**Key insights from the amazon prime shows dashboard**

1. **Total titles available on prime video**  
   prime video offers a vast content library with **9,655 titles**. This includes a diverse range of TV shows and movies, making it a significant player in the streaming industry.
2. **Distribution of content by age ratings**  
   the distribution of shows by age ratings provides insight into the platform's target audience:
   * The most common rating is **13+** (2,117 shows), followed closely by **16+** (1,547 shows), indicating that a majority of the content is designed for teenage and adult viewers.
   * Family-friendly and general audience content such as **7+** and **PG** is lower in comparison, with less than 400 titles each.
   * **18+** content makes up a significant portion, with over 1,200 shows, showcasing prime video's appeal to mature audiences.
3. **Top 10 show genres**
   * **Drama** leads the list with 601 titles, emphasizing that dramatic content is highly popular on prime video.
   * **Comedy** (524 titles) and combinations like **drama, suspense** (385 titles) and **comedy, drama** (367 titles) highlight that audiences enjoy content blending humor and suspense.
   * **Documentary** and **kids** categories also stand out, showing prime video’s broad genre offerings for various types of audiences.
4. **Show releases by year**
   * **2021** saw the highest number of releases, with **1,139 shows**. This spike likely reflects the content surge driven by the pandemic, when streaming services saw increased demand.
   * In earlier years like **2019** and **2020**, prime video had consistent content additions, but no year reached the output levels of 2021.
   * Content production before 2014 was considerably lower, with the number of titles per year in double digits, indicating that prime video significantly ramped up production in recent years.
5. **Regional content distribution**  
   the map highlights the countries contributing the most to prime video’s content:
   * **North America** leads in content production, followed by parts of Europe and **India**.
   * This reflects prime video’s strong presence in these regions and their focus on catering to these markets.
6. **Movies vs. Tv shows**
   * A large portion of prime video’s content library is made up of **movies**, which account for **84.67%** of the total content.
   * **Tv shows** make up a smaller portion (15.33%), but this balance between the two formats ensures a comprehensive entertainment offering for users, with a heavier emphasis on feature films.

**Final takeaways**

* **Prime video is primarily focused on teen and adult audiences**, with the majority of its content falling under the 13+ and 16+ age ratings.
* **Drama and comedy** are the most popular genres, but there’s also a strong showing for suspense, animation, and documentary content.
* The sharp rise in content production in 2021 demonstrates prime’s response to increased streaming demands during the pandemic.
* **North America and India** are significant contributors to the platform’s content library, indicating that prime video prioritizes these markets.
* The heavy focus on **movies** over TV shows reflects prime’s content strategy, with a larger investment in feature films.