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POWER BI PROJECT

INTRODUCTION:
Power BI is a powerful business intelligence tool developed by Microsoft that enables users to visualize, analyze, and share insights from data.
In today's data-driven environment, organizations depend on interactive dashboards and reports to support informed decision-making.
Power BI simplifies this by transforming raw data into meaningful visual insights that are easy to interpret and act upon.

WHAT IS POWER BI?
Power BI is a data visualization and analytics platform that allows users to connect to various data sources, transform data, and create interactive reports.
It provides end-to-end solutions for data preparation, analysis, visualization, and sharing.
Key capabilities include:

• Data Connectivity – Connect to Excel, SQL, Web APIs, and cloud sources.
• Data Transformation – Clean and model data using Power Query and DAX.
• Visualization – Create charts, maps, KPI cards, and dashboards.
• Collaboration – Publish and share dashboards via the Power BI service.

"AMAZON PRIME MOVIES ANALYSIS DASHBOARD"
The dataset used in this project represents a collection of movies and TV shows available on Amazon Prime Video.
It contains key information about each title, such as genre, language, release year, rating, duration, and popularity metrics.
The dataset helps analyze content diversity, viewer preferences, and rating patterns to provide insights into Prime Video's content trends.

COLUMN DETAILS – AMAZON PRIME DATASET
1. Title – Name of the movie or TV show.

2. Genre – Category of the title (e.g., Action, Drama, Comedy, etc.).

3. Language – Primary language of the title.

4. Release Year – Year the movie/show was released.

5. Duration (mins) – Total runtime of the title in minutes.

6. Rating – IMDb-style viewer rating (1–10 scale).

7. Age Rating – Audience age suitability (e.g., 13+, 18+, All).

8. Country – Country of origin or production.

9. Director – Name of the director.

10. Lead Actor – Main actor/actress featured.

11. Views – Approximate number of views or audience count.

12. Subscription Type – Type of access (Prime, Rent, Free with Ads).

13. Added to Prime – Date when the content was added to Amazon Prime.

DATA CLEANING & PREPARATION NOTE

The dataset was imported into Power BI using the CSV file. Data cleaning and transformation were performed using Power Query Editor.
Steps included removing duplicates, correcting data types, and standardizing text values.
No major missing values were found. Numeric columns were converted to the appropriate data types, and date fields were formatted for time-based visualizations.
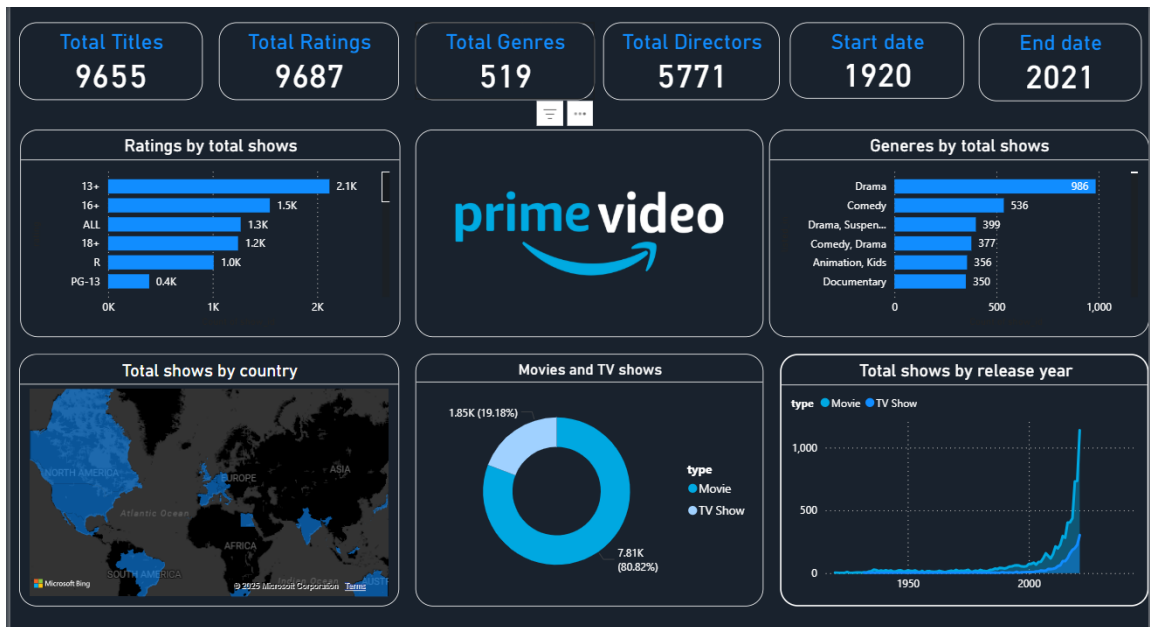
DASHBOARD OVERVIEW

The Power BI dashboard was designed to visualize key insights from the Amazon Prime dataset.
The report includes the following pages and visuals:

• Movies by Genre – Bar chart showing the number of titles in each genre.

• Movies by Language – Pie chart visualizing the distribution of languages.

• Ratings Analysis – Column chart comparing average ratings by genre.

• Top 10 Movies by Views – Bar chart highlighting the most-watched content.

• Ratings vs Views – Scatter plot showing the relationship between popularity and viewer ratings.

• Movies Added to Prime Over Time – Line chart showing how content grew over years.

• Filters – Slicers for Genre, Language, Country, Year, and Subscription Type.

DASHBOARD:

INSIGHTS & CONCLUSION

The dashboard revealed several key insights:

• Action, Drama, and Comedy are the most common genres on Amazon Prime.

• English and Hindi dominate the language distribution.

• Movies released after 2015 have higher average ratings and more views.

• Prime-exclusive titles receive more engagement than rented or free-with-ads titles.

• The overall content library on Prime has been growing steadily since 2020.

This Power BI project demonstrates how data visualization can uncover content trends, audience preferences, and platform growth insights in the entertainment industry.