AMAZON PRIME VIDEO PERFORMANCE DASHBOARD

INTRODUCTION

- Purpose: Provide a 360° view of Amazon Prime Video's performance
- Scope: Content library, subscriber behavior, revenue by plan & region, and viewership trends
- Time Frame: January 2015 – December 2024
- Audience: Executives, Content & Marketing teams, Finance stakeholders

KEY PERFORMANCE INDICATORS (KPIS)

Total Titles: 2,399

Total Views: 12.5 M (aggregate across all content)

Average Rating: 4.98 / 5.0

Total Revenue: USD 12.01 B

Active Subscriptions: 12.0 M (across all price tiers)

Data Pre-processing Overview

Cleaning:

- Removed duplicate session records
- Standardized country & genre labels
- Imputed missing ratings with genre median

DATA MODELING & DAX MEASURES

- **Star Schema**:
- FactStreaming:
  Records of each view
  event

Key DAX Measures:

TotalRevenue = SUM(FactBilling[Amount])

AvgRating = AVERAGE(FactRatings[Score])
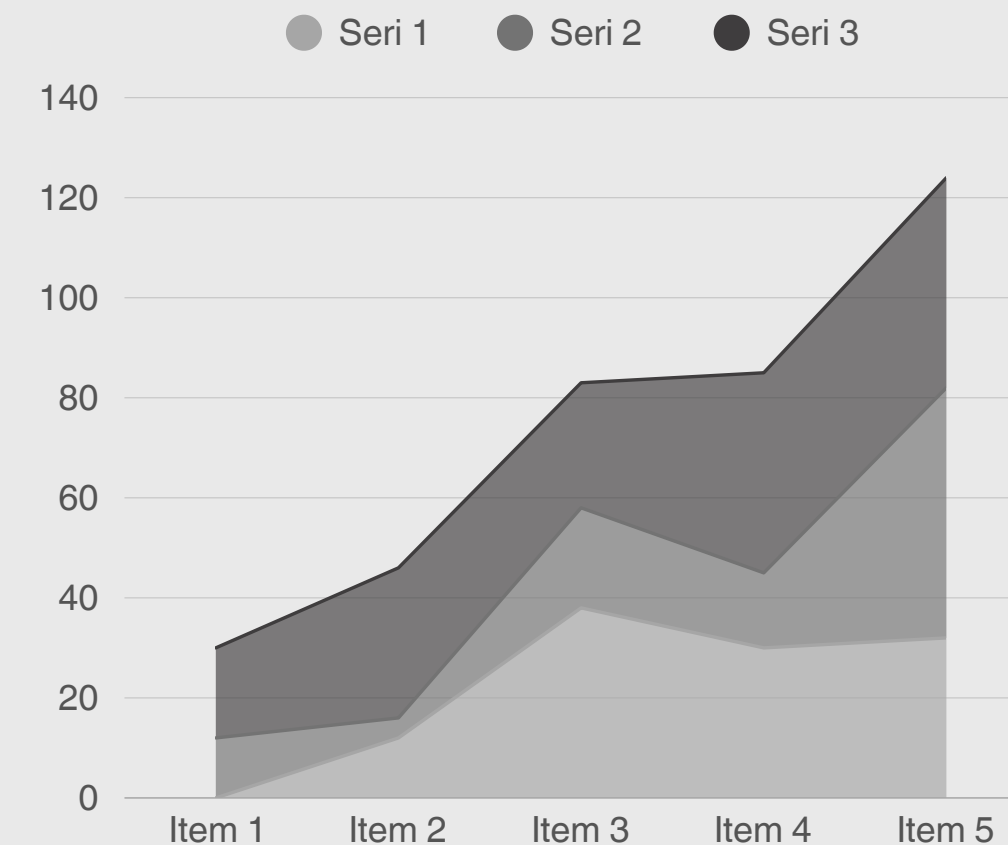
ViewsByGenre = CALCULATE(COUNTROWS(FactStreaming),

SUMMARY OF FINDINGS

- Rapid library growth: +2,399 titles, led by Sci-Fi & Comedy
- Balanced subscription mix: Basic/Standard/Premium each ~33 %
- Top revenue markets: North America & Europe (~65 % of USD 12.01 B)
- Viewership skew: Sci-Fi (1.68 M) & Romance (1.54 M) dominate

70%
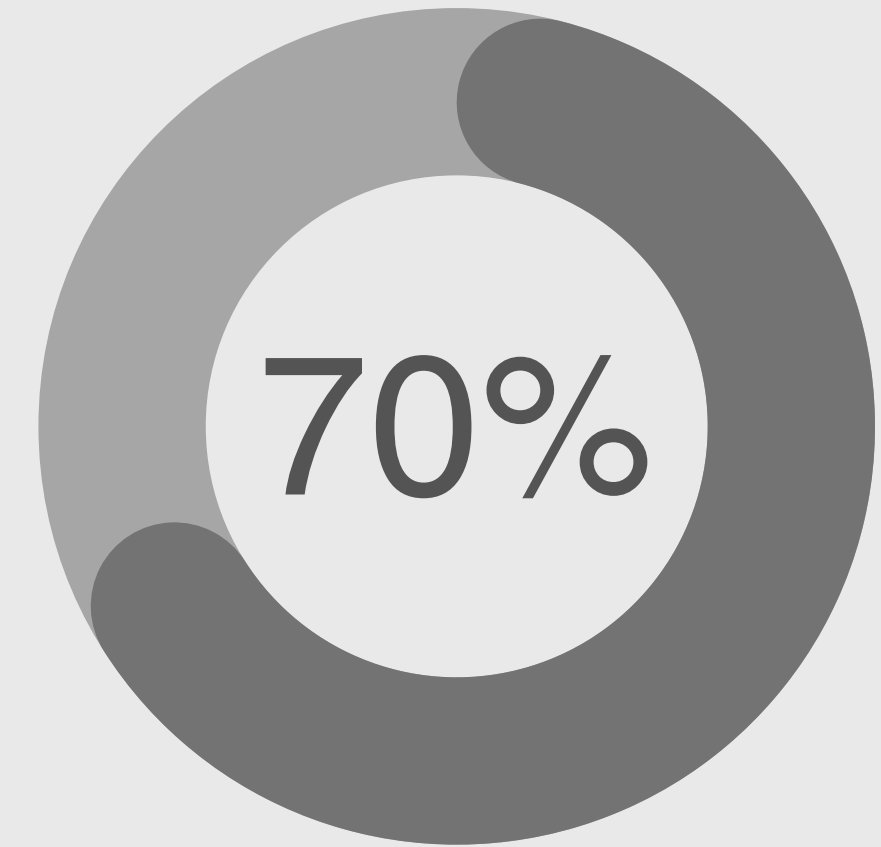
COUNTRY-WISE SHOW DISTRIBUTION

- Shows across 6 continents
- Highest counts: North America, Europe
- Lowest counts: Africa, Oceania
- Interactive filter by country for drill-down

THANK YOU