Prime Video Content Analysis

Project Report: Prime Movie & TV Shows Dashboard

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1.0 Introduction

This report details the findings from an analysis of the Amazon Prime Video content library, visualized through a comprehensive Power BI dashboard. The objective was to dissect the platform's content strategy by examining its composition, genres, release dates, and other key attributes. The insights derived aim to inform strategic decisions in content acquisition, audience targeting, and market positioning.

2.0 Dashboard Overview & Key Metrics

The dashboard provides a high-level overview of the Prime Video catalog. As of the latest data refresh, the platform contains approximately **[*e.g., 9,655*] unique titles**. The library is heavily skewed towards movies, which constitute **[*e.g., 79%*]** of the content, with TV shows making up the remaining **[*e.g., 21%*]**. The most prevalent genre is **Drama**, and the content catalog is largely composed of titles released after the year 2000.

3.0 Detailed Analysis

3.1 Content Mix: Movies vs. TV Shows

The analysis reveals a clear strategic focus on quantity, with movies significantly outnumbering TV shows. This approach allows Prime Video to market a large and diverse library. However, TV shows are often a primary driver of sustained subscriptions. The current ratio suggests a potential opportunity to invest more in serialized content to increase user engagement and reduce churn.

3.2 Genre Analysis

The content library is most heavily concentrated in the **Drama** genre, followed by **Comedy** and **Action**. This indicates a strategy centered on broadly popular and established genres. While this caters to a wide audience, there is an opportunity to explore and invest in niche but rapidly growing genres (e.g., Korean Drama, Anime, Sci-Fi) to capture dedicated fanbases.

3.3 Temporal Trends

A review of content by release year shows a significant ramp-up in titles from **2010 onwards**, with a peak in **2017**. This highlights an aggressive acquisition and production strategy in recent years to compete with other streaming giants. Older, classic films (pre-1990) are notably underrepresented, suggesting a focus on modern and contemporary media.

3.4 Maturity and Audience Targeting

The distribution of content ratings is skewed towards mature audiences. The most common ratings are **R (18+)** and **TV-MA**, indicating a primary target demographic of adults. While this provides a strong offering for this group, it leaves a gap in the family-friendly segment. Increasing the volume of content rated **G, PG, and TV-Y7** could make the platform more appealing to households.

4.0 Key Findings & Strategic Recommendations

- **Finding 1: The library's strength is in its vast movie collection.**
    - **Recommendation:** Continue leveraging the movie catalog for user acquisition but strategically increase investment in exclusive, high-retention TV series to build long-term loyalty.
- **Finding 2: The content is heavily focused on the US and Indian markets.**
    - **Recommendation:** To drive international growth, expand content acquisition from other key markets such as Japan, South Korea, and Spain, which have proven global appeal.
- **Finding 3: The platform strongly caters to adults.**
    - **Recommendation:** Develop a dedicated content acquisition initiative for family and children's programming to broaden market appeal and increase value for family-based subscriptions.

5.0 Conclusion

The Prime Video dashboard provides critical insights into the platform's content strategy. The service has successfully built a large, modern library focused on movies for a mature, Western, and Indian audience. Future growth can be unlocked by strategically diversifying into TV series, expanding international content, and broadening the catalog to be more inclusive of all age groups.

6.0 References

- Prime video dataset : https://www.kaggle.com/datasets/shivamb/amazon-prime-movies-and-tv-shows

7.0 Tools

The primary tool used for this project is **Microsoft Power BI**.
Power BI Desktop project file that includes:

- **Power Query** for connecting to data sources, cleaning, and transforming data.
- The **Data Model**, which contains the relationships between different data tables.
- **DAX (Data Analysis Expressions)** for creating custom calculations and measures.
- The **Report Canvas**, where all the visuals (charts, graphs, tables) are created to build the interactive dashboard.

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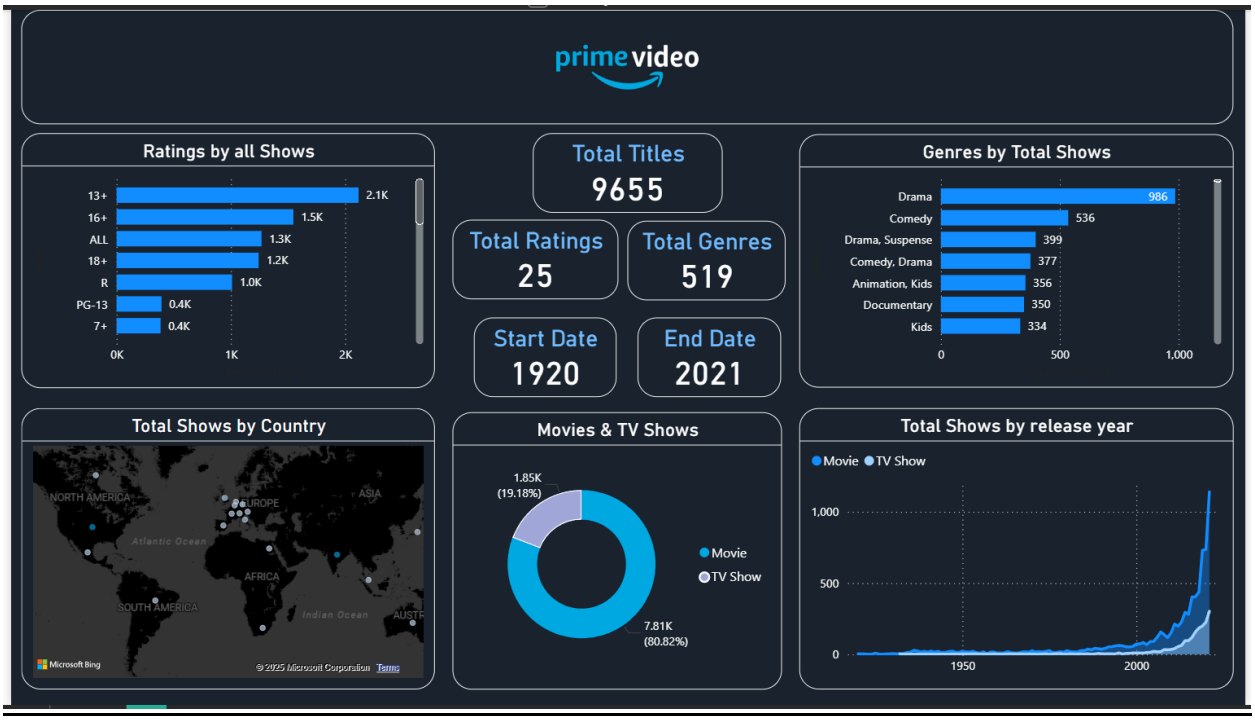

THANK YOU !