

Title of report: "OTT DATA ANALYSIS"

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Execution Summary

The analysis of dataset on OTT Platforms(Netflix, Disney Hotstar and Amazon Prime) is the main goal of the project report. The databases include in-depth details about the many TV series and films that are accessible on these platforms.

Show_id, type (show or movie), director, cast, nation, date added, release year, rating, duration, listed_in (genre/category), and description are among the fields included in

the data for each entry. It also includes platform-specific details such as the Netflix and IMDb links, the release date across several platforms, the production company, the IMDb, Rotten Tomatoes, and Metacritic scores, the awards won and those that are nominated, the box office, and viewer ratings.

Title, genre, runtime, language, tags, series or movie distinction, hidden gem status, availability in a given country, director, writer, actors, view rating, awards, box office performance, release date, and other platform-specific links are all included for each entry.

This massive dataset will be analyzed and insights will be extracted, perhaps revealing viewer preferences, availability in different regions, critically praised content, popular genres, trends in filmmaking, and the relationship between viewership ratings and critical scores. It might also go into developing suggestions or prediction models depending on user preferences or content characteristics. This extensive dataset makes it possible to do in-depth analysis and offers insightful information about the dynamics of content consumption, audience preferences, and the success of television series and films on these well-known OTT platforms.

Introduction

This research report's main objective is to provide a thorough study of datasets related to the top OTT services, which include Disney Hotstar, Netflix, and Amazon Prime. The statistics include comprehensive details about a large number of TV shows and movies that are accessible on various sites. The dataset related to such OTTs, is downloaded from <https://www.kaggle.com>. Each dataset item (excel sheet) includes fields like **listed_in (genre/category), duration, director, cast, country, date added, release year, rating, Show_id, and description.**

The dataset also includes platform-specific information such as connections to Netflix and IMDb, release dates for several platforms, details about production companies, **scores from Rotten Tomatoes, Metacritic, and IMDb, as well as information about awards and nominations, box office receipts, and viewer ratings.** **Title, genre, runtime, language, tags, hidden gem status, availability by country, director, writer, actors, viewer ratings, box office performance, awards, release dates, and platform-specific links** are all included in each entry.

Data Source Description

Link :

<https://www.kaggle.com/datasets/shivamb/disney-movies-and-tv-shows?resource=download>

Each entry in the dataset has multiple fields, including show_id, type (movie or show), director, cast, and country, date added, year of release, rating, duration, listed_in (genre/category), and description. It also includes platform-specific information such as links to Netflix and IMDb, release dates on multiple platforms, the production company, ratings from IMDb, Rotten Tomatoes, and Metacritic, information about awards won or nominated, box office data, viewer ratings, title, genre, runtime, language, tags, hidden gem status, availability in certain countries, director, writer, actors, view rating, and other details. The data sheet has around 9669, 8808, 585, 15481, total 34543 rows and 12, 12, 6, 29, total 59 columns in 3 different tables. This information shows the details about the OTT platforms (Netflix, Disney+Hotstar and Amazon Prime)

OTT Platforms dataset explanation Tables

Table 1

ID	COLUMN NAME	DESCRIPTION	DATA TYPE
1	show_id	Shows the unique show id	INT
2	type	Shows the type (movie, tv show etc.)	VAR/CHAR
3	title	Shows the title of the show	VAR/CHAR
4	director	Name of director	VAR/CHAR
5	cast	Shows the full cast	VAR/CHAR
6	country	Name of country	VAR/CHAR
7	date_added	Added date	DATE/TIME
8	release_year	Year of release	DATE/TIME
9	rating	Ratings	INT
10	duration	Total runtime or duration	DATE/TIME
11	listed_in	Liste in which category	VAR/CHAR
12	description	Full description	VAR/CHAR

Table 2

ID	COLUMN NAME	DESCRIPTION	DATA TYPE
1	show_id	Shows the unique id of show	INT
2	type	Shows the type of telecast	VAR/CHAR
3	title	Title of show	VAR/CHAR
4	director	Name of director	VAR/CHAR
5	cast	Full cast	VAR/CHAR
6	country	Name of country	VAR/CHAR
7	date_added	Added date	DATE/TIME
8	release_year	Year of releasing	DATE/TIME
9	rating	Ratings	VAR/CHAR
10	duration	Total duration	VAR/CHAR
11	listed_in	Listed category	VAR/CHAR
12	description	Overall description	VAR/CHAR

Table 3

ID	COLUMN NAME	DESCRIPTION	DATA TYPE
1	Title	Shows the title name	VAR/CHAR
2	Genre	Shows the genre of show	VAR/CHAR
3	Premiere	Shows the date of premiere	DATE/TIME
4	Runtime	Total runtime	VAR/CHAR
5	IMDB Score	IMDB score	INT
6	Language	Language of show	VAR/CHAR

Table 4

ID	COLUMN NAME	DESCRIPTION	DATA TYPE
1	Title	Shows the name of title	VAR/CHAR
2	Genre	Genre of show	VAR/CHAR
3	Tags	Tag of show	VAR/CHAR
4	Languages	Language of show	VAR/CHAR
5	Series or Movie	series or movie	VAR/CHAR
6	Hidden Gem	Hidden gem score	INT
7	Country Availability	Available in which country	VAR/CHAR
8	Runtime	Total runtime	VAR/CHAR
9	Director	Name of director	VAR/CHAR
10	Writer	Name of writer	VAR/CHAR
11	Actors	Name of actors	VAR/CHAR
12	View Rating	View ratings	INT
13	IMDb Score	IMDB Score	INT
14	Rotten Tomatoes Score	Rotten tomatoes score	INT
15	Metacritic Score	Shows the metacritic score	INT
16	Awards Received	Total awards received	INT
17	Awards Nominated For	Awards nomination	VAR/CHAR
18	Boxoffice	Box office	VAR/CHAR
19	Release Date	Date of release	DATE/TIME
20	Netflix Release Date	Date of Netflix release	DATE/TIME
21	Production House	Name of production house	VAR/CHAR
22	Netflix Link	Link of netflix	VAR/CHAR
23	IMDb Link	IMDB Link	VAR/CHAR

24	Summary	Summary	VAR/CHAR
25	IMDb Votes	IMDB Votes	INT
26	Image	Image	VAR/CHAR
27	Poster	Poster link	VAR/CHAR
28	TMDB Trailer	TMDB trailer link	VAR/CHAR
29	Trailer Site	Website for trailer	VAR/CHAR

Related Business Questions

- How many shows are there whose running time is less than 30 minutes on Netflix OTT?
- Which language shows were released the most in Netflix?
- In which year the highest number of movies were released on Netflix OTT
- Which genre of shows were released the most on Amazon Prime?
- What is the number of 18+ shows released on Amazon Prime?
- What is the total number of web series released on Disney + Hotstar?
- In which year the highest number of shows was released on Disney + Hotstar?
- How many shows are there on Disney + Hotstar whose running time is 90 minutes or more?

Report Objectives

The following five primary objectives could be covered in the project report of OTT Platforms (Netflix, Disney Hotstar and Amazon Prime):

- **Content Evaluation and Classification** - To classify and comprehend the different kinds of material (movies or TV series) that are available on each platform, analyze the dataset, examine how different platforms distribute different genres and categories and determine content production trends by looking at directors, production companies, and years of release.
- **Viewer behavior and audience preferences** - Examine reviews and ratings from viewers to learn about the tastes of the audience. Also examine how viewers behave in various locations or nations with regard to the content they choose.
- **Critical Reception and Performance Metrics** - Analyze the correlation between viewer ratings and IMDb, Rotten Tomatoes, and Metacritic critical

scores and examine the relationship between box office results, critical acclaim, and nominations for or wins of prizes.

- **Platform-Dependent Perspectives** - Platform-specific information such as links to Netflix and IMDb, availability in other nations, and release dates should be compared and contrasted and analyze how these platform-specific elements affect the success of the content and audience engagement.
- **Forecasting Models and Suggestions** - Create prediction models based on the features of the content that the dataset has discovered as well as user preferences. Also create content production or acquisition recommendations for the OTT platforms based on the analysis's findings.

Key Findings

The work done using Power Bi and dataset visualizations to address business problems will be reviewed in this part, along with pertinent findings and suggestions -

1. Netflix Data Findings

Below dashboard of OTT Platforms shows total number of shows on OTT which is around 13481, total number of web series is 3109 as per the data shown in dashboard of power bi -

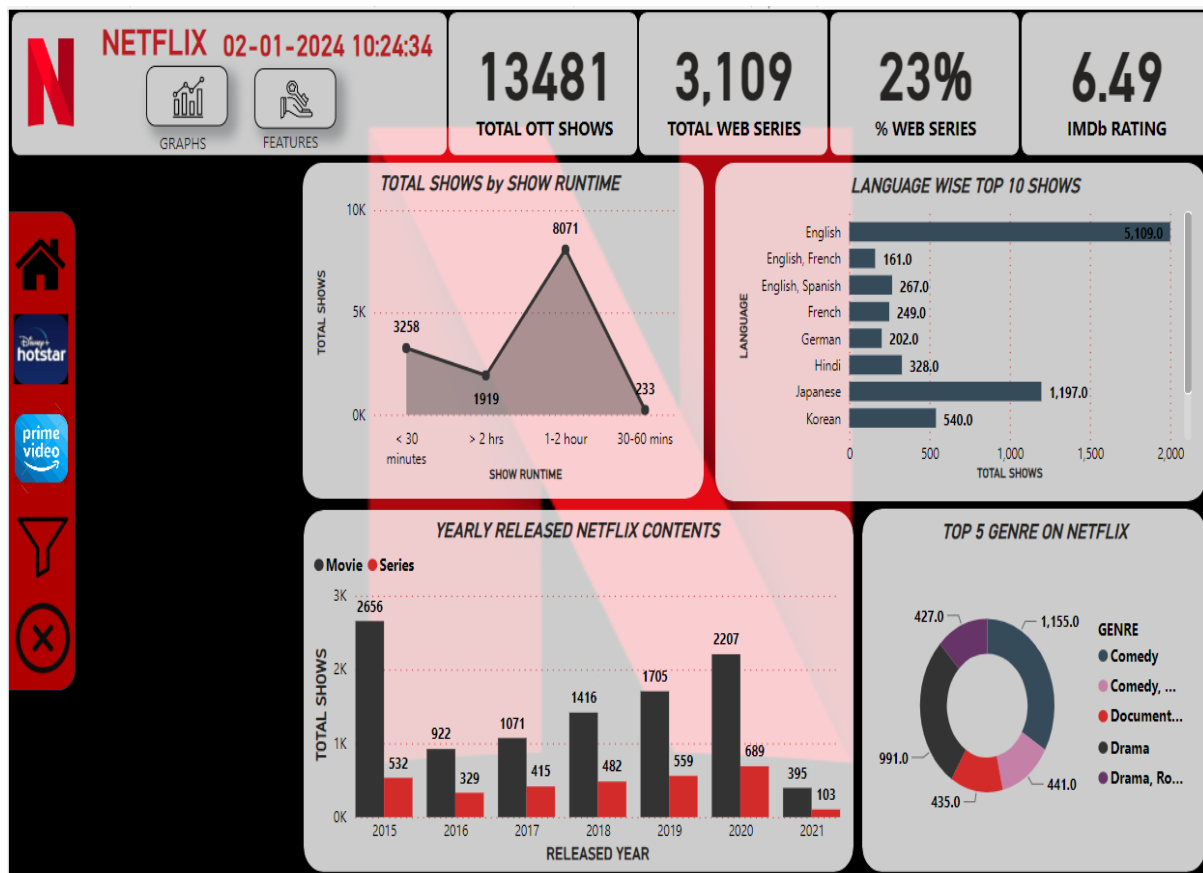


Figure-1. Netflix Dashboard: Basic Graphs

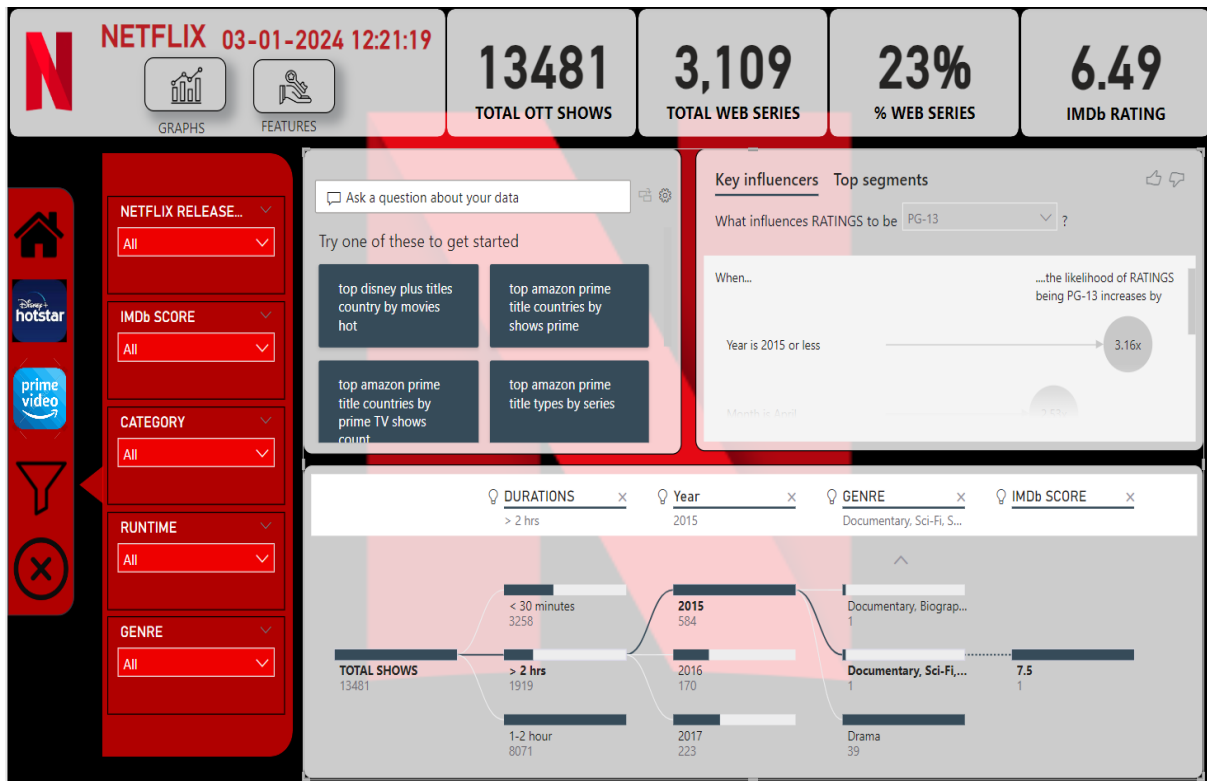


Figure-2. Netflix Dashboard: Featured Graphs

Total Shows According to Runtime:

Below graph represents total number of shows with runtime, shows having runtime 1-2 hrs. have highest number according to graph representation -

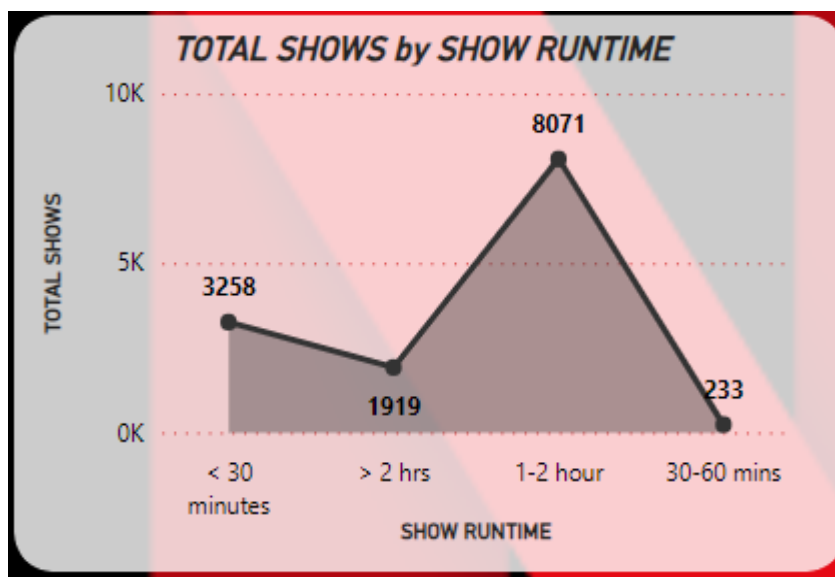


Figure-3. Graph - Total Shows According to Runtime of Netflix

Show wise Top-10 Language:

Here language wise top 10 shows are represented in which English language shows have highest number which is around 5109 -

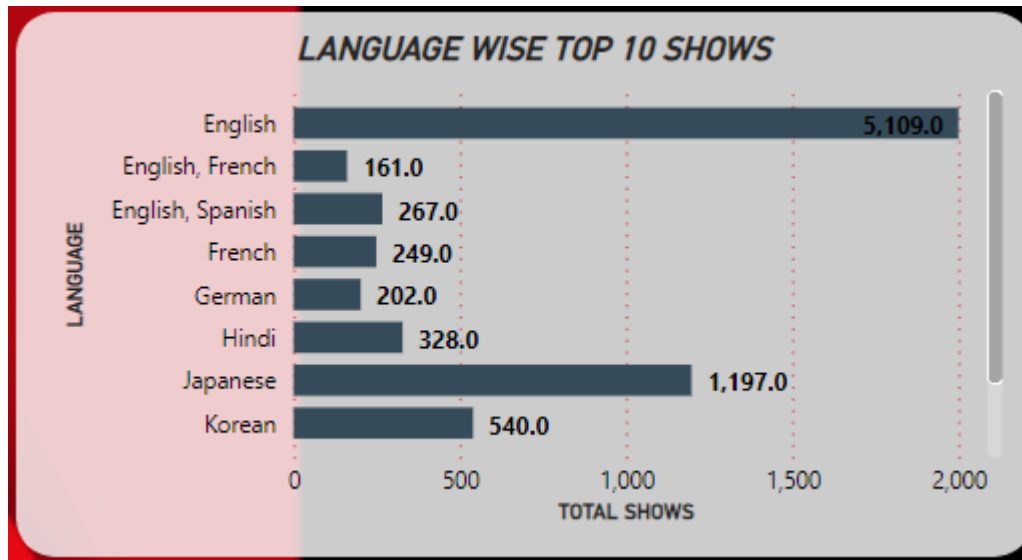


Figure-4. Graph - Show wise Top-10 Language of Netflix

Yearly released OTT Content:

Year wise OTT releases shown in below chart, in year 2015 highest number of movies are recorded -

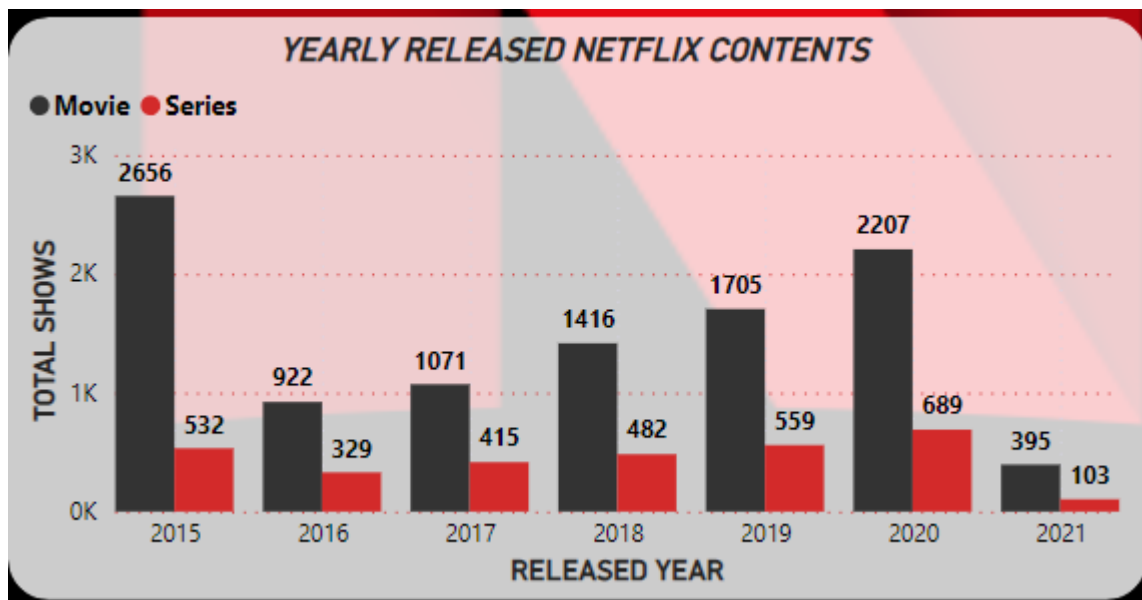


Figure-5. Graph - Yearly released OTT Content of Netflix

Top-5 Genre on Netflix:

This Donut chart represents top 5 genres on Netflix. Comedy genre have highest number as per the chart representation -

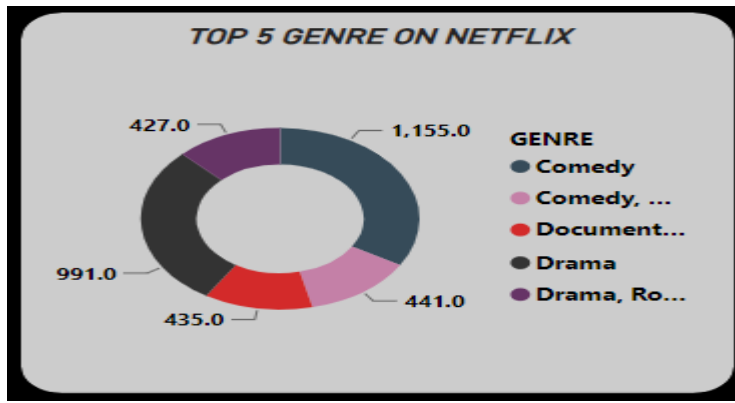


Figure-6. Graph - Top-5 Genre on Netflix

2. Amazon Prime Data Findings

Below dashboard represents Amazon prime data in which total number of shows, movies etc. are shown with the help of number of charts and graphs. Total number of shows of Amazon prime is approx. 9687 and the number of movies is 7814 -

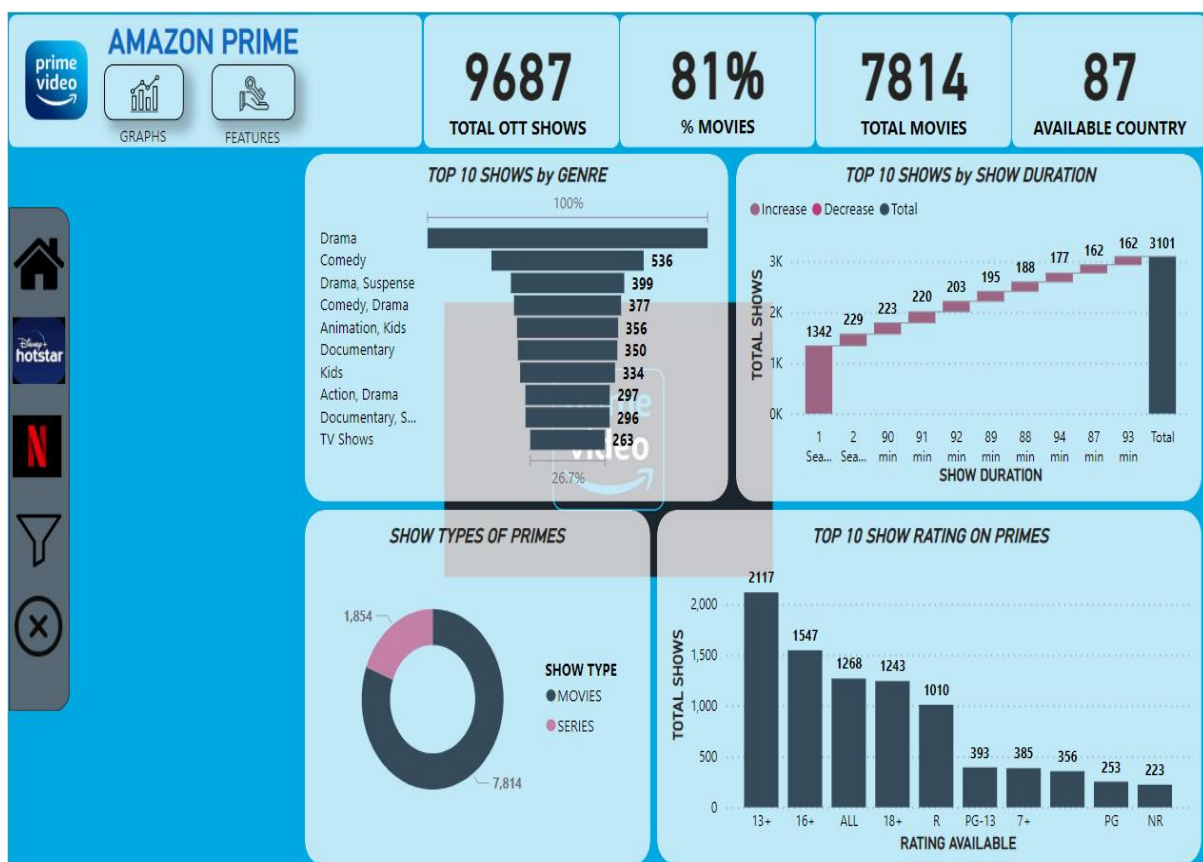


Figure-7. Amazon Prime Dashboard: Basic Graphs

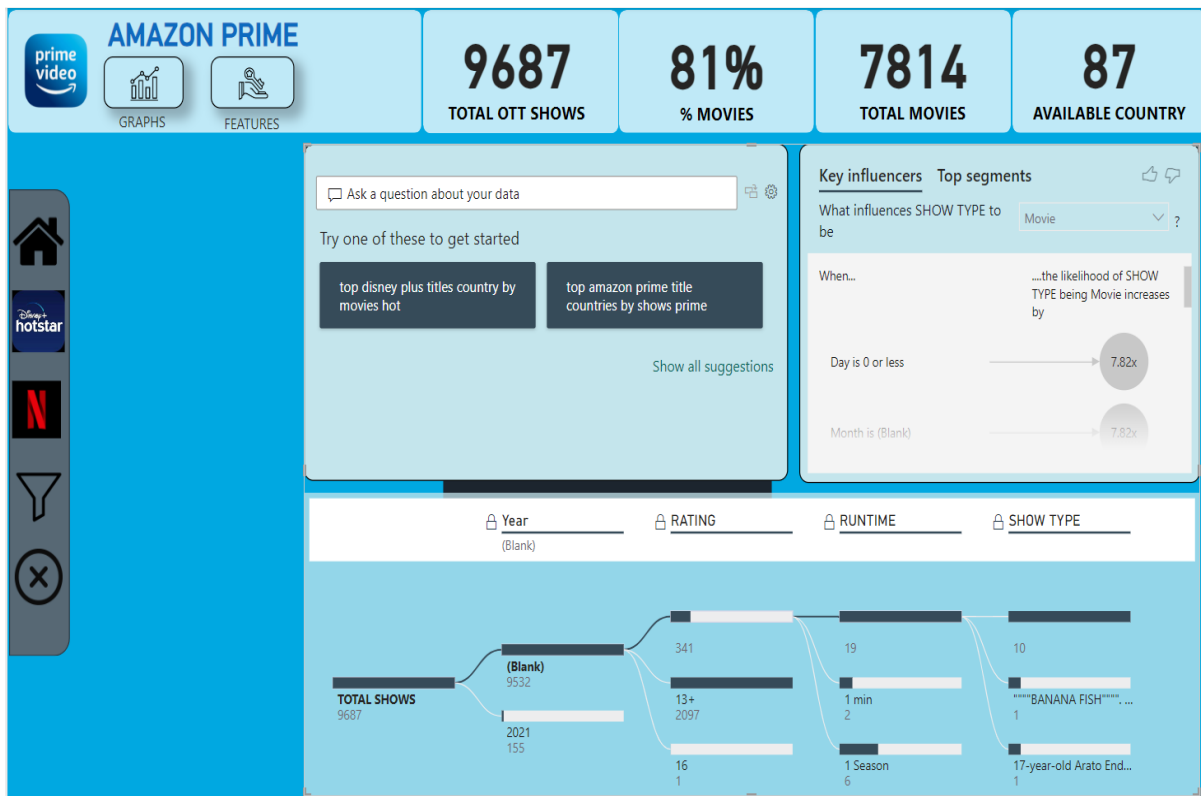


Figure-8. Amazon Prime Dashboard: Featured Graphs

Most Show According to the Genre:

Below chart shows the top 10 shows by Genre in which Drama have the highest number of count -

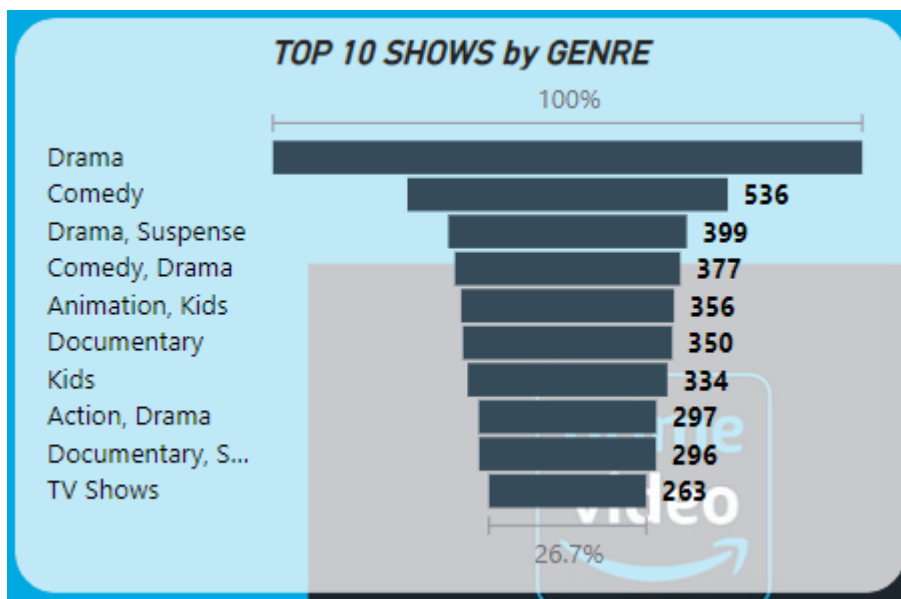


Figure-9. Graph- Most Show According to the Genre on Amazon prime

Top-10 Shows According to the Runtime:

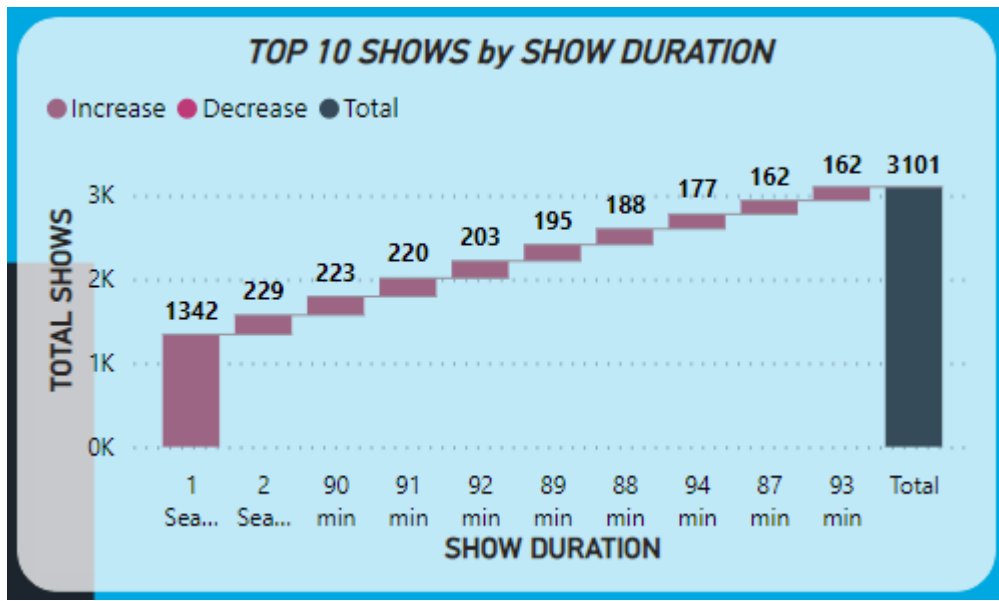


Figure-10. Graph- Top-10 Shows According to the Runtime on Amazon prime

Top Rating of the Shows:

Below chart shows top 10 shows by ratings in which around 2117 shows have 13+ rating as per the visualization -

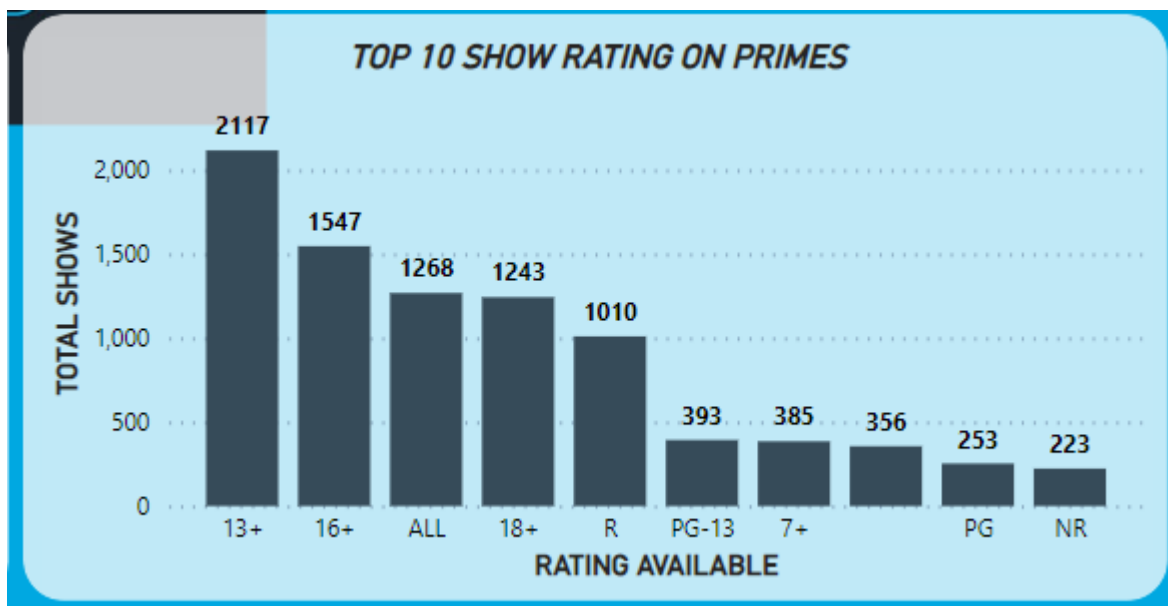


Figure-11. Graph- Top Rating of the Shows on Amazon prime

Show Type on the Prime:

This donut chart shows the type of shows in which around 7814 is movies and around 1854 Series -

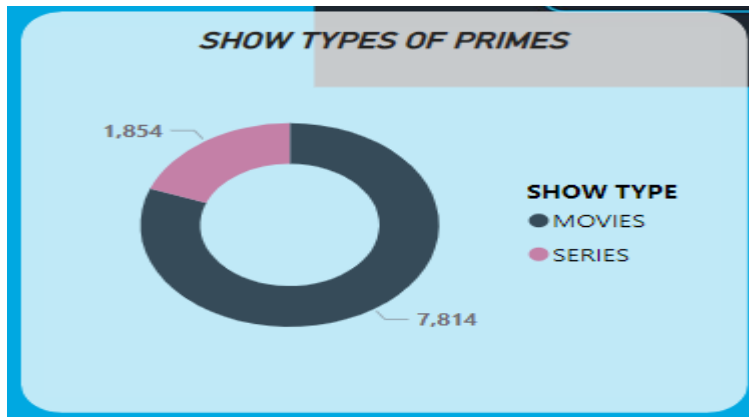


Figure-12. Graph- Show Type on the Prime on Amazon prime

3. Disney + Hotstar Data Findings

Below dashboard shows full details about Disney+Hotstar OTT , in which total number of shows of Disney is around 1450 in which 398 are web series -

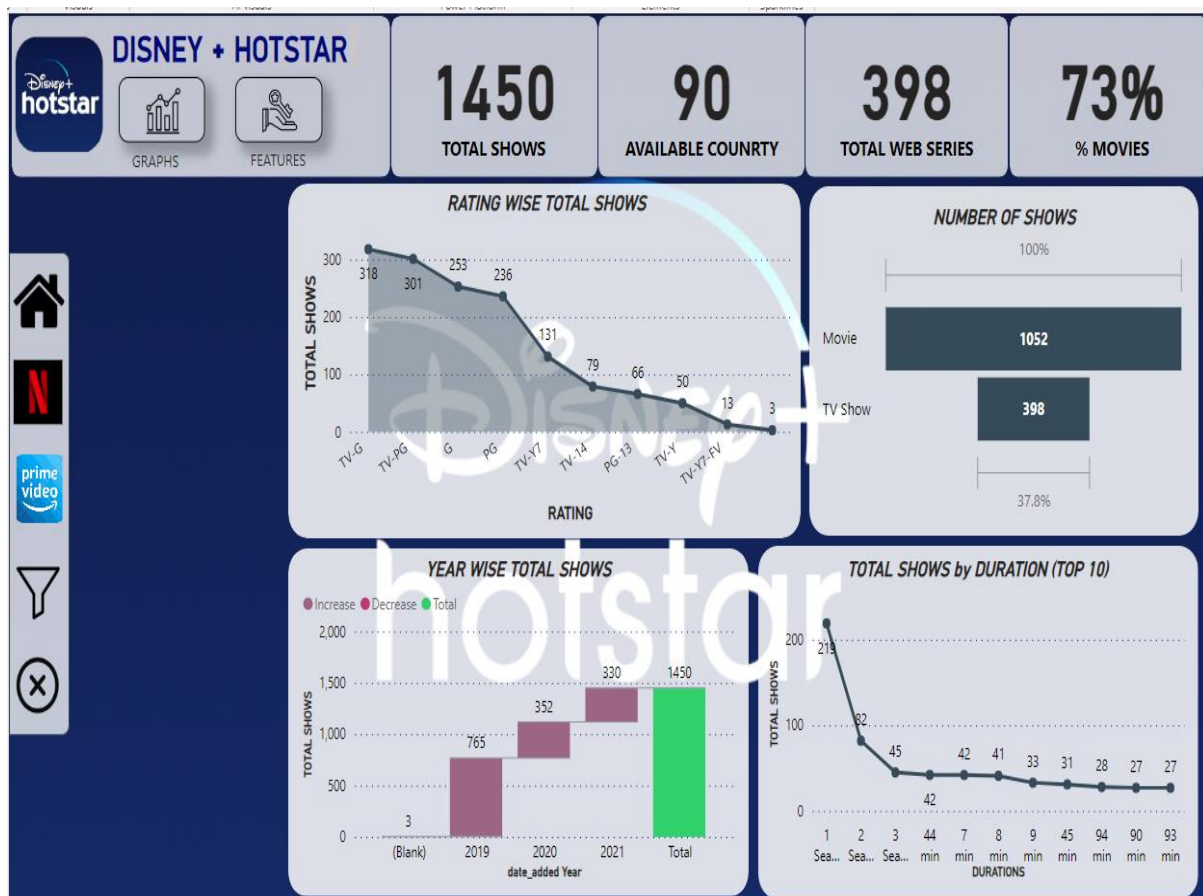


Figure-13. Disney + Hotstar Dashboard: Basic Graphs

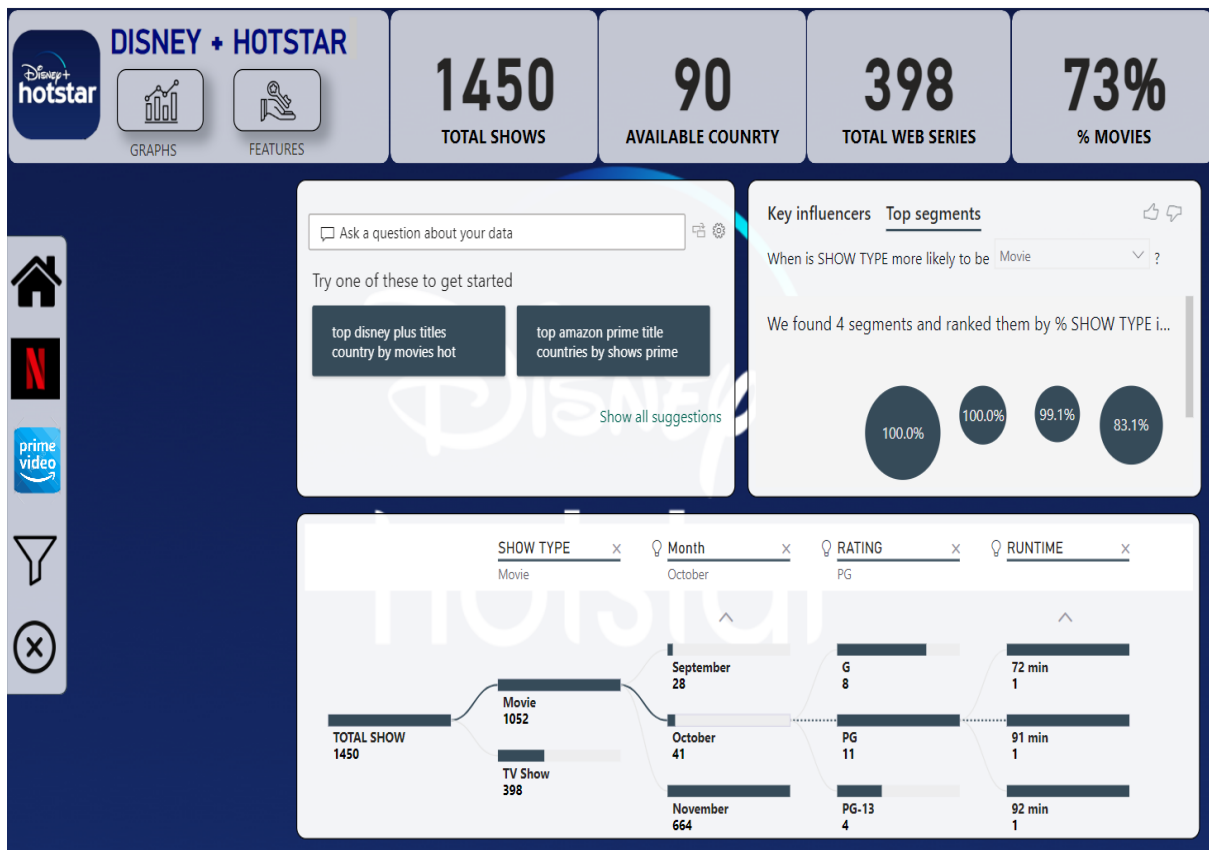


Figure-14. Disney + Hotstar Dashboard: Featured Graphs

Rating wise Total Shows:

Below chart representation shows the total number of shows according to ratings -

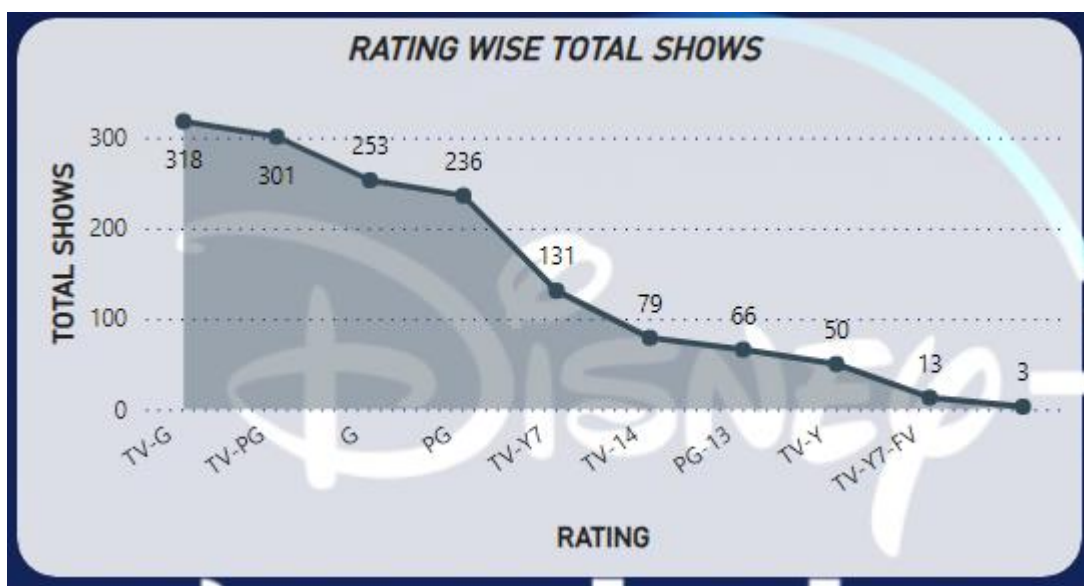


Figure-15. Graph- Rating wise Total Shows on Disney + Hotstar

Number of Different Shows:

Here the number of shows are shown in which Movies have more number than that of TV shows -

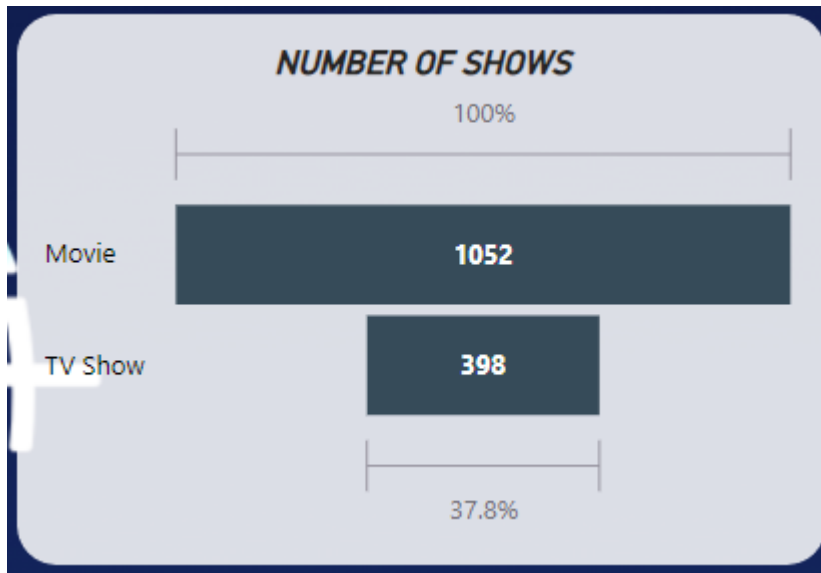


Figure-16. Graph- Number of Different Shows on Disney + Hotstar

Yearly Released Shows:

Below bar chart shows total number of shows according to year, in which year 2019 have highest number of shows -

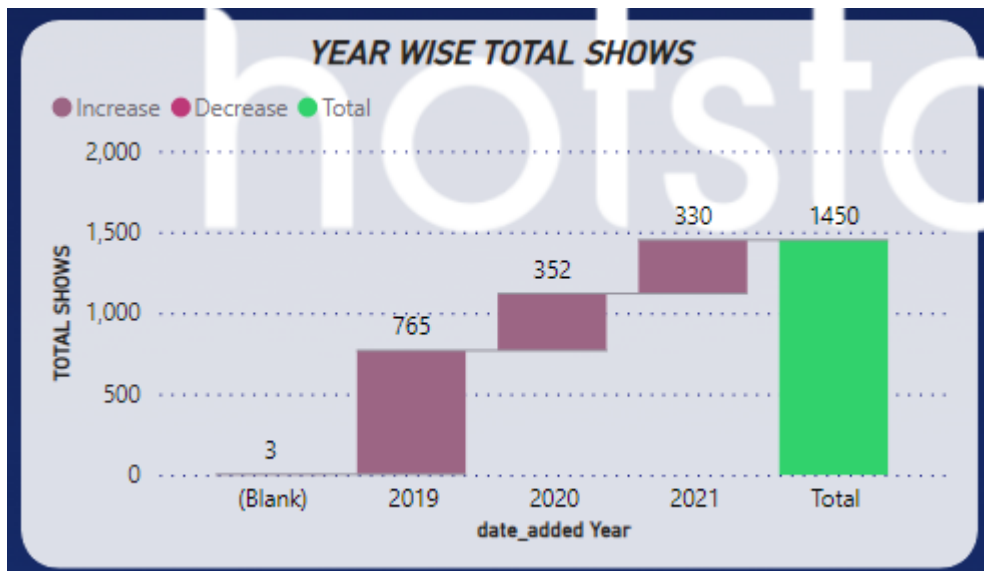


Figure-17. Graph- Yearly Released Shows on Disney + Hotstar

Runtime wise Shows:

In below representation top 10 shows as per time duration are shown -

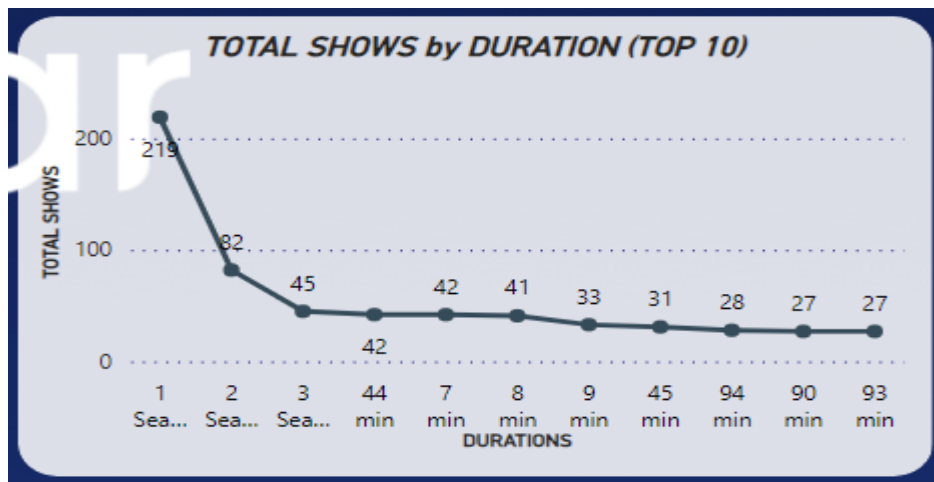


Figure-18. Graph- Runtime wise Shows on Disney + Hotstar

Conclusions

Through a thorough examination of the datasets from Netflix, Amazon Prime, and Disney Hotstar, the project seeks to shed light on a variety of topics related to content consumption, audience preferences, and the performance indicators of TV shows and movies that are accessible on these well-known OTT platforms.

After a complete study of the given dataset, we have reached some conclusions which are as follows:

1. The year 2015 was the year in which the highest number of movies was released on Netflix and in the year 2020 the highest number of web series was released.
2. There was an abundance of English language shows or movies on Netflix.
3. 81% of total releases on Amazon Prime are movies only.
4. Most of the shows with 13+ ratings were released in Amazon Prime.
5. Highest number of shows released on Disney+Hotstar in the year 2019

Recommendations

1. Amazon Prime to be honored for airing highest number of 13+ shows.
2. Disney+Hotstar should increase the telecast of some TV shows along with movies.
3. All OTT platforms should release some educational documentaries which will be beneficial for students.

References

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Appendix

In order to gain reliable insights into data, data must be transformed or prepared for future uses by structuring, combining and organizing data to be used for analytics, business intelligence and visualizations (Stedman, Burns and Pratt,2022).

Additionally, data preparation can aid in producing reliable and consistent data outputs. As a result, the actions listed below were taken to construct an analysis in Power-BI: locating the data, importing it into Power-BI, processing the data, modeling it, and carrying out the necessary changes before visualizing, designing, and branding the information.

Load the data sheet in power-bi

The very first step in order to begin the project was to extract the data from the Kaggle website, e.g., <https://www.kaggle.com/datasets/shivamb/disney-movies-and-tv-shows?resource=download>, for the Disney-movies and tv shows data. For this, the Power-BI application was launched and then imported by using the ‘Get Data’ option from the home tab. The dataset contains two CSV files and so for simplicity, they were both imported separately through the option import ‘Text/CSV’. There are other ways to get data in Power-BI such as importing it from the folder that the dataset was saved in or directly from the web.

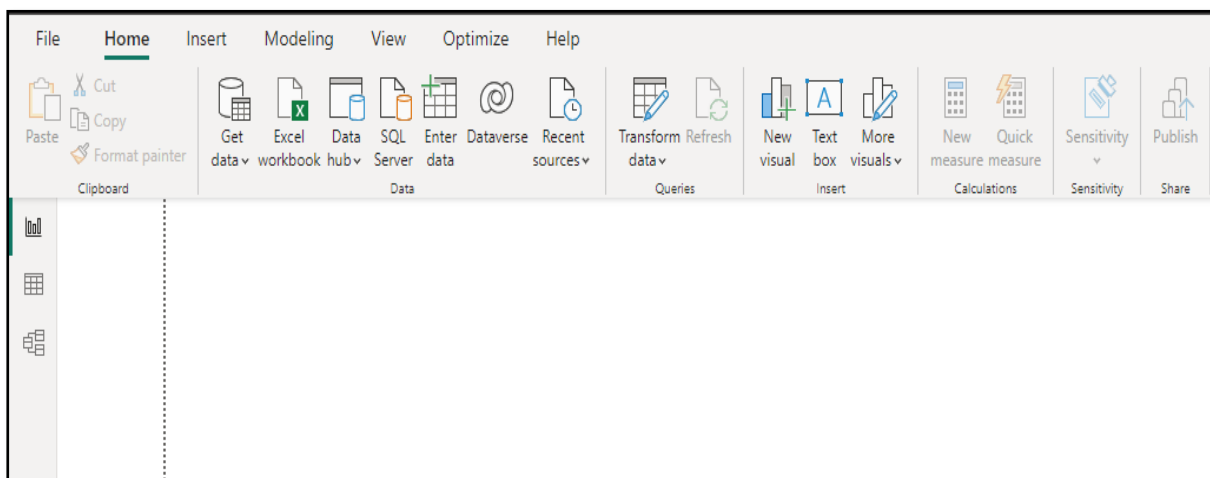


Figure-19: Data Importing Option

Data cleansing

The datasets must be cleaned in order for analysis to take place and for visualizations to be displayed with accuracy and dependability. The power query editor was accessed by pressing the transform data button on the home tab, allowing for the purification of the data. The data will be preprocessed and cleaned using the power query editor. The query editor has a number of tools for cleaning and transforming data.

The various steps for data cleansing for the Netflix Dataset are shown below:

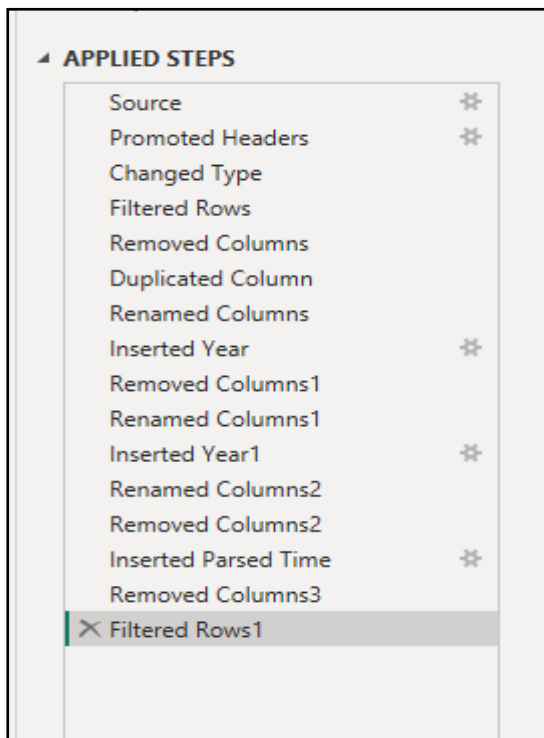


Figure-20. Data cleansing step of Netflix dataset

The various steps for data cleansing for the Amazon Prime Dataset are shown below:

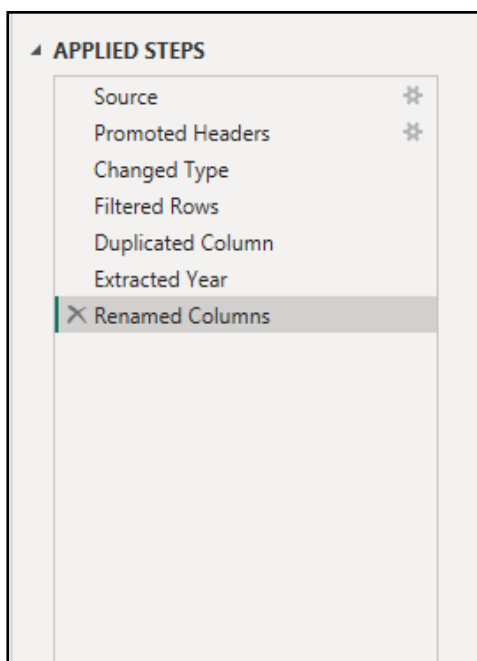


Figure-21. Data cleansing step of Amazon Prime dataset

The various steps for data cleansing for the Disney + Hotstar Dataset are shown below:

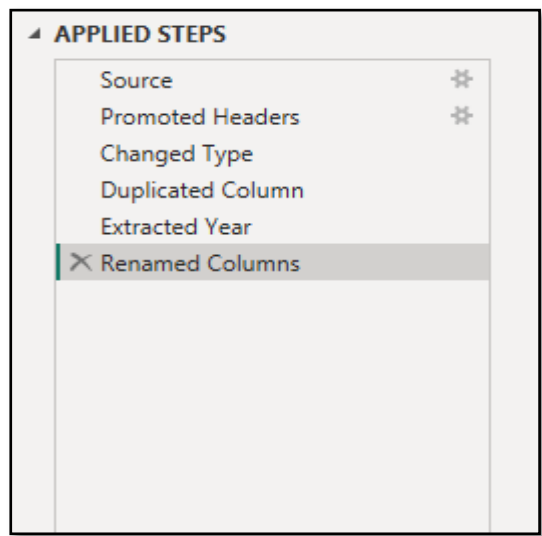


Figure-22. Data cleansing step of Disney + Hotstar dataset

Removing Null from Data Sheet

- If the datasheet has any column completely null then it can be removed from the data sheet.

= Table.TransformColumnTypes("#Promoted Headers",{"Attrition", type text}, {"Business Travel", type text}, {"CF_age band", type text}, {"CF_attrition", type text})									
Column41	Column42	Column43	Column44	Column45	Column46	Column47	Column48	Column49	Column50
1	null	null	null	null	null	null	null	null	null
2	null	null	null	null	null	null	null	null	null
3	null	null	null	null	null	null	null	null	null
4	null	null	null	null	null	p	null	null	null
5	null	null	null	null	null	null	null	null	null
6	null	null	null	null	null	null	null	null	null
7	null	null	null	null	null	null	null	null	null
8	null	null	null	null	null	null	null	null	null
9	null	null	null	null	null	null	null	null	null
10	null	null	null	null	null	null	null	null	null
11	null	null	null	null	null	null	null	null	null
12	null	null	null	null	null	null	null	null	null
13	null	null	null	null	null	null	null	null	null
14	null	null	null	null	null	null	null	null	null
15	null	null	null	null	null	null	null	null	null
16	null	null	null	null	null	null	null	null	null
17	null	null	null	null	null	null	null	null	null
18	null	null	null	null	null	null	null	null	null
19	null	null	null	null	null	null	null	null	null
20	null	null	null	null	null	null	null	null	null
21	null	null	null	null	null	null	null	null	null
22	null	null	null	null	null	null	null	null	null
23	null	null	null	null	null	null	null	null	null
24	null	null	null	null	null	null	null	null	null
25	null	null	null	null	null	null	null	null	null
26	null	null	null	null	null	null	null	null	null
27	null	null	null	null	null	null	null	null	null
28	null	null	null	null	null	null	null	null	null
29	null	null	null	null	null	null	null	null	null
30	null	null	null	null	null	null	null	null	null
31	null	null	null	null	null	null	null	null	null
32	null	null	null	null	null	null	null	null	null
33	null	null	null	null	null	null	null	null	null
34	null	null	null	null	null	null	null	null	null
35	null	null	null	null	null	null	null	null	null
36	null	null	null	null	null	null	null	null	null
37	null	null	null	null	null	null	null	null	null

Figure-23: Null Columns in Dataset

expressions: let and in which are both expressions. Let contains the definitions of all variables within the data and in contains the output of the query.

Table- DAX Command Measure Table

S. No.	Measure Name	DAX Language
1.	% movies hot	% movies hot = DIVIDE ('All Measures'[Movies Hot],'All Measures'[Shows Hotstar],0)
2.	% movies net	% movies net = DIVIDE ([Movies Net],[Shows Netflix],0)
3.	% movies prm	% movies prm = DIVIDE ([MOVIES],'All Measures'[Shows Prime],0)
4.	% series hot	% series hot = DIVIDE ('All Measures'[Series Hot],'All Measures'[Shows Hotstar],0)
5.	% series net	% series net = DIVIDE ('All Measures'[Series Net],[Shows Netflix],0)
6.	% series prm	% series prm = DIVIDE ('All Measures'[SERIES],'All Measures'[Shows Prime],0)
7.	CountryTitleCount	CountryTitleCount = COUNTROWS (FILTER ('amazon_prime_titles', 'amazon_prime_titles'[type] = "Movie"))
8.	MOVIES	MOVIES = CALCULATE ([Shows Prime],amazon_prime_titles[type] = "Movie")
9.	Movies Hot	Movies Hot = CALCULATE ([Shows Hotstar],disney_plus_titles[type] = "Movie")
10.	Movies Net	Movies Net = CALCULATE ([Shows Netflix],netflix-rotten-tomatoes-metacritic-imdb'[Series or Movie] = "Movie")

11.	Prime Movies Count	Prime Movies Count = <code>CALCULATE(COUNTROWS('amazon_prime_titles'), 'amazon_prime_titles'[type]= "Movie")</code>
12.	Prime TV Shows Count	Prime TV Shows Count = <code>CALCULATE(COUNTROWS('amazon_prime_titles'), 'amazon_prime_titles'[type] = "TV Show")</code>
13.	SERIES	<code>SERIES = CALCULATE([Shows Prime],amazon_prime_titles[type] = "TV Show")</code>
14.	Series Hot	<code>Series Hot = CALCULATE([Shows Hotstar],disney_plus_titles[type] = "TV Show")</code>
15.	Series Net	<code>Series Net = CALCULATE([Shows Netflix],netflix-rotten-tomatoes-metacritic-imdb'[Series or Movie] = "Series")</code>
16.	Shows Hotstar	<code>Shows Hotstar = DISTINCTCOUNT(disney_plus_titles[show_id])</code>
17.	Shows Netflix	<code>Shows Netflix = COUNT('netflix-rotten-tomatoes-metacritic-imdb'[Title])</code>
18.	Shows Prime	<code>Shows Prime = DISTINCTCOUNT(amazon_prime_titles[show_id])</code>

Canvas Background

In Power BI, the canvas background serves as the foundational layer upon which all visual elements are placed within a dashboard or report. It acts as the backdrop against which data visualizations and insights come to life. Adding a canvas background in Power BI is a simple yet effective way to enhance the overall aesthetics and branding of your dashboard. To incorporate a canvas background, users can navigate to the "View" tab in Power BI Desktop, select "Canvas," and choose from a range of background options such as color gradients, images, or custom visuals. This feature not only allows for personalization and theming but also contributes to a more engaging and visually appealing presentation of data, ultimately improving the overall user experience.

Button and Bookmarks

Power BI's buttons and bookmarks are your dynamic duo for crafting interactive reports. Buttons act as triggers, sending users to specific report pages or filtering visuals based on your defined actions. Think of bookmarks like saved snapshots: they capture specific states of your report, allowing users to jump back to key insights or navigate different report views with ease. Together, buttons and bookmarks create a storytelling flow, guiding users through your data and highlighting crucial points, making your reports not just informative, but truly engaging.

In order to add button, click on the 'Insert' Icon on the ribbon menu, then go to 'Button' option and there after select the option of the 'Blank'.

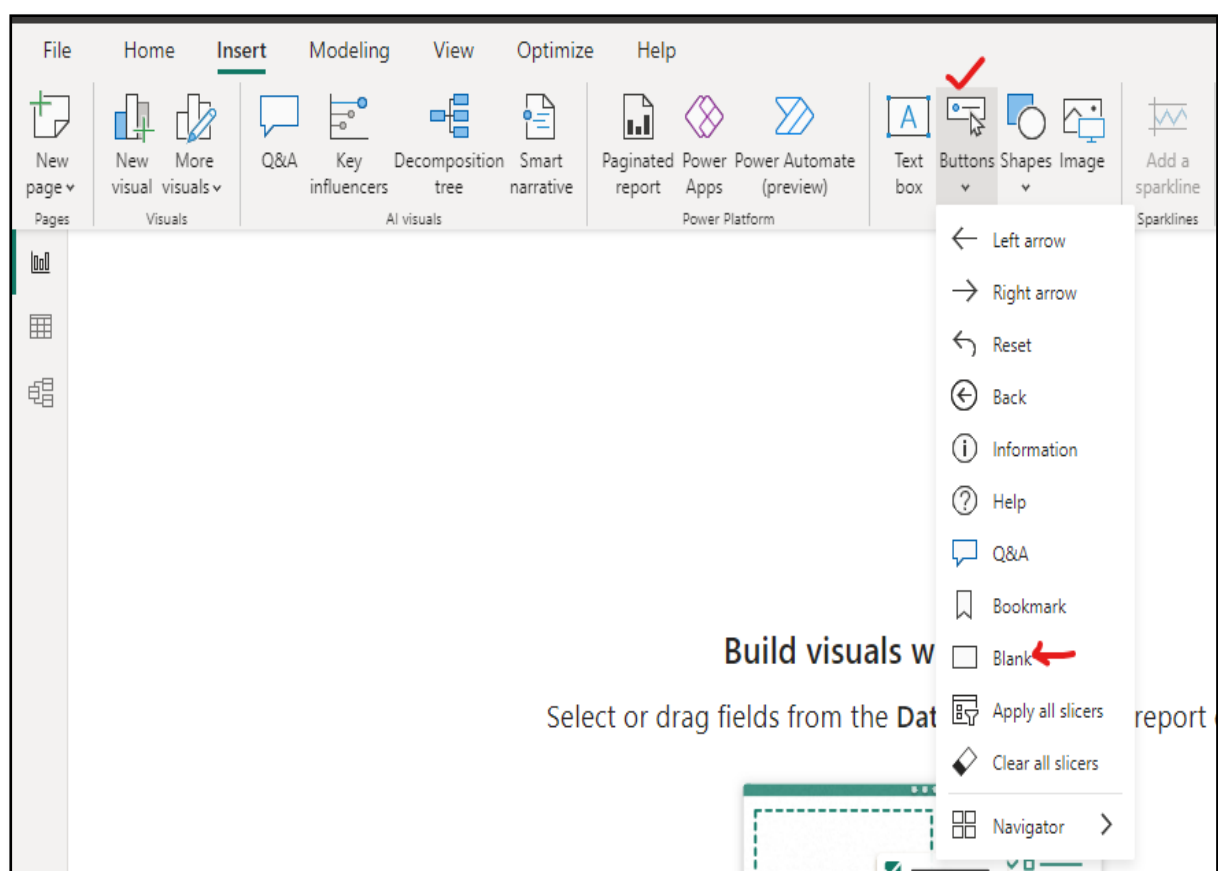


Figure-25. Button option on insert icon

Add the blank button and fill the blank button by the image or icon for the button purpose. And then after Click on 'View' option available on the ribbon menu, and click on the 'Bookmark' And 'Selection' option and add the required button to the name of the bookmark.

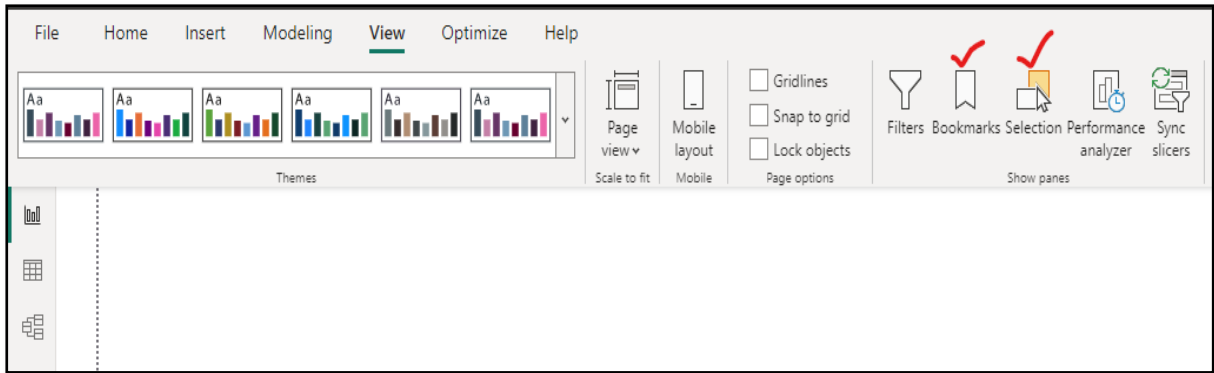


Figure-26. Bookmark and Selection option on View icon

The below image shows the icon-space-bar for the different buttons. The different buttons are 'Home', 'Page Navigator i.e. Netflix, Amazon prime and Disney + Hotstar', 'Slicer or Filter', 'Cancel Slicer'.

When we click on the slicer button, the required slicer pop-up appears and after clicking on the Cancel button the slicer disappear.

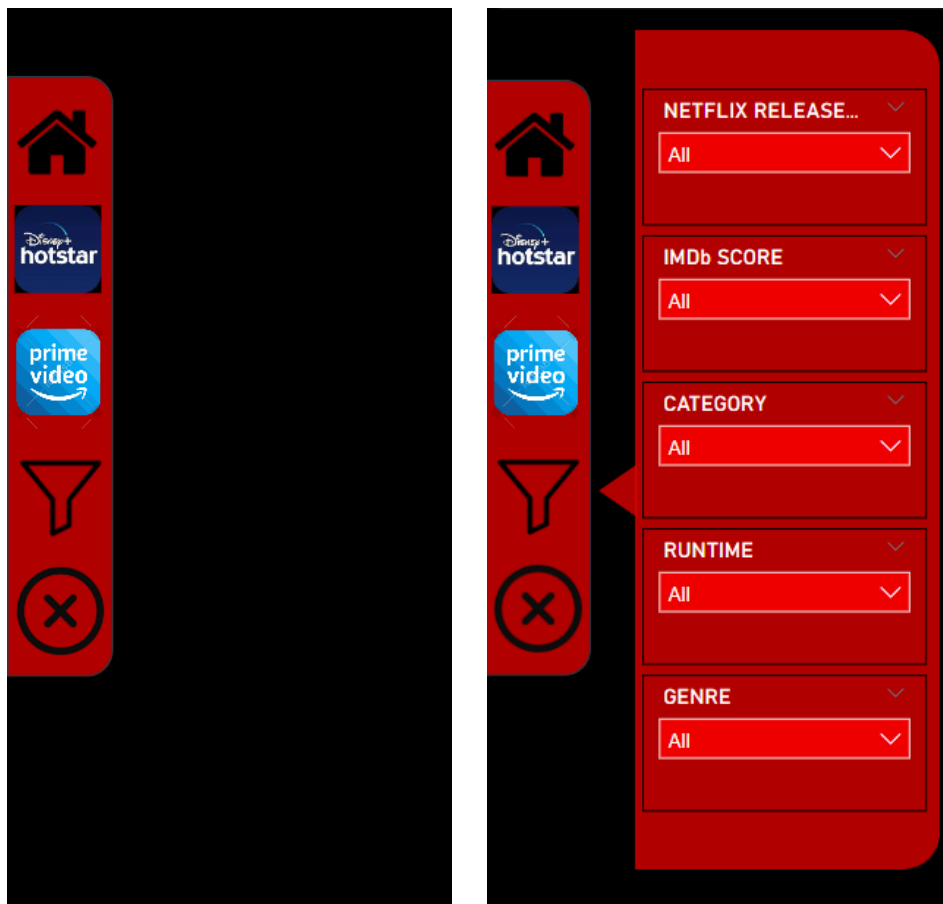


Figure-27. Slicer and cancel button on Netflix page

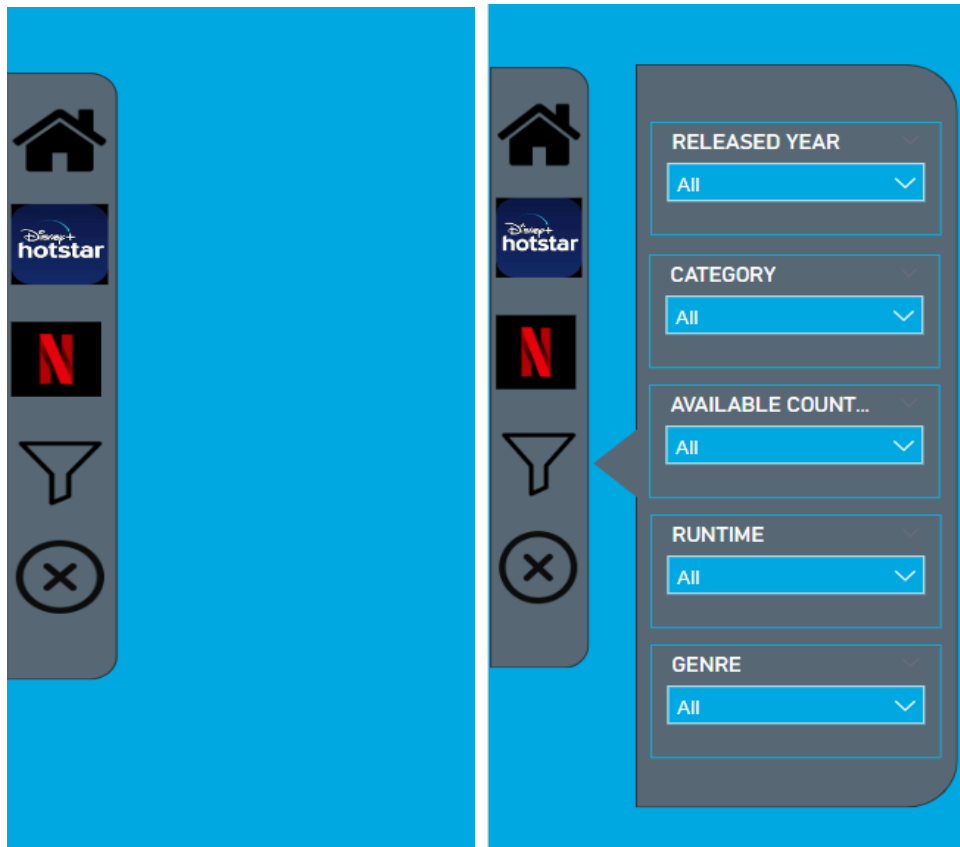


Figure-28. Slicer and cancel button on amazon prime page



Figure-29. Slicer and cancel button on Disney + Hotstar page

The below image shows the bookmark selection of the slicer options and cancel button. The various group are created to ensure the special options of the buttons.

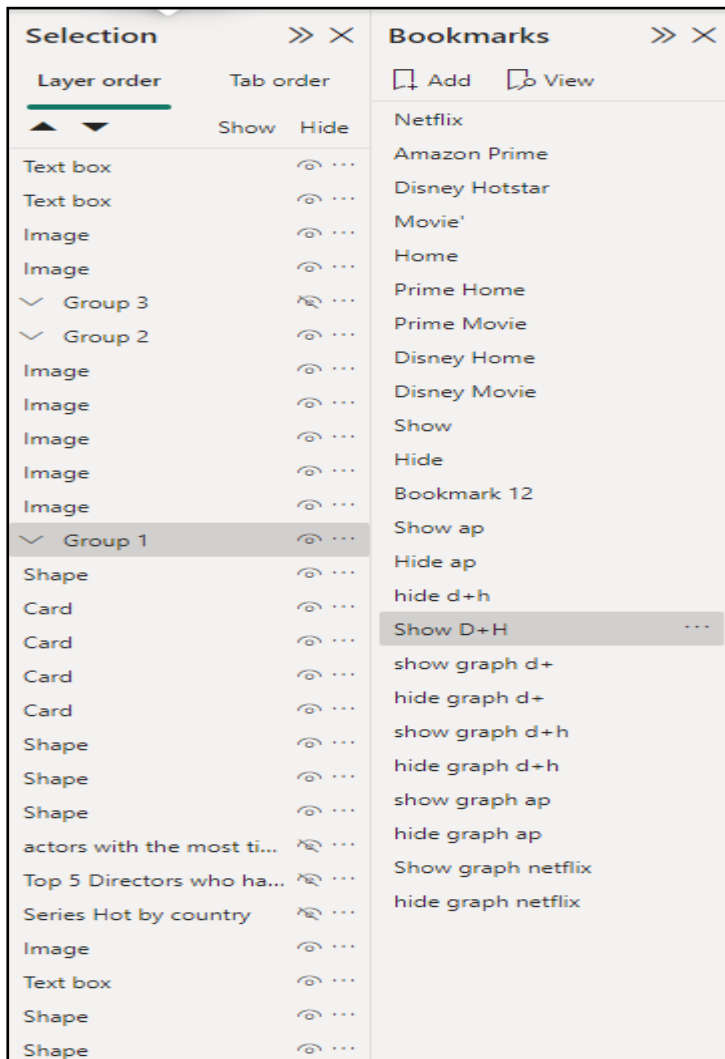


Figure-30. Bookmark and Selection format

Dashboard and Advance Features

The first screen displayed on the dataset was a home screen. The home screen makes use of different buttons which allows a user to easily navigate to the page of analysis which is required regarding the dataset. The use of buttons allows the link for the appropriate page which analyses that specific topic.



Figure-31. Home page for the dashboard

The second page of the dashboard shows the data visual representation of the Netflix OTT platform. The two buttons are given on this page to navigate through the basic graphs and the advance data features.

Netflix is a leading over-the-top (OTT) streaming platform that has revolutionized the way people consume entertainment. Launched in 2007, Netflix offers a vast library of movies, TV shows, documentaries, and original content, catering to a global audience. With a user-friendly interface and a personalized recommendation system, it has become a staple in many households, providing on-demand access to a diverse range of content anytime, anywhere. As a pioneer in the OTT space, Netflix has significantly impacted the entertainment industry, contributing to the shift away from traditional cable and satellite television towards on-demand streaming services.

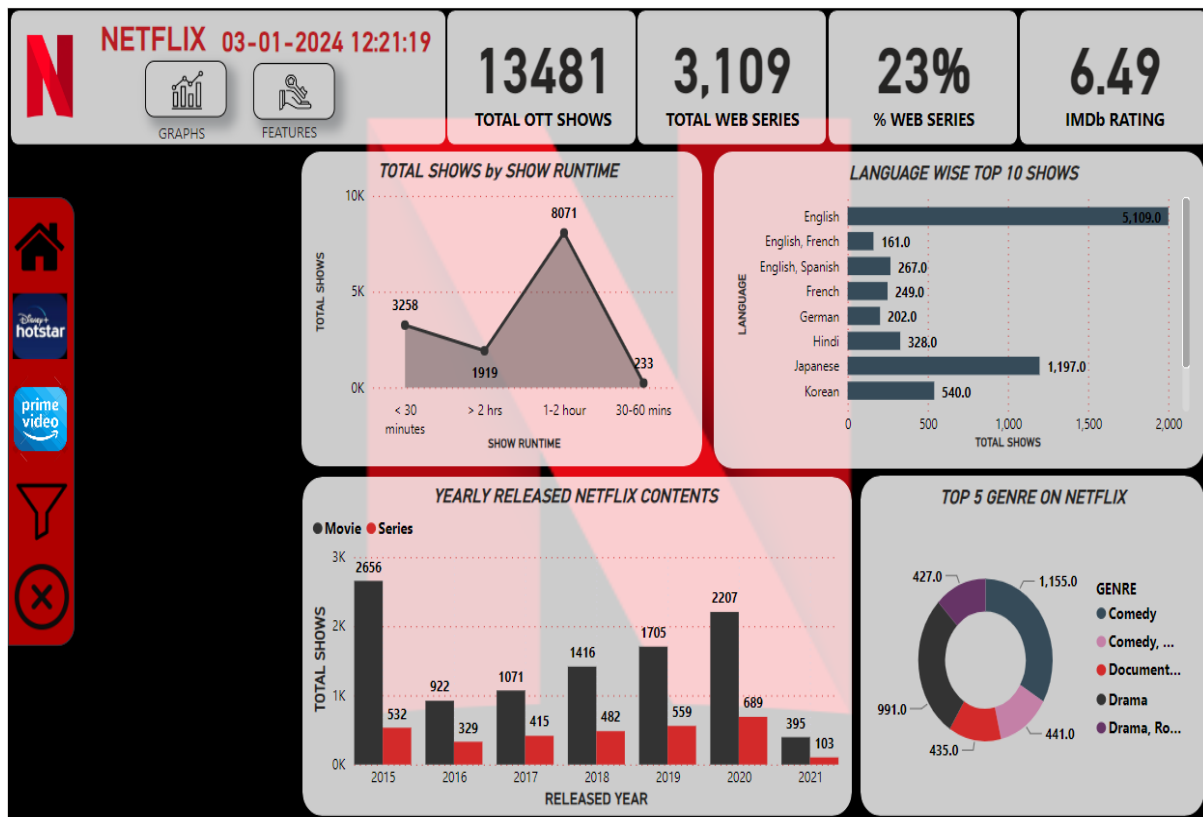


Figure-32. Basic Graph of the Netflix Dashboard

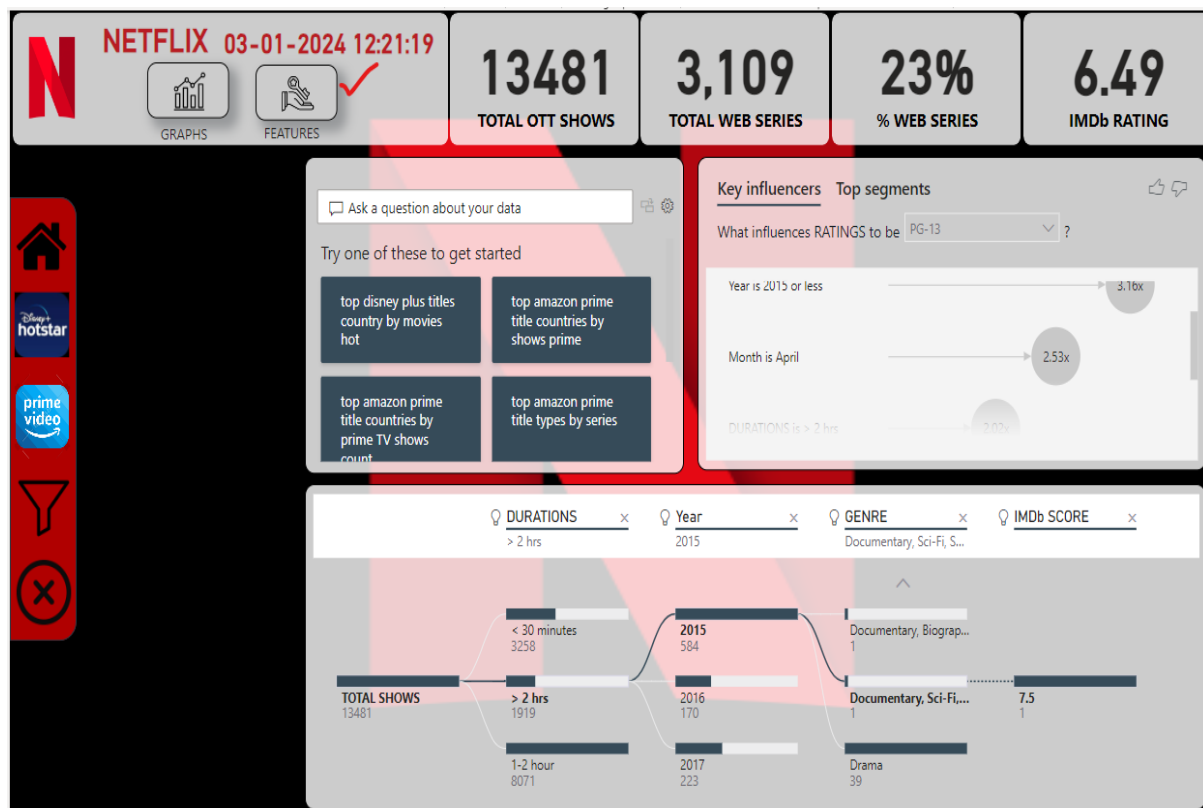


Figure-33. Advance Graph of the Netflix Dashboard

This page of the dashboard shows the data visual representation of the Amazon prime OTT platform. The two buttons are given on this page to navigate through the basic graphs and the advance data features.

Amazon Prime Video is a popular over-the-top (OTT) streaming platform offered by Amazon, providing a vast and diverse library of movies, TV shows, original content, and exclusive programming. Subscribers to Amazon Prime not only gain access to the streaming service but also benefit from additional perks such as free shipping on eligible Amazon purchases, access to e-books, and exclusive deals. The platform boasts a wide range of content spanning various genres, including critically acclaimed originals

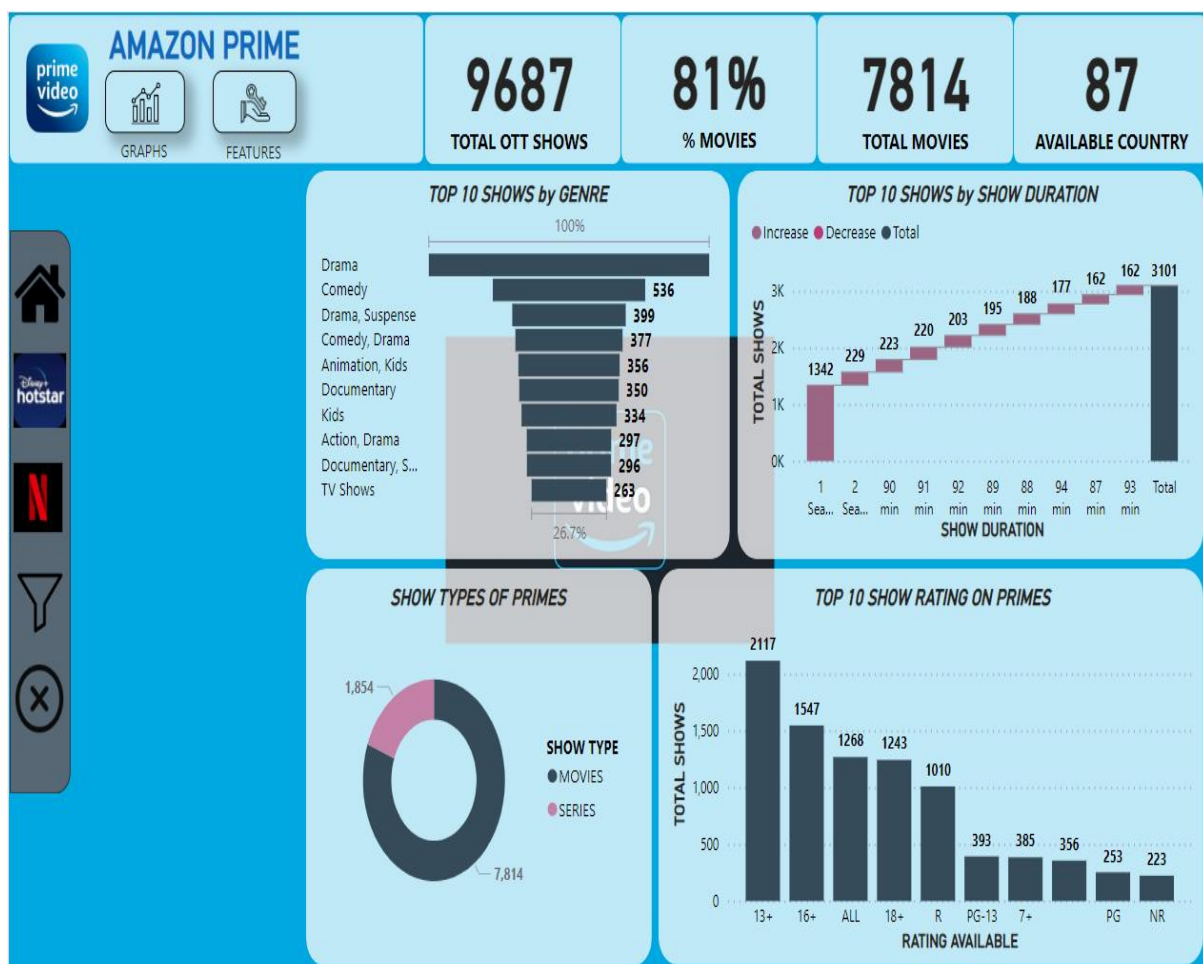


Figure-34. Basic Graph of the Amazon Prime Dashboard

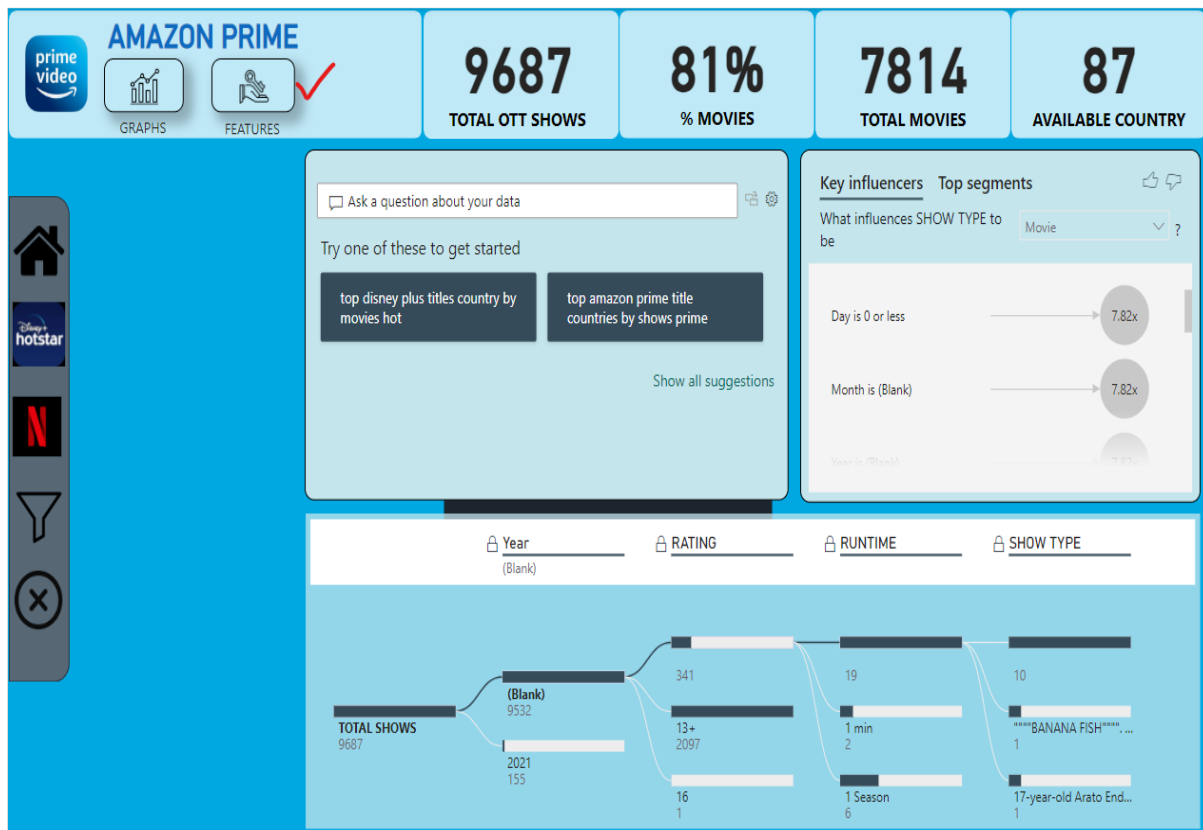


Figure-35. Advance Graph of the Amazon Prime Dashboard

The last page of the dashboard shows the data visual representation of the Disney + Hotstar OTT platform. The two buttons are given on this page to navigate through the basic graphs and the advance data features.

Disney + Hotstar is a popular over-the-top (OTT) streaming platform that combines the extensive content libraries of Disney, Pixar, Marvel, Star Wars, and National Geographic. Launched as a result of the merger between Disney-owned Hotstar and the global Disney+ service, the platform offers a diverse range of content, including movies, TV shows, original series, and lives sports. With a user-friendly interface and subscription options catering to different preferences, Disney + Hotstar has gained widespread popularity, especially in regions like India, where it has become a go-to destination for streaming a variety of entertainment content.

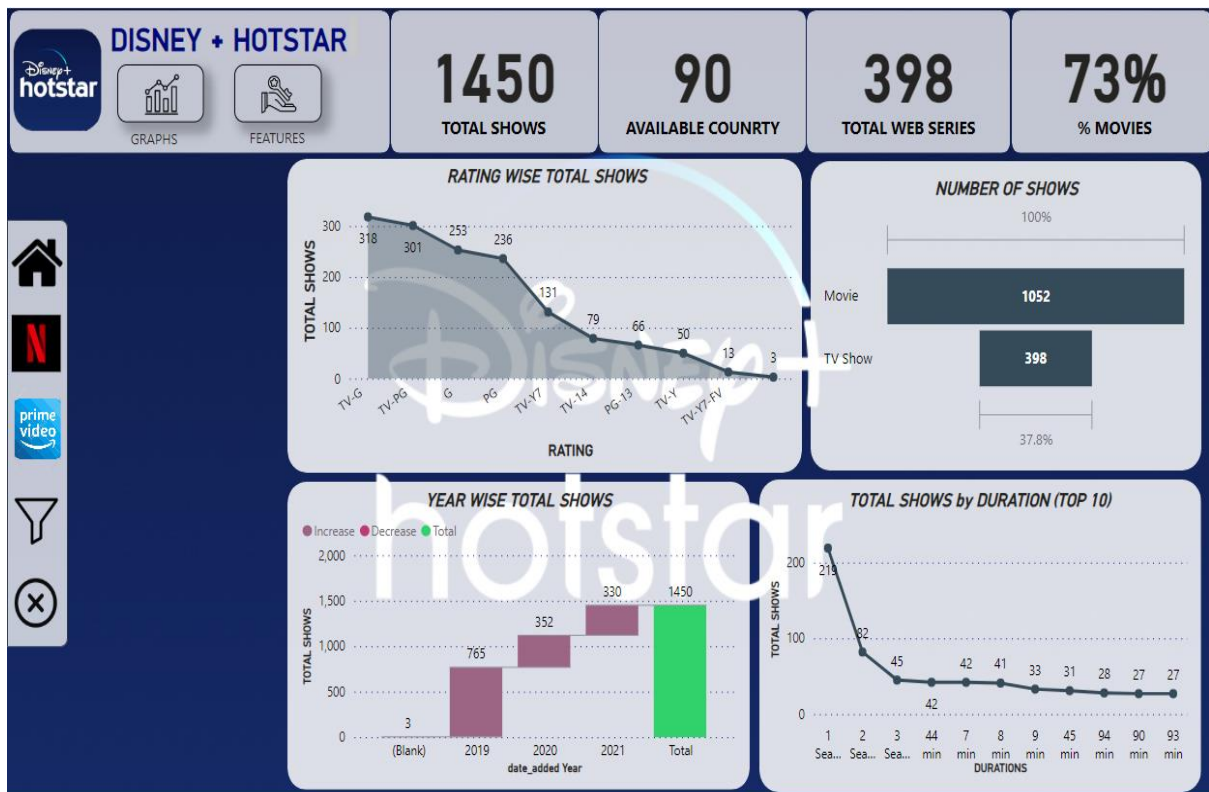


Figure-36. Basic Graph of the Disney + Hotstar Dashboard

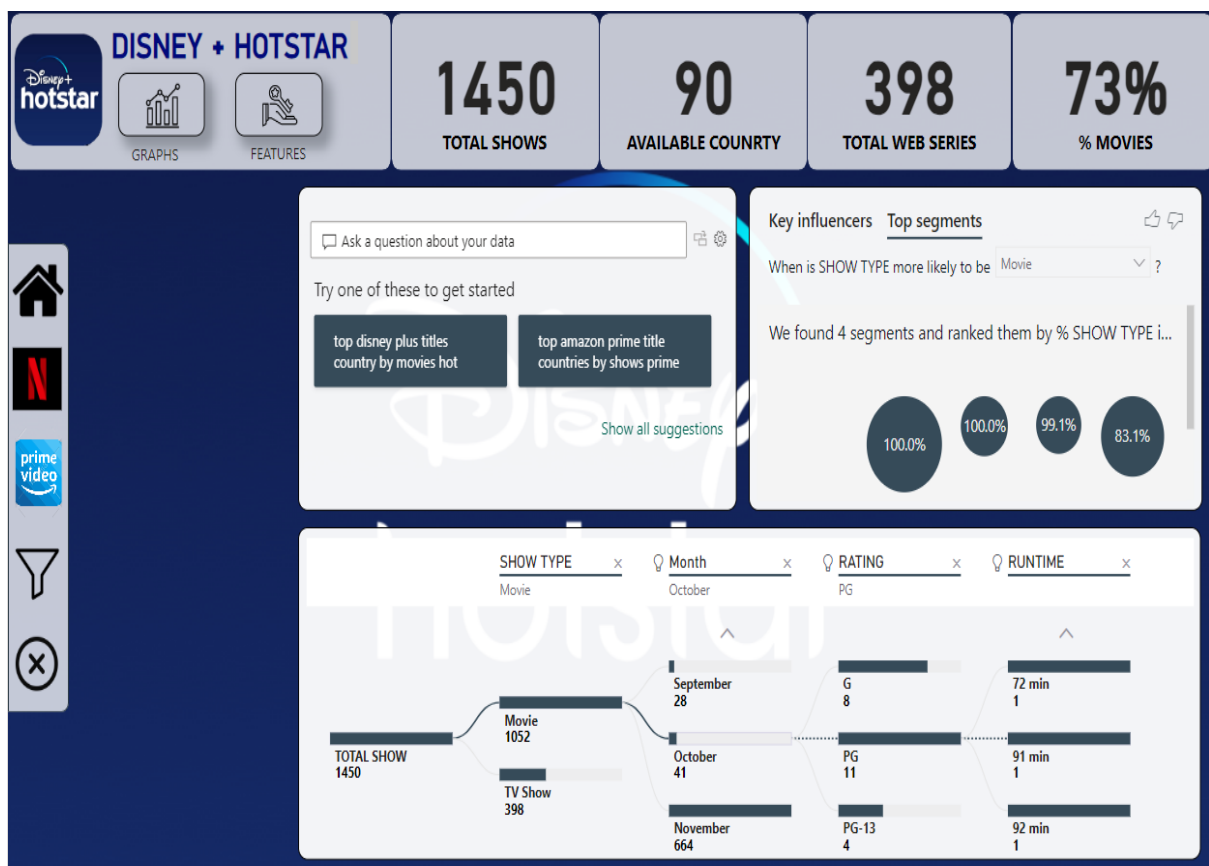


Figure-37. Advance Graph of the Disney + Hotstar Dashboard