



PRIME VIDEO DASHBOARD

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INTRODUCTION

Prime Video is a popular streaming platform offering a vast selection of movies and TV shows. This dashboard presents an in-depth analysis of the titles available, ratings, genres, and overall trends on the platform.

PURPOSE OF DASHBOARD

Objective: To provide insights into Prime Video's vast content library through data visualizations.

Goal: Assist in understanding trends in ratings, genres, and geographical distributions, as well as the performance of movies vs. TV shows.

Focus: Visualizing total titles, ratings, genres, and shows by release year.

DATA COLLECTION AND ANALYSIS

- **Data Sources:** The data was gathered from Prime Video's public content libraries, metadata sources, and user rating systems.
- **Data Cleaning:** A thorough process of cleaning was conducted to ensure accurate insights, including handling missing data and duplicate records.
- **Data Modeling:** Relationships between titles, genres, ratings, and release years were analyzed for creating actionable insights.
- **Dashboard Development:** Power BI was used for visualizations, DAX functions, and SQL queries were implemented to develop the key indicators.

KEY PERFORMANCE INDICATORS (KPIs)

- **Metrics:**
- **Total Titles:** 9,655
- **Total Ratings:** 25
- **Total Genres:** 519
- **Timeframe:** 1920 - 2021
- **Total Directors:** 5,771
- These KPIs provide an overview of the content available on Prime Video, the diversity of genres, and the wide range of years during which the content was released.

INSIGHTS BY RATINGS, GENRES, AND RELEASE YEAR

- **Ratings by Total Shows:** The dashboard reveals that the 13+ age rating has the most shows (2.1K), followed by 16+ and all-ages content.
- **Genres Breakdown:** 13+ content dominates in the genre distribution, with over 2.1K shows available, followed by 16+ and all-ages content.
- **Shows by Release Year:** A surge in content creation is seen post-2000, particularly in TV shows, highlighting Prime Video's growing content library over the years.

COUNTRY AND RATINGS BREAKDOWN

Geographical Analysis: The dashboard showcases how ratings are distributed across different regions globally. A key focus on markets in North America, Europe, and Asia shows their significance in content consumption.

MOVIES AND TV SHOWS ANALYSIS

- **Total Breakdown:** Out of 9,655 titles, 80.82% are TV shows (7.81K), while movies account for 19.18% (1.85K).
- **Content Type Trends:** TV shows dominate the platform, indicating that Prime Video's primary focus has been long-form episodic content.

KEY INSIGHTS AND OPPORTUNITIES

- **High Content Volume in 13+ Rating:** Prime Video's strong focus on teen and family-friendly content opens up opportunities for expanding to other age categories.
- **Growing Content Library Post-2000:** The rapid increase in content creation, especially TV shows, aligns with Prime Video's expansion and global reach.
- **Geographical Opportunities:** There are potential growth opportunities in underrepresented regions, with further localization and content curation.

CONCLUSION AND NEXT STEPS

- Impact:** The dashboard offers actionable insights for Prime Video to optimize its content strategies, cater to growing markets, and focus on underserved regions.
- Future Actions:** Emphasize content diversification, expand content offerings in regions with growing demand, and strengthen data-driven decision-making.

CHALLENGES AND SOLUTIONS

- Data Complexity:** The variety of genres, release years, and rating systems made it challenging to aggregate data, but robust data cleaning methods were employed to ensure consistency.
- Content Categorization:** With thousands of titles, categorizing based on genres and age ratings posed difficulties, but standardization across the dataset allowed for smooth analysis.

FUTURE ENHANCEMENTS

- Real-Time Data Feeds:** Plans to incorporate real-time updates for more dynamic insights into Prime Video's content.
- Predictive Analytics:** Explore AI-driven predictive models to forecast viewership trends and content demand across regions.
- Localized Content:** Focus on expanding localized content offerings to tap into emerging markets.

TOTAL TITLES

9655

TOTAL RATINGS

25

TOTAL GENRES

519

TOTAL
DIRECTORS
5 / 11

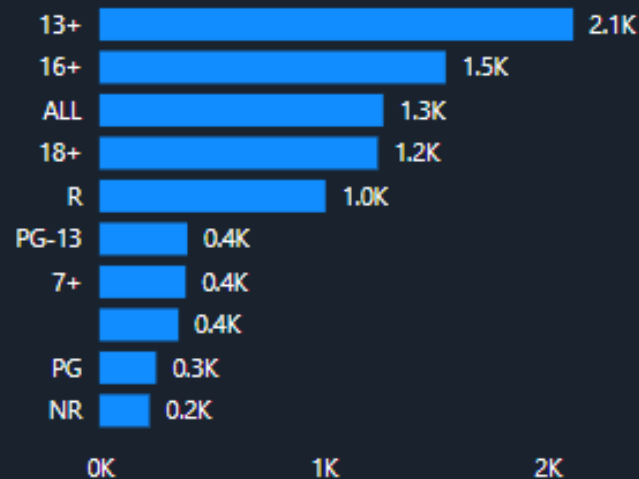
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1920

END DATE

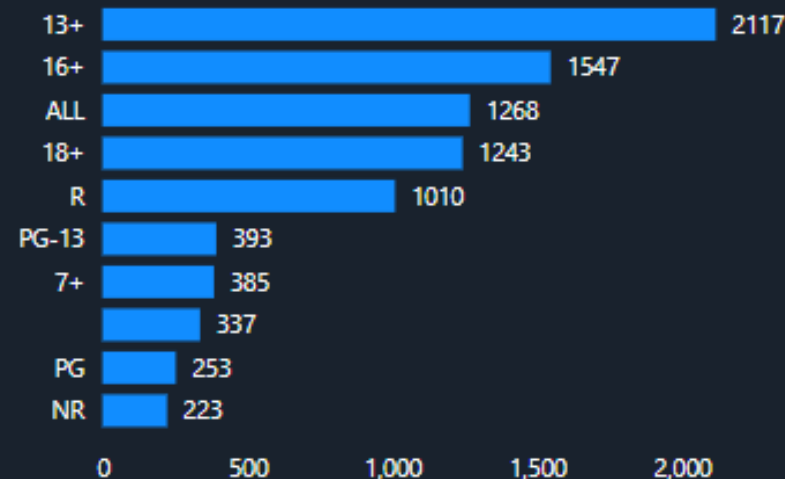
2021

RATINGS BY TOTAL SHOWS



prime video

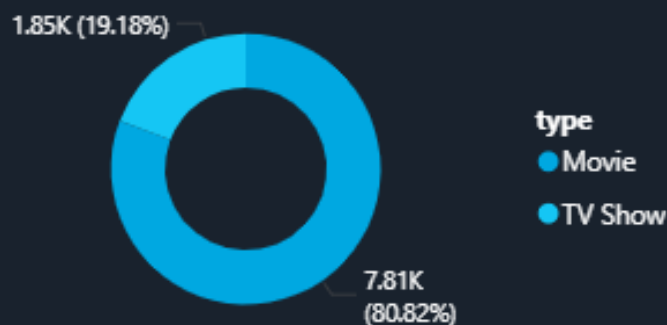
GENRES BY TOTAL SHOWS



country and rating



MOVIES AND TV SHOWS



TOTAL SHOWS BY RELEASE YEAR

