

# AMAZON PRIME VIDEO CONTENT ANALYSIS

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The objective of the analysis is to gain insights into the performance and popularity of content on the Amazon Prime Videos platform.

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# OVERVIEW



## GOAL

The goal of my data visualization project on Prime Video content analysis is to analyze and visualize data from 1910 to 2021 to gain insights into the following aspects:

### Content Types

**Determine the percentage of movies and TV shows in the dataset and identify which type is more prevalent.**

### Director Analysis

**Explore the relationship between directors and the types of content they create. Determine which directors are associated with specific genres.**

### Generational Analysis

**Investigate viewer preferences by analyzing viewer demographics and ratings. Understand which generation shows a preference for specific types of content.**

### Top Movies

**Figure out which platforms have the highest movie shares and compare the movie share on Prime Video to other content types.**

### Rating Analysis

**Analyze the distribution of content ratings over specific years. Determine how different content types (movies and TV shows) are rated in specific time periods.**

# OUR AGENCY

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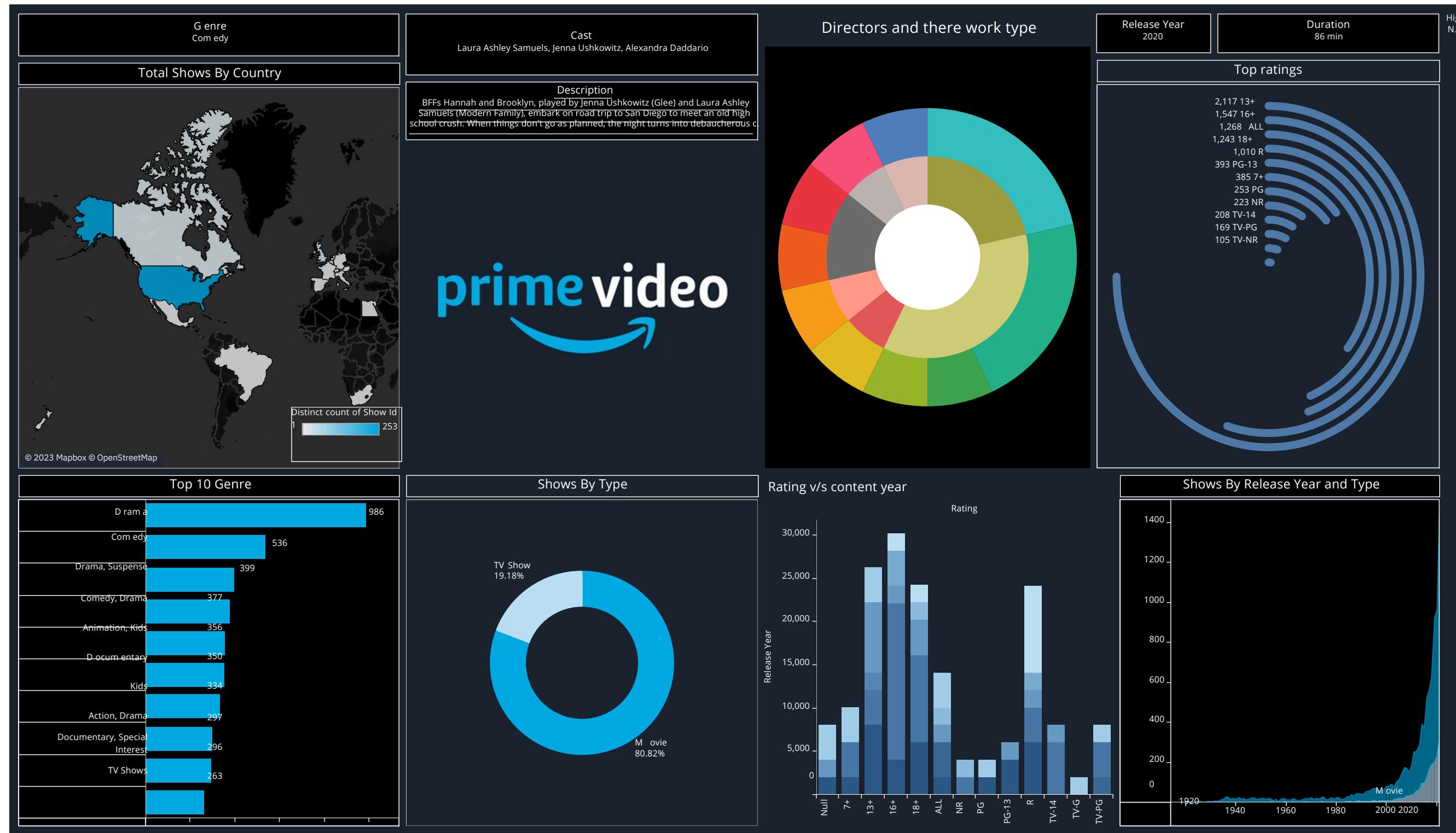
Amazon Prime is the one of the most popular media and video streaming platforms. They have close to 10000 movies or tv shows available on their platform, as of mid-2021, they have over 200M Subscribers globally. The dataset consists of meta details about the movies and tv shows such as the title, director, and cast of the shows / movies. Details such as the release year, the rating, duration , genre Category, and movie description

Data features

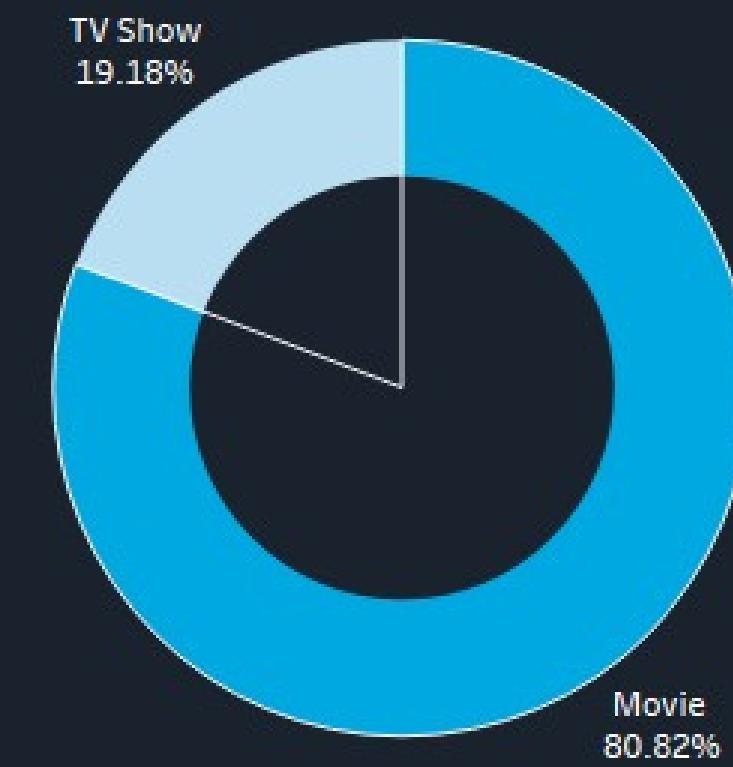
1. **Show id** -Unique id for classification
2. **Type** -Content type Movie or TV Show
3. **Title** - Title for Movie/Tv Show
4. **Director Name** - Director Name of Movie/Tv Show
5. **Cast** - Cast of Movie/Tv Show
6. **Country** - Origin Country Of Country
7. **date\_added** - Date which content added on Amazon
8. **release\_year** - Release Year of Content
9. **ratings** -Rating of content which show which age group can show content
10. **Duration** - Duration Time of Movie or TV Show
11. **Category** - Shows Category Of content like Comedy, Horror, Thriller Etc.
12. **Description** - Brief plot Of content



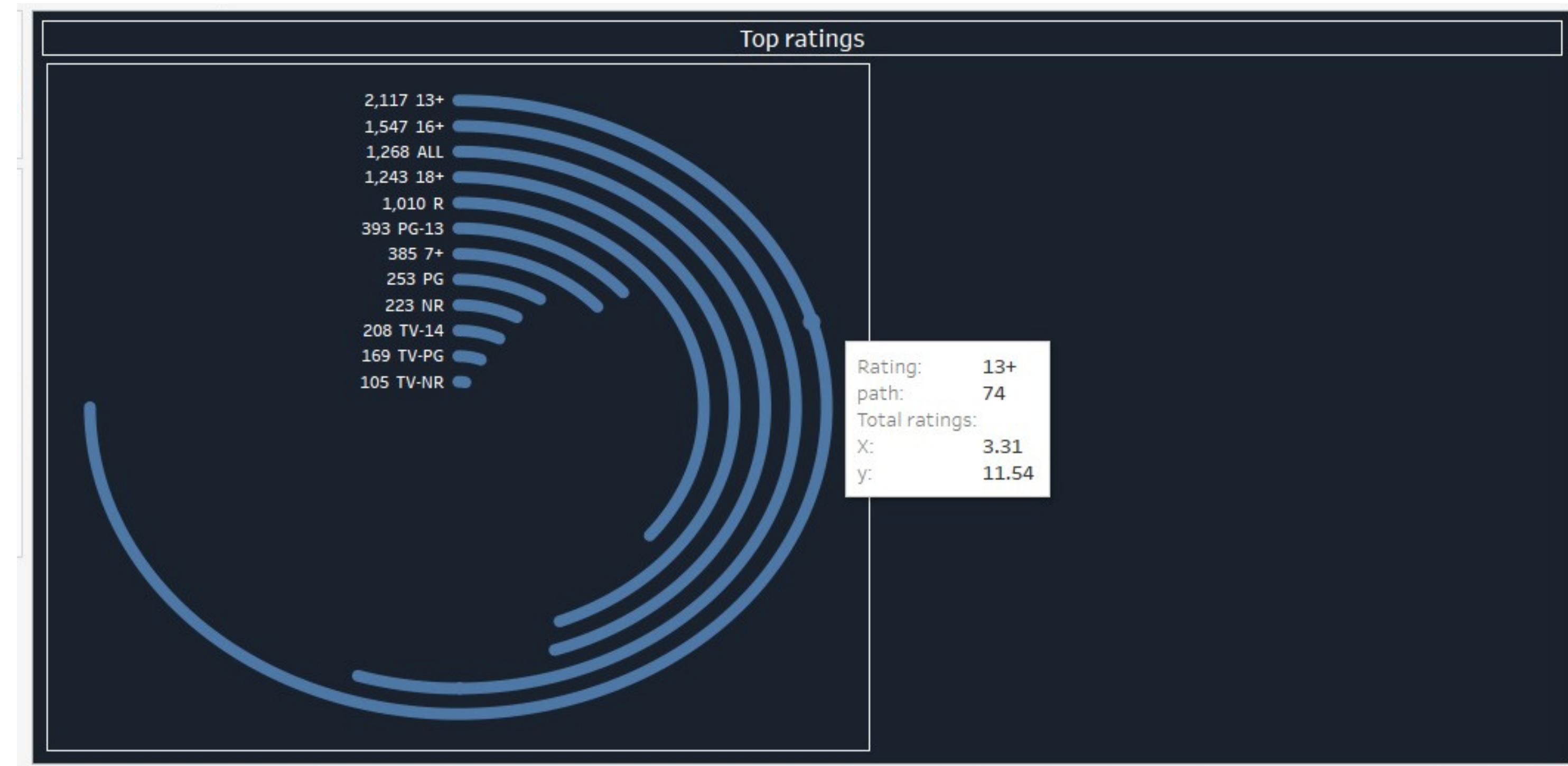
# DASHBOARD

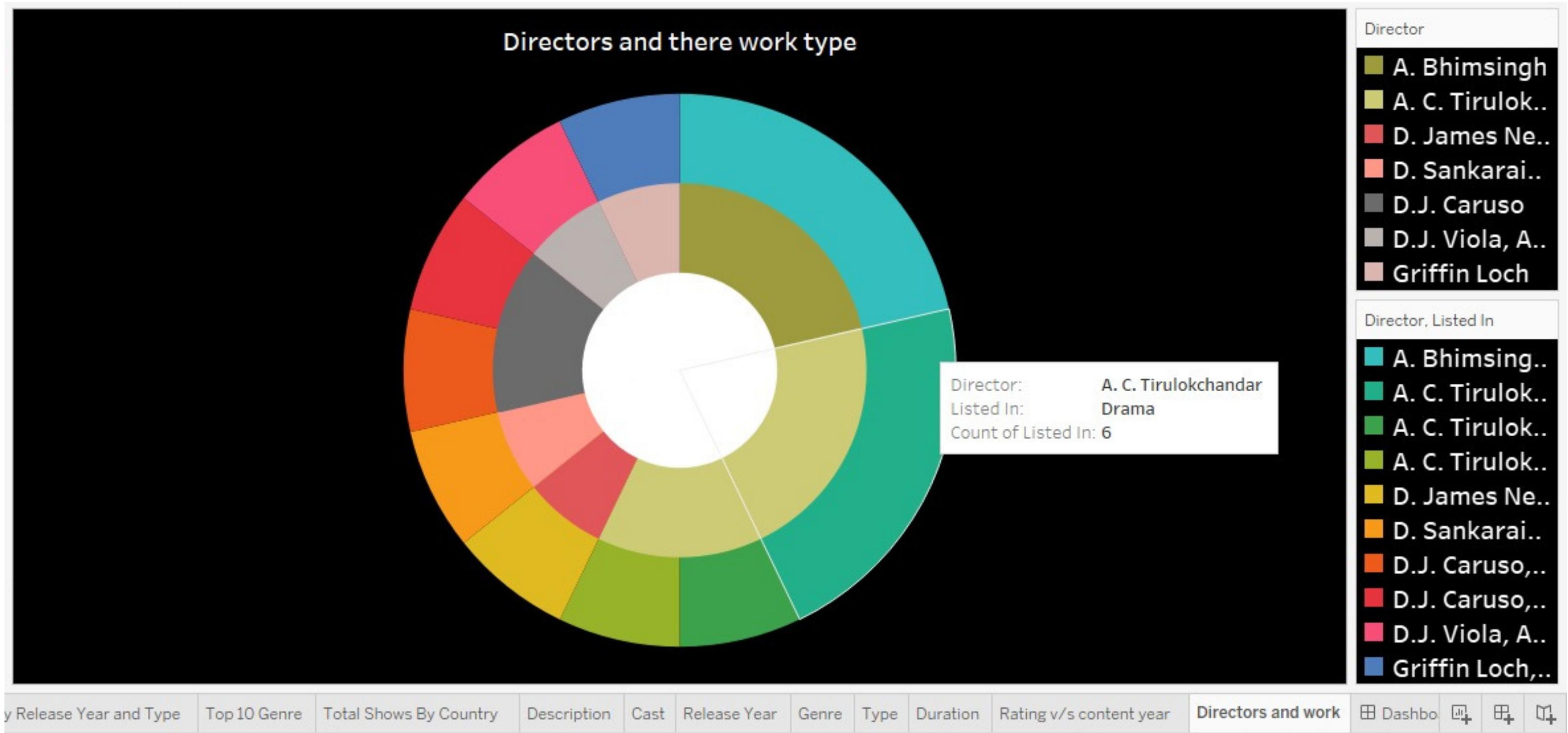


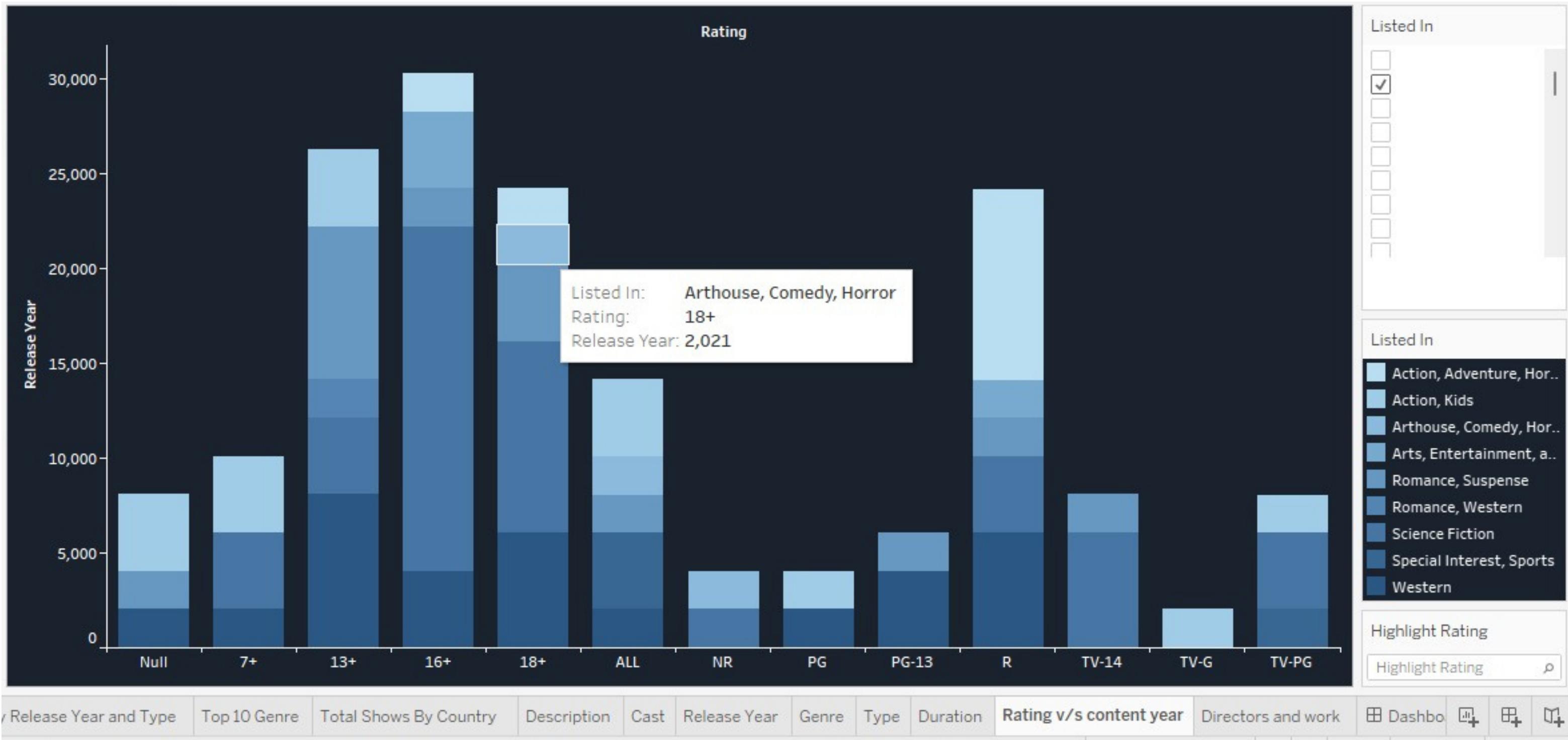
## Shows By Type

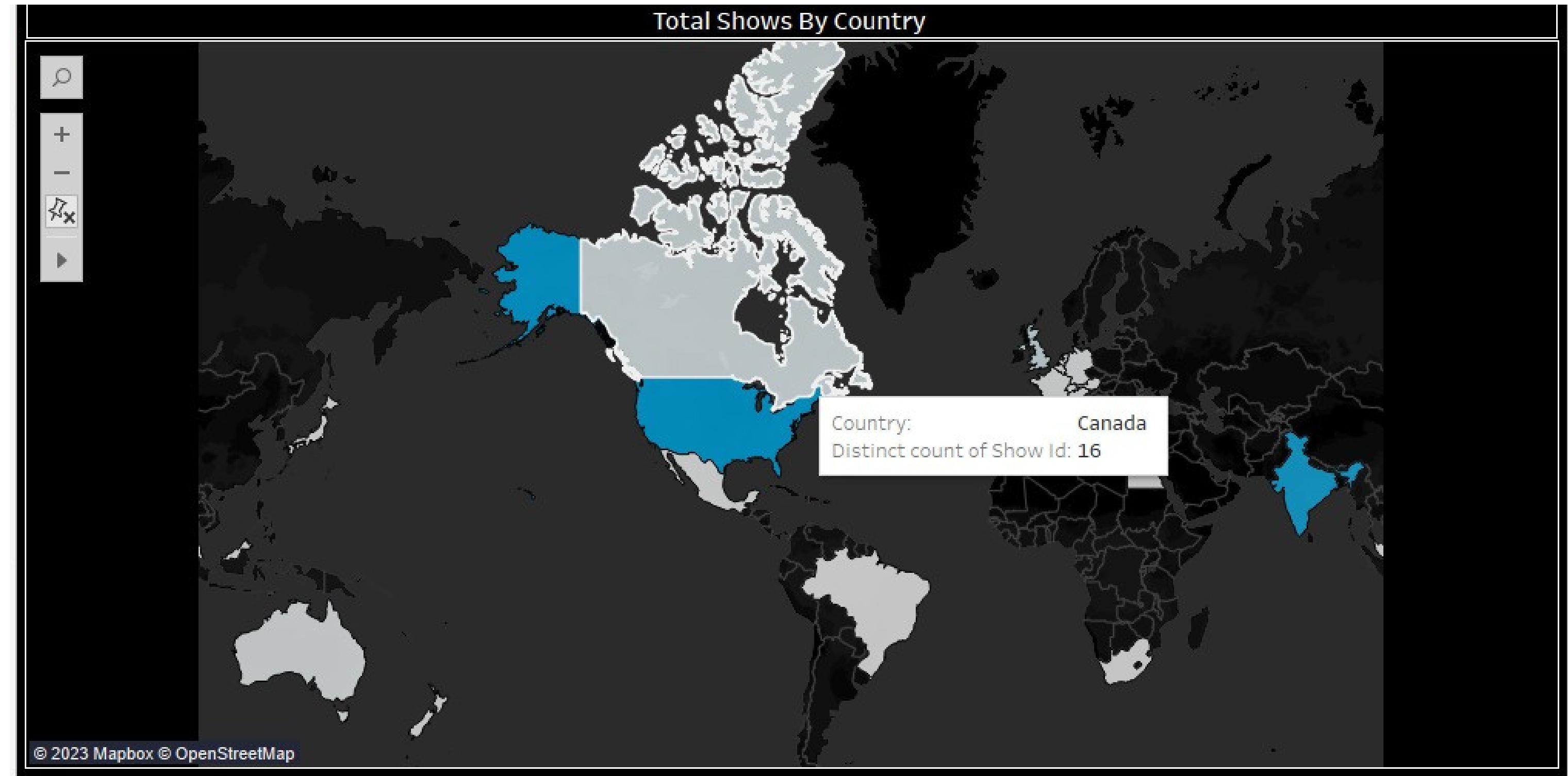


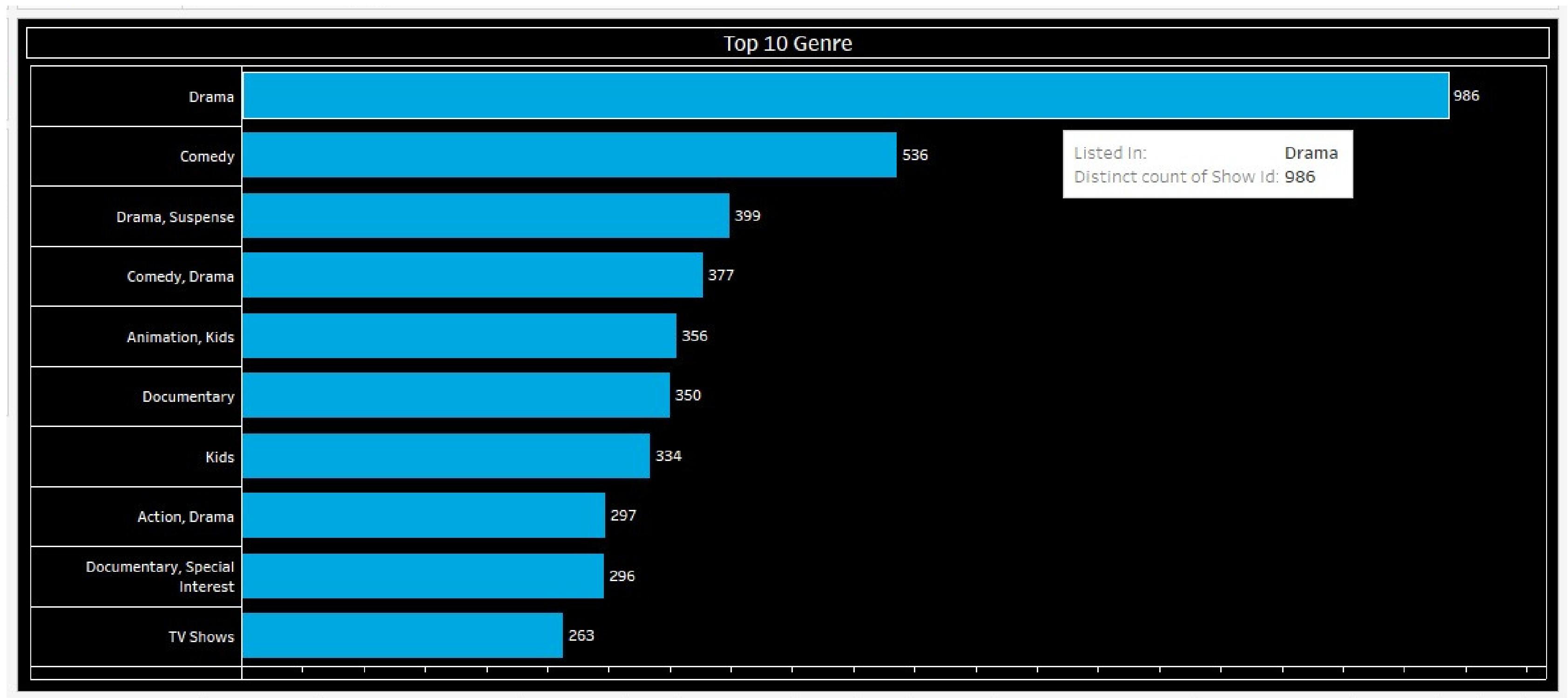
Type: Movie  
% of Total Count of Title along Table (Across): 80.82%  
0:













# THANK YOU

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By visualizing the data in an engaging and informative way, this project aims to provide insights into the trends, patterns, and preferences within Prime Video's content over time. These findings can be valuable for content creators, platform providers, and researchers in understanding audience preferences and making informed decisions related to content production and distribution.