OTT Platform Analysis

Introduction

OVERVIEW

In this project we analyse different OTT platforms and provide useful information for people who are not able to decide which platform fits them best. OTT analysis Dashboard helps users to choose between wide range of available platforms.

PURPOSE

The Dashboard assists the audience to have a pleasant experience by giving them the IMbD ratings, shows by popular actors/directors available on particular platform.

Literature survey

EXISTING PROBLEM

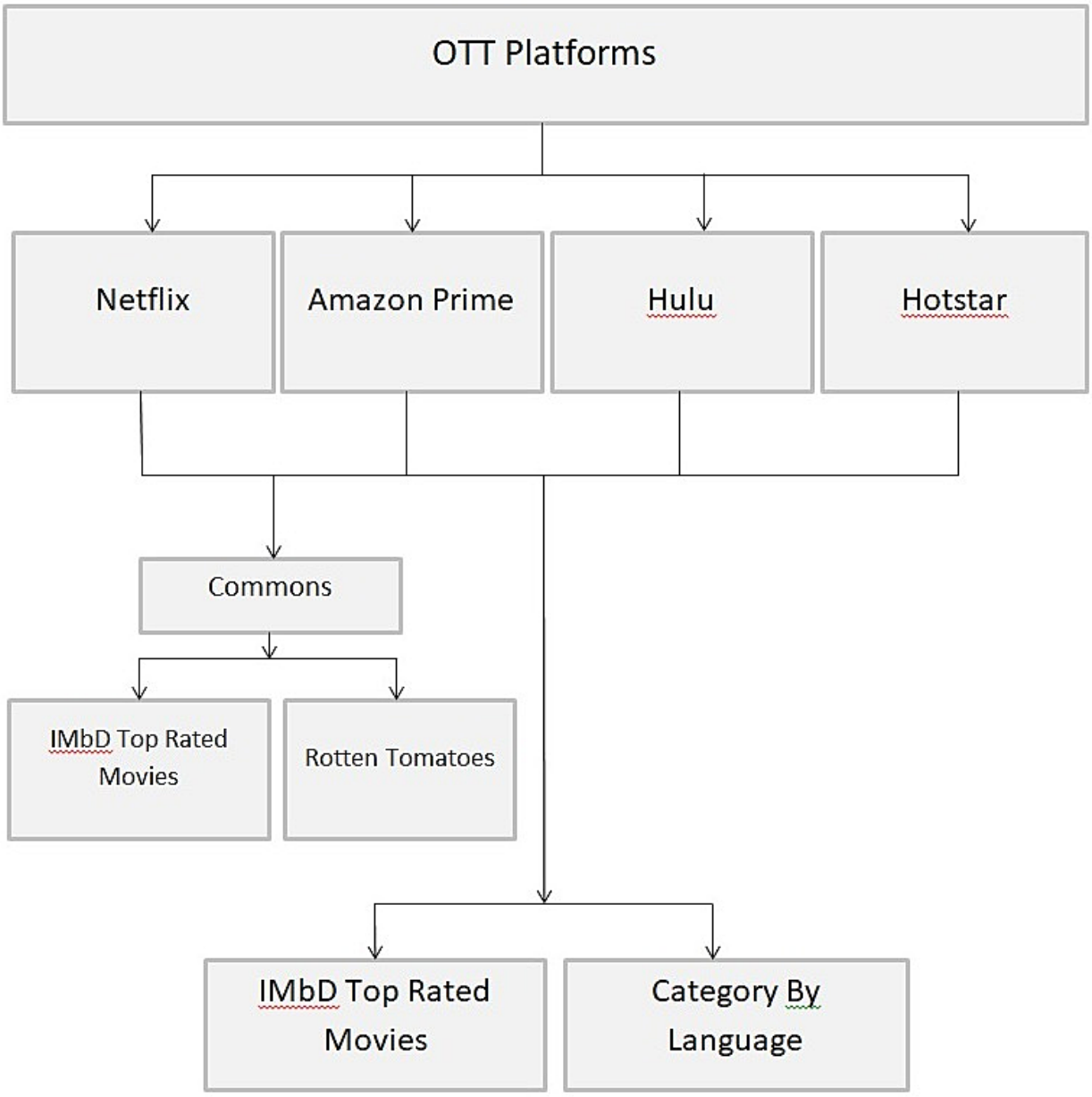
Today with the massive availability of option it is exhausting for people to find a match for their taste when it comes to OTT platforms.

PROPOSED SOLUTION

The Dashboard navigates the people to availability of shows their ratings, cast, director etc just at one place. The audience now doesn’t have to spend time surfing all the sources instead they can use the dashboard to get all the information which will in return save their time.

Theoretical analysis

BLOCK DIAGRAM



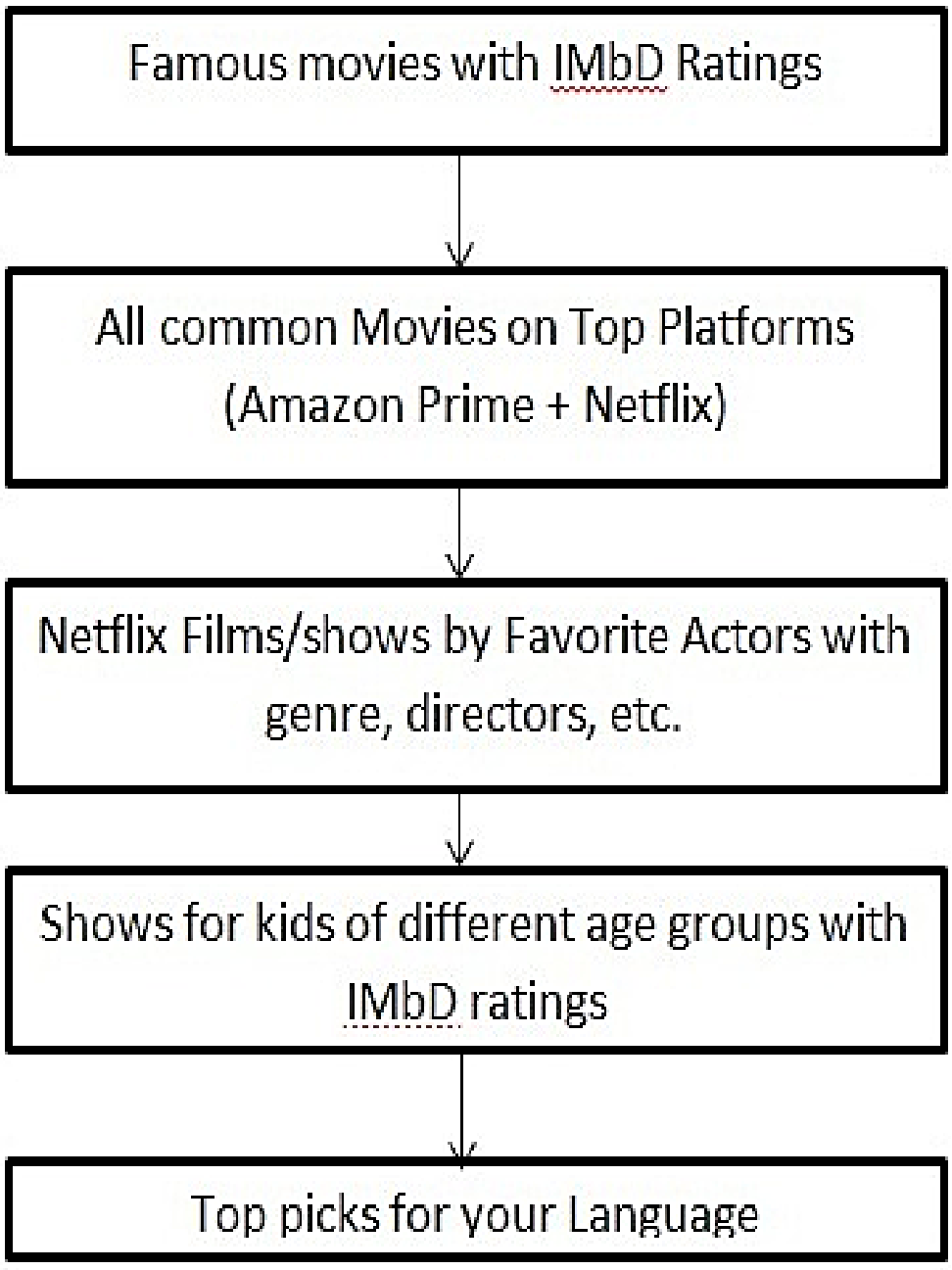
HARDWARE / SOFTWARE DESIGNING:

IBM Cognos Analytics, IBM Cloud, IBM Watson Studio.

EXPERIMENTAL INVESTIGATIONS

With growing number of platforms it is becoming essential to segregate the data and create lucid visual presentations like dashboard for users . Surfing each platform personally every time is time consuming, and people with busy schedule could never enjoy their “Me-Time”.

FLOWCHART


Famous movies with IMbD Ratings
All common Movies on Top Platforms (Amazon Prime + Netflix)
Netflix Films/shows by Favorite Actors with genre, directors, etc.
Shows for kids of different age groups with IMbD ratings
Top picks for your Language

RESULT

This Dashboard gives information of all the high rated shows. It is made considering viewers of every age group and language. The Dashboard will provide top picks along with details such as cast, directors, genres etc. according to high recommended preferences.

ADVANTAGES & DISADVANTAGES

ADVANTAGES:

1. Top rated films across platforms at one place.
2. Top shows for kids categorized by age groups and IMbD rating.
3. Top films categorized by every language along with their IMbD ratings.
4. Tells you common films and shows to avoid buying subscription of every platform. Hence saves money.
5. Movies and Shows by best actors (according to IMbD).
6. Easy to comprehend.
7. Feasible.

DISADVANTAGES:

1. Gives information of only major 4 platforms (Netflix, Amazon Prime, Hulu, Hotstar).
2. Current streaming show data is not updated.

APPLICATIONS

1. Viewers can make use of Dashboard in day to day life to find their choice of show.
2. Advertisement agencies to know which show/platform has larger audience.
3. The OTT Platforms to know where the interest of their users lies.

CONCLUSION

OTT Platforms flourished more during the pandemic. With the urge to get more and more on-demand entertainment, people are subscribing to the streaming channels even more. There is a need to analyse and sort data of these platforms, represent it in easy way and make it available for users. Dashboards certainly help to tackle this issue.

FUTURE SCOPE

In this project the dataset is limited to three OTT platforms, more platforms can be added. This dashboard can be made more interactive by adding movies and shows by favorite actor/genre/language of the user.

BIBILOGRAPHY

1. https://imdb.com/

2. https://www.kaggle.com/

APPENDIX

A. Source Code Attach the code for the solution built.

Link:

https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my_folders%2FOTT%2BAnalysis&action=view&mode=dashboard