recommendations

Content Strategy:

- Focus on Drama and Comedy: These are the most popular genres, and expanding offerings or promoting top titles in these categories will drive engagement.
- Explore niche genres: Genres like Documentary and Sport have a relatively small share but cater to specific audiences. Consider producing more exclusive content in these areas.

Invest in Recent Content:

- The platform could benefit from consistently adding new content, particularly from the last 5 years, to keep the library fresh and relevant. Consider licensing or producing more original titles.

Enhance Family and Youth Engagement:

- Given that the majority of the content is rated for younger audiences (U/A 13+ and below), consider launching more interactive or live content that appeals to younger viewers, such as animated series, game shows, or family-oriented specials.

Optimize User Segmentation:

- With a large percentage of content being suitable for all ages, personalized recommendations could be key in enhancing user experience. Develop stronger algorithms to recommend content based on viewing patterns, particularly for users between age ratings like U/A 13+ and U/A 16+.