📌 Problem Statement

With the rise of OTT platforms, understanding user preferences and the content catalog has become essential for strategic decisions. Amazon Prime Video, one of the largest streaming platforms, hosts a vast collection of movies and TV shows globally. This project aims to analyze the Amazon Prime video catalog using key metrics such as content type, release year, genre distribution, country of origin, and trends over time. The goal is to extract valuable insights into content distribution and viewer trends to inform content acquisition and curation strategies.