

JOTLIO NEXUS DASHBOARD

TOTAL CONTENT
TYPE JOTSTAR

3

TOTAL CONTENT
TYPE LIOCINEMA

3

TOTAL USER
JOTSTAR

44.62K

TOTAL USER
LIOCINEMA

183.45K

PAID USER JOTSTAR

33K

PAID USER
LIOCINEMA

78K

DOWNGRADE
USER(%) JS

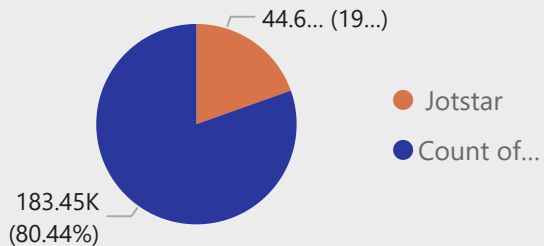
6.15

DOWNGRADE USER
PERCENTAGE

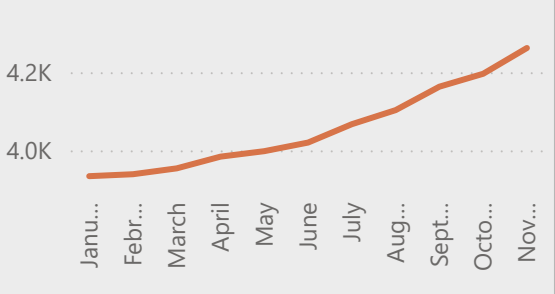
11.37

1. Total Users & Growth Trends

USERS JOTSTAR VS LIOCINEMA

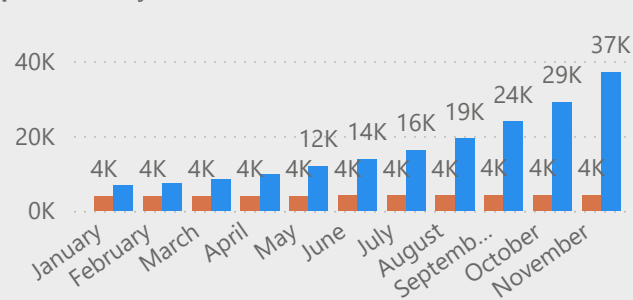


MONTHLY USER GROWTH JOTSTAR

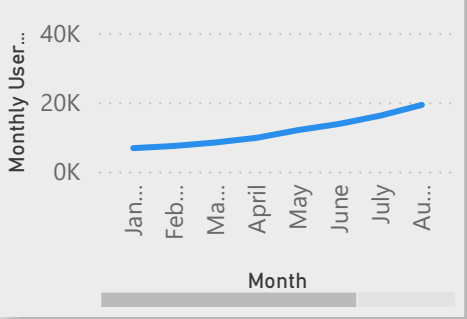


Count of user_id by Month and platform

platform ● jotstar ● lio



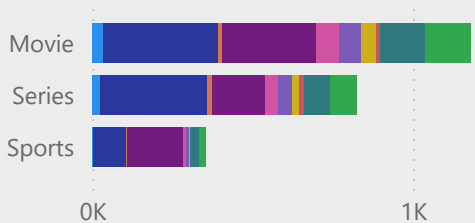
MONTHLY USER GROWTH
LIOCINEMA



2. Content Library Comparison

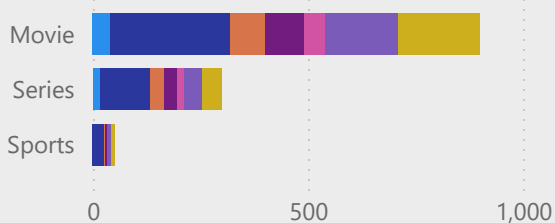
JOTSTAR CONTENT TYPE

language ● Bengali ● English ● Gujarati ● Hindi



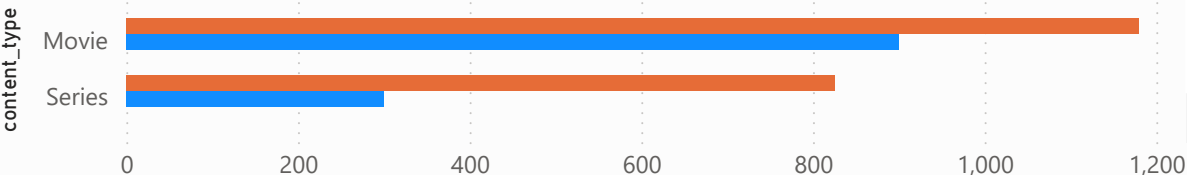
LIOCINEMA CONTENT TYPE

language ● English ● Hindi ● Kannada



Count of content_id by content_type and PLATFORM

PLATFORM ● JOTSTAR ● LIOCINEMA



JOTLIO NEXUS DASHBOARD

ACTIVE USERS JOTSTAR

7K

ACTIVE USERS LIOCINEMA

82K

INACTIVE USERS JOTSTAR

38K

INACTIVE USERS LIOCINEMA

101K

INACTIVE USERS (%) JOTSTAR

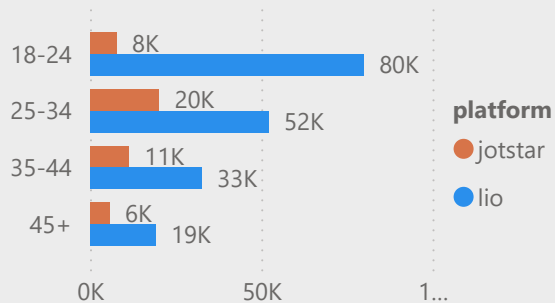
85.09

INACTIVE USERS (%)

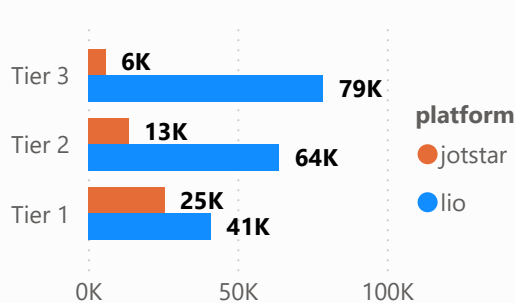
55.13

3.User Demographic

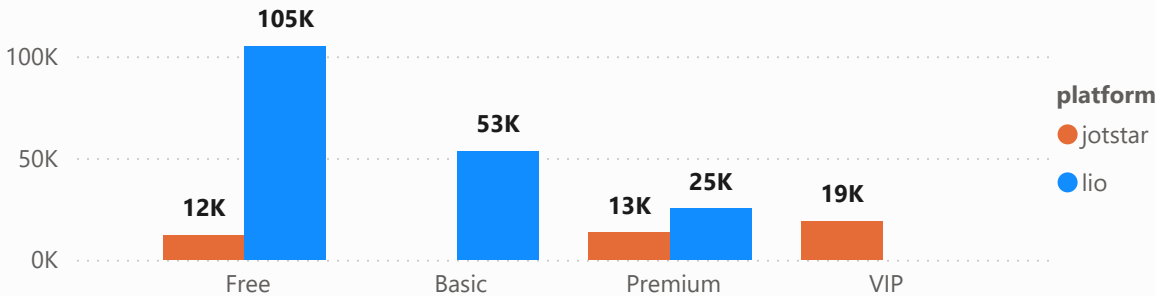
DISTRIBUTION OF USER AT AGE GROUP



DISTRIBUTION OF USER AT CITY TIER



DISTRIBUTION OF USER AT SUBSCRIPTION PLAN



4.Active vs. Inactive Users

ACTIVE VS INACTIVE IN JOTSTAR BY AGE GROUP

age_group	Inactive Users_JOTSTAR	Active Use
25-34	16944	
35-44	9688	
18-24	6479	
45+	1057	
Total	37968	

ACTIVE VS INACTIVE IN LIOCINEMA BY AGE GROUP

age_group	Active Users_LIOCINEMA
45+	7K
35-44	14K
25-34	22K
18-24	30K
Total	82K

ACTIVE VS INACTIVE IN JOTSTAR BY SUBSCRIPTION PLAN

subscription_plan	Inactive Users_JOTSTAR	Act
Free	8983	
Premium	12466	
VIP	16510	
Total	37968	

ACTIVE VS INACTIVE IN LIOCINEMA BY SUBSCRIPTION PLAN

subscription_plan	Active Users_LIOCINEMA
Basic	18029
Free	59793
Premium	4483
Total	82305

JOTLIO NEXUS DASHBOARD

AVG watch time in hour
JOTSTAR

117.24

total watch time in hour
JOTSTAR

15.69M

AVG watch time in
hour_LIOCINEMA

25.61

total watch time in hour
LIOCINEMA

11.03M

DOWNGRADE USER
JOTSTAR

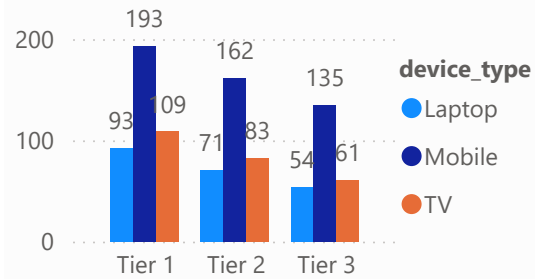
2742

DOWNGRADE USER
LIOCINEMA

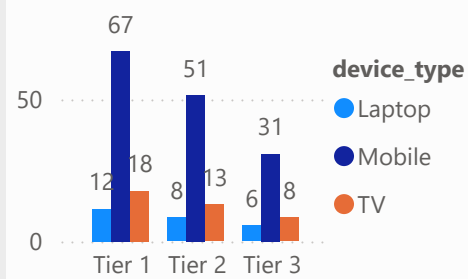
21K

5.Watch Time Analysis

AVG WATCH TIME OF JOTSTAR BY
CITY AND DEVICE

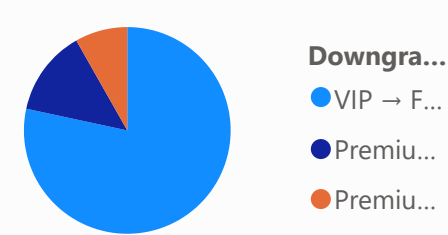


AVG WATCH TIME OF LIOCINEMA
BY CITY AND DEVICE TYPE

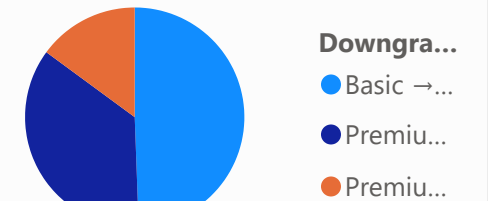


6.Downgrade Trends

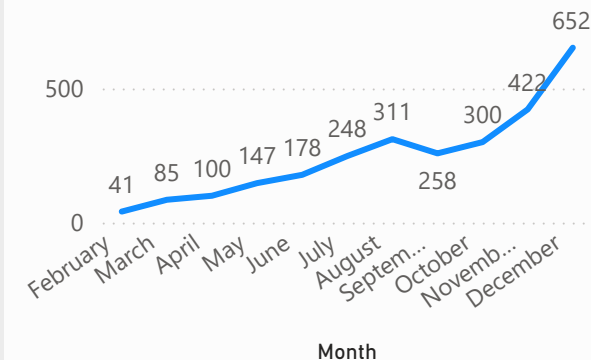
user by
Downgrade_Category_jotstar



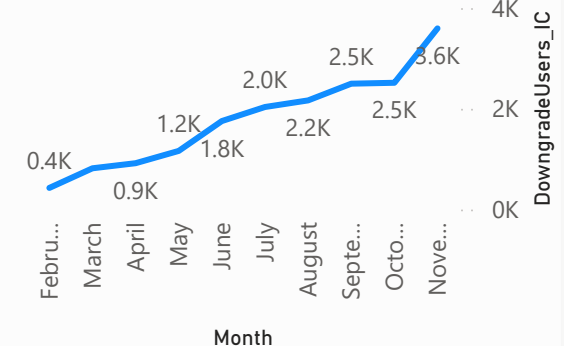
user By Downgrade_Category_lc



DOWNGRADE USERS BREAKDOWN
JOTSTAR

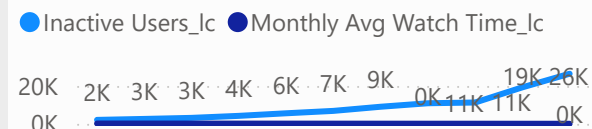


DOWNGRADE USERS BREAKDOWN
LIOCINEMA

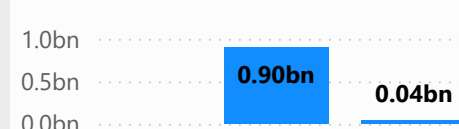


6.. Inactivity Correlation

Inactive Users_lc and Monthly Avg
Watch Time_lc by Month



TotalWatchTimeMIN_JOTSTAR by
Is_Inactive_jotstar



JOTLIO NEXUS DASHBOARD

UPGRADE USERS
JOTSTAR
4348

UPGRADE USER
(%) JOTSTAR
9.74

UPGRADE USER
LIOCINEMA
4155

UPGRADE USER
(%) LIOCINEMA
2.26

PAID USER (%)
JOTSTAR
72.89

PAID USER
LIOCINEMA(%)
42.77

8.Upgrade PatternS

UPGRADE BREAKDOWN OF JOTSTAR

Upgrade_Category_jotstar	Count of user_id
Free → Premium	683
Free → VIP	844
VIP → Premium	3331
Total	4348

UPGRADE BREAKDOWN OF LIOCINEMA

Upgrade_Category_LIOCINEMA	Count of user_id
Free → Basic	2078
Basic → Premium	1362
Free → Premium	715
Total	4155

9. Paid Users Distribution

PERCENTAGE DISTRIBUTION OF PAID MEMBERS OF JOTSTAR

city_tier	Premium	VIP	Total
Tier 1	31.29%	31.24%	62.54%
Tier 2	7.89%	20.89%	28.78%
Tier 3	1.92%	6.77%	8.68%
Total	41.10%	58.90%	100.00%

PERCENTAGE DISTRIBUTION OF PAID MEMBERS OF LIOCINEMA

subscription_plan	Tier 1	Tier 2	Tier 3
Basic	15.67%	28.77%	23.58%
Premium	13.14%	11.59%	7.26%
Total	28.81%	40.35%	30.84%

10. Revenue Analysis

TOATAL REVENUE
JOTSTAR

43.68M
TotalRevenue_JOTSTAR

TOTAL REVENUE LIOCINEMA

16.51M
TotalRevenueLIOCINEMA

UPGRADE BY DOWNGRADE
RATIO JS

158.57
UpqradeByDowngradeRate

UPGRADE BY DOWNGRADE
RATE

19.92
I IngradeByDowngradeRate