

# Business Problem Statement: JioCinema–Hotstar Merger

## Data Analytics Initiative

Following the high-profile merger between **JioCinema** and **Hotstar**, the unified OTT giant aims to consolidate its market dominance in India's competitive digital entertainment landscape. With a subscriber base exceeding 100 million active users, the platform now faces the critical challenge of **harmonizing two distinct ecosystems** — each with unique user behaviors, pricing models, and content strategies.

Despite the initial surge in new subscriptions post-merger, the organization is witnessing **divergent trends** in watch-time engagement, churn behavior, and revenue contribution across city tiers, age segments, and device categories. Early indicators reveal performance inconsistencies in content consumption patterns and retention curves, suggesting underlying gaps in **personalization, pricing alignment, and engagement strategy**.

The executive leadership has mandated a comprehensive, data-driven analytics program to evaluate the **true business impact of the merger** and steer future strategic decisions. The goal is to transform raw platform data into actionable insights that drive growth, customer satisfaction, and profitability.

### Key Focus Areas

#### 1. Post-Merger Synergy Measurement

- Quantify incremental growth achieved through the merger in terms of acquisition, retention, and revenue.
- Evaluate overlaps and unique user segments across both legacy platforms to define unified targeting strategies.

#### 2. User Engagement and Retention Optimization

- Analyze viewing patterns, watch-time segments, and inactivity triggers to identify churn-prone cohorts.
- Develop predictive churn models and re-engagement simulations to improve 90-day and 6-month retention.

#### 3. Pricing and Revenue Analytics

- Assess plan-level elasticity across Basic, Premium, and VIP tiers to design optimized pricing for merged plans.
- Forecast revenue uplift from cross-platform offers, bundled content, and regional language packs.

#### 4. Content and Device Insights

- Correlate content categories, languages, and genres with watch-time behavior across different device types.
- Identify device–tier interactions and performance gaps to inform platform optimization and marketing focus.

#### 5. Operational Scalability and Infrastructure Planning

- Simulate user load and traffic projections under 2x subscriber scenarios to evaluate system resilience.
- Recommend cloud infrastructure and auto-scaling strategies for minimal latency under peak demand.

#### 6. AI-Driven Personalization and Customer Experience

- Build machine learning–based recommendation models to enhance personalized viewing experiences.
- Evaluate the ROI of AI initiatives through lifetime value (LTV) uplift and user satisfaction metrics.

### Business Intent

The merger’s success depends on the platform’s ability to translate **advanced analytics** into **tangible business outcomes**. JioCinema–Hotstar aims to:

- Increase overall **retention by 25%**,
- Improve **ARPU (Average Revenue per User)** through optimized plan structures,
- Achieve **15% reduction in churn**, and
- Enhance **cross-platform engagement** by aligning content, pricing, and marketing strategies.

By integrating predictive modeling, cohort analysis, and machine learning–based segmentation, the merged entity seeks to evolve from a content streaming service into a **data-intelligent entertainment ecosystem** that continuously learns, adapts, and delivers personalized value to every viewer.