AMAZON PRIME VIDEO DATA ANALYSIS REPORT

1 Introduction

Objective:
Analyze Amazon Prime Movies & TV Shows to understand:

- Content distribution

- Genre trends

- Ratings patterns

- Popular actors & directors

- Time-based growth

Dataset Description

Files Used:

- `titles.csv` → movie/show details

- `credits.csv` → actors & directors

Key Findings

- Movies are more numerous than TV Shows

- TV Shows have grown rapidly post

- Drama & Comedy dominate genres

- Mature content (TV-MA) is very common

- USA & India are major content hubs

Business Recommendations

- Invest more in **high-performing TV Shows**

- Increase **regional content (India-focused)**

- Focus on **Drama, Action, Comedy genres**

- Balance family-friendly content with mature ratings

Conclusion

This analysis helps Amazon Prime understand content strategy, audience preferences, and future investment opportunities.