

# OTT Platform Analysis Tool

## Given Problem:

- Under COVID-19, many countries introduced social distancing measures that forced theaters to limit the number of audiences or even shut down and that encouraged people to stay at home, accelerating the increase in OTT platform subscriptions.
- Therefore, it is the right time to analyze different OTT platforms and provide useful information for people who are not able to decide which platform fits them best.

## Role of Technology in OTT analysis:

- Streaming services are provided with the ability to use AI and machine learning to continuously improve OTT content.
- AI enables the hyper personalization of content by improving recommendation engines to provide nuanced content recommendations using the content preferences of millions of customers.
- Actionable intelligence and real-time insights into consumption patterns can unlock better customer engagement and deliver relevant localised advertising.
- Analyse the customer requirements like price, show genre, languages and no of devices to be used by using a chatbot.
- Using the database and comparing the user input suggestions are provided.
- If satisfied, the suggestion is kept on hold and fed for future reference.
- If not satisfied, more interaction is done with the user and more data sets

are analysed and improved results are given.





