Amazon Prime Movies and TV Shows

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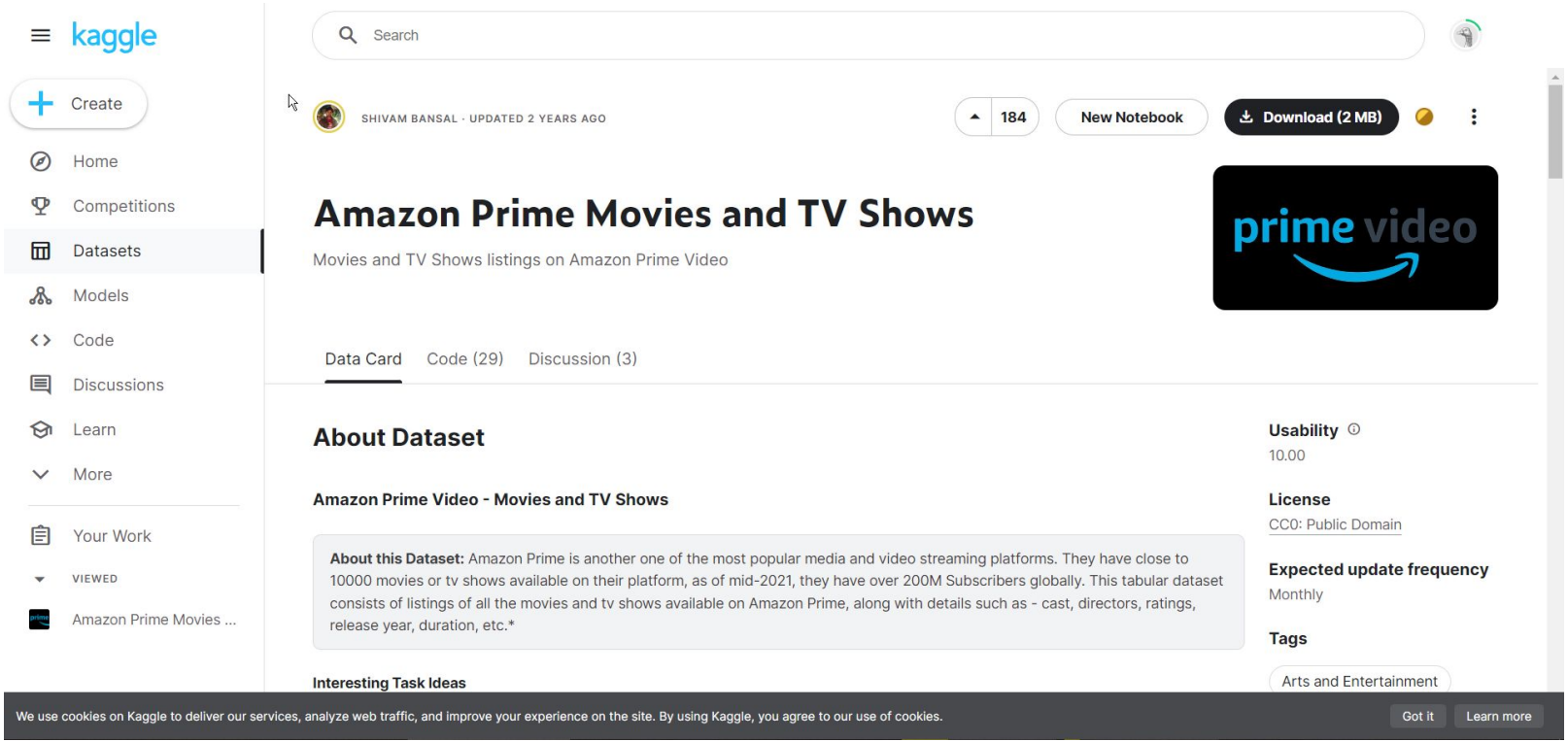
Case Study Mini Course : Data Analytics RevoU Batch 18 Sept 2023

Tools : Google Sheets and Google Looker Studio

Dataset from Kaggle

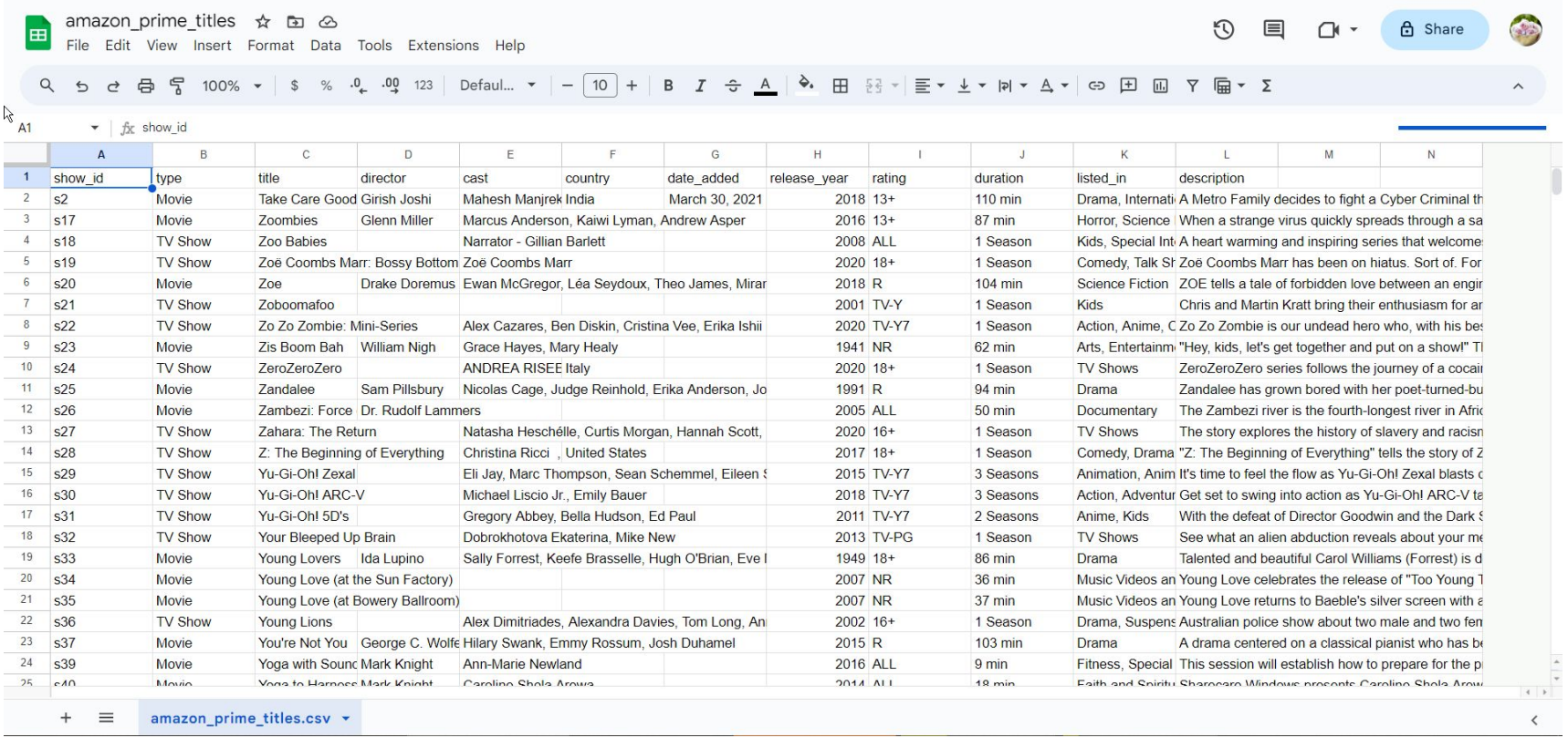


https://www.kaggle.com/datasets/shivamb/amazon-prime-movies-and-tv-shows/

Defining the Problem (asking some questions)

1. How many shows by type of show?
2. How was the show's trend by release year (>=2010)?
3. Which rating has the most shows?
4. What Movie has the longest duration?
5. What TV Show has the most seasons?

Import data

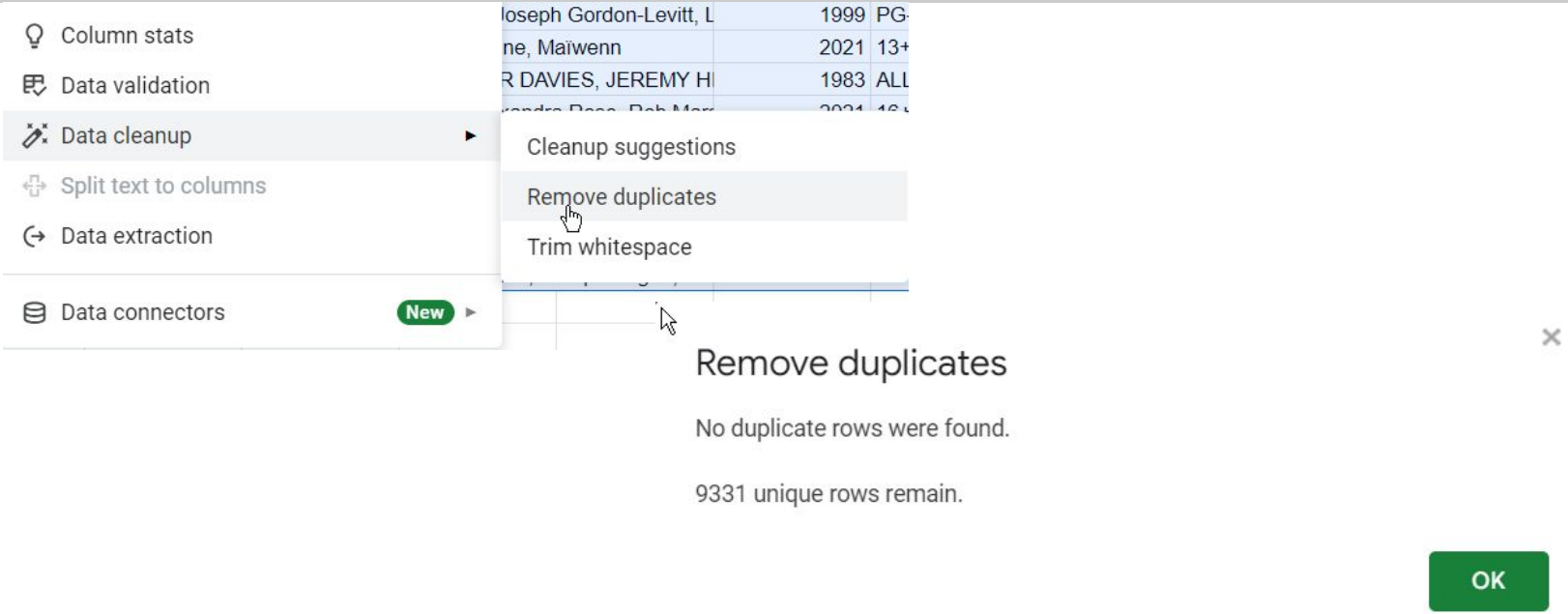


	show_id	type	title	director	cast	country	date_added	release_year	rating	duration	listed_in	description
2	s2	Movie	Take Care Good	Girish Joshi	Mahesh Manjrek	India	March 30, 2021	2018	13+	110 min	Drama, Internati	A Metro Family decides to fight a Cyber Criminal th
3	s17	Movie	Zoombies	Glenn Miller	Marcus Anderson, Kaiwi Lyman, Andrew Asper			2016	13+	87 min	Horror, Science	When a strange virus quickly spreads through a sa
4	s18	TV Show	Zoo Babies		Narrator - Gillian Barlett			2008	ALL	1 Season	Kids, Special Int	A heart warming and inspiring series that welcome
5	s19	TV Show	Zoë Coombs Marr: Bossy Bottom		Zoë Coombs Marr			2020	18+	1 Season	Comedy, Talk Sh	Zoë Coombs Marr has been on hiatus. Sort of. For
6	s20	Movie	Zoe	Drake Doremus	Ewan McGregor, Léa Seydoux, Theo James, Mirar			2018	R	104 min	Science Fiction	ZOE tells a tale of forbidden love between an engir
7	s21	TV Show	Zoboomafoo					2001	TV-Y	1 Season	Kids	Chris and Martin Kratt bring their enthusiasm for ar
8	s22	TV Show	Zo Zo Zombie: Mini-Series		Alex Cazares, Ben Diskin, Cristina Vee, Erika Ishii			2020	TV-Y7	1 Season	Action, Anime, C	Zo Zo Zombie is our undead hero who, with his bes
9	s23	Movie	Zis Boom Bah	William Nigh	Grace Hayes, Mary Healy			1941	NR	62 min	Arts, Entertainm	"Hey, kids, let's get together and put on a show!" Tl
10	s24	TV Show	ZeroZeroZero		ANDREA RISEE Italy			2020	18+	1 Season	TV Shows	ZeroZeroZero series follows the journey of a cocair
11	s25	Movie	Zandalee	Sam Pillsbury	Nicolas Cage, Judge Reinhold, Erika Anderson, Jo			1991	R	94 min	Drama	Zandalee has grown bored with her poet-turned-bu
12	s26	Movie	Zambezi: Force	Dr. Rudolf Lammers				2005	ALL	50 min	Documentary	The Zambezi river is the fourth-longest river in Afric
13	s27	TV Show	Zahara: The Return		Natasha Heschélle, Curtis Morgan, Hannah Scott,			2020	16+	1 Season	TV Shows	The story explores the history of slavery and racisn
14	s28	TV Show	Z: The Beginning of Everything		Christina Ricci , United States			2017	18+	1 Season	Comedy, Drama	"Z: The Beginning of Everything" tells the story of Z
15	s29	TV Show	Yu-Gi-Oh! Zexal		Eli Jay, Marc Thompson, Sean Schemmel, Eileen S			2015	TV-Y7	3 Seasons	Animation, Anim	It's time to feel the flow as Yu-Gi-Oh! Zexal blasts c
16	s30	TV Show	Yu-Gi-Oh! ARC-V		Michael Liscio Jr., Emily Bauer			2018	TV-Y7	3 Seasons	Action, Adventur	Get set to swing into action as Yu-Gi-Oh! ARC-V ta
17	s31	TV Show	Yu-Gi-Oh! 5D's		Gregory Abbey, Bella Hudson, Ed Paul			2011	TV-Y7	2 Seasons	Anime, Kids	With the defeat of Director Goodwin and the Dark S
18	s32	TV Show	Your Bleeped Up Brain		Dobrokhotova Ekaterina, Mike New			2013	TV-PG	1 Season	TV Shows	See what an alien abduction reveals about your me
19	s33	Movie	Young Lovers	Ida Lupino	Sally Forrest, Keefe Brasselle, Hugh O'Brian, Eve I			1949	18+	86 min	Drama	Talented and beautiful Carol Williams (Forrest) is d
20	s34	Movie	Young Love (at the Sun Factory)					2007	NR	36 min	Music Videos an	Young Love celebrates the release of "Too Young T
21	s35	Movie	Young Love (at Bowery Ballroom)					2007	NR	37 min	Music Videos an	Young Love returns to Baeble's silver screen with a
22	s36	TV Show	Young Lions		Alex Dimitriades, Alexandra Davies, Tom Long, An			2002	16+	1 Season	Drama, Suspens	Australian police show about two male and two fen
23	s37	Movie	You're Not You	George C. Wolfe	Hilary Swank, Emmy Rossum, Josh Duhamel			2015	R	103 min	Drama	A drama centered on a classical pianist who has be
24	s39	Movie	Yoga with Sounc	Mark Knight	Ann-Marie Newland			2016	ALL	9 min	Fitness, Special	This session will establish how to prepare for the pl
25	s40	Movie	Yoga to Harness	Mark Knight	Caroline Shola Arowa			2014	ALL	18 min	Faith and Spiritu	Sharecare Windows presents Caroline Shola Arow

https://docs.google.com/spreadsheets/d/1uz3s91hYg0WntZKIdzxn2QwrGSh8N-9P4phwkAU4xJw/edit?usp=sharing

Data Cleaning

Remove duplicates using tools in Google Sheets



https://docs.google.com/spreadsheets/d/1uz3s91hYg0WntZKIdzxn2QwrGSh8N-9P4phwkAU4xJw/edit?usp=sharing

Data Cleaning

Handle missing data, and drop null values, using a pivot table or filter

A	B
type	COUNTA of sho
Movie	80.20%
TV Show	19.80%
Grand Total	**100.00%**

D	E
release_year	COUNTA of sho
2010	2.73%
2011	3.78%
2012	3.59%
2013	4.05%
2014	5.57%
2015	5.50%
2016	7.69%
2017	8.15%
2018	9.09%
2019	13.80%
2020	14.17%
2021	21.88%
Grand Total	**100.00%**

G	H
rating	COUNTA of sho
13+	22.69%
16+	16.61%
18+	13.35%
7+	4.13%
ALL	13.60%
G	1.00%
NC-17	0.03%
NR	2.42%
PG	2.71%
PG-13	4.21%
R	10.82%
TV-14	2.23%
TV-G	0.87%
TV-MA	0.83%
TV-NR	1.13%
TV-PG	1.81%
TV-Y	0.79%
TV-Y7	0.42%
UNRATED	0.35%
Grand Total	**100.00%**

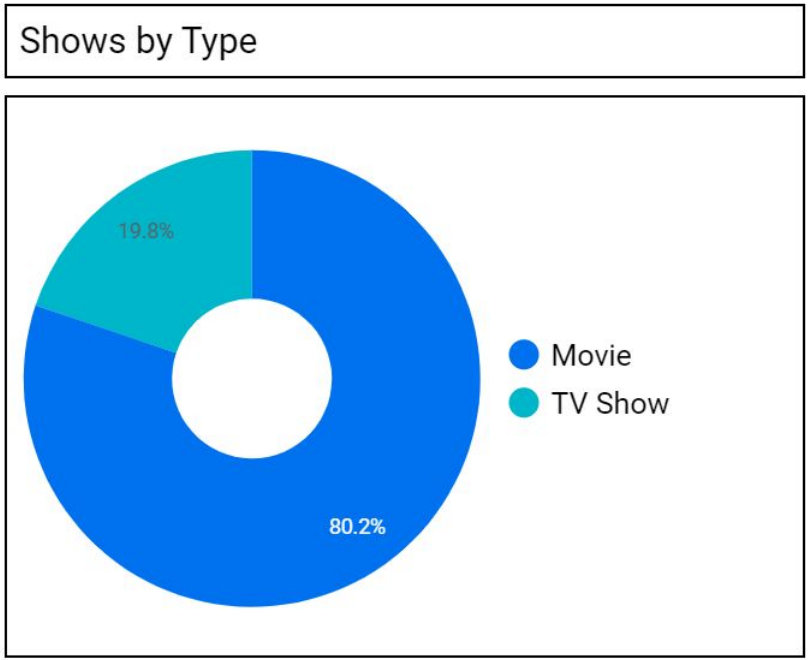
1	Soothing Surf at Del Norte for Sleep black screen	601.00
2	Himalayan Singing Bowls 9 hours	550.00
3	9 Hour Rainstorm for Sleep black screen	541.00
4	Black Screen Ocean Waves for Sleep 9 hours	541.00
5	Gentle evening rain	541.00

1	The Amazing Race	29.00
2	Silent Witness	21.00
3	Survivor	19.00
4	Top Gear (UK)	15.00
5	America's Next Top Model	14.00

https://docs.google.com/spreadsheets/d/1uz3s91hYg0WntZKIdzxn2QwrGSh8N-9P4phwkAU4xJw/edit?usp=sharing

Data Visualization

How many shows by type of show?



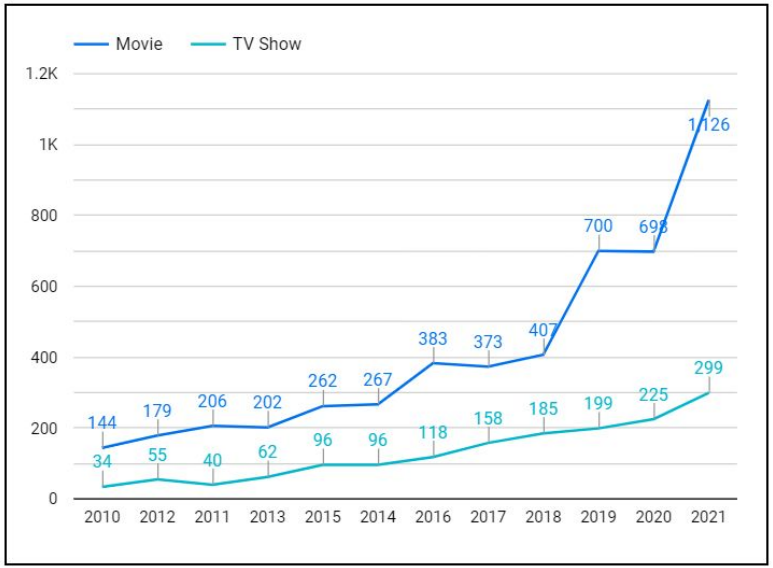
In our data, the proportion of Movies is 80.2%. So we need to consider adding the show with the type of TV Show. Prefer we add more of the type of Movie.

https://lookerstudio.google.com/reporting/75bc646b-dcd9-48c0-936b-b5b2fc401862

Data Visualization

How was the show's trend by release year (>=2010)?

Shows The Differences Between Movie and TV Shows by Release Year (>= 2010)



The number of shows by release year at Movies has significantly increased starting from 2019. While TV Shows increase slowly year by year.

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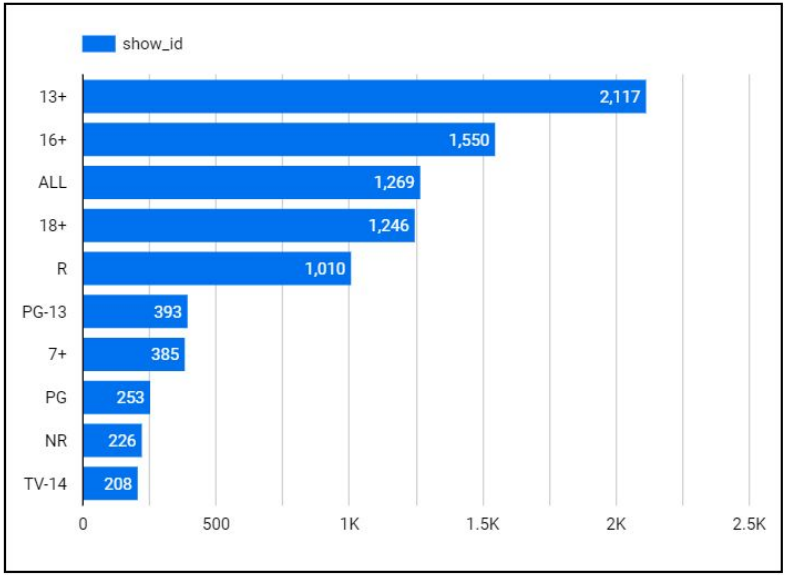
Data Visualization

Which rating has the most shows?

Shows by Top 10 Ratings



Most of our shows have ratings of 13+, followed by 16+. We need to take a look at who our targeted users, are so we can add more Movie or TV Shows by our target users.

https://lookerstudio.google.com/reporting/75bc646b-dcd9-48c0-936b-b5b2fc401862

Data Visualization

What Movie has the longest duration?

Top 5 Movie Have The Longest Duration

	title	duration (minute) ▾
1.	Soothing Surf at Del Norte for Sleep black screen	601
2.	Himalayan Singing Bowls 9 hours	550
3.	Gentle Midnight Rain black screen 9 hours	541
4.	9 Hour Rainstorm for Sleep black screen	541
5.	Gentle evening rain	541

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The Movie has the longest duration is 'Soothing Surf at Del Norte for Sleep black screen' with a duration of 601 minutes or 6 hours

https://lookerstudio.google.com/reporting/75bc646b-dcd9-48c0-936b-b5b2fc401862

Data Visualization

What TV Show has the most seasons?

Top 5 TV Shows Have The Most Seasons

	title	season ▾
1.	The Amazing Race	29
2.	Silent Witness	21
3.	Survivor	19
4.	Top Gear (UK)	15
5.	Paula's Best Dishes	14

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For TV Show, that has the most season is 'The Amazing Race' with 29 season

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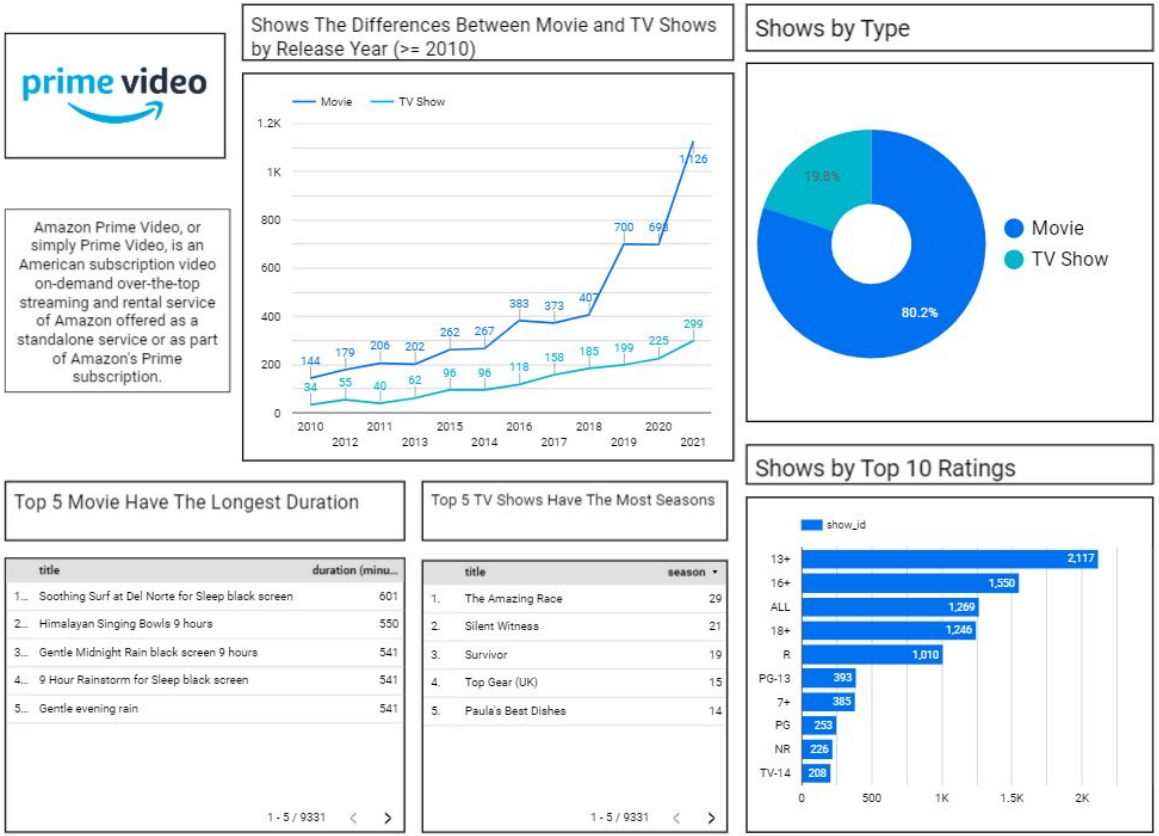
Simple Dashboard



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Thank You

Feel free to give me criticism and suggestions