**Data Analysis on OTT platform for movies**

What is the Problem?

The way we consume videos nowadays has undergone massive changes. Now we have multiple

OTT platforms such as Netflix, Amazon Prime Video, Disney+, Hotsar, etc. to stream TV shows

and movies online. With an overabundance of information and multiple criteria to compare

various OTT platforms, it has become increasingly difficult for users to find the best fit for their

tastes. In this challenge, analyze data and content in various genres from some of the major OTT

platforms and help consumers to choose between them.

How the technology Help?

Technology helps in analyzing the data and choose the OTT platform for Movies of different genres, languages, age groups, directors.

Idea:

The idea is :

1.Grouping the data of different OTT platforms like Netflix, Prime Video, Hulu and Disney+ , genre wise, age wise, directors wise, country wise.

2. Applying Multiple Linear Regression model to determine best model to analyze the data and choose the best OTT platform for movies

Objective: To analyze the data and find out the Best OTT platform for movies

Software: R

Methodology:

1.Understanding the data: Data structure, Number of variables and Number of observations. Data type of the variables

2. Data exploration: Removing duplicates and null values

3.Data Visualization: creating the graphs, pie charts using ggplot

4.Data Modelling: Multiple Linear Regression model in order to find out the best model for analysis.