1. INTRODUCTION

    a. Overview

    The project gives an overview of the OTT platform used by the different age groups along with the predicted results of movies released over different years, maturity rating, language of the movies and the IMDb rating. It also provides additional details such as plot of the movie, running time, and sorts the movies depending on the age groups.

    b. Purpose

    The main purpose of the project is to provide simplified options to the people so that they can accurately select the choice of movie they want to watch. Moreover, the comparisions amongst different movies based on genres facilitate the users with limited options to select from.

2. LITERATURE SURVEY

    a. Existing problem

    The existing method of visualization had very less amount of exploratory data analysis techniques. Though it provided details about the type of movie, actors, IMDb ratings etc., it missed out on few points such as number of movies released In a particular year and the specification of genres based on the year of release.

    b. Proposed Solution

    The proposed solution focuses more onto the visualizations to provide the inter-dependency of the features. Through this analysis various aspects can be predicted such as the age group which is mostly using the OTT platforms, number of movies released in a particular year, and languages in which most of the movies are produced. Also, different type of visualization techniques have been used here. The dashboard which is created gives a lot more information about each aspect in form of colorful pie charts, and bar plots each having a particular criteria of measurement along with features mentioned above the graphs in form of bullet points.

3. EXPERIMENTAL INVESTIGATIONS

    Several factors were considered while proposing the solution using the datasets. Initially there were two datasets considered namely amazon prime and Disney plus hotstar. Distinct features such as the awards received by each film, imdb rating, imdb votes, runtime by genre, language of the movie, maturity rating and movie release year were considered. Later several relationships between each feature were analysed such as count of distinct movies based on ratings and awards received, scatter plots representing

number of awards given to each film with respect to year, and finally most important feature was tho keep track of years in which the movies were released.

7. ADVANTAGES AND DISADVANTAGES

Advantages

- The search process is much more simplified and is not just related to the regular features of analysis but also includes categorization of movies based on year of release and the awards given to the film.

- People can select to subscribe only those ott platforms based on the genres they wish to watch.

- Segregation of movies based on the different languages and maturity rating is another important feature of the proposed solution

Disadvantages

- It can be confusing to people who cannot analyse dashboards.
- One should be connected to internet in order to view the dashboards.

4. APPLICATIONS

This proposed solution helps the ott platforms to analyse and understand the best preferred choices by their customers. It can also be used for predictive analysis apart from the descriptive analysis. Each visualization gives the clean picture of how each feature is interdependent of another. So, f this is accurately understood by the teams it might increase the profits of the ott business.

5. CONCLUSION

This project analyses the data of the OTT platforms using the IBM cloud tools such as cognos and shows us the relation and trends of the data that can be further used for various purposes.

6. FUTURE SCOPE

This project can be further developed by making an Application interface using the API service such that any user can upload the data to the service and get the analysis report.