

# Amazon Prime Data Analysis Dashboard using Power BI

## Project Overview:

This project involves the creation of a comprehensive Power BI dashboard to analyze and visualize Amazon Prime data. The dataset, sourced from an Excel sheet, encompasses various attributes related to movies and TV shows available on the platform. The dataset includes columns such as show ID, type (movie or TV show), title, director, cast, country, date added on Prime Video, release year, rating, duration, genre, and description.

## Key Features of the Power BI Dashboard:

### Country-wise Distribution:

Visual representation of the total number of shows available on Amazon Prime across different countries.

### Movie vs TV Show Analysis:

Comparative analysis of the number of movies and TV shows, providing insights into content distribution.

### Yearly Releases:

Trends depicting the number of movies and TV shows released each year on Amazon Prime.

### Rating Distribution:

Breakdown of content based on ratings, showcasing the distribution of movies and TV shows across different rating categories.

### Genre Breakdown:

Visualization of the number of movies and TV shows categorized by genre.

## Key Performance Indicators (KPIs):

Cards displaying essential metrics such as the total number of titles, the variety of genres, the number of directors, types of ratings, year of the first release, and year of the last release on Amazon Prime.

## **How to Use the Dashboard:**

Users can interact with the dashboard by selecting specific countries, genres, or time periods to focus on relevant data.

Dynamic filters allow users to customize their analysis based on preferences.

Hovering over visual elements provides detailed information for a more in-depth understanding.

## **Benefits:**

### **Data-Driven Decision Making:**

Users can make informed decisions about content acquisition, production, and audience targeting based on comprehensive data analysis.

### **User Engagement Insights:**

Understand user preferences by analysing the popularity of genres, ratings, and release years.

### **Content Planning:**

Plan content strategies by identifying trends in the types of content that perform well in different regions.

### **Performance Tracking:**

Monitor the overall performance of the Amazon Prime platform through key performance indicators.

## **Conclusion:**

The Amazon Prime Data Analysis Dashboard provides a powerful tool for stakeholders to gain actionable insights into the content landscape. Whether making decisions about content acquisition, audience targeting, or platform performance, the dashboard serves as a valuable resource for data-driven decision-making.