

# Amazon Prime Video Dataset Analysis Report

## Project Overview

This project uses the **Amazon Prime Video Titles dataset** to perform a comprehensive analysis of content available on the platform, including movies and TV shows.

The main objective is to uncover insights into content distribution by genre, rating, country, and release trends over time using Excel/Power BI dashboard visualizations.

The analysis highlights key trends in content creation, audience ratings, and the evolution of Prime Video's library from **1920 to 2021**.

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## Dataset Description

The dataset contains information about movies and TV shows available on Amazon Prime Video, with each record representing one title and its details.

### Key Columns:

- **Title:** Name of the show or movie
  - **Type:** Movie or TV Show
  - **Director & Cast:** Main creators and actors
  - **Country:** Origin of the content
  - **Date Added & Release Year:** When added and originally released
  - **Rating:** Audience maturity level (e.g., PG-13, 18+)
  - **Duration:** Length in minutes or number of seasons
  - **Genres:** Category such as Drama, Comedy, Action, etc.
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## Business Objectives

The main objectives of this project are to:

1. Analyze content distribution by **genre, rating, and country**.
  2. Identify **growth patterns** of content production over the years (1920–2021).
  3. Understand **audience segmentation** through ratings distribution.
  4. Evaluate the **ratio of Movies vs. TV Shows** on Prime Video.
  5. Provide executive-level insights through an **interactive dashboard** for strategic decision-making
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## Key Business Questions

The analysis addresses the following questions:

## 1. Content Distribution

- How many total titles are available on Prime Video?
- Which countries contribute the most titles?
- What percentage of the content is movies vs. TV shows?

## 2. Genre Analysis

- What are the most popular genres on the platform?
- Which combinations of genres dominate the library?
- Are certain genres more common among TV shows than movies?

## 3. Ratings Insights

- What are the most frequent audience ratings (e.g., 13+, 18+, PG-13)?
- How is content distributed across different maturity levels?
- Which ratings correspond to the largest volume of shows?

## 4. Temporal Trends

- How has Prime Video's content library grown from 1920 to 2021?
- Which decade shows the highest spike in content addition?

## 5. Country Insights

- Which regions produce the most Prime Video content?
- Is there any regional concentration of specific genres or ratings?

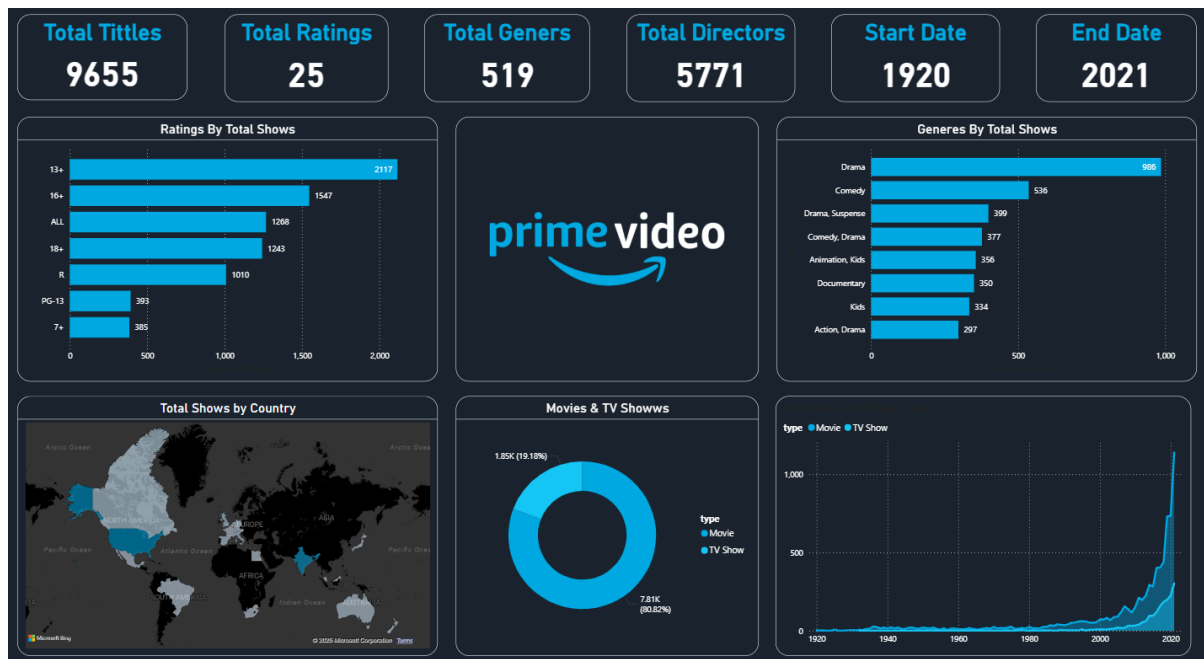
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## Tools & Techniques

### Power BI:

- Data Cleaning: Removal of nulls, duplicates, and inconsistent text entries.
  - Transformation: Standardized columns for date, rating, and genres using Power Query.
  - Visualization Tools:
    - Bar charts for *Ratings* and *Genres* distribution.
    - Pie chart for *Movies vs. TV Shows*.
    - Map visualization for *Country-wise titles*.
    - Line chart for *Titles over Time (1920–2021)*.
  - DAX Measures (in Power BI): Used for calculating counts, filters, and ratios dynamically.
  - Interactive Dashboard: Includes slicers for genre, rating, and country selection.
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## Deliverables:



## Insights:

### 1. Content Type Distribution

Prime Video's catalog is predominantly movie-centric, indicating a focus on film content rather than serialized shows.

### 2. Genre Insights:

*Drama and Comedy* are the most popular genres, jointly accounting for over one-third of total titles.

### 3. Ratings Distribution:

The majority of Prime Video content is targeted toward *teen and adult audiences*, indicating mature content diversity.

### 4. Growth Over Time

- The number of titles released grew exponentially post-2000, peaking around 2020–2021.
- Before 1980, content was minimal, with steady growth beginning in the late 1990s.

### 5. Country-wise Distribution

- The map visualization shows that North America, India, and Europe dominate Prime Video's catalog.

- India and the U.S. are major contributors, reflecting Amazon's dual focus on Western and Asian markets.

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### **Future Enhancements**

- 1. Include IMDb scores or viewer ratings for quality benchmarking.**
- 2. Add duration-based analysis (average runtime per genre).**
- 3. Integrate language filters for multilingual content insights.**
- 4. Perform comparative analysis with Netflix or Disney+ datasets.**
- 5. Build a dynamic Power BI dashboard with year-based slicers and watch trends.**

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### **Conclusion**

The Amazon Prime Video dataset reveals valuable insights into the platform's strategic content expansion and audience targeting.

With a strong focus on movies and drama-based content, Prime Video caters to diverse audiences across regions while continuously scaling up its library over time.

This dashboard effectively summarizes these trends and can serve as a foundation for deeper analytics, such as audience engagement or revenue analysis.