

Hello everyone, I am really excited to share the video presentation of my **first project on Data Analytics**.

CodeBasics : Resume_Challenge_14

As per the Challenge, I was given the data of two big OTT platforms **Liocinema and Jotstar**, These two platforms are going for merger. Before that they want to analyse the insights of both the platforms independently. And also give a **video presentation** for stakeholders.

The objective of the project is to analyse the insights **of individual platform performance**.

So I worked on this project to get the insights in different dimensions. I did a detailed **study on the raw data**, to get the right insights as per the requirement of the **merger platform**. I also designed a decent **FrontEnd Dashboard** which is simple and appealing to the stakeholders.

Some of the interesting dimensions are: Content Analysis, Active and Inactive subscribers, Upgrade and Downgrade patterns, Revenue analysis.

I have created a **data-driven story telling video presentation** to the stakeholders. I have also created a recommendation page after analysing the entire project, which will help the merger platform to **take data-driven-decisions**.

Front End Tool:

- Power BI
- Power Point

BackEnd DataBase source:

- Sql
- Excess

Links:

Linkdin: www.linkedin.com/in/vani-rampatnam-264b712a6

PPT Link: <https://github.com/vani-rampatnam/liocinema-jotstar-merger-insights.git>

PPT Link: [Liocinema-Jotstar-Merger-Insights-vedio-presentation-15min.pptx](#)

I Thank all the stakeholder for having this **project**

I also thank my mentors Mr.Daval Patel sir, Mr.Hemanand Vadivel Sir and Codebasics team.

Commented [VA1]: