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The Amazon Prime Video logo is centered on a blue gradient background. It features the words "prime video" in a white, lowercase, sans-serif font. Below the text is the white Amazon smile arrow, which starts under the 'i' in "prime" and ends under the 'o' in "video".

prime video

Business Requirement:



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Amazon Prime Video is a leading streaming platform with a vast library of movies and TV shows. However, understanding content trends, audience preferences, and catalog distribution can be challenging. The goal of this analysis is to provide data-driven insights into:

1. What type of content (movies/TV shows) is dominant?
2. Which genres attract more viewers?
3. Where is the majority of content produced?

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4. How has Prime Video expanded its content over time?
5. What kind of content is suitable for different audiences?– Are there emerging trends in course topics and user preferences?