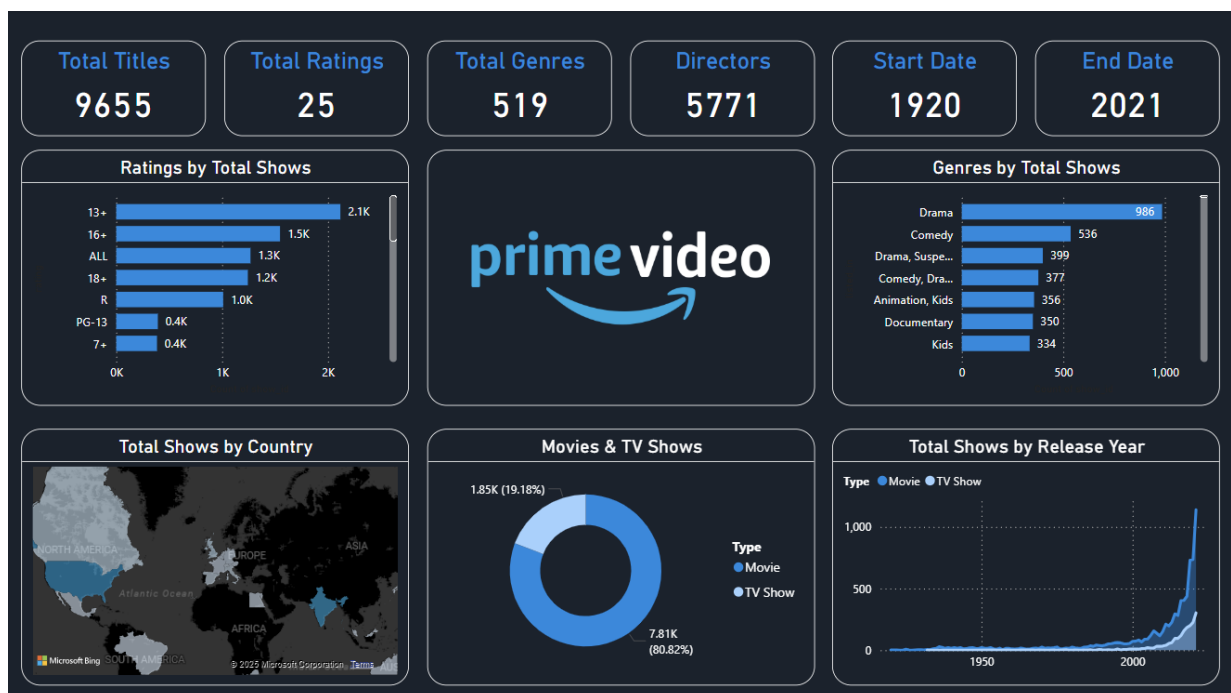


# Amazon Prime Movies and TV Shows Analysis

## Introduction

This report presents an in-depth analysis of Amazon Prime's content library using Power BI, utilizing a dataset sourced from Kaggle. The dataset comprises detailed information on movies and TV shows available on the platform, including titles, directors, cast, release years, ratings, and durations. The analysis involves data cleaning, data transformation, and visualization to uncover key insights into content distribution, genre preferences, and audience targeting. By building an interactive dashboard, this study explores trends in movies and TV shows, regional content availability, and Amazon Prime's strategic evolution. The insights derived from this analysis provide a data-driven perspective on the platform's content strategy, regional focus, and competitive positioning within the streaming industry, helping to identify growth opportunities and areas for improvement.



## Objective

The primary objective of this project is to explore and analyse Amazon Prime's content catalogue to uncover trends and patterns. Specifically, the project aims to:

- Examine the distribution of movies and TV shows across different countries.
- Identify changes in content trends over time, including the rise in TV shows.

- Analyse genre and rating distributions to understand target audience preferences.
- Identify strategic content focus areas, such as high-performing regions and popular genres.
- Visualize data effectively in Power BI dashboards for easy interpretation.

## Dataset Overview

The main fields in the dataset are:

- **Show ID** – A unique identifier assigned to each title.
- **Type** – Specifies whether the content is a Movie or a TV Show.
- **Title** – The name of the movie or TV show.
- **Director** – The director(s) responsible for the content.
- **Cast** – A list of actors featured in the title.
- **Country** – The country where the content was produced.
- **Release Year** – The year in which the content was released.
- **Rating** – The content's age rating (e.g., TV-MA, PG-13, G).
- **Duration** – The length of the content (measured in minutes for movies and number of seasons for TV shows).
- **Genres** – The category of the content, such as Comedy, Drama, or Action.

## Process Overview

This project was completed in the following steps:

### Step 1: Data Import and Cleaning

- Imported the dataset into **Power BI** from a CSV file.
- Checked for missing values, especially in country, director, and rating fields.
- Removed null and duplicate entries to ensure accurate analysis.

### Step 2: Data Transformation & Formatting

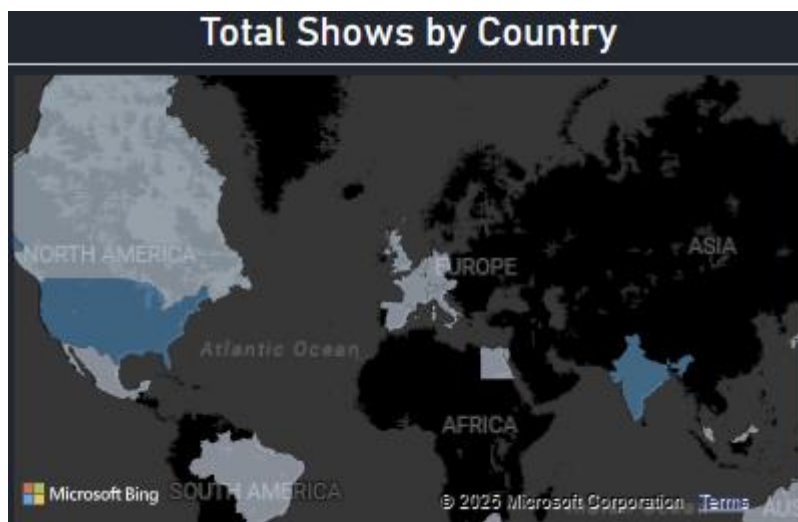
- Converted categorical fields (e.g., Genre, Type) into usable formats.
- Created calculated columns for year-wise trend analysis.
- Filtered out invalid or incomplete records to maintain data quality.

### Step 3: Dashboard Design & Visualization

- Set up a visually appealing Power BI dashboard with a professional colour scheme.
- Used interactive charts and graphs to represent key insights:
  - **Field Map** for country-wise content distribution
  - **Donut Chart** to show the share of Movies vs. TV Shows
  - **Area Chart** for year-wise content trends
  - **Bar Charts** for ratings and genre distribution
  - **Cards** for summary statistics like total titles, directors, and genres

## Analysis and Interpretation of Data

### 1. Content Distribution by Country (Field Map)



The dataset provides insights into the geographical distribution of Amazon Prime's content. The field map visualization highlights significant disparities in content availability across different regions.

**Dominance of India and the US:** The United States (253 titles) and India (229 titles) have the most extensive content libraries. This suggests that Amazon Prime prioritizes these markets due to their large subscriber bases and demand for localized content.

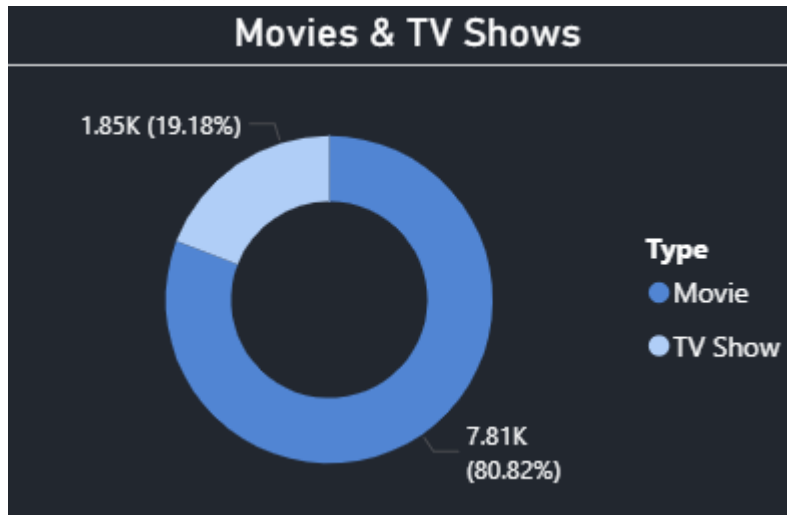
**Moderate Representation in the UK and Canada:** The United Kingdom (28 titles) and Canada (16 titles) have fewer available shows. This indicates Amazon Prime's relatively lower focus on these regions, possibly due to licensing constraints or market size.

**Minimal Representation in Other Countries:** Other countries have a single-digit count of available shows, suggesting limited investment in regional content. Possible reasons include licensing restrictions, market size, or Amazon's strategic focus.

**Business Implications:**

- Amazon Prime is heavily investing in India and the US, suggesting these are its core markets.
- Countries with fewer titles may represent untapped potential, offering opportunities for expansion through localized content.
- Licensing agreements and regulatory issues play a significant role in shaping content availability across different regions.

## 2. Content Type Distribution (Donut Chart)



The donut chart visualization provides insights into the distribution of Movies and TV Shows on Amazon Prime.

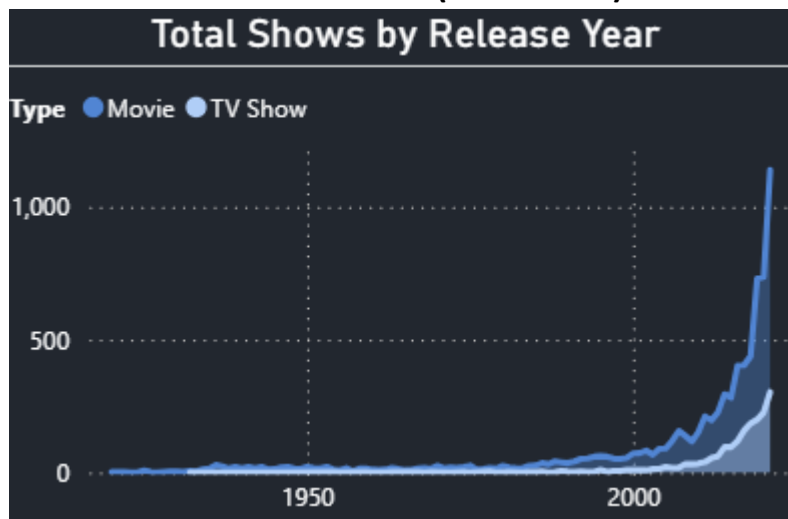
### Key Findings:

- **Movies Dominating the Platform:** Amazon Prime is primarily a movie-focused platform, with a much smaller share of TV shows.
  - Movies: 7,814 titles (80.8%)
  - TV Shows: 1,854 titles (19.2%)
- **Shift Towards TV Shows in Recent Years:** The percentage of TV shows has increased post-2018. This indicates a strategic shift, likely to compete with platforms like Netflix that focus on original TV series.

### Business Implications:

- Amazon Prime's library is ideal for movie lovers but might not be the best option for TV show enthusiasts.
- To compete with Netflix, Amazon Prime needs to invest further in exclusive TV series.
- The increasing share of TV shows suggests that Amazon recognizes the growing demand for long-form content.

### 3. Content Growth Over Time (Area Chart)



The area chart illustrates the trend of Movies and TV Shows added to Amazon Prime over the years.

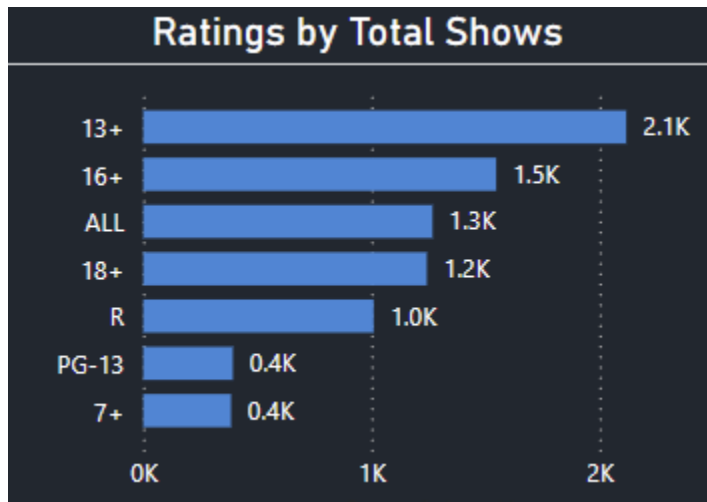
#### Key Findings:

- **Rapid Growth in Recent Years:** A sharp increase in content availability after 2015, coinciding with Amazon Prime's global expansion. This suggests aggressive content acquisition and production strategies.
- **TV Shows Becoming More Prominent Post-2018:** While movies have historically dominated, TV shows have gained significant traction. This indicates Amazon Prime is shifting towards serialized content, possibly in response to consumer demand and competition.

#### Business Implications:

- Amazon Prime's content strategy is evolving, with TV shows becoming a larger part of the offering.
- The exponential content growth suggests Amazon is continuously expanding its library to maintain competitiveness.
- A continued focus on exclusive series and movies will be key to retaining and attracting subscribers.

### 4. Ratings Distribution (Horizontal Bar Chart)



The ratings distribution analysis provides insights into Amazon Prime's target audience based on the classification of available content.

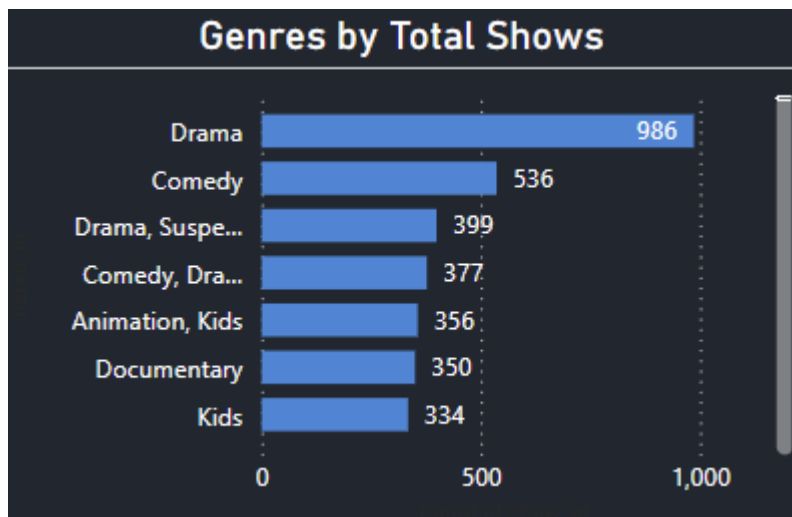
#### Key Findings:

- **Teen and Mature Audiences Are the Primary Focus:** TV-14 (2,117 titles) and TV-MA (1,547 titles) dominate the library. Amazon Prime caters largely to teenagers and adults, rather than younger audiences.
- **Limited Presence of Children's Content:** G (93 titles) and TV-Y (74 titles) indicate a much smaller selection of children's programming. This contrasts with platforms like Disney+, which have a stronger focus on family-friendly content.

#### Business Implications:

- Amazon Prime's content strategy is targeted towards older demographics.
- Expanding the children's content library could help Amazon compete better with Disney+ and attract more family subscriptions.
- TV-14 and TV-MA content indicate a strong market for mature storytelling, making it a key focus area for original productions.

## 5. Genre Popularity (Horizontal Bar Chart)



The horizontal bar chart visualization provides insights into the most popular genres on Amazon Prime.

#### Key Findings:

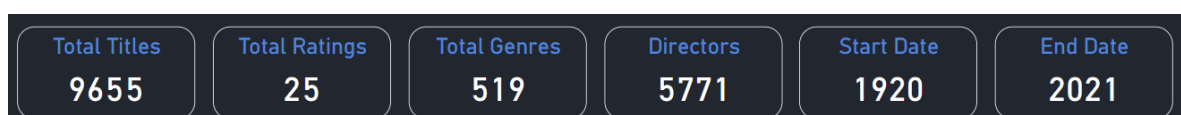
- **Dominant Genres: Drama, Comedy, and Action:** Drama and Comedy are the most widely available genres, reflecting broad audience appeal. Action movies and series also hold a significant share, aligning with global consumer preferences.
- **Steady Demand for Documentaries and Stand-Up Comedy:** Documentaries and Stand-up Comedy have a niche yet dedicated audience. Their consistent presence suggests that Amazon Prime recognizes their value.
- **Lower Representation of Sci-Fi, Fantasy, and Horror:** These genres have relatively fewer titles, indicating a limited focus on niche storytelling. This could be an opportunity for Amazon Prime to invest in these categories to attract dedicated fan bases.

#### Business Implications:

- Amazon Prime is prioritizing mainstream genres that appeal to a broad audience.
- Investing in Sci-Fi, Fantasy, and Horror could diversify the content library and attract niche audiences.
- Maintaining a steady stream of Documentaries and Stand-up Comedy will help retain viewers looking for non-traditional entertainment.

## 6. Summary Metrics (Cards)

The key summary statistics provide a snapshot of Amazon Prime's content library.



### **Key Findings:**

- **Total Titles:** 9,655
- **Total Ratings:** 25 unique classifications
- **Total Genres:** 519 distinct categories
- **Total Directors:** 5,771 unique directors
- **Earliest Release Year:** 1920
- **Most Recent Release Year:** 2021

### **Business Implications:**

- A vast content library suggests Amazon Prime is a strong competitor in the streaming industry.
- A diverse range of ratings and genres ensures that Amazon Prime can cater to various audience segments.
- The presence of historical and contemporary content highlights the platform's commitment to offering a mix of classic and modern entertainment.

## **Conclusion**

Amazon Prime's content strategy is shaped by its strong presence in the United States and India, where it offers the most extensive libraries. While movies have historically dominated the platform, the growing investment in TV shows indicates a strategic shift towards serialized content, particularly in response to increasing competition from Netflix and Disney+.

The post-2015 content boom aligns with Amazon Prime's global expansion and its focus on original productions, which remain key to sustaining growth. The platform primarily targets teen and mature audiences, with limited offerings for children. Genre-wise, Drama, Comedy, and Action receive the most attention, while Sci-Fi, Fantasy, and Horror remain underrepresented, presenting an opportunity for diversification.

To strengthen its competitive edge, Amazon Prime should continue investing in exclusive TV series, expand into underrepresented genres, and refine its regional strategies to better serve global audiences. By leveraging these insights, Amazon Prime can optimize content investments, expand into untapped markets, and enhance its positioning in the streaming industry.