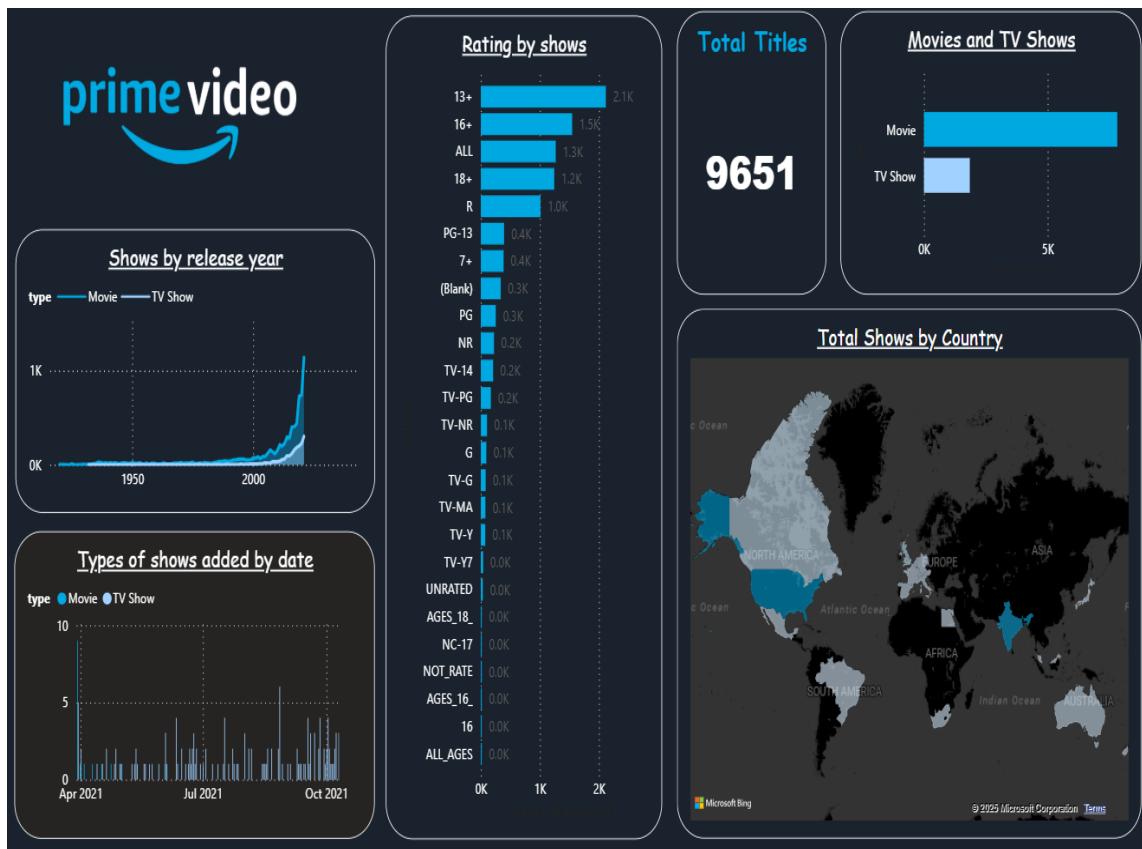


Executive Summary on Amazon prime video dataset



The following above I created a dashboard on prime video dataset to analyze and visualize the content distribution on Prime Video in terms of show types, ratings, release trends, and regional availability. The dashboard helps in understanding user content preferences, content release patterns, and geographical distribution of shows

Dataset link: <https://www.kaggle.com/datasets/shivamb/amazon-prime-movies-and-tv-shows>

Analysis of key problem areas

1. Content Type Distribution:

- Evaluate the proportion of Movies vs TV Shows available on Prime Video.
- Identify which type of content dominates the platform and by how much.

1. Based on the dashboard:

- Total Titles Available: 9,651
- Movies vs TV Shows:
 - Movies: Approx. 7,300+
 - TV Shows: Approx. 2,300+

Key Insights:

- Dominant Content Type: Movies clearly dominate the platform, making up approximately 75–80% of the total content.

- Proportional Difference: Movies outnumber TV Shows by more than 3 times, indicating Prime Video's strong emphasis on movie content over episodic TV shows.

This skewed distribution suggests that Prime Video positions itself more as a movie streaming platform, offering a vast selection of films across various genres and regions

2. Content Ratings Insights:

- Examine which age ratings have the highest concentration of content.
- Analyze the implications for content curation and age-appropriate offerings.

2. Top Age Ratings by Show Count:

From the "Rating by Shows" chart, the most prominent content ratings are:

1. 13+ – ~2.1K titles
2. 16+ – ~1.5K titles
3. ALL – ~1.3K titles
4. 18+ – ~1.2K titles
5. R (Restricted) – ~1K titles

Key Observations:

- The majority of content falls under teen to adult ratings (13+, 16+, 18+, R), which collectively make up well over half of the total content.
- Family and kid-friendly content (e.g., PG, G, TV-Y, TV-G) is significantly less prevalent, each representing a very small fraction of the catalog.

Implications for Content Curation:

- Target Audience: Prime Video is primarily targeting teenagers and adult viewers, with a heavy focus on mature and general audience content.
- Family/Kids Market Gap: The relatively low number of G-rated and PG-rated titles indicates a limited selection for children and families, which could be a growth opportunity for more age-appropriate or educational offerings.
- Curation Strategy:
Prime Video's catalog strategy seems to prioritize diverse mature content (action, drama, thrillers) over content curated for younger or all-age audiences, aligning with the viewing habits of a more mature global user base.

In conclusion, Prime Video's content rating distribution shows a clear lean toward adult and teen entertainment, with opportunities to expand offerings for younger viewers and families.

3. Release Year Trends:

- Track how the volume of content releases has evolved over the years.

- Understand if content production is increasing, plateauing, or declining.

3. Content Volume Over the Years:

From the "Shows by Release Year" chart:

- Pre-2000: Content release was minimal and relatively stable, with very few titles added per year.
- 2000–2015: A gradual increase in content releases begins, reflecting growing digital adoption and platform expansion.
- Post-2015 – Present: A sharp spike in both Movies and TV Shows is observed, with content volume peaking dramatically around 2020–2021.

Current Trend Status:

- The data shows a strong upward trajectory, indicating that content production and acquisition are increasing.
- There's no visible sign of plateauing or decline — Prime Video continues to expand its content library aggressively.

Interpretation & Implications:

- Rising Production & Licensing: The sharp rise in recent years suggests Amazon is rapidly increasing original production and third-party licensing, likely to compete with other streaming platforms.
- Streaming Boom Effect: The spike around 2020 aligns with the COVID-19 pandemic, during which streaming demand surged globally — accelerating digital releases.
- Sustained Growth Outlook: Unless significantly disrupted, this upward trend implies that Prime Video is committed to ongoing growth, particularly with a global focus on new content.

Conclusion:

Prime Video's content release volume is consistently increasing, especially in recent years, highlighting its aggressive content expansion strategy and growing market presence in the streaming space.

4. Content Addition Patterns:

- Determine how frequently new titles are added to the platform.
- Compare the addition rate of Movies vs TV Shows over a recent timeline.

4. Frequency of New Title Additions:

From the "Types of shows added by date" chart (April 2021 – October 2021):

- Titles are added consistently, with daily or near-daily additions.
- The rate fluctuates but never drops to zero for long periods — indicating a steady content pipeline.

Movies vs TV Shows:

- Movies (Blue bars):
 - Appear more frequently and consistently than TV Shows.
 - Often see multiple additions per day, especially in the mid-2021 window.
- TV Shows (Light blue bars):
 - Added less frequently and in lower volumes.
 - Their addition is more sporadic, with occasional clusters rather than a steady flow.

Key Observations:

- Movies dominate the addition timeline, confirming that they are prioritized in platform updates.
- TV Shows, while regularly added, form a smaller portion of total additions and often follow the release of full seasons or batches.

Implications:

- Prime Video's Strategy: Amazon appears to focus more on quick-to-consume content (movies) over long-format episodic TV content.
- User Engagement: The high movie addition rate helps maintain viewer engagement, offering fresh content more frequently.
- Opportunity for TV Show Expansion: Given the slower addition of TV shows, there's potential to scale up series content, especially for binge-watchers and long-term engagement.

Conclusion:

New titles are added to Prime Video frequently and consistently, with movies added at a much higher rate than TV shows. This supports the platform's strategy of maintaining a strong, movie-heavy catalog with consistent content refreshes.

5. Geographical Availability:

- Visualize and assess content distribution by country.
- Identify top countries contributing to Prime Video's content library

5. Content Distribution by Country:

From the "Total Shows by Country" map visualization:

- Darker shades represent higher content volume, while lighter shades indicate fewer titles.
- The map reveals a concentration of content from specific countries, primarily in North America, Europe, and parts of Asia-Pacific.

Top Countries Contributing to Content:

Based on shading intensity:

1. United States US
 - o Darkest shade on the map — clearly the largest contributor to Prime Video's library.
 - o Reflects Amazon's U.S. roots and dominance in English-language entertainment.
2. India IN
 - o Also shown with a prominent dark shade — indicating a large volume of regional content, including Bollywood and Indian-language originals.
3. United Kingdom GB
 - o Another major content contributor, with significant representation in TV dramas, documentaries, and British cinema.
4. Canada, Australia, and Germany CAAUDE
 - o Also moderately shaded, reflecting regular but smaller contributions to the library.
5. Other Notable Regions:
 - o Some parts of Europe (e.g., France, Spain) and Latin America (e.g., Mexico) show moderate content contributions.
 - o Africa and parts of Asia remain relatively underrepresented in content contribution.

Implications:

- Dominant Markets: Prime Video's content library is heavily driven by U.S., Indian, and U.K. productions, indicating a focus on markets with strong entertainment industries and high subscriber bases.
- Regional Strategy: Growth in India and other non-Western countries suggests Amazon is actively investing in regional and multilingual content to cater to local audiences.
- Expansion Opportunities: Lighter regions highlight potential areas for localized content investment, especially in Africa, Southeast Asia, and Eastern Europe.

Conclusion:

Prime Video's content is geographically concentrated, with the U.S., India, and the U.K. contributing the most to its library. While the platform has a strong international presence, there's clear potential to diversify and scale content offerings in underrepresented regions to expand its global reach.