

PROJECT DOCUMENT

Project Overview

- Objective: Analyze Amazon Prime's movies and TV shows to identify trends and key insights using Power BI.
- Tools Used: Power BI, Excel/Python (for preprocessing), Kaggle Dataset.
- Key Metrics: Total Titles, Genre Distribution, Release Year Trends, IMDB Ratings, Country-Wise Analysis

Dataset Summary

- Source: [Kaggle Dataset](#)
- Total Entries: 9,668
- Key Fields: title, type, release_year, duration, listed_in, rating, director, cast.

Challenges: High missing values in country (93%) and date_added (98%).3. Data Processing & Cleaning

- Handled Missing Values: Filled missing ratings, ignored sparse country and date_added data.
- Transformations: Standardized duration, extracted release_year, normalized genres.
- Duplicates Removed: Ensured unique records for analysis.

Dashboard Insights

- Most Common Genre: Drama/Comedy.
- Peak Release Period: 2010s.
- Top Countries: USA & India (limited data availability).
- Average IMDB Rating: ~7.0.

Challenges & Learnings

- Data Gaps: High missing values in country and date fields.
- Inconsistent Formats: Needed adjustments for duration and categories.

