

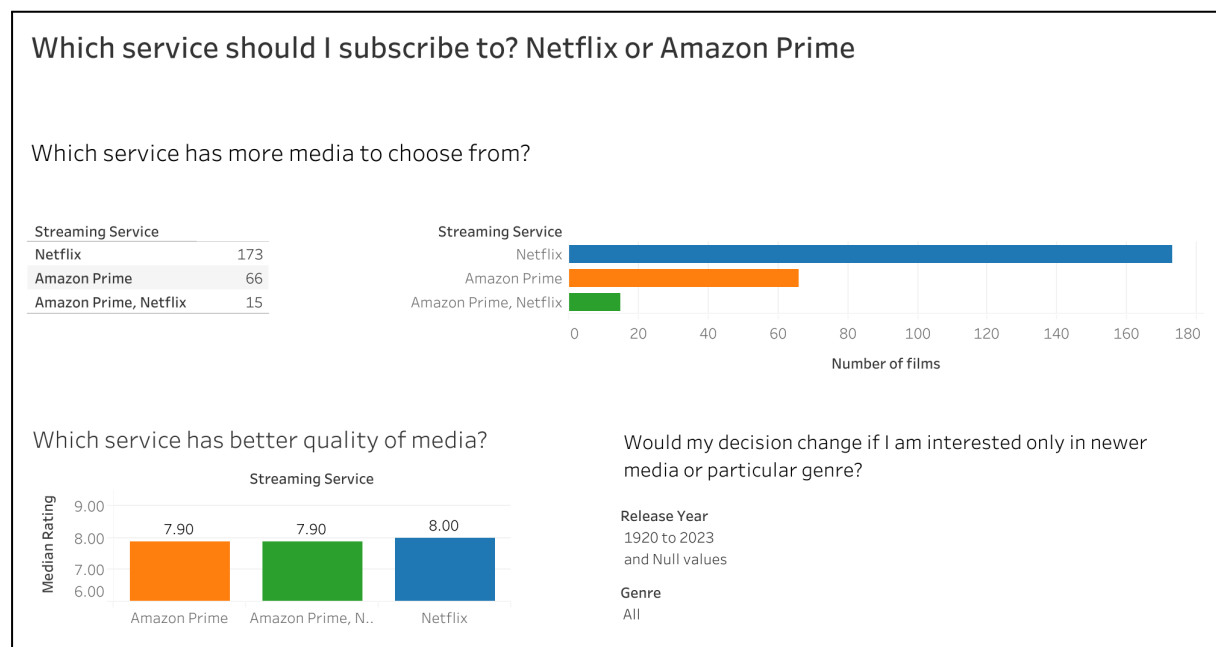
Comparison of Media Streaming Platforms - A Decision-Making Report

The objective of this report is to assist in making an informed decision on which media streaming platform to subscribe to. The decision will be based on two key factors:

- the number of films and series available (Quantity)
- the quality of the media offered (Quality)

We are trying to decide between Netflix and Amazon Prime.

To conduct the analysis, a set of 1000 films and series was extracted from the `films_dataset` and loaded to a Tableau server where data was further condensed into a dashboard.



Findings:

Quantity:

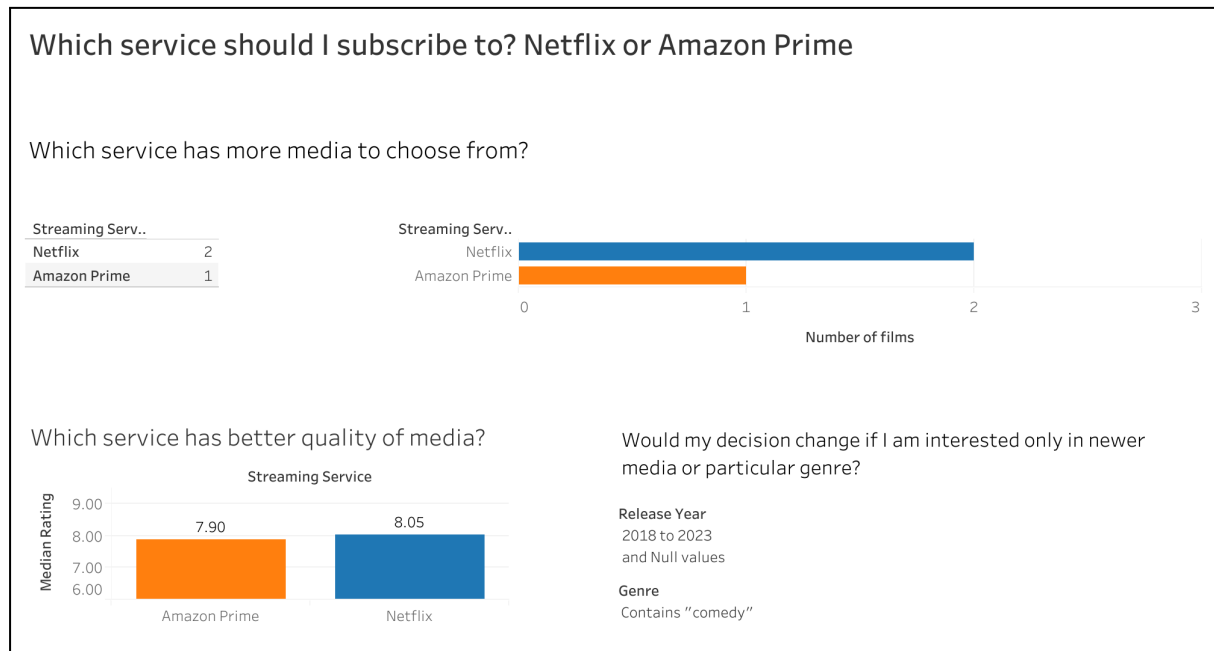
- Netflix offers more than double the number of films and series compared to Amazon Prime. Out of the random sample, 15 films were found to be available on both platforms. (+ for Netflix)

Quality:

- To assess the quality of media, the median ratings from the IMDB dataset were considered. The chart shows that Netflix's shows and films have, on average, ratings 0.5 percentage points higher than films and shows on Amazon Prime or those available on both platforms. (+ for Netflix)

Additional Considerations:

To add more certainty to the decision, two control variables are introduced: Release Year and Genre. As the example below shows, if specific preferences were set, such as being interested only in comedies released after 2018, the data is filtered accordingly.



Even after narrowing down the sample with specific preferences, the results continue to favour Netflix as the better choice.

Conclusion:

Based on the two predefined factors, Netflix emerges as a better choice for media streaming. The platform offers a larger selection of content, and the media available is generally better rated compared to Amazon Prime.