

Amazon Prime Titles: Data Analysis



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- Revou Data Analysis Mini Course Case Study -

Outline

- Introduction
- Methodology
- Results
- Discussion
- Conclusion
- Appendix



Introduction

- **Amazon Prime** is one of the most popular media and video streaming platforms. They have close to 10000 shows available on their platform, as of mid-2021, they have **over 200M Subscribers** globally.
- **Dataset** used is a listings of all the movies and tv shows available on Amazon Prime, along with details such as - cast, directors, ratings, release year, duration, etc.
- Using the dataset, we can find these points/trends :
 - Distribution of shows over time
 - Common categories of shows
 - Composition of shows type



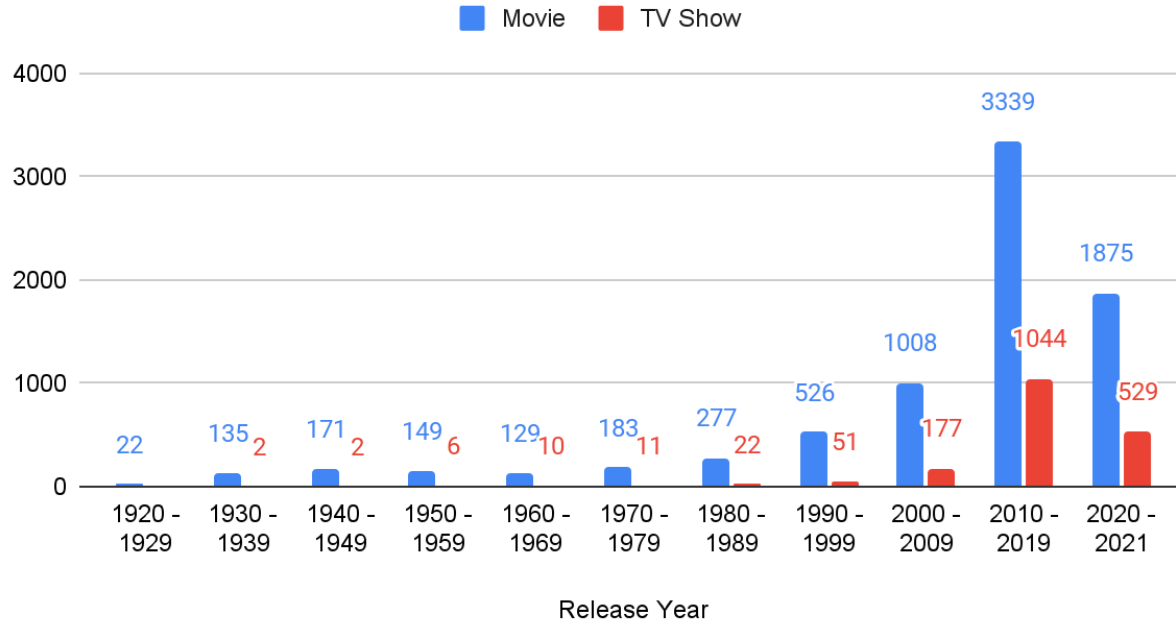
Methodology

- **Data Wrangling**
- **Exploratory Data Analysis**
 - Jupyter Notebook
 - Python (Pandas)
- **Data Visualization**
 - Python (Matplotlib & Seaborn)
 - Google Sheets

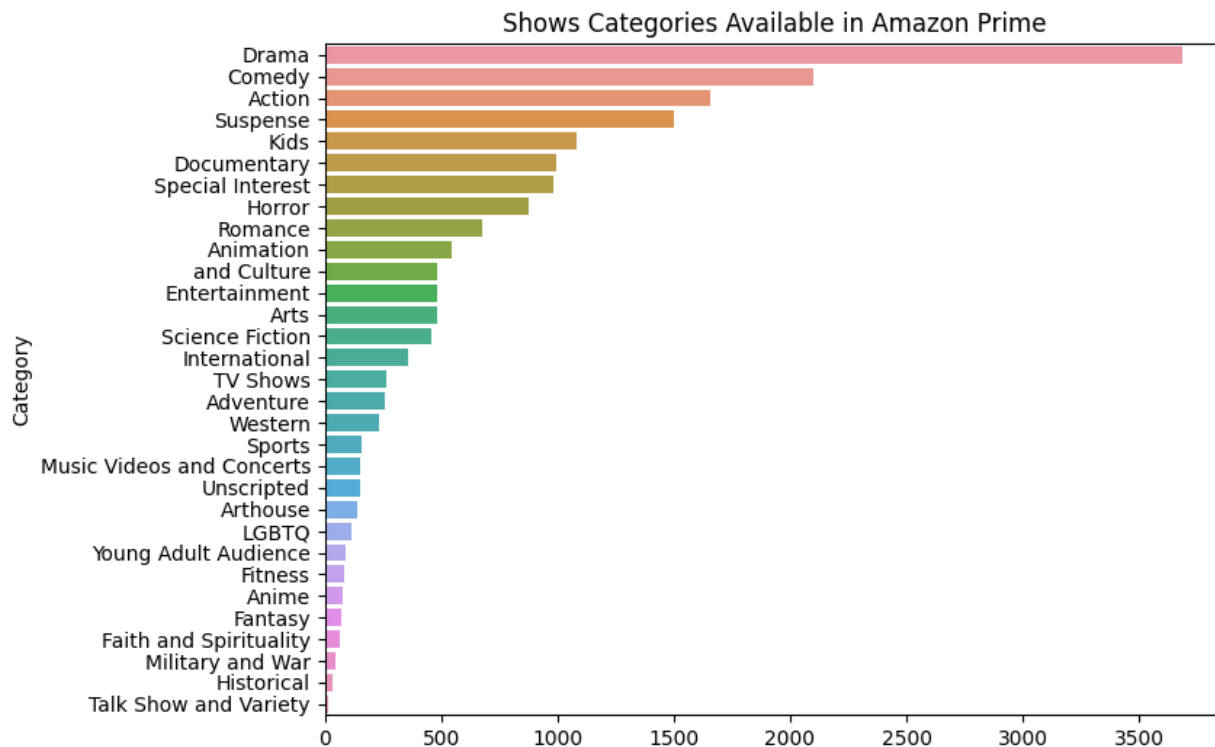


Results

Movies and TV Show in Amazon Prime



The chart proposes that most of the Amazon Prime content was released in 2010 - 2019 and that the number of Movie always outnumbered TV Show.



According to this data, it seems that Drama is the most common category, whereas Talk Show and Variety is the least common category on Amazon Prime.

Overall Findings

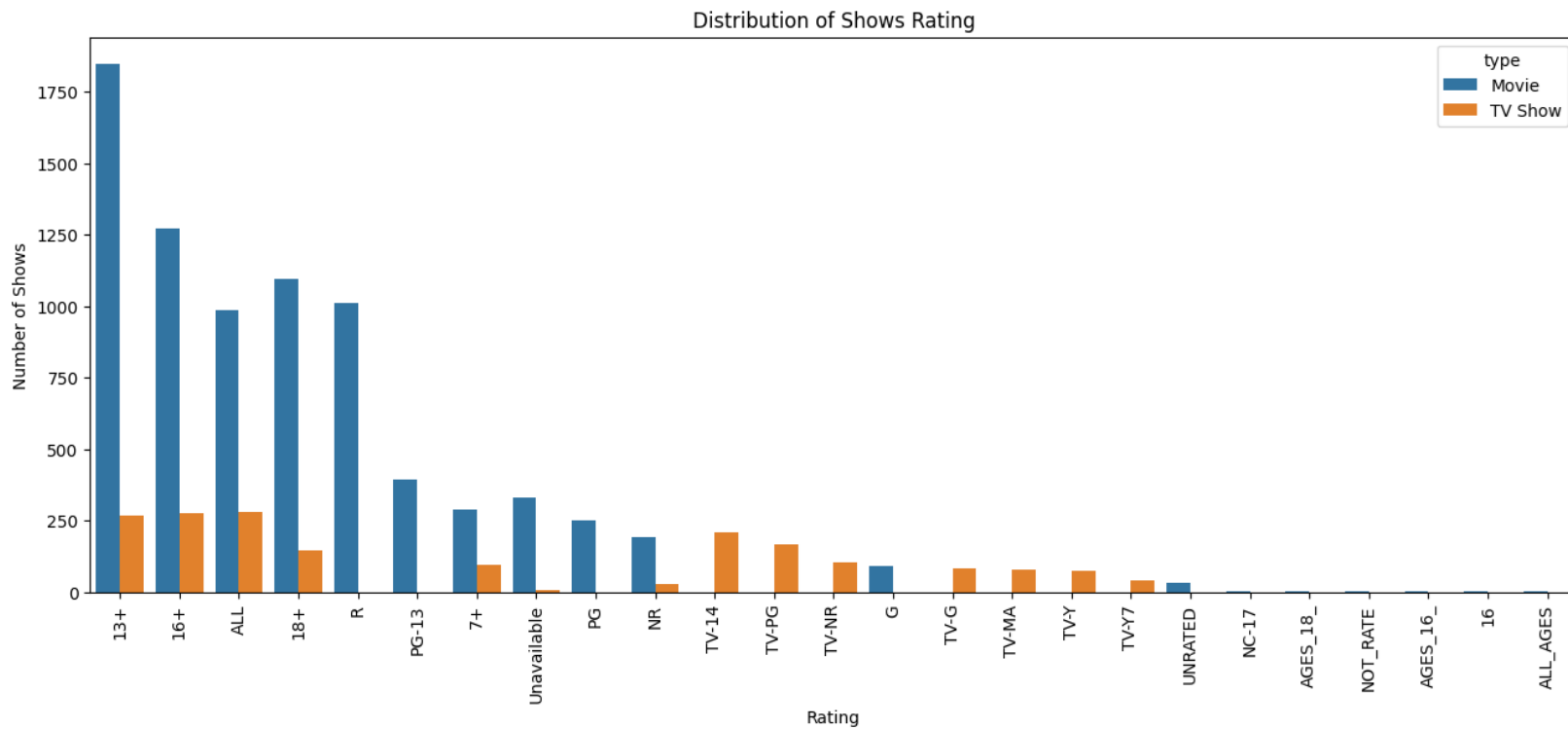
- Movie dominate 80% of Amazon Prime content
- **More than half** of the content on Amazon Prime is released in 2010 - 2021
- **Drama** is the most common category on Amazon Prime followed by Comedy and Action
- The least common category on Amazon Prime is Talk Show and Variety

Conclusion

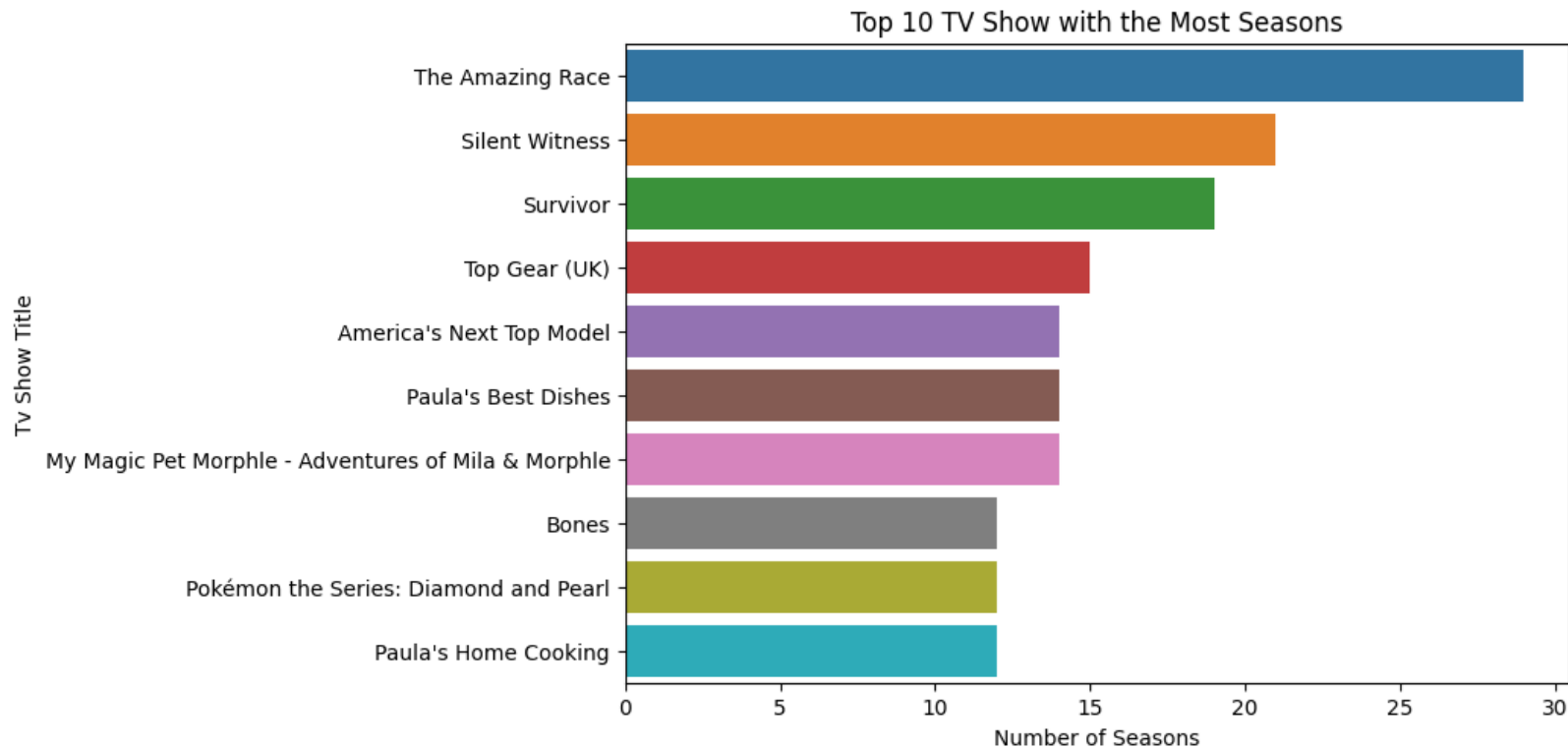
Through analyzing the Amazon Prime Titles dataset, we can **extract insight** regarding the **distribution** and **categories** of the shows on the Amazon Prime.

These insights can benefit **online streaming consumer** as well as Amazon Prime **content curation team**.

Appendix



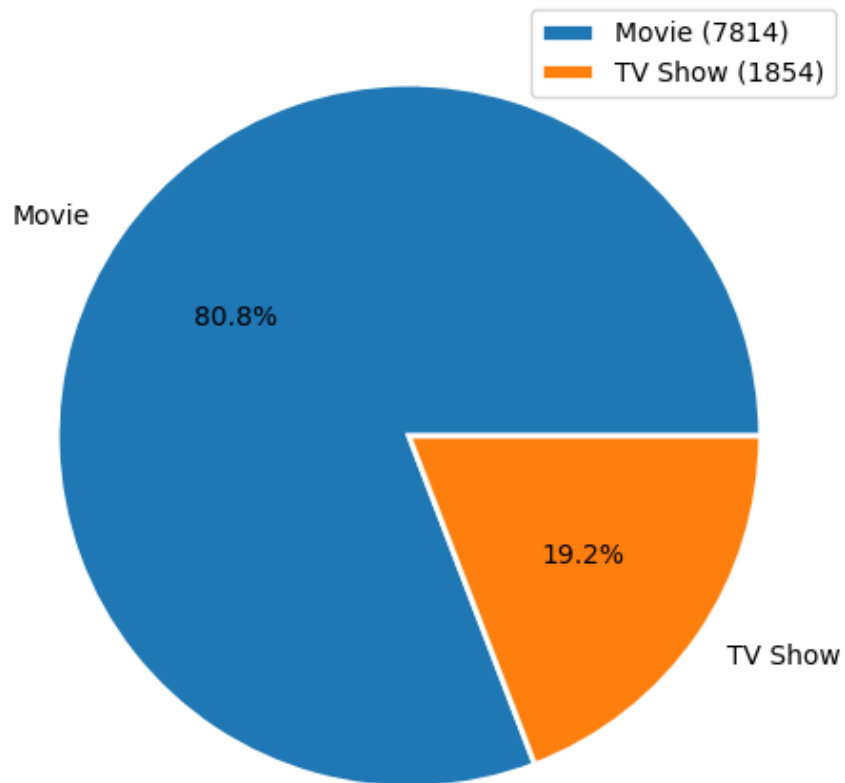
Appendix



Appendix

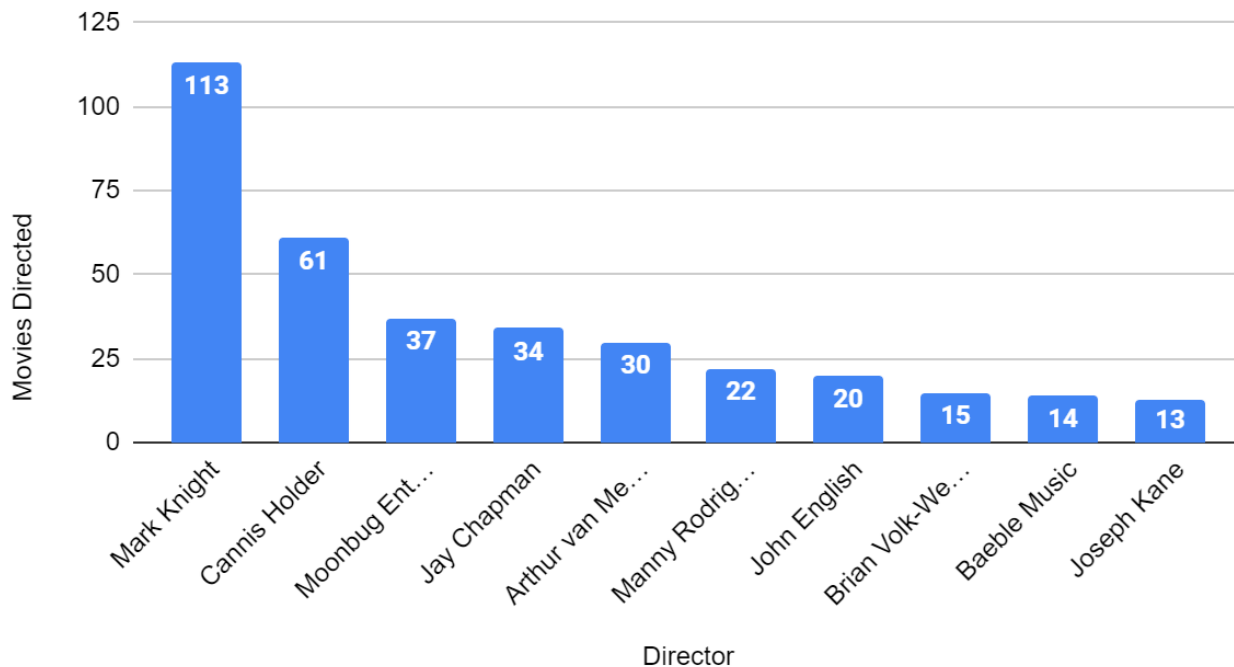


Movie and TV Shows Ratio



Appendix

Top 10 Movies Director



Appendix

Notebook :

<https://www.kaggle.com/code/mattnaufal/amazon-prime-titles-exploratory-data-analysis>

Google Sheets :

<https://docs.google.com/spreadsheets/d/1GRZT1PvETeLCgOLG3J-n17okXCbl5W98P5wGPcBAFCg/edit?usp=sharing>

Thank You!

Find me at:

