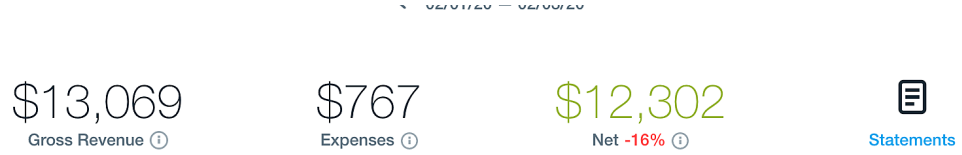
OTT Platform Analysis Tool Report

Introduction

Over-the-top (OTT) refers to content delivered via the Internet that bypasses traditional channels, like cable, broadcast television companies, or over-the-air live TV broadcasting.The name “Over-the-top” insinuates that it sits on top of the distribution system in place by traditional media companies like Comcast.This means you pay for internet charges from Xfinity to watch Netflix without having to sift through hundreds of channels from Comcast.The trend initially started in 2007 but accelerated in 2012 when premium platforms like Netflix, Hulu, Disney+, HBO Now, and Amazon Prime Video began delivering their content directly to consumers.Today, OTT services are gaining tremendous popularity and completely taking over the world of entertainment.According to a 2019 report, 74% of homes in the US have a video streaming service.

Purpose of dashboard is when you log in to your Vimeo OTT admin, and the main hub for activity and sales on your site. You will come here to get subscriber activity, to see which of your products are selling the best, and to monitor viewership.When you log in to your dashboard, you’ll see your monthly activity summary at the top of the page. This gives you a quick snapshot of the revenue Vimeo processes, and what you can expect payments from Vimeo to be like in the current month. You’ll see gross revenue, expenses, net revenue, and statement.



All of the data that goes into a digital dashboard is already available through other tools and reports. The advantage of using a Digital Dashboard is that even immensely complex information collected across multiple sources can be evaluated and digested quickly.In 2012, the US Census Bureau was looking to visualize a complex set of employment data for the general public. Our team proposed a custom-built dashboard application that would serve the Bureau's needs best. The Census Dashboard Application compared state employment data over time by age, industry, and location. It presents the data in an easy to understand, interactive format.The ability to screen vast volumes of information according to the end user's specific needs – and then reveal insights in a format that is readily understandable – that makes the dashboard an unparalleled tool for data analysis.

LITERATURE SURVEY

The rise of innovative, interactive, data-driven dashboard tools has made creating effective dashboards – like the one featured above – swift, simple, and accessible to today's forward-thinking businesses. Enter the world of dashboard design and its principles.In the digital age, there's little need for a department of IT technicians, plus a qualified graphic designer, to create a dazzling data dashboard. However, if you want to enjoy optimal success, gaining a firm grasp of logical judgment and strategic thinking is essential – especially regarding dashboard design principles.At this point, you have already tackled the biggest chunk of the work – collecting data, cleaning it, consolidating different data sources, and creating a mix of useful metrics. Now, it's time for the fun part.Here, you can get carried away by your creativity and design a pretty, dazzling, colorful dashboard. To take a look at 80+ great designs that will inspire

you, we suggest you check out our live dashboard page, where we created a selection of real-time visuals based on industry, function, and platform.Your business dashboard should be user-friendly and constitute a basic aid in the decision-making process. To help you on your journey to data-driven success, we'll delve into 20 dashboard design principles that will ensure you develop the most comprehensive dashboard for your personal business needs.

A digital dashboard visually organizes the current status, historical trends, and key performance indicators of a system in an easily understood data visualization. It's similar to the way a car's dashboard keeps the driver constantly updated on the vehicle's key performance indicators such as speed, mileage, engine temperature, and available fuel.A digital dashboard custom-built for your organization can provide a live stream of information to top-level personnel. A dashboard will allow end-users to work with complex data relationships and monitor key performance indicators even if they are not trained, data analysts. Immediate, critical awareness of essential company information gives savvy organizations a distinct edge in the decision making and management process.Dashboards are meant to drive business processes and nurture the correct environment, ultimately enabling the organization to measure, monitor and manage business performance accurately.

THEORITICAL ANALYSIS

For every OTT platform, it is necessary to understand the dates and time of the day during which the content is consumed the most and the trend in which this gets followed. In GA, even though we have all the fields in place, to have a clear understanding of those in the UI, it's difficult to understand and requires a lot of processes.

advanced

Hour	Minute	Day of Week Name	Users	Video Views	Watch Time (Mins)
1. 22	03	Friday	63,448 (0.03%)	14,453 (0.03%)	137,056 (0.02%)
2. 22	08	Friday	62,335 (0.03%)	13,929 (0.03%)	137,767 (0.03%)
3. 22	00	Friday	62,198 (0.03%)	14,107 (0.03%)	139,974 (0.03%)
4. 21	30	Friday	61,909 (0.03%)	13,803 (0.03%)	130,855 (0.02%)
5. 21	54	Friday	61,622 (0.03%)	14,033 (0.03%)	136,358 (0.02%)
6. 22	01	Friday	61,454 (0.03%)	13,588 (0.03%)	137,360 (0.02%)
7. 22	19	Friday	61,167 (0.03%)	13,566 (0.03%)	135,127 (0.02%)
8. 22	12	Friday	61,138 (0.03%)	13,850 (0.03%)	133,001 (0.02%)
9. 22	09	Thursday	60,910 (0.03%)	15,708 (0.03%)	139,755 (0.03%)
10. 22	10	Thursday	60,744 (0.03%)	15,489 (0.03%)	139,763 (0.03%)

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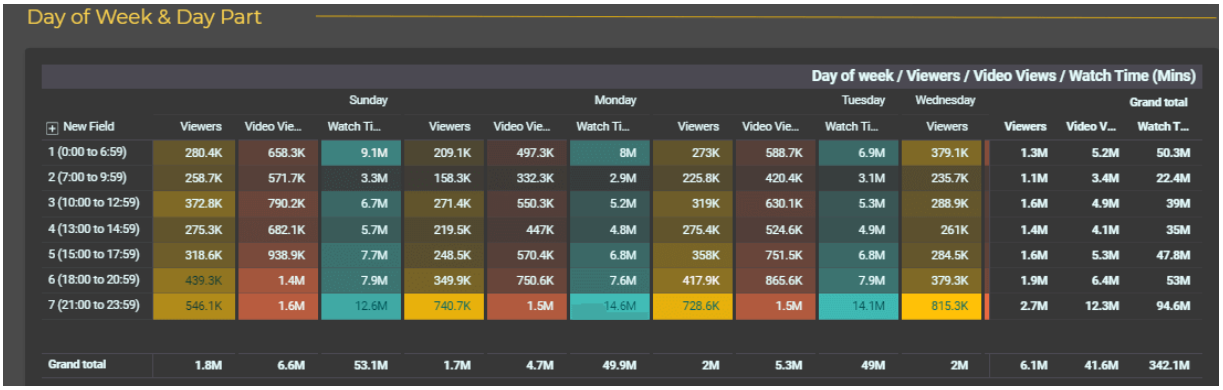
However, In Data Studio through Visualization we can have the data in the format mentioned below which will help to understand the data at a glance.



Hardware and software required for creating dashboard:

- Supported operating systems
- Supported databases for Tivoli Enterprise Portal Server

  IBM Tivoli Monitoring includes an embedded version of the Apache Derby database server for default use as the Tivoli Enterprise Portal Server database. The database is installed when installing the portal server, and it runs within the portal server's Java™ virtual machine.
- Supported databases for Tivoli Data Warehouse

  The following tables show the supported databases for the Tivoli Data Warehouse.

- Required hardware for distributed systems

  The following sections describe the processor, disk, memory, and other hardware requirements for the IBM Tivoli Monitoring infrastructure components on distributed systems.
- Required hardware for System z

  The Tivoli Enterprise Monitoring Server can be installed on either a z/OS® or Linux operating system running on System z® hardware. The Tivoli Enterprise Portal Server is supported on Linux for zSeries®, but not z/OS.
- Required software

  The following table lists the software required for IBM Tivoli Monitoring.
- Supported browser versions

  The following table shows the supported browser versions for the Tivoli Enterprise Portal browser client and the Infrastructure Management Dashboards for Servers application in the Dashboard Application Services Hub.
- Required software for event integration with Netcool/OMNIbus

  This section contains the required software for event integration with Netcool/OMNIbus.
- Required software and memory requirements for a dashboard environment
- Required software and memory requirements for a reporting environment that uses Tivoli Common Reporting
- Required software and memory requirements for using the OSLC Performance Monitoring service provider
- Required software and memory requirements for non-linear trending in Tivoli Performance Analyzer

  This section contains the software and memory requirements for non-linear trending in Tivoli Performance Analyzer.

EXPERIMENTAL INVESTIGATIONS

A dashboard helps you to monitor events or activities at a glance by providing key insights and analysis about your data on one or more pages or screens.

- Templates

  Cloud Pak for Data provides templates that contain predefined designs and grid lines for easy arrangement and alignment of the visualizations.
- Changing the template on a tabbed dashboard

  You can change the template while you're assembling a tabbed dashboard. After you change the template, move the objects around to fit.
- Creating a visualization in a dashboard

  While assembling a dashboard, you may realize that you need another visualization. You can create one in the dashboard.
- Exploring your data

  You can explore the data that is shown in a visualization by using the interactive title, drilling up or down columns, and viewing the details of a data point.
- Visualizations

  You can change the visualization type or change the columns that are used in the visualization.
- Highlighting conditionally formatted data with color

  Conditional formatting allows you to see the distribution of your data and highlight exceptional data points by using color in your table or crosstab visualizations. For example, you might want to highlight low sales numbers in red, or use green to highlight sales numbers over a certain threshold.
- Repeating a visualization by row or column

  You can repeat a visualization for each member of a specified row or column.

- Setting a timer to automatically refresh a visualization

  You can set a timer in individual visualizations to seconds, minutes, or hours to indicate how often you want the item to automatically refresh.

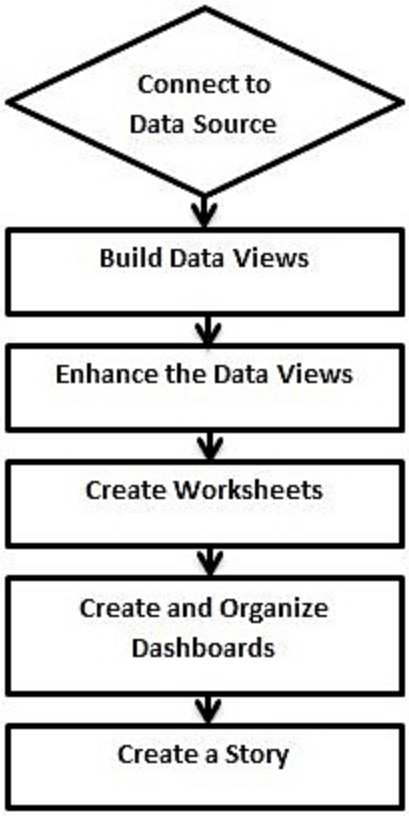
- Adding a title to a visualization

  Add clarity by adding a title to any visualization.

- Using maps

  Maps help you to do geographic analysis of data by using locations such as states, regions, and postal codes.

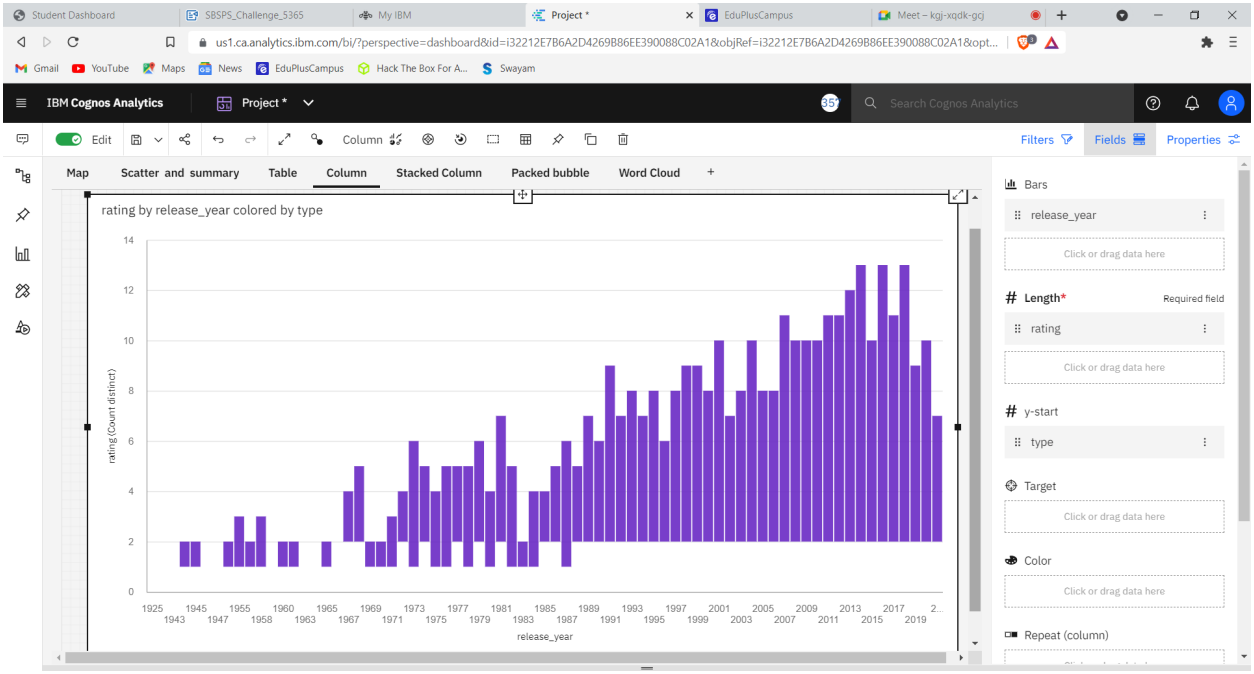
Flowchart of Dashboard

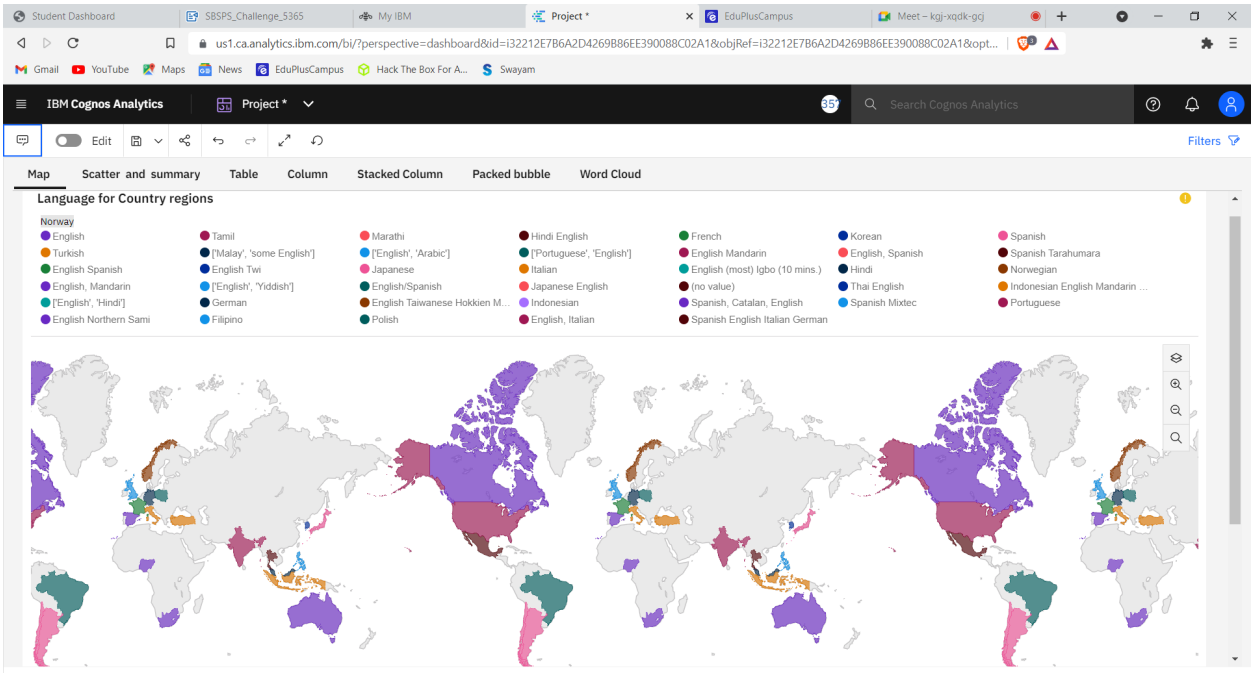


Result

IBM Cognos Analytics includes several basic report templates and color themes that you can choose from when you create a new report.Add data to a report by loading packages or data modules in IBM Cognos Analytics - Reporting.You can insert a single data item anywhere in your report using the singleton object. The singleton object retrieves only the first row value for that query. Inserting a single data item is useful when you want to show a value that is independent from the rest of the values in the report or when you want to insert some boilerplate text, such as a company name and address. For example, you can add the total revenue value in the header of each page in a report.

Screenshot of the visualization that I used in the project:

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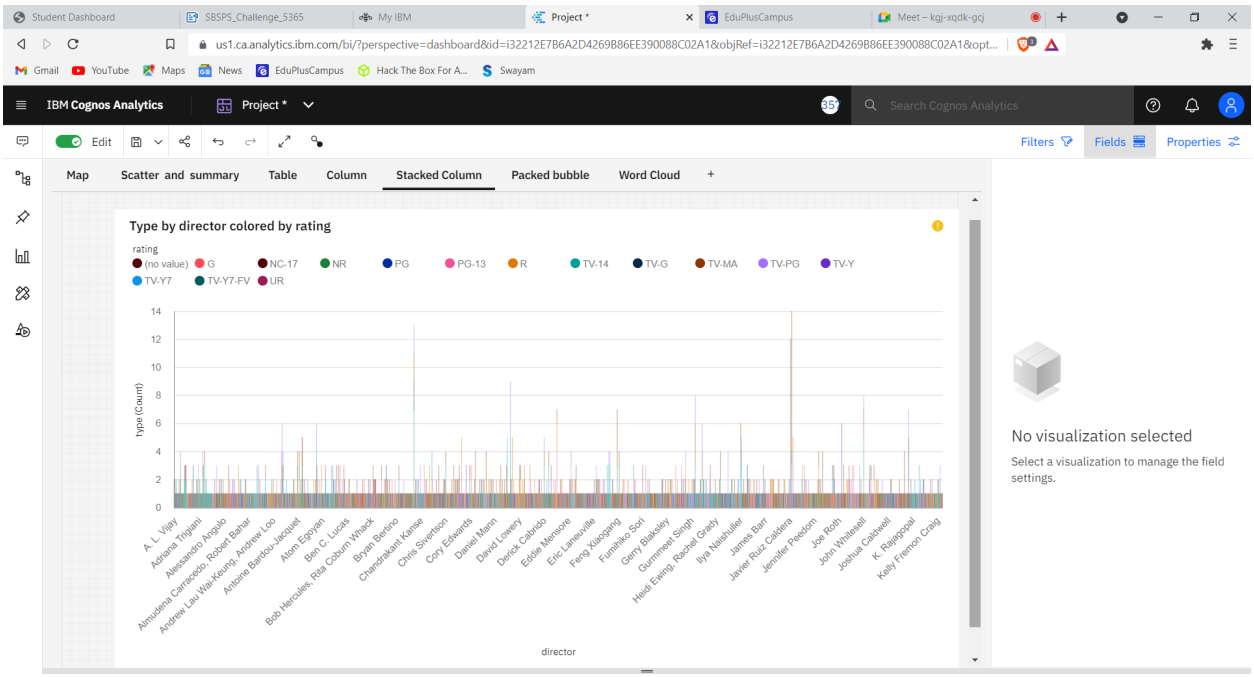
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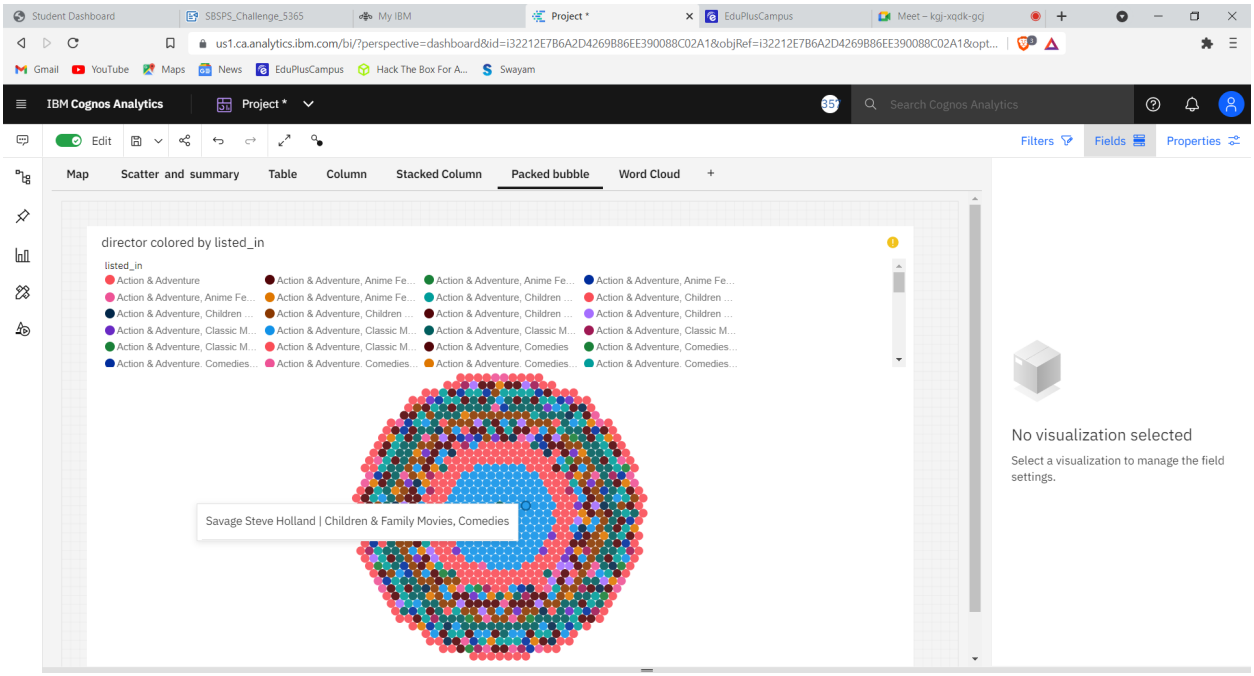


ADVANTAGES & DISADVANTAGES

A dashboard is an easy to read, one page summary of the analysis of the information. It is an overview of your system at a glance. There are many advantages that result in the utilization of this tool. Some of the most important benefits are:

1. Customizable– Dashboards could be customized in terms of users and expectations. Each decision level dashboard can be customized to present the most valuable and useful set of information. This allows each person to see the level of detail that they need in order to get their job done and meet their goals.
2. All-in-one- In the past users would spend large amount of time reviewing and analyzing different reports to end in a final conclusion. This tool allows to see, at a glance, an overall situation report of the desired information.
3. Drill into detail- But, having all-in-one does not means the absence of details. Dashboards are developed with the ability to get as deeper in information as required by simply selecting the desired variable or object.
4. Intuitive data presentation- There is no need for complicated and exhaustive

training. Dashboards are design to be intuitive to any user. The graphic design allows an easy and smooth navigation throughout the information.

5. Mobile device accessible- Most dashboards software are programmed to suit any mobile device. The idea is to reach anywhere, to everyone, in a timely manner with the most accurate information.

In true sense, while using a cloud service, it is impractical to head to head compare matters like physical access to on-premise. It can be seen that although IBM wants to become an innovative company, this market segment has only recently discovered itself. IBM was able to secure a place in Big Data market through its many years of experience, infrastructure and financial strength the disadvantages are as follows:

1. Communication problems are possible resulting in poorer performance
2. Ambivalence between security and ease of access to resources
3. Higher cost for too bigger projects
4. Lesser reach of product offerings, features to the client resulting in wrong product selection

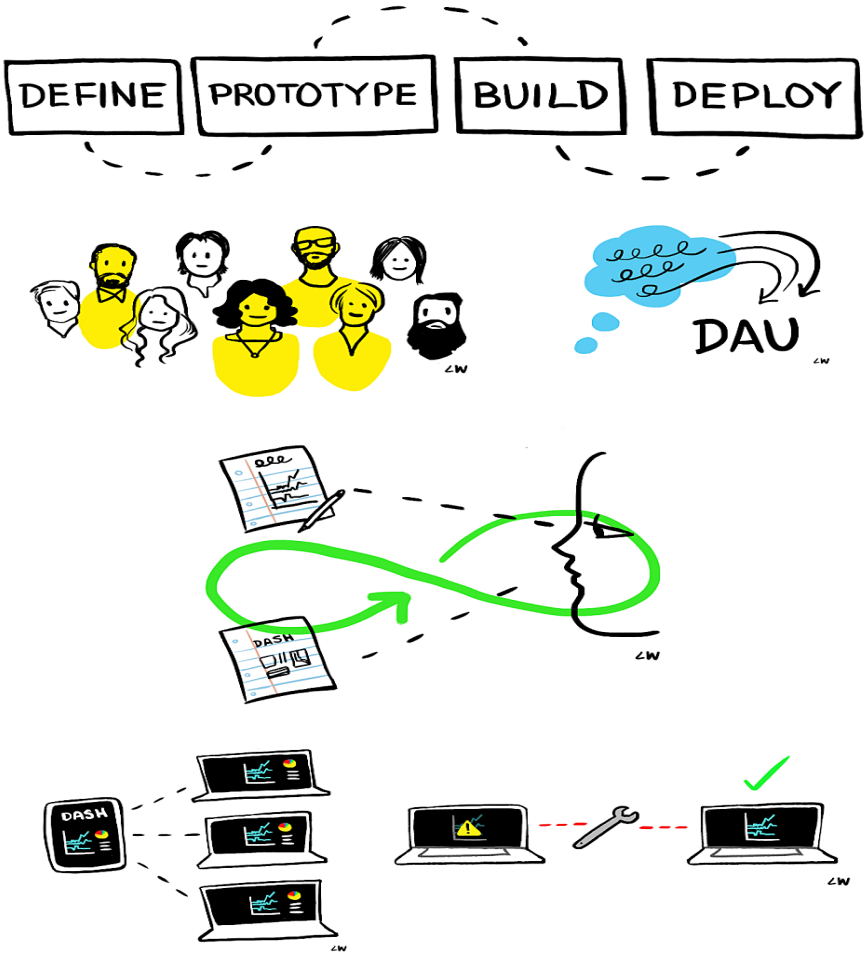
APPLICATION

We can use this dashboard in the analysis of the OTT platform, the growth of user in the platform according to different parts of the world and analysis of the movies and shows in the platform.

Conclusion

A well-designed dashboard is a powerful launch point for data-driven conversations. Armed with the same collection of information, your business makes faster decisions based on a single source of truth.

Dashboards need to communicate the most important information for the user, in a simple, easy to understand screen. They should be structured to reflect a logical information hierarchy, providing the user ways to drill down into the data.



FUTURE SCOPE

Enhancements that can be made in the future are:

- **Makes the complex simple:** we have lots of information, lots of data that changes all the time and different analytical needs and questions. We want to take all this complexity and make it simple.
- **Tells a clear story:** we want to be able to connect data to its context in the business and to answer the viewer's questions. This is where the visual layout of a dashboard plays a crucial role.
- **Expresses the meaning of the data:** the chosen data visualizations need to correctly represent the data and the information you want to extract from it.
- **Reveals details as needed:** we want each viewer to have access to the data they need — no less but also no more. Some users might need to be able to see

a more granular view of the data — others could suffice with an overview. While each data dashboard has its own requirements, limitations, and goals, there are certain guidelines that are almost always relevant for dashboard creation. We will proceed to present four of these principles, and how you can start applying them to your dashboards right now.

References

- For creating this dashboard I used IBM COGNOS Analytics which is a product in IBM.

- **Youtube** Video To Create Visualization Dashboard.

Link of the OTT Platform Dashboard that I created in IBM Cognos Analytics:
https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my_folders%2FProject&action=view&mode=dashboard