

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

The screenshot shows the Kaggle website interface. On the left is a sidebar with navigation links: Home, Competitions, Datasets (highlighted), Models, Code, Discussions, Learn, More, Your Work, and a 'VIEWED' section containing 'Amazon Prime Movies ...'. The main header includes the Kaggle logo, a search bar, a user profile for 'SHIVAM BANSAL - UPDATED 2 YEARS AGO', a '184' badge, a 'New Notebook' button, and a 'Download (2 MB)' button. The dataset title 'Amazon Prime Movies and TV Shows' is prominently displayed, followed by the subtitle 'Movies and TV Shows listings on Amazon Prime Video'. A 'prime video' logo is shown in a black box. Below the title are tabs for 'Data Card' (selected), 'Code (29)', and 'Discussion (3)'. The 'About Dataset' section contains a text box stating: 'About this Dataset: Amazon Prime is another one of the most popular media and video streaming platforms. They have close to 10000 movies or tv shows available on their platform, as of mid-2021, they have over 200M Subscribers globally. This tabular dataset consists of listings of all the movies and tv shows available on Amazon Prime, along with details such as - cast, directors, ratings, release year, duration, etc.*'. To the right of this section are 'Usability' (10.00), 'License' (CC0: Public Domain), 'Expected update frequency' (Monthly), and 'Tags' (Arts and Entertainment). A footer bar at the bottom contains a cookie notice and 'Got it' and 'Learn more' buttons.

Kaggle

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Amazon Prime Movies ...

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SHIVAM BANSAL - UPDATED 2 YEARS AGO

184

New Notebook

Download (2 MB)

Amazon Prime Movies and TV Shows

Movies and TV Shows listings on Amazon Prime Video

prime video

Data Card | Code (29) | Discussion (3)

About Dataset

Amazon Prime Video - Movies and TV Shows

About this Dataset: Amazon Prime is another one of the most popular media and video streaming platforms. They have close to 10000 movies or tv shows available on their platform, as of mid-2021, they have over 200M Subscribers globally. This tabular dataset consists of listings of all the movies and tv shows available on Amazon Prime, along with details such as - cast, directors, ratings, release year, duration, etc.*

Usability 10.00

License CC0: Public Domain

Expected update frequency Monthly

Tags Arts and Entertainment

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Got it Learn more

<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



amazon_prime_titles



File Edit View Insert Format Data Tools Extensions Help



Share



100% \$ % .0 .00 123 Default... - 10 + B I A

A1

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	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, Miran			2018	R	104 min	Science Fiction	ZOE tells a tale of forbidden love between an engir		
7	s21	TV Show	Zoboamafo					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 be		
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!" TI		
10	s24	TV Show	ZeroZeroZero		ANDREA RISEE	Italy		2020	18+	1 Season	TV Shows	ZeroZeroZero series follows the journey of a cocai		
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 Heschéle, Curtis Morgan, Hannah Scott,			2020	16+	1 Season	TV Shows	The story explores the history of slavery and racism		
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 te		
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 m		
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 Dimitriadis, 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 Soun	Mark Knight	Ann-Marie Newland			2016	ALL	9 min	Fitness, Special	This session will establish how to prepare for the p		
25	s40	Movie	Yoga to Harmon	Mark Knight	Carolina Shala Araya			2014	ALL	18 min	Faith and Spiritu	Shangcang Windows presents Carolina Shala Araya		

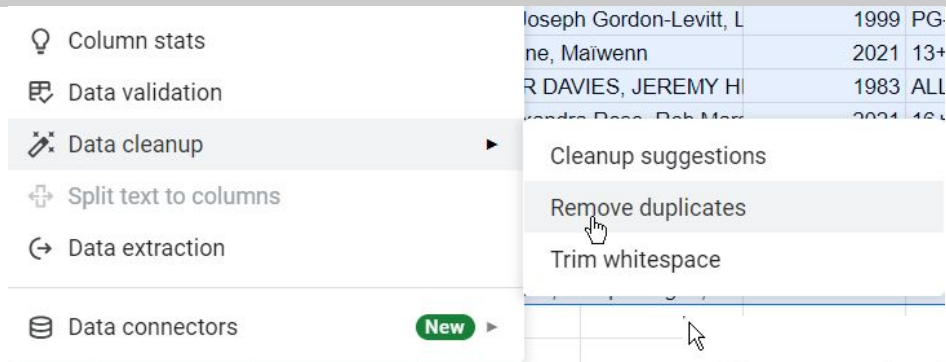


amazon_prime_titles.csv



Data Cleaning

Remove duplicates using tools in Google Sheets



The screenshot shows the Google Sheets interface. On the left, a sidebar contains several tools: 'Column stats', 'Data validation', 'Data cleanup' (which is highlighted), 'Split text to columns', 'Data extraction', and 'Data connectors'. A 'New' button is visible next to 'Data connectors'. The 'Data cleanup' menu is open, showing three options: 'Cleanup suggestions', 'Remove duplicates' (which is selected with a mouse cursor), and 'Trim whitespace'. In the background, a portion of a spreadsheet is visible with the following data:

Joseph Gordon-Levitt, L	1999	PG-
ne, Maiwenn	2021	13+
R DAVIES, JEREMY H	1983	ALL
Andres Bosc, Rob Moss	2021	13+

Remove duplicates

No duplicate rows were found.

9331 unique rows remain.

OK

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

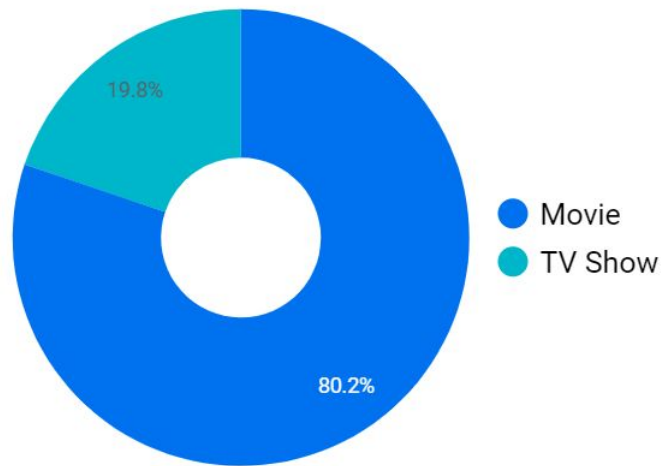
1	The Amazing Race	29.00
2	Silent Witness	21.00
3	Survivor	19.00
4	Top Gear (UK)	15.00
5	America's Next Top Model	14.00

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

Data Visualization

How many shows by type of show?

Shows by Type

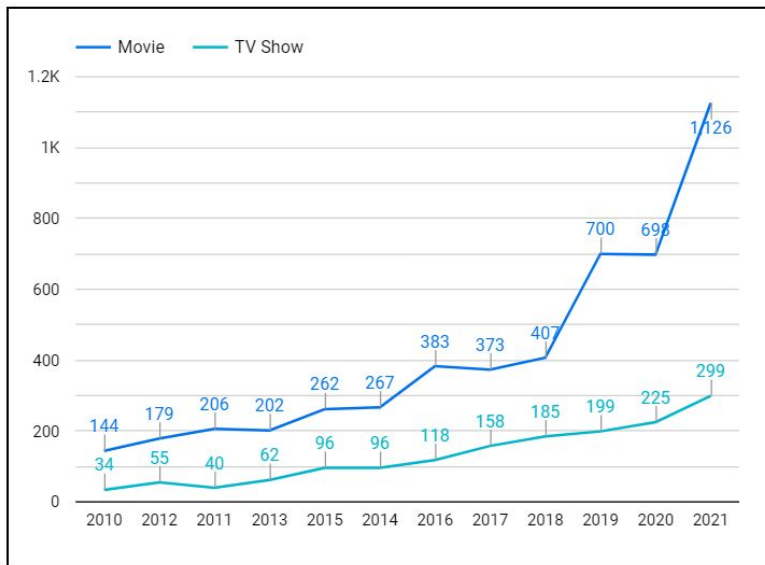


In our data, the proportion of Movies is 80.2%. So we need to consider adding the show with the type of TV Show. Prefer we add more of the type of Movie.

Data Visualization

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

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

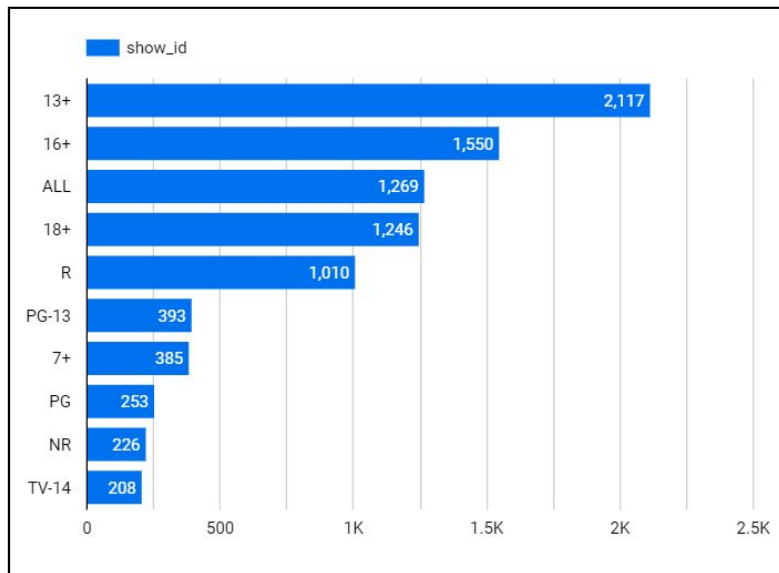


The number of shows by release year at Movies has significantly increased starting from 2019. While TV Shows increase slowly year by year.

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.

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
1 - 5 / 9331 < >		

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

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
		1 - 5 / 9331 < >

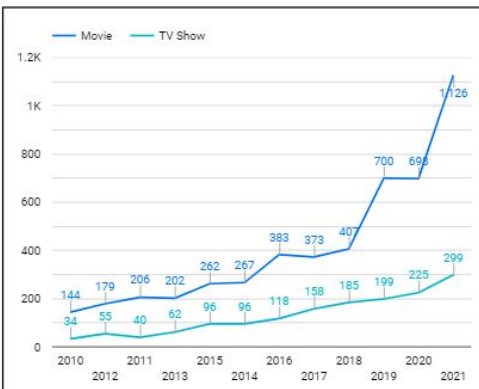
For TV Show, that has the most season is 'The Amazing Race' with 29 season

Simple Dashboard

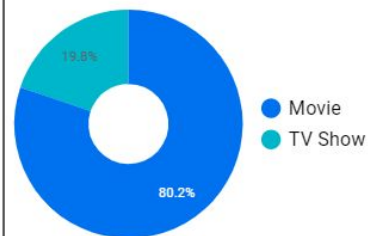


Amazon Prime Video, or simply Prime Video, is an American subscription video on-demand over-the-top streaming and rental service of Amazon offered as a standalone service or as part of Amazon's Prime subscription.

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



Shows by Type



Top 5 Movie Have The Longest Duration

title	duration (minu...
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

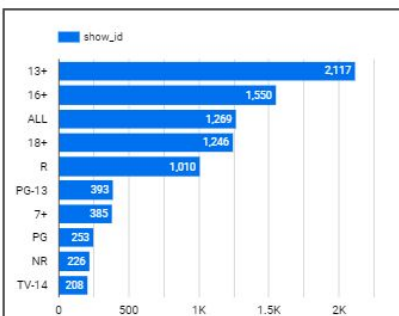
1 - 5 / 9331 < >

Top 5 TV Shows Have The Most Seasons

title	season
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3. Survivor	19
4. Top Gear (UK)	15
5. Paula's Best Dishes	14

1 - 5 / 9331 < >

Shows by Top 10 Ratings



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



Thank You

Feel free to give me criticism and suggestions