INSIDE AMAZON PRIME: UNCOVERING RATINGS, GENRES & DIRECTORS

amazon prime video

EXPLORE HOW CONTENT TYPE, DIRECTOR INFLUENCE, AND AUDIENCE RATINGS SHAPE AMAZON PRIME'S GLOBAL LIBRARY.
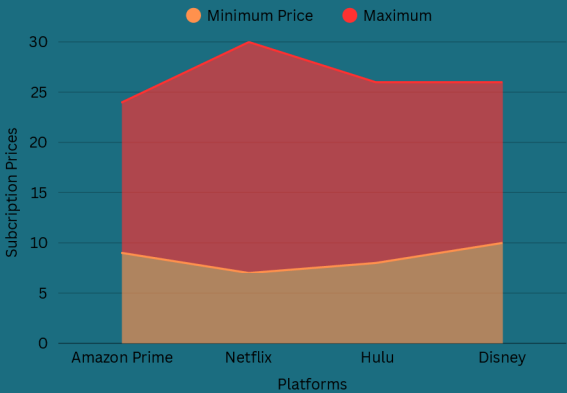
PERFORMANCE & BUSINESS METRICS
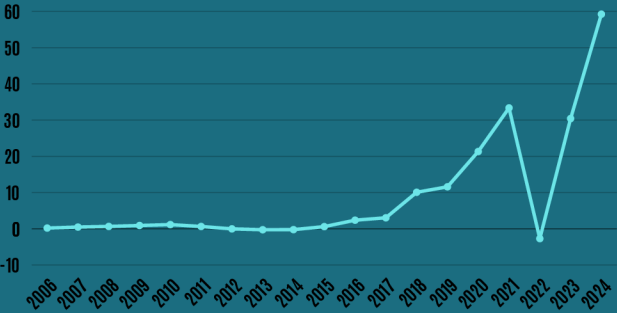
Distribution Of Movies vs Shows

Movies dominates Shows with over 80.3% of content.

Subscription Prices Comparison Between Other Platforms
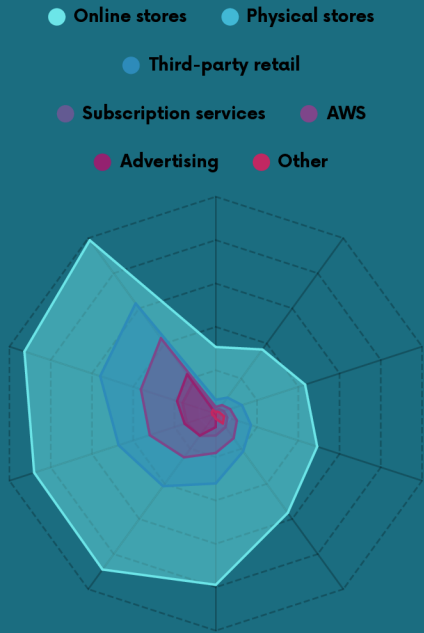
○ Minimum Price ● Maximum

While Netflix peaks in maximum cost, platforms like Hulu and Disney+ position themselves in the mid-range. Amazon Prime offers one of the most affordable streaming services. Its low-cost strategy helps attract and retain global subscribers.

Profits 💵 of Amazon Over Years

Amazon's profits surged dramatically after 2015. The graph shows how strategic shifts led to record-breaking growth.
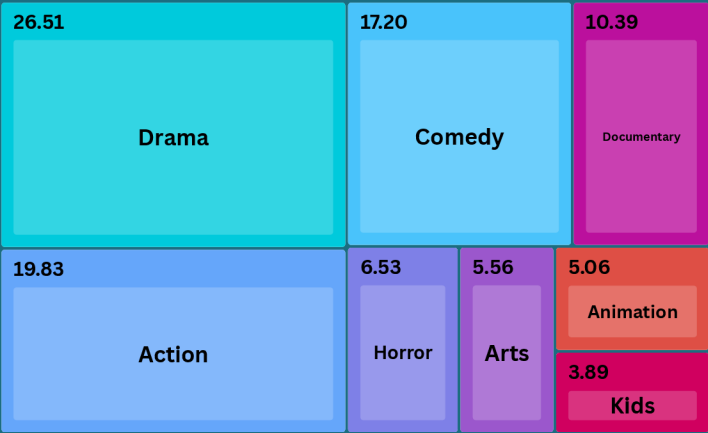
Distribution Of Profits In Various Sectors

● Online stores   ● Physical stores
● Third-party retail
● Subscription services   ● AWS
● Advertising   ● Other

While online stores bring in high revenue, they yield thinner profits compared to AWS. Subscription services, advertising, and third-party retail add consistent value, revealing Amazon's diversified yet tech-focused strategy.
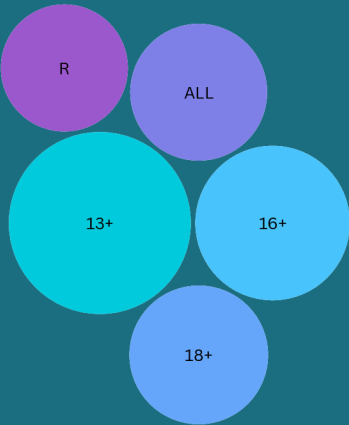
GENRE & RATINGS

Top-rated picks echo the crowd's choice—Drama, Action, and Comedy win both hearts and stars.

Top 10 Genres (Movies And Shows)
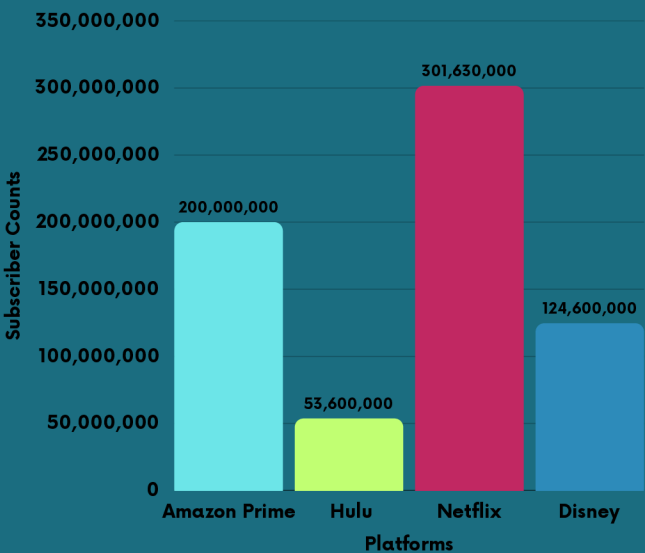
| 26.51 Drama | 17.20 Comedy | 10.39 Documentary |
| 19.83 Action | 6.53 Horror / 5.56 Arts | 5.06 Animation / 3.89 Kids |

Top 5 Rating in Amazon Prime Streaming

R   ALL
13+   16+
18+

Big bubble shows most rating
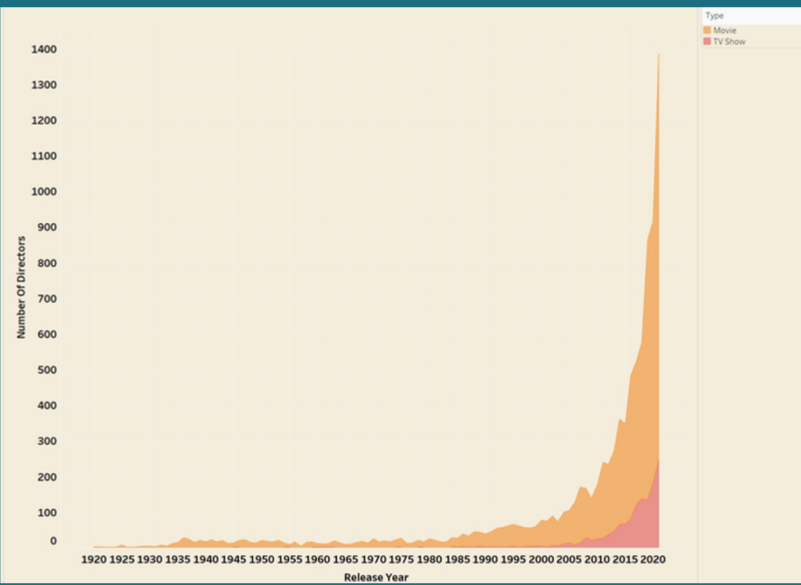
Subscribers Counts Comparsion With Other Platforms

Netflix leads the subscribers counts and leaves Amazon Prime Second In terms of subscribers counts.

Number Of Directors Between Movies And Show

After 2005 the numbers of directors increased until 2020 where the count was at a peak . Movie raise more interest in directors than TV Show

Map distribution of movies and shows between countries

The map highlights the global reach of Amazon Prime's content with countries leading in movies and TV shows distribution that used difference color.

Most Influential Director on Movies and TV shows

This chart show the work of the most influential director, with a clear distinction between movies (orange) and TV shows (gray). The stronger impact in the movie category on Amazon Prime. The balanced contribution also shows versatility across both content types.