IBM HACK CHALLENGE 2021

OTT Platform Analysis Tool

-Deepthi V N
Github

Video
Link

1. Introduction

1.1 Overview

Due to the COVID-19, forcing theatres to limit or even close their doors, encouraging people to stay at home, and increasing the growth of OTT platform subscriptions. OTT platform saw a boom in the market and still growing day by day.

1.2 Purpose

In this project, the aim is to analyze the use of OTT platforms in the country, particularly in the previous two years, and provide insights on regions, shows, reviews, languages, and genres, among other things.

2. Literature Survey

2.1 Existing problem

The way we watch videos has changed dramatically. We now have many OTT platforms to watch TV series and movies online, such as Netflix, Amazon Prime Video, and Disney+. Viewers are considering it extremely difficult to find the best fit for their interests containing high amounts of information and many criteria to compare various OTT platforms.

2.2 Proposed solution

In order to analyze the insights, IBM Cognos Analytics is used. This service is useful in creating dashboards. As an additional feature, the dashboard will be included in a web page.

3 Theoritical Analysis

3.1 Block diagram

Data sets -> IBM Cognos Analytics -> Dashboards -> Web Page (to access)

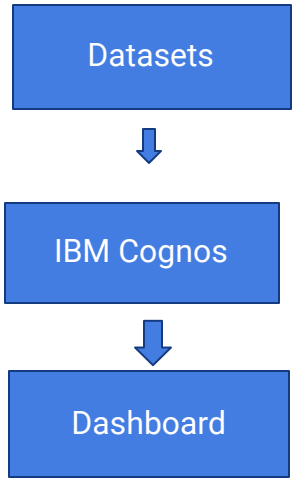
3.2 Software designing

Hardware and software requirements of the project:
1. IBM Cognos Analytics
2. VS Code

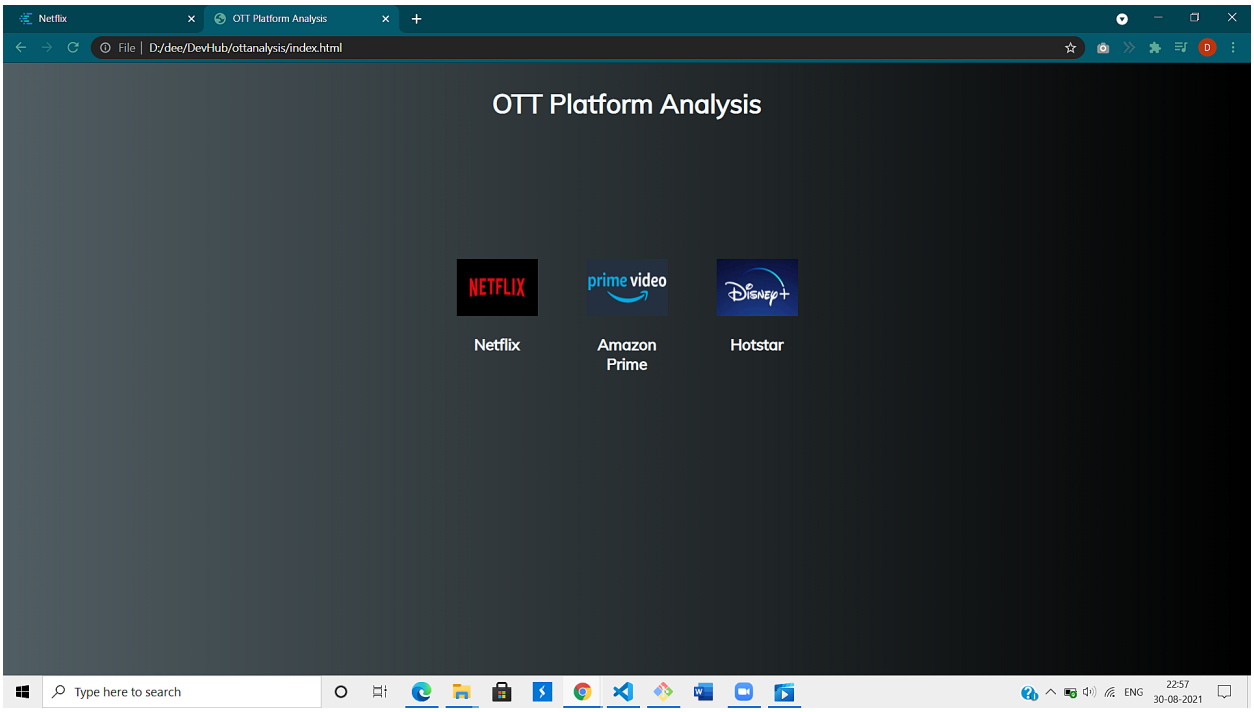
4 Experimental investigations

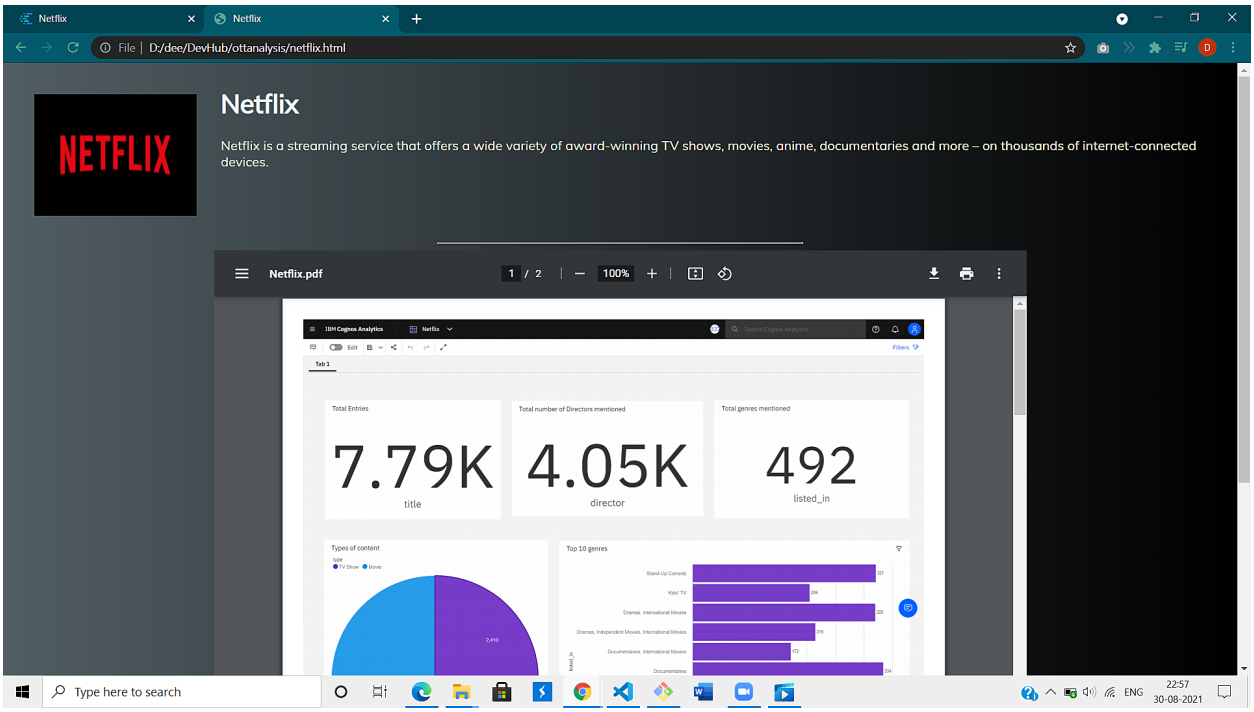
Through the bootcamps arranged by SmartInternz, gained the knowledge of various services of IBM. Courses provided by IBM was also an add-on.

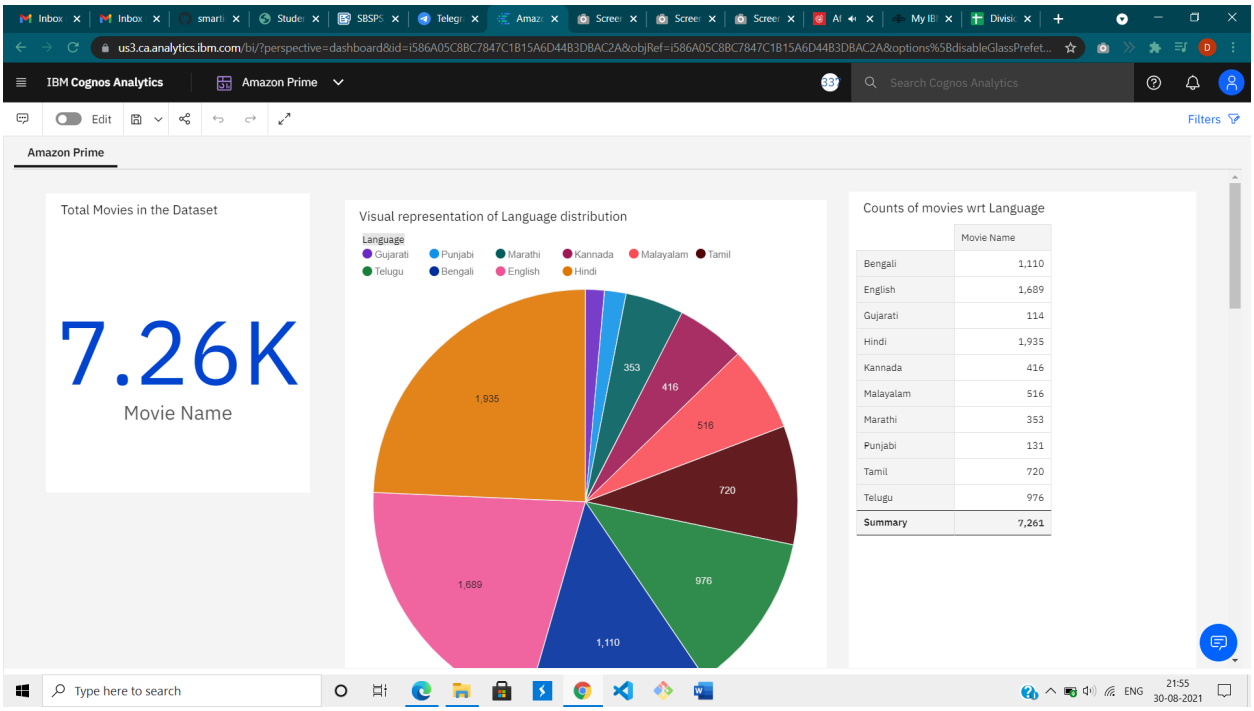
5. Flowchart

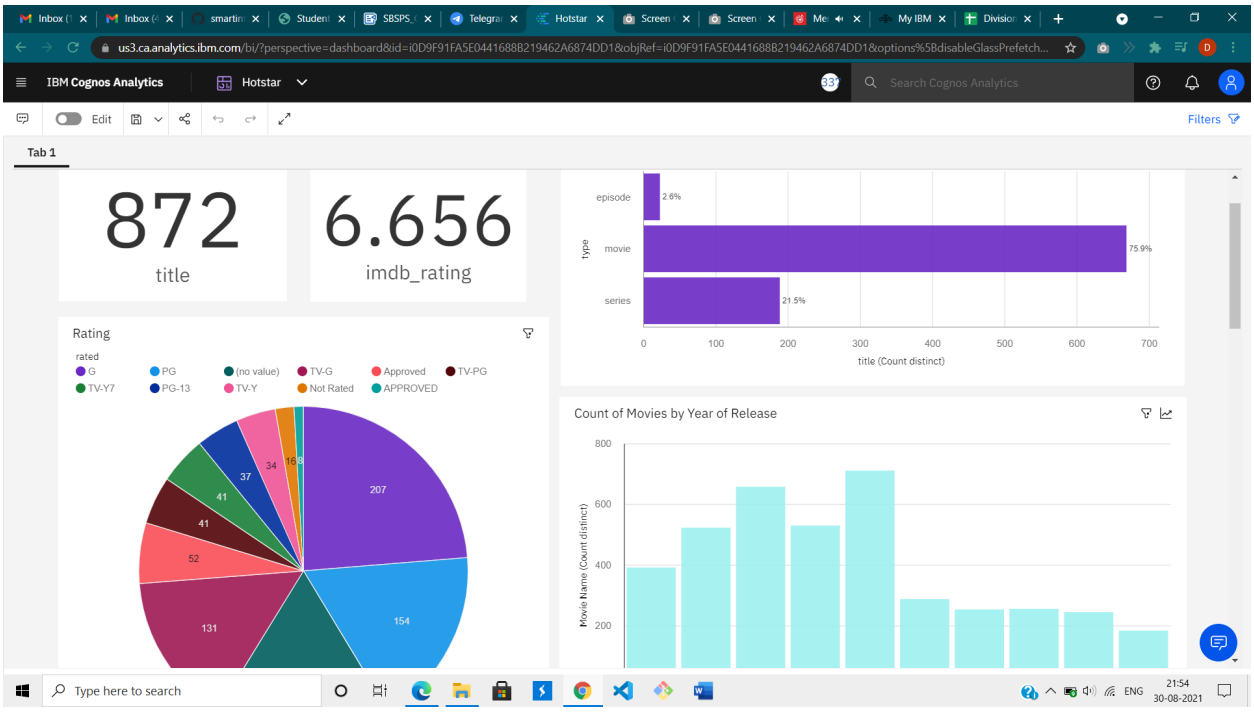


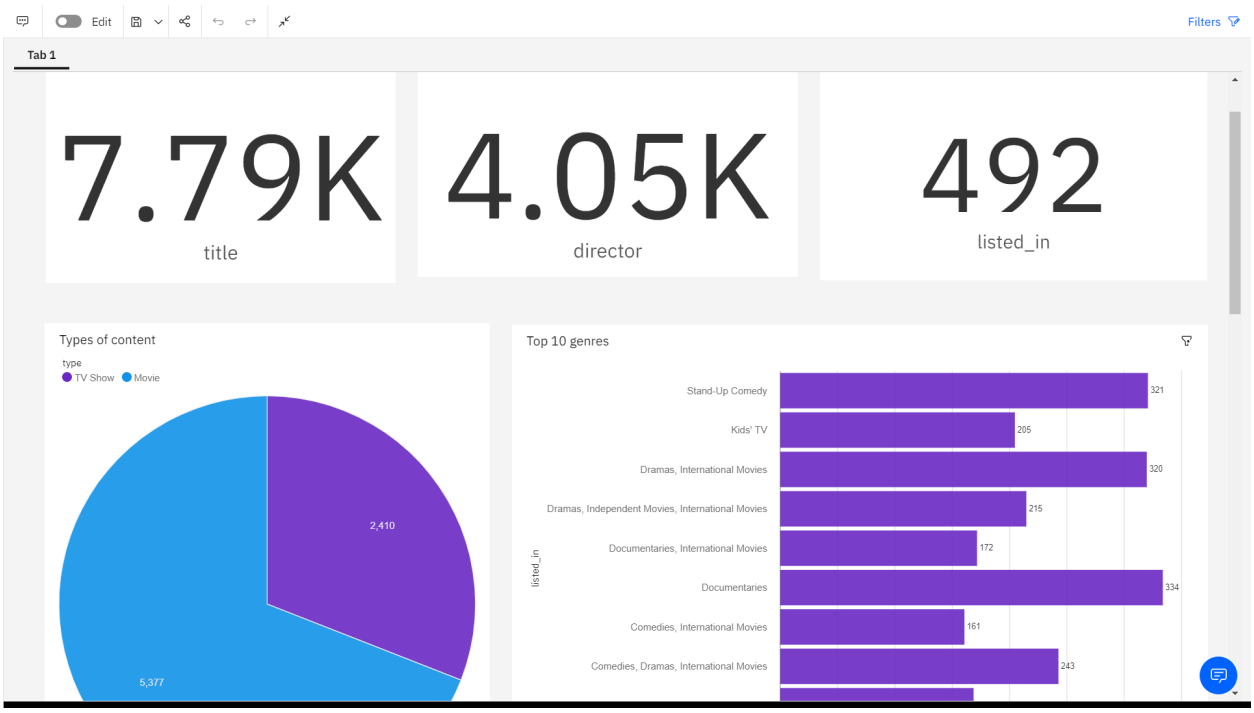
6. Results


Netflix
OTT Platform Analysis
File | D:/dee/DevHub/ottanalysis/index.html
OTT Platform Analysis
NETFLIX
Netflix
prime video
Amazon Prime
Disney+
Hotstar
Type here to search
ENG
22:57
30-08-2021


Netflix
Netflix
File | D:/dee/DevHub/ottanalysis/netflix.html
NETFLIX
Netflix
Netflix is a streaming service that offers a wide variety of award-winning TV shows, movies, anime, documentaries and more – on thousands of internet-connected devices.
Netflix.pdf
1 / 2
100%
Total Entries
7.79K
title
Total number of Directors mentioned
4.05K
director
Total genres mentioned
492
listed_in
Types of content
Top 10 genres
Type
TV Show
Movie
2,410
Stand-Up Comedy
Kids' TV
Dramas, International Movies
Dramas, Independent Movies, International Movies
Documentaries, International Movies
Documentaries
listed_in
Type here to search
ENG
22:57
30-08-2021


IBM Cognos Analytics
Amazon Prime
Edit
Filters
Amazon Prime
Total Movies in the Dataset
7.26K
Movie Name
Visual representation of Language distribution
Language
Gujarati
Punjabi
Marathi
Kannada
Malayalam
Tamil
Telugu
Bengali
English
Hindi
1,935
353
416
516
720
976
1,110
1,689
Counts of movies wrt Language
Movie Name
Bengali 1,110
English 1,689
Gujarati 114
Hindi 1,935
Kannada 416
Malayalam 516
Marathi 353
Punjabi 131
Tamil 720
Telugu 976
Summary 7,261
Type here to search
ENG
21:55
30-08-2021


IBM Cognos Analytics
Hotstar
Edit
Filters
Tab 1
872
title
6.656
imdb_rating
episode
movie
series
type
2.6%
75.9%
21.5%
0
100
200
300
400
500
600
700
title (Count distinct)
Rating
rated
G
PG
(no value)
TV-G
Approved
TV-PG
TV-Y7
PG-13
TV-Y
Not Rated
APPROVED
207
154
131
52
41
41
37
34
16
Count of Movies by Year of Release
800
600
400
200
Movie Name (Count distinct)
Type here to search
ENG
21:54
30-08-2021



7. Advantages & Disadvantages

7.1 Advantages

1. Assists the user in quickly gaining an insight of popular OTT platform.
2. User friendly.

7.2 Disadvantages

1. The data is static.
2. Loading of dashboard is slow.

8. Applications

Business Impact:
The pandemic has fueled the expansion of the over-the-top (OTT) market by forcing people to stay indoors. It's no surprise that India's OTT market is one of the fastest-growing in the globe. In terms of minutes of consumption, the market has grown from 181 billion minutes to 204 billion minutes in the last twelve months.

Social Impact:
As a result of boredom, OTT providers in India have discovered that “Binge Watching” as a

culture is on the rise, particularly among Gen Z. OTTs are also taking into Indians' travel and sleep time, as they spend more time watching videos on the go.

9. Conclusion

In order to maintain their current customer base, using the current model will save the financial status of the bank. So, it’s worth investing in optimizing the model further to increase cost savings.

10. Future Work

One can improve the dashboard by provding insights in real time by using dynamic data. Also dataset size can be increased.

11 Bibilography

https://www.kaggle.com/shivamb/netflix-shows
https://www.kaggle.com/padhmam/amazon-prime-movies
https://www.kaggle.com/unanimad/disney-plus-shows