

Quarantine:

A way to protect or

Watch Shows ?

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I. Acknowledgement

I want to thank IBM for giving me such an opportunity to showcase my capabilities to learn and curiously explore the task of "Analysis of OTT platform". Also, the references and suggestions from the Smart Internz mentors were helpful for successful completion of the project work.

1. Aim of the Project

Until and unless the aim of a project is defined, there is no point in proceeding further, thus understanding the correct target of the project which helps to define the correct technology, market, skills, tools and most importantly research.

Skipping the needless explanation and coming to the point, This project will aim to provide a detailed analysis of use of OTT platform in span of last 2 years. There are two main reasons for choosing such a title, First, during the pandemic and quarantine most people turned to OTT(over the top) platforms for entertainment. This in turn boosted the market, which created economic stability in some countries.

Secondly, there is potential market for these platforms in the future to provide a better reach as well as diversified content from all over the world available to the whole world. Such a good demographic stability and availability content from different cultures provides better diversity.

2. Description

The aim is settled for the project now we can describe the necessary details of the project. As data is new incoming age of advancement and might trigger new industrial revolution worldwide making it a necessary factor of our habitat as humans.

On this note, there is a need to provide better analysis about most of the past data collected so we can adapt to coming changes in particular domain. So in consideration of OTT platforms, they were feasible when cloud services were made cheaper, but not enough to grasp the attention world wide at large scale.

However, as soon as the pandemic started the popularity started growing, this happened due to boredom and quarantine. Further more the fuel were lowered prices and quality content to hook up the users to platforms.

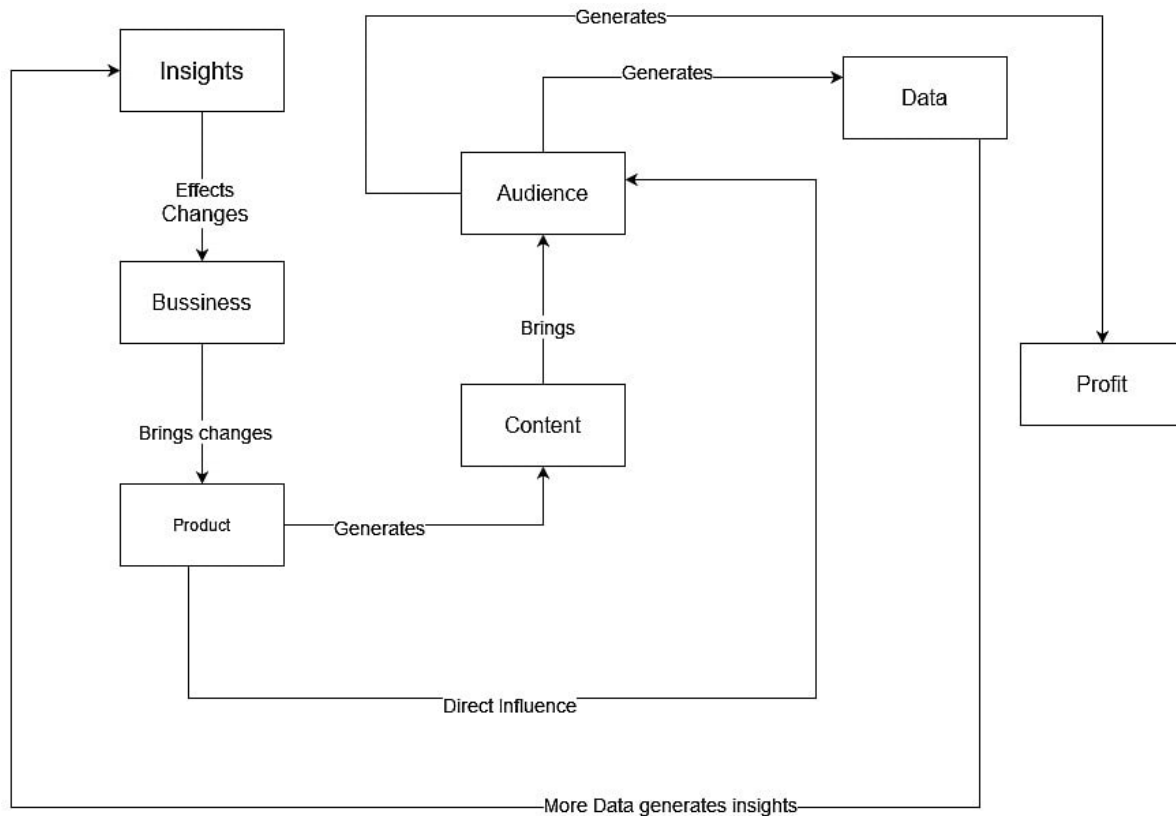


Figure: Showing flowchart of the Analysis driving data and profit.

3. Feasibility Study

In the development of any deliverable product, we need to find whether it is feasible to develop this project. By exploring and analyzing the project in the early stages of development it helps to modify and decide the technique of development.

Further advantages to Feasibility Study are as follows:

- a. Feasibility studies help to determine the viability of a project by

identifying the factors that can lead to its success.

- b. It explores the project in early stages, which helps to understand the requirements of the project .

a. Market Feasibility

Study of our project from the perspective of the market can provide how, why, who. Further exploring the market value, competitions, economic applications as well as demographic exploration will exactly tell market feasibility.

For our project, I have mapped out the following market analysis:

- a. First and foremost is to define the target market, in our perspective, This project delivers insights in respect to use of OTT platform during pandemic such that they can push/tailor the content for audiences. Also the specific content is targeted to specific audiences (13+, 18+ etc.)
- b. Secondly Market segmentation, For this project It is not the final output but can be used for numerous tweaks specifically to target a certain demographic, which will essentially boost the sales.
- c. Lastly, Trends of OTT platforms have been found to increase which is found by survey dataset used in the project, OTT- platforms are here to stay rather than cable networks due to variety of content.

b. Technical Feasibility

The Most important part of any analysis based project is to define the clear boundaries whether this analysis would produce any results/conclusions which can be used in future. If, We are able to

provide such insights which could help the market team to target the correct features, attributes of the OTT platform.

Some examples on OTT platforms, such as If we make more variety of content for kids i.e. 5+ categories for baby, example educational program which help them to hook up on Platform as well as learn daily. This awareness will help to further establish the market more.

- a. If successfully define facts such as above from the data provided, we will be able to make more profit as well as diversify the audience on these platform
- b. More factors, more analysis is an inference which helps to identify whether we are considering right factors to effect, thus correct correlations are important.

4. Requirements



Software Requirements

- a. IBM Watson Desktop
- b. IBM Cloud Server
- c. SPSS Modeler
- d. IBM academic Initiative Account



Hardware Requirements

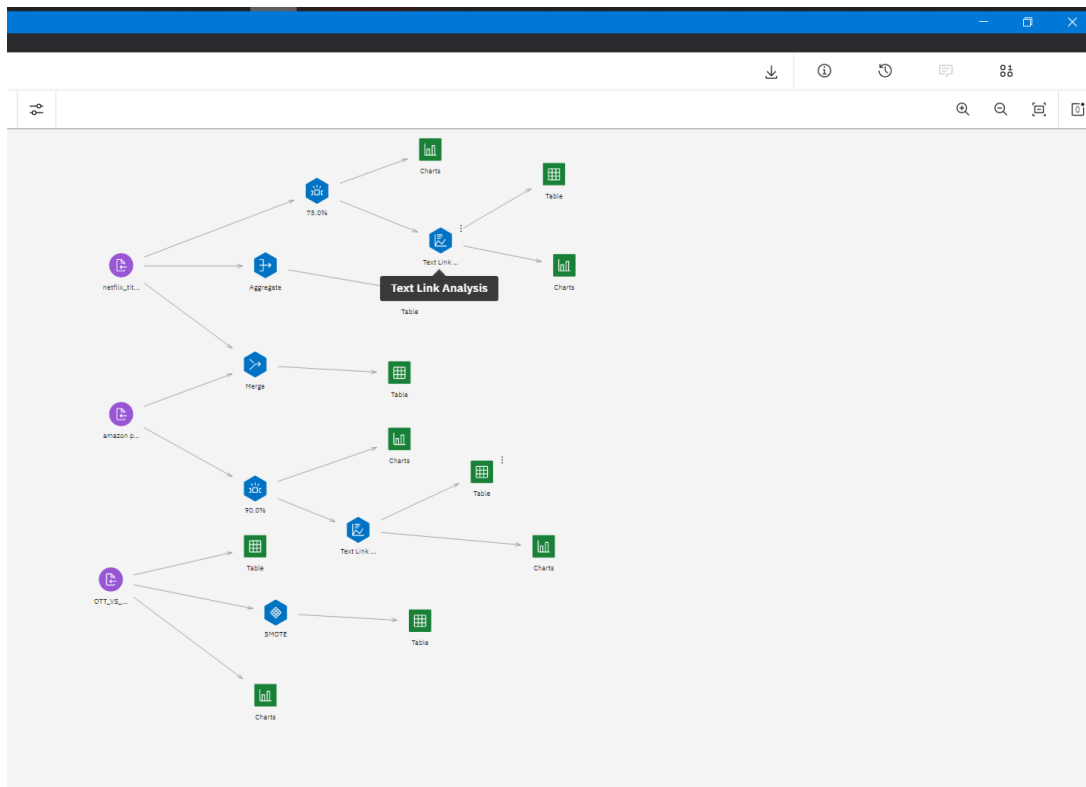
- a. At least 4 GB's of RAM

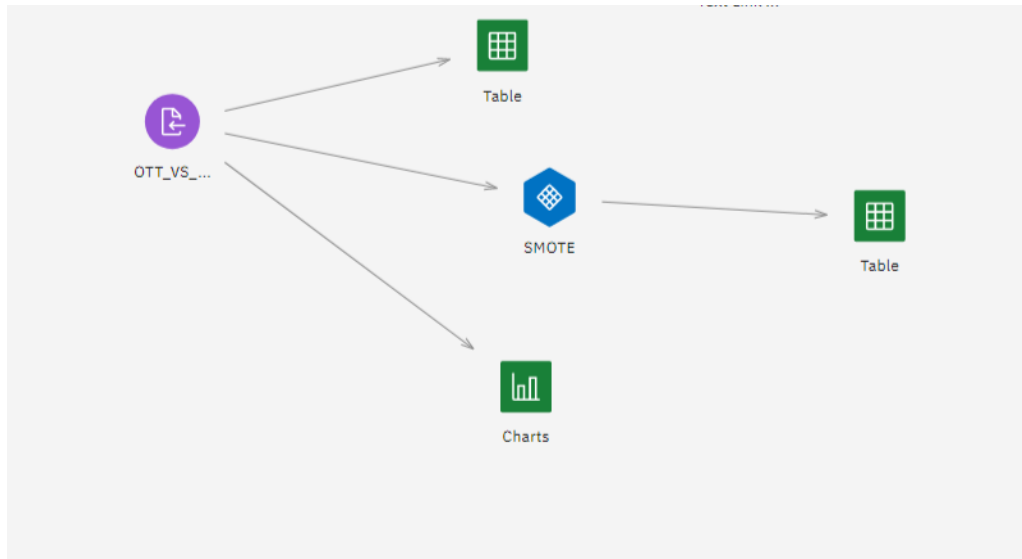
- c. At least intel i5 processor

5. Implementation

a. Design Implementation

Design of the Analysis, is important to arrange the information in a structured manner which provides us important insights into the dataset and helps us to make the most of the information provided.



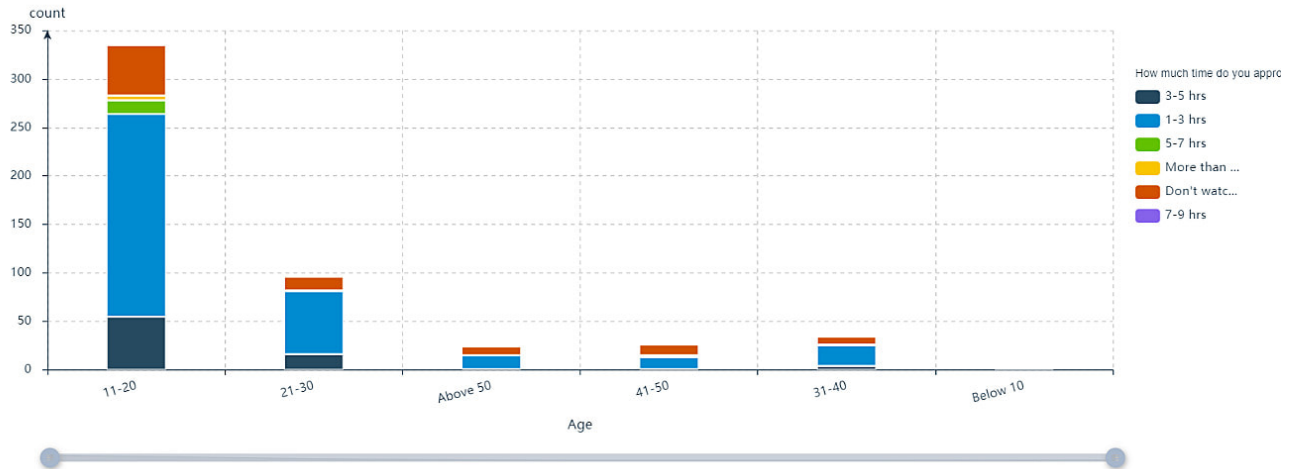


b. Code Implementation

There is a workflow logic which needs to be mapped such that we can look at different perspectives of similar features in the data set.

Thus instead of code implementation, we have certain graphs and their analysis with different perspectives. These graphs and which graph is better suited for the features described in datasets.

Example:

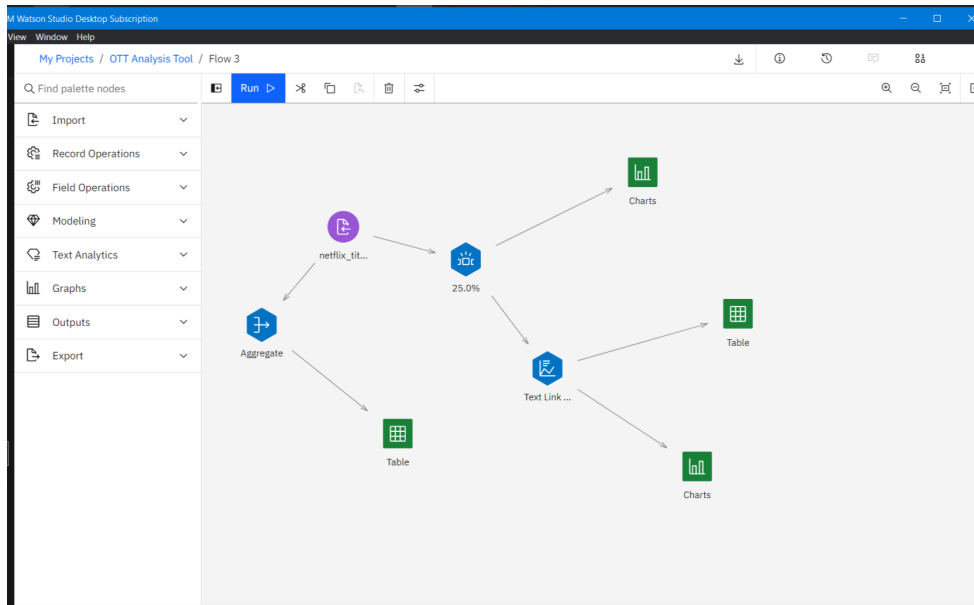


The above shown stacked bar graph defines how different age groups watch how much on OTT platforms. The correct insight could be that (11-20) age group are the one's addicted to OTT platforms, Watching at least 1-3 hrs. This will keep growing towards right after decade, So the target audiences could be (11-20) age groups, as well as 21-30 with next decade.

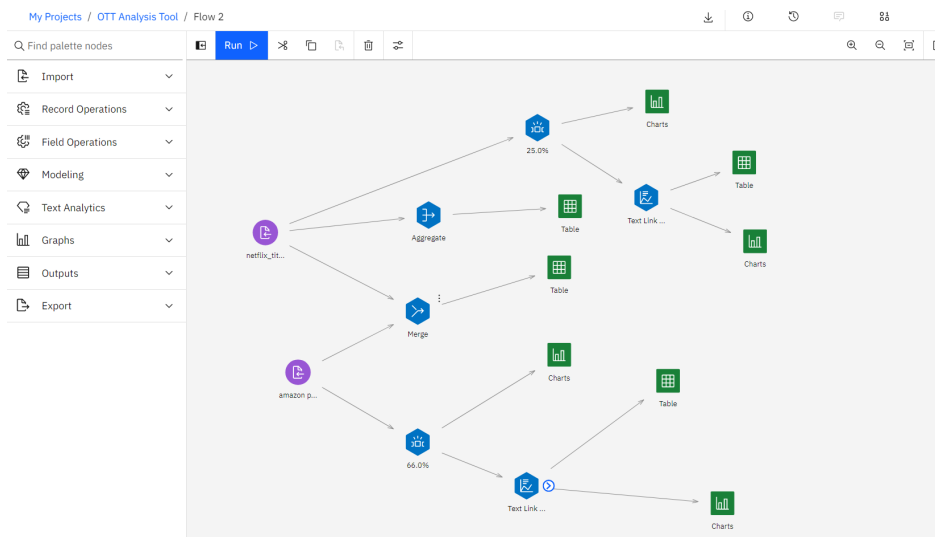
c. Test/Debug

This phase was trying for different types graphs to define different features and trying to map the right sense of insights from the obtained graph. Some statistics required to analyze and find the anomalies.

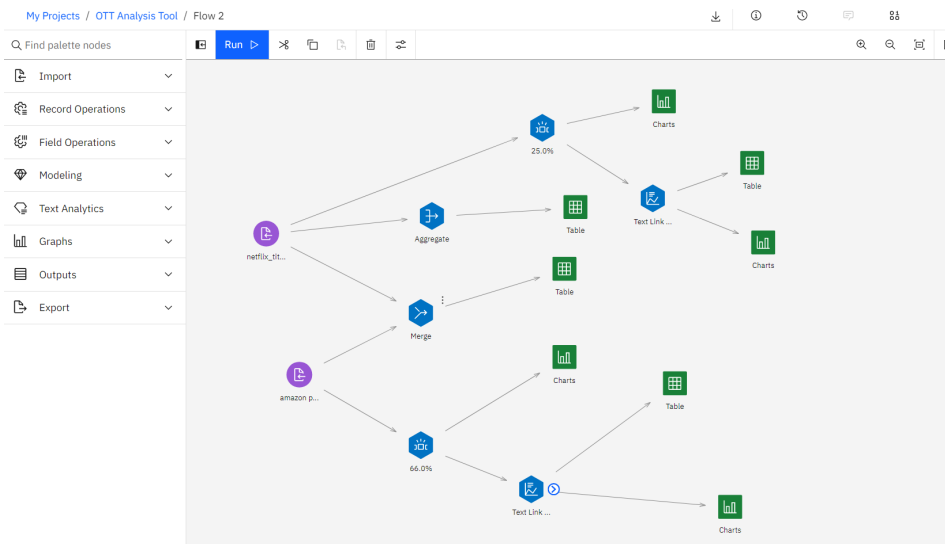
For example some graphs did not produce the correct results. This can be seen from the number of commits in GitHub repository.



Above shown figure is the First modeler flow created.



Above is the 2nd flow created for the dataset



And the final Flow created in for dataset.

d. Finalizing

Finalizing the modeler structure and the dataset was decision of better dataset(not much null values). Correct values plus more information from the given dataset,providing different insights and varying parameters to define the correlations among the values.

Thus finalizing and choosing the final flow from 3 "Flows" which are incrementally developed.This was done based on the amount of insights and rationality of analysis extracted from datasets.

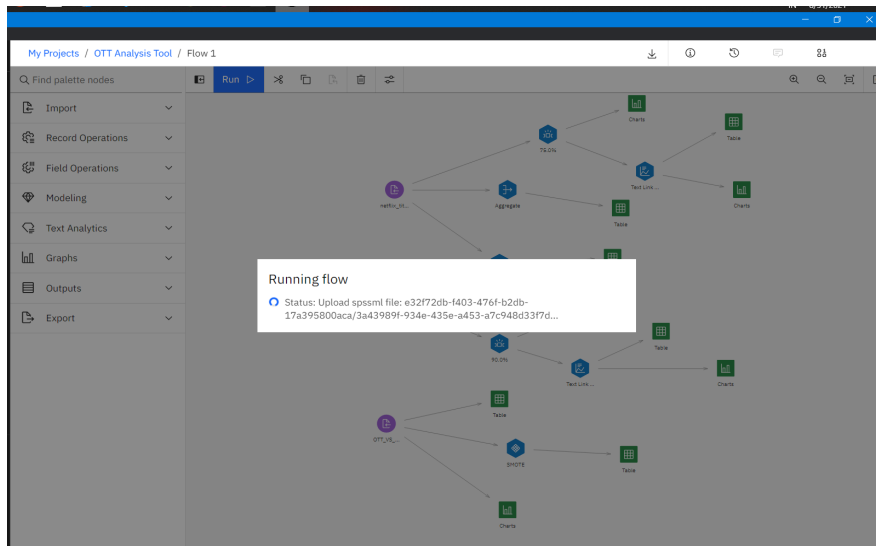
e. Steps to be followed.

1. First,visit the following [link](#) to register for an academic initiative account.

2. Click on register now and fill the necessary details. If you do not have an academic account please use the one's provided by smartinternz.
3. After you are registered you are ready for the all the necessary analysis.
4. For installing IBM Watson Desktop please follow the steps mentioned [here](#) for getting a 1 year subscription for students.
5. Now on IBM Watson Desktop you will see following screen:
 - i. In above figure rightmost tells the amount of days left, And projects which have been done
 - ii. For new project click on New project and Just fill the information.
 - iii. Create an empty project
 - iv. Before this ensure to install Add on and services
 - a. For you click on the install button
 - b. After installing you can follow from iii.
 - v. Thus further we need to fill details
 - vi. After creating we will reach following point
 - vii. We now add to project (It will show)
 - viii. And create a Modeler flow for easier analysis.

6. Results/Screen Shots

1. Running of the modeler flow,

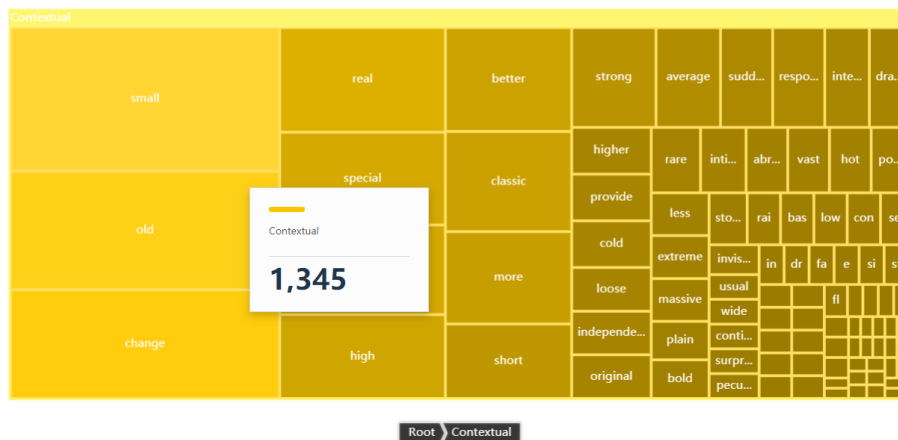


2. Tables

Data preview					
show_id	type	director	country	release_year	Record_Count
s1	TV Show		Brazil	2020	1
s2	Movie	Jorge Michel Grau	Mexico	2016	1
s3	Movie	Gilbert Chan	Singapore	2011	1
s4	Movie	Shane Acker	United States	2009	1
s5	Movie	Robert Luketic	United States	2008	1
s6	TV Show	Serdar Akar	Turkey	2016	1
s7	Movie	Yasir Al Yasiri	Egypt	2019	1

3. Text Analysis for plots

Concept1	Type1	Concept2	Type2	Concept3	Type3	Concept4	Type4	Concept5	Type5	Concept6
thailand	Location	Null	Null	Null	Null	Null	Null	Null	Null	Null
john rambo joins	Person	Null	Null	Null	Null	Null	Null	Null	Null	Null
group of mercenaries to venture	Unknown	Null	Null	Null	Null	Null	Null	Null	Null	Null
war	Unknown	Null	Null	Null	Null	Null	Null	Null	Null	Null
burma	Location	torn	NegativeFeeling	Null	Null	Null	Null	Null	Null	Null
rescue	Unknown	Null	Null	Null	Null	Null	Null	Null	Null	Null
group of				ruthless						



7. Outcome

The outcome of this project are insights, analysis and a PowerPoint presentation with facts/graphs to show where and what is the main objective. Where the marketing team would need to focus on, How or what functionality to implement such that some certain kind of audience is attracted to it.

Also can be further induced to define the demography of over the top platforms with exploring how big and what factors have led to it's popularity to jump up the roofs. Where and what content is preferred where the reviews are positive or negative. Which kind of movies are offered more.

8. Future Scope

The Future Scopes of analysis project keep on increasing because with time we come across new data which can affect the correlations or satisfy the correlation such that we can be more sure about our outcomes.

Expansion of Results can be done by identifying the greater Risks and as explained in description, will generate more data which can be again fed to the flowchart and can broaden our results.

9. Conclusion

This project concludes with the note that more analysis of the OTT platform and deeper understanding of data will provide better insights. I have tried to exhaust the insights but different people have different view points can generate unique insights. But, with the help of these we can automatically expand our understanding.

This concludes our project, Which will give more insights into the data and explain what the data says with the video provided with this document explained.

As final words, This project's result will answer the question to Title given to the project by evaluating the necessary factors and deriving the necessary insights from the outcome.