

OTT ANALYSIS PLATFORM TOOL

OVERALL VIEW:

We were given with data of different OTT platforms, we built a tool that analyses the data of all these platforms and provides better solution for company and comfort for users.

Our tool is being designed to provide processed information after analyzing the data given.

By providing those information, respective OTT platforms can take actions on their pros and cons, For example, The most watched movies and least watched movies of a same genre can be combined into a combo pack and provide some rewards to the users and the company can benefit from this.

We analyzed the data with respect to time, genre, age group watching, days most watched, language, regions, etc...

TOOLS AND TECHNOLOGIES USED:

We built this tool using IBM technologies and tools, we proceeded this with *Cognos analytics* as it paved us path for better analysis and clear vision of data visualization. As we have selected *OTT platform analysis* as our topic this tool became more useful. We categorized these platform data into different categories using this tool. This helps us visualize our data into different forms of our need. We need bar graph or pie chart when we analyze based on which platform is best and scatter plot for analysis based on time period, so this is more help in discovering data.

ANALYZATION IDEAS USED:

We analyzed it based on most watched movies and least watched movies. Using this the company may benefit by advertising the least watched movies in between the most watched movies of the same genre. And using the analysis of which day of the week

more movies are watched company may offer any *special pack* or offer for that *specific day each month* so that people who subscribe that specific OTT platform may increase. By analyzing the most watched movies of a specific cast and least watched of another crew these movies can be made a combo so that people would try watching movies of debut actors too. And each movie from each genre of same cast and crew can be combined into an offer.

We analyzed the time, movies suggestions can pop up in their screen during that time period of that day so that people may gain interest in watching those. And by creating the above mentioned combo offers some rewards or stars can be provided to users that will benefit them.

IDEAS THAT CAN BE BUILT IN FUTURE WITH RELEVANT DATAS:

We analyzed based on the age group and the genre of movies they watch and linking it with the time they watch suggestions can pop up specifically at that time. We have analyzed the movies that are paused or stopped watching in between recommendations can be provided of the contrast genre movie to make them relax. Also, which type of movies are watched in some specific OTT platform more Ads can be given for those in another platform and they may get benefited as users are interlinked. These implementations can make the users more comfortable using the platform and more beneficial.

SPECIFIC IDEAS THAT CAN BE IMPLEMENTED WITH SUFFICIENT DATA PROVIDED

We analyzed it based on most watched movies and least watched movies. Using this the company may benefit by advertising the least watched movies in between the most watched movies of the same genre. And using the analysis of which day of the week more movies are watched company may offer any *special pack* or offer for that *specific day each month* so that people who subscribe that specific OTT platform may increase. We analyzed the most watched movies of a specific cast and least watched of another crew, these movies can be made a combo so that people would try watching movies of debut actors too. And each movie from each genre of same cast and crew can be combined into an offer.

We analyzed the time, movies suggestions can pop up in their screen during that time period of that day so that people may gain interest in watching those. And by creating the above mentioned combo offers some rewards or stars can be provided to users that may benefit them. And these ideas can be made into data visualization pie charts and

can be displayed to users as they have watched certain amount of movies during this time period of the day and each pie chart for all genres so that they would know that how much percentage of movies in each genre they have watched and can make these percentages and pie charts sharable with their friends as it may create more curiosity.

CONCLUSION:

Thus, a **OTT analysis tool** is designed that visualizes the analyzation of different OTT platform using **IBM cognos analytics**. Best analyzed visualization is exhibited using the data provided.