

The background of the image is a dark, artistic collage. On the left, a large, light-colored film reel is partially visible, with its spokes and the edges of film strips winding around it. To the right, a black and white clapperboard is positioned diagonally. The clapperboard has a checkered top bar and several lines of text with horizontal lines for writing: 'PRODUCTION', 'DIRECTOR', 'CAMERA', 'SCENE', and 'TAKE'. Various pieces of film strips are scattered across the scene, some showing frames of a landscape or abstract patterns. The overall lighting is dramatic, with highlights on the metallic parts of the reel and the edges of the film strips.

MOVIES AND SERIES DASHBOARD

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AIM:

1. Content Strategy
2. Audience Insights
3. Monetization Opportunities

DATASET

- Kaggle -

<https://www.kaggle.com/datasets/victorsoeiro/amazon-prime-tv-shows-and-movies?resource=download&select=titles.csv>

This dataset has two files containing the titles (**titles.csv**) and the cast (**credits.csv**).
This dataset contains **+9k** unique **titles on Amazon Prime** with 15 columns containing the following information:

- id: The title ID on JustWatch.
- title: The name of the title.
- show_type: TV show or movie.
- description: A brief description.
- release_year: The release year.
- age_certification: The age certification.
- runtime: The length of the episode (SHOW) or movie.
- genres: A list of genres.
- production_countries: A list of countries that produced the title.
- seasons: Number of seasons if it's a SHOW.
- imdb_id: The title ID on IMDB.
- imdb_score: Score on IMDB.
- imdb_votes: Votes on IMDB.
- tmdb_popularity: Popularity on TMDB.
- tmdb_score: Score on TMDB.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
1	id	title	type	description	release_year	age_certificate	runtime	genres	production_countries	seasons	imdb_id	imdb_score	imdb_votes	tmdb_popularity	tmdb_score	
2	ts20945	The Three S	SHOW	The Three S	1934	TV-PG	19	['comedy', 'family']	['US']	26	tt0850645	8.6	1092	15.424	7.6	
3	tm19248	The General	MOVIE	During America's	1926		78	['action', 'drama']	['US']		tt0017925	8.2	89766	8.647	8	
4	tm82253	The Best Year of My Life	MOVIE	It's the hope of a	1946		171	['romance', 'war']	['US']		tt0036868	8.1	63026	8.435	7.8	
5	tm83884	His Girl Friday	MOVIE	Hildy, the job	1940		92	['comedy', 'drama']	['US']		tt0032599	7.8	57835	11.27	7.4	
6	tm56584	In a Lonely Place	MOVIE	An aspiring writer	1950		94	['thriller', 'drama']	['US']		tt0042593	7.9	30924	8.273	7.6	
7	tm160494	Stagecoach	MOVIE	A group of pioneers	1939		96	['western', 'drama']	['US']		tt0031971	7.8	48149	11.786	7.7	
8	tm87233	It's a Wonderful Life	MOVIE	A holiday fantasy	1946	PG	130	['drama', 'family']	['US']		tt0038650	8.6	444243	26.495	8.3	
9	tm19424	Detour	MOVIE	The life of a woman	1945		66	['thriller', 'drama']	['US']		tt0037638	7.3	17233	7.757	7.2	

genres	production_countries	seasons	imdb_id	imdb_score	imdb_votes	tmdb_popularity	tmdb_score	GenreID	CountryID	genres - Copy.1
comedy, drama	['US']		tt0010020	6.0	374	2.043	7	551	478	comedy
crime, drama	['US']		tt0037518	5.7	340	2.731	4.6	524	478	crime
fantasy, drama	['US']		tt0033406	5.3	638	2.087	4.6	1121	478	fantasy
thriller, drama	['US']		tt0036886	6.2	862	2.212	4	1781	478	thriller
romance, drama	['US']		tt0011513	5.7	263	0.6	5.7	1443	478	romance
western, drama	['US']		tt0037224	6.4	203	1.08	3.7	1977	478	western
romance, drama	['US']		tt0030256	5.5	347	2.195	5.7	1443	478	romance
western, drama	['US']		tt0881254	3.8	11	1.036		1977	478	western
crime, drama	['US']		tt0024199	5.1	183	1.163	5.3	524	478	crime
western, drama	['US']		tt0031295	4.9	53	1.4	4.5	1977	478	western
romance, drama	['US']		tt0030888	6.3	585	1.626	6.7	1443	478	romance
comedy, drama	['US']		tt0032717	5.7	377	1.773	6.1	331	478	comedy
romance, drama	['US']		tt0021649	6.1	478	1.413	5.2	1443	478	romance
romance, drama	['US']		tt0026636	6.2	78	1.217	4	1443	478	romance
thriller, drama	['US']		tt0028135	5.6	185	1.39	5.2	1781	478	thriller
crime, drama	['US']		tt0035944	4.6	233	1.331	4.3	524	478	crime
crime, drama	['US']		tt0029810	4.9	49	0.674	1	524	478	crime

Country	Continent
['US']	North America
['MX', 'US']	North America
['GB', 'CA']	North America
['DE', 'US']	North America
['CA', 'US']	North America
['MX']	North America
['US', 'IT']	North America



⌵	MoviesSeries	⌵
	age_certification	
	CountryID	
	description	
	GenreID	
	genres	
	genres - Copy.1	
	genres - Copy.2	
	genres - Copy.3	
	genres - Copy.4	
	Collapse ^	

⌵	GenreDim	⌵
	GenreID	
	GenreName	
	Collapse ^	

⌵	ContinentMapping	⌵
	Continent	
	Country	
	Collapse ^	

⌵	Calculations	⌵
	\sum AvgPopularity_tmdb	
	\sum AvgPopularity_tmdb_Movies	
	\sum AvgPopularity_tmdb_Show	
	\sum AvgRating_imdb	
	\sum AvgRating_imdb_Movies	
	\sum AvgRating_imdb_Show	
	\sum AvgRating_tmdb	
	\sum AvgRating_tmdb_Movies	
	\sum AvgRating_tmdb_Show	
	\sum AvgRuntime_Movie	
	\sum AvgRuntime_Show	
	\sum MoviesVotePercentage	
	\sum SeriesVotePercentage	
	Collapse ^	

⌵	ProdCountryDim	⌵
	Country	
	CountryID	
	Collapse ^	

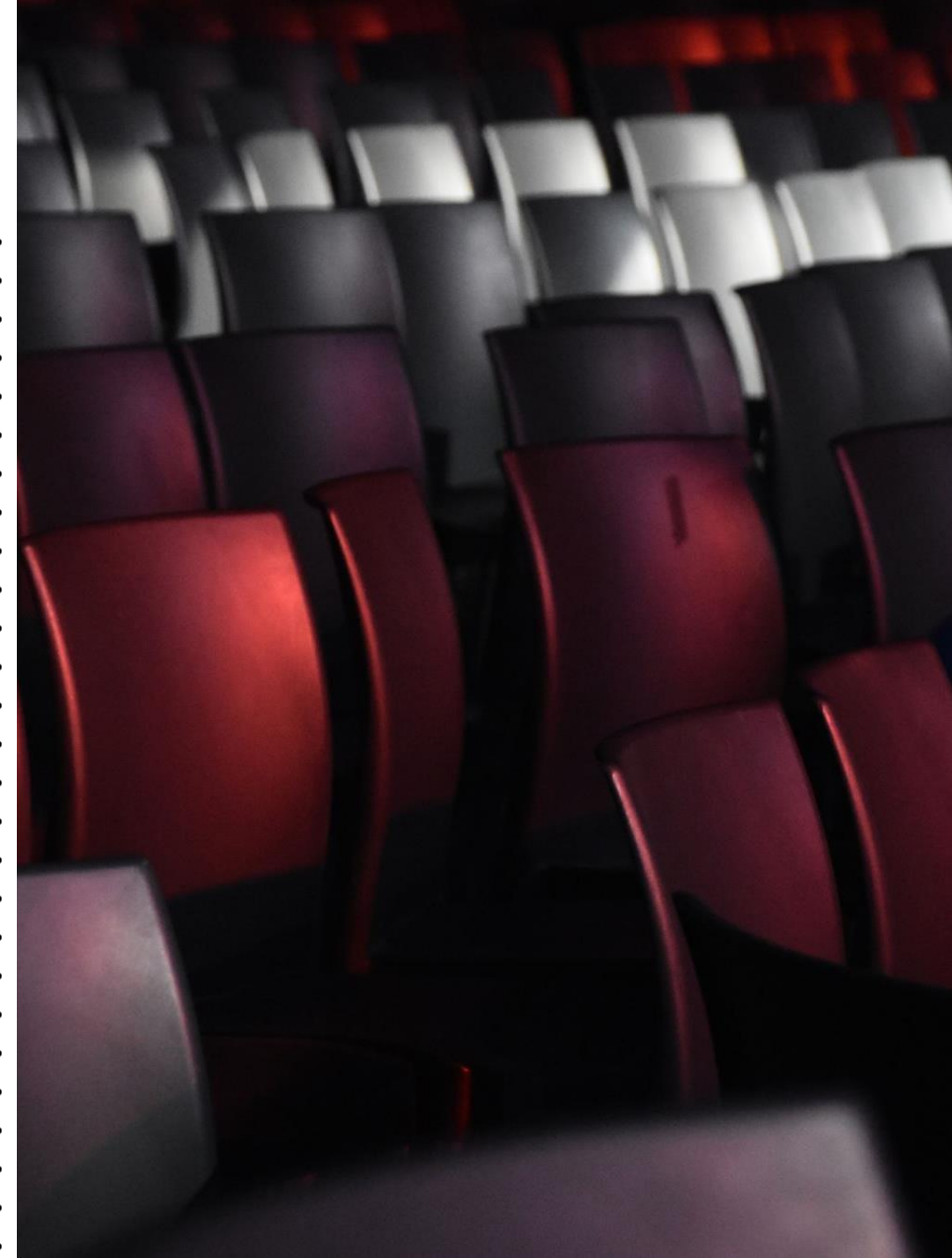
3 QUESTIONS:

1. Which MOVIE has the highest imdb rating ?
2. Most content is made for which Genre?
3. Which Production Continent has the highest average tmdb_popularity ?



3 ANSWERS :

1. Which MOVIE has the highest imdb rating ? - Pawankhind (9.9)
2. Most content is made for which Genre? - drama
3. Which Continent has the highest average tmdb_popularity ? - South America (11.36)



CONCLUSION

- Creating a dashboard to analyze movies and shows data is essential for maximizing audience engagement, optimizing content offerings, and staying competitive in the entertainment industry.



THANK YOU :)

