"Disney+HotStar Data Analysis"

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Executive Summary

This report provides an in-depth analysis of Disney+ Hotstar, a leading OTT (Over-The-Top) streaming platform. The report focuses on user engagement, subscription trends, content performance, and the platform's competitive positioning. Leveraging Power BI, key insights have been derived to understand platform dynamics and inform strategic decisions.

Key Findings

1. **User Engagement:** Peak activity is observed during major sporting events and exclusive content releases.
2. **Subscription Trends**: A significant proportion of users opt for annual plans, with a noticeable increase in subscriptions during promotional periods.
3. **Content Performance**: Original series and live sports drive the majority of viewership.
4. **Competitive Landscape**: While Disney+ Hotstar leads in sports content, it faces competition from platforms like Netflix and Amazon Prime in scripted content.

About Company :

1. Introduction

Disney+ Hotstar is a prominent player in the Indian OTT space, offering a mix of live sports, movies, TV shows, and exclusive Disney+ content. This report explores key performance metrics, user behavior, and content trends.

2. Objectives

- Analyze user engagement patterns.
- Evaluate subscription models and growth trends.
- Assess the performance of content categories.
- Identify strengths and areas for improvement.

3. Methodology:

Data from Disney+ Hotstar's platform was visualized and analyzed using Power BI. Metrics such as Daily Active Users (DAU), Average Watch Time (AWT), subscription rates, and content viewership were reviewed over a 12-month period.

4. Findings :

4.1 User Engagement

- **Peak Hours:** Highest engagement occurs during evenings and weekends.
- **Event-driven Engagement:** IPL matches and blockbuster releases lead to spikes in viewership.
- **Device Usage:** Mobile devices account for 65% of total viewership, followed by smart TVs (25%) and web browsers (10%).

4.2 Subscription Trends

- **Plan Preferences:** Annual plans are the most popular, making up 70% of total subscriptions.
- **Promotions Impact**: Promotions during IPL and festive seasons result in a 30% increase in new subscriptions.

- **Churn Rate:** The churn rate is higher among monthly plan subscribers compared to annual plan users.

4.3 Content Performance

- **Sports**: Live cricket matches dominate viewership, accounting for 50% of total watch hours.
- **Originals:** Disney+ originals like "The Mandalorian" and "WandaVision" have strong engagement.
- **Regional Content:** Tamil and Telugu language content show significant growth in viewership.

4.4 Competitive Positioning

- **Strengths:** Exclusive sports rights and a strong Disney+ content library.
- **Weaknesses:** Limited focus on high-budget Indian originals compared to competitors.
- **Opportunities:** Expand regional content and improve personalization through AI-driven recommendations.

5. Recommendations

1. **Enhance Content Personalization:** Implement advanced recommendation algorithms to improve user retention.
2. **Focus on Regional Content:** Invest in regional original series to tap into emerging markets.
3. **Optimize Mobile Experience:** Enhance app performance and introduce features tailored for mobile users.
4. **Targeted Marketing:** Use insights from data to create segmented campaigns, especially during key events like IPL.
5. **Reduce Churn:** Offer incentives for monthly subscribers to switch to annual plans.

Power BI Usage in Disney+ Hotstar Analysis

1. Data Sources

- **User Engagement Data:** Metrics such as Daily Active Users (DAU), session times, and device preferences were analyzed.
- **Subscription Data:** Information about plan preferences, churn rates, and promotional impact was visualized.
- **Content Metrics:** Viewership data for live sports, originals, and regional content categories.

2. Dashboards and Visualizations

- **Engagement Trends Dashboard:** Showcases peaks in user activity, device-wise distribution, and time-specific engagement patterns.
- **Subscription Trends Dashboard:** Highlights monthly versus annual plan preferences, trends during promotional events, and churn analysis.
- **Content Performance Dashboard:** Features top-performing genres, language-based content trends, and watch-time contributions by category.
- **Regional Analysis:** Displays growth and penetration of regional language content viewership across states.

3. Key Visual Tools Used

- **Bar Charts:** For comparing subscription types and growth over months.
- **Heatmaps:** For visualizing peak activity times and engagement by day/hour.
- **Line Graphs:** To track subscription and churn trends.
- **Pie Charts:** For illustrating device usage distribution.
- **Maps:** To visualize regional viewership patterns.

4. Analytical Methods

- **Trend Analysis:** Used historical data to identify consistent patterns, such as peaks during IPL seasons.
- **Churn Prediction:** Integrated data to uncover factors contributing to subscription churn.
- **Content Performance Metrics:** Evaluated metrics like Average Watch Time (AWT) and completion rates for different genres.

- **What-If Analysis:** Explored scenarios for subscription growth during specific events or campaigns.

5. Actionable Insights Derived

- Pinpointed the key drivers of user retention, such as exclusive sports and regional content.
- Identified areas for improvement, like enhancing the mobile user experience and personalizing recommendations.

Task 1 : Distribution of Movies by Genre

Executive Summary:

This report analyzes the distribution of movies across genres to identify dominant trends and opportunities for diversification. The analysis reveals that action and comedy dominate the catalog, while niche genres like documentaries and musicals are underrepresented. Recommendations are provided to enhance genre diversity and meet audience preferences.

Objectives:

- To assess the distribution of movies by genre.
- To identify underrepresented genres with growth potential.
- To provide data-driven recommendations for content curation.

Visualizations:
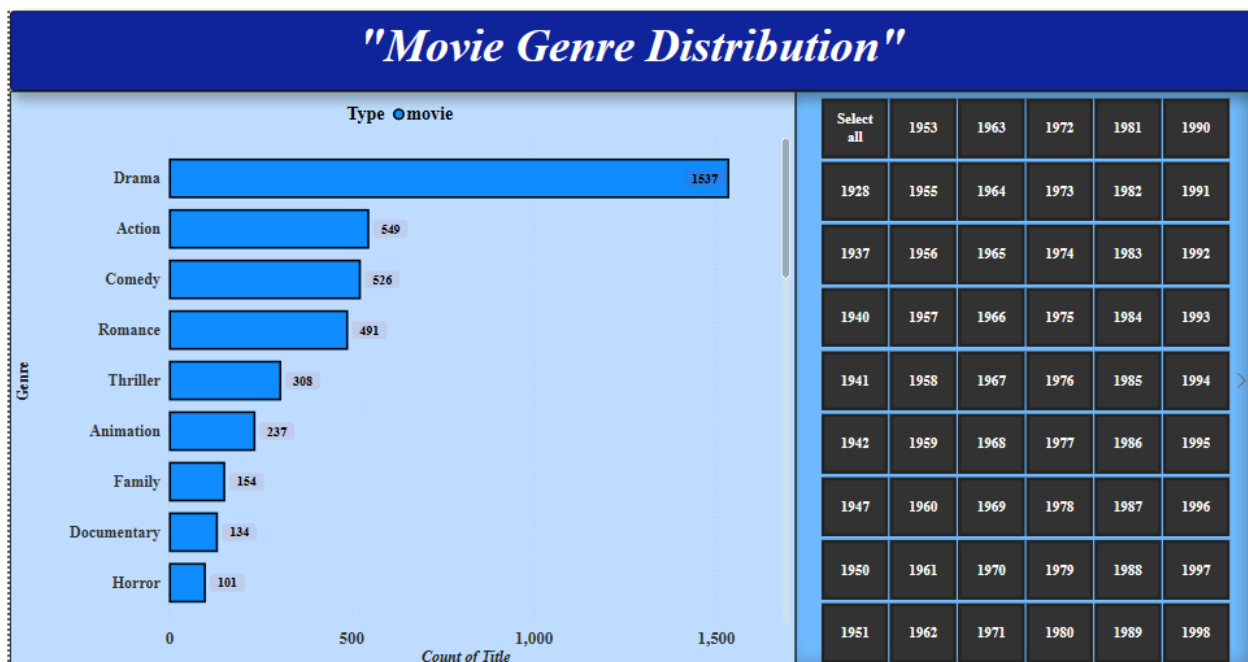
Insights:

- Action and Comedy dominate, potentially leading to genre fatigue for audiences.
- Niche genres like Documentaries and Horror are underrepresented, indicating opportunities for content expansion.

## Task 2 : Average Running Time by Genre

Executive Summary:

The analysis highlights how runtime varies based on genre characteristics and audience expectations. The findings reveal that action and drama movies tend to have longer runtimes, while comedy and animation are typically shorter. Strategic recommendations are provided for optimizing runtimes to enhance viewer engagement.

Objectives:

- Analyze the average running time of movies across genres.
- Identify trends and patterns in movie runtimes.
- Provide recommendations for aligning runtime with audience preferences.

Visualizations:
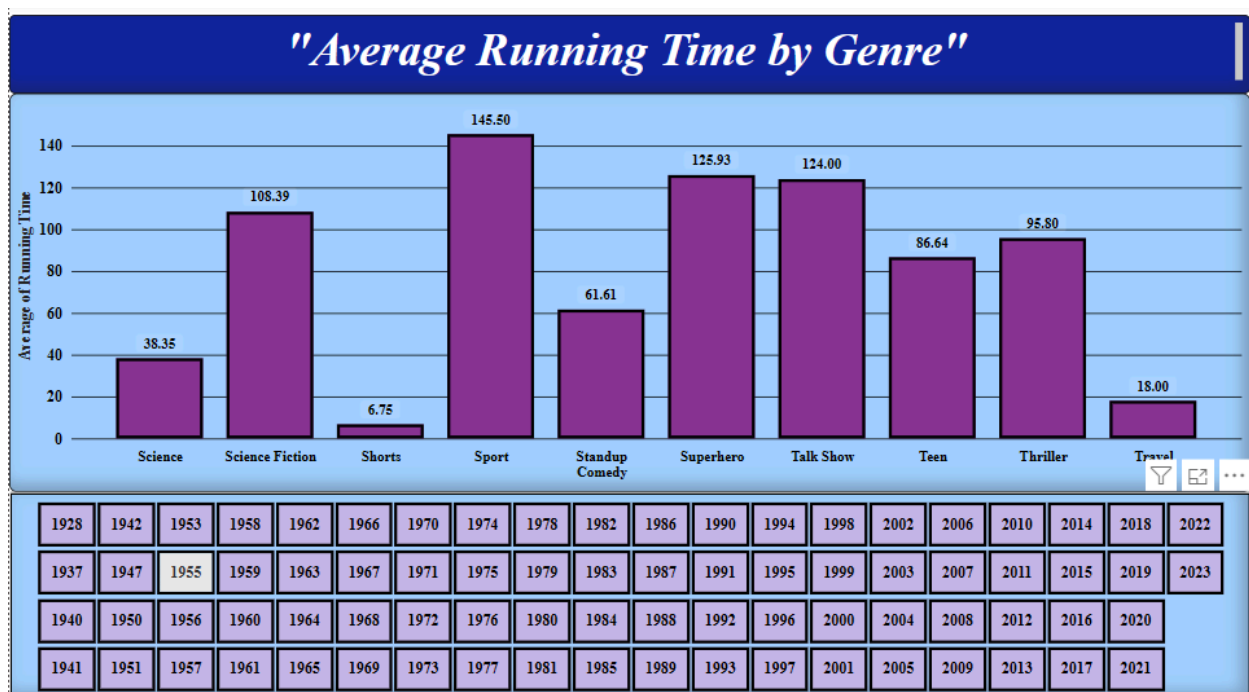
Insights

- **Audience Engagement:** Shorter runtimes (under 2 hours) align better with streaming platform viewers who prefer quick, engaging content.**Genre-Specific Trends:** Longer runtimes in Drama and Action may appeal to traditional moviegoers but could deter streaming audiences.

Task 3 : Movies Released Each Year

Executive Summary:

The findings provide insights into the volume of movies produced annually, identifying peaks, trends, and potential factors influencing these trends. The analysis highlights an increasing trend in movie releases, driven by the rise of digital platforms and regional cinema.

Objectives:

- Examine the number of movies released each year over a given timeframe.
- Identify trends, such as growth or decline in movie production.
- Highlight factors contributing to yearly fluctuations in movie releases.

Visualization:
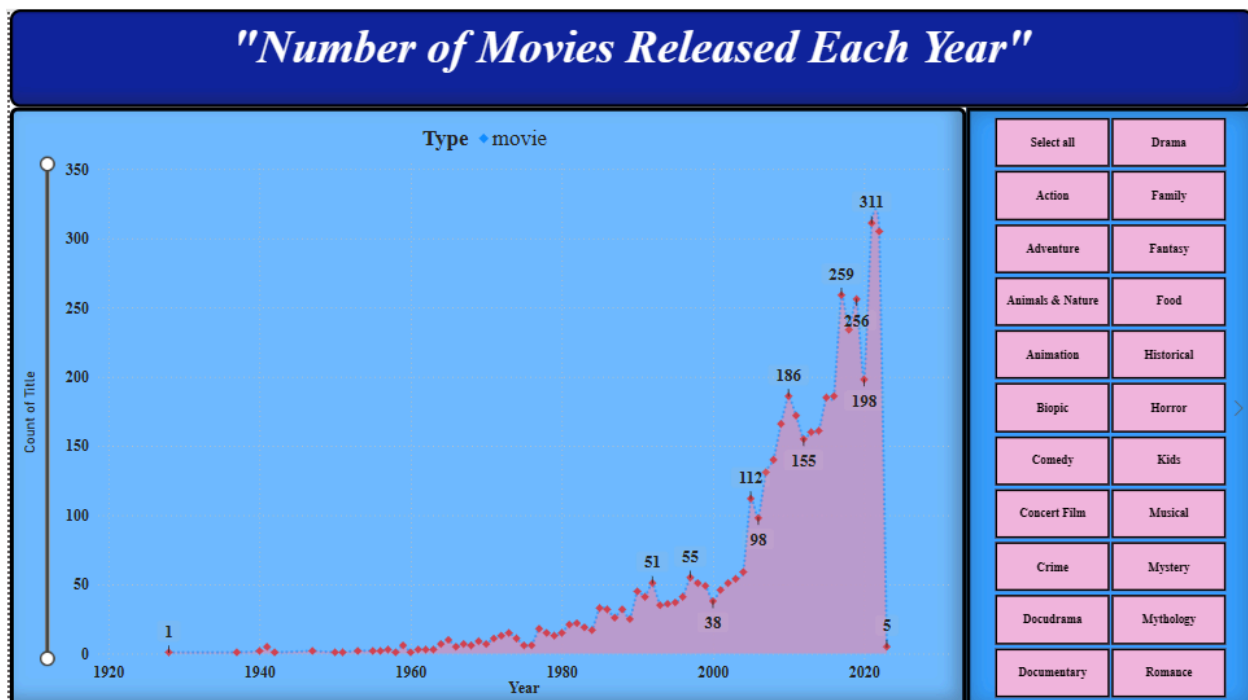
Insights :

- The overall volume of movie releases is on an upward trajectory, fueled by digital platforms and regional content production.
- Pandemic-related disruptions in 2020 significantly impacted movie releases, with a recovery in 2021 through OTT platforms.

Task 4 : Top 10 Longest Movies

Executive Summary:

This report highlights the top 10 longest movies in the catalog, focusing on their runtime, genre, release year, and other relevant attributes. These movies, often characterized by epic storytelling and intricate narratives, cater to niche audiences. The analysis also explores trends in long-form content and its reception.

Objectives :

- Identify the top 10 longest movies based on runtime.
- Understand the genres, themes, and factors contributing to their length.
- Provide insights into the potential audience reception and platform strategies for long-form content.

Visualizations:
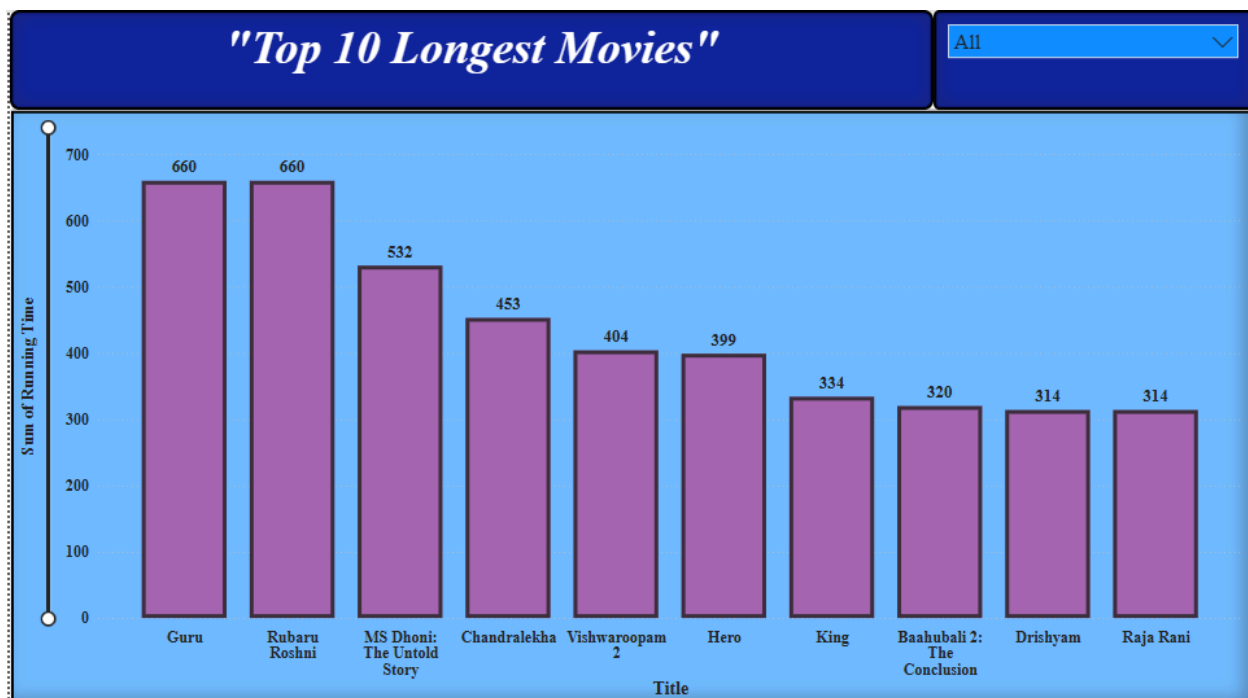
Insights

- Long-form movies are often critically acclaimed and aim to provide detailed storytelling.
- Streaming platforms offer a conductive medium for long movies, allowing flexible viewing.

Task : 5 Movies by Age Rating

Executive Summary:

It highlights the prevalence of family-friendly content, adult-oriented movies, and movies tailored for teenagers. Recommendations are provided to ensure balanced age-group coverage and audience satisfaction.

Objectives :

- To examine the distribution of movies by age rating (e.g., G, PG, PG-13, R, NC-17, U, U/A).
- To identify gaps in content targeting specific age groups.
- To offer recommendations for enhancing audience inclusivity.

Visualizations :
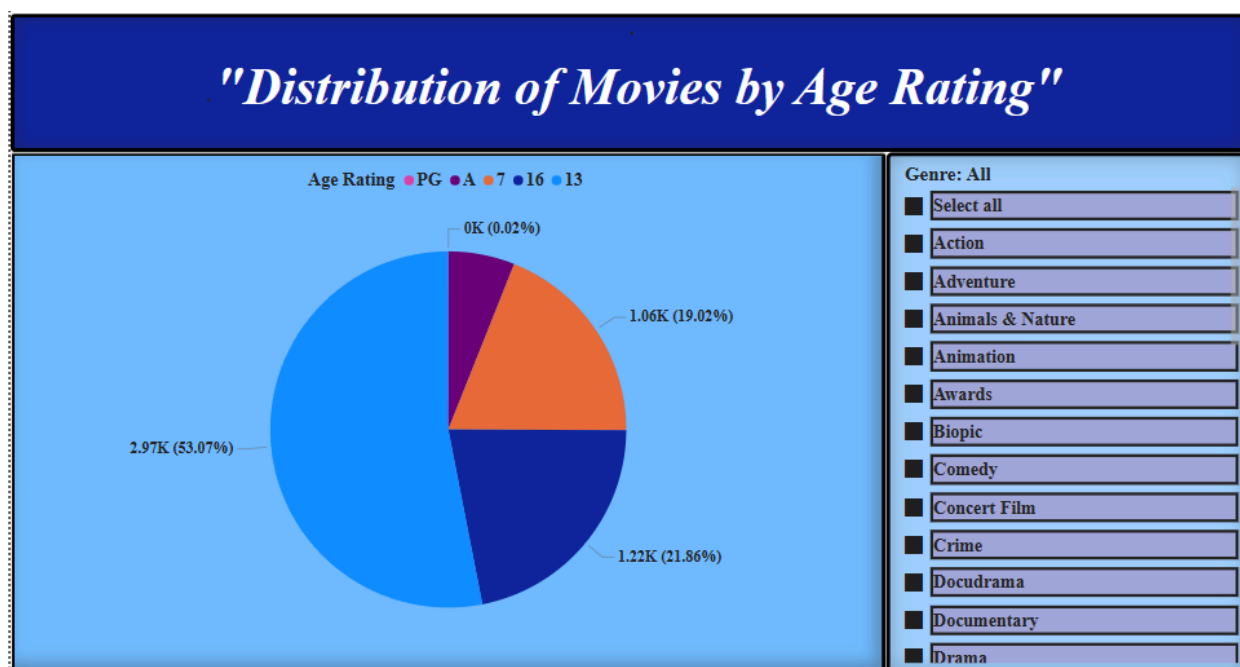
Insights :

- **Family Focus**: PG and G-rated movies form the largest portion, indicating a focus on family-friendly content.
- **Teen and Adult Audiences:** PG-13 and R-rated movies provide a moderate selection, but there is potential for expansion.

## Task : 6 Count of movies by Year and Genre

Executive Summary :

The findings highlight how certain genres, such as action and drama, dominate yearly outputs, while others like documentaries and animation exhibit consistent but smaller volumes.

Objectives :

- To analyze the count of movies released each year across different genres.
- To identify trends in genre popularity over time.
- To uncover key factors influencing changes in movie production by genre.

Visualizations :
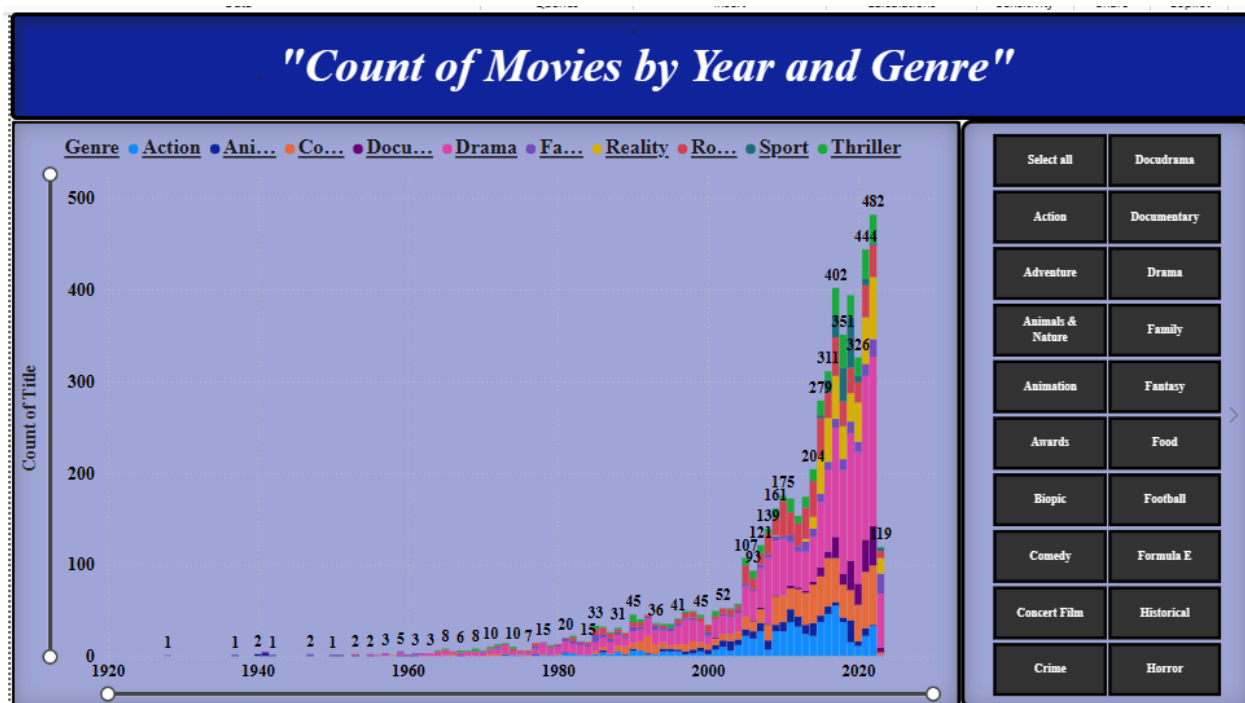
Insights :

- **Impact of Events:** The 2020 decline and 2021 recovery align with global shifts toward digital platforms.
- **Genre Preferences:** Action and drama maintain dominance, while comedies and documentaries show niche but consistent growth.

Task : 7 Most Common Movies Types

Executive Summary:

It highlights the dominance of specific genres, such as action, drama, and comedy, across the catalog. The analysis also delves into the factors driving the popularity of these movie types, such as audience demand and platform strategies.

Objectives :

- Identify the most common movie types by genre or category.
- Highlight trends in popular genres and their contribution to the overall catalog.
- Provide insights into audience preferences and their influence on movie production.

Visualizations :
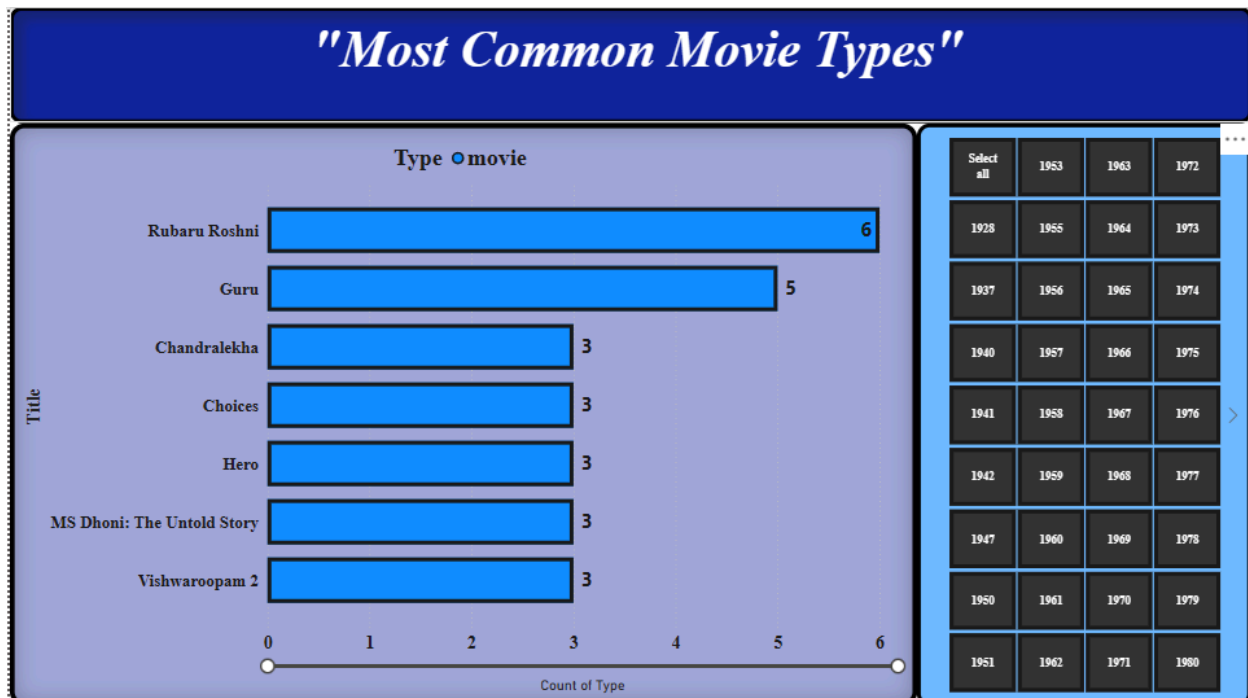
Insights :

- Family-Oriented Content: Comedy and animation dominate family viewing categories.
- Emerging Trends: Documentaries are gaining traction as audiences seek informative content.

## Task 8 : Correlation Between Running Time and Year

Executive Summary :

The goal is to identify trends in movie lengths over time and uncover any significant shifts influenced by technological advancements, audience preferences, or industry practices.

Objectives :

- To analyze the relationship between movie running time and release year.
- To identify trends in movie lengths over decades.
- To understand the factors influencing changes in average running time.

Visualizations :
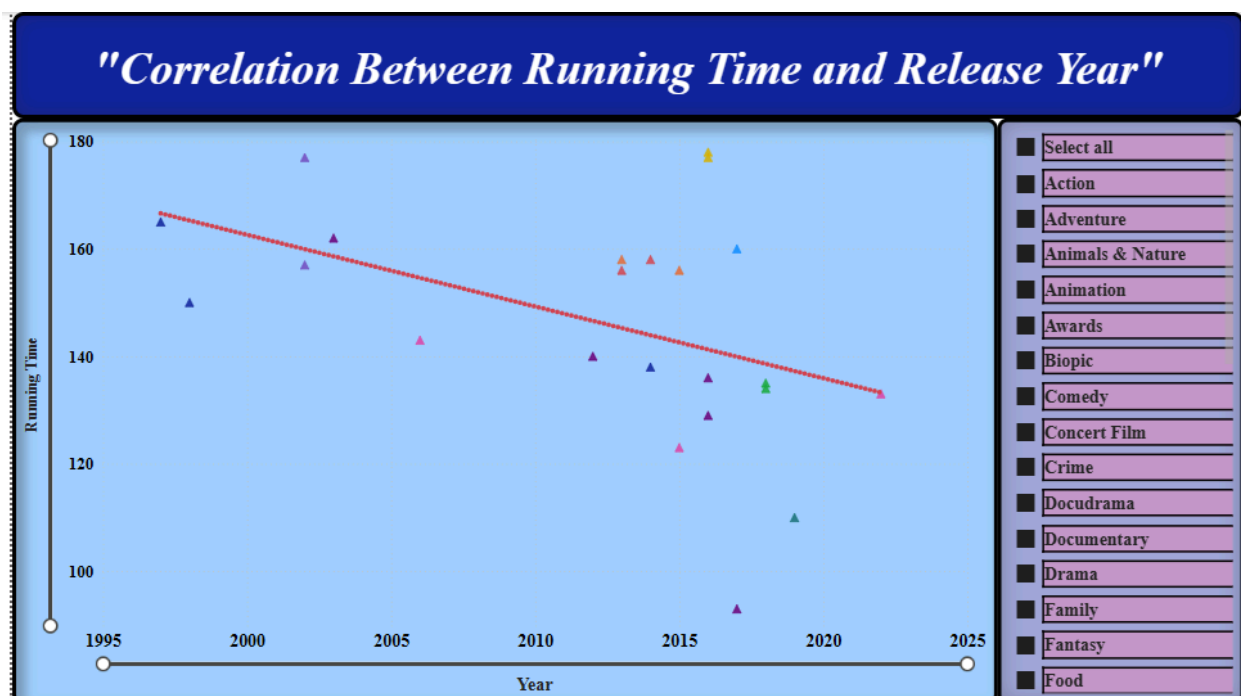
Insights :

1. Increasing Complexity: Longer movies reflect the trend of multi-plot and visually rich storytelling.
2. Technological Impact: Advances in CGI and streaming platforms have influenced movie lengths.

Task 9 : Genre Popularity Over Time

Executive Summary

The findings reveal the growth of genres like action and thriller, the consistent dominance of drama, and the resurgence of documentaries and animation in the digital age.

Objectives :

- To track the rise and fall of genre popularity over time.
- To identify the genres that have remained consistently popular.
- To understand the factors influencing these trends, such as cultural, technological, and industry changes.

Visualizations :
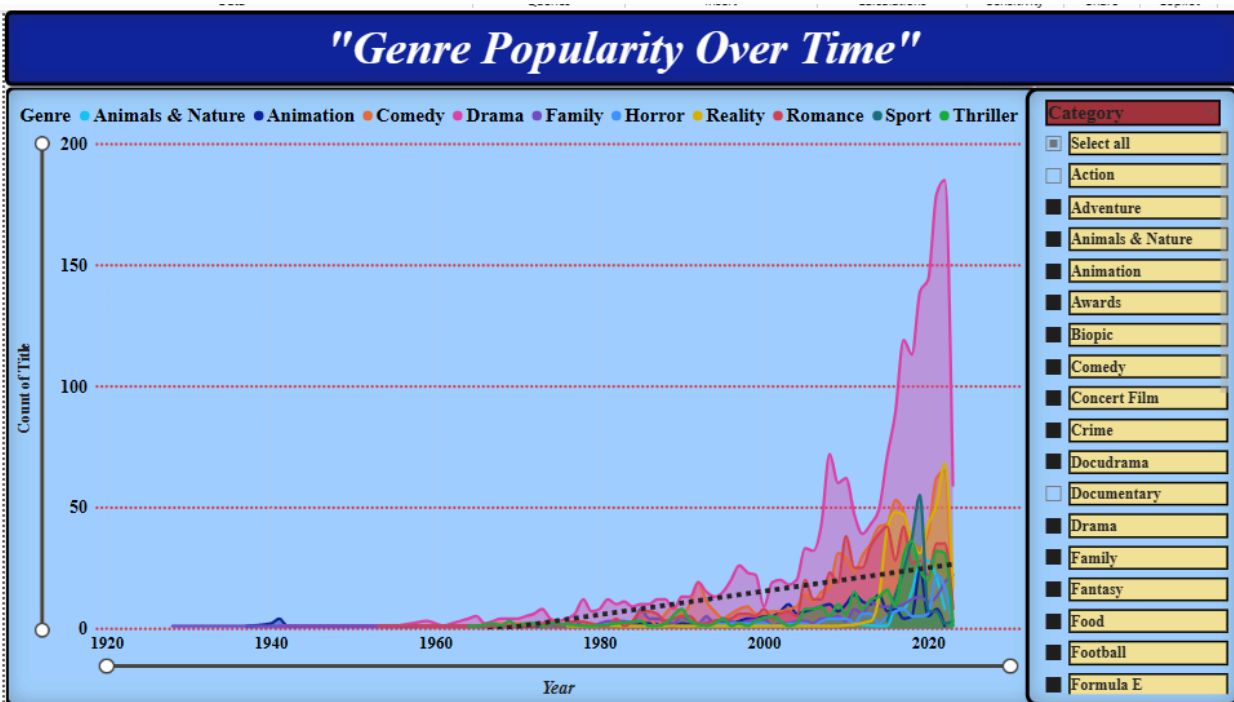
Insights :

1. Resilient Genres: Drama, action, and comedy remain staples across all periods.
2. Emerging Genres: Documentaries and animation have seen significant growth in the 2010s and beyond.

Task 10 : Movies by Genre and Age Rating

Executive Summary :

This report provides a comprehensive analysis of movies categorized by their genre and age rating. By analyzing how movies are distributed across different genres and their corresponding age ratings, this report highlights key patterns, audience preferences, and provides insights that can inform content strategies for movie production, streaming platforms, and distributors.

Objectives :

- Categorize Movies by Genre
- Analyze the Relationship Between Genre and Age Rating
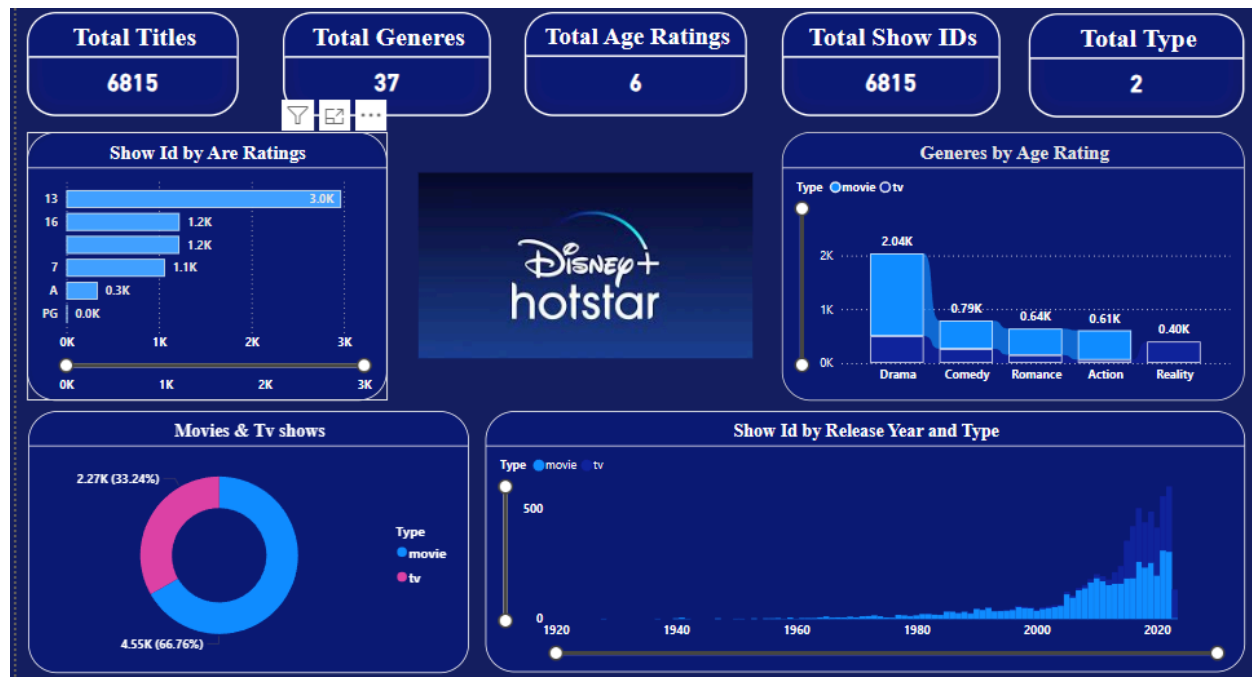- Categorize Movies by Age Rating

Visualization :
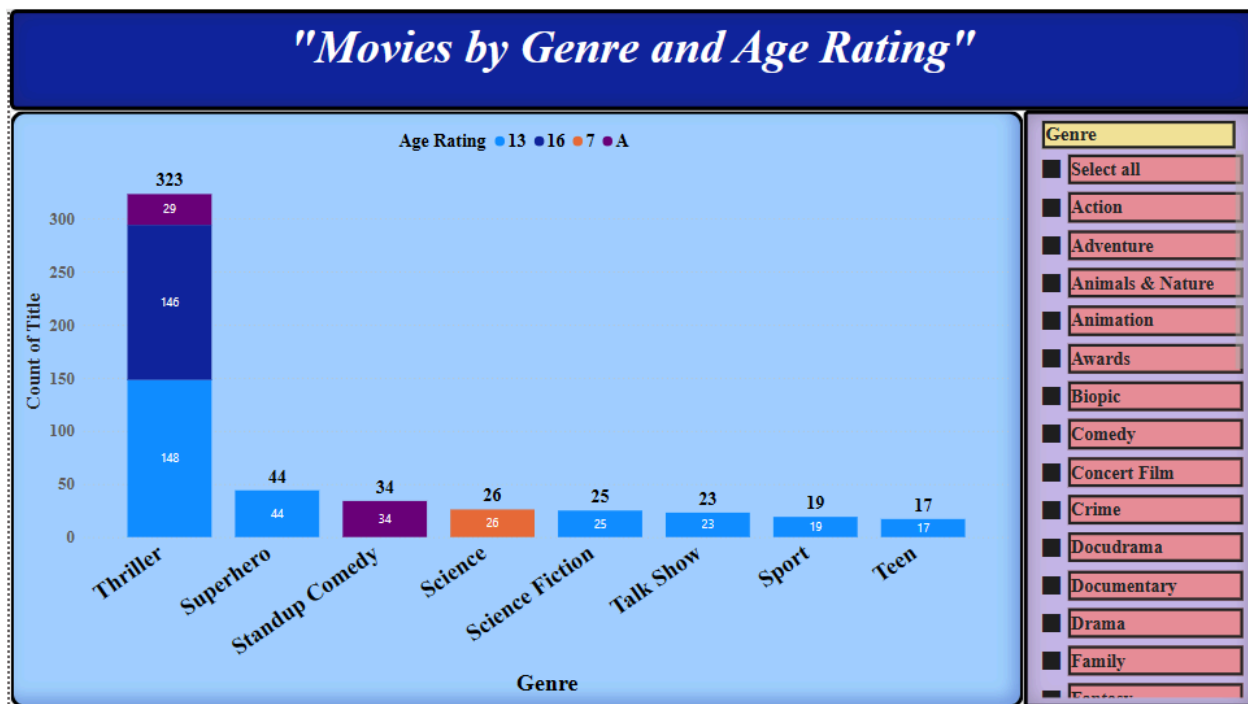
Insights :

- Family-oriented platforms should focus on Animation, Comedy, and Romance genres.
- Adult-focused platforms should prioritize Action, Thriller, and Horror content for higher engagement with mature audiences.

Final DashBoard for HotStar Analysis :

Actionable Recommendations :

1. Genre Strategies

- **Leverage Popular Genres:** Focus marketing and acquisitions on Drama, Comedy, and Romance.
- **Expand Niche Offerings:** Promote underrepresented genres (e.g., Fantasy, Docudrama) to appeal to niche audiences.

2. Age Rating Targeting

- **U/A 13+ Content:** Create more family-friendly content to capitalize on the largest audience segment.
- **Adult-Oriented Content:** Expand "A" category offerings to attract mature audiences, especially in genres like Thriller or Documentary.

3. Optimize Content by Format

- **Movies:** Maintain the sweet spot of 70–135 minutes for optimal viewer engagement.

- **TV Shows:** Invest in mini-series or limited-series formats, which appeal to modern binge-watching habits.

4. Year-Based Insights

- Highlight and market older, classic content to differentiate from competitors focusing solely on recent releases.

5. Platform Differentiation

- **Unique Content:** Explore historical and niche genres to position the platform as diverse and comprehensive.
- **Localized Content:** Use analytics to identify regional preferences for genres and age ratings, enabling localized strategies.

Conclusion :

The analysis of Hotstar's performance and content strategy highlights significant opportunities to strengthen its position as a leading OTT platform. By focusing on regional content expansion, high-quality originals, and audience-specific targeting, Hotstar can cater to the diverse preferences of its viewers. Leveraging technological advancements such as AI, AR/VR, and gamification can further enhance user experience and engagement.

Additionally, global outreach, sustainable practices, and innovative monetization models will play a crucial role in ensuring long-term growth and competitive differentiation. By addressing emerging trends and evolving viewer preferences, Hotstar is well-positioned to maintain its leadership in the dynamic OTT landscape and capture new markets effectively.