

1. Key Performance Indicators (KPIs)

The top row of the dashboard presents crucial summary statistics:

- **Total Titles:** The dataset comprises **9,655** unique titles, indicating a substantial content library.
- **Total Genres:** The content spans across **519** unique genres, showcasing a highly diverse categorization system.
- **Total Directors:** A total of **5,771** distinct directors are associated with the content.
- **Start Date:** The earliest content in the dataset was released in **1920**.
- **End Date:** The latest content in the dataset was released in **2021**.

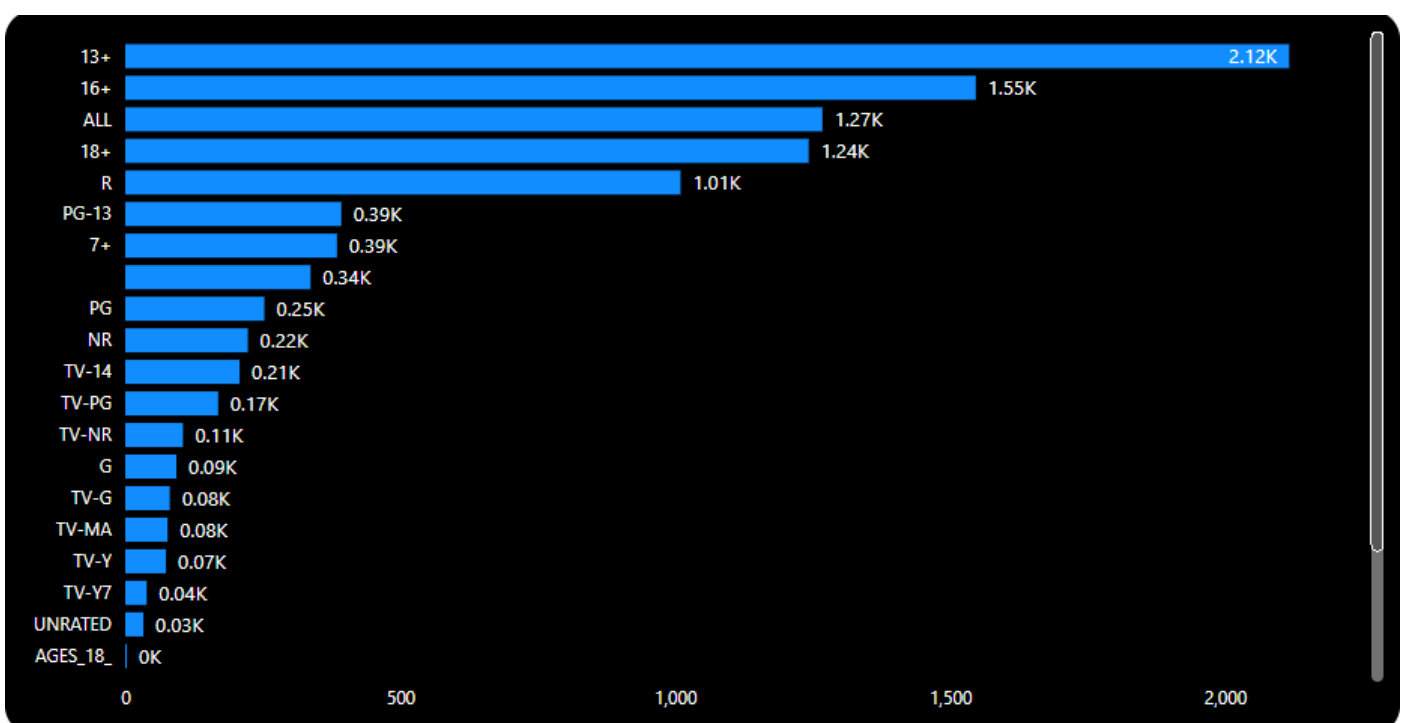


2. Content Rating Distribution

The "Rating by total shows" chart indicates the prevalence of different content ratings:

- **13+ and 16+:** These categories are the most numerous, with approximately 2.12K and 1.55K shows respectively. This suggests a significant portion of Prime Video's content is geared towards teenage and young adult audiences.
- **ALL and 18+:** These follow with around 1.27K and 1.24K shows, indicating a healthy mix of family-friendly and mature content.
- **R, PG-13, and Other:** These categories have fewer titles (around 1.01K, 0.39K, and 0.34K), suggesting a smaller emphasis on restricted or very specific ratings.

RATING BY TOTAL SHOWS

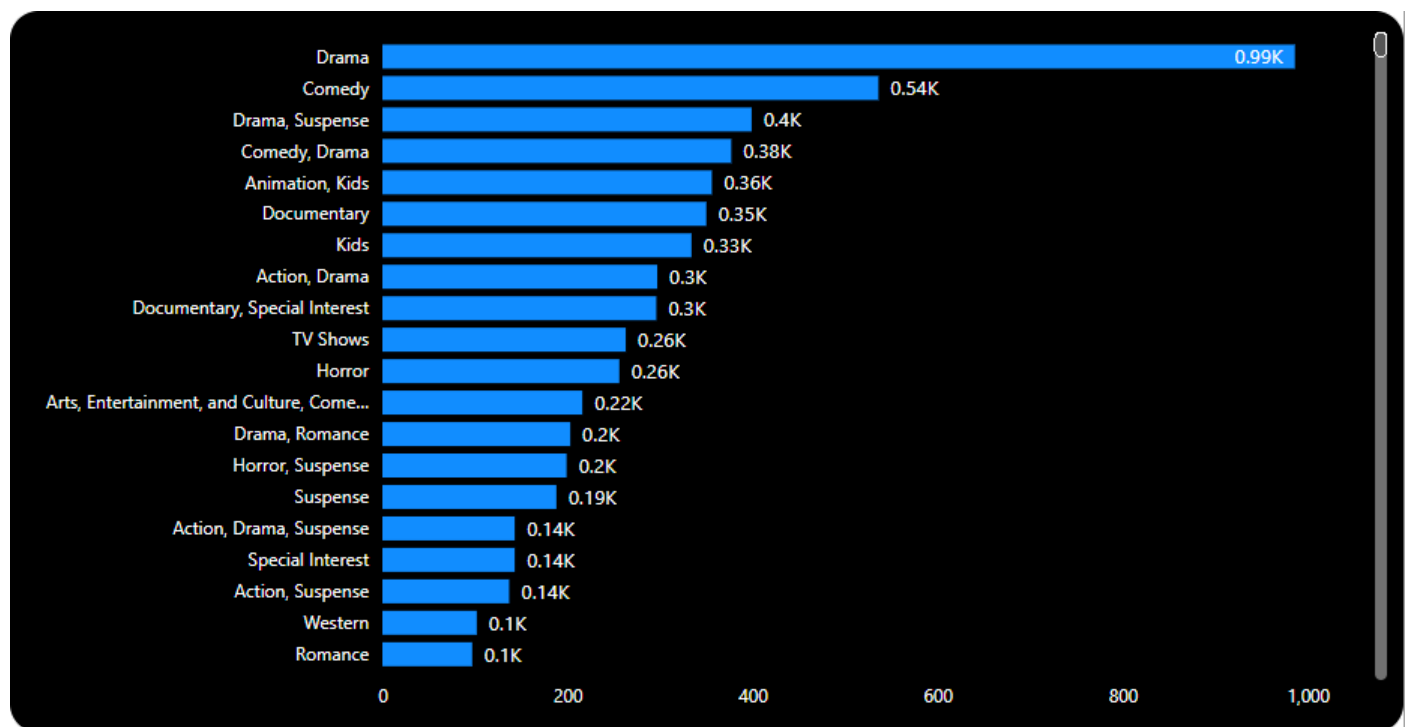


3. Genre Distribution

The "Genres by total shows" bar chart reveals the most common genres:

- **Drama:** The most dominant genre with approximately 0.99K (nearly 1,000) shows.
- **Comedy:** Follows as the second most popular genre with 0.54K shows.
- **Combined Genres:** Categories like "Drama, Suspense" (0.4K) and "Comedy, Drama" (0.38K) also appear prominently, indicating a significant number of titles that blend multiple genres.
- **Animation, Kids, Documentary, Kids:** These genres also represent a substantial portion of the content, showcasing diversity in offerings

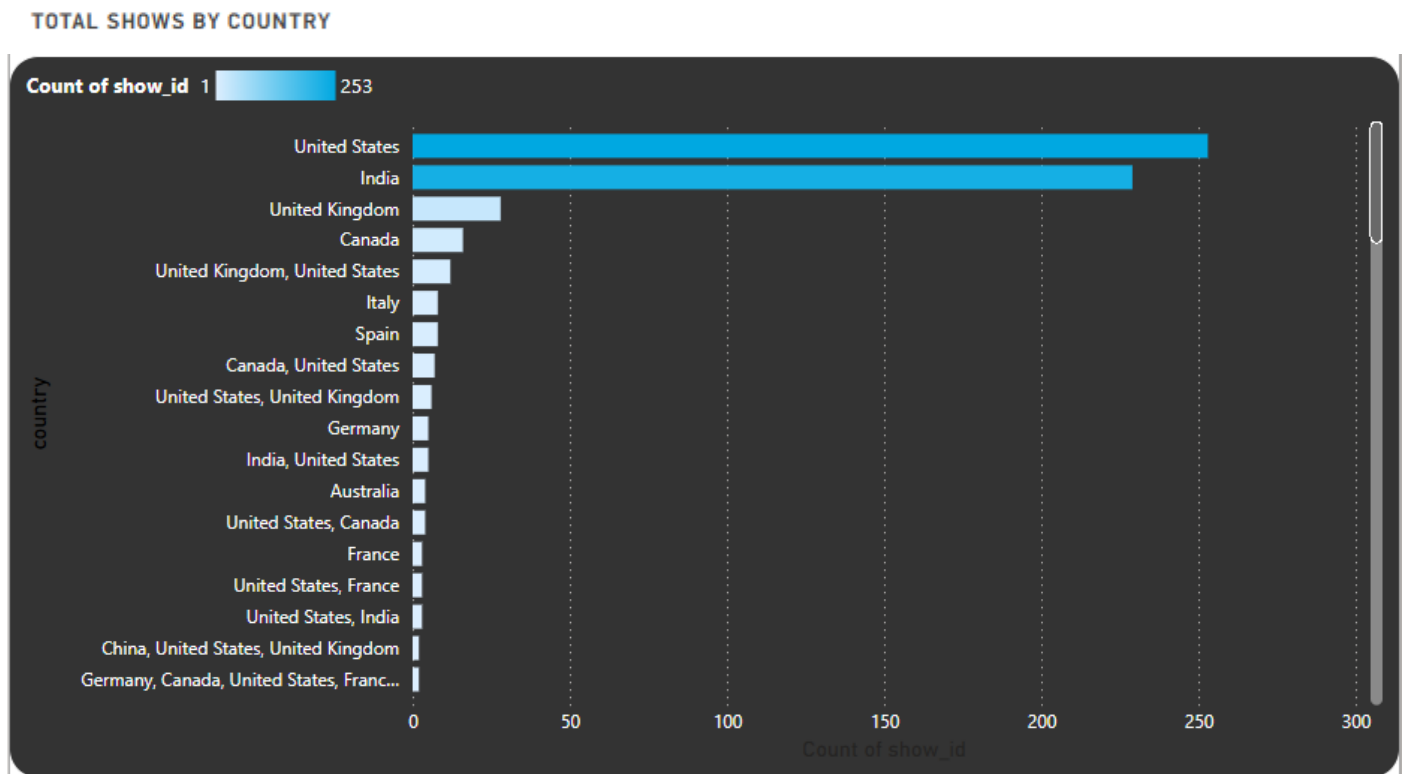
GENES BY TOTAL SHOWS



4. Geographic Content Distribution

The "Total shows by country" map indicates the global reach and origin of content:

- The map shows a widespread distribution, with content appearing to originate from or be available in numerous countries across North America, Europe, Asia, and other regions.
- Without specific country counts, it's hard to identify the precise top countries, but the visual suggests a strong presence in the **USA (North America)** and various **European nations**

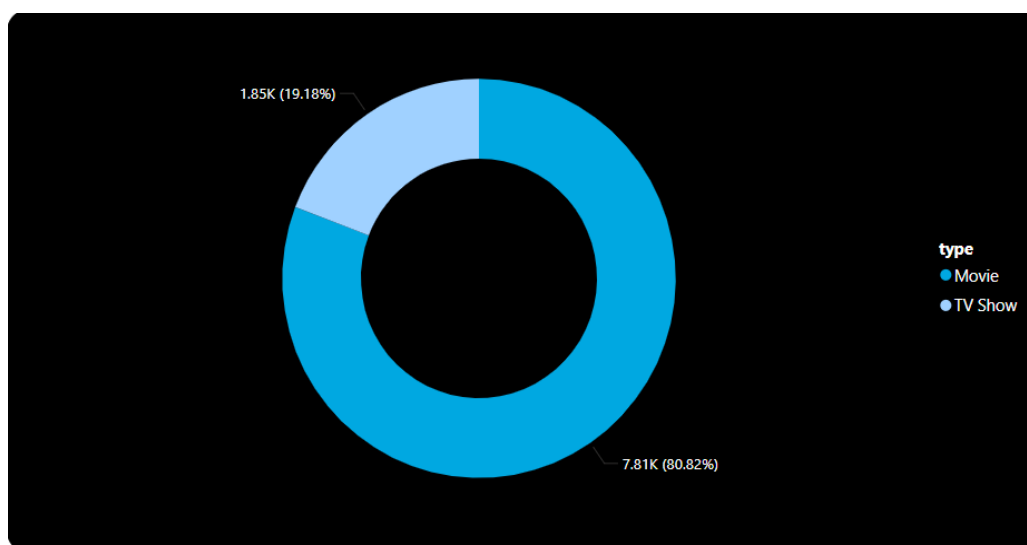


5. Content Type Breakdown (Movies vs. TV Shows)

The "Movies and TV Shows" donut chart clearly shows the composition of the content library:

- **Movies:** Constitute the vast majority at **7.81K titles (80.82%)**.
- **TV Shows:** Make up the remaining **1.85K titles (19.18%)**.
- This highlights that Amazon Prime Video's content strategy leans heavily towards offering a wide array of movies.

MOVIES AND TV SHOWS



6. Content Release Trends Over Time

The "Total shows by release year" line chart illustrates the growth of content over the analyzed period (1920-2021):

- **Early Years (Pre-1990s):** Content releases, both movies and TV shows, were very low and sporadic.
- **Gradual Increase (1990s - Early 2010s):** A slow but steady increase in both movie and TV show releases is visible.
- **Exponential Growth (Mid-2010s onwards):** There's a dramatic and steep increase in content released, particularly movies, from approximately 2015-2016 onwards, culminating in a significant peak around **2020-2021**. This reflects a period of aggressive content acquisition and production by Amazon Prime Video.
- **Movie Dominance:** Movies consistently outnumber TV shows in terms of annual releases, especially during the period of rapid growth.

TOTAL SHOWS BY RELEASE YEAR

