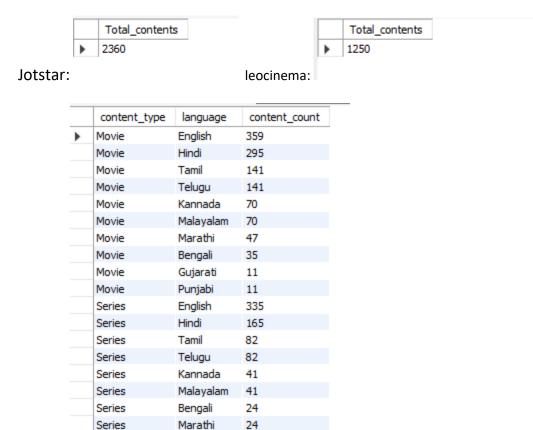
Primary and Secondary Analysis Using SQL:

- 1. Total Users & Growth Trends
- What is the total number of users for LioCinema and Jotstar, and how do they compare in terms of growth trends (January–November 2024)?



Growth trend should be visualized.

- 2. Content Library Comparison
- What is the total number of contents available on LioCinema vs. Jotstar? How do they differ in terms of language and content type?



Gujarati

Jotstar:

16

	content_type	language	content_count
١	Movie	Hindi	280
	Movie	Telugu	189
	Movie	Tamil	171
	Movie	Malayalam	90
	Movie	Kannada	81
	Movie	Marathi	49
	Movie	English	40
	Series	Hindi	118
	Series	Telugu	45
	Series	Tamil	42
	Series	Kannada	33
	Series	Malayalam	28
	Series	Marathi	18
	Series	English	16
	Sports	Hindi	26
	Sports	Tamil	8
	Sports	Telugu	8
	Sports	Kannada	4
	Sports	Malayalam	3

leocinema:

3. User Demographics

• What is the distribution of users by age group, city tier, and subscription plan for each platform?

Jotstar:

	age_group	age_group_distibution	percentage
•	18-24	7676	17.2030
	25-34	20069	44.9776
	35-44	11274	25.2667
	45+	5601	12.5527

	city_tier	city_tier_distribution	percentage
•	Tier 1	25451	57.0394
	Tier 2	13424	30.0852
	Tier 3	5745	12.8754

	subscription_plan	plan_distribution	percentage
•	Premium	13367	29.9574
	Free	12096	27.1089
	VIP	19157	42.9337

Leocinema:

▶ 25-34 52027 28.3609 18-24 79813 43.5076 35-44 32560 17.7491 45+ 19046 10.3823 city_tier city_tier_distribution percentage ▶ Tier 3 78587 42.8393 Tier 1 41011 22.3559	٩	age_group	age_group_distibuti	on p	ercentage
35-44 32560 17.7491 45+ 19046 10.3823 city_tier city_tier_distribution percentage ▶ Tier 3 78587 42.8393	2	5-34	52027	28	3.3609
45+ 19046 10.3823 city_tier city_tier_distribution percentage ▶ Tier 3 78587 42.8393	1	8-24	79813	43	3.5076
city_tier city_tier_distribution percentage Tier 3 78587 42.8393	3	5-44	32560	17	7.7491
Tier 3 78587 42.8393	4	5+	19046	10	.3823
Tier 3 78587 42.8393					
,	(city_tier	city_tier_distribution	perce	ntage
Tier 1 41011 22.3559	▶ T	ier 3	78587	42.839	93
	Т	ier 1	41011	22.35	59
Tier 2 63848 34.8048	Т	ier 2	63848	34.804	48

	subscription_plan	plan_distribution	percentage
•	Free	104992	57.2332
	Basic	53362	29.0887
	Premium	25092	13.6781

4. Active vs. Inactive Users

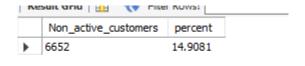
• What percentage of LioCinema and Jotstar users are active vs. inactive? How do these rates vary by age group and subscription plan?

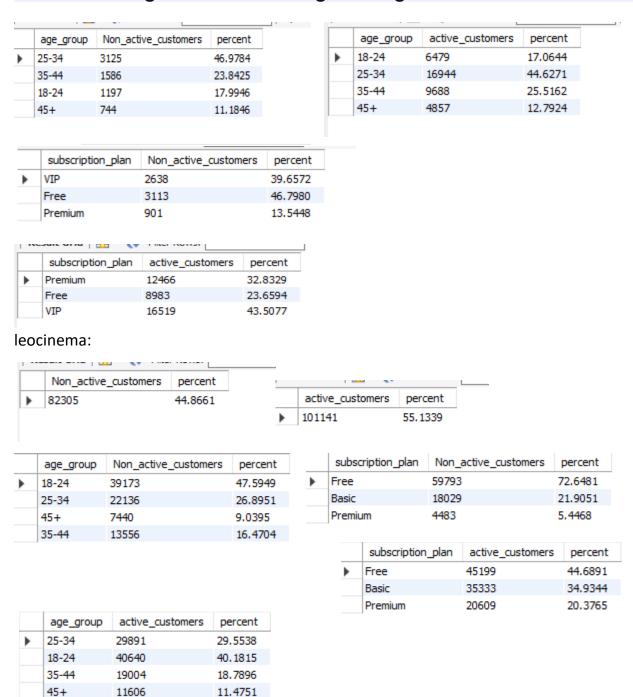
last_active_date: The most recent date the user interacted with the platform. For inactive users, this column captures the last recorded date of activity

active users, it is NULL.

Jotstar:



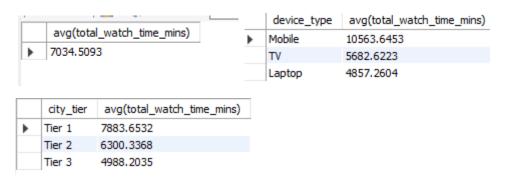




5. Watch Time Analysis

• What is the average watch time for LioCinema vs. Jotstar during the analysis period? How do these compare by city tier and device type?

Jotstar:



Leocinema:

	avg(total	_watch_time_mins)
•	1536.829	5
	city_tier	avg(total_watch_time_mins)
•	Tier 1	2106.1442
	Tier 2	1624.7794
	Tier 3	1093.4794

	device_type	avg(total_watch_time_mins)
•	Mobile	2763.0462
	TV	759.2883
	Lanton	495.2111

7. Downgrade Trends

• How do downgrade trends differ between LioCinema and Jotstar? Are downgrades more prevalent on one platform compared to the other?

Jotstar:

	downgrade
•	2742

Leocinema:

	downgrade
•	20859

8. Upgrade Patterns

• What are the most common upgrade transitions (e.g., Free to Basic, Free to VIP, Free to Premium) for LioCinema and Jotstar? How do these differ across platforms?

			upgrades
		•	4348
Liocinema:	iotstar:		

	upgrades
•	4155

9. Paid Users Distribution

• How does the paid user percentage (e.g., Basic, Premium for LioCinema; VIP, Premium for Jotstar) vary across different platforms? Analyse the proportion of premium users in Tier 1, Tier 2, and Tier 3 cities and identify any notable trends or differences.

Jotstar:

	city_tier	paid_customer_count	total_customers	paid_percentage
•	Tier 1	20340	25451	79.92
	Tier 2	9360	13424	69.73
	Tier 3	2824	5745	49.16

Leocinema:

	city_tier	paid_customer_count	total_customers	paid_percentage
•	Tier 3	24195	78587	30.79
	Tier 1	22599	41011	55.10
	Tier 2	31660	63848	49.59