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Project Title: Understanding Content Trends Across Streaming Platforms

Current Progress & Near-Completion Status

The project is in its final stages, with **data analysis, visualization, and insights fully developed in Power BI**. The consolidated dataset, built from multiple Kaggle sources, has been refined for accuracy, and key trends across major streaming platforms have been identified.

Completed Work

1. Data Preparation & Cleaning:

- Successfully merged datasets and resolved missing values.
- Applied logical filtering to categorize content by platform.
- Ensured data consistency for accurate trend analysis.

2. Power BI Visualizations & Key Insights:

- **Platform Content Distribution:** Netflix and Amazon Prime dominate in content volume, while Apple TV+ has a niche selection.
- **Genre Analysis:** Drama and Comedy lead across platforms, while genres like Horror and Sci-Fi have a smaller presence.
- **IMDb Score Trends:** Most titles fall within a 5.0-7.5 range, indicating **average user satisfaction** across platforms.
- **Runtime Comparison:** HBO Max and Apple TV+ tend to have longer movie runtimes compared to other platforms.
- **Streaming Service Popularity:** Platforms with larger libraries don't necessarily have higher-rated content.

Challenges Faced & Resolutions

- **Data Filtering for Meaningful Insights:**
 - Initial charts were too cluttered, making analysis difficult.
 - Applied **filtering techniques** in Power BI to focus on the most relevant data (e.g., filtering by IMDb scores, top 10 genres, etc.).
- **Handling Missing Data:**
 - Missing platform names were identified and corrected using metadata-based classification.
- **Ensuring Effective Visualization:**
 - Some visualizations were refined for **better readability and interpretation**.

Final Steps Before Submission

- **Final Refinements:** Minor tweaks to Power BI visuals for a clearer representation of data.
- **Final Report Drafting:** Organizing findings into a structured 12-15-page report.
- **Presentation Preparation:** Creating a PowerPoint presentation summarizing key insights, methodology, and conclusions.

Note: ChatGPT was used to improve the grammar and punctuation of the lines I've written for the second project update report.