

# Amazon Prime Video Dashboard

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- Tool Used: Power BI
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# Objective

- To create an interactive dashboard for analyzing Amazon Prime Video content based on title count, genre, rating, region, and format. The goal is to support content and strategy teams with actionable insights.

# Dataset Overview

- - Source: Public dataset (e.g., Kaggle)
- - Total Titles: 9,655
- - Fields Used: Title, Rating, Genre, Country, Director, Type (Movie/TV Show), Release Year

# KPIs and Metrics

- - Total Titles: 9,655
- - Total Genres: 519
- - Total Ratings: 25
- - Total Directors: 5,771
- - Countries Covered: 220
- - Content Type:
  - - Movies: 7,810 (80.82%)
  - - TV Shows: 1,850 (19.18%)

# Key Insights

- - Top Genres: Drama and Comedy lead by content count.
- - Rating Trends: “16+” and “ALL” are the most common.
- - Geographic Distribution: High concentration in the US, India, UK.
- - Release Pattern: High number of titles added post-2010.

# Dashboard Features

- - Interactive Filters for genre, rating, and type
- - Pie Chart for content type (Movies vs TV Shows)
- - Bar Charts for top genres and rating categories
- - Map showing content distribution by country
- - Clean, dark theme with Prime Video brand color (#00A8E1)

# Conclusion

- This dashboard provides an insightful overview of Amazon Prime's content library. It helps identify popular genres, assess rating distribution, and understand content spread across countries — supporting better content strategy decisions.