

OTT ANALYSIS REPORT

Aim

The main objective of this challenge is to investigate different OTT platforms(Netflix, Hulu, Prime Videos & Disney+) data sets and analyse the utilisation of OTT platforms and provide insights on them.

Overview

In the wake of the pandemic, staying at home and social distancing has become the norm, which has left us with a limited range of recreational activities. Over the past few years, many people have switched from cable to OTT services.

Our study explores data sets from different OTT platforms to gain insight into some of the most prominent OTT platforms, such as Netflix, Amazon Prime, Hulu, and Disney+ through catalogs organized by IMDb/Rotten Tomatoes reviews. (We have also analysed and sorted top-rated titles on both platforms, and also we have sorted them according to age groups).

Purpose

A system like this could look at multiple OTT platforms and ratings and generate various plots and graphs to enable a more visual understanding of the content. This would benefit customers and producers alike.

Requirements of the project

IBM Cloud, IBM Cognos Analytics, Dataset of the OTT Platforms

Experimental Investigation

1. Netflix has been dominating in having the most number of titles each year, where Hulu is in second.
2. During 2017, Prime Video's content count was higher than Netflix's, which plummeted in the following year.
3. A lack of 13+ rated content was observed on all OTT platforms.
4. Hulu's sizeable chunk consists of 16+ rated content.

5. Compared to other OTT platforms, Disney does not have as much 18+ content.
6. Hulu lacks considerably, in older titles, very few titles date back to 2010.
7. While comparing IMDb and Rotten Tomatoes. The Rotten Tomatoes rating tends to give a higher rating for the same title.
8. The Rotten Tomatoes rating does not tend to go below 40% on the titles, which are rated 10-20% by IMDb.

Conclusion

1. This project will benefit both platforms and people, as the visualization of these datasets would put forth the content consumers are most interested in. As a result, the business will prosper, and people will be able to watch the content they love.
2. As a result of the graphs, we have attempted to compare two of the best rating platforms: Rotten Tomatoes and IMDb. We have compared how many reviews they got, which age groups come to review content on their pages, what type of content can be found more on which platforms, and much more.

Future Scope:

The dataset provided could include additional points to compare the titles and the OTT platforms themselves.

The dashboard could be deployed on a website, making filtering the required data a breeze for the user.

We can further investigate and compare the underlying themes of the titles and recommend such contents that will give the user the same kind of experience and thrill.