PRIME VIDEO DATA ANALYSIS REPORT

1. INTRODUCTION

With the rapid growth of digital streaming platforms, understanding content trends and distribution has become essential for businesses and analysts. Prime Video, one of the leading global streaming services, offers a vast library of movies and TV shows across different genres, regions, and time periods. Analyzing this data helps uncover insights about audience preferences, content diversity, and growth patterns over time.

This report presents a detailed analysis of Prime Video content using an interactive dashboard. The analysis focuses on total titles, ratings, genres, directors, country-wise distribution, content types, and release year trends. The dashboard visually summarizes complex data, enabling effective decision-making and strategic insights.

2. OBJECTIVES OF THE STUDY

The main objectives of this analysis are:

- To analyze the total number of titles available on Prime Video
- To understand the distribution of ratings across shows
- To study genre-wise content availability
- To compare Movies and TV Shows
- To examine country-wise content distribution
- To analyze content growth trends by release year
- To provide meaningful insights from the dashboard

3. DATASET OVERVIEW

The dataset used for this analysis contains information related to Prime Video titles released between **1920 and 2021**. It includes both Movies and TV Shows with multiple attributes.

Key Dataset Statistics:

- **Total Titles:** 9,655
- **Total Ratings:** 25
- **Total Genres:** 519
- **Total Directors:** 5,771
- **Start Year:** 1920
- **End Year:** 2021

The dataset reflects the diversity and expansion of Prime Video content across decades and geographical regions.

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4. REQUIREMENTS

4.1 Hardware Requirements

- Desktop or Laptop Computer
- Minimum 4 GB RAM and Internet Connection

4.2 Software Requirements

- Microsoft Excel / Power BI
- MS Word (for report documentation)
- Data visualization tools

4.3 Skills Required

- Basic understanding of data analysis
- Knowledge of charts and dashboards
- Analytical and logical thinking

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5. TOOLS AND TECHNOLOGIES USED

The following tools and technologies were used in this project:

- **Microsoft Excel / Power BI:** Data cleaning and visualization
- **Dashboard Visuals:** Bar charts, pie charts, maps, KPI cards, and line graphs
- **Data Analysis Techniques:** Aggregation, filtering, categorization

These tools help convert raw data into meaningful visual insights.

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6. METHODOLOGY / PROCEDURE

The project followed a structured approach:

Step 1: Data Collection

The Prime Video dataset was collected containing title details, ratings, genres, release year, country, and type.

Step 2: Data Cleaning

- Removed missing or inconsistent values
- Standardized genre and rating formats
- Ensured correct date and country mapping

Step 3: Data Processing

- Grouped data by rating, genre, country, and year
- Categorized content into Movies and TV Shows

Step 4: Dashboard Creation

- KPI cards for total titles, genres, ratings, and directors
- Bar charts for ratings and genres
- Map visualization for country-wise distribution
- Pie chart for Movies vs TV Shows
- Line chart for release year trend

Step 5: Analysis and Interpretation

Insights were derived by interpreting the dashboard visuals.

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7. DASHBOARD ANALYSIS

7.1 Total Titles Overview

The platform hosts **9,655 titles**, indicating a large and diverse content library.

7.2 Ratings Analysis

The most common ratings are:

- **13+ (2.12K titles)**
- **16+ (1.55K titles)**
- **ALL (1.27K titles)**

This shows Prime Video targets both family-friendly and mature audiences.

7.3 Genre Analysis

Top genres include:

- **Drama (986 titles)**
- **Comedy (536 titles)**
- **Drama & Suspense (399 titles)**

Drama-based content dominates the platform, reflecting audience demand.

7.4 Movies vs TV Shows

- **Movies:** 7.81K (80.82%)
- **TV Shows:** 1.85K (19.18%)

Movies form the majority of Prime Video's content.

7.5 Country-wise Distribution

The map visualization indicates a strong content presence in:

- North America
- Europe
- Asia

This reflects Prime Video's global reach.

7.6 Release Year Trend

Content growth remained slow until the 1990s, followed by a sharp increase after 2000, showing rapid expansion in recent years.

8. KEY INSIGHTS AND FINDINGS

- Drama is the most dominant genre
- Movies significantly outnumber TV Shows
- Content production has increased rapidly after 2000
- Prime Video has strong global coverage
- The platform serves multiple age groups

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9. LIMITATIONS OF THE STUDY

- Dataset does not include viewer engagement metrics
- Latest releases after 2021 are missing
- No information on popularity or watch time
- Possible regional data imbalance

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10. CONCLUSION

The Prime Video data analysis reveals significant insights into the platform's content strategy. With a strong focus on movies, drama-based genres, and global expansion, Prime Video continues to grow rapidly. The dashboard effectively visualizes large datasets, making trends easy to understand and analyze.

This study demonstrates how data visualization and analytics can support content strategy, market analysis, and business decision-making in the streaming industry.

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11. FUTURE SCOPE

Future enhancements to this analysis may include:

- Viewer ratings and engagement analysis
- Recommendation system insights
- Comparison with other platforms like Netflix
- Regional content performance analysis
- Predictive analytics for future content trends

END OF REPORT