

Online Streaming

The Research Paper is the Analysis of People's Preference Regarding Online Streaming

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Abstract:- After creating a Google form and collecting data, I have used Statistical Tools to analyse my data. The tools that I have used are Moving Average (using Least Square Method and 3 – Yearly Moving Average Method), Regression and Correlation between two variables.

➤ **Moving Average Method**

A technique used to analyse the average amount over a certain period of time.

➤ **Regression**

A technique used for estimating the relationship between a dependent and an independent variable.

➤ **Correlation**

A technique that measures two variables, understands and assess the statistical relationship between them.

The two variables I have used are Year and Amount, where Year is the X variable and Amount is the Y variable. Thus, I have analysed how consumers choice and the amount of money spend by them affects Online Streaming Service.

➤ **Objectives**

- Statistical Tools help design and analyse data appropriately.
- They help interpret data and draw conclusions from those analysis.
- They help identify trends and make an inference about the population's interest.
- It analyses data in numerical terms which makes interpretation easier.
- The end goal of the research is to provide an understandable and exhaustive conclusion to the reader.

I. INTRODUCTION

I have conducted a research on Online Streaming Service and I have collected the following data.

- The age of the user
- The Online Streaming Service that they use
- The year when they started using these services
- The amount that they spend on these services
- The frequency of their purchase
- The factors affecting their choice
- Its usability

All this information has been collected after creating a survey and receiving 541 responses.

II. DATA

AGE	STREAMING SERVICE	YEAR	AMOUNT	FREQUENCY	FACTORS	RATING
Between 15 - 30 years	Hotstar	2019	1000	2	Price	8
Between 15 - 30 years	Hotstar	2017	2000	1	Price	9
Between 15 - 30 years	Others	2016	2000	0	Price	4
Between 15 - 30 years	Netflix	2018	3000	4	Media choice	10
Between 15 - 30 years	Hotstar	2016	5000	2	Media choice	7
Between 15 - 30 years	Amazon Prime Video	2018	6000	9	Media choice	8
Between 15 - 30 years	Netflix	2016	7200	10	Others	8
Between 15 - 30 years	Netflix	2018	7000	10	Social trends	7
Between 15 - 30 years	Netflix	2019	1200	1	Media choice	10

Between 15 - 30 years	Amazon Prime Video	2019	500	1	Media choice	10
Between 15 - 30 years	Netflix	2018	2000	9	Media choice	10
Above 30 years	Amazon Prime Video	2018	1000	4	Price	9
Above 30 years	Netflix	2019	1500	4	Media choice	9
Above 30 years	Hotstar	2019	1000	3	Media choice	8
Between 15 - 30 years	Voot	2020	1500	3	Others	9
Below 15 years	Netflix	2019	2000	2	Media choice	8
Above 30 years	Hotstar	2019	1500	6	Social trends	9
Above 30 years	Others	2019	800	1	Others	7
Between 15 - 30 years	Hotstar	2019	1000	1	Media choice	7
Between 15 - 30 years	Netflix	2018	3000	3	Media choice	9
Between 15 - 30 years	Amazon Prime Video	2019	1000	7	Media choice	9
Below 15 years	Hotstar	2020	1000	1	Price	7
Between 15 - 30 years	Netflix	2018	2700	3	Media choice	10
Between 15 - 30 years	Amazon Prime Video	2019	1200	10	Social trends	9
Between 15 - 30 years	Hotstar	2019	3000	2	Media choice	8
Between 15 - 30 years	Netflix	2018	7200	8	Social trends	10
Above 30 years	Voot	2019	3000	6	Social trends	8
Between 15 - 30 years	Amazon Prime Video	2019	1500	10	Social trends	8
Between 15 - 30 years	Others	2019	4000	8	Social trends	9
Between 15 - 30 years	Netflix	2019	3600	6	Media choice	9
Above 30 years	Amazon Prime Video	2019	1200	10	Social trends	8
Between 15 - 30 years	Hotstar	2018	1500	1	Social trends	8
Above 30 years	Hotstar	2019	2000	8	Others	8
Between 15 - 30 years	Netflix	2018	1800	0	Media choice	10
Between 15 - 30 years	Netflix	2019	1000	4	Media choice	9
Between 15 - 30 years	Netflix	2017	1000	1	Social trends	9
Between 15 - 30 years	Hotstar	2019	800	1	Others	8
Between 15 - 30 years	Netflix	2018	800	6	Price	8
Between 15 - 30 years	Amazon Prime Video	2018	1000	4	Others	1
Between 15 - 30 years	Netflix	2018	2000	8	Media choice	8
Above 30 years	Hotstar	2018	500	1	Media choice	5
Between 15 - 30 years	Netflix	2019	70	1	Social trends	7
Between 15 - 30 years	Netflix	2017	6000	10	Media choice	8
Between 15 - 30 years	Netflix	2018	1000	1	Media choice	9
Between 15 - 30 years	Netflix	2018	900	9	Media choice	8
Between 15 - 30 years	Netflix	2018	2000	8	Media choice	7
Between 15 - 30 years	Netflix	2019	200	10	Others	9
Between 15 - 30 years	Amazon Prime Video	2019	1000	1	Media choice	8
Between 15 - 30 years	Voot	2017	900	0	Others	6
Above 30 years	Amazon Prime Video	2018	1000	1	Price	7
Between 15 - 30 years	Netflix	2017	900	0	Social trends	8
Between 15 - 30 years	Netflix	2018	1000	2	Media choice	8
Between 15 - 30 years	Netflix	2019	600	10	Social trends	8
Between 15 - 30 years	Netflix	2019	10000	1	Media choice	8
Between 15 - 30 years	Amazon Prime Video	2017	1000	2	Media choice	7
Between 15 - 30 years	Amazon Prime Video	2018	500	2	Price	8
Between 15 - 30 years	Amazon Prime Video	2018	1000	1	Price	6
Above 30 years	Amazon Prime Video	2016	5000	8	Social trends	10
Between 15 - 30 years	Voot	2018	200	1	Media choice	10
Between 15 - 30 years	Hotstar	2018	1000	2	Media choice	9

Between 15 - 30 years	Netflix	2018	2000	0	Media choice	9
Between 15 - 30 years	Netflix	2018	800	6	Media choice	7
Above 30 years	Hotstar	2017	500	4	Media choice	10
Below 15 years	Hotstar	2019	1000	8	Media choice	7
Between 15 - 30 years	Others	2018	990	0	Others	5
Between 15 - 30 years	Netflix	2016	600	6	Media choice	7
Between 15 - 30 years	Amazon Prime Video	2018	1200	9	Price	9
Between 15 - 30 years	Hotstar	2016	300	6	Price	8
Between 15 - 30 years	Netflix	2018	1000	2	Media choice	8
Between 15 - 30 years	Netflix	2018	2000	1	Media choice	8
Between 15 - 30 years	Netflix	2018	500	2	Social trends	10
Between 15 - 30 years	Amazon Prime Video	2018	3000	1	Media choice	10
Between 15 - 30 years	Netflix	2018	2000	1	Social trends	7
Between 15 - 30 years	Amazon Prime Video	2017	300	1	Media choice	10
Above 30 years	Hotstar	2017	500	2	Social trends	10
Between 15 - 30 years	Netflix	2018	990	1	Social trends	6
Above 30 years	Voot	2019	900	1	Price	8
Above 30 years	Others	2020	300	0	Others	3
Between 15 - 30 years	Netflix	2018	6000	10	Others	7
Between 15 - 30 years	Netflix	2016	5000	1	Price	1
Between 15 - 30 years	Voot	2018	900	0	Media choice	8
Between 15 - 30 years	Amazon Prime Video	2018	12000	7	Price	10
Between 15 - 30 years	Netflix	2019	1200	8	Others	10
Between 15 - 30 years	Hotstar	2019	900	3	Price	5
Between 15 - 30 years	Voot	2019	1200	3	Media choice	4
Above 30 years	Others	2019	700	1	Social trends	6
Between 15 - 30 years	Netflix	2018	500	7	Social trends	6
Above 30 years	Hotstar	2019	300	4	Price	9
Below 15 years	Netflix	2019	900	5	Media choice	7
Between 15 - 30 years	Hotstar	2020	3000	4	Social trends	4
Between 15 - 30 years	Hotstar	2018	3000	5	Social trends	9
Between 15 - 30 years	Others	2016	1000	5	Media choice	9
Above 30 years	Amazon Prime Video	2020	400	2	Social trends	9
Below 15 years	Netflix	2020	400	1	Media choice	10
Above 30 years	Netflix	2016	900	7	Social trends	10
Between 15 - 30 years	Hotstar	2017	2000	3	Media choice	5
Between 15 - 30 years	Amazon Prime Video	2019	1500	1	Social trends	9
Between 15 - 30 years	Hotstar	2019	900	0	Media choice	7
Between 15 - 30 years	Amazon Prime Video	2016	300	9	Social trends	9
Between 15 - 30 years	Hotstar	2018	600	2	Others	7
Between 15 - 30 years	Amazon Prime Video	2018	1000	2	Media choice	5
Between 15 - 30 years	Hotstar	2017	990	1	Others	5
Between 15 - 30 years	Others	2017	1500	0	Others	7
Between 15 - 30 years	Others	2018	2000	0	Others	6
Between 15 - 30 years	Amazon Prime Video	2019	3000	0	Others	10
Between 15 - 30 years	Netflix	2019	2000	1	Media choice	9
Between 15 - 30 years	Others	2016	990	0	Price	8
Between 15 - 30 years	Amazon Prime Video	2018	1200	0	Price	8
Between 15 - 30 years	Netflix	2018	2000	3	Price	1
Between 15 - 30 years	Amazon Prime Video	2018	1000	1	Media choice	3
Between 15 - 30 years	Hotstar	2018	500	1	Media choice	2

Between 15 - 30 years	Hotstar	2018	2000	2	Price	1
Between 15 - 30 years	Netflix	2018	1500	1	Media choice	1
Above 30 years	Voot	2018	1200	3	Social trends	3
Below 15 years	Voot	2018	500	1	Others	2
Above 30 years	Amazon Prime Video	2018	4000	5	Media choice	3
Above 30 years	Amazon Prime Video	2019	500	4	Media choice	2
Below 15 years	Hotstar	2018	900	0	Price	7
Between 15 - 30 years	Netflix	2019	1200	1	Media choice	8
Between 15 - 30 years	Netflix	2019	1800	10	Social trends	9
Between 15 - 30 years	Netflix	2019	1000	1	Price	8
Between 15 - 30 years	Netflix	2019	1000	4	Social trends	7
Between 15 - 30 years	Others	2017	900	0	Social trends	8
Between 15 - 30 years	Netflix	2018	5000	7	Social trends	9
Above 30 years	Hotstar	2019	1000	3	Social trends	8
Above 30 years	Voot	2019	2000	2	Media choice	8
Between 15 - 30 years	Netflix	2018	800	10	Social trends	9
Between 15 - 30 years	Netflix	2017	6000	10	Social trends	7
Between 15 - 30 years	Amazon Prime Video	2017	800	1	Others	5
Between 15 - 30 years	Netflix	2019	1000	0	Price	8
Between 15 - 30 years	Netflix	2017	999	1	Price	10
Between 15 - 30 years	Netflix	2019	2400	10	Others	7
Between 15 - 30 years	Others	2020	900	9	Media choice	10
Between 15 - 30 years	Netflix	2019	2000	4	Social trends	9
Between 15 - 30 years	Netflix	2019	6000	5	Social trends	5
Above 30 years	Amazon Prime Video	2018	3000	6	Others	7
Above 30 years	Hotstar	2018	2500	4	Price	8
Above 30 years	Hotstar	2018	1000	6	Price	8
Between 15 - 30 years	Netflix	2018	900	1	Media choice	8
Between 15 - 30 years	Netflix	2018	2000	4	Media choice	7
Above 30 years	Amazon Prime Video	2017	300	4	Media choice	7
Above 30 years	Netflix	2016	400	6	Price	4
Below 15 years	Hotstar	2020	400	3	Social trends	4
Above 30 years	Netflix	2016	400	4	Others	3
Above 30 years	Others	2018	100	2	Social trends	1
Between 15 - 30 years	Voot	2019	300	4	Media choice	3
Above 30 years	Amazon Prime Video	2019	390	6	Others	2
Above 30 years	Amazon Prime Video	2017	450	6	Others	8
Above 30 years	Others	2016	650	2	Others	9
Above 30 years	Voot	2019	200	5	Social trends	7
Between 15 - 30 years	Others	2018	1000	4	Price	9
Between 15 - 30 years	Hotstar	2016	1800	0	Others	0
Between 15 - 30 years	Others	2020	19000	0	Others	7
Between 15 - 30 years	Netflix	2018	7000	1	Media choice	9
Between 15 - 30 years	Netflix	2018	890	0	Social trends	10
Above 30 years	Hotstar	2018	1000	10	Media choice	9
Between 15 - 30 years	Netflix	2020	1200	8	Social trends	8
Between 15 - 30 years	Hotstar	2018	3000	8	Media choice	8
Between 15 - 30 years	Netflix	2016	1000	2	Price	1
Above 30 years	Amazon Prime Video	2018	600	2	Social trends	2
Below 15 years	Amazon Prime Video	2019	500	1	Media choice	1
Between 15 - 30 years	Netflix	2019	400	2	Price	5

Above 30 years	Hotstar	2018	900	8	Social trends	10
Below 15 years	Netflix	2016	1300	10	Social trends	10
Above 30 years	Others	2020	1500	10	Others	7
Between 15 - 30 years	Amazon Prime Video	2017	1000	1	Media choice	8
Between 15 - 30 years	Voot	2019	500	2	Media choice	1
Below 15 years	Others	2020	500	2	Social trends	1
Above 30 years	Amazon Prime Video	2019	1000	2	Social trends	2
Between 15 - 30 years	Amazon Prime Video	2018	500	1	Media choice	9
Above 30 years	Netflix	2018	1200	2	Social trends	6
Between 15 - 30 years	Hotstar	2018	1500	4	Media choice	5
Below 15 years	Netflix	2019	500	1	Price	1
Between 15 - 30 years	Netflix	2019	1000	3	Media choice	3
Above 30 years	Netflix	2017	2000	4	Social trends	2
Between 15 - 30 years	Hotstar	2019	500	1	Others	4
Between 15 - 30 years	Amazon Prime Video	2018	1000	2	Social trends	6
Above 30 years	Voot	2020	500	3	Social trends	2
Above 30 years	Netflix	2018	2000	3	Media choice	7
Between 15 - 30 years	Hotstar	2017	500	1	Media choice	3
Above 30 years	Netflix	2017	2500	4	Price	9
Between 15 - 30 years	Hotstar	2018	1200	3	Price	5
Between 15 - 30 years	Netflix	2020	1000	7	Media choice	7
Above 30 years	Hotstar	2017	1000	10	Price	10
Below 15 years	Others	2020	500	5	Social trends	8
Between 15 - 30 years	Voot	2018	590	5	Others	10
Below 15 years	Hotstar	2018	1200	8	Others	1
Above 30 years	Others	2020	2100	1	Others	6
Between 15 - 30 years	Others	2020	1200	2	Others	3
Above 30 years	Hotstar	2018	900	9	Social trends	7
Between 15 - 30 years	Voot	2019	1200	8	Social trends	10
Above 30 years	Voot	2020	900	0	Others	7
Above 30 years	Hotstar	2018	1900	8	Social trends	6
Between 15 - 30 years	Hotstar	2017	900	9	Social trends	10
Between 15 - 30 years	Voot	2017	3000	8	Social trends	10
Above 30 years	Netflix	2019	900	5	Social trends	2
Below 15 years	Hotstar	2016	1600	4	Media choice	1
Between 15 - 30 years	Amazon Prime Video	2016	1600	3	Social trends	8
Between 15 - 30 years	Amazon Prime Video	2018	1400	7	Others	7
Above 30 years	Hotstar	2018	1500	7	Social trends	8
Below 15 years	Hotstar	2016	2500	5	Media choice	8
Between 15 - 30 years	Voot	2018	710	8	Others	7
Between 15 - 30 years	Netflix	2016	500	1	Media choice	1
Between 15 - 30 years	Amazon Prime Video	2017	1000	1	Media choice	1
Above 30 years	Hotstar	2018	2000	2	Social trends	3
Between 15 - 30 years	Hotstar	2017	500	3	Media choice	3
Above 30 years	Amazon Prime Video	2018	500	3	Media choice	4
Between 15 - 30 years	Hotstar	2018	1000	4	Media choice	5
Above 30 years	Hotstar	2018	2000	2	Price	4
Above 30 years	Hotstar	2017	2500	6	Media choice	5
Between 15 - 30 years	Amazon Prime Video	2018	500	7	Social trends	4
Above 30 years	Hotstar	2018	1000	4	Media choice	5
Between 15 - 30 years	Voot	2018	500	5	Social trends	6

Between 15 - 30 years	Hotstar	2018	1000	3	Media choice	4
Between 15 - 30 years	Netflix	2017	800	6	Media choice	5
Above 30 years	Amazon Prime Video	2018	600	6	Media choice	4
Above 30 years	Voot	2019	500	3	Social trends	5
Above 30 years	Others	2019	500	1	Price	1
Below 15 years	Amazon Prime Video	2018	500	2	Price	3
Above 30 years	Voot	2018	1000	2	Media choice	2
Above 30 years	Amazon Prime Video	2017	2000	3	Media choice	5
Above 30 years	Hotstar	2018	500	1	Price	2
Above 30 years	Amazon Prime Video	2018	500	2	Media choice	1
Between 15 - 30 years	Amazon Prime Video	2018	600	2	Media choice	2
Between 15 - 30 years	Amazon Prime Video	2019	1000	6	Social trends	9
Above 30 years	Voot	2019	1000	5	Others	9
Between 15 - 30 years	Hotstar	2019	1200	8	Price	7
Between 15 - 30 years	Hotstar	2019	2000	8	Media choice	9
Above 30 years	Others	2020	1000	8	Social trends	9
Between 15 - 30 years	Hotstar	2018	1800	7	Price	9
Below 15 years	Netflix	2018	999	8	Media choice	10
Between 15 - 30 years	Hotstar	2018	899	4	Social trends	10
Below 15 years	Amazon Prime Video	2020	500	1	Price	3
Above 30 years	Hotstar	2019	3000	6	Media choice	6
Between 15 - 30 years	Voot	2019	3000	6	Media choice	6
Below 15 years	Hotstar	2018	2000	3	Price	8
Between 15 - 30 years	Hotstar	2019	700	4	Price	6
Above 30 years	Amazon Prime Video	2016	700	7	Price	6
Between 15 - 30 years	Netflix	2016	1200	10	Social trends	5
Between 15 - 30 years	Netflix	2018	220	10	Social trends	3
Between 15 - 30 years	Amazon Prime Video	2018	180	8	Media choice	9
Below 15 years	Amazon Prime Video	2018	899	2	Social trends	4
Between 15 - 30 years	Amazon Prime Video	2017	1000	4	Social trends	9
Between 15 - 30 years	Amazon Prime Video	2017	1000	4	Social trends	9
Below 15 years	Voot	2020	2000	7	Media choice	7
Between 15 - 30 years	Amazon Prime Video	2018	1200	10	Media choice	7
Below 15 years	Amazon Prime Video	2019	999	5	Media choice	6
Below 15 years	Netflix	2017	1000	9	Social trends	8
Between 15 - 30 years	Amazon Prime Video	2016	1000	9	Media choice	2
Between 15 - 30 years	Voot	2019	999	6	Social trends	8
Below 15 years	Amazon Prime Video	2018	560	7	Others	7
Between 15 - 30 years	Voot	2019	990	9	Media choice	10
Below 15 years	Hotstar	2018	1200	9	Others	7
Above 30 years	Others	2020	990	7	Social trends	6
Below 15 years	Amazon Prime Video	2017	770	10	Media choice	6
Between 15 - 30 years	Netflix	2020	300	10	Media choice	4
Below 15 years	Voot	2016	550	9	Media choice	8
Below 15 years	Hotstar	2019	550	9	Social trends	4
Below 15 years	Amazon Prime Video	2016	220	4	Media choice	9
Between 15 - 30 years	Others	2019	520	6	Media choice	9
Above 30 years	Hotstar	2018	1200	10	Media choice	7
Between 15 - 30 years	Netflix	2016	2300	9	Social trends	8
Between 15 - 30 years	Voot	2019	1200	6	Others	9
Above 30 years	Others	2019	1100	8	Others	10

Between 15 - 30 years	Netflix	2016	1200	7	Social trends	10
Below 15 years	Netflix	2017	1500	6	Social trends	10
Between 15 - 30 years	Voot	2018	1500	6	Price	7
Above 30 years	Hotstar	2018	900	7	Media choice	7
Below 15 years	Hotstar	2016	900	6	Media choice	10
Between 15 - 30 years	Amazon Prime Video	2016	1000	10	Social trends	9
Between 15 - 30 years	Voot	2018	1000	6	Social trends	10
Between 15 - 30 years	Netflix	2017	1000	5	Media choice	10
Below 15 years	Netflix	2019	1000	8	Media choice	10
Between 15 - 30 years	Hotstar	2018	2000	5	Social trends	10
Above 30 years	Voot	2017	2000	7	Media choice	6
Below 15 years	Hotstar	2016	1200	7	Others	6
Below 15 years	Hotstar	2017	1300	6	Others	8
Between 15 - 30 years	Voot	2018	1400	7	Others	10
Below 15 years	Netflix	2016	1900	7	Others	10
Above 30 years	Hotstar	2017	1000	7	Others	10
Below 15 years	Voot	2018	2000	9	Others	10
Between 15 - 30 years	Hotstar	2018	1200	6	Social trends	8
Above 30 years	Netflix	2016	800	8	Social trends	10
Between 15 - 30 years	Hotstar	2018	900	7	Others	10
Below 15 years	Voot	2017	1000	8	Others	7
Above 30 years	Others	2018	1200	10	Social trends	10
Above 30 years	Voot	2017	1220	10	Social trends	8
Between 15 - 30 years	Netflix	2016	1600	8	Others	9
Between 15 - 30 years	Voot	2018	1400	7	Social trends	9
Between 15 - 30 years	Amazon Prime Video	2017	1200	9	Price	9
Above 30 years	Voot	2018	1500	10	Social trends	8
Between 15 - 30 years	Voot	2018	1500	8	Social trends	8
Below 15 years	Netflix	2019	2500	8	Others	7
Above 30 years	Others	2018	2500	8	Social trends	8
Between 15 - 30 years	Hotstar	2018	1300	8	Social trends	8
Above 30 years	Voot	2018	3000	8	Social trends	8
Above 30 years	Hotstar	2018	3000	8	Media choice	7
Between 15 - 30 years	Others	2020	1100	8	Others	9
Between 15 - 30 years	Hotstar	2020	1400	8	Media choice	9
Between 15 - 30 years	Voot	2019	1600	7	Social trends	9
Below 15 years	Hotstar	2018	1800	8	Social trends	9
Between 15 - 30 years	Voot	2018	2000	8	Social trends	8
Between 15 - 30 years	Amazon Prime Video	2018	3000	7	Social trends	7
Above 30 years	Voot	2019	2000	8	Social trends	9
Between 15 - 30 years	Hotstar	2019	900	10	Media choice	8
Above 30 years	Others	2020	1100	1	Others	10
Between 15 - 30 years	Hotstar	2018	1600	8	Social trends	8
Below 15 years	Hotstar	2016	2189	8	Social trends	8
Above 30 years	Others	2020	1100	8	Social trends	7
Above 30 years	Others	2020	1200	10	Others	9
Above 30 years	Others	2020	3499	8	Others	8
Above 30 years	Others	2020	1200	0	Others	9
Below 15 years	Netflix	2018	1000	3	Price	8
Between 15 - 30 years	Hotstar	2017	1200	6	Social trends	8
Above 30 years	Others	2019	1400	6	Social trends	9

Between 15 - 30 years	Amazon Prime Video	2017	1700	8	Media choice	8
Above 30 years	Hotstar	2017	1200	5	Social trends	9
Below 15 years	Amazon Prime Video	2017	1100	8	Social trends	8
Below 15 years	Amazon Prime Video	2017	990	5	Media choice	8
Between 15 - 30 years	Netflix	2017	1200	4	Social trends	9
Above 30 years	Hotstar	2020	1300	7	Social trends	8
Between 15 - 30 years	Amazon Prime Video	2017	1200	8	Others	7
Above 30 years	Amazon Prime Video	2018	900	8	Media choice	9
Below 15 years	Amazon Prime Video	2017	1500	8	Price	8
Between 15 - 30 years	Voot	2020	1550	9	Others	8
Above 30 years	Voot	2017	1560	9	Price	5
Between 15 - 30 years	Hotstar	2017	1600	7	Social trends	7
Between 15 - 30 years	Hotstar	2017	1300	8	Social trends	9
Below 15 years	Amazon Prime Video	2016	1200	8	Media choice	9
Between 15 - 30 years	Voot	2020	1700	7	Price	4
Between 15 - 30 years	Netflix	2018	2000	7	Social trends	6
Between 15 - 30 years	Voot	2018	900	8	Social trends	7
Between 15 - 30 years	Hotstar	2019	940	9	Price	6
Below 15 years	Amazon Prime Video	2018	880	7	Media choice	8
Between 15 - 30 years	Amazon Prime Video	2017	660	5	Social trends	6
Above 30 years	Others	2019	400	7	Others	8
Below 15 years	Voot	2017	210	3	Media choice	5
Below 15 years	Hotstar	2017	650	7	Social trends	4
Between 15 - 30 years	Hotstar	2017	450	10	Social trends	5
Above 30 years	Hotstar	2017	329	8	Media choice	4
Between 15 - 30 years	Hotstar	2018	300	5	Social trends	10
Above 30 years	Amazon Prime Video	2017	329	9	Media choice	7
Between 15 - 30 years	Amazon Prime Video	2019	680	7	Price	8
Between 15 - 30 years	Netflix	2020	2000	9	Social trends	7
Between 15 - 30 years	Hotstar	2018	1600	9	Social trends	9
Between 15 - 30 years	Amazon Prime Video	2018	3000	10	Others	10
Between 15 - 30 years	Amazon Prime Video	2018	1400	10	Others	7
Between 15 - 30 years	Amazon Prime Video	2018	1000	7	Others	10
Above 30 years	Amazon Prime Video	2019	2000	10	Social trends	8
Above 30 years	Voot	2018	3000	10	Others	9
Above 30 years	Others	2019	1000	9	Social trends	8
Below 15 years	Voot	2019	1000	9	Social trends	8
Between 15 - 30 years	Hotstar	2020	1800	10	Social trends	9
Above 30 years	Voot	2018	1700	9	Media choice	9
Above 30 years	Others	2020	2000	9	Social trends	9
Above 30 years	Voot	2019	3000	9	Others	9
Below 15 years	Voot	2018	2500	9	Social trends	9
Above 30 years	Hotstar	2019	2600	9	Others	9
Above 30 years	Netflix	2018	2600	8	Media choice	9
Between 15 - 30 years	Hotstar	2018	1800	9	Media choice	9
Between 15 - 30 years	Hotstar	2018	1600	9	Social trends	9
Above 30 years	Voot	2017	3000	9	Others	9
Above 30 years	Hotstar	2017	1700	8	Social trends	9
Above 30 years	Hotstar	2019	3100	10	Media choice	10
Below 15 years	Hotstar	2016	1000	9	Media choice	9
Above 30 years	Amazon Prime Video	2017	1800	9	Others	9

Above 30 years	Hotstar	2019	3000	9	Media choice	9
Between 15 - 30 years	Amazon Prime Video	2019	1700	9	Others	9
Above 30 years	Amazon Prime Video	2019	2500	9	Others	9
Below 15 years	Amazon Prime Video	2018	2800	8	Social trends	8
Between 15 - 30 years	Amazon Prime Video	2018	2000	8	Others	10
Between 15 - 30 years	Netflix	2019	2300	9	Media choice	8
Above 30 years	Amazon Prime Video	2019	2990	10	Others	9
Below 15 years	Netflix	2017	500	1	Media choice	1
Above 30 years	Voot	2020	1000	1	Media choice	2
Between 15 - 30 years	Amazon Prime Video	2018	2000	4	Price	1
Above 30 years	Voot	2017	1000	2	Others	1
Between 15 - 30 years	Hotstar	2018	2000	3	Media choice	2
Between 15 - 30 years	Voot	2020	200	2	Social trends	1
Between 15 - 30 years	Hotstar	2018	500	2	Media choice	2
Between 15 - 30 years	Netflix	2018	800	1	Media choice	10
Above 30 years	Hotstar	2018	400	3	Social trends	7
Between 15 - 30 years	Netflix	2018	200	10	Social trends	10
Between 15 - 30 years	Amazon Prime Video	2017	1000	1	Media choice	8
Between 15 - 30 years	Amazon Prime Video	2018	999	1	Social trends	8
Above 30 years	Hotstar	2018	400	4	Media choice	7
Above 30 years	Hotstar	2018	1000	1	Media choice	8
Between 15 - 30 years	Netflix	2018	1000	1	Media choice	8
Between 15 - 30 years	Hotstar	2018	329	4	Price	9
Between 15 - 30 years	Hotstar	2019	300	4	Media choice	9
Between 15 - 30 years	Others	2019	329	3	Media choice	8
Between 15 - 30 years	Netflix	2018	680	3	Others	9
Between 15 - 30 years	Hotstar	2016	2000	2	Media choice	8
Between 15 - 30 years	Amazon Prime Video	2020	1600	6	Social trends	9
Between 15 - 30 years	Netflix	2017	3000	1	Others	7
Between 15 - 30 years	Netflix	2019	1400	1	Media choice	7
Between 15 - 30 years	Netflix	2020	1000	3	Media choice	9
Between 15 - 30 years	Amazon Prime Video	2019	2000	7	Media choice	9
Between 15 - 30 years	Netflix	2018	3000	1	Price	7
Above 30 years	Amazon Prime Video	2018	1000	3	Media choice	10
Above 30 years	Netflix	2018	1000	10	Social trends	9
Above 30 years	Hotstar	2019	1800	2	Media choice	8
Between 15 - 30 years	Voot	2019	1700	8	Social trends	10
Below 15 years	Netflix	2017	2000	6	Social trends	8
Above 30 years	Hotstar	2019	3000	10	Social trends	8
Above 30 years	Others	2018	2500	8	Social trends	9
Between 15 - 30 years	Hotstar	2020	2600	6	Media choice	9
Between 15 - 30 years	Netflix	2018	2600	10	Social trends	8
Between 15 - 30 years	Amazon Prime Video	2017	1800	1	Social trends	8
Below 15 years	Hotstar	2017	1600	8	Others	8
Between 15 - 30 years	Netflix	2018	3000	0	Media choice	10
Between 15 - 30 years	Amazon Prime Video	2020	1700	4	Media choice	9

Between 15 - 30 years	Hotstar	2017	3100	1	Social trends	9
Between 15 - 30 years	Netflix	2020	1000	1	Others	8
Above 30 years	Voot	2018	1800	6	Price	8
Between 15 - 30 years	Amazon Prime Video	2018	3000	4	Others	1
Between 15 - 30 years	Others	2020	1700	8	Media choice	8
Between 15 - 30 years	Netflix	2020	2500	1	Media choice	5
Above 30 years	Amazon Prime Video	2018	2800	1	Social trends	7
Between 15 - 30 years	Hotstar	2019	2000	10	Media choice	8
Above 30 years	Hotstar	2020	2300	1	Media choice	9
Between 15 - 30 years	Netflix	2018	2990	9	Media choice	8
Between 15 - 30 years	Netflix	2017	500	8	Media choice	7
Between 15 - 30 years	Netflix	2017	1000	10	Others	9
Between 15 - 30 years	Hotstar	2019	2000	1	Media choice	8
Between 15 - 30 years	Netflix	2016	1000	0	Others	6
Between 15 - 30 years	Amazon Prime Video	2016	2000	1	Price	7
Between 15 - 30 years	Netflix	2018	200	0	Social trends	8
Above 30 years	Hotstar	2018	500	2	Media choice	8
Between 15 - 30 years	Netflix	2016	800	10	Social trends	8
Between 15 - 30 years	Netflix	2018	400	1	Media choice	8
Between 15 - 30 years	Netflix	2016	200	2	Media choice	7
Between 15 - 30 years	Netflix	2017	1000	2	Price	8
Between 15 - 30 years	Netflix	2018	999	1	Price	6
Between 15 - 30 years	Netflix	2017	400	8	Social trends	10
Between 15 - 30 years	Amazon Prime Video	2018	1000	1	Media choice	10
Between 15 - 30 years	Voot	2018	1000	2	Media choice	9
Above 30 years	Amazon Prime Video	2018	1000	0	Media choice	9
Between 15 - 30 years	Netflix	2017	2000	6	Media choice	7
Between 15 - 30 years	Netflix	2018	2000	4	Media choice	10
Between 15 - 30 years	Netflix	2018	3000	8	Media choice	7
Between 15 - 30 years	Netflix	2018	5000	0	Others	5
Between 15 - 30 years	Amazon Prime Video	2018	6000	6	Media choice	7
Between 15 - 30 years	Amazon Prime Video	2017	7200	9	Price	9
Between 15 - 30 years	Amazon Prime Video	2018	7000	6	Price	8
Above 30 years	Amazon Prime Video	2019	1200	2	Media choice	8
Between 15 - 30 years	Voot	2019	500	1	Media choice	8
Between 15 - 30 years	Hotstar	2018	2000	2	Social trends	10
Between 15 - 30 years	Netflix	2018	1000	1	Media choice	10
Between 15 - 30 years	Netflix	2017	1500	1	Social trends	7
Above 30 years	Hotstar	2018	1000	1	Media choice	10
Below 15 years	Hotstar	2018	1500	2	Social trends	10
Between 15 - 30 years	Others	2018	2000	1	Social trends	6
Between 15 - 30 years	Netflix	2019	1500	1	Price	8
Between 15 - 30 years	Amazon Prime Video	2019	800	0	Others	3

Between 15 - 30 years	Hotstar	2019	1000	10	Others	7
Between 15 - 30 years	Netflix	2019	3000	1	Price	1
Between 15 - 30 years	Netflix	2020	1000	0	Media choice	8
Between 15 - 30 years	Netflix	2018	1000	7	Price	10
Between 15 - 30 years	Amazon Prime Video	2018	2700	8	Others	10
Between 15 - 30 years	Netflix	2018	1200	3	Price	5
Between 15 - 30 years	Amazon Prime Video	2020	3000	3	Media choice	4
Above 30 years	Hotstar	2019	7200	1	Social trends	6
Between 15 - 30 years	Netflix	2019	3000	7	Social trends	6
Above 30 years	Voot	2018	1500	4	Price	9
Above 30 years	Others	2019	4000	5	Media choice	7
Between 15 - 30 years	Netflix	2016	3600	4	Social trends	4
Between 15 - 30 years	Netflix	2016	1200	5	Social trends	9
Between 15 - 30 years	Voot	2018	1500	5	Media choice	9
Between 15 - 30 years	Amazon Prime Video	2018	2000	2	Social trends	9
Between 15 - 30 years	Netflix	2018	1800	1	Media choice	10
Between 15 - 30 years	Hotstar	2017	1000	7	Social trends	10
Between 15 - 30 years	Voot	2017	1000	3	Media choice	5
Above 30 years	Others	2020	800	1	Social trends	9
Between 15 - 30 years	Netflix	2018	800	0	Media choice	7
Above 30 years	Hotstar	2019	1000	9	Social trends	9
Below 15 years	Netflix	2017	2000	2	Others	7
Between 15 - 30 years	Hotstar	2017	500	2	Media choice	5
Between 15 - 30 years	Hotstar	2018	70	1	Others	5
Between 15 - 30 years	Others	2020	6000	0	Others	7
Above 30 years	Amazon Prime Video	2017	1000	0	Others	6
Below 15 years	Netflix	2020	900	0	Others	10
Above 30 years	Netflix	2018	2000	1	Media choice	9
Between 15 - 30 years	Hotstar	2018	200	0	Price	8
Between 15 - 30 years	Amazon Prime Video	2020	1000	0	Price	8
Between 15 - 30 years	Hotstar	2020	900	3	Price	1
Between 15 - 30 years	Amazon Prime Video	2018	1000	1	Media choice	3
Between 15 - 30 years	Hotstar	2019	900	1	Media choice	2
Between 15 - 30 years	Amazon Prime Video	2020	1000	2	Price	1
Between 15 - 30 years	Hotstar	2018	600	1	Media choice	1
Between 15 - 30 years	Others	2017	10000	3	Social trends	3
Between 15 - 30 years	Others	2017	1000	1	Others	2
Between 15 - 30 years	Amazon Prime Video	2019	500	5	Media choice	3
Between 15 - 30 years	Netflix	2016	1000	4	Media choice	2
Between 15 - 30 years	Others	2016	5000	0	Price	7
Between 15 - 30 years	Amazon Prime Video	2018	200	1	Media choice	8
Between 15 - 30 years	Netflix	2018	1000	10	Social trends	9
Between 15 - 30 years	Amazon Prime Video	2016	2000	1	Price	8

Between 15 - 30 years	Hotstar	2018	800	4	Social trends	7
Between 15 - 30 years	Hotstar	2016	500	0	Social trends	8
Between 15 - 30 years	Netflix	2017	1000	7	Social trends	9
Above 30 years	Voot	2018	990	3	Social trends	8
Below 15 years	Voot	2017	600	2	Media choice	8
Above 30 years	Amazon Prime Video	2018	1200	10	Social trends	9
Above 30 years	Amazon Prime Video	2018	300	10	Social trends	7
Below 15 years	Hotstar	2018	1000	1	Others	5
Between 15 - 30 years	Netflix	2017	2000	0	Price	8
Between 15 - 30 years	Netflix	2018	500	1	Price	10
Between 15 - 30 years	Netflix	2018	3000	10	Others	7
Between 15 - 30 years	Netflix	2018	2000	9	Media choice	10
Between 15 - 30 years	Others	2018	300	4	Social trends	9
Between 15 - 30 years	Netflix	2017	500	5	Social trends	5
Above 30 years	Hotstar	2018	990	6	Others	7
Above 30 years	Voot	2019	900	4	Price	8
Between 15 - 30 years	Netflix	2019	300	6	Price	8
Between 15 - 30 years	Netflix	2018	6000	1	Media choice	8
Between 15 - 30 years	Amazon Prime Video	2018	5000	4	Media choice	7
Between 15 - 30 years	Netflix	2017	900	4	Media choice	7
Between 15 - 30 years	Netflix	2018	12000	6	Price	4
Between 15 - 30 years	Netflix	2018	1200	3	Social trends	4
Between 15 - 30 years	Others	2018	900	4	Others	3
Between 15 - 30 years	Netflix	2019	1200	2	Social trends	1
Between 15 - 30 years	Netflix	2019	700	4	Media choice	3
Above 30 years	Amazon Prime Video	2019	500	6	Others	2
Above 30 years	Hotstar	2019	300	6	Others	8
Above 30 years	Hotstar	2020	900	2	Others	9
Between 15 - 30 years	Netflix	2018	3000	5	Social trends	7
Between 15 - 30 years	Netflix	2018	3000	4	Price	9
Above 30 years	Amazon Prime Video	2018	1000	0	Others	0
Above 30 years	Netflix	2020	400	0	Others	7
Below 15 years	Hotstar	2019	400	1	Media choice	9
Above 30 years	Netflix	2019	900	0	Social trends	10
Between 15 - 30 years	Hotstar	2018	2000	10	Media choice	9
Between 15 - 30 years	Amazon Prime Video	2019	1500	8	Social trends	8
Between 15 - 30 years	Hotstar	2016	900	8	Media choice	8
Between 15 - 30 years	Amazon Prime Video	2016	300	2	Price	1
Between 15 - 30 years	Hotstar	2018	600	2	Social trends	2
Between 15 - 30 years	Others	2018	1000	1	Media choice	1
Between 15 - 30 years	Others	2018	990	9	Media choice	2

Table 1

III. ANALYSIS

➤ *Pivot Table*

Row Labels	Sum of AMOUNT
2016	79499
2017	131507
2018	372644
2019	188157
2020	93539
Grand Total	865346

Table 2

➤ *Moving Average -*

- *3 – Yearly Moving Average*

Row Labels	Sum of AMOUNT	MOVING AVERAGE
2016	79499	#N/A
2017	131507	#N/A
2018	372644	194550
2019	188157	230769.3333
2020	93539	218113.3333

Table 3

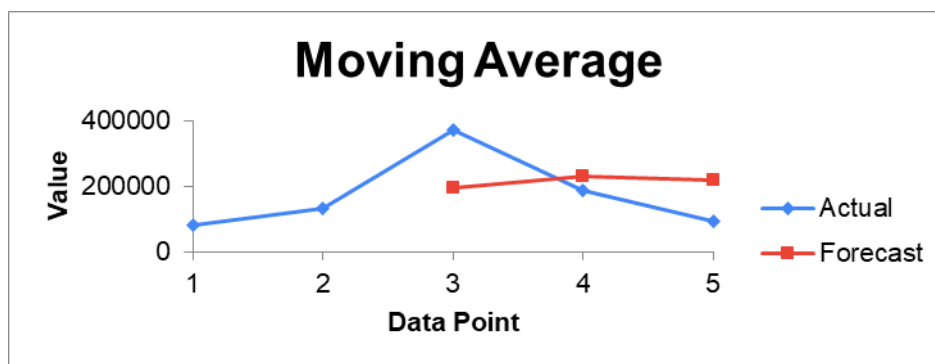


Fig 1

INTERPRETATION – The 3 Yearly Moving Average of Online Streaming Services indicates the average price over a period of time.

- *Least Square Method –*
Middle Year = 2018

Row Labels	Sum of AMOUNT	X = YEAR – MIDDLE YEAR	Y = a + bX
2016	79499	-2	156123.2
2017	131507	-1	164596.2
2018	372644	0	173069.2
2019	188157	1	181542.2
2020	93539	2	190015.2
2022		4	206961.2

Table 4

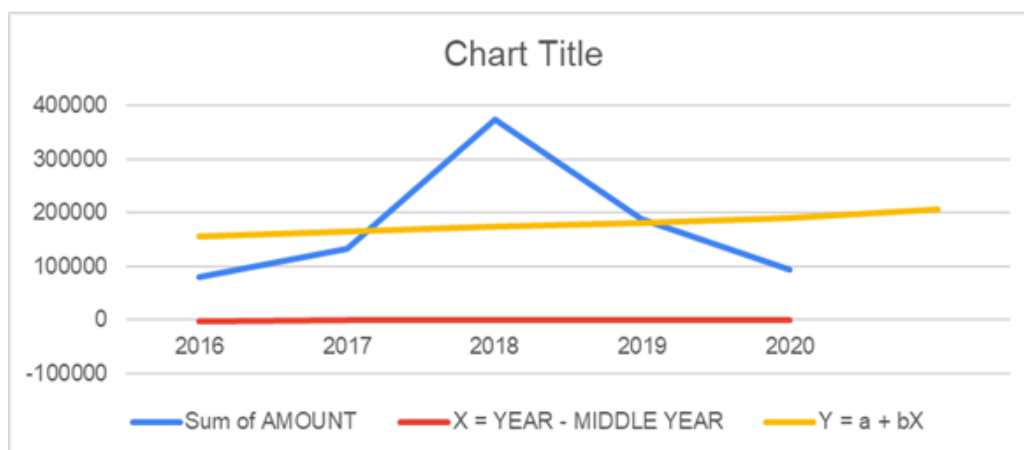


Fig 2

➤ Summary Output –

Regression Statistics	
Multiple R	0.112360177
R Square	0.012624809
Adjusted R Square	-0.316500254
Standard Error	136806.0388
Observations	5

Table 5

➤ Anova

	df	SS	MS	F	Significance F
Regression	1	717917290	717917290	0.0383587	0.857240172
Residual	3	56147676723	18715892241		
Total	4	56865594013			

Table 6

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	173069.2	61181.52048	2.828782264	0.066256188	-21637.7038	367776.1038	-21637.7038	367776.1038
X Variable 1	8473	43261.86801	0.195853771	0.857240172	-129205.572	146151.572	-129205.572	146151.572

INTERPRETATION – The Least Square Method of Time Series shows a fluctuating trend of use of Online Streaming Services. It predicts that in the year 2022 the estimated Y is 206961.20

Table 7

➤ Correlation

Row Labels	Sum of AMOUNT
2016	79499
2017	131507
2018	372644
2019	188157
2020	93539

Table 8

	<i>Column 1</i>	<i>Column 2</i>
Column 1	1	
Column 2	0.112360177	1

Table 9

INTERPRETATION – There exists an imperfect positive correlation between the two variables. This means that as the value of Independent Variable increases the mean of dependent variable also tend to increase.

IV. CONCLUSION

By using Quantitative methods and tools, I have been able to gather a lot of information through survey and trend analysis. We can see how the statistical tools helps us convert data into numerical terms and interpret it. It helps in comparing and analysing data. Thus, we can see how useful these tools are.

They help the companies to evaluate planning factors and provide meaningful solution to them. It also helps them evaluate their various strategies like pricing.

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