

# Provide Insights for a Strategic Merger in the OTT Domain

## 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)?

Total_users
44620

Jotstar:

Total_users
183446

leocinema:

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?

Total_contents
2360

Jotstar:

Total_contents
1250

leocinema:

	content_type	language	content_count
▶	Movie	English	359
	Movie	Hindi	295
	Movie	Tamil	141
	Movie	Telugu	141
	Movie	Kannada	70
	Movie	Malayalam	70
	Movie	Marathi	47
	Movie	Bengali	35
	Movie	Gujarati	11
	Movie	Punjabi	11
	Series	English	335
	Series	Hindi	165
	Series	Tamil	82
	Series	Telugu	82
	Series	Kannada	41
	Series	Malayalam	41
	Series	Bengali	24
	Series	Marathi	24
	Series	Gujarati	16

Jotstar:

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	content_type	language	content_count
►	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_distribution	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:

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	age_group	age_group_distribution	percentage
▶	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
	Tier 2	63848	34.8048

	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:

	active_customers	percent
▶	37968	85.0919

	Non_active_customers	percent
▶	6652	14.9081

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	age_group	Non_active_customers	percent
▶	25-34	3125	46.9784
	35-44	1586	23.8425
	18-24	1197	17.9946
	45+	744	11.1846

	age_group	active_customers	percent
▶	18-24	6479	17.0644
	25-34	16944	44.6271
	35-44	9688	25.5162
	45+	4857	12.7924

	subscription_plan	Non_active_customers	percent
▶	VIP	2638	39.6572
	Free	3113	46.7980
	Premium	901	13.5448

	subscription_plan	active_customers	percent
▶	Premium	12466	32.8329
	Free	8983	23.6594
	VIP	16519	43.5077

leocinema:

	Non_active_customers	percent
▶	82305	44.8661

	active_customers	percent
▶	101141	55.1339

	age_group	Non_active_customers	percent
▶	18-24	39173	47.5949
	25-34	22136	26.8951
	45+	7440	9.0395
	35-44	13556	16.4704

	subscription_plan	Non_active_customers	percent
▶	Free	59793	72.6481
	Basic	18029	21.9051
	Premium	4483	5.4468

	subscription_plan	active_customers	percent
▶	Free	45199	44.6891
	Basic	35333	34.9344
	Premium	20609	20.3765

	age_group	active_customers	percent
▶	25-34	29891	29.5538
	18-24	40640	40.1815
	35-44	19004	18.7896
	45+	11606	11.4751

## 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:

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avg(total_watch_time_mins)	device_type	avg(total_watch_time_mins)
7034.5093	Mobile	10563.6453
	TV	5682.6223
	Laptop	4857.2604

city_tier	avg(total_watch_time_mins)
Tier 1	7883.6532
Tier 2	6300.3368
Tier 3	4988.2035

Leocinema:

avg(total_watch_time_mins)
1536.8295

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
Laptop	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?

Liocinema:

jotstar:

upgrades
4348

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	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