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**Tableau Project**

**Data Analysis**

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**Amazon Prime Movies and TV Shows**

**Project Purpose:**

The purpose of this project is to create a data visualization dashboard in Tableau of the various movies and tv shows on Amazon Prime Video. Amazon Prime Video or Prime Video is an online video on-demand over-the-top streaming service rental service as of its parent organization Amazon.com. The streaming service and rental service has thousands of movies and tv shows on their platform and is available in 23 countries, has over 175 million unique viewers and as of 2023, Prime Video has more than 250 monthly active users. The dataset for this project is from Kaggle.com are listings of all the movies and tv shows available on Amazon Prime Video in 2021. The data is separated into different categories such as Cast, Directors, Ratings, Titles, Release Year, and duration, among others.

**Questions I considered about Amazon Prime Data & answers to those questions:**

1. **When were the most TV Shows & Movies released on Amazon Prime Video?**

2021 was the year that the highest number of TV Shows and Movies were released. There were 1,139 movies released on 2021 worldwide and 303 TV Shows released in that same year. This data reveals that Movies are considerably more popular on Amazon Prime Video than TV Shows.

1. **What type of entertainment is more popular on Amazon Prime Video, Movies or TV shows?**

Visualizing the data reveals in a pie chart that movies are more popular on *Amazon Prime Video* than tv shows. According to the data, Movies are much more with a share of 80.82% of all the content on the streaming service and TV Shows are much less available with a total of 19.18%. A substantial 61.64% difference is evident between both forms of entertainment.

1. **What categories of information is highlighted in the data for both TV Shows and Movies?**

Each movie and tv shows in this *Amazon Prime Video* dataset are organized into different categories to make the data easier. They are organized into the following groups:

* *Type,*
* *Genre,*
* *Title,*
* *Cast,*
* *Description,*
* *Release Year*
* *Duration.*

1. **What genres of both TV Shows and Movies are most popular & least common?**

The top 5 genres that are most popular amongst movies and tv shows on Amazon Prime Video in descending order are:

1. Drama
2. Comedy
3. Drama, Suspense
4. Comedy, Drama
5. Animation, Kids

The least common movies and tv shows on Amazon Prime Video are as follows in descending order:

1. Documentary
2. Kids
3. Action, Drama
4. Documentary and Special Interests
5. TV Shows
6. **What are the most popular and least popular ratings for Movies and TV Shows?**

There are 10 different rating categories for movies and tv shows on Amazon Prime Video that someone can use as a guide to discover the type of content that is viewer friendly for all ages. The most popular ratings for both form of entertainment are as follows:

Top 5 most popular ratings in descending order:

1. 2,177- 13+
2. 1547- 16+
3. 1,267- ALL
4. 1,242- 18+
5. 1,009- R

Least popular ratings amongst TV shows & Movies in descending order:

1. 393- PG-13
2. 385- 7+
3. 253- PG
4. 223- NR
5. 207- TV-14
6. **What are the top 10 genres of TV Shows and Movies on Amazon Prime Video?**

According to the dataset used for this project Amazon Prime Video has 10 genres that represent certain types of films or shows. The following genres are:

* Drama
* Comedy
* Drama, Suspense
* Comedy, Drama
* Animation, Kids
* Documentary
* Kids
* Action, Drama
* Documentary, Special Interests
* TV Shows

1. **What are the amounts of TV shows and Movies offered by Amazon Prime Video for major countries worldwide?**

According to the data for Amazon Prime Video within this data visualization project, major countries worldwide had differing amounts of TV Shows and Movies that were produced by those countries.

**Total Movies & TV shows produced by country in descending order:**

* United States- 253
* India- 229
* United Kingdom- 28
* Canada- 16
* Spain- 8
* Italy- 8
* Germany- 5
* Australia- 4
* France- 3
* Switzerland- 2
* Japan- 2
* Mexico- 2
* Brazil- 1
* New Zealand- 1
* Malaysia- 1
* South Africa- 1
* Egypt- 1
* Austria- 1
* Belgium- 1
* Netherlands- 1

Out of the 20 countries where Amazon Prime Video offers productions for Movies & TV Shows the United States, India and the United Kingdom have the highest number of shows availed worldwide.