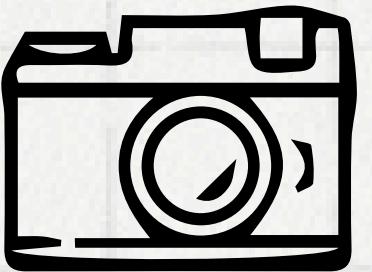


# Disney + Hotstar analysis



**Subiksha S | MBE 11**

# Problem statement

Providing an in-depth analysis and visualization of a movie dataset to uncover insights and trends. This includes understanding the distribution of movies by genre, running times, release years, age ratings, and other attributes.



# Project vision and mission

To empower data-driven decision-making in the media and entertainment industry by uncovering actionable insights and trends from movie data, thereby aiding content strategy, audience engagement, and historical understanding.

To analyze and visualize Disney+Hotstar's movie data effectively using Tableau, enabling the identification of patterns and trends that support targeted marketing, audience segmentation, and content planning.

# Business use cases:

01.

**Content Strategy:** Streaming platforms can use the analysis to understand which genres are most popular and plan their content strategy accordingly.

02.

**Audience Segmentation:** Insights into age ratings and running times can help platforms tailor their recommendations to different audience segments.

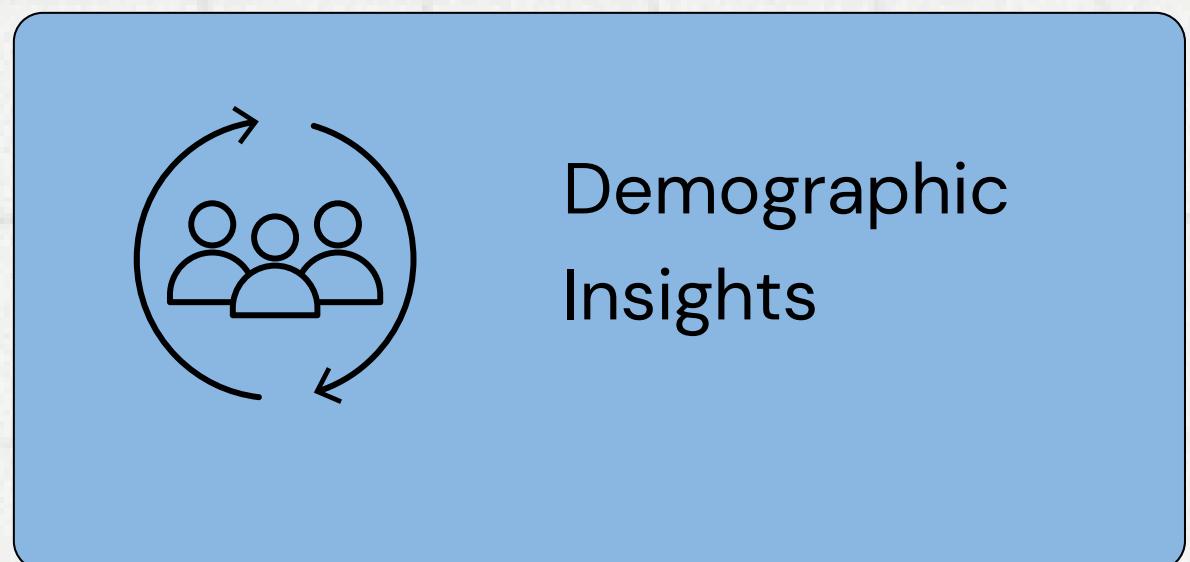
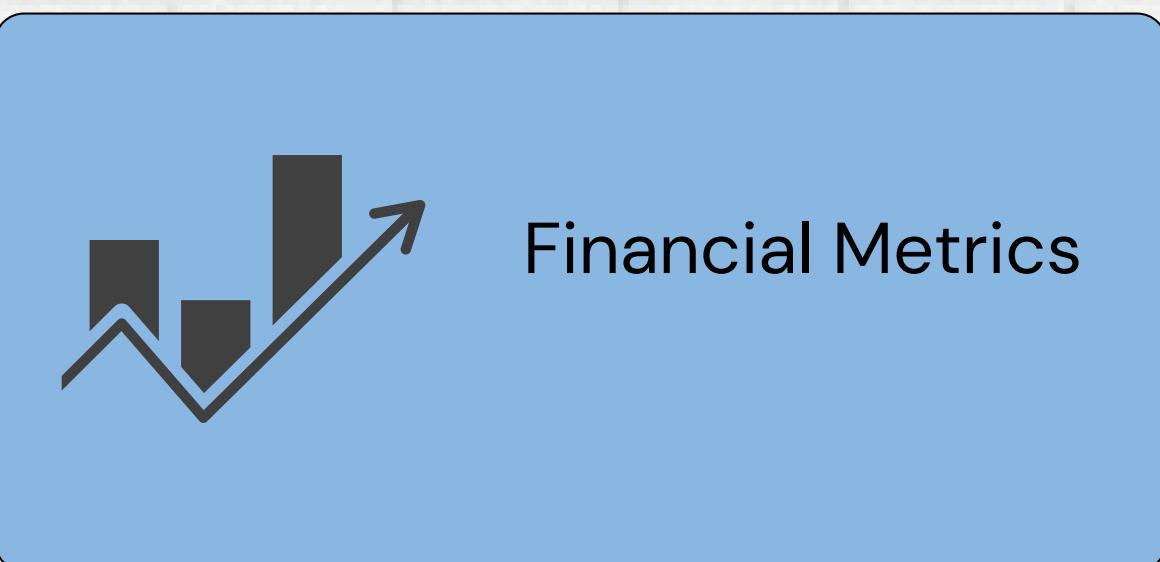
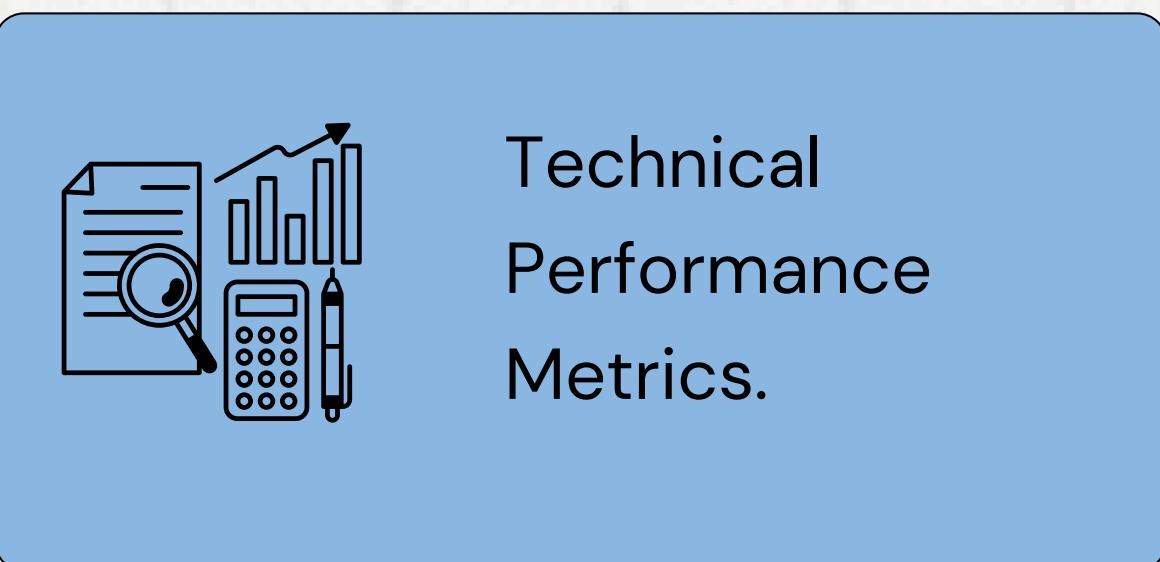
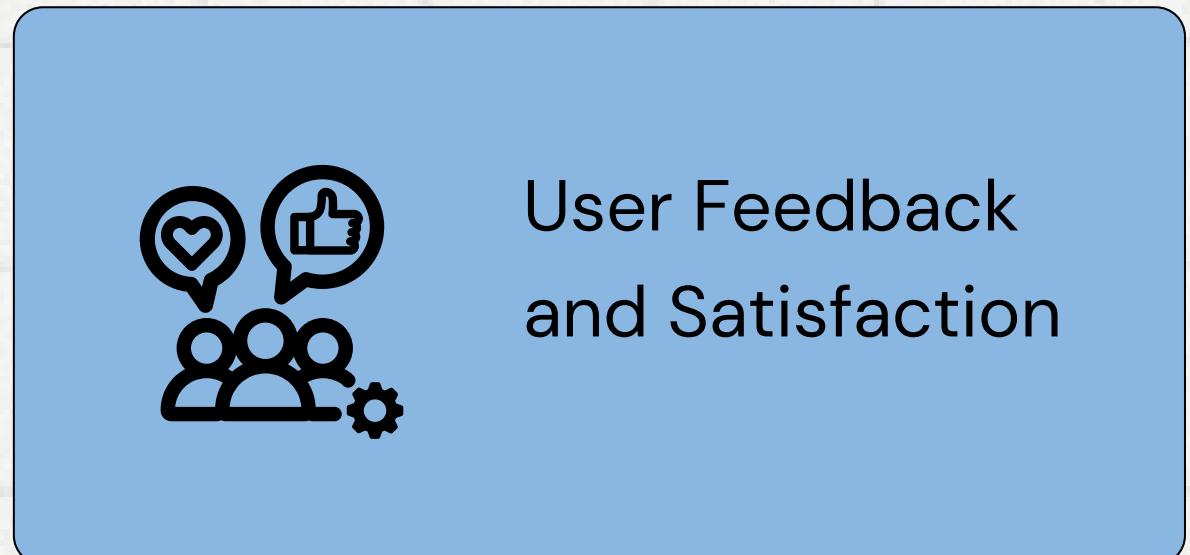
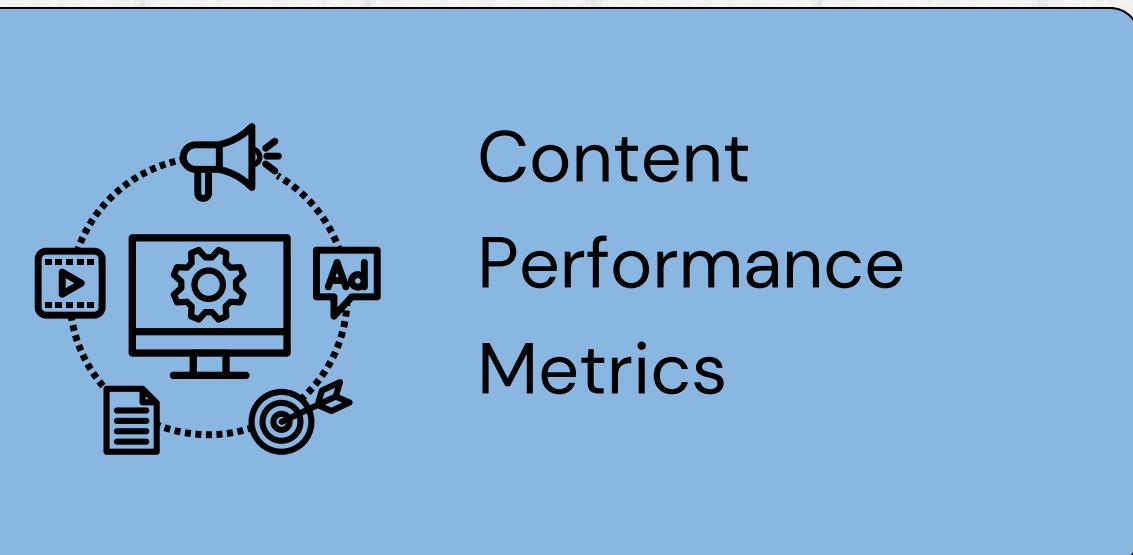
03.

**Marketing Campaigns:** Identifying trends in movie releases and popular genres can help in designing targeted marketing campaigns.

04.

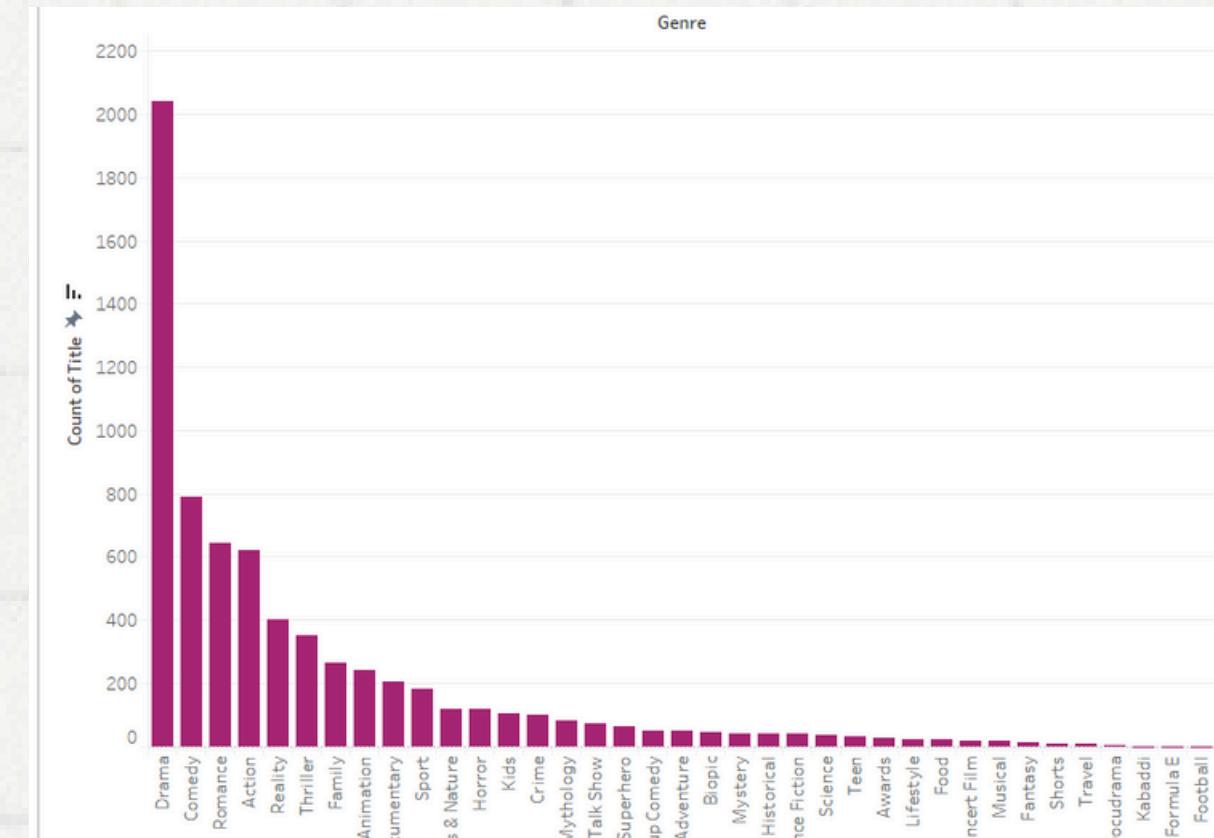
**Historical Analysis:** Movie studios can use the data to analyze historical trends in the movie industry and make informed production decisions.

# Key performance indicators



# 1. Distribution of movies by genre

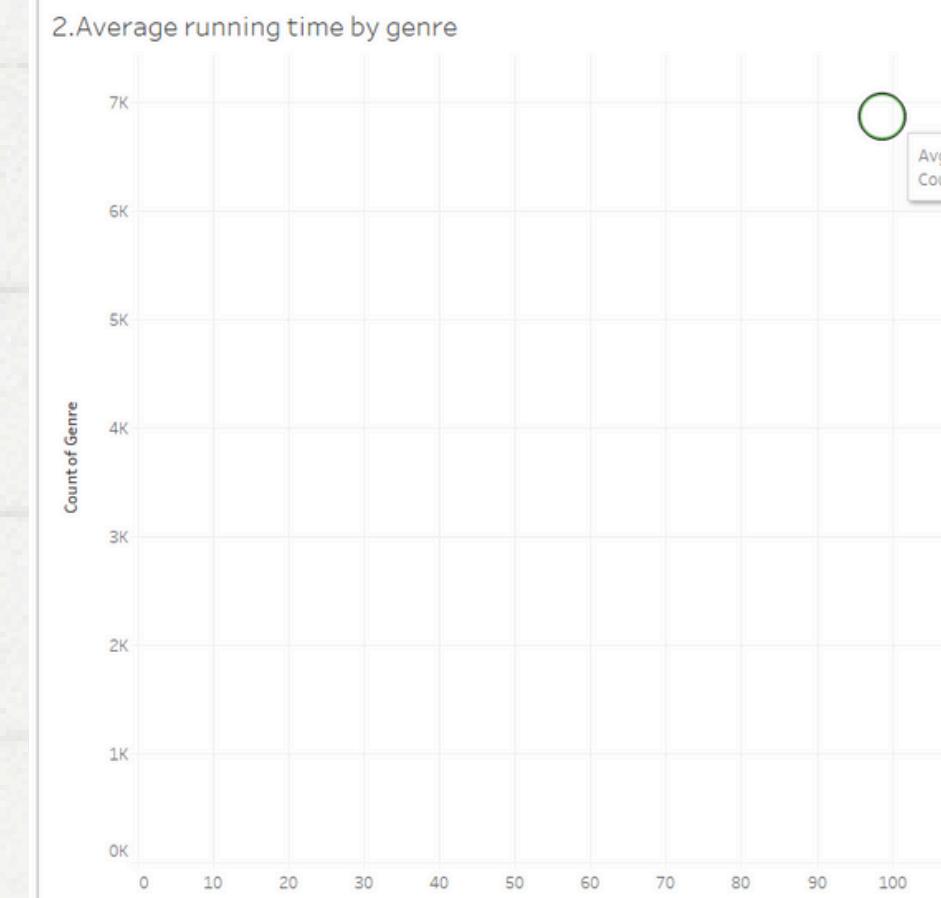
The analysis shows the most prevalent movie genres, 'Drama' dominates Disney+Hotstar's collection.

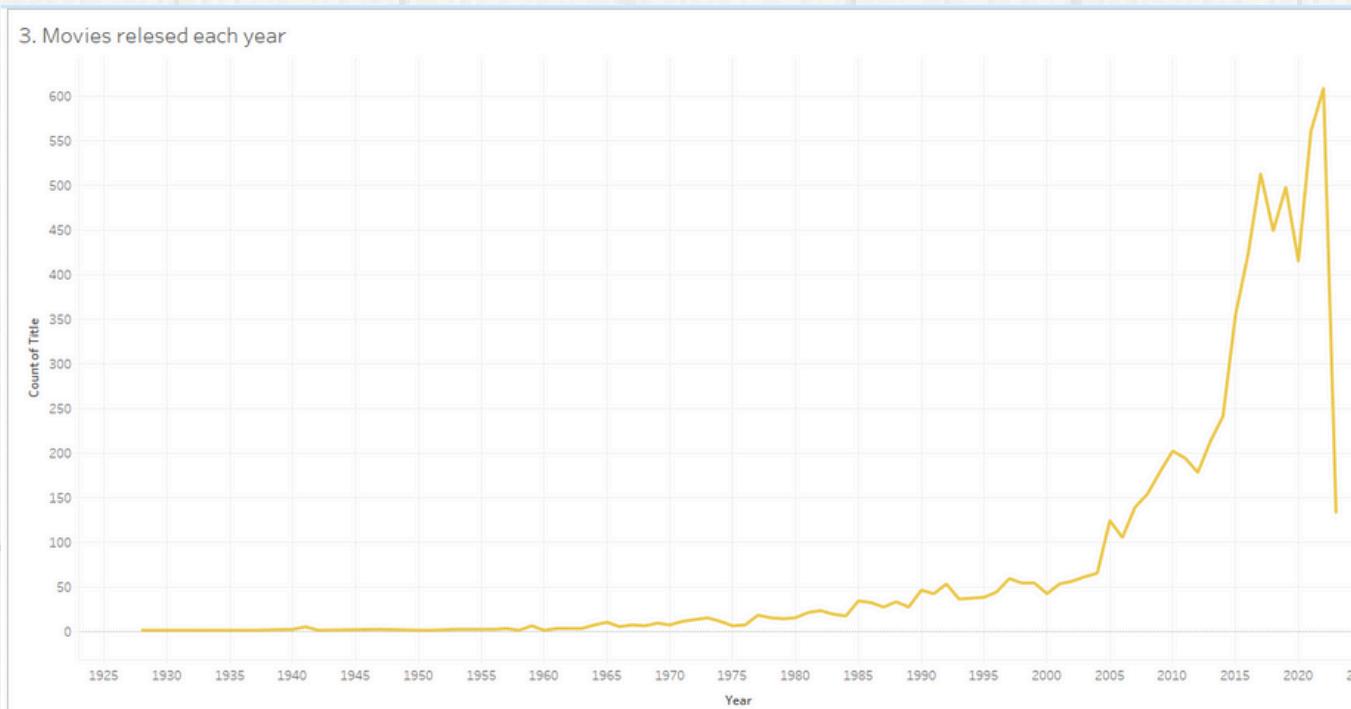


# 2. Average running time by genre

Different genres have varying average running times, with some genres showing notably longer or shorter films.

Average running time is 98.75 mins



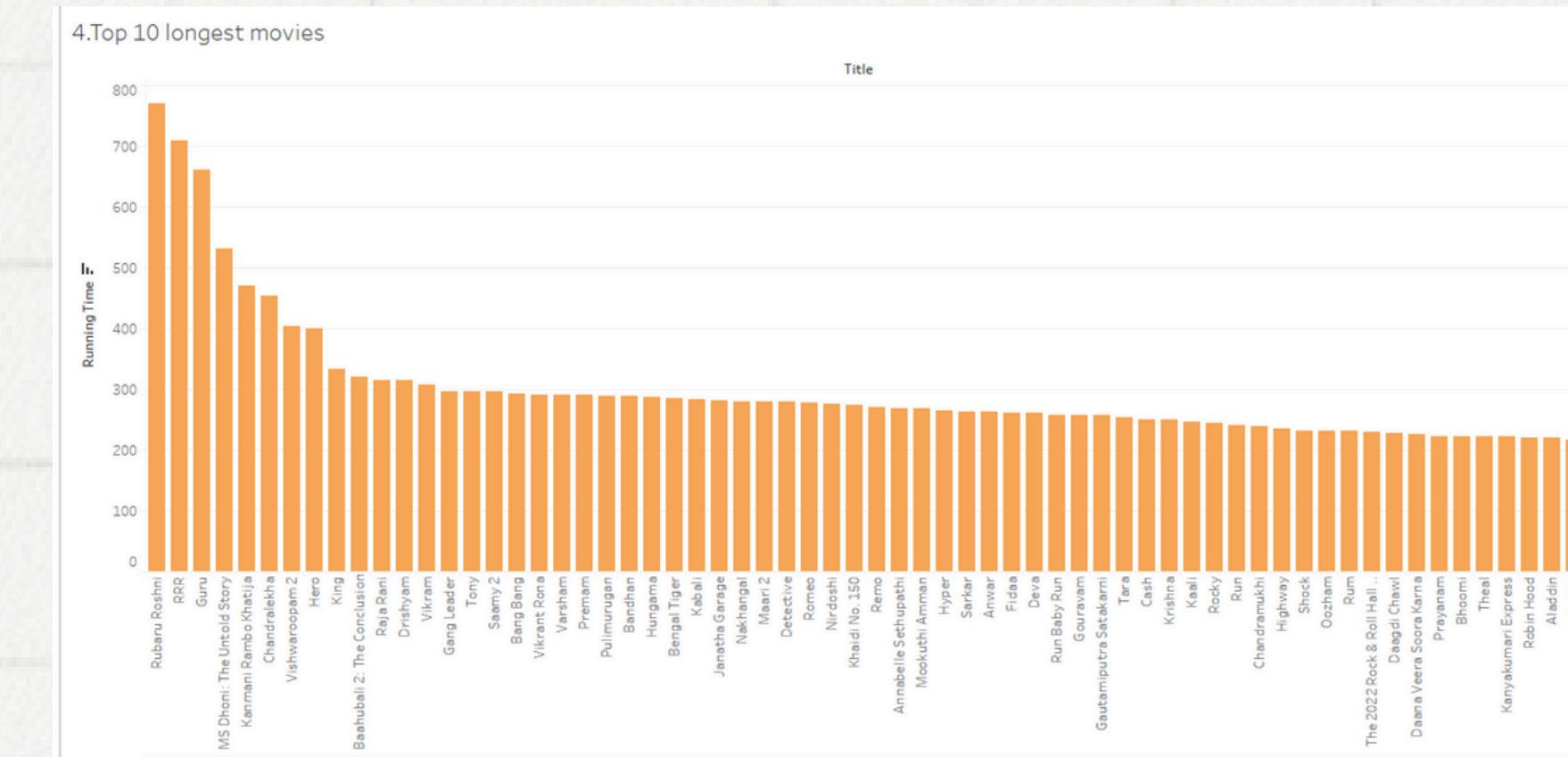


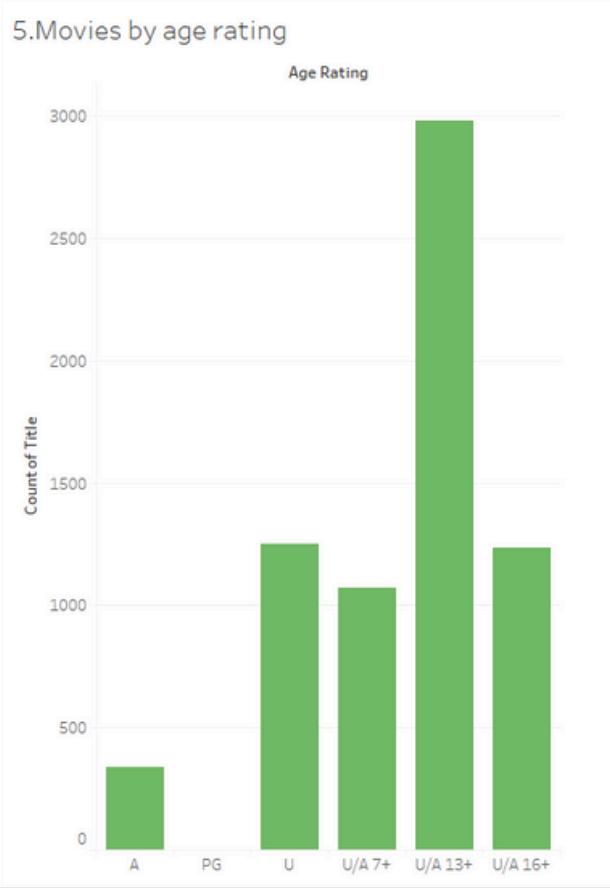
## 3. Movies released each year

The number of movies released fluctuates over the years, indicating trends in production or release strategies.

## 4. Top 10 longest movies

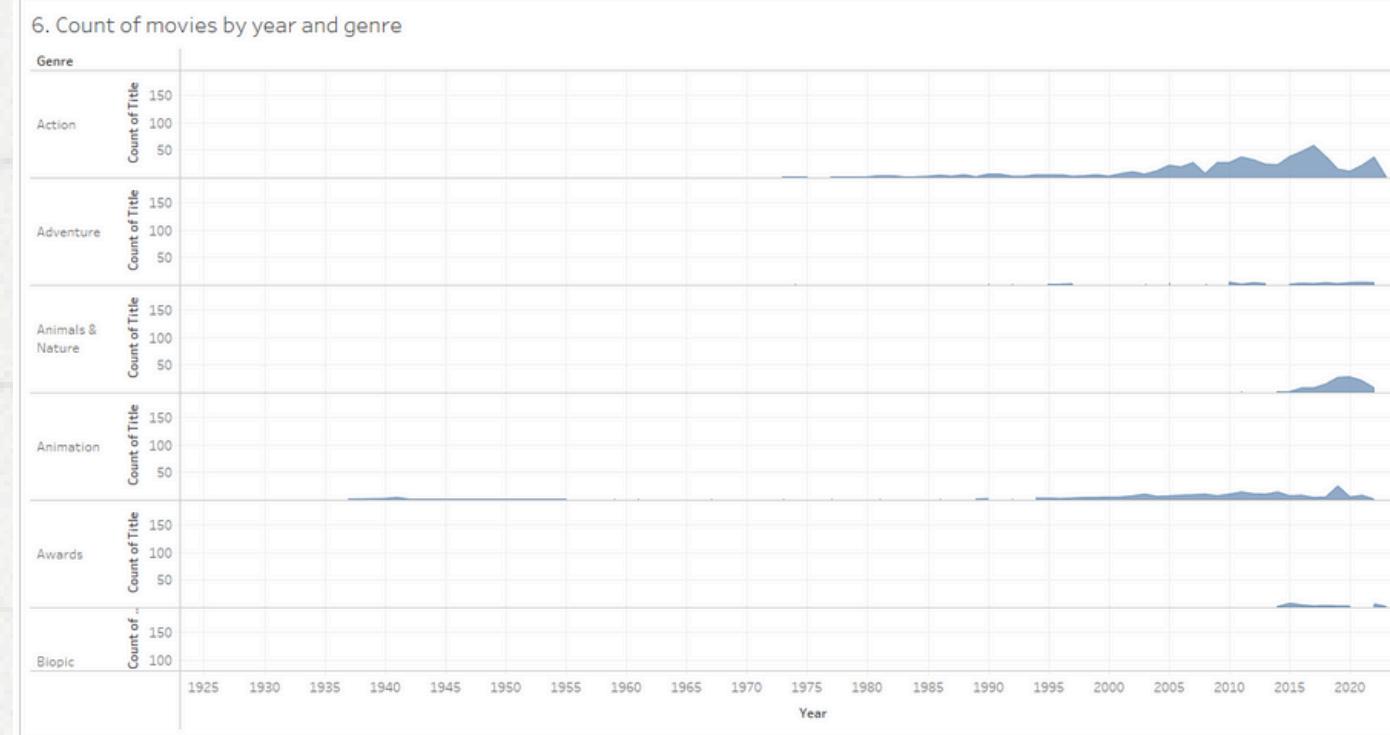
The dataset reveals the longest movies by running time, showcasing the extremes in duration.





## 5. Movies by age rating

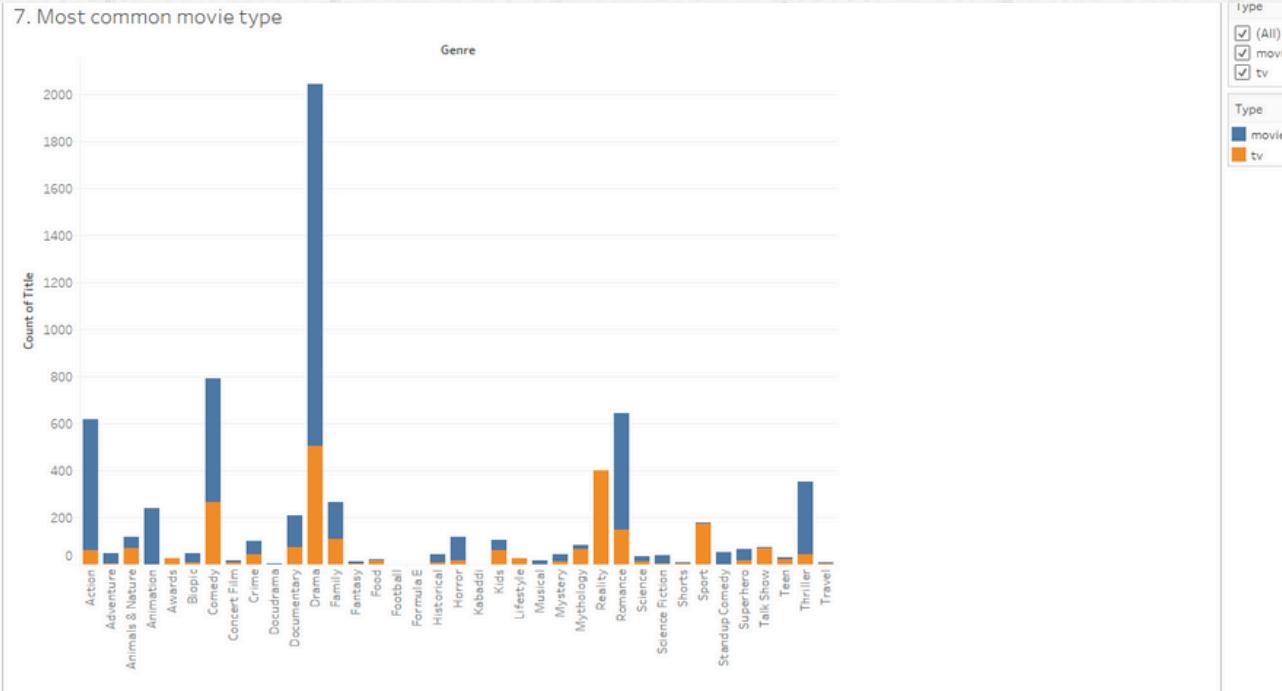
Age rating distribution identifies the platform's focus on specific audience segments, such as family-friendly or adult content.



## 6. Count of movies by year and genre

Insights into how different genres have evolved over time, showing trends in genre popularity across years.

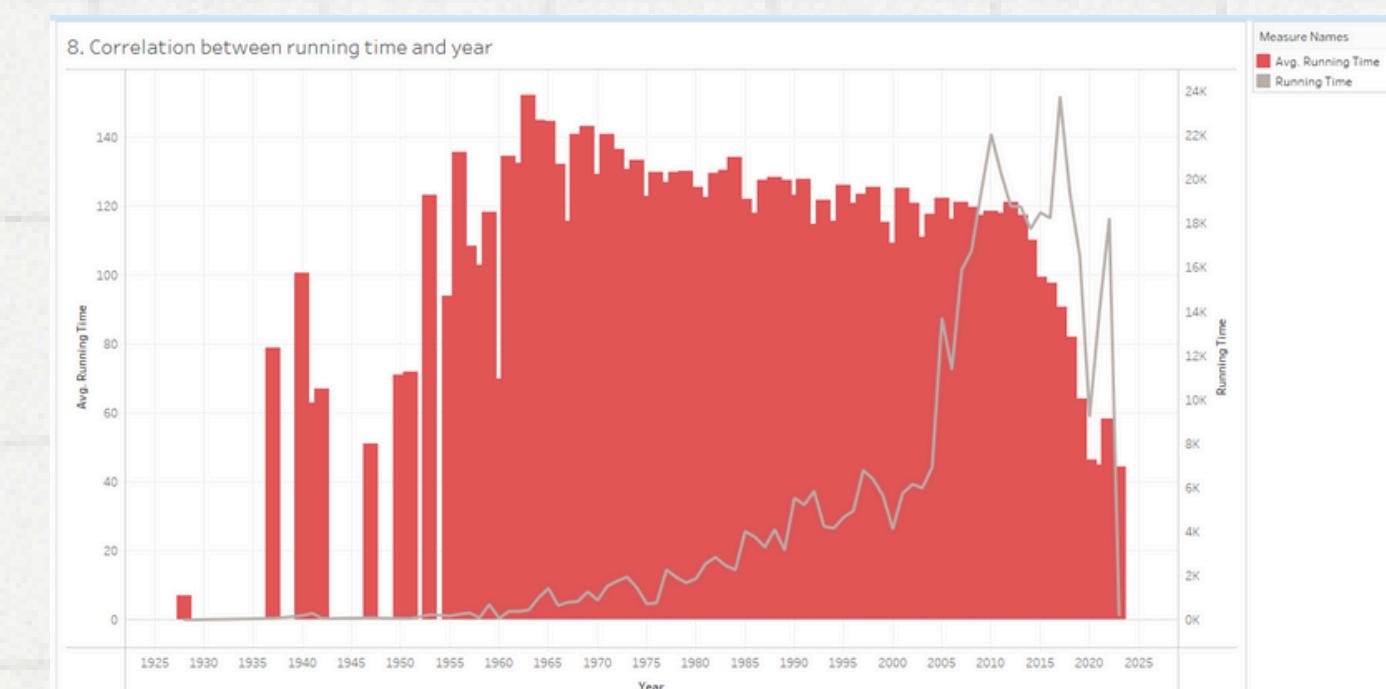
## 7. Most common movie type



The analysis shows the dominance of particular movie types.

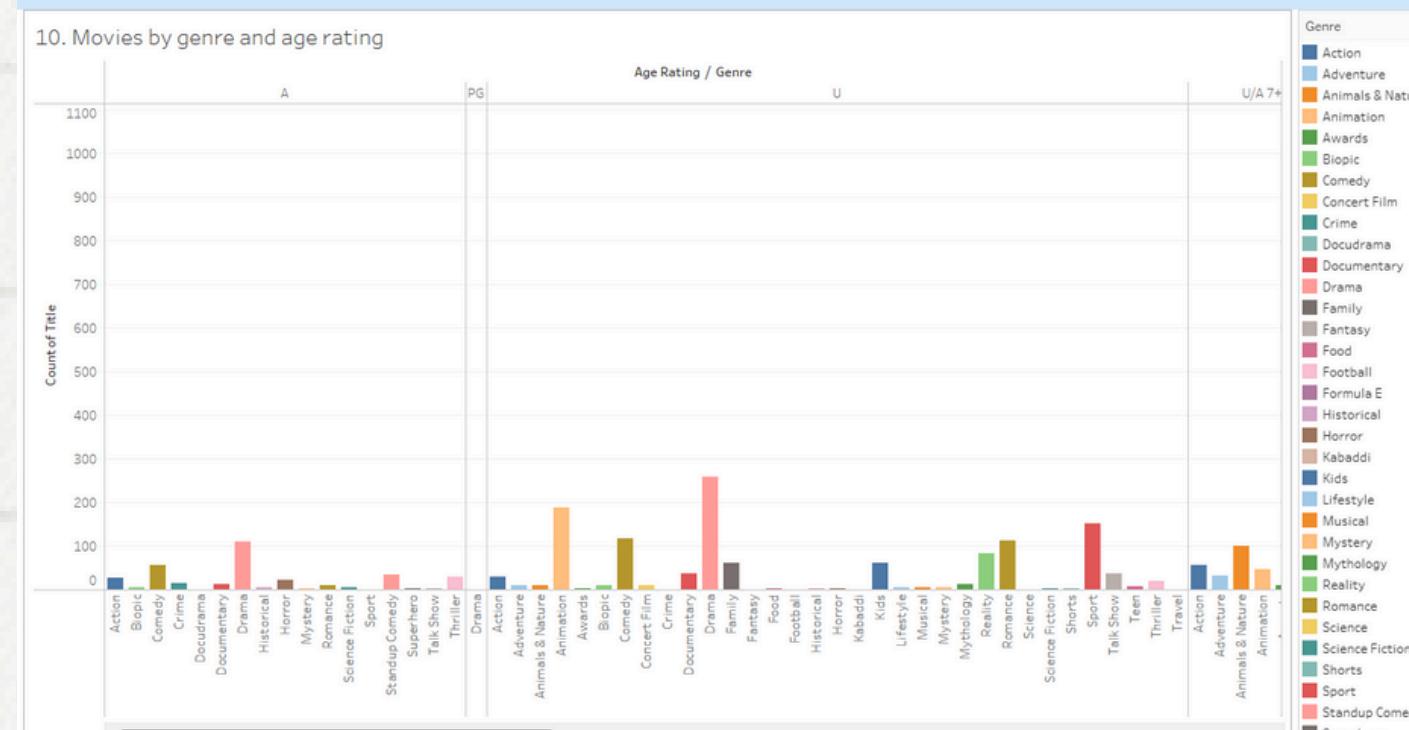
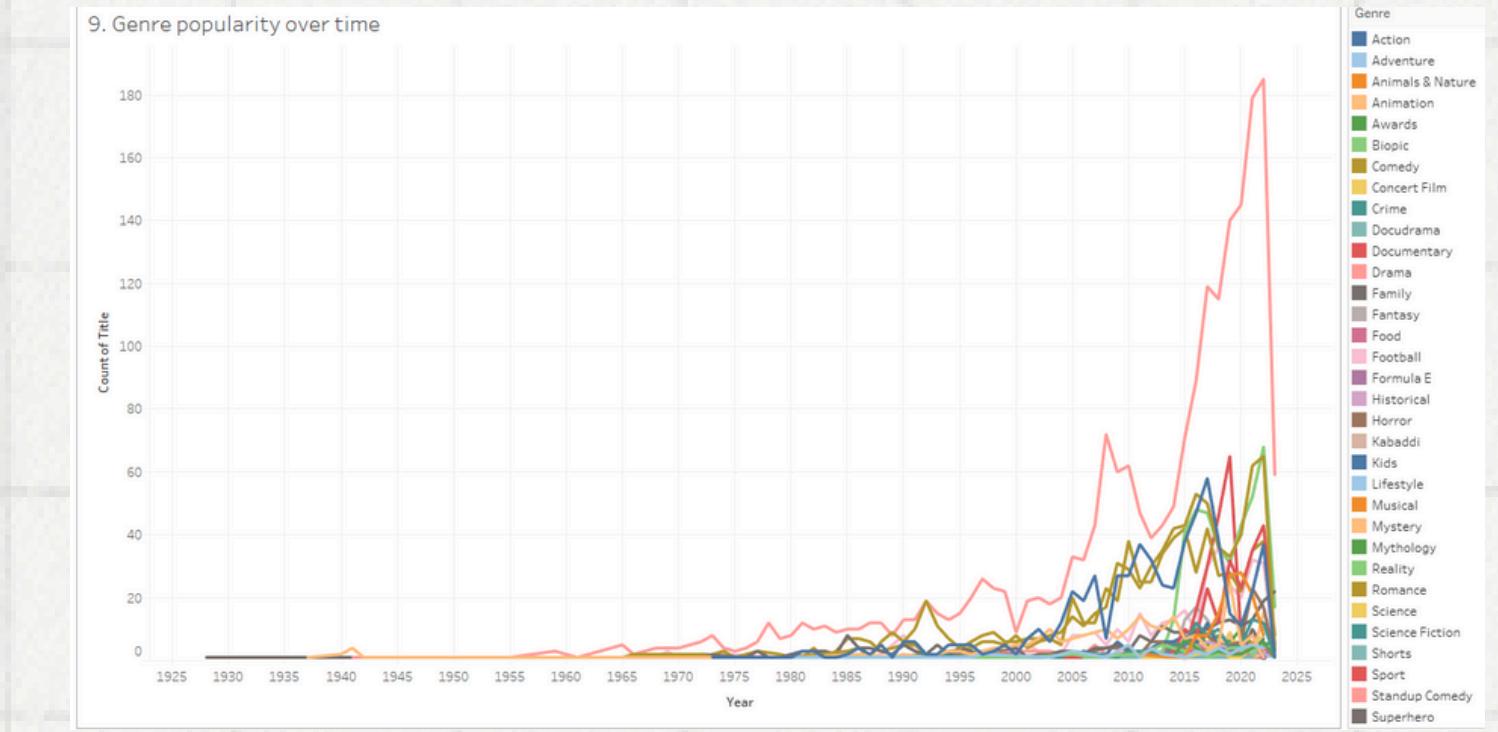
## 8. Correlation between running time and year

The duration of the movies has changed overtime. The correlation between year and running time has been predominant.



## 9. Genre popularity overtime

Some genres have risen or declined in popularity, pointing to shifts in viewer preferences.



## 10. Movies by genre and age rating

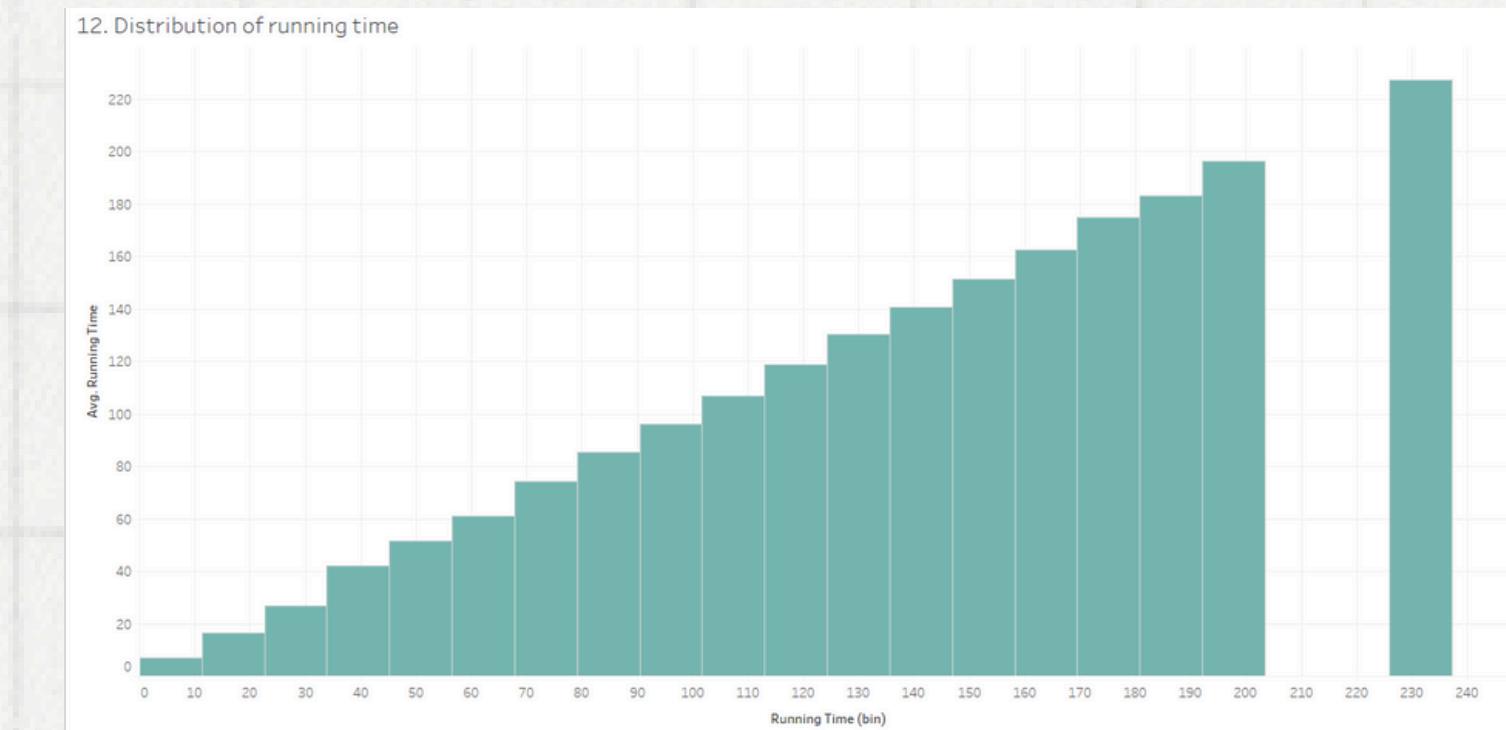
The combination analysis highlights which genres align with certain age ratings, informing content suitability.

## 11. Movies with maximum episodes

Reality shows and mythology has highest episodes.

## 12. Distribution of running time

Running time distribution reflects a central tendency, with most movies falling within a certain time range.



## Strength

**Strong Brand Backing:**  
Disney+ Hotstar benefits from the global reputation and resources of The Walt Disney Company, providing credibility and a significant competitive advantage.

## Weakness

**Reliance on Specific Markets:**  
The platform's heavy dependence on the Indian and Southeast Asian markets makes it vulnerable to fluctuations and market-specific challenges.

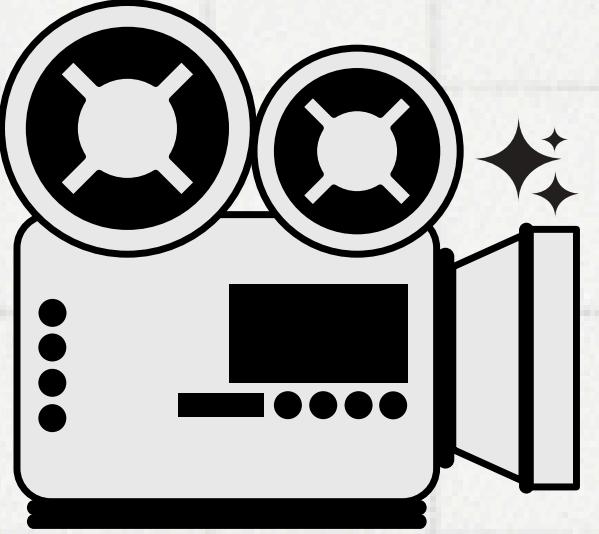
## Opportunities

**Expanding into New Markets:**  
There is potential for significant growth by entering untapped markets outside of Asia, broadening its global footprint.

## Threats

**Intense Competition:** The streaming industry is highly competitive, with global giants like Netflix and Amazon Prime Video posing constant challenges for market share.





# Business recommendations

01

Investing in  
Popular Genres.

02

Optimizing  
Content Length.

03

Targeting Age  
Specific Content

04

High-Episode  
Series for  
subscription.

# Strategic recommendations



## Marketing Campaigns:

- Highlight Popular and Long-Running Content

## Viewer Retention and Engagement:

- Develop Content to Match Viewer Habits
- Explore Niche Markets

## Strategic Partnerships and Acquisitions:

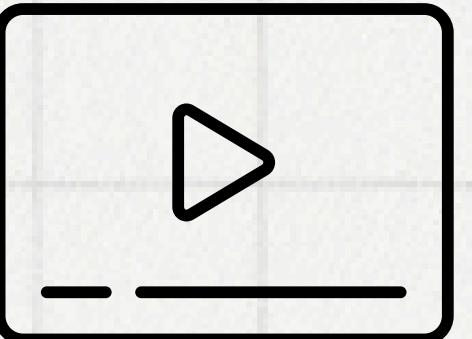
- Focus on Collaborative Content Production
- Acquisition of Genre-Specific Content.

## Platform Strategy Enhancements:

- Improve User Experience with Enhanced Filters
- Interactive Features for Long Movies.

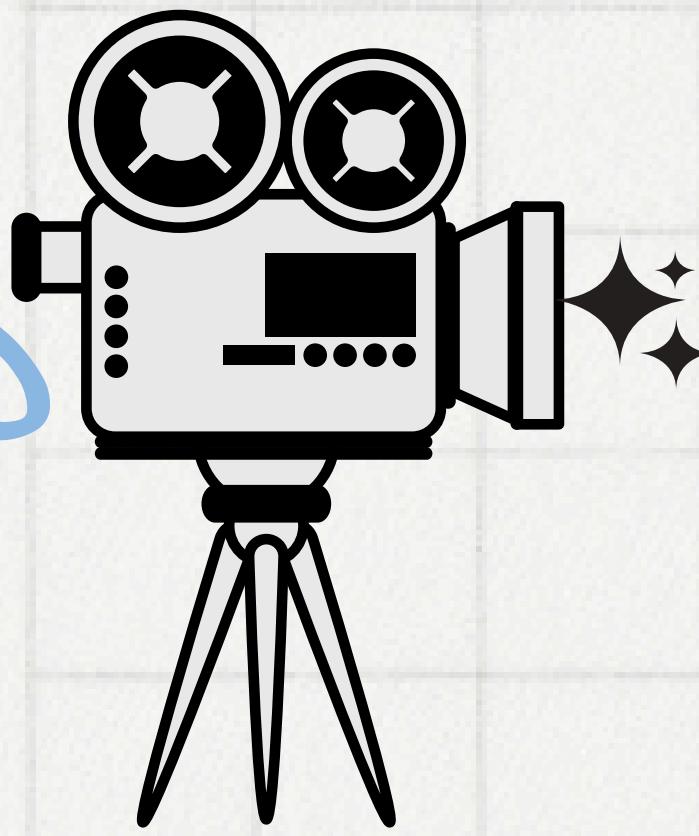
# Common Recommendations

- Content Strategy.
- Targeted Audience Engagement.
- Production and Release Planning.
- User Experience Enhancements.
- Series and Episodic Content.
- Marketing and Promotions.
- Strategic Content Acquisition.



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# Thank you!

