

Amazon Prime Project

The main objectives of this Amazon Prime Video dashboard analysis are:

1. **Content Portfolio Optimization** - Assess the right mix of movies vs TV shows and genre distribution
2. **Global Content Strategy** - Evaluate geographic diversity and regional content coverage
3. **Audience Segmentation Analysis** - Ensure content ratings serve all target demographics effectively
4. **Content Acquisition Planning** - Guide future content investment and licensing decisions
5. **Quality Control Assessment** - Monitor content standards while scaling the library
6. **Competitive Positioning** - Benchmark content variety and depth against competitors
7. **User Experience Enhancement** - Improve content discoverability and recommendation systems
8. **Metadata Management** - Standardize content classification and tagging systems
9. **Market Expansion Support** - Identify content gaps for entering new markets or demographics
10. **ROI Measurement** - Evaluate the performance and value of content investments across different categories

Areas of analysis and challenges:

Content Distribution Issues:

- Heavy skew toward movies (80.82%) versus TV shows (19.18%), which may indicate an imbalanced content strategy
- Geographic concentration with most content appearing to come from a few key regions (notably the US), suggesting limited global content diversity

Rating System Concerns:

- The ratings distribution shows concerning patterns with many unrated content (labeled as "OK" and other low ratings)
- Limited variety in rating categories, with most content falling into teen/adult categories (13+, 16+, 18+, R)

Content Growth Trajectory:

- The release year chart shows exponential growth in recent years, which could indicate either positive expansion or potential quality control challenges with rapid content acquisition

Genre Balance:

- While drama dominates (986 titles), there may be gaps in certain genre categories

- Some genres have relatively low representation, potentially missing audience segments

Temporal Scope:

- The 101-year span (1920-2021) suggests a mix of classic and contemporary content, but the distribution heavily favors recent releases

Metadata Quality:

- With 519 total genres across 9,655 titles, there may be inconsistencies in genre classification and content tagging

These patterns suggest the dashboard is analyzing content portfolio balance, geographic diversity, rating distribution effectiveness, and content acquisition strategies over time.