

## Problem Statement: Prime Video Content Analysis Dashboard

### Objective:

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.

### 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.

#### 2. Content Ratings Insights:

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

#### 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.

#### 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.

#### 5. Geographical Availability:

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

Outcome:

This analysis aids content strategists and platform managers in understanding viewing trends, optimizing content acquisition, and tailoring regional offerings to user preferences.