**Key Highlights & Insights**

1. **Total Content Portfolio**
   * **9655 titles** in total, indicating a vast and diverse content library.
   * Split into **7,810 TV shows (80.82%)** and **1,850 movies (19.18%)**, showing a strong focus on series-based content.
2. **Content Ratings Distribution**
   * Content is spread across **25 distinct rating categories**, with the most common being **13+ (2.1K titles)**, followed by **16+ and ALL**, highlighting a youth to general audience focus.
3. **Genre Diversity**
   * **519 unique genres or combinations** are represented.
   * Top genres include:
     + **Drama (986 shows)**
     + **Comedy (536 shows)**
     + Multi-genre formats like **Drama, Suspense** and **Animation, Kids** show strong cross-genre appeal.
4. **Temporal Trends**
   * Content spans from **1920 to 2021**, capturing a full century of media.
   * A sharp increase in content releases is visible after the 2000s, especially around 2018–2021.
5. **Global Content Footprint**
   * The heatmap indicates content production from major regions like **North America, Europe, and India**.
   * This reflects Amazon’s global strategy and regional content acquisitions.
6. **Creative Contributors**
   * **5,771 unique directors** indicate high diversity in content creation and creative voices.

**🎯 Use Cases**

* **For Business/Content Teams**: Helps in identifying high-performing genres, target age groups, and regional production strengths.
* **For Marketing**: Aligns promotional campaigns with the most common ratings and genres.
* **For Data Analysts**: Demonstrates the ability to manipulate and visualize complex datasets using tools like Power BI or Tableau.

**🛠 Tools & Techniques Used**

* **Dashboard Tool**: Likely built with Power BI or Tableau.
* **Visualization Elements**: Pie chart, bar graphs, time-series plots, map visualizations.
* **Data Aggregation**: Grouped by type, genre, rating, region, and year.