

HACK CHALLENGE 2021

Code For a Better Future

PROJECT REPORT

TOPIC:

OTT PLATFORM ANALYSIS TOOL

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1. INTRODUCTION:

Over-the-Top (OTT) video platforms, once considered a luxury, are today a necessity. In India, there is an increasingly growing number of consumers adapting to it. While Indian streaming services like Disney+ Hotstar have gained a stronger foothold, global players like Netflix and Amazon Prime Video have steadily grown their market share in India.

Our proposed solution 'Analysister' will help us observe how the OTT has taken a vast rise in the last few years due to COVID-19. This change in consumer behaviour is interesting to observe and evaluate as there are numerous layers in this consumption pattern which need to be unravelled and understood from various angles and point of views.

To investigate these changes, we will be performing a detailed analysis on various OTT platforms like Hotstar, Amazon Prime Video, Netflix etc. through a dashboard.

Moreover, we will also provide the top-rated movies and tv series on different platforms.

2. OBJECTIVE:

The main objective of this project is to build an interactive dashboard which shows our investigation on different platforms.

The platforms are:

- Netflix
- Disney + Hotstar
- Amazon Prime Video



The datasets will be imported on the Cognos analytics platform and perform following on these datasets:

- Prepare data and build models by modifying these datasets.
- Uncover insights from unstructured data
- Visualize your data in dozens of exportable chart types

We aim to have different tabs in the dashboard each analysing movies on different platforms and series on these platforms. This dashboard will be developed using IBM Cognos Analytics.

3. BUSINESS / SOCIAL IMPACT:

We are truly steeped deep in the age of the customer, where ‘choice’ is the recipe for success. As the OTT market matures, it also gets more competitive. With more providers entering the market, OTT providers have to come up with ways to get their customers to stay with the service after the initial viewing experience and get them to become avid customers. The answers lie in big data and analytics.

The key to a great OTT service starts with an understanding of the customer and responding to their needs promptly - whether it is for content, the user experience, or the business model. Personalized, relevant, and contextual content is what OTT viewers demand. OTT has now become mainstream, and the viewers want a lot of content on multiple services. The recommendation engines need more customization and personalization powers to deliver the right content to the users.

By combining large data sets of user data and metadata for analysis, OTT providers can fine-tune their recommendation engine and ensure that the right content reaches the right user. Deep big data analytics also gives OTT providers deeper audience insights. It helps them understand genres of content that are in high demand, what content the audience demands at what time of the day when do they pause, or what do they skip. Based on this data, OTT providers can make informed decisions on content dissemination.

Knowing how to make data work, understanding how to push and manipulate the data, and using the right analytics can help OTT providers with insights they need to design the best approaches that lead to customer satisfaction, customer retention, and profitability.

4. TECHNOLOGY ARCHITECTURE:

a. Datasets Used:

1. Netflix data:
<https://www.kaggle.com/shivamb/netflix-shows>

2. Netflix originals data:
<https://www.kaggle.com/swapnilbhange/netflix-original-movies>
3. Amazon prime data:
<https://www.kaggle.com/padhmam/amazon-prime-movies>
4. Hotstar:
<https://www.kaggle.com/unanimad/disney-plus-shows>
5. Movies:
<https://www.kaggle.com/ruchi798/movies-on-netflix-prime-video-hulu-and-disney>
6. Tv Shows:
<https://www.kaggle.com/ruchi798/tv-shows-on-netflix-prime-video-hulu-and-disney>

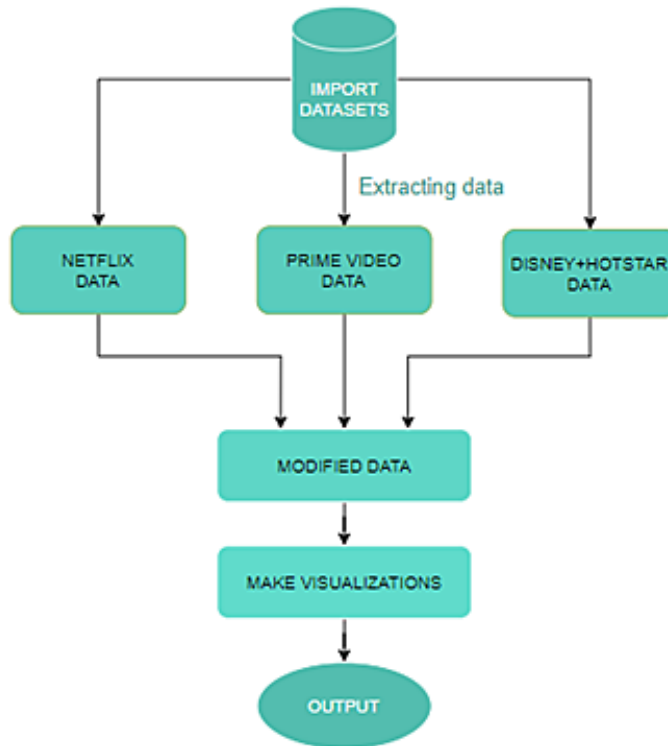
b. IBM Cognos Analytics:

To build an analytical dashboard observing the utilization of OTT platforms across the country, especially during the last 2 years due to COVID.

Also, to create visualisations to provide insights on:

- Regions
- Language
- IMDB Rating
- Genres
- Movies
- Series
- Age
- Year Released

5. FLOW CHART (ARCHITECTURE):

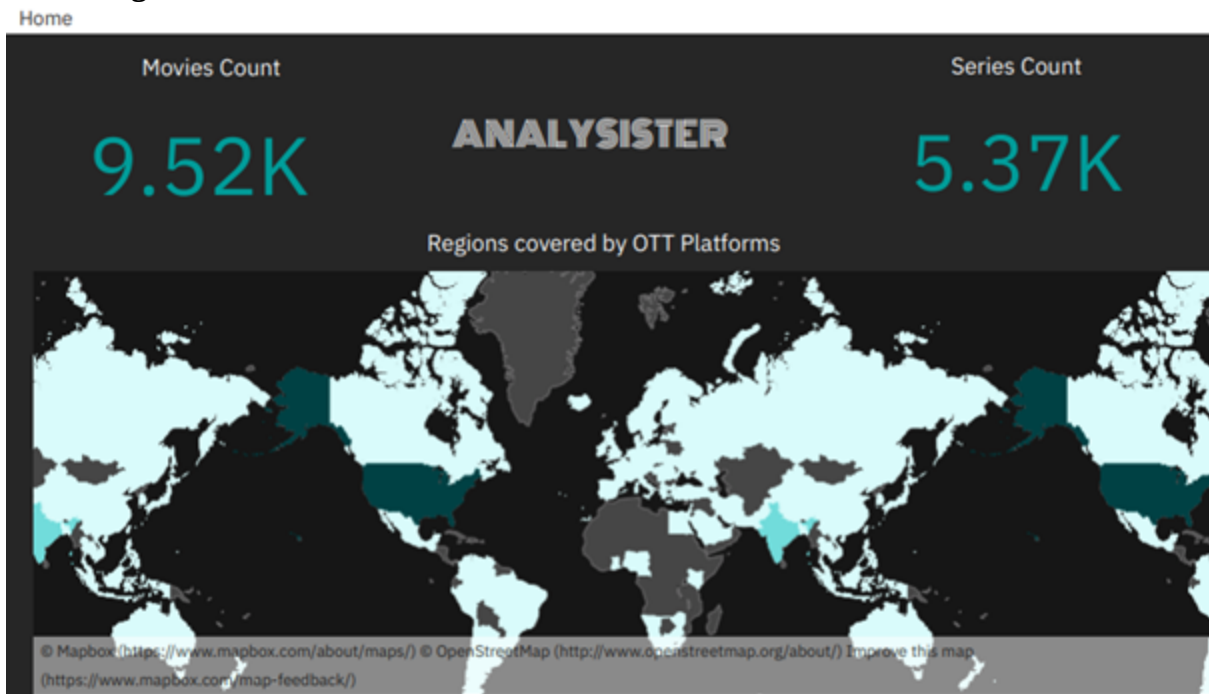


6. FEATURES:

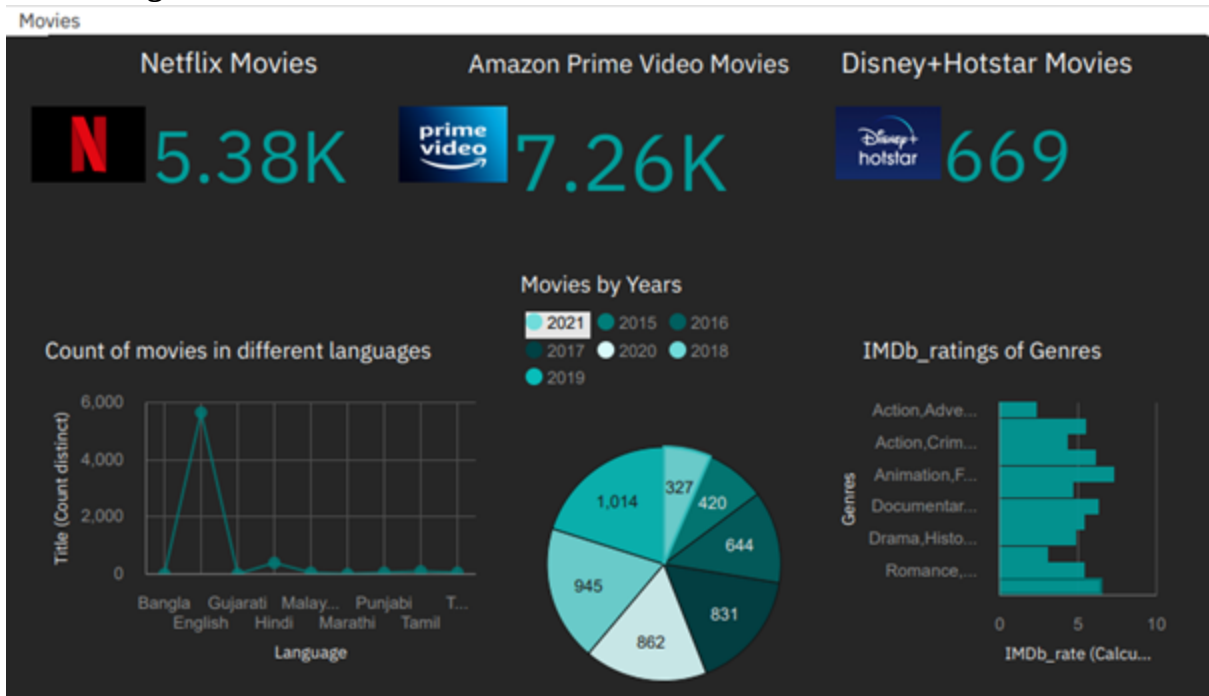
- Users can see the region wise distribution of OTT platforms all over the world.
- Check out the visualisations and gain insights on movies based on various factors.
- Check the analysis of tv shows on different platforms all in a single page.
- Hover and click over the graphs to know more details.
- Colour themed dashboard to attract users.
- Works smoothly for large datasets.
- Know the popular rated movies and genres to make your best watchlist.
- See how the COVID has given an exponential rise in release of movies and tv shows on various OTT platforms.
- Know which platforms have more content on the basis of movies and tv shows.

7. RESULT:

Home Page:



Movies Page:



Series Page:

