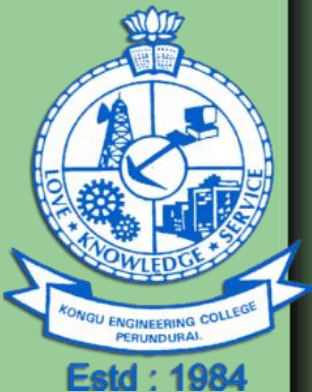# Amazon Prime OTT Media Dashboard

MENTOR
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SUBMITTED BY

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PROBLEM STATEMENT

Developing an interactive dashboard using Power BI for an OTT media platform requires addressing the complexity of analyzing diverse viewership patterns, adapting to dynamic content trends, and integrating multiple data sources.
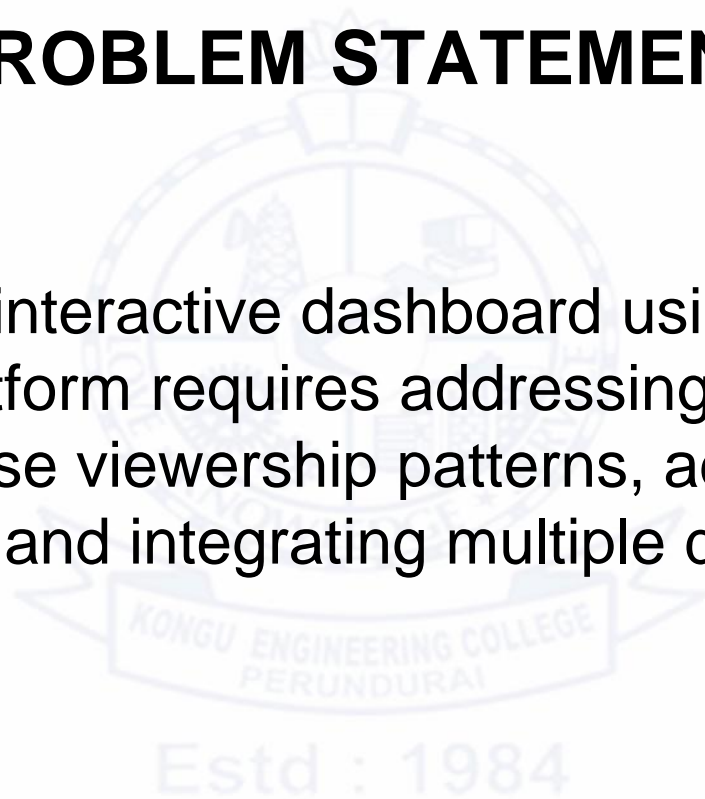
OBJECTIVE:

● To analyze and monitor key performance indicators (KPIs) related to user engagement, content consumption, and subscription trends on an OTT media platform.

● This involves leveraging diverse data sources to create an interactive dashboard that provides insights, enabling the platform to optimize content strategies, and enhance overall viewer experience.

Dataset Link

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

show_id	type	title	director	cast	country	date_add	release_	rating	duration	listed_in	description
s1	Movie	The Gran	Don McK	Brendan	Canada	March 30	2014		113 min	Comedy,	A small fishing village must procure a local doctor to secure a lucrative business contract. When unlikely candidate ar
s2	Movie	Take Car	Girish Jo	Mahesh	India	March 30	2018	13+	110 min	Drama, I	A Metro Family decides to fight a Cyber Criminal threatening their stability and pride.
s3	Movie	Secrets o	Josh Wel	Tom Size	United St	March 30	2017		74 min	Action, D	After a man discovers his wife is cheating on him with a neighborhood kid he goes down a furious path of self-destru
s4	Movie	Pink: Sta	Sonia An	Interview	United St	March 30	2014		69 min	Documer	Pink breaks the mold once again, bringing her career to a new level in 2013 with a world tour that entertains unlike ev
s5	Movie	Monster	Giles Fos	Harry De	United Ki	March 30	1989		45 min	Drama, F	Teenage Matt Banting wants to work with a famous but eccentric creature/special effects man named Chancey Bellow
s6	Movie	Living Wi	Paul Wei	Gregory (	United Ki	March 30	1989		52 min	Fantasy,	The story unfolds in a an English seaside town, where Dom, an only child, faces the imminent arrival of a new sibling,
s7	Movie	Hired Gu	Fran Strir	Alice Coc	United St	March 30	2017		98 min	Documer	They are the "First Call, A-list" musicians, just 20 feet from stardom, yet rarely receive credit for their work. The 'hired g
s8	Movie	Grease L	Thomas I	Julianne	United St	March 30	2016		131 min	Comedy	This honest, uncompromising comedy chronicles the war stories and sexual misadventures of a tight circle of lovers a
s9	Movie	Global M	Daniel G	Michael	Canada	March 30	2017		87 min	Action, S	A helicopter pilot and an environmental scientist lead a exodus of survivors in a search for a safe haven after a catast
s10	Movie	David's N	Robert Al	Kirstie Al	United St	April 1, 2	1994		92 min	Drama	Sally Goodson is a devoted mother to her autistic son David. Abandoned by her husband, Sally has managed to keep h
s11	Movie	Forest Fa	Justin G.	Emily Wi	Canada	April 4, 2	2016		88 min	Adventur	Amanda stumbles upon a hidden village of fairies in the forest. They help her thwart a scheming land developer's pla
s12	Movie	Take Car	Liz Tuccil	Leslie Bi	United St	April 10,	2014		93 min	Comedy	When a car crash leaves Frannie immobilized, she is brushed off by everyone she can count on. With nowhere else to
s13	Movie	The Nigh	Dominiq	Anders D	France	April 17,	2018		94 min	Horror, S	After waking up in an apartment the night after a raging party, Sam comes face to face with his new reality, an army of
s14	Movie	Resilenc	Jep Barce	Rafinha /	Spain	April 24,	2020		46 min	Documer	The documentary follows the midfielder's everyday life for six months. It's a sincere portrayal by Rafinha himse
s15	Movie	Elon Mus	Sonia An	Elon Mus	United Ki	May 2, 20	2018		74 min	Documer	Discover the meteoric rise of Elon Musk, the man who is transforming the way we think about travel technology throug
s16	Movie	Summer	Becca Gl	Joey King	United St	June 3, 20	2019		96 min	Comedy,	Summer '03 is the hilarious story of 16-year-old Jamie and her family, who are shocked after her calculating grandmot
s17	Movie	Zoombie	Glenn M	Marcus Anderson, Kaiwi Lyn		2016	13+		Horror, S	When a strange virus quickly spreads through a safari park and turns all the zoo animals undead, those left in the pal
s18	TV Show	Zoo Babies		Narrator - Gillian Barlett		2008	ALL		1 Season	Kids, Spe	A heart warming and inspiring series that welcomes the arrival of new members of the animal kingdom in Zoo's aroul
s19	TV Show	ZoÃ« Coombs Marr	ZoÃ« Coombs Marr			2020	18+		1 Season	Comedy,	ZoÃ« Coombs Marr has been on hiatus. Sort of. For six years, she won stacks of awards and acclaim as a hack comic wi
s20	Movie	Zoe	Drake Dc	Ewan McGregor, LÃ©a Seydc		2018	R		104 min	Science F	ZOE tells a tale of forbidden love between an engineer and a robot. ZOE (LÃ©a Seydoux) and COLE (Ewan McGregor) are
s21	TV Show	Zoboomafoo				2001	TV-Y		1 Season	Kids	Chris and Martin Kratt bring their enthusiasm for animals to the pre-school set.
s22	TV Show	Zo Zo Zombie: Min	Alex Cazares, Ben Diskin, Cr			2020	TV-Y7		1 Season	Action, A	Zo Zo Zombie is our undead hero who, with his best [human] friend Isamu, is just trying to do some good in this world
s23	Movie	Zis Boom	William	Grace Hayes, Mary Healy		1941	NR		62 min	Arts, Ente	"Hey, kids, let's get together and put on a show!" That's the idea behind this raucous spoof about a vaudeville perform
s24	TV Show	ZeroZeroZero		ANDREA I Italy		2020	18+		1 Season	TV Shows	ZeroZeroZero series follows the journey of a cocaine shipment, from the moment a powerful cartel of Italian criminals
s25	Movie	Zandale	Sam Pills	Nicolas Cage, Judge Reinho		1991	R		94 min	Drama	Zandalee has grown bored with her poet-turned-businessman husband and has an affair with his best friend. When t
s26	Movie	Zambezi:	Dr. Rudolf Lammers			2005	ALL		50 min	Documer	The Zambezi river is the fourth-longest river in Africa, flowing from the heart of Zambia all the way to the Indian Ocea
s27	TV Show	Zahara: The Retur	Natasha HeschÃ©lle, Curtis			2020	16+		1 Season	TV Shows	The story explores the history of slavery and racism, and the tensions between a white supernatural world and a supe
s28	TV Show	Z: The Beginning o	Christina	United States		2017	18+		1 Season	Comedy,	"Z: The Beginning of Everything" tells the story of Zelda Sayre Fitzgerald, the brilliant, beautiful Southern Belle who be
s29	TV Show	Yu-Gi-Oh! Zexal	Eli Jay, Marc Thompson, Sea			2015	TV-Y7		3 Season	Animatic	It's time to feel the flow as Yu-Gi-Oh! Zexal blasts off into awesome new adventures! Seven legendary number cards a
s30	TV Show	Yu-Gi-Oh! ARC-V	Michael Liscio Jr., Emily Bau			2018	TV-Y7		3 Season	Action, A	Get set to swing into action as Yu-Gi-Oh! ARC-V takes its final bow!
s31	TV Show	Yu-Gi-Oh! 5D's	Gregory Abbey, Bella Hudso			2011	TV-Y7		2 Season	Anime, K	With the defeat of Director Goodwin and the Dark Signers, New Domino City's barriers have been torn down. City and S
s32	TV Show	Your Bleeped Up E	Dobrokhotova Ekaterina, Mi			2013	TV-PG		1 Season	TV Shows	See what an alien abduction reveals about your memory, learn how a seance in the White House holds the key to sup
s33	Movie	Young Lo	Ida Lupir	Sally Forrest, Keefe Brassell		1949	18+		86 min	Drama	Talented and beautiful Carol Williams (Forrest) is devastated when she learns she has contracted Polio and becomes
s34	Movie	Young Love (at the Sun Factory)				2007	NR		36 min	Music Vi	Young Love celebrates the release of "Too Young To Fight It" with a midnight show inside an old factory building.
s35	Movie	Young Love (at Bowery Ballroom)				2007	NR		37 min	Music Vi	Young Love returns to Baeble's silver screen with a bigger stage, expanded setlist, nicer clothes, and the same blend (
s36	TV Show	Young Lions		Alex Dimitriades, Alexandra		2002	16+		1 Season	Drama, S	Australian police show about two male and two female detective senior constables who solve crimes and deal with p
s37	Movie	You're Nc	George C	Hilary Swank, Emmy Rossur		2015	R		103 min	Drama	A drama centered on a classical pianist who has been diagnosed with ALS and the brash college student who become
s38	Movie	You, Me	Daisy Ait	David Tennant, Lucy Punch,		2017			98 min	Comedy,	In You, Me and Him we meet lesbian couple Olivia and Alex (Lucy Punch, Faye Marsay) who, despite their age differenc

Preprocessing Steps

Splitting Date Column into Day,Month and Year

- The Date is present in the format (Month/Day/Year)

- Using Split By Delimiter splitting the columns into three columns Day,Month and Year

- Here we used the delimiter as "/"
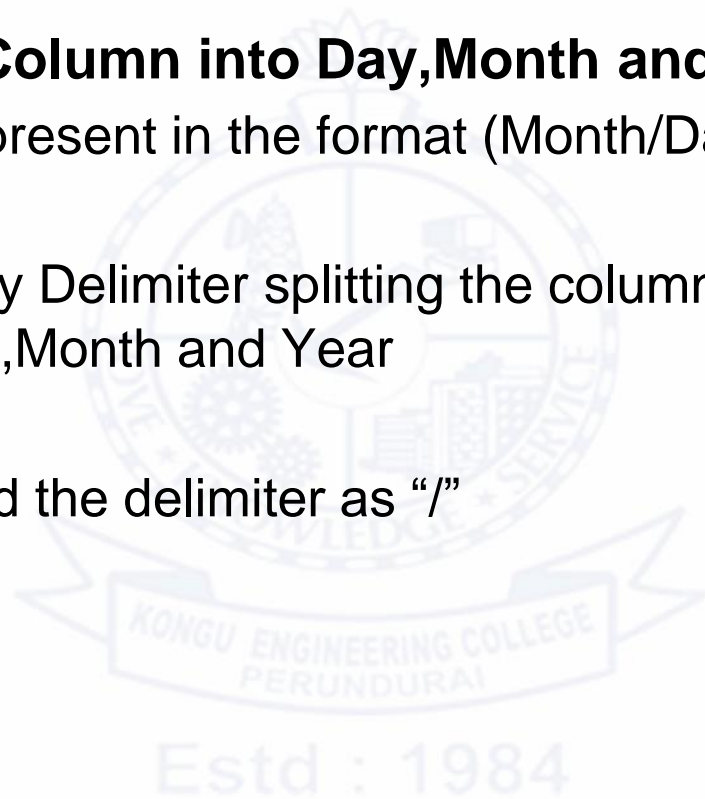
Questions

1. How does the number of available shows vary across different countries on popular streaming platforms such as prime ?

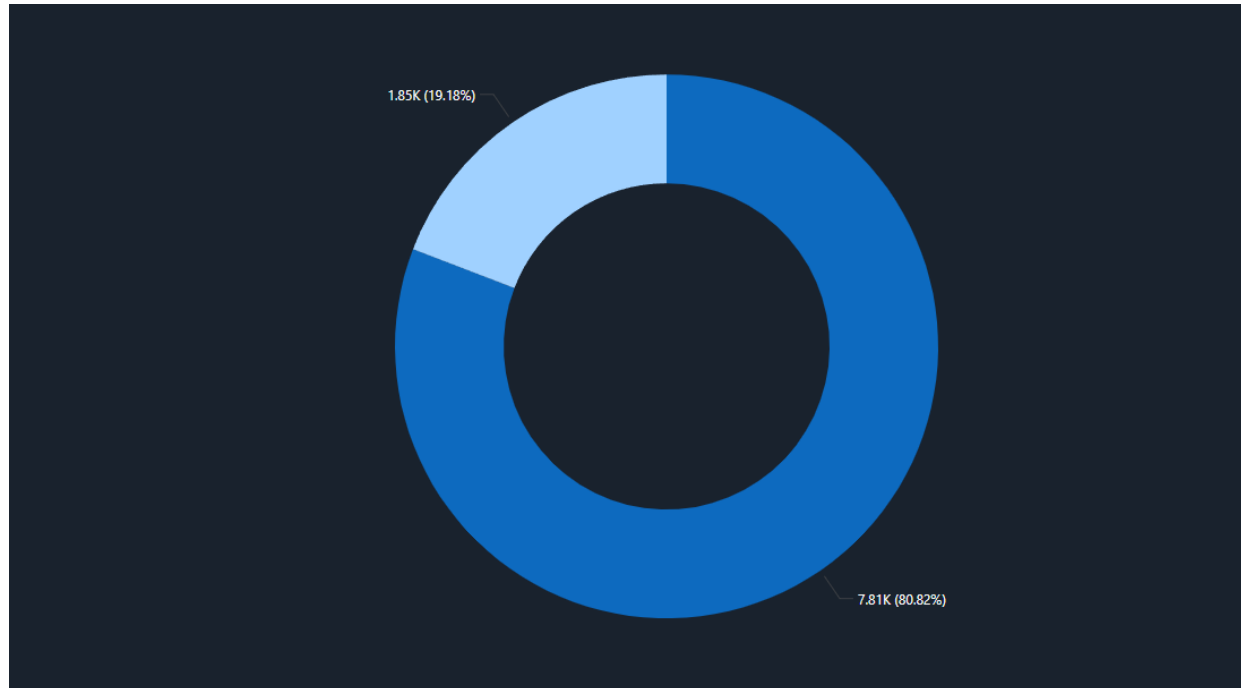2. Visualize whether movies or TV shows have a higher number of shows in amazon prime?

3. Visualize the total number of shows released each year on Amazon Prime?

4. Visualize the total shows in amazon prime based on ratings

5. Visualize the total shows based on genres

6. Who are the top 10 directors with the highest number of shows directed?

7. Analyze and Visualize the movie titles and their durations

8. Visualize the count of movies based on genres

9. Visualize the count of genres on movies and TV shows

10. Visualize the type of shows across each countries

11. Visualize the count of movies based on ratings

12. How many titles are available by type (Movies vs TV Shows)?

13. Which cast members appear in the most content?

14. What is the release year trend for Amazon Prime content?

15. What are the top 10 longest-duration titles by genre?

16. Visualize the number of movies containing titles as Nursery Rhymes

1. How does the number of available shows vary across different countries on popular streaming platforms such as amazon prime ?
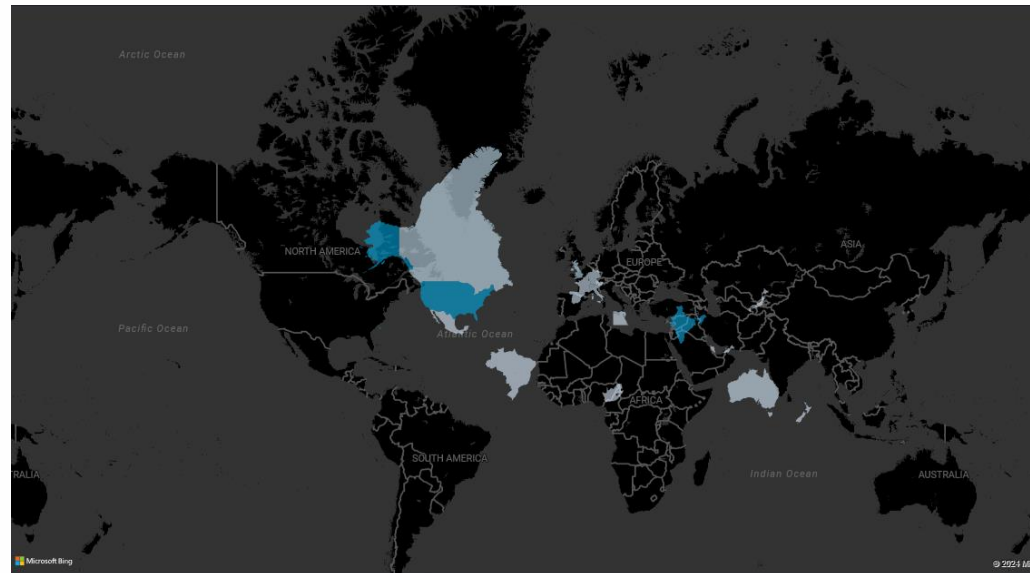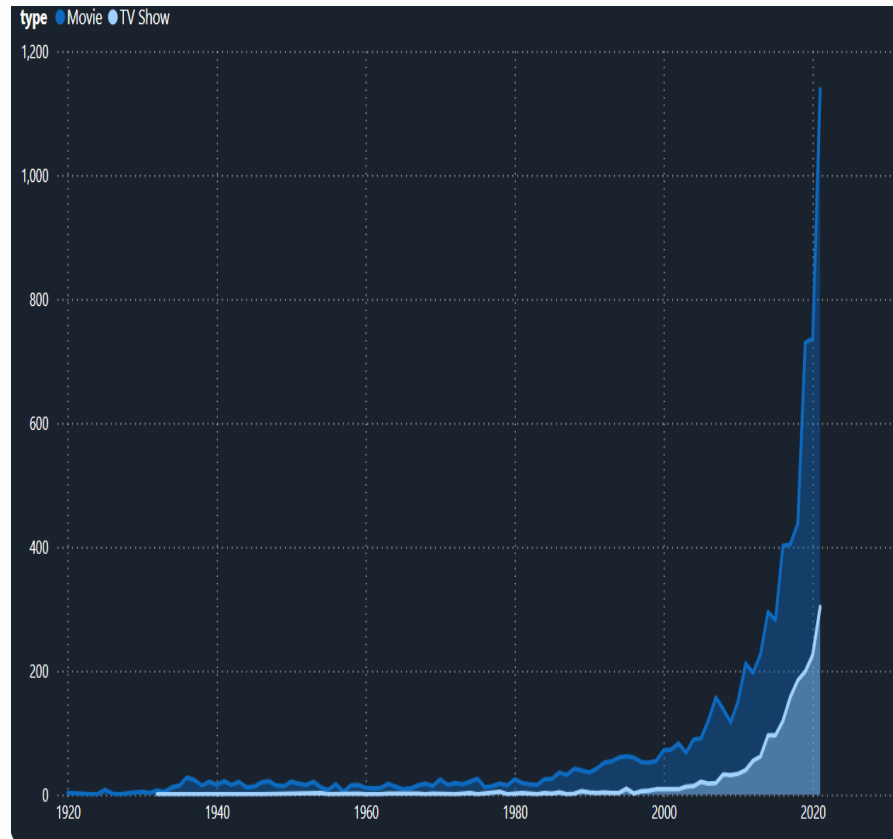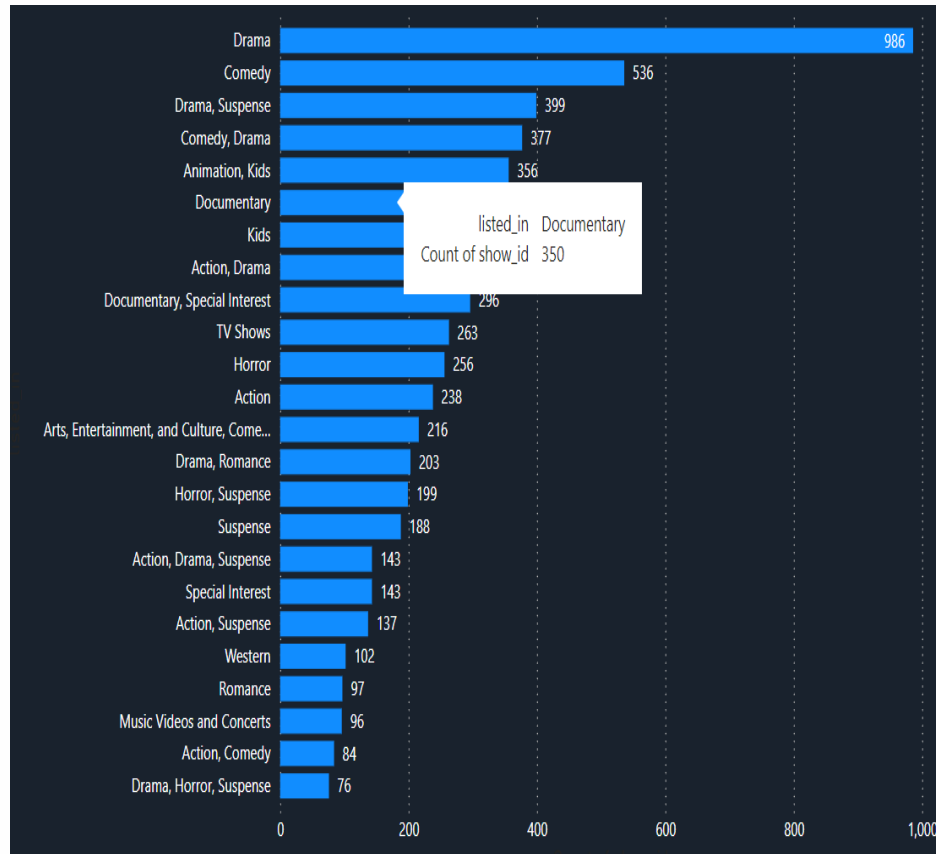

DAX QUERY:
Shows_By_Country =
SUMMARIZE(
    'amazon_prime_titles',
    'amazon_prime_titles'[country],
    "Number of Shows", COUNT('amazon_prime_titles'[show_id]))

Inference:The map depicts the number of Amazon devices per country. North America and Europe have the highest number of Amazon devices, followed by Asia and South America. Africa and Australia have the fewest Amazon devices.

## 2. Visualize whether movies or TV shows have a higher number of shows in amazon prime?

DAX QUERY:
Shows_By_Type = SUMMARIZE('amazon_prime_titles', 'amazon_prime_titles'[type], "Number of Shows", COUNT('amazon_prime_titles'[show_id]))

Inference: The pie chart indicates that Amazon primarily offers TV shows , with a significant majority (80.82%) of its content dedicated to movies. Movies constitute a smaller portion (19.18%) of the content library.

3. Visualize the total number of shows released each year on Amazon Prime?

DAX QUERY:
Number_of_Shows_By_Year =
CALCULATE(
COUNT('amazon_prime_titles'[show_id])
, ALLEXCEPT('amazon_prime_titles',
'amazon_prime_titles'[release_year]))

Inference: The area chart indicates that the total number of releases for both movies and TV shows has increased each year, showing a consistent rise in the number of shows released annually.

4. Visualize the total shows in amazon prime based on ratings.
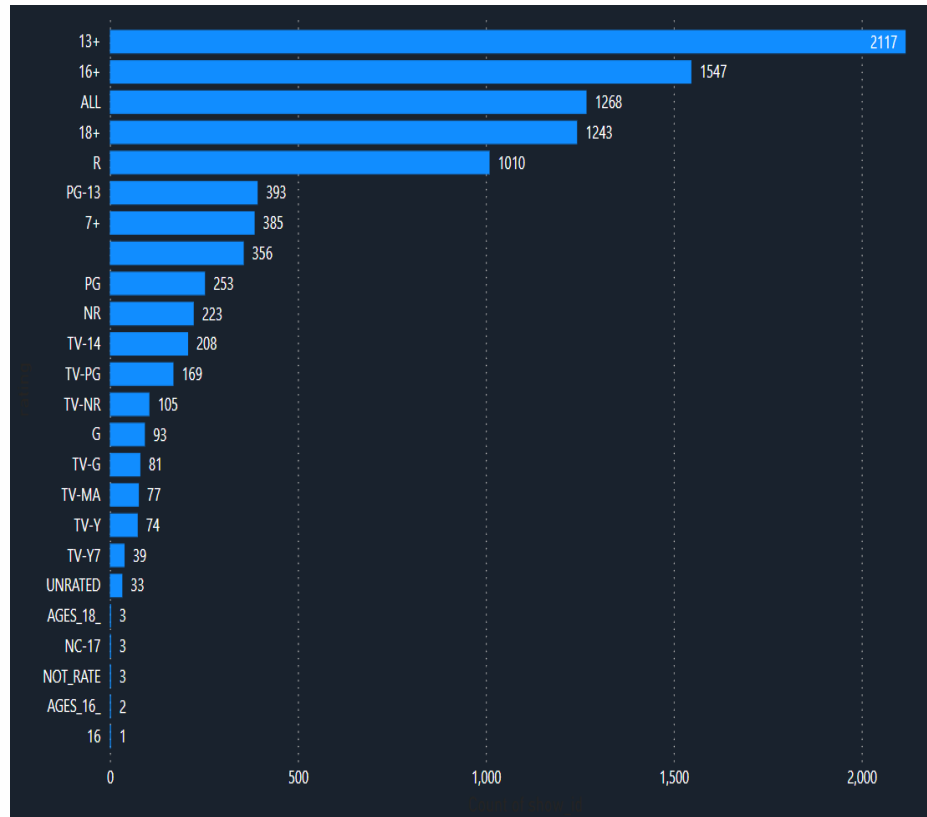
DAX QUERY:
Shows_By_Rating =
SUMMARIZE(
    'amazon_prime_titles',

'amazon_prime_titles'[rating],
    "Number of Shows",
COUNT('amazon_prime_titles'[show_id])
)

Inference: The stacked bar chart indicates that shows with a 13+ rating have the highest number, totaling 2,117 shows, making it the only rating category with over 2,000 shows. In contrast, there is only one show with a 16 rating, placing it at the bottom of the chart.

5. Visualize the total shows based on genres .

DAX Query:
Shows_By_Genre =
SUMMARIZE(
   'amazon_prime_titles',

'amazon_prime_titles'[listed_in],
  "Number of Shows",
COUNT('amazon_prime_titles'[show_id])
)

Inference: The clustered bar chart indicates that the drama genre has the highest number of shows, with a total of 980, whereas the drama-horror-suspense combination ranks last with only 76 shows.

6. Who are the top 10 directors with the highest number of shows directed?
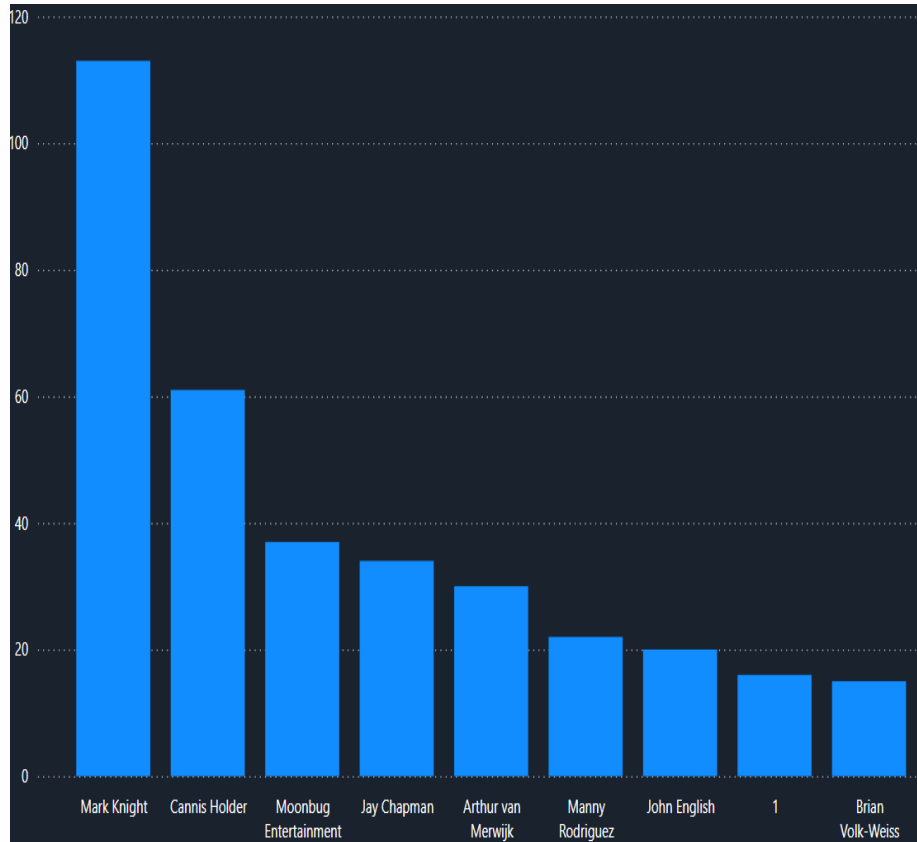
DAX QUERY:
Top_10_Directors =
TOPN(
    10,
    SUMMARIZE(
        'amazon_prime_titles',

'amazon_prime_titles'[direct or],
        "Number of Shows",
COUNT('amazon_prime_titl es'[show_id])
    ),
    [Number of Shows],
    DESC
)

Inference: The stacked column chart shows that director Mark Knight leads with 113 films directed, while director Brian Volk-Weiss has directed the fewest, with only 6 films.

7. Analyze and Visualize the movie titles and their durations.
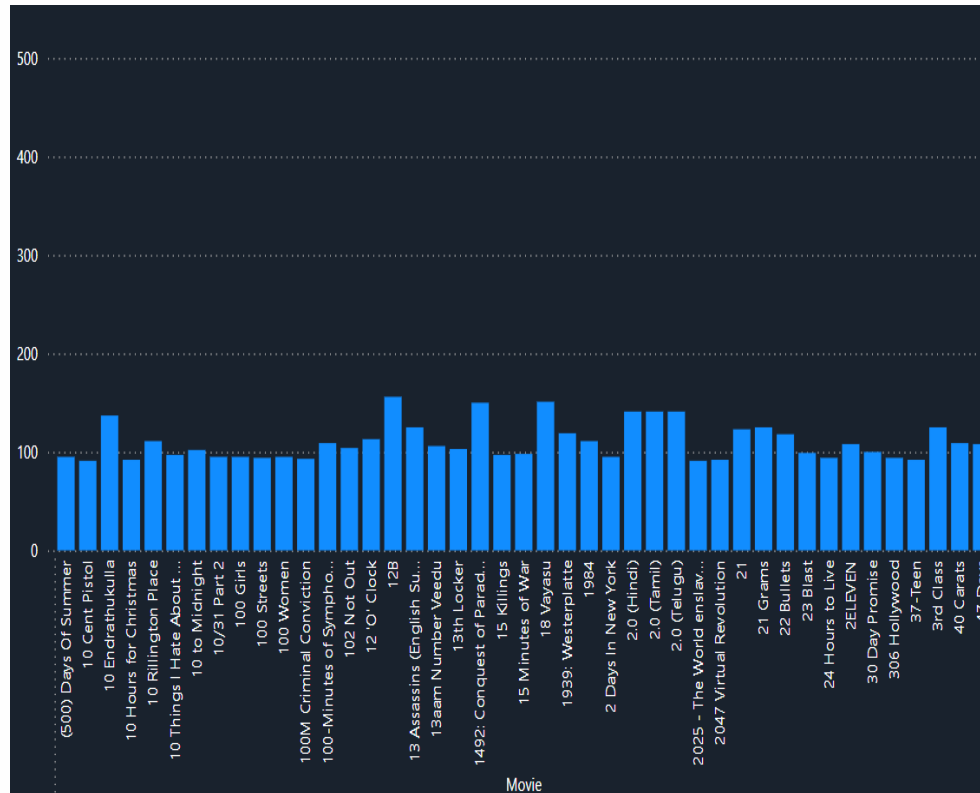
DAX QUERY:
Movies_With_Duration =
FILTER(
    'amazon_prime_titles',
    'amazon_prime_titles'[type]
= "Movie"
)

Inference: The stacked column chart shows movies released on Amazon along with the duration of each. The movie titled *Himalayan Singing Bowls* has the longest duration, totaling 550 minutes.

## 8. Visualize the count of movies based on genres
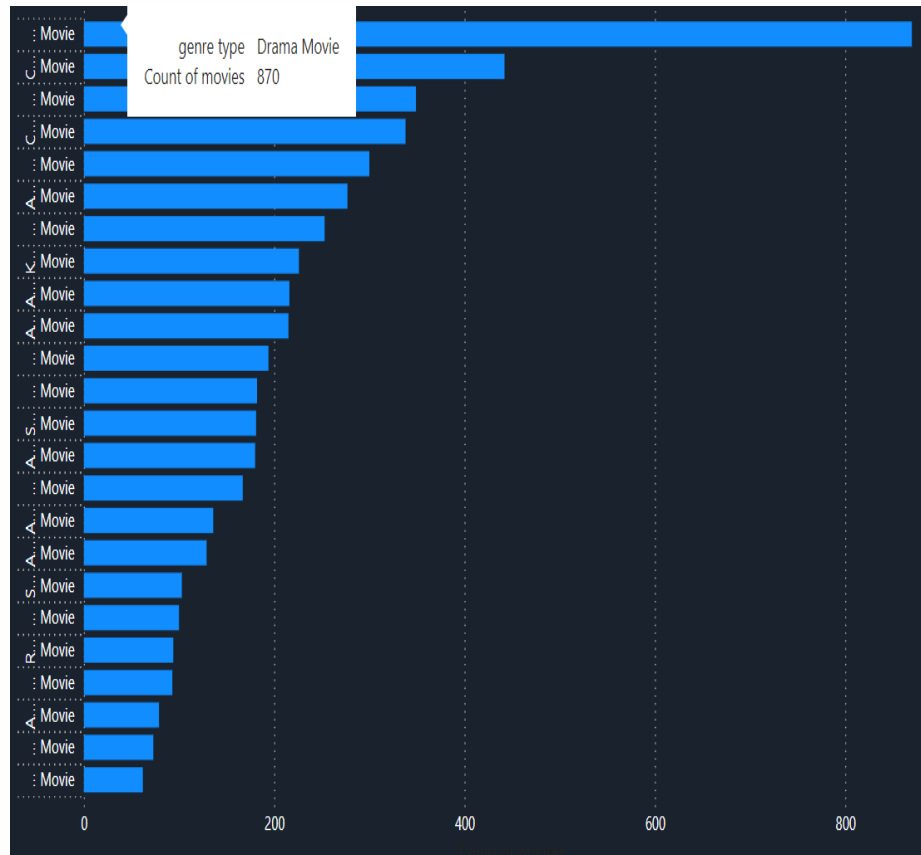
genre type · Drama Movie
Count of movies · 870

DAX Query:
Movies_By_Genre =
SUMMARIZE(
   FILTER(
     'amazon_prime_titles',
     'amazon_prime_titles'[type] =
"Movie"
   ),
   'amazon_prime_titles'[listed_in],
   "Number of Movies",
COUNT('amazon_prime_titles'[show_i
d])
)

Inference: The stacked bar chart shows the number of movies released in each genre, with the drama genre leading at 870 movies

9. Visualize the count of genres on movies and TV shows
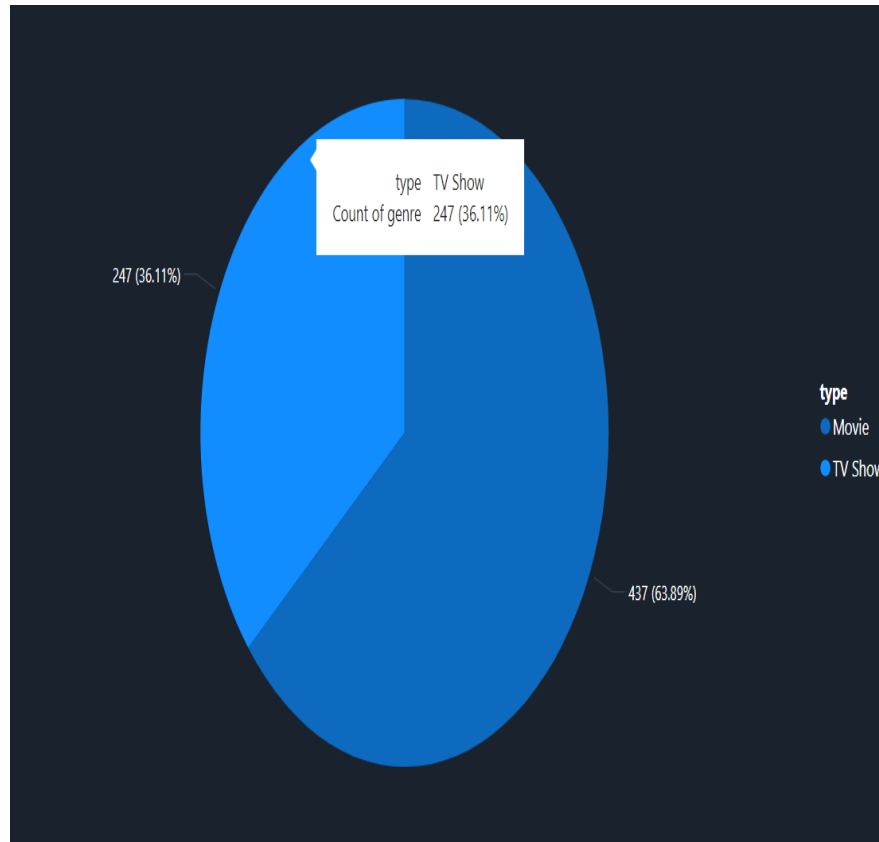
DAX Query:
Movies_By_Genre =
SUMMARIZE(
   FILTER(
     'amazon_prime_titles',
     'amazon_prime_titles'[type] =
"Movie"
   ),
   'amazon_prime_titles'[listed_in],
   "Number of Movies",
COUNT('amazon_prime_titles'[show_id
])
)

Inference: The pie chart indicates that Amazon primarily offers Movies, with a significant majority (63.89%) based on count of genre. TV shows constitute a smaller portion (36.11%).

## 10. Visualize the type of shows across each countries.
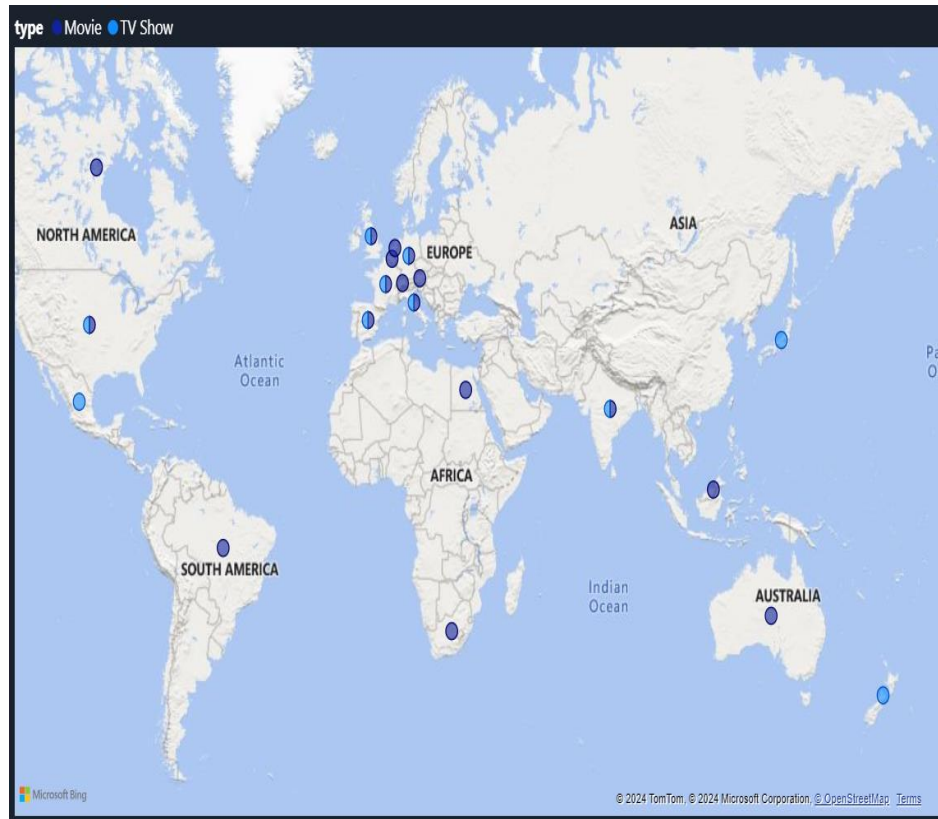
DAX Query:
Shows_By_Country_And_Type =
CALCULATE(
COUNT('amazon_prime_titles'[show_id]),
VALUES('amazon_prime_titles'[country]),
VALUES('amazon_prime_titles'[type])
)

Inference : This map shows the distribution of movies and TV shows across different countries, with Europe having the highest concentration of shows, particularly in Western Europe. North America, Australia, and scattered regions in Africa and Asia-Pacific have fewer shows represented. The data visualizes where content is geographically focused in the entertainment industry.

## 11. Visualize the count of movies based on ratings
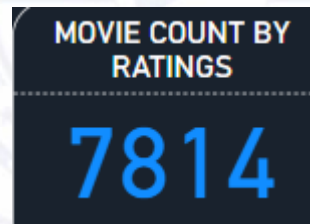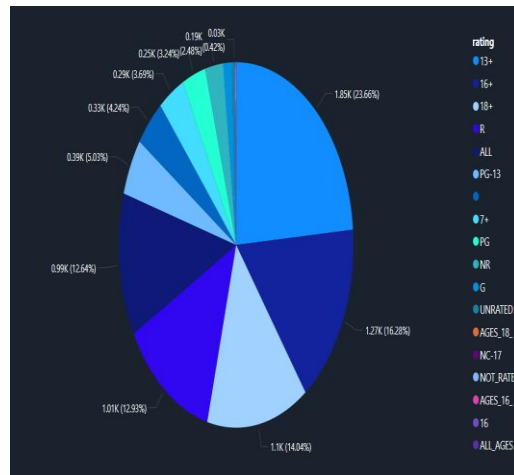
DAX QUERY:
Movies_By_Rating =
SUMMARIZE(
    FILTER(
        'amazon_prime_titles',

'amazon_prime_titles'[type] =
"Movie"
    ),

'amazon_prime_titles'[rating],
    "Number of Movies",
COUNT('amazon_prime_titles
'[show_id])
)

Inference : This pie chart visualizes the count of movies based on their ratings. The largest category is for movies rated 13+ (23.66%), followed by 16+ (16.28%) and 18+ (14.04%). Movies rated R (12.93%) and PG-13 (12.64%) also represent significant portions. The chart indicates that most movies are targeted at teens and adults, with smaller percentages for general audiences and other ratings.Total movie count by ratings **7814**

12. How many titles are available by type (Movies vs TV Shows)?
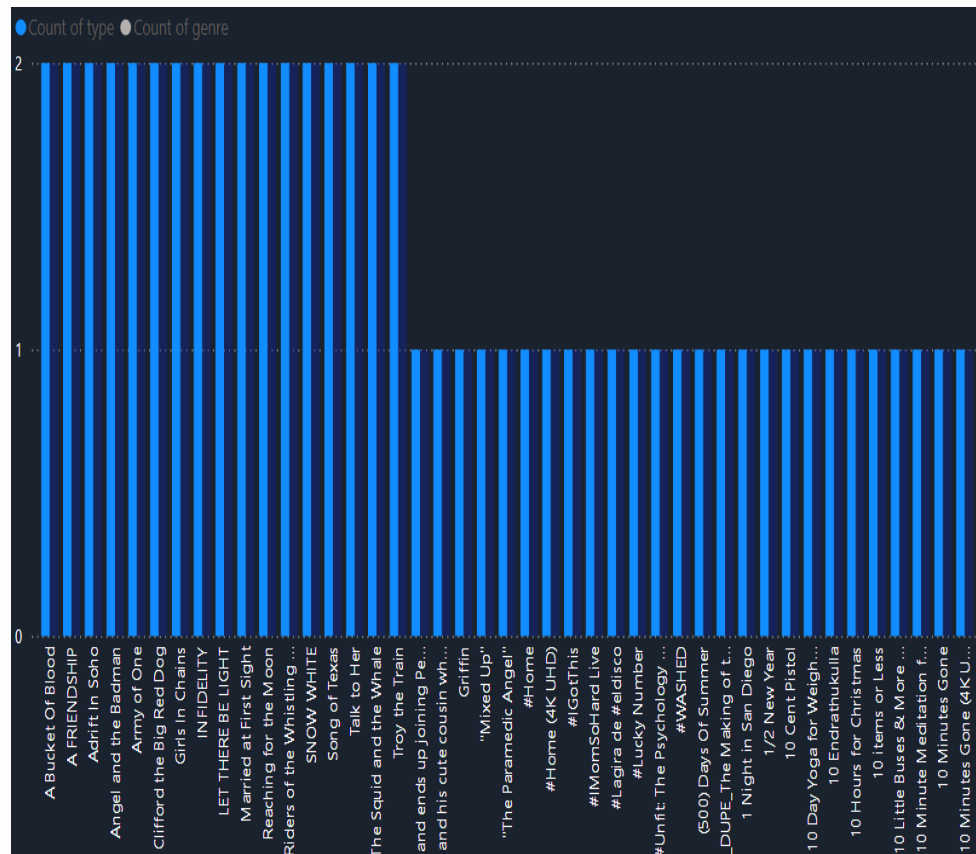
DAX QUERY:
Titles_By_Type =
SUMMARIZE(
    'amazon_prime_titles',
    'amazon_prime_titles'[type],
    "Number of Titles",
COUNT('amazon_prime_titles'[show_id])
)

Inference: The chart shows that each title has a count of "type" represented by a bar, mostly at the same height. This suggests that there are likely equal numbers or similar counts of each type (Movies and TV Shows), without a strong skew toward either category.

13. Find the number of distinct directors using DAX Query

DAX QUERY:
Unique_Directors_Count =
CALCULATE(

DISTINCTCOUNT('amazon_pri
me_titles'[director])
)

Inference: The chart shows that the number of distinct directors in the amazon
ott platform is 5769.

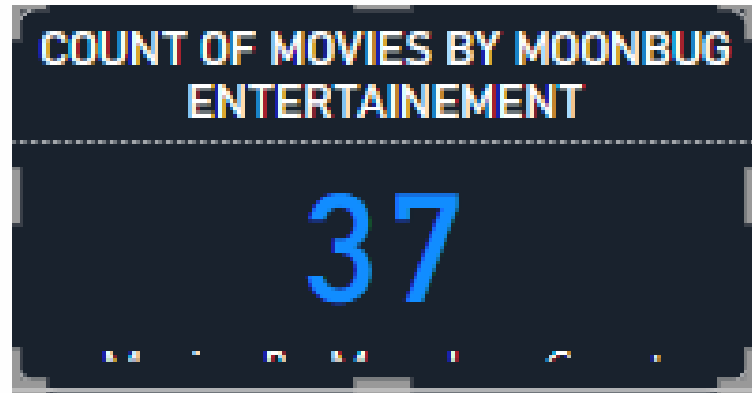**14. Find the number of kids genre in listed_in using DAX Query**

DAX QUERY:
Kids_Count =
CALCULATE(
    COUNTROWS('amazon_prime_titles'),
    FILTER(
        'amazon_prime_titles',

CONTAINSSTRING('amazon_prime_title
s'[listed_in], "Kids")
)
)

Inference: The chart shows that the number of distinct kids genre in the
Listed_in column is 1085.

DAX QUERY:
Movies_By_Moonbug_Count =
CALCULATE(

COUNTROWS('amazon_prime_titles'
),
    'amazon_prime_titles'[director] =
"Moonbug Entertainment",
    'amazon_prime_titles'[type] =
"Movie"
)

Inference: The chart shows that the number of movies directed by MoonBug
entertainments is 37.

16. Number of movies containing titles as Nursery Rhymes

NUMBER OF TITLES CONTAINING NURSERY RHYMES
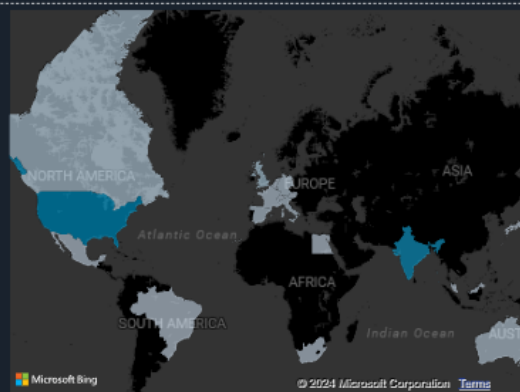
60

Nursery_Rhyme_Count

DAX QUERY:

Nursery_Rhyme_Count =
CALCULATE(

COUNTROWS('amazon_prime_titles'
),

CONTAINSSTRING('amazon_prime_
titles'[title], "Nursery Rhyme")
)

Inference: The chart shows that the number of entries containing titles as nursery rhymes is 60.
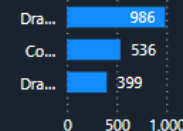
DASHBOARD

AMAZON PRIME OTT MEDIA DASHBOARD
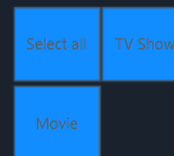
TOTAL SHOWS AVAILABLE IN EACH COUNTRIES
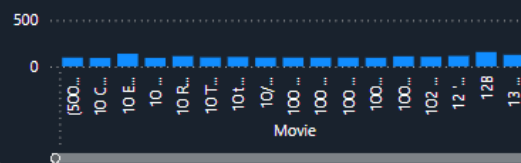
TOTAL SHOWS BASED ON RELEASED YEARS
type ● Movie ● TV Show
1K
0K
1950 2000

SHOWS CATEGORISED BASED ON GENRES
Dra... 986
Co... 536
Dra... 399
0 500 1,000

SHOWS CATEGORISED BASED ON GENRES
Select all | TV Show
Movie

MOVIE TITLES AND THEIR DURATIONS
500
0
[500... 10 C... 10 E... 10... 10 R... 10 T... 10 t... 10/... 100... 100... 100... 100... 100... 102... 12... 128... 13...
Movie

DISTINCT DIRECTORS
5769
DistinctDirectors

SHOWS CATEGORISED BASED ON RATINGS
13+ 2.1K
16+ 1.5K
ALL 1.3K
18+ 1.2K
R 1.0K
PG-13 0.4K
7+ 0.4K
0.4K
0K 1K 2K
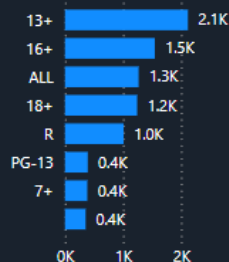
COUNT OF KIDS IN LISTED_IN
1085
Kids_Count

MOVIES OR TV SHOWS
1.8... (1...)
type
● Movie
● TV Show
7.81K
(80.8...)

TOP 10 DIRECTORS DIRECTING MORE SHOWS
100
0
Mark Knight, Cannis Holder, Moonbug Ente..., Jay Chapman, Arthur van Mer..., Manny Rodrig..., John English, 1, Brian Volk-Weiss
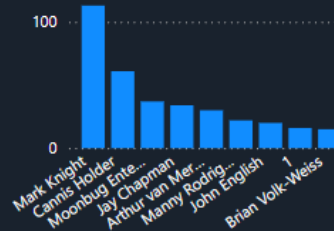
COUNT OF GENRES IN MOVIES AND TV SHOWS
247
(36.1...)
437
(63.89%)
type
● Movie
● TV Sh...

MOVIE COUNT BY RATINGS
7814

COUNT OF MOVIES BY MOONBUG ENTERTAINEMENT
37

THANK YOU