**Netflix vs. Amazon Prime Video Content Analysis Report**

**1. Introduction**

Streaming services have become a vital part of modern entertainment, with platforms like Netflix and Amazon Prime Video leading the market. This project focuses on a comparative analysis of the content libraries of these two platforms using Power BI. The analysis uncovers trends and insights into the types of content offered, their geographical origins, and the evolution of their content libraries over time.

**2. Objective**

The main objective of this project is to create an interactive data visualization dashboard for each platform that allows users to explore:

* The types and quantities of content on each platform.
* Genre preferences and content trends over time.
* Ratings and regional distribution of content.

**3. Tools & Technologies**

* **Power BI**: Used to create the interactive visualizations.
* **Microsoft Excel/CSV**: For preliminary data cleaning.
* **Data Source**: Datasets containing Netflix and Amazon Prime Video content details.

**4. Data Analysis**

**Netflix Dashboard Insights**

1. **Title Count**:
   * Total titles: 8,809.
   * 70% of the content is Movies, while 30% is TV Shows.
2. **Genres**:
   * The most popular genres are Dramas, Documentaries, and Stand-Up Comedy.
   * Other significant genres include International Dramas and Kids' TV.
3. **Content Ratings**:
   * Majority of Netflix content is rated TV-MA, followed by TV-14.
   * This suggests a stronger focus on adult-oriented content.
4. **Geographical Content**:
   * The content is majorly from the USA and Europe, with some representation from Asia.
5. **Release Year Trends**:
   * The number of titles has significantly increased post-2000, with a peak in recent years, indicating the growing investment in content creation.

**Amazon Prime Dashboard Insights**

1. **Title Count**:
   * Total titles: 9,687.
   * 81% of the content is Movies, while 19% is TV Shows.
2. **Genres**:
   * Top genres include Drama, Comedy, and Suspense, similar to Netflix but with a higher focus on dramatic content.
3. **Content Ratings**:
   * The content is more evenly distributed across age ratings (13+, 16+, and 18+), indicating a broader audience focus.
4. **Geographical Content**:
   * Prime Video has a wider international spread, with significant contributions from the USA, Europe, and Asia.
5. **Release Year Trends**:
   * Like Netflix, Amazon Prime has seen a significant increase in content releases, particularly post-2015.

**5. Visualization Design**

The dashboards were designed to be intuitive and visually engaging, using a dark-themed interface for Netflix and a blue-themed interface for Amazon Prime to align with each platform's brand identity. Key visual elements include:

* **Bar Charts**: Used to represent genres and ratings.
* **Line Charts**: Showing release trends over time.
* **Maps**: Visualizing the geographical distribution of content.

**6. Conclusion**

This project demonstrates that while both Netflix and Amazon Prime have expansive content libraries, there are key differences in their content strategies:

* Netflix focuses more on adult content, while Amazon Prime distributes content more evenly across age ratings.
* Both platforms have experienced significant growth in recent years, but Netflix leads in TV Shows while Amazon Prime has a larger library of Movies.

**7. Future Work**

* Incorporating user ratings and reviews to analyze content quality.
* Analyzing the impact of original content (e.g., Netflix Originals, Amazon Originals) on platform engagement.
* Including more streaming platforms (Disney+, Hulu) for a broader comparison.