Disney+ Hotstar Content Analysis Project

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Agenda

Project Overview

The Disney+ Hotstar Content Analysis project provides an in-depth examination of the platform's content library, focusing on identifying content trends, understanding viewer preferences, and analyzing key performance indicators. This project included exploratory data analysis (EDA), data visualization, and dashboard creation to communicate findings effectively

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Objectives

- Analyze the genre distribution, age ratings, and running times across the Disney+ Hotstar content library.
- Identify content trends over time, including annual releases of movies and TV shows, as well as genre popularity.
- Understand key relationships, such as the correlation between running time and release year, providing insights into content evolution.
- Create a professional, interactive dashboard to visualize findings and enable data-driven decision-making.

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Title by genre and Age Rating
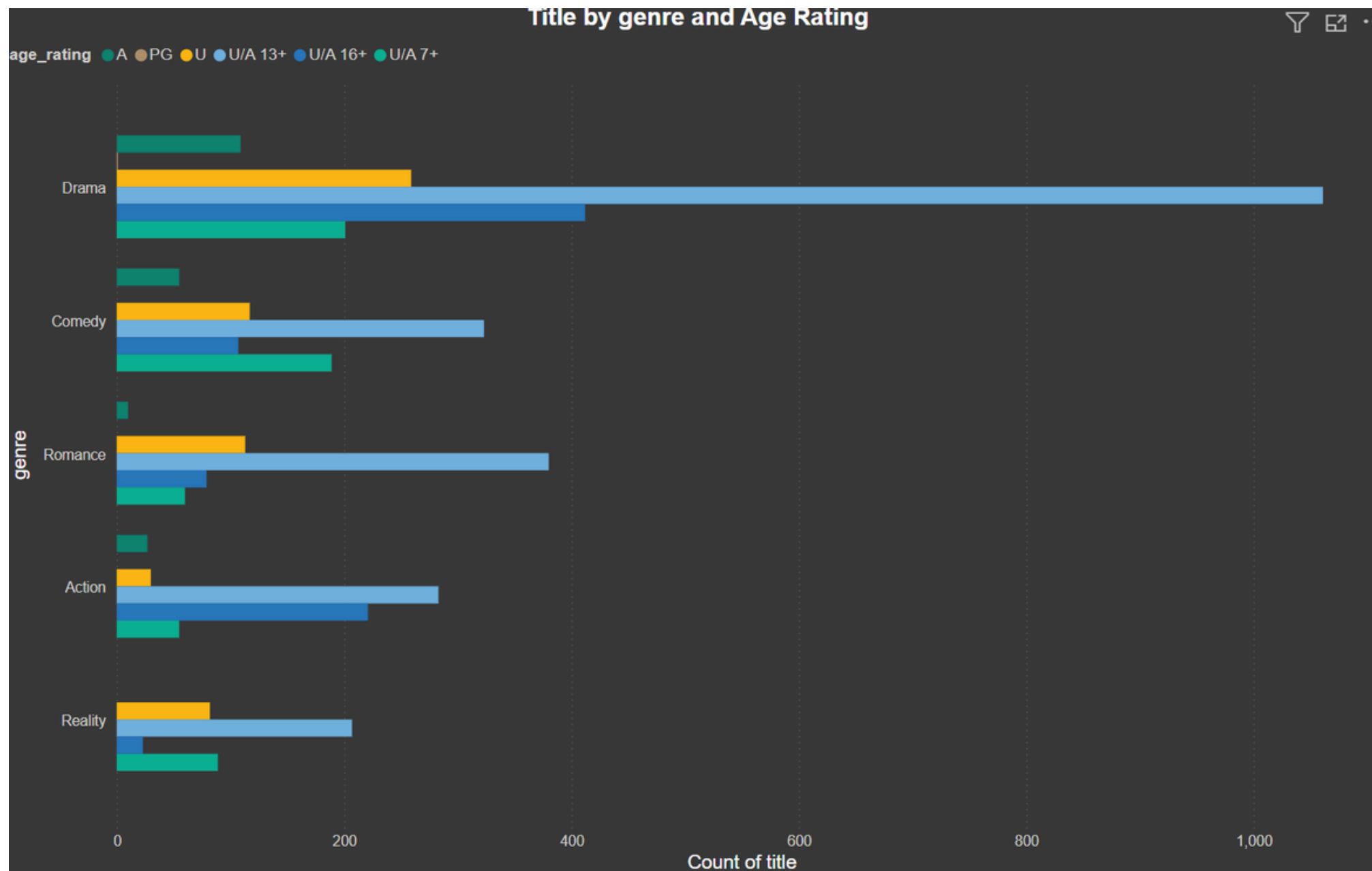
Data Exploration and Preparation

- The dataset contained crucial columns like title, genre, release_year, age_rating, running_time, episodes, and type. We cleaned the dataset by:
  - Handling Missing Values.
  - Standardizing Data.
  - Validating Data Types.

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Source: Add your references here.

Exploratory Data Analysis (EDA)

- EDA was conducted to understand foundational patterns in the dataset:
  - Genre Analysis.
  - Running Time Analysis.
  - Correlation Analysis.
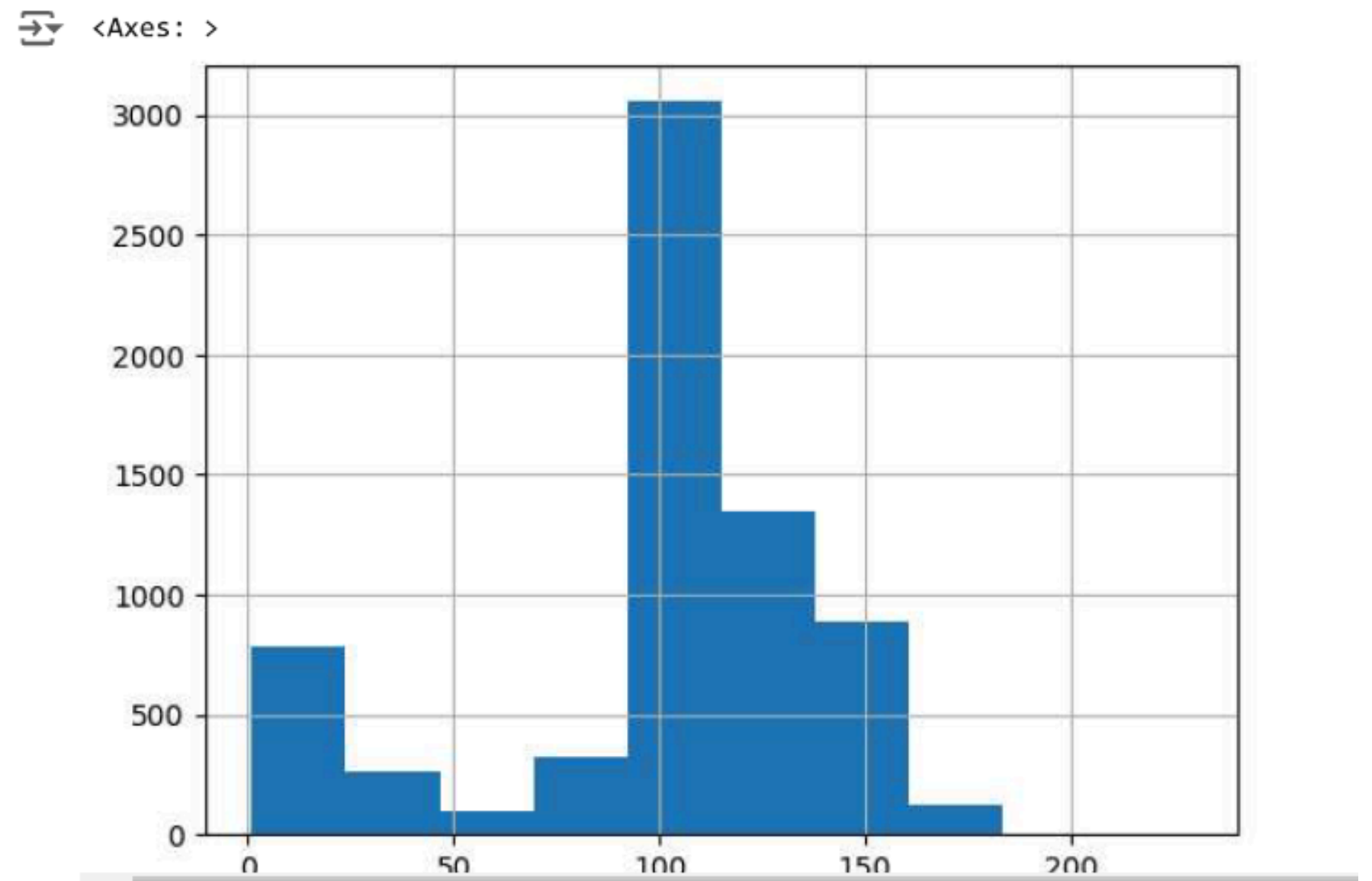
Disney+ hotstar

01

Genre Distribution for Movies

Drama and Comedy emerged as the most common genres for movies. This suggests that story-driven content and humor resonate strongly with Disney+ Hotstar's movie audience, providing key areas for focus in future acquisitions and marketing.

02

Genre Distribution for TV Shows

Drama and Reality were the most common genres for TV shows, indicating a strong viewer interest in emotional storytelling and reality-based entertainment. This insight can inform content strategy to focus on expanding these popular categories.
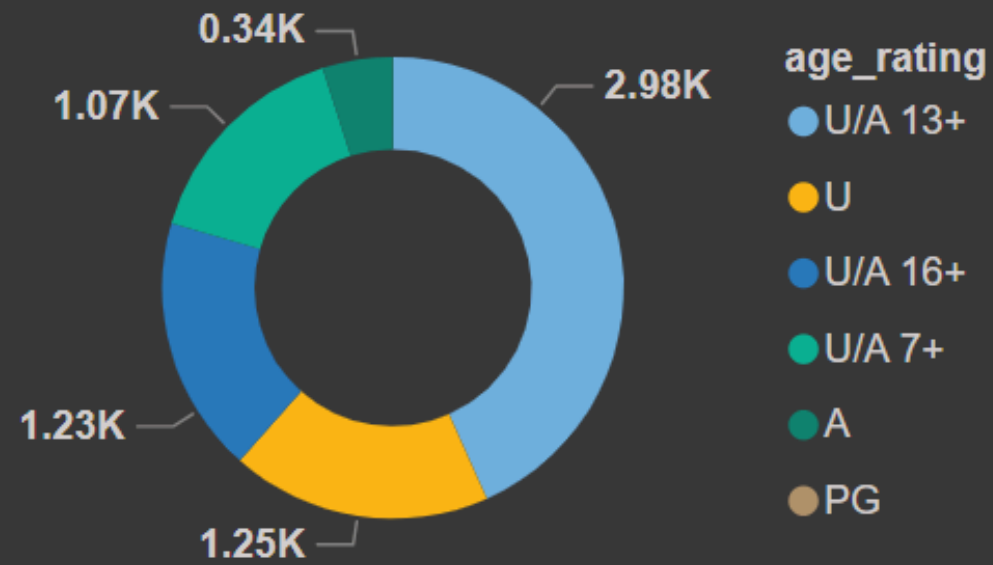
03

Running Time Analysis by Genre

- **Movies:** Action and Drama genres typically have longer running times, reflecting the platform's focus on immersive storytelling.
- **TV Shows:** Family and Romance genres tend to have longer episodes, likely due to consistent viewer engagement and loyalty
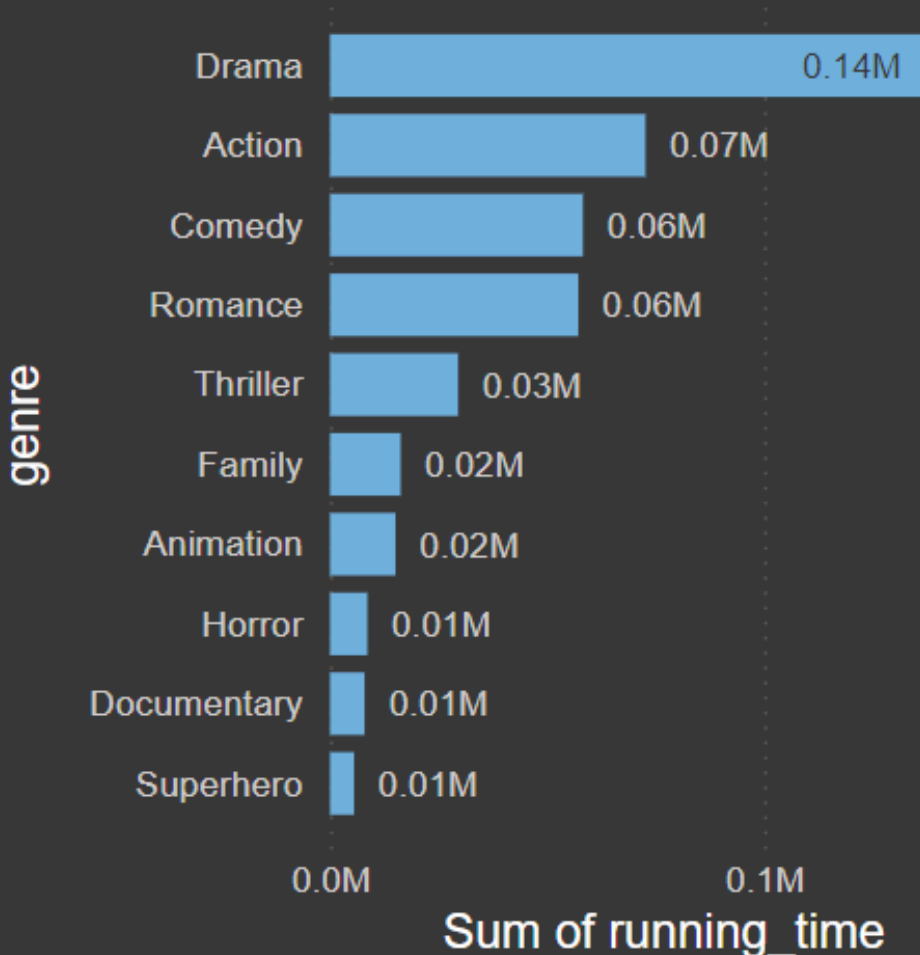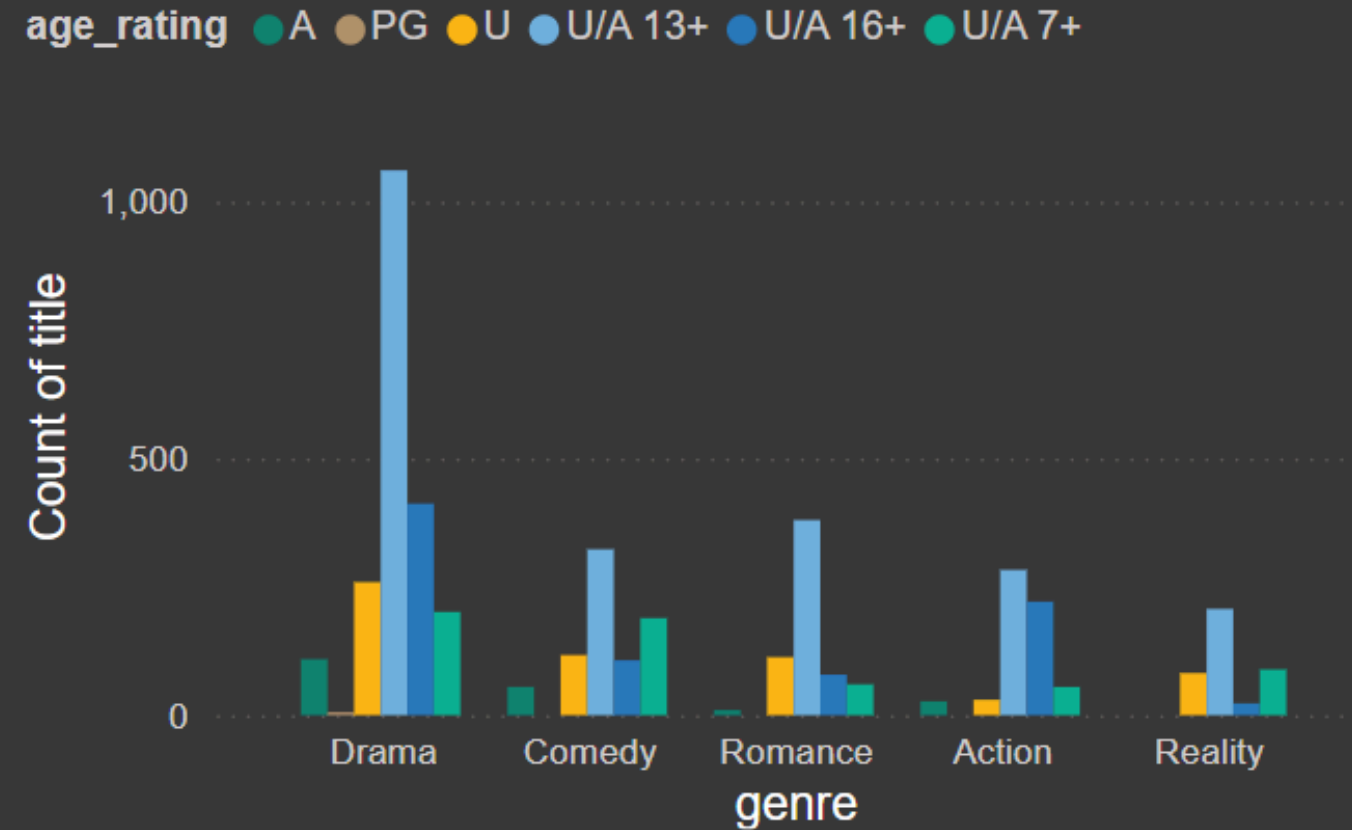
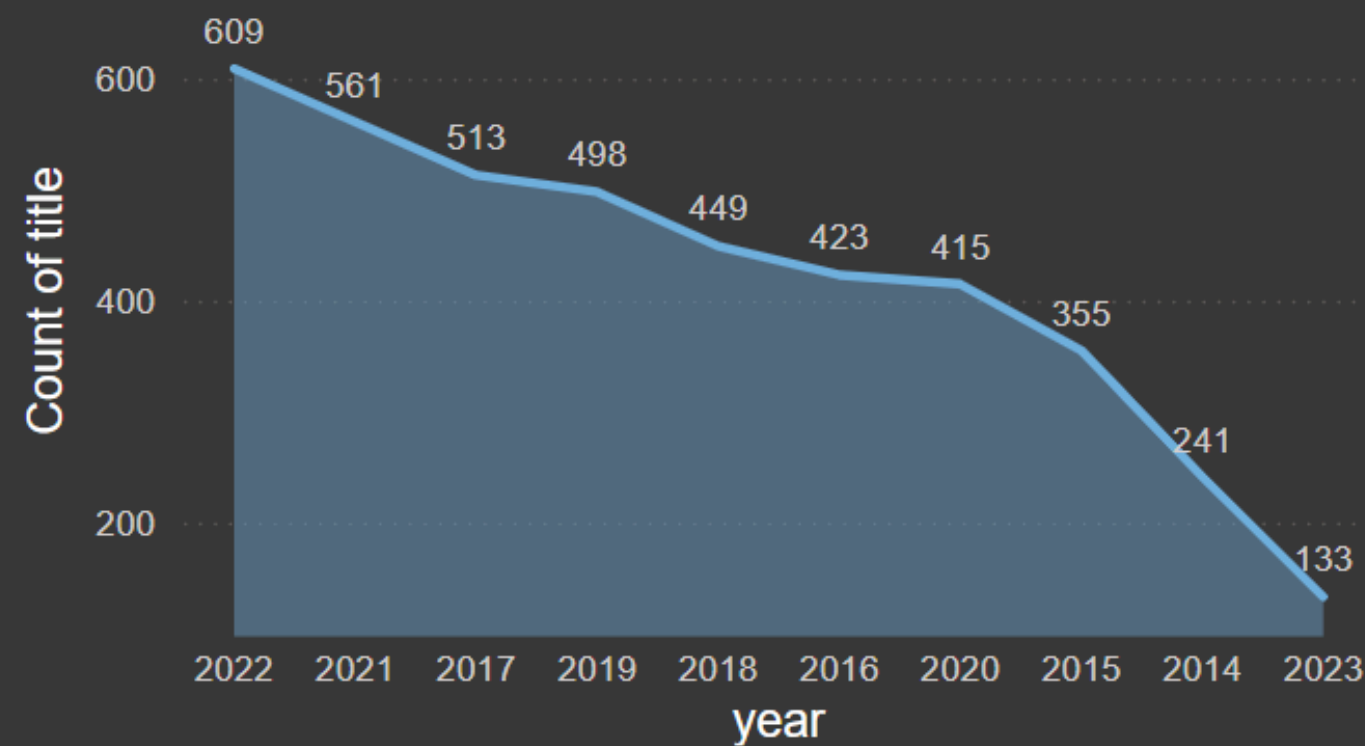# Disney+ Hotstar Content Insights Dashboard

Age Rating Distribution

0.34K
1.07K
2.98K
1.23K
1.25K

age_rating
- U/A 13+
- U
- U/A 16+
- U/A 7+
- A
- PG

Movies by Genre and Age Rating

age_rating ● A ● PG ● U ● U/A 13+ ● U/A 16+ ● U/A 7+

Count of title

1,000

500

0

Drama Comedy Romance Action Reality

genre

Genre Distribution Visualization

Type ∨
- ☐ movie
- ☐ tv

Age Ra...
- ☐ A
- ☐ PG
- ☐ U
- ☐ U/A 13+
- ☐ U/A 16+

💡 genre ✕

Drama
2043

Count of title
6871

Comedy
791

Romance

Running Time Analysis by Genre

genre	Sum of running_time
Drama	0.14M
Action	0.07M
Comedy	0.06M
Romance	0.06M
Thriller	0.03M
Family	0.02M
Animation	0.02M
Horror	0.01M
Documentary	0.01M
Superhero	0.01M

0.0M 0.1M
Sum of running_time

Movies Released Each Year

Count of title

609
561
513
498
449
423
415
355
241
133

600
400
200

2022 2021 2017 2019 2018 2016 2020 2015 2014 2023
year

Correlation Between Running Time and Release Year

genre ● Action ● Adventure ● Animals & N... ● Animation ● Biopic ▶

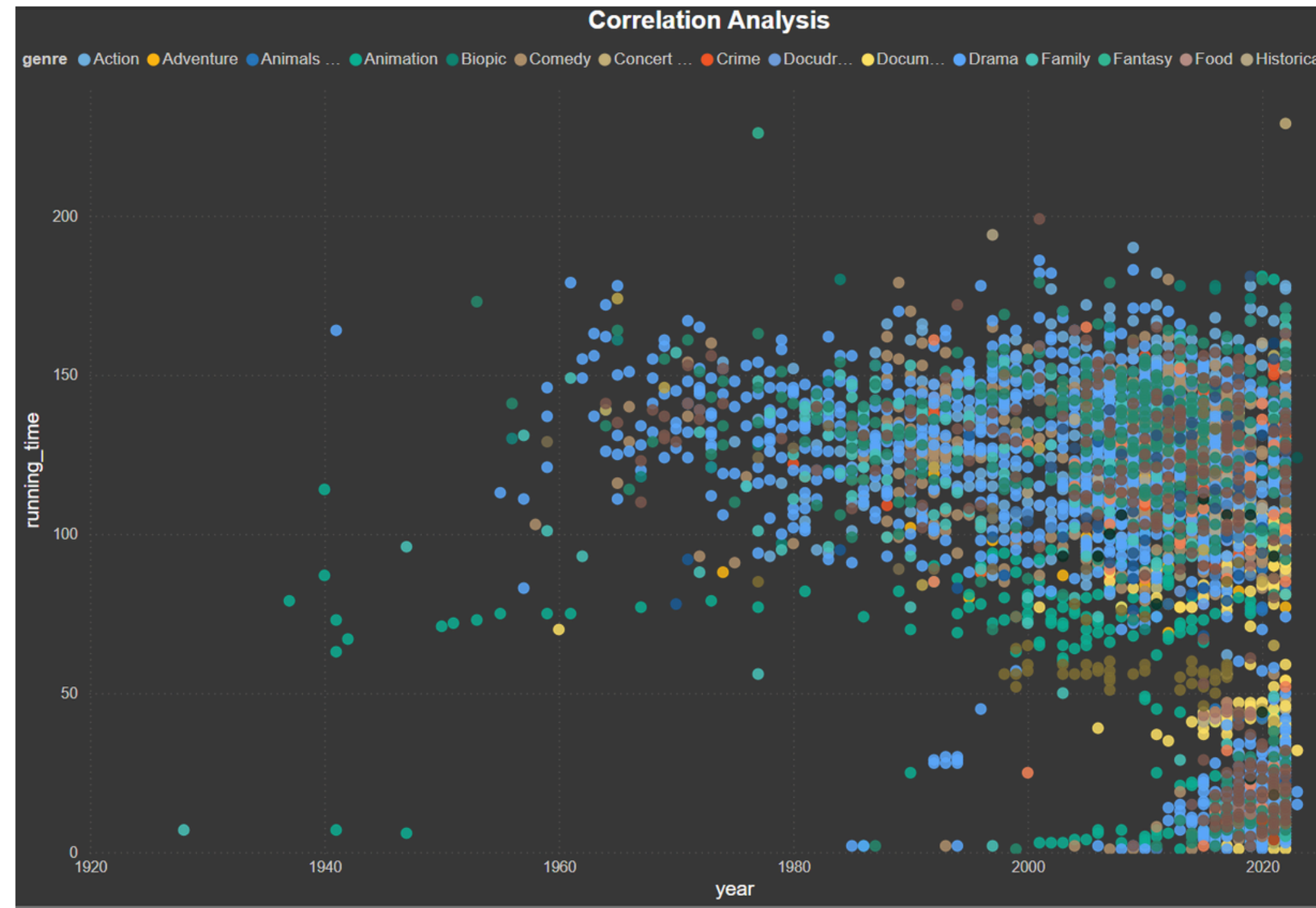running_time

200

100

0

1950 2000
year

Correlation Analysis Between Running Time and Release Year

The correlation between release_year and running_time showed no strong relationship, indicating that running time has remained variable over the years, independent of the release year. This insight suggests flexibility in content duration strategies.

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Correlation Analysis

genre ● Action ● Adventure ● Animals ... ● Animation ● Biopic ● Comedy ● Concert ... ● Crime ● Docudr... ● Docum... ● Drama ● Family ● Fantasy ● Food ● Historica

running_time

year

Disney+ hotstar

01

TV Show Episode Analysis

TV shows like "Yeh Rishta Kya Kehlata Hai" and "Saath Nibhaana Saathiya" have exceptionally high episode counts, reflecting strong viewer loyalty and consistent engagement over time. This trend emphasizes the value of long-running content for retaining audiences.

02

Release Trends Over Time

- There was a marked increase in content releases post-2010, aligning with digital content expansion and increased production capabilities.
- A notable peak occurred between 2018 and 2020, highlighting Disney+ Hotstar's strategic focus on episodic content during this period.
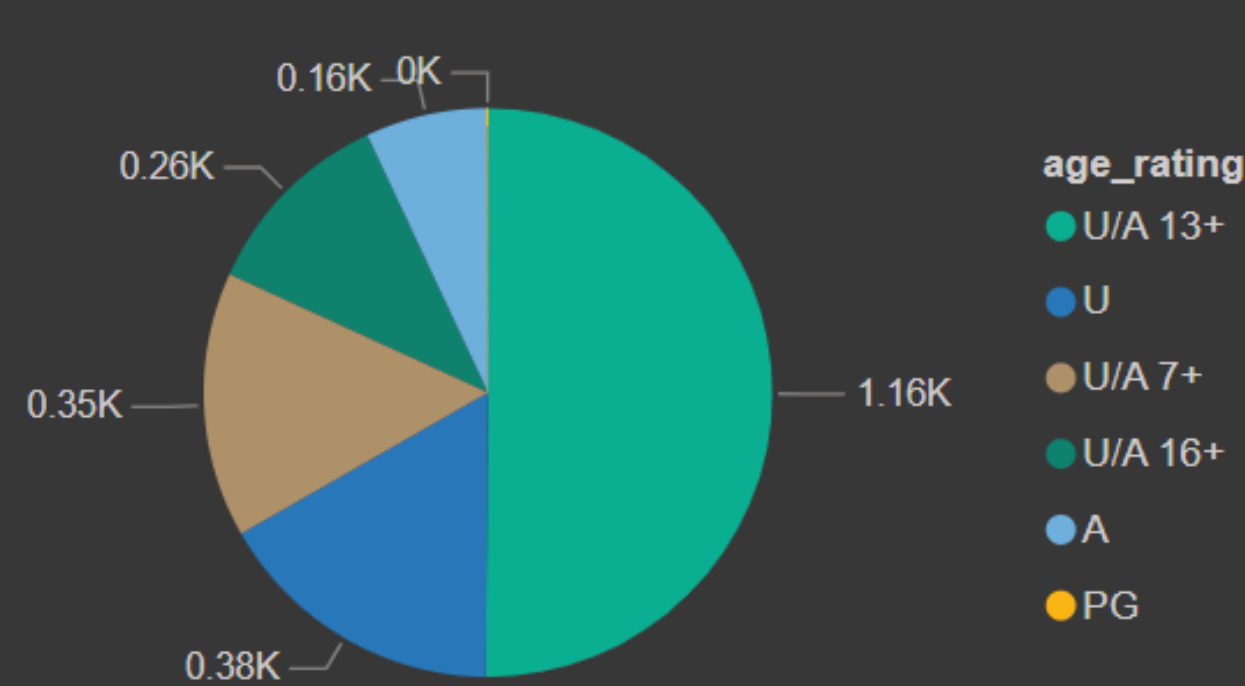
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Age Rating Distribution

The majority of content is family-friendly, with most movies and TV shows being rated U or PG. This positions Disney+ Hotstar as a platform suitable for all ages, with some adult-oriented (18+) content to cater to diverse audience needs.
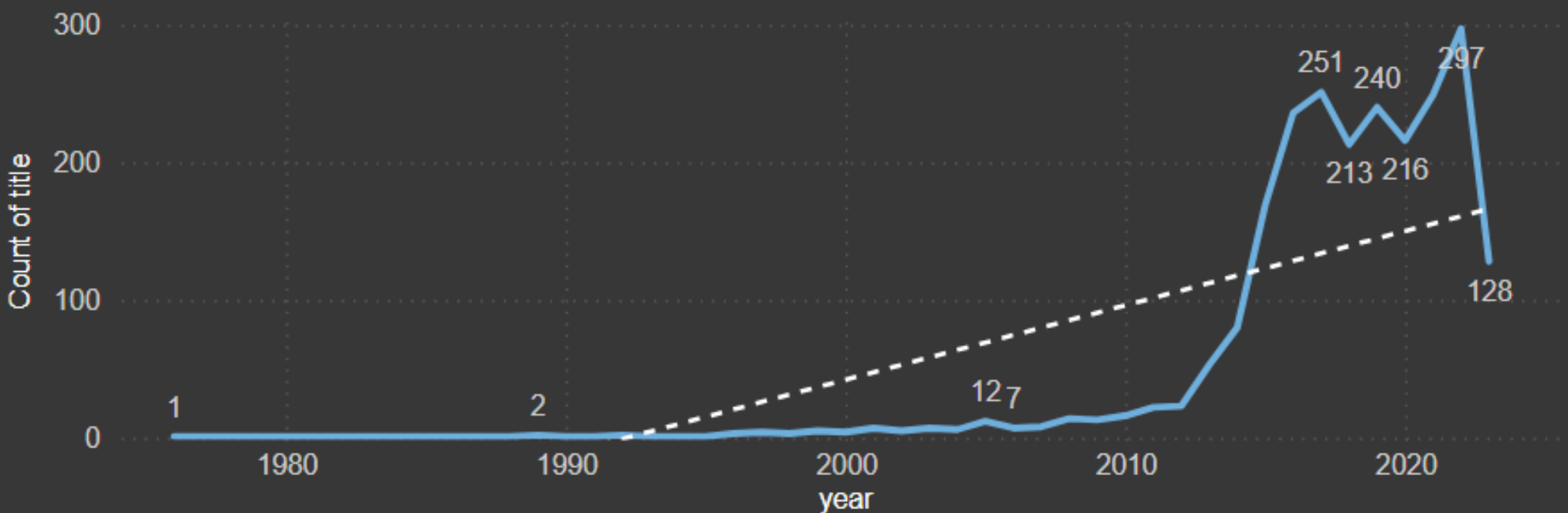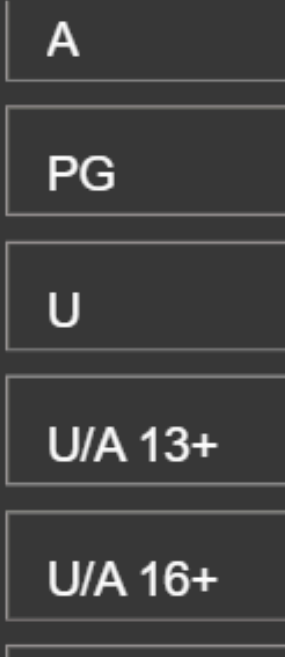
TV Content Performance Dashboard for Disney+ Hotstar

Age Rating Distribution for TV Shows

age_rating
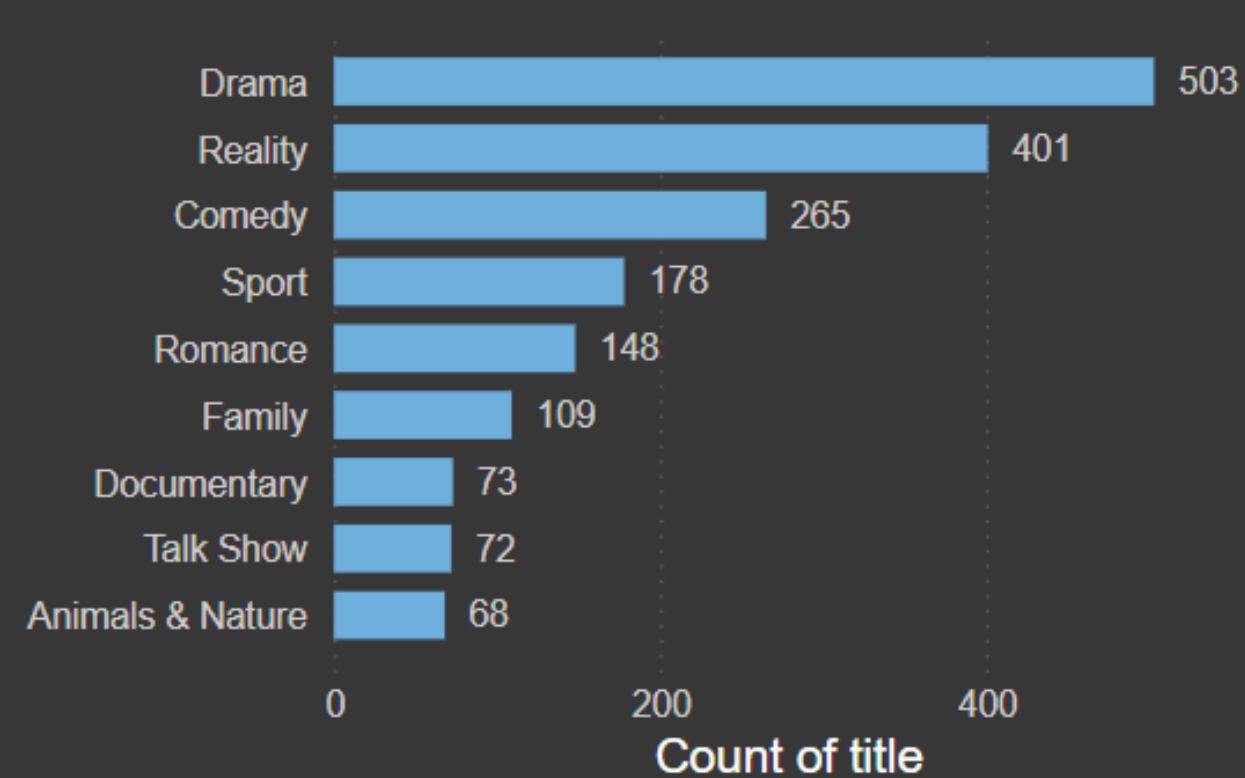- U/A 13+
- U
- U/A 7+
- U/A 16+
- A
- PG

0.16K 0K
0.26K
0.35K
1.16K
0.38K

TV Show Release Trends Over the Years

Count of title

300
200
100
0

1980   1990   2000   2010   2020

year

1   2   12 7   251 240 297   213 216   128

Age Rating

- A
- PG
- U
- U/A 13+
- U/A 16+

CTV Genre Distribution

genre	Count of title
Drama	503
Reality	401
Comedy	265
Sport	178
Romance	148
Family	109
Documentary	73
Talk Show	72
Animals & Nature	68

Count of title

200   400

Average episode Analysis by Genre

age_rating ● A ● PG ● U ● U/A 13+ ● U/A 16+ ● U/A 7+

Average of episodes

400
200
0

Family Lifestyle Romance Drama Historical Mythology Crime Teen Thriller Biopic
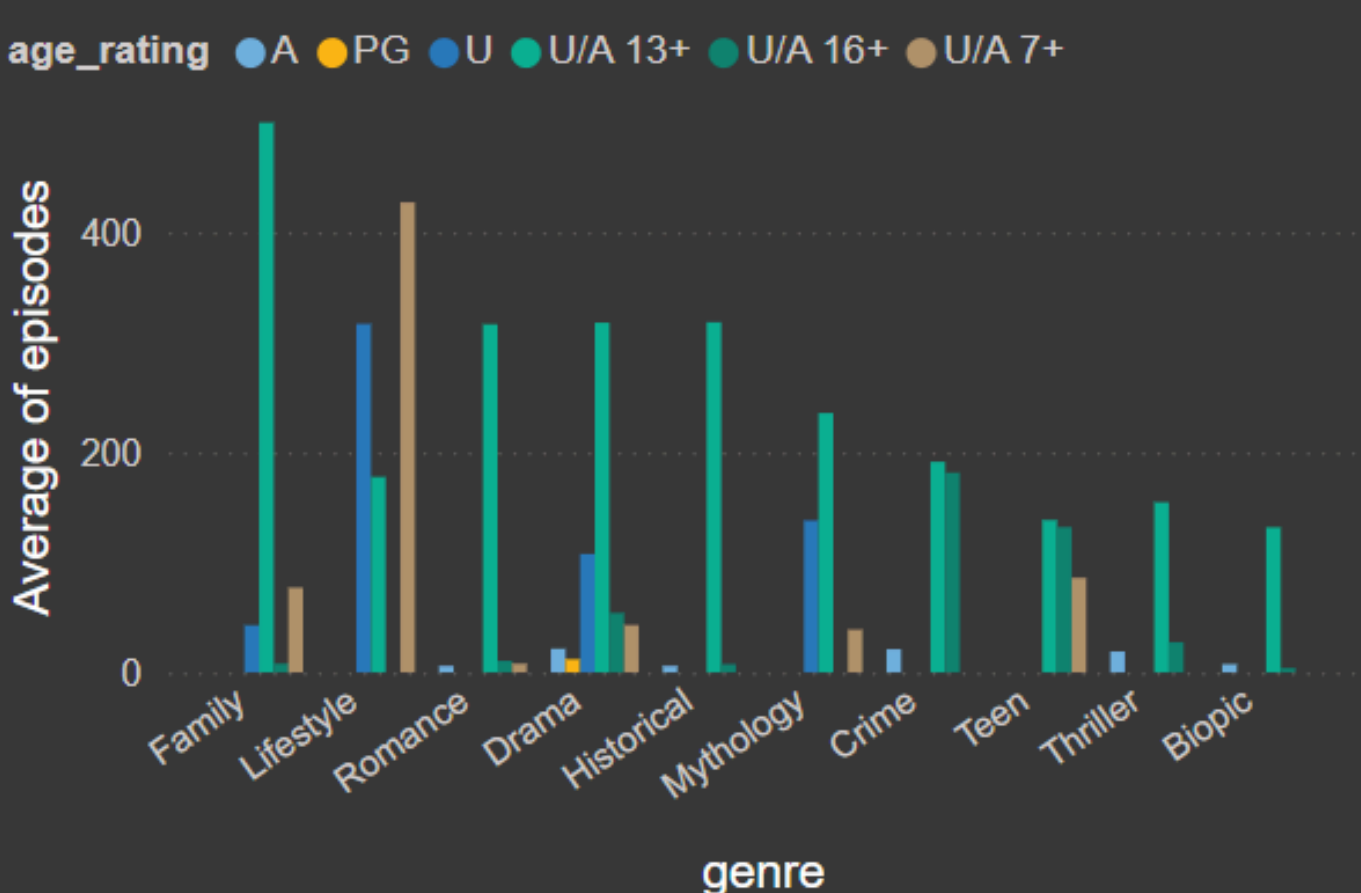
genre

Number of Episodes Analysis
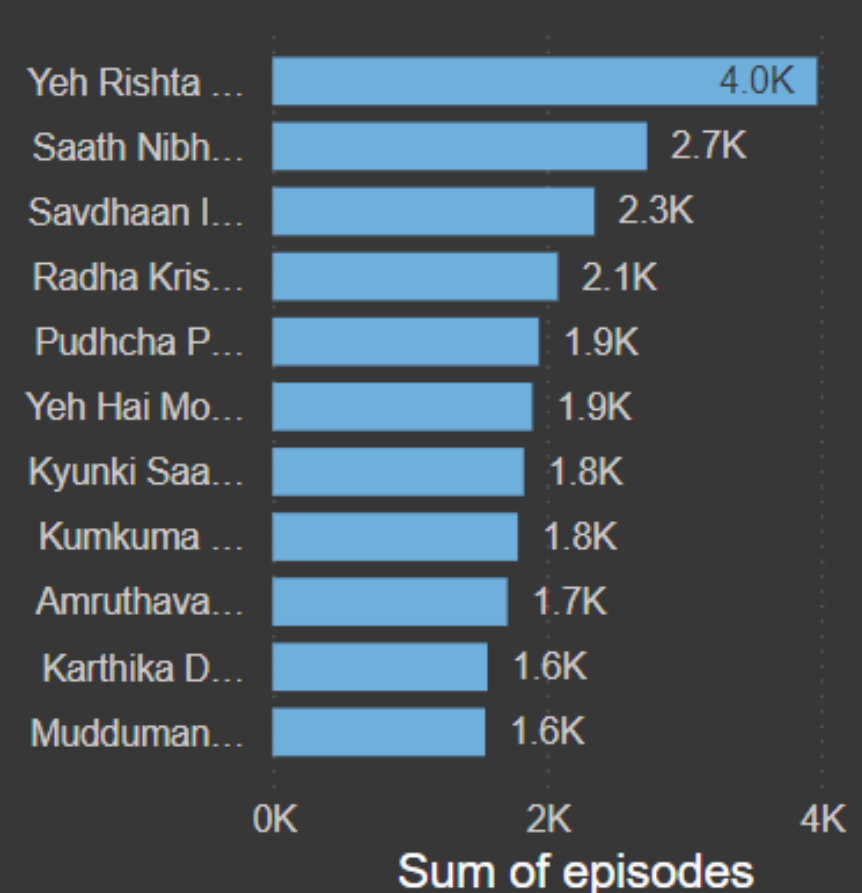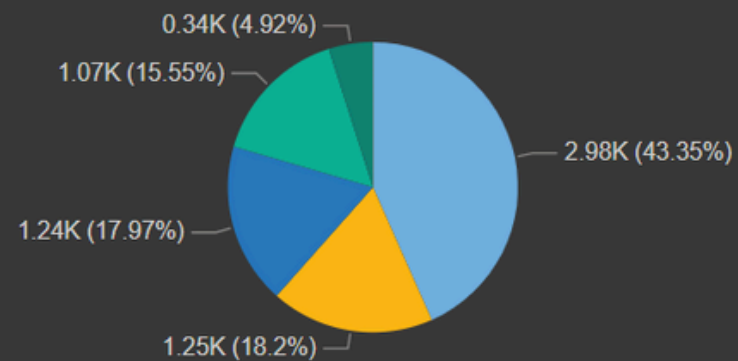
title	Sum of episodes
Yeh Rishta ...	4.0K
Saath Nibh...	2.7K
Savdhaan I...	2.3K
Radha Kris...	2.1K
Pudhcha P...	1.9K
Yeh Hai Mo...	1.9K
Kyunki Saa...	1.8K
Kumkuma ...	1.8K
Amruthava...	1.7K
Karthika D...	1.6K
Mudduman...	1.6K

0K   2K   4K

Sum of episodes

Attribute Analysis

To gain a deeper understanding of specific genres, an attribute analysis was conducted. This helped explore key aspects such as:

- Running Time by Title
- Age Rating
- Release Trends by Content Type
- Content Availability

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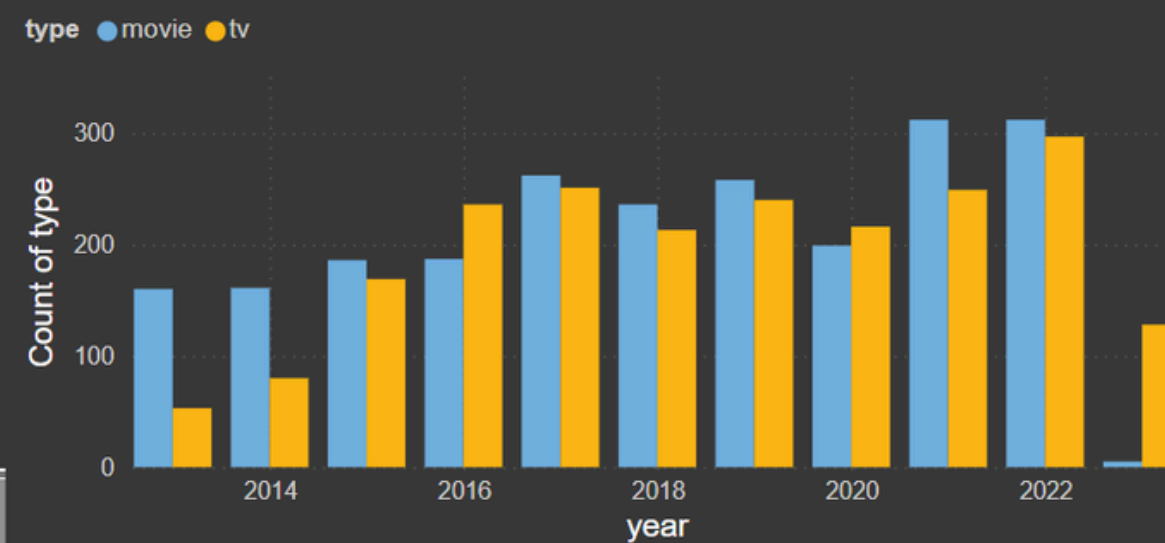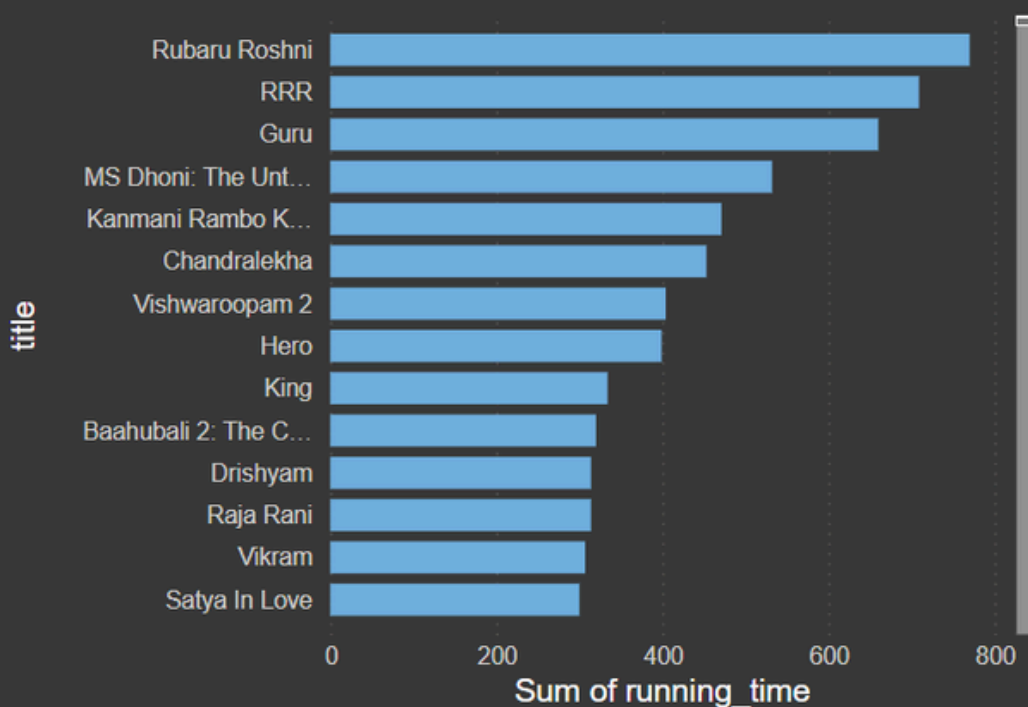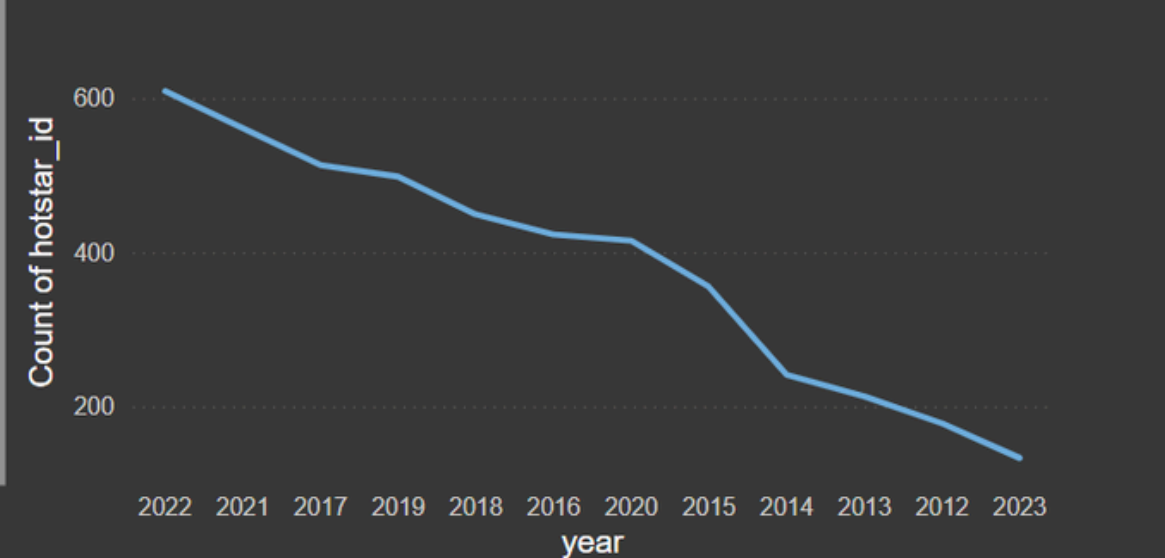
Genre-Specific Attribute Analysis

Drama

- **Age Rating Distribution**: Most Drama content is family-friendly (U, PG), but there are also notable titles for mature audiences (U/A 16+).
- **Top Titles by Running Time:** "RRR" and "MS Dhoni: The Untold Story" have the longest durations, suggesting high viewer interest and in-depth storytelling.
- **Content Production Trends:** An increase in drama releases was observed post-2016, aligning with the platform's strategic focus.

Action

- **Age Rating:** Action content primarily targets mature audiences, with significant representation in U/A 13+ and 18+ ratings.
- **Viewer Engagement:** Longer running times indicate immersive content that retains viewers' interest.
- **Content Release Trend:** Similar to Drama, Action content saw increased production in the years leading up to 2022..

Key Insights

KEY FINDINGS	Movie	TV
Genre Popularity	Drama and Comedy are the most popular movie genres.	Reality and Drama lead in TV shows, indicating that viewers are attracted to emotionally engaging content and unscripted entertainment
Family Content	Most content is suitable for younger viewers.	Disney+ Hotstar has positioned itself as a family-friendly platform
Content Evolution	peak diversity in 2018-2020, and a focus on immersive storytelling through longer productions.	Increasing releases after 2010, particularly in episodic content

Recommedations

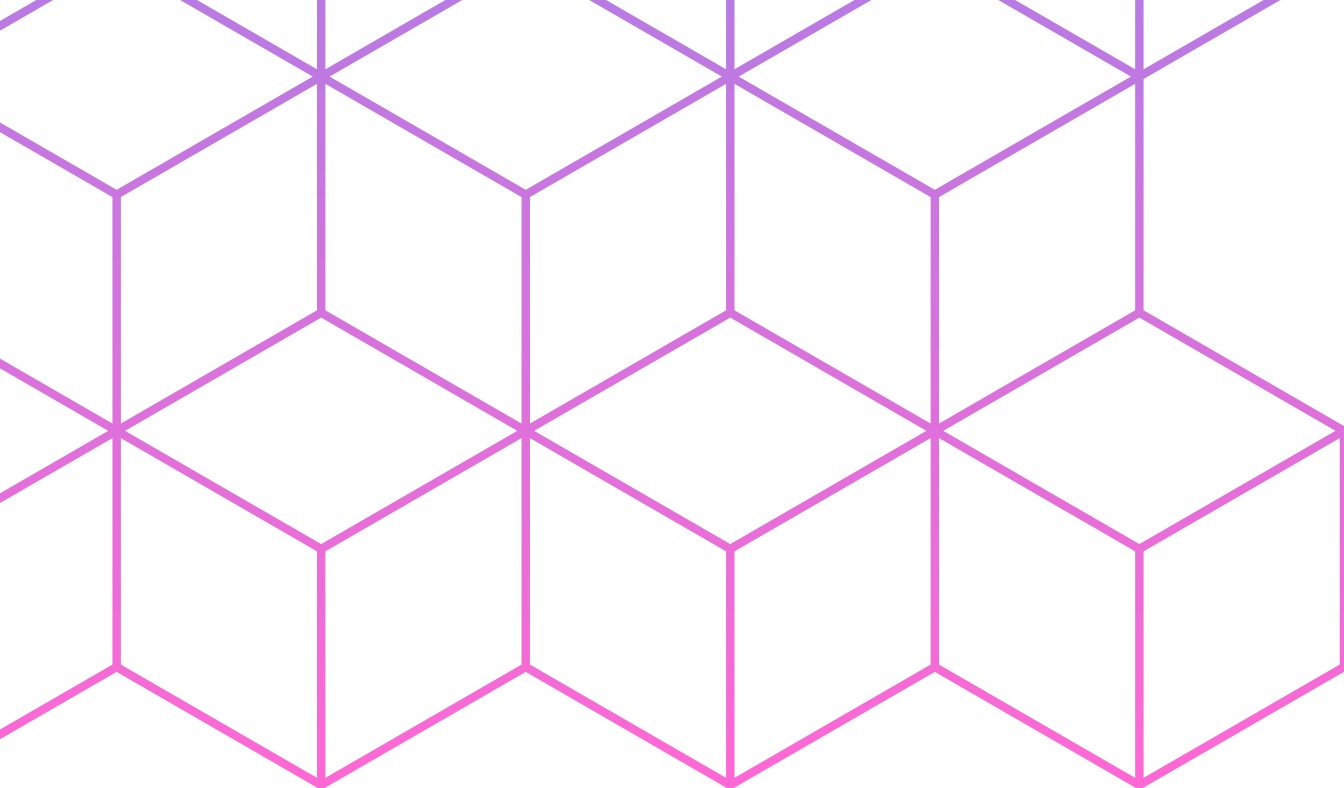### Content Strategy

- **Genre Focus.**
- **Audience Expansion.**

Marketing and Engagement

- **Family-Oriented Campaigns.**
- **Adult Content Promotion.**

Content Duration Strategy

- **Mix of Content.**
- **Deep Engagement.**

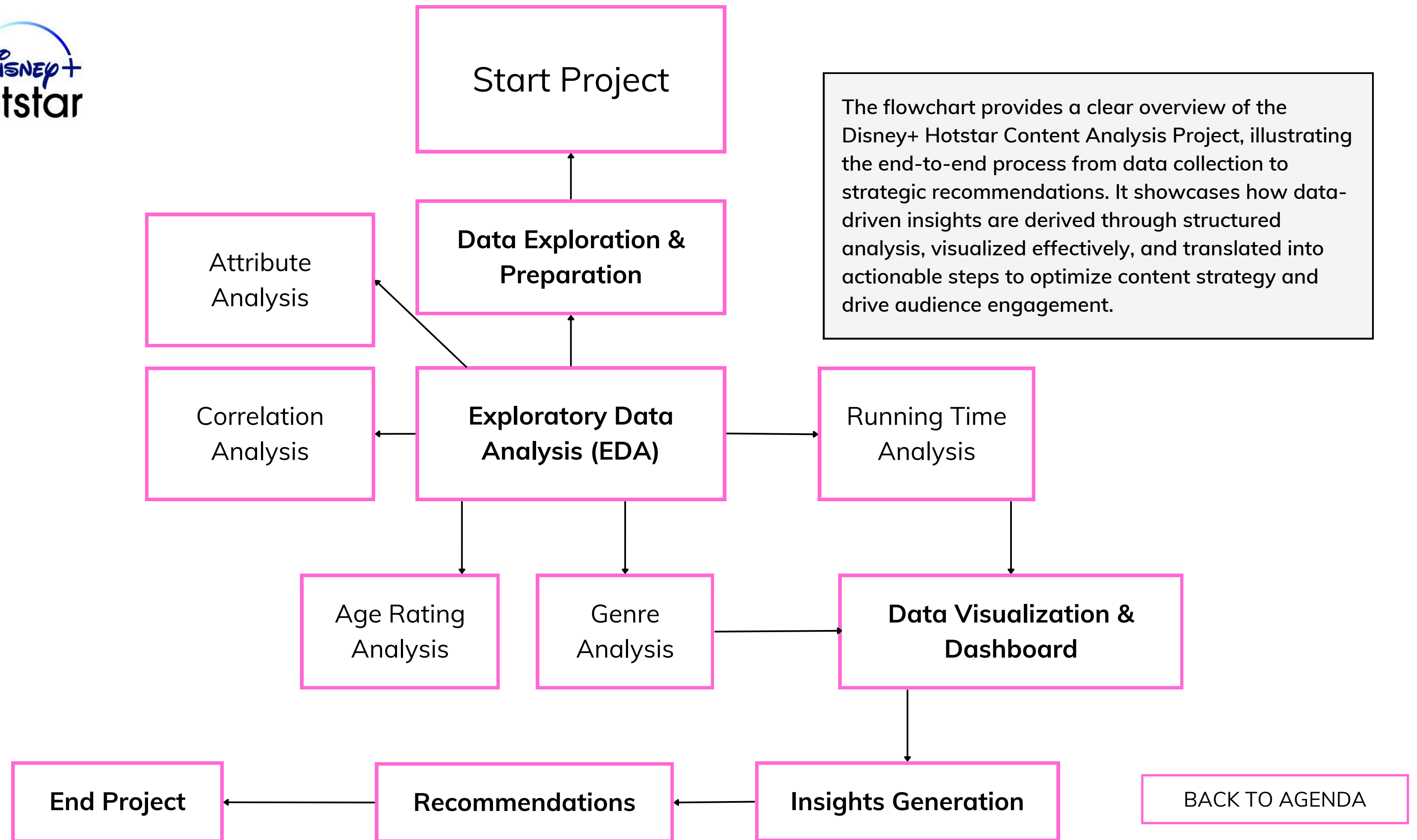BACK TO AGENDA

Next Steps

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Audience Segmentation Analysis

Dashboard Iteration

Behavioral Analysis

Conclusion

The Disney+ Hotstar Content Analysis project successfully highlighted content trends, audience preferences, and strategic growth opportunities. By focusing on expanding popular genres and exploring underrepresented areas, Disney+ Hotstar can better align its offerings with evolving audience needs and ensure sustained viewer engagement.