

SMART INTERNZ IBM HACK

CHALLENGE 2021

Title of the Project : OTT Platform Analysis

Team Size : 2

Team Name : Code_Raiders

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Introduction

Overview :In recent years the number of online streaming platforms available has increased a lot!

Netflix, Disney+, Prime Video, hulu... what if I don't want to pay for all of them at the same time? How to choose which service is best for different persons?

These datasets are an amalgamation of:

- data that was scraped, which comprised a comprehensive list of movies available on the four streaming platforms mentioned above.
- IMDb dataset

Inferences

We've obtained some interesting inferences from this dataset. Here's a summary of them:

- Quantity of Movies: Prime Video is by far the service with more movies and TV shows, followed by Netflix. Netflix, Hulu and Disney+ together still don't reach half the quantity of movies available on Prime Video.
- Recent Titles: Prime Video is also the catalog with the biggest quantity of recent movies (10 years old or less). But this represents only 50% of its catalog. On the other hand, Netflix and Hulu have a much bigger percentage of their catalogs composed by recent movies - 82% and 67% respectively. And Disney+ has surprisingly only 36%! Which means their movie catalog is currently mostly of classics.
- Genres: Hulu, Netflix and PrimeVideo have very similar quantities for the top genres, with Drama, Comedy and Thriller being the top three ones. Disney+ has a different catalog, with Family, Adventure, Fantasy, Animation and Musical being the most predominant genres.
- Age: Adult movies (18+) is the biggest part of the Netflix, Prime Video and Hulu catalogs, although they also offer a good quantity of movies for children and teenagers. Disney+, focuses primarily on movies for the whole family and children. It is safe to say that more than 90% of its catalog can be watched by children.
- Old Movies: Prime Video has really focused on the classics! That helps to explain why it has such a huge catalog when compared to the other services. About 2K of the total

catalog is from movies prior to 1980.

- Movie Ratings: Hulu has the best mean ratings for both IMDB and Rotten Tomatoes. All platforms offer a good quantity of well rated movies in their catalog. However, the Prime Video ratings mean is much lower compared to the other platforms. We can conclude that the overall quality of the Hulu and Netflix catalogs are much better. Having more movies and series does not mean having the best catalog.

Conclusions:

What can help me decide between a specific platform?

- If you are interested on having a huge catalog Prime Video is definitely a good choice. Netflix comes second and is also a good choice - both have a big catalog!
- For watching recent movies and tv shows (last decade), Netflix is a great option - those compose 81% of its catalog. Hulu also has a good percentage of 67%.
- If you are interested in movies for Adults, and genres such as Dramas, Comedies and Thriller, Netflix , Hulu and Prime Video are all good options.
- Disney+ is definitely a great choice for family friendly movies and genres such as fantasy and adventure.
- Prime Video seems to be the best platform for watching very old movies (40 years old or more) since it offers about 2K movies prior to 1980.
- Hulu has a smaller catalog, but it comes first on the ratings mean. If you are interested in having a small catalog with good quality stuff, Hulu may be the best choice. Disney+ also has a small catalog while keeping a good overall quality. Its catalog should increase during the next years since it is a new service. Netflix is a good middle term between having a big catalog x quality. Prime Video comes last on ratings, a consequence of having such a huge catalog.