

# Amazon Prime Video Movies and TV Shows Analysis

## Project Overview

This Tableau project analyzes the dataset of movies and TV shows available on Amazon Prime Video as of mid-2021. The dataset includes details such as cast, directors, ratings, release year, duration, and more. The primary objective of this project is to understand the content distribution and trends on Amazon Prime Video.

## Data Source

The dataset used in this project can be found [Amazon Prime Movies and TV Shows \(kaggle.com\)](https://www.kaggle.com/datasets/amazon-prime-movies-and-tv-shows)

## Objectives

1. **Content Availability by Country:** Analyze the distribution of movies and TV shows available in different countries.
2. **Content Similarity:** Identify similar content by matching text-based features.
3. **Network Analysis:** Conduct a network analysis of actors and directors to uncover interesting insights.
4. **Focus on Content Type:** Investigate whether Amazon Prime has been focusing more on TV shows than movies in recent years.

## Methodology

1. **Data Visualization:** Use Tableau to create interactive dashboards that visualize key metrics and trends.
2. **Analysis:** Perform various analyses to extract meaningful insights.

## Key Findings

1. **Content Distribution:** Visualize the number of movies and TV shows available in different countries.
2. **Content Similarity:** Use text-based features to identify and cluster similar movies and TV shows.
3. **Network Analysis:** Create network graphs to illustrate the connections between actors and directors.
4. **Trends in Content Type:** Analyze the trends over the years to see if there's a shift in focus from movies to TV shows.

# Dashboards

## 1. Content Availability by Country

- **Description:** This dashboard displays the number of movies and TV shows available in different countries on Amazon Prime Video.
- **Key Metrics:** Total count of movies and TV shows by country.

## 2. Content Similarity

- **Description:** This dashboard identifies and clusters similar movies and TV shows based on text-based features like genre, cast, and keywords.
- **Key Metrics:** Similarity scores, clusters of content.

## 3. Network Analysis of Actors and Directors

- **Description:** This dashboard presents a network graph showing the relationships between actors and directors.
- **Key Metrics:** Number of collaborations, centrality measures.

## 4. Trends in Content Type

- **Description:** This dashboard shows the trends in the number of movies and TV shows added to Amazon Prime Video over the years.
- **Key Metrics:** Annual count of movies and TV shows, percentage change year-over-year.

# Usage Instructions

To view the Tableau workbook:

1. Download the `.twbx` file from this repository.
2. Open it with Tableau Desktop to explore the interactive dashboards.

# Screenshots



## Conclusion

This project provides an in-depth analysis of the content available on Amazon Prime Video, highlighting key trends and insights. The interactive dashboards allow for easy exploration and understanding of the data.